



Practical Exercises

Professional Diploma in Digital Marketing

Digital Display Advertising

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Digital Display Advertising

Practical Exercises

A series of practical exercises is provided below:

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Ad Cost</i>
<i>Exercise 2</i>	<p>To buy 200,000 page impressions on UTV* @ €5 CPM, it will cost me....?</p> <p>I have €6,000 to spend and want to run a campaign on CNN.com. Let's say they work off a CPM rate of €4. How many impressions will I get for my budget?</p> <p>I want to run a display campaign on a blind site that charges €1.60 CPM. How many page impressions will a budget of €3,000 get me?</p> <p>*UTV is a commercial television broadcaster in Northern Ireland.</p>

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Google Affiliate</i>
<i>Exercise 3</i>	You have advertising space on your website and are generating 10,000 unique visitors monthly. You would like to be part of Google's expansive display network. Using Google's AdSense platform (http://www.google.com/adsense/start/) to get more value from your online content.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Ad Type Identification</i>
<i>Exercise 4</i>	<p>Now that we have shown you the standard and more customized display ads available online.</p> <p>Take 15 minutes to go online to 5 of your favorite websites.</p> <p>Identify which banner ad formats are present on the page.</p> <p>Consider how the size/ format has benefited the overall design of the ad and if it could have been improved upon.</p>

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Understanding Display (Mobile Devices)</i>
<i>Exercise 5</i>	<p>You have a budget of €25k for a display advertising campaign. You want to advertise on PC, mobile and tablets and specifically smartphones, as your target audiences use them more than Android.</p> <p>Devise a budget plan and apportion budget to each of the above elements accordingly.</p>

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Integrated Marketing Campaign</i>
<i>Exercise 6</i>	You have been allocated a sizable budget of €50k. This is for a fully integrated marketing campaign. You are a travel agency working on behalf of a cheap package holiday company. You want to invest money in display advertising. Devise a marketing plan, with both online and offline media. Remember display is a branding metric not a revenue generator.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Identifying Publishers</i>
<i>Exercise 7</i>	Within your industry or another industry, you want to identify publisher websites to advertise your brand. How are you going to go about this? If you do not have a Google Account, register and avail of Google DoubleClick (ref; https://ddm.google.com/ds). If you already have a Google account, you will be able to log in. Identify publishers within your market that you can advertiser with.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Choosing Banners</i>
<i>Exercise 8</i>	You have a small budget (€5k – €10k) for investing in a display advertising campaign. The likes of a homepage takeover (HPTO) are not feasible at this stage. What are the alternative options and strategies you can undertake for display advertising? Remember display is used more as a branding tool.

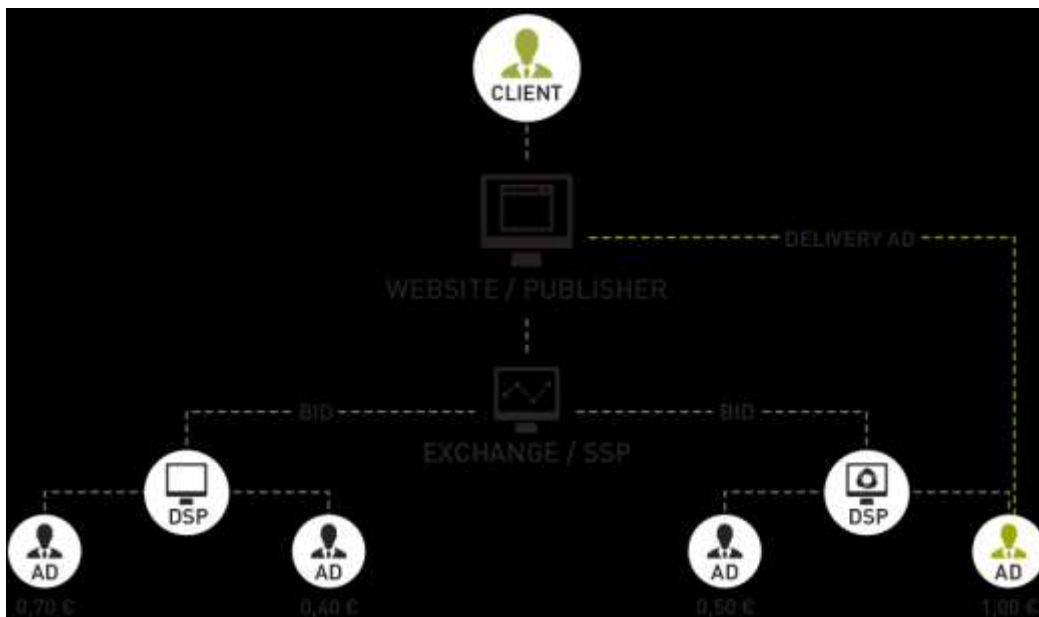
<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Reporting (KPI Analytics)</i>
<i>Exercise 9</i>	Your boss has asked you to report on a digital display advertising campaign that you have undertaken for the last month. He has noted that the click through rate (CTR) is <0.1%. How are you going to overcome this blunt reporting metric?

