



AREU

Digital Marketing Training

Day 2, part 4

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Advertisement in YouTube-Step by step guide

- Advertisement through google
- Gog into www.google.com
- Goggin to google ads
- Creating google AdWords account
- Signing in into account using your Gmail account
- Creating ads:

Advertisement in YouTube-ads creation

YouTube ads creation process

Selecting advertising goal:

- Get more calls?
- Get more website sales and signups
- Selecting advertising goals/objectives:
 - Sales
 - Leads
 - Website traffic
 - Product and brand consideration
 - Brand awareness and reach

Creating a campaign without a goal's guidance:

- Selecting your business name and audiences
 - Business name
 - Selecting target audiences
 - Where are your customers?
 - Find new customers in the areas you serve
 - What's your business address?
 - What radius around your business?

Advertisement in YouTube-select location

- Selection customer location
- Select customer language
- Add location
- Select the languages do your customers speak
- Select the gender, age, and parental status of your customers
- Now, tell us if you want to reach people with specific interests
 - Keep interest as broad as possible
 - Reach people with specific interests
- Set a budget that's right for you, Keep interest as broad as possible
 - Amount
 - Currency

Continue:


Review your comparing

- Check the summary

Set up Billing

- Confirm payment information
- Select Payment profile
- Select payment method
- Authenticate payment
- Submit

Types of YouTube Ads

- Skippable in-stream ads (after 5 second)
 - Non-skippable in-stream ads (including bumper ads)
 - Video discovery ads (formerly known as in-display ads)
 - Non-video ads (i.e., overlays and banners)
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Advertisement in YouTube(summery)

- **Create a YouTube channel**
- Link Google AdWords to Your YouTube Channel
- Store your recorded advertisement in Youtube
- Go to google ads
- Start creating your video ad by:
 - Search for video or past url
 - Where do you want your ad to appear?

Advertisement in Google -Ads creation process:

- 1- Create google account (Gmail)
- 2- Create google ads account
- 3- Sign into your Google Ads account.
- 4- Select your advertisement goals (Simple mode or expert mode)
- 5- Add your business name and website (It should be real)
- 6- Enter a final URL, headline text, description text, and text in the optional “Path” fields.
- 7-When you're satisfied with your new text ad, click Save ad.

Advertisement in Google -Ads creation process:

8.Set up keyword themes:

- Select relevant keywords
- Select maximum up to 10 keywords

9.Select the budget

- Pre-selected ads
- Or ad your own ads

10.Review ads

11. Confirm payment

- Enter the payment information and submit

Advertisement in Google -How your budget works?

- **What you pay for**
- You only pay for ad clicks or calls to your business.
- Some days you might spend less than your daily average, and on others you might spend up to 4 times as much. But over the month you won't pay more than your monthly max.
- **If you change your mind**
- Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.

Advertisement in LinkedIn

- www.linkedin.com
- Go to advertise page
- Create/select the account
- Create campaign
- Setup campaign;
 - Objective selection
 - Audience selection
 - Ad format
 - Placement
 - Budget and schedule
 - Conversion tracking

Advertisement in LinkedIn-objectives

- Select the objective that best fits your goals below:
- Awareness:
 - Brand awareness
 - Online reputation management
 - Fame
- Consideration:
 - Website visit Engagement Video view Conversion:
 - lead generation
 - Website conversion
 - Job applicants

Advertising in Facebook

- a) Create your Facebook account/Page
- b) Go to Facebook page
- c) Click on Create-Ads menu
- d) Chose your objectives

1. Awareness

- Brand awareness
- Reach

2. Consideration

- Traffic
- Engagement
- Apps install
- Video views
- Lead generations
- Messages

3. Conversions

- Conversions
- Catalogue sales (Grouped 3.3 items)
- Store visits

Advertising in Facebook

Select your audiences:

- Create new/use saved audiences
- Custom audience
- Select location
- Select age
- Select gender
- Select language

Decide where ad to run (Next, choose where you want to run your ad – whether that's on Facebook, Instagram, Messenger, Audience Network or across them all. In this step, you can also choose to run ads on specific mobile devices.)

- Set your budget
 - Pick a format
 - Single image
 - Single video
 - Slideshow
 - Enter the credit/debit card detail
 - Submit the add

Why Facebook ads?

- 80% of the internet users use the Facebook
- 93% of the marketers use the Facebook
- Around 2 Billion total reach potential in the world
- Around 5 Million total reach potential in Afghanistan
- The average Cost per click for Facebook is 0.8\$ and cost per mile (1000 impression) is 5.12 \$.
- The Facebook Advertising Platform Offers Robust Analytics
- You Can Micro-Target Your Exact Audience
- You Can Create Ads Catering to Your Specific Objective
- You'll Reach Far More People Than You Ever Will With Organic Posts
- With Proper Targeting, You Can Get Clicks and Conversions for Cheap
- You Can Easily Find New Leads With Facebook Ads
- People Are Almost Always on Social Media
- You'll Encourage Customer Loyalty

wordpress and website development process

Finding a good domain

Buying the domain name

Renting/selecting a hosting (online storage for your data)

Setting-up your website

Selecting the right themes

Selecting the required plugins

Developing the site map

Developing the required pages and sub-pages

Developing the quality contents

SEO

Ranking

Why website?

93% Of Business Purchase Decisions Start With A Search Engine Search of Websites

It Shows Your Professionalism

It Gives You Ease Of Access

It's a Low Cost Per Impression Marketing Vehicle

It Will Give You a Positive ROI

It Gives You Lasting Value

It Gives You Opportunities Abroad

It's an Easily Accessible Data Center

It Provides Self Service Customer Support

Domain



DOMAIN NAMES ARE USED TO IDENTIFY ONE OR MORE IP ADDRESSES



DOMAIN IS THE NAME OF YOUR WEBSITE



DOMAIN NAME HAS A SUFFIX WHICH SHOWS THE CATEGORY OF WEBSITE (AF/COM/IN/US/GOV..)



DOMAIN NAME CAN BE PURCHASED



DOMAIN NAME SHOULD BE EASY, SIMPLE AND MEANINGFUL



DOMAIN.COM, BLUEHOST... ARE SOME EXAMPLES OF THE DOMAIN PROVIDERS

Hosting



Hosting provider allocates space on a web server for a website to store its files, they are hosting a website.



Hosting is internet space you rent for your data



You can purchase different spaces size



There are many hosting service providers



There are free hosting as well as paid hosting services available

Best-Hosting service providers

- Blue host with 2 Million websites
- HostGator
- Hostinger.com
- GoDaddy
- A2Hosting
- Webhosting pad
- Network solutions
- Host papa
- Domain.com
- Web.com

Engaging Digital media posts-Content wise

Photos/Images/Videos	Text	Other People's Content	Blog posts/links	Inspirational quotes/Inspirational images
Bucket list posts — Fill-in-the-blanks	Funny memes	Questions	Quizzes	Call to action
	Infographics	Tips	Free books/events	

Engaging Digital media posts-objective wise

- Informative Posts(insight about product/business)
- Inspiring or Entertaining Posts (engaging/capturing attention)
- Promotional Posts (posts that'll help boost your sales)