

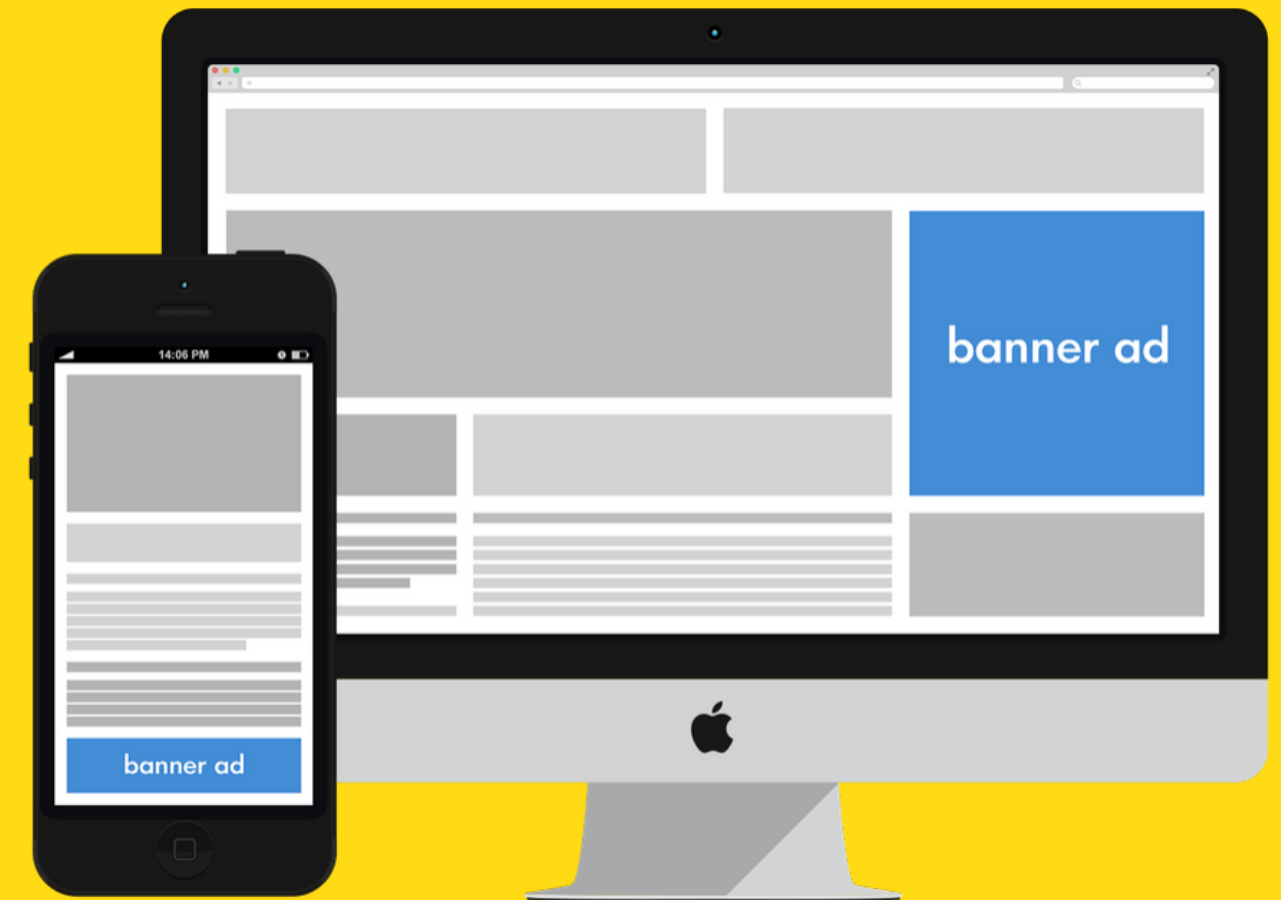


Digital Branding & Marketing - sesi 6

Rangga Wisesa, M.Si, CICS

DISPLAY ADS

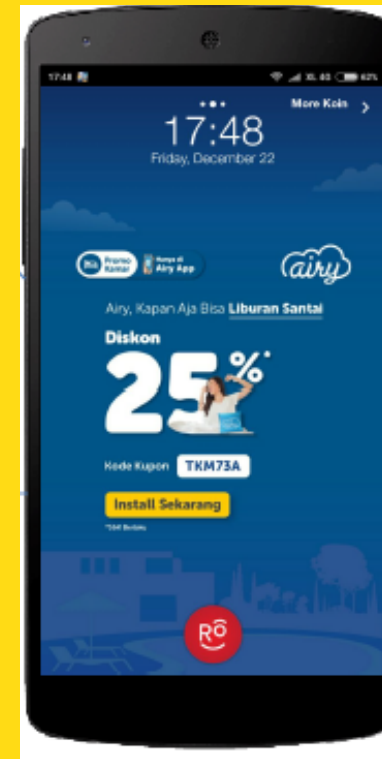
BENTUK PERIKLANAN YANG MENAMPILKAN OBJEK VISUAL SEPERTI TEKS, LOGO, FOTO, GAMBAR, DAN VIDEO



