

Creating Your Digital Advertising Strategy

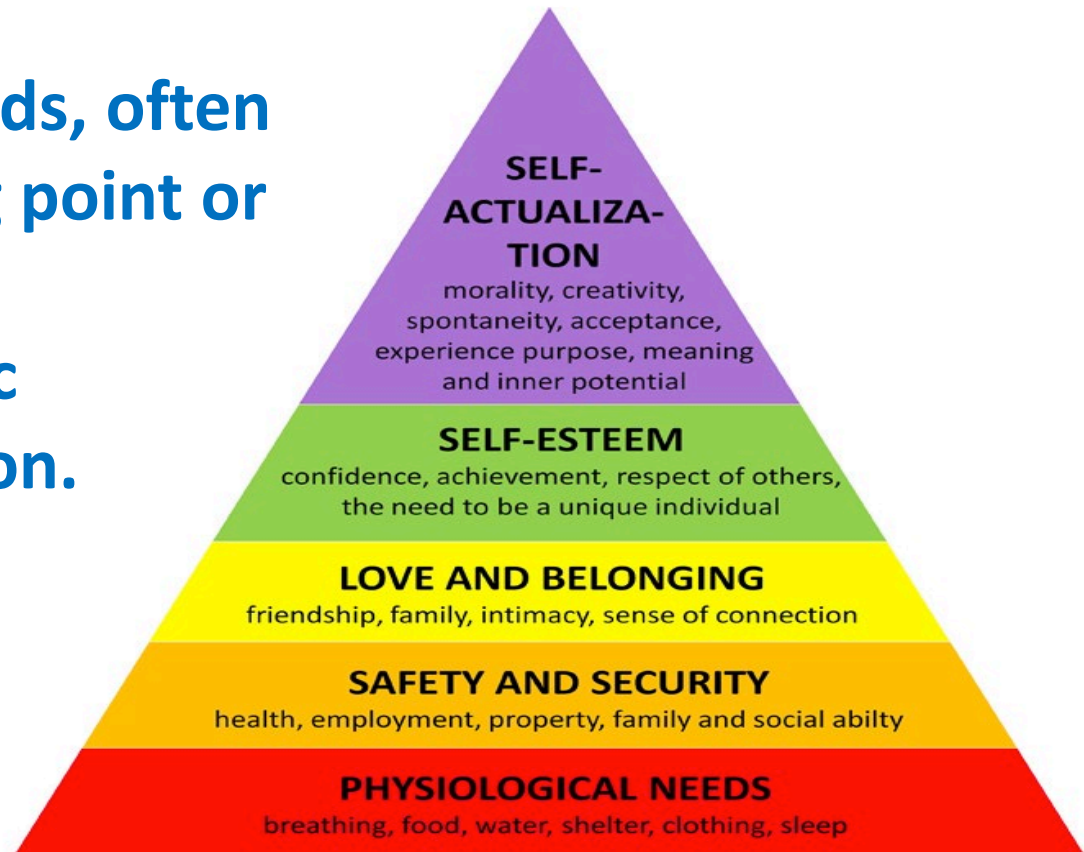
Define Your Target Audience

The most crucial step of any successful online marketing campaign is defining your ideal target audience.

Without an audience in mind, it's impossible to work out where you'll find them online, which can result in a lot of advertising budget wasted.

Abraham Maslow's Hierarchy of needs

View of human needs, often used as the starting point or background to understanding basic consumer motivation.



Why we buy brands

Brands add something to the idea of ourselves.

The relationship between consumer and brand is often emotional rather than rational.

Buying a T shirt to support Cancer Research (Self Actualisation/Fulfilment)

Buying a Jaguar (Self Esteem - Status)

Buying a shirt with a Nike tick (Belonging)

Banking with Lloyds Bank (Security)

Paying your water bill (Survival)

Target Audience

Socio-economic groupings

- A** Higher managerial, professional
- B** Intermediate managerial
- C1** Supervisory, clerical junior managerial
- C2** Skilled manual worker
- D** Semi unskilled manual worker
- E** Unemployed and lowest grade occupations

When thinking about your target audience, you need to picture your ideal customer.

