

# What is Digital Advertising?

**Digital advertising is the distribution of promotional content through online channels.**

**In simpler terms, it's advertising for the internet.**

**Digital advertising is a broad category with new types of “ads” cropping up everyday.**

**They appear in any number of forms (banner ads, digital flyers, videos or animations) and on any number of channels (from social media to specific websites to search engine results).**

# Types of Digital Advertising

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# Display Ads

## Display ads

Display ads are the most recognizable type of digital ad: they typically consist of imagery, ad copy and a CTA in some configuration.

They bear the closest resemblance to traditional advertising—the digital evolution of billboard ads or flyers. The most common types of display ads are:

## Display ads

**Banner ads:** Square or rectangular image-based ads displayed above or to the side of web content

**Popup ads:** Ads that interrupt browsing by overlaying the image onto the screen and require the viewer to manually close them

## Display ads

**Rich media ads:** Ads with interactive elements (besides CTA buttons) such as text fields, swipe/scroll functionality, multiple choice or 360° rotatable images

**Video ads:** Standard video commercials, as on television—only digital video platforms allow viewers to skip some ads after a few seconds

## Display ads

Display ads have become a staple of web browsing, although their blunt style of advertising tends to make users react negatively to them, if not actively avoid them.

But when they are persuasive, well-executed and put in front of the right people, they often generate more immediate sales.

## **Native Ads**

## **Native ads**

**Native ads are advertisements that are designed to be integrated seamlessly into a digital feed.**

**They are meant to look like they belong, hence the term native.**

**These ads pay attention to their target audience and seek to mimic the kind of content that the viewer consumes or is looking for.**

## **Native ads**

**Because of this, the way native ads can look varies depending on the audience and the platform.**

**The following are the most common types of native ads:**

## Native ads

**Social media ads:** Businesses pay for their social media posts to rank higher in the platform's algorithm and appear in the feeds of non-followers who have similar shopping or browsing habits.

**Paid search ads:** Businesses pay to have their web pages rank at the top of a general search engine results page for selected keywords or phrases.

## Native ads

**Promoted listings:** Businesses pay to have their products listed at the top of a search results page on a shopping website or app.

**Recommended listings:** Businesses pay to have their products or content featured in related/recommended sections on shopping or content sites (“Sponsored products related to this item” on Amazon).

## Native ads

**Influencer partnerships:** Businesses partner with social media stars with high follower counts in their target demographic and create branded content for that influencer's feed.

**Sponsored content:** Businesses sponsor podcasts, video channels or specific pieces of content. The ad might involve the content creator reading long ad copy or simply letting the audience know that the content is “presented by” said brand.

## Native ads

**Product placement:** Businesses pay to have their products featured without direct advertisement in videos or video games.

Native ads can go over well with audiences because they are less disruptive than display ads (though by law they are still labelled as ads or sponsored content). But that subtlety can also result in less immediate conversion.

# Content Marketing

## Content Marketing

When it comes to marketing, sometimes a single ad isn't enough to convince someone to buy a product.

Instead, readers often need convincing through facts, evidence, and storytelling.

A type of digital advertising that has seen a recent boost in popularity over the last few years is content marketing.

## Content Marketing

It's using the art of storytelling to market and sell your product or service to users.

The most common form of content marketing by far are articles and blog posts.

Using your story, you can engage the reader and include the benefits of your product which the reader can relate to.

# Influencer Marketing

## **Influencer Marketing**

**An influencer is someone who has a large social media following on a particular or many social media platforms.**

**They're usually already famous in some way which is how they get their followers in the first place, but there have been plenty of new stars being born in recent years.**

## Influencer Marketing

With millions of followers on social media, it's not long until the sponsors and advertisers come knocking.