Komponen



IKLAN



PLACEMENT



TARGET

CPA

Cost per
acquisition



CPM

Cost per
1000 impressions



CPC

Cost per
click



Product Placement Offline

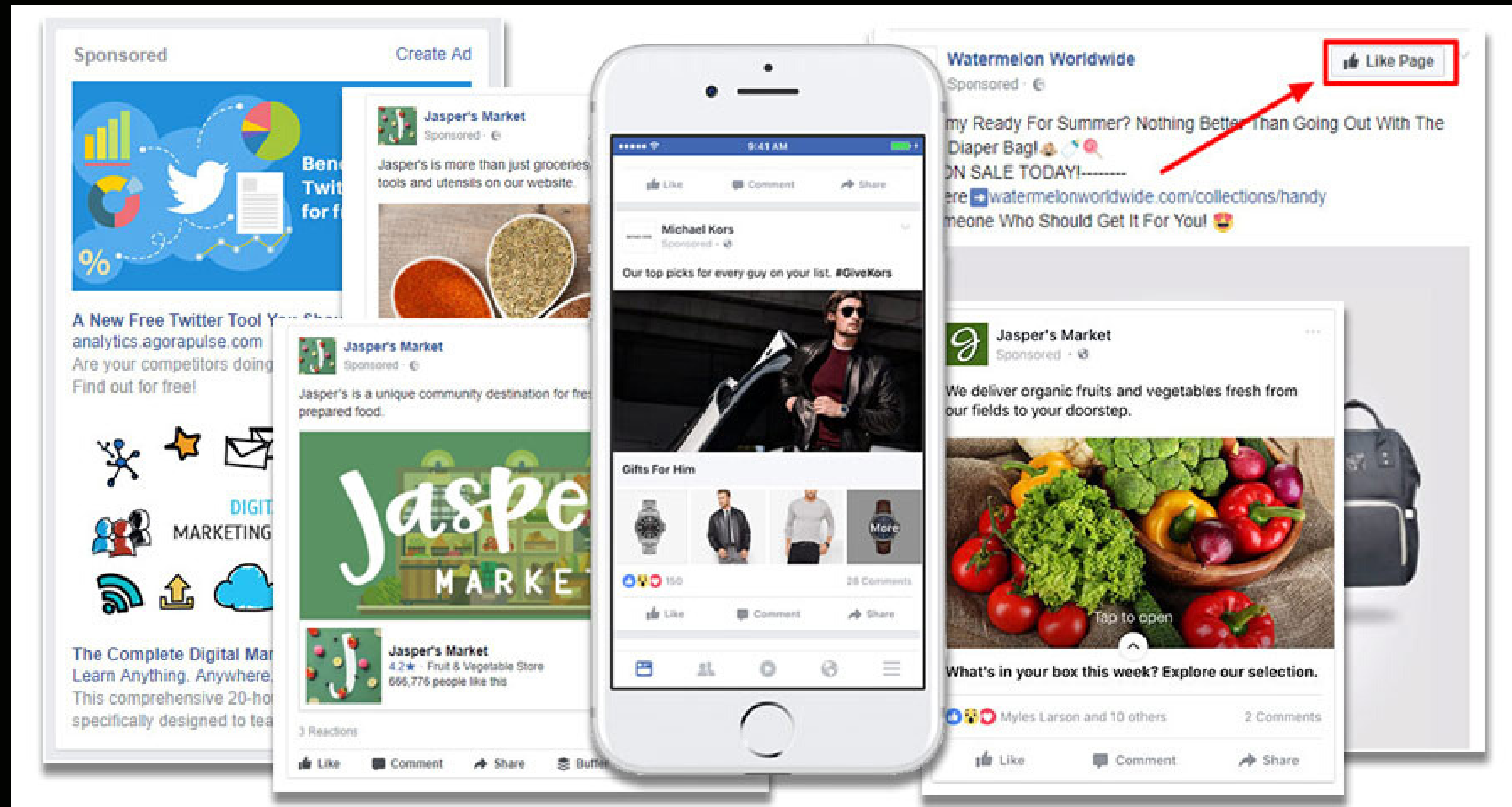


**Product Placement
In the Media**

Shena Corrado
Jenna DeMaio
Larry Nagazina



Product Placement Online



Target

Audience Targeting

Key Driver in Digital industry



Target



DEMOGRAPHIC



BEHAVIOUR



TUJUAN

- PENJUALAN
- PROSPEK
- PROMOSI
- PENCITRAAN MEREK
- EVALUASI



TYPES

- AWARENESS
- DIRECT RESPONSE
- RETARGETING
- LOOKALIKE
- DEEPLINKING



KEUNTUNGAN

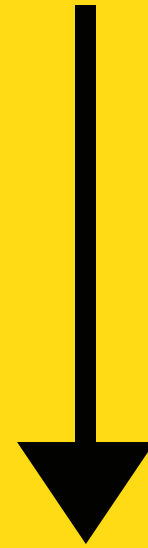
- RUANG LINGKUP BESAR
- KELOMPOK SASARAN LUAS
- BANYAK FORMAT DAN KONSEP SPANDUK GRAFIS
- KOMPATIBEL
- KINERJA EFEKTIF
- INTERAKSI LANGSUNG DENGAN PENGGUNA
- MEMBANGUN CITRA DAN MEREK

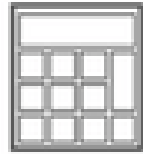


KEKURANGAN

- RUANG LINGKUP BESAR
- KELOMPOK SASARAN LUAS
- BANYAK FORMAT DAN KONSEP SPANDUK GRAFIS
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PERFORMANCE CAMPAIGN





