SMALL BUSINESS KNOWLEDGE AND TRAINING PORTAL

SEO (SEARCH ENGINE OPTIMIZATION)

LESSON TOPICS

1. What is Programmatic Advertising?

Programmatic advertising is the automated buying and selling of digital media. It involves:
-Defining a target audience
-Creating an ad for the target audience
-Setting a budget
-Letting the computers do the rest of the work with the preexisting data
The goal of programmatic advertising is to target the right audience with the right ad, on the right device, at the right location, at the right time.

2. Google and Facebook Ads

Successful behavioral targeting involves audience data segmentation. Google and Facebook make up 60% of ad spending, which equates to $76 billion in the US. The data these websites have are tied directly to their user profiles. Google has a large reach and can serve as the ad broker, the data collector, the delivery network, and publisher all at once. To set up using a campaign using Google you can choose to use
-Search ads
-Youtube ads
-Retargeting ads
-Display ads
-Programmatic ads
All you have to do is upload your creative and set the prices.

3. Behavioral Targeting

Behavioral targeting involves targeting consumers based on intent. Research shows that ads served based on consumer intent have a 40% higher purchase intent life. Consumers provide the data that shows what they want by visiting different website, viewing content, and using specific search terms. Consumers are then placed into a campaign queue, where they're served personalized ads. This allows advertisers to develop different personalized strategies for advertising.

4. Location Targeting

Location targeting is another tool advertisers use to ensure their ads are delivered to the right target audience at the correct time. With location targeting, a consumer searching from a specific location will be reached by ads that are specific to the current location (geofencing). In addition, marketers can also implement targeting based on consumer demographics, such as age, gender, and sociographics.