Advertising on the web and social networks: SEA, Display, Social ads, Retargeting

★★★★★

CV-66   2 Days (14 Hours)

Description

Advertising campaigns on the web and social networks are an effective way to improve your visibility on the Web and attract new customers. The reduced effectiveness of natural referencing on search engines and the reduction in the organic reach of messages on social networks are now leading marketing and communication managers to better exploit the resources of advertising solutions available on the web and social networks.

Who is this training for ?

For whom

Marketing and digital marketing manager. Responsible for digital communications. Communication manager. Communications Officer. Executive in charge of external or global communications. Press Officer. Advertising manager.

Prerequisites

None.

Training objectives

- Prepare and carry out your advertising campaign on the web and social networks
- Measure the performance of your advertising actions on the web and social networks
- Attract customers through the web and social networks

Training program

En amont du présentiel

- A self-diagnosis.

L'écosystème de la publicité digitale Complémentarité des médias à travers le modèle POEM (Paid,

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We are at your disposal : De Lun - Ven 09h00-18h00

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- Owned, Earned, Shared).
- SEA, affiliation, click-through advertising, social ads...
- digital advertising solutions.
- RTB and Adexchanges.

Réussir sa campagne display Définir sa stratégie display. Les modes d'achat du display : CPM, CPC, CPL, CPA, ...

- Formats: banners, skyscrapers, button, pre-roll, ...
- Adexchange, DMP (Data management platform) and RTB (Real time bidding).

Publicité sur les médias sociaux

- Native Advertising, Sponsored Publications...
- the advertising offer of social media (Facebook, Instagram, Twitter, LinkedIn, Snapchat).
- Opportunities for targeting these networks.
- Campaign management tools (planning, budget monitoring, etc.).

Mesurer la performance de vos campagnes

- The criteria for evaluating a plan.
- The statistical markers in the banners.
- Calculate the ROI of your campaigns.
- Evaluate performance according to media and objectives.

Après le présentiel, mise en œuvre en situation de travail

- A reinforcement program to help me implement the training.