If you have a brand to promote then getting an influencer to tell their followers how good it is can be a great idea.



thenotoriousmma

Follow

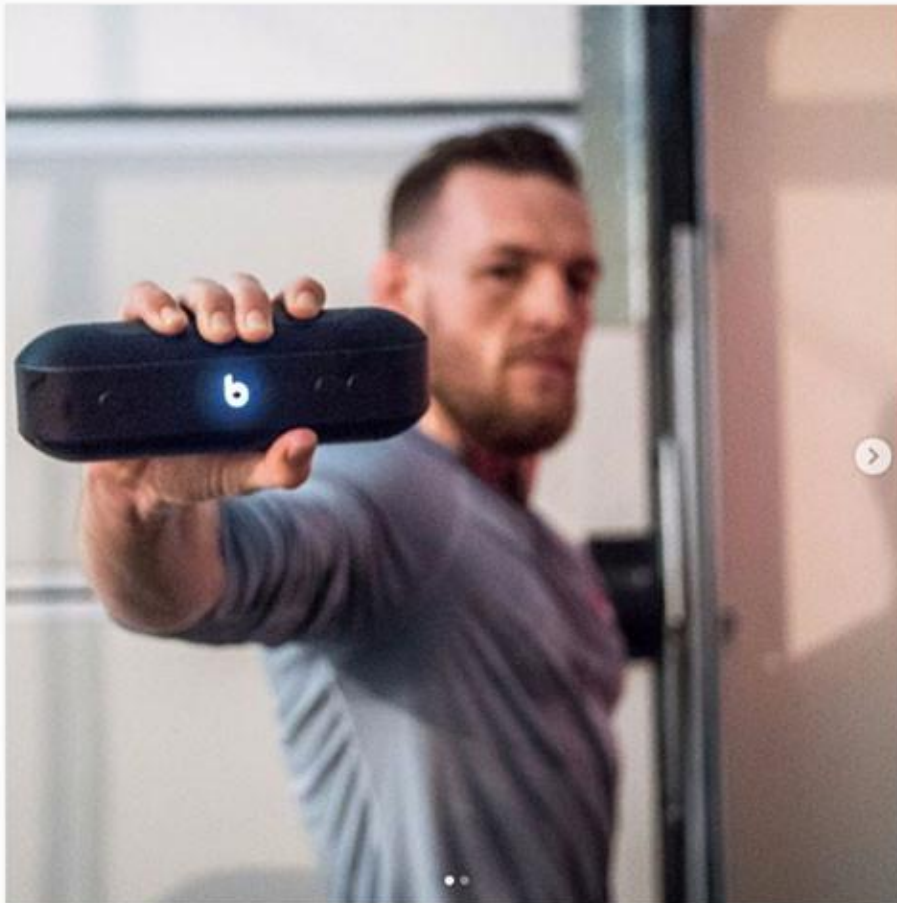
1,728 posts

28.8m followers

609 following

Conor McGregor Official

The face of the fight game.



thenotoriousmma

Follow

thenotoriousmma Late night work on the @conormcgregorfast conditioning program, blasting @beatsbydre. I am about to SHOCK THE WORLD! Again.

Load more comments



388,737 likes

JUNE 27, 2017



## Influencer Marketing

Popular influencer platforms include YouTube, Twitch, and Twitter.

With so many different influencers in so many different niches, the chances are if you sell a product then there's an influencer out there that has the right followers for you.

# Video Marketing

## **Video Marketing**

**With plenty of online platforms for video marketing such as Facebook, YouTube, and Twitch, online video ads are now reaching more users than ever before.**

**Unlike other forms of media, video marketing is great at playing with viewers emotions by throwing them into a story.**

## Video Marketing

In fact, in a recent survey, 96% of shoppers said they found videos helpful when making purchase decisions online.

<https://ppcprotect.com/video-marketing-statistics/>

# Viral Marketing

## **Viral Marketing**

**Viral Marketing is any marketing technique that induces web site users to pass on a marketing message to other sites or users, creating a potential growth or “buzz” about your message.**

**Viral marketing can be the cheapest, most successful form of marketing.**

## **Viral Marketing**

**video clips (by far the most attention grabbing)**

**interactive games**

**e-books**

**branded software**

**images, text messages, forum posts, email, mobile phone messaging**

**Social networks such as Facebook, YouTube, Twitter, TikTok etc.**

## **Viral Marketing**

**In fact, just about every technology can be used as a basis for viral marketing.**

**Some viral marketing campaigns will be more effective than others.**

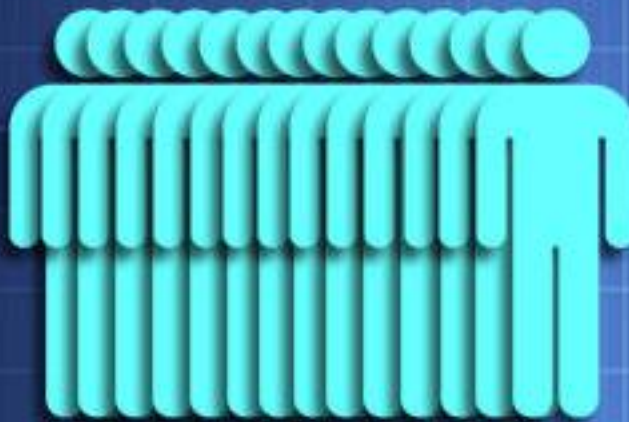
**In addition, some target markets will eat up viral marketing better than other demographics, such as young adults and teenagers.**

