

# Course : Launch a digital advertising campaign

**Practical course - 2d - 14h00 - Ref. CPD**

**Price : 1590 CHF E.T.**

This training course will give you a comprehensive understanding of all the elements involved in launching advertising campaigns on the Internet: specifics, players, online media planning... In particular, you'll learn how to target your campaigns, manage them successfully and collaborate effectively with your partners.

## Teaching objectives

At the end of the training, the participant will be able to:

- Understand the specific features of online advertising campaigns compared to traditional media campaigns
- Step-by-step design of a digital advertising campaign
- Build a media plan and implement effective media planning

## Intended audience

Communication/marketing managers, product or market managers, project managers, copywriters or anyone starting out in the implementation of an online advertising campaign.

## Prerequisites

Basic knowledge of marketing.

## Practical details

### Hands-on work

Exchange and feedback. Theoretical input, exercises and case studies.

### Teaching methods

Active teaching based on exchanges, examples, case studies and evaluation throughout the course.

## Course schedule

### PARTICIPANTS

Communication/marketing managers, product or market managers, project managers, copywriters or anyone starting out in the implementation of an online advertising campaign.

### PREREQUISITES

Basic knowledge of marketing.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Defining the role of digital in an advertising communications strategy

- Define the objectives and expectations of a digital advertising campaign.
- Understand the complementary nature of the "on" and "off" line.
- Evaluate the advantages of different e-marketing levers: display, SEM, affiliation, emailing...
- Understand the new advertising opportunities offered by social networks and the challenges of multi-platform advertising.
- Focus on mobile media.

### Storyboarding workshops

Brainstorming on the advantages and limitations of display.

## 2 Know the main players in digital advertising

- Advertisers.
- Media agencies.
- Publishers and agencies.
- New media buying tools: Ad Exchanges and Real Time Bidding platforms.

### Hands-on work

Write a communication brief for a partner.

## 3 Building your digital media plan

- Arbitrate advertising investments.
- Complementary advertising levers.
- Understand the different ways of purchasing displays.
- Understand how Google Adwords works.
- Select sites for your media plan.
- Media planning.
- Build your purchasing strategy and prepare for negotiations.
- Draw up a campaign launch schedule.

### Case study

Draw up a media plan based on a real advertising campaign and a predefined budget.

## 4 Focus on creative advertising

- The most effective locations and formats on a site.
- Optimize targeting.
- Adapt design to the right medium: Web, mobile/tablet, multi-device...
- The power of stories: Brand Content, crossmedia, transmedia...
- Picture marketing and videos.
- Deploy campaigns on the social web and mobile.
- Advertising pre-tests.

### Hands-on work

Develop your creative judgment by analyzing digital advertising campaigns.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 Managing and monitoring a digital advertising campaign

- Manage the campaign's various levers.
- Define key indicators and effective performance monitoring.
- Make improvements during the campaign.
- Specialize your campaigns: branding orientation, engagement orientation, conversion orientation...
- Measure the impact of the campaign with advertising post-tests.

### Hands-on work

Create a dashboard for a digital advertising campaign.