

Creating Display Campaigns

Learning Objectives

- To understand the term display advertising.
- To learn about different types of display advertising to be used in digital platform

Creating Display Campaigns

- To accomplish your marketing goals, display campaigns allow you to target the right audience with visually appealing advertising while they browse millions of websites, applications, and Google-owned properties (like YouTube). One of the campaign types you have access to in Google Ads is a display campaign.

Display Advertising?

A type of **online advertisement** that combines text, images, and a URL that links to a website where a customer can learn more about or buy products.

Use of display advertising in digital marketing

Display ads are used to generate interest, promote products and services, and keep your brand at the top of consumers' minds.

Display ads also allow you to monitor and track your campaigns to reduce costs while increasing performance.

4 features of successful display advertising

- Using rich media to animate and engage.
- Driving clicks with in-banner video.
- Optimizing campaigns for mobile devices.
- Connecting live data feeds to your display ads.

Types

- Banner ads.
- Native ads.
- Animations.
- Interactive content.
- Video content.
- Infographics.
- Expanding ads.
- Lightbox display ads.

- **Banner ads**

Banner ads are one of the most common types of display ads that you can find across a variety of online platforms, including business and news websites, blogs, social media channels and online forums. Banner ads often come in traditional shapes and sizes, where marketers can apply banners in landscape, skyscraper and square sizes

- **2. Native ads**

Online marketing also applies native ads, especially within content marketing strategies. Native display ads fit into the content of the web page, website or email naturally. Marketing and advertising professionals assimilate native display ads into content in such a way that audiences relate the ads to the content or brand itself.

- **3. Animations**

- Display ads that feature animations can use components of video, audio and text to gain readers' attention and are effective for promoting brand messages, products and services. These elements also give you the ability to use animated display ads as long-form advertisements that explore complex or deep explanations about a specific product, service, process or challenge.

- **4. Interactive content**

- Display ads with interactive features combine multiple elements to engage with online audiences. Text headlines, images, graphics and other embedded features within interactive display ads allow audiences to engage with the advertisement.

5. Video content

- Display ads with video content often engage audiences by communicating a specific message, asking a thought-provoking question or introducing a product or service. Video display ads combine video, audio and sometimes text to showcase an offering and motivate audiences to take action or make a decision.

6. Infographics

- Infographics represent a type of display ad that features graphics and text to educate audiences about a specific topic, idea or offering. For instance, a pharmaceutical company's advertising strategies might include infographics to engage with, educate and build rapport with its customer markets.

7. Expanding ads

- Expanding ads are display ads that users can expand beyond the initial size that the ad displays on a website. Some expandable display ads open up when users hover over different elements of the display, and other expanding ads may open up after a certain triggering action on the part of the user. Marketers often configure expanding ads to initiate based on user action and intent.

8. Lightbox display ads

- Lightbox display ads are a special display ad Google developed some time ago. These display ads are similar to expandable display ads where users on a website must interact with the ad for it to initiate into full-screen content. Unlike traditional expanding ads, though, Lightbox ads can include a combination of video, audio, text, animations and other elements that boost engagement with online audiences.

9. Pop-up displays

- Pop-up display ads use a pop-up content feature most commonly on websites to encourage users to learn about offerings, sign up for services or purchase products from a business or brand. Pop-ups usually appear on a website as a small, square box that motivates users to take a specific action. For example, a brand that provides online services to its customers may use pop-ups on its website to engage with and encourage potential customers to learn more about its offerings with an email subscription.

10. Interstitial display ads

- Interstitial display ads are becoming more common within mobile device applications, including in games, social media apps and other online mobile applications. Interstitial ads appear during key transitions of an application as users engage with the app. In mobile game applications, interstitial ads often appear between different scenes or game levels as users move from one element of the app to another.

Learning Outcomes

- Students understand the term display advertising & how to create a display campaign.
- Learning about different types of display advertising to be used in digital platform & its utility aspects in terms of customer reach

Thanks