How old are they?

What is their income?

What hobbies are they most likely to do?

You could take it a stage further with **market segmentation**

Geographic: for example, national, regional, urban/rural, climate, etc

Demographic: for example, age, sex, family, size, income, occupation, social class, etc

Psychographic: for example, lifestyle, hobbies, personality, attitudes, etc

Behaviour: for example, benefits being sought, purchasing rate, usage rate, etc

Once you start to answer these questions, you can quickly build up a persona of the person(s) you are trying to target.

Decide On Your Platform

Now you have a picture of the type of person you want to target; it's time to think about their daily life:

When do they use the internet?

What websites are they most likely to visit?

Are they social media users or not?

If you have a younger audience in mind, then social media and influencer advertising could work really well.

Many youngsters are ditching TV for the likes of Twitch and YouTube, so if you want to grab their attention influencer marketing and video ads are an excellent choice.

**Inform, persuade, remind:
the goals of digital advertising**

The goals of your digital advertising strategy will vary from campaign to campaign, but advertising practice outlines a combination of three general objectives:

Inform – Establish brand awareness.

Persuade – the consumer to act.

Remind – Keep your brand at the forefront of a consumer's mind.

Now Get Creative!

Now Get Creative!

Case Studies

Cyrenians – Ask Alex

Cyrenians is a Scottish charity that helps the homeless and other vulnerable people in society.

It is also one of the first charities to create a digital chatbot for educational purposes – designed to inform people about how easy it is to become homeless.

Based on research that found 15% of Scottish people believe homeless people are so because of personal choice,

the ‘Ask Alex’ chatbot allows users to ask questions that they might not feel comfortable asking in real life.

EXCLUDED FROM HIS FAMILY

Hi, I'm Alex. Ask me about my story.



Hi, I'm Alex, my story is based on real stories of people who have journeyed with the charity Cyrenians, and I have been created to raise awareness relating to homelessness and family exclusion. You can ask me questions about why I'm homeless, my job, my family, my friends, and much more.

<http://www.ccpscotland.org/wp-content/uploads/2017/09/Cyrenians-presentation-on-Alex.pdf>

Movember & Unmute – Ask Him

In the run up to World Suicide Prevention Day 2017, Movember decided to shine a light on the role friends, family, and colleagues can play when it comes to supporting men struggling with mental health.



‘Unmute – Ask Him’ is a campaign that uses the metaphor of muted videos on social media.

It involves three subtitled videos, which on the surface appear to show men demonstrating simple tasks such as making a fishing rod or changing a flat tyre.

However, when the user unmutes the video, they can hear what the men are really talking about (their underlying personal worries and concerns).

<https://www.youtube.com/watch?v=j72YKZsdDRM>

UNICEF – 27 Empty Buses

With the aim of highlighting the 27m children that are out of school and living in conflict zones, the charity drove 27 empty school buses through the streets of Manhattan.

There was just one passenger present – 19 year old Unicef Goodwill Ambassador, Muzoon Almelleha, who was forced to give up education when her family fled violence in Syria in 2013.