## Viral Marketing



## Viral Marketing

**YouTube has 490  
million users  
worldwide (unique  
visitors per month)**



**Average YouTube  
user visits the site  
14 times per month**

## Viral Marketing

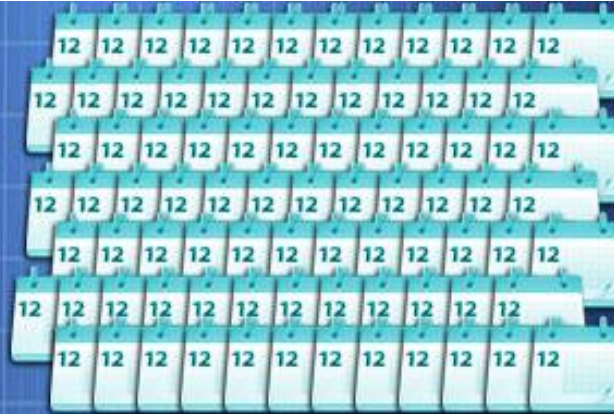
**Users spend an  
average of 25 minutes  
on the site each time**



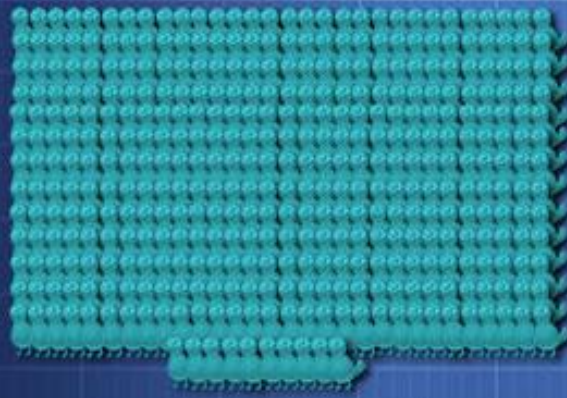
**92 billion page  
views each month  
(~13x World  
Population)**

# Viral Marketing

**We spend 2.9  
billion hours on  
YouTube in a  
month. That's  
326,294 years**

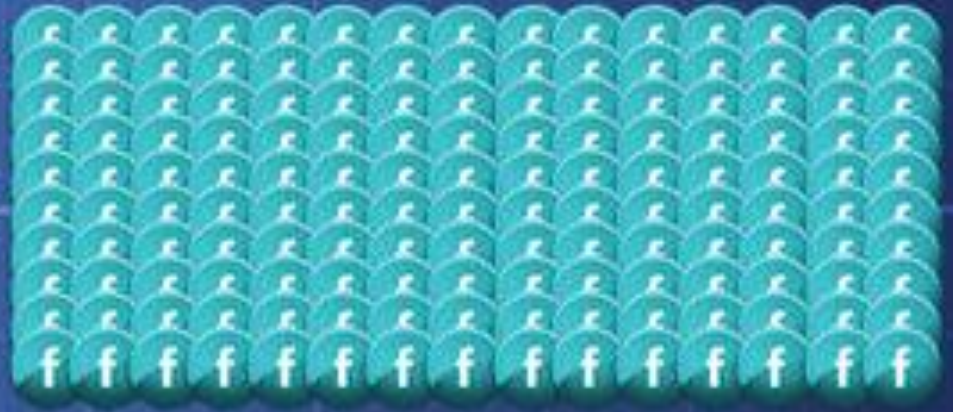


**There are more  
than 400 tweets  
per minute  
containing a  
YouTube link**



## Viral Marketing

**On Facebook over  
150 years worth of  
YouTube videos are  
watched every  
single day**



*Information courtesy of [www.musicmarketing.com](http://www.musicmarketing.com)*