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Target Objectives</i>
<i>Exercise 10</i>	It is Q1 of a new year and you have been rewarded with a sizable digital marketing budget. Display advertising is top of your agenda. Set out five objectives that you want to achieve for the quarter and year, using the SMART principles. Outline a plan for how you will go about achieving each objective.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Remarketing/ Retargeting</i>
<i>Exercise 11</i>	You have been targeted by both remarketing and retargeting advertising and want to invest in same. Remarketing is Google's targeting tool that uses AdWords and Retargeting are other vendors using the same technique e.g. AdRoll. Split a budget of €10k between the two.



<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Real Time Bidding (RTB)</i>
<i>Exercise 12</i>	You are keen on entering a bid process on publisher websites to have your ads displayed. Your budget is a bit limited at €10,000. Apportion your budget using RTB.



<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Mobile Ads</i>
<i>Exercise 13</i>	You are seeing, from in depth analytics via your publishers, that mobile adverts are generating increased interactivity. You work in aviation and think there is opportunity for conversion and brand via display advertising. Devise a marketing plan with a budget of €50k to advertise on mobile technologies.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Social Ads (i)</i>
<i>Exercise 14</i>	Part of your marketing budget is to be invested in social advertising. You need to target professionals for some career choices within your organization and these are very much sales positions. Use Facebook and Twitter to advertise to these targets audiences.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Social Adverts (ii)</i>
<i>Exercise 15</i>	Part of your marketing budget is to be invested in social advertising. Develop a social media display advertising campaign aimed at the following cohort: 24 – 35 years old females, looking to get married and live primarily in the capital city of your country. There are working professionals and have interest in sports.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>KPI Measures</i>
<i>Exercise 16</i>	<p>You want to determine how well your digital display advertising campaign is performing. From the list below determine which will be the most valuable to you and why?</p> <ul style="list-style-type: none"> - Click through rate - Bounce rate - Interactivity rate - Conversions - Expansion rate - Avg. time on page <p>Are there any others?</p>

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Split Testing</i>
<i>Exercise 17</i>	You are becoming advanced at display and are trying to maximize your output through this media. You have a couple of options you would like to try and agree a split testing window with the publishers. How you would deploy this strategy?

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Reporting & Analytics</i>
<i>Exercise 18</i>	You have set goals against all your digital marketing endeavors. For display you want to show your converted goals using "Goal Flow information". Devise this reporting mechanism using your analytics.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Campaign Schedule</i>
<i>Exercise 19</i>	Create a campaign template to illustrate the following: all activities, publishers' website, agency involvement, costs, ad calendars, etc.

<i>Module</i>	<i>Digital Display Advertising</i>
<i>Learning Item</i>	<i>Google Affiliate</i>
<i>Exercise 20</i>	You have advertising space on your website and are generating 10,000 unique visitors monthly. You would like to be part of Google's expansive display network. Using Google's AdSense platform (http://www.google.com/adsense/start/) to get more value from your online content.