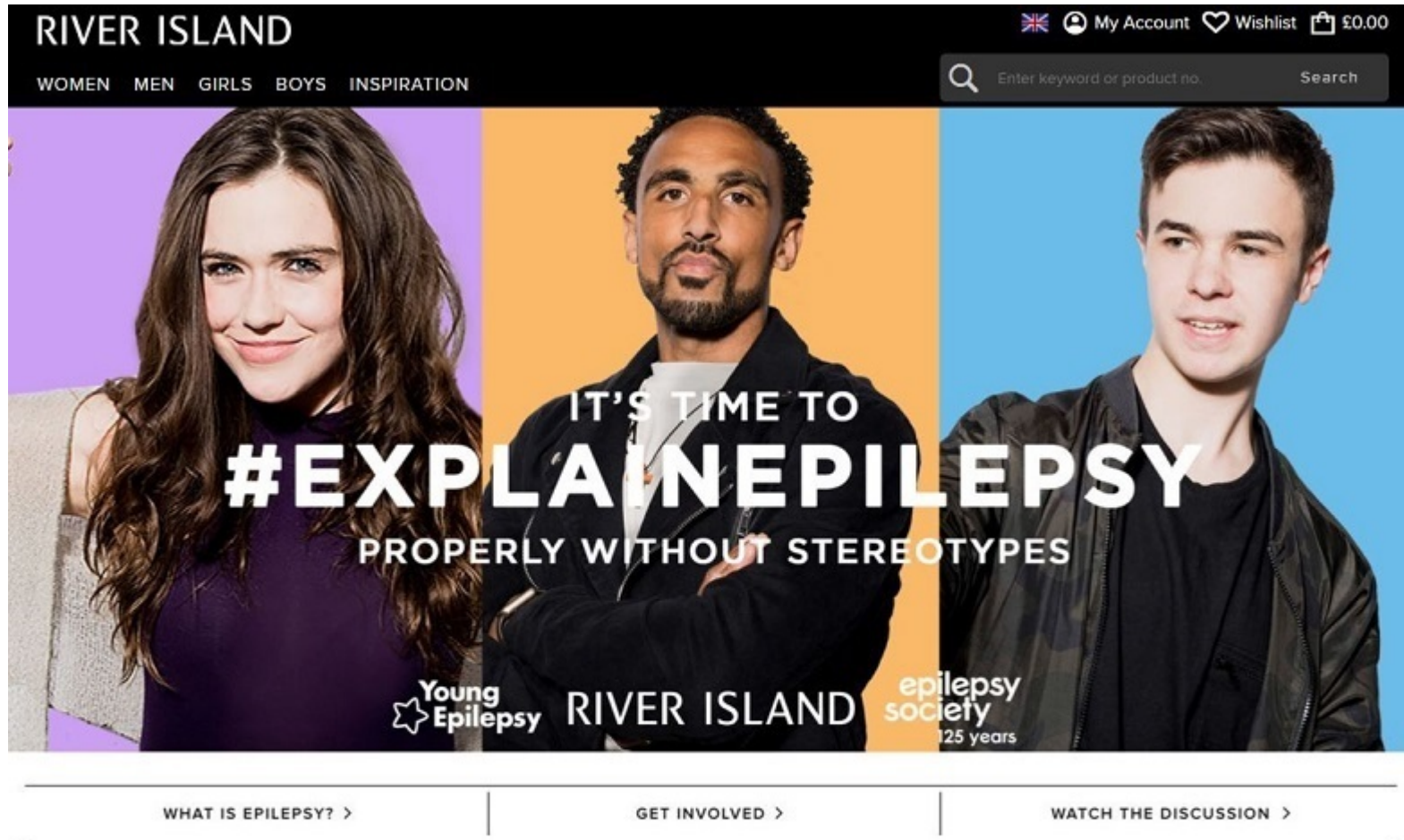
The campaign was timed just ahead of the United Nations General Assembly, shrewdly drawing awareness to the importance of education for children affected by conflict.

https://www.youtube.com/watch?v=gxAhn_L_ahM

Young Epilepsy and Epilepsy Society – #explainepilepsy

In a poll of 2,000 people in the UK, YouGov – alongside the Epilepsy Society and Young Epilepsy – found that there is a huge lack of confidence in knowing how to help people with epilepsy.

As a result, the two charities partnered with retailer River Island to launch #explainepilepsy – a campaign designed to encourage the public to talk about the neurological condition that affects 600,000 in the UK.



The image shows a screenshot of the River Island website's header and a large promotional banner. The header is black with the 'RIVER ISLAND' logo in white. To the right of the logo are links for 'My Account', 'Wishlist', and a shopping bag icon with '£0.00'. Below the logo are navigation links: 'WOMEN', 'MEN', 'GIRLS', 'BOYS', and 'INSPIRATION'. A search bar is located on the right side of the header with the placeholder text 'Enter keyword or product no.' and a 'Search' button. The main banner features three models (a woman on the left, a man in the center, and a young man on the right) against a background of three vertical color blocks: purple, orange, and blue. Overlaid on the banner is the text 'IT'S TIME TO #EXPLAINEPILEPSY PROPERLY WITHOUT STEREOTYPES'. At the bottom of the banner are the logos for 'Young Epilepsy' (a star icon), 'RIVER ISLAND', and 'epilepsy society' (with '125 years' below it). Below the banner is a navigation bar with three links: 'WHAT IS EPILEPSY? >', 'GET INVOLVED >', and 'WATCH THE DISCUSSION >'.

RIVER ISLAND

WOMEN MEN GIRLS BOYS INSPIRATION

Enter keyword or product no. Search

IT'S TIME TO
#EXPLAINEPILEPSY
PROPERLY WITHOUT STEREOTYPES

Young Epilepsy RIVER ISLAND epilepsy society 125 years

WHAT IS EPILEPSY? > GET INVOLVED > WATCH THE DISCUSSION >

EVERYONE KNOWS
SOMEONE WITH EPILEPSY

The campaign was supported by a number of household names including footballer Leon Legge, actress Kerry Howard, and S Club Junior singer Stacey McClean – each telling their own experience of epilepsy, whether personally or via someone close to them.

By partnering with River Island, the campaign ensured greater awareness on social media, with the retailer also holding a competition for users to #explainepilepsy in a single tweet for the chance to win prizes.

<https://www.riverisland.com/explainepilepsy>

<https://www.thedrum.com/creative-works/project/the-ancestors-river-island-young-epilepsy-epilepsy-society-explainepilepsy>

Battersea Dogs & Cats Home – We're Not Laughing

While most charity campaigns strive to raise awareness about a cause, every now and again one comes along that has the potential to drive direct change.

‘We’re Not Laughing’ from Battersea Dogs & Cats Home is a prime example – a campaign that calls for the longer sentencing of animal abusers.

Joining force with a number of high-profile comedians including Paul O' Grady, Harry Hill, Tracy Ullman, and Ricky Gervais, Battersea proposes that the maximum six-month sentence in the UK is laughable, instead campaigning for the most severe animal cruelty offences to be increased to five years.

With posters and digital billboards set up in 170 different locations around the country, the campaign ensured high visibility.

The public was also given a tangible way to show their support, with an online petition generating 62,501 signatures to date.

<https://www.youtube.com/watch?v=FY-UXb26--E>

Brain Tumour Charity Snapchat Filters

The charity released a series of silly but serious Snapchat filters showing the symptoms of a brain tumour and encouraging people to see their GPs - a life-saving scheme that is really making an impression with a younger audience.





The filters themselves have been shared over 19,000 times and the story ads, the fail videos that lead users to our landing page with symptom information and support, have been opened over 250,000 times.

This has driven over 4,000 users to our landing page, a vital resource for more information.

<https://www.thebraintumourcharity.org/media-centre/news/charity-news/our-snapchat-symptom-campaign-success-continues/>

The Prince's Trust Ebay And #GivingTuesday

The Prince's Trust has teamed up with online auction site eBay in an exclusive partnership which sees 5p for every transaction of two items or more during #GivingTuesday go to the charity. Among items being promoted for the charity initiative is a limited edition Trunki ride-on suitcase, called Charlie the Dragon, which has been signed by Wales rugby player Shane Williams.

<https://charitydigital.org.uk/topics/topics/ebay-marks-givingtuesday-with-princes-trust-fundraiser-6575>

Blue Cross #PetBFF

The #PetBFF hashtag challenge, which has so far received over 500 billion views, invited the TikTok community to create and share videos featuring their Best Friends Forever — their pets.

For each of the 10,000+ videos made in the UK, TikTok donated £1 to Blue Cross, helping to support the charity's work with sick, injured and homeless pets.

Unseen #Unseenstories

This hard-hitting social media campaign grabbed the 'limelight' by asking people to turn their social profiles bright green to make people look twice.

The campaign draws attention to the hidden plight of modern-day slaves, along with an unsettling series of outdoor posters showing poetry mysteriously blacked out to reveal disturbing hidden messages, all in the charity's signature green.



<https://www.campaignlive.co.uk/article/unseen-launches-cryptic-campaign-save-modern-slavery-helpline/1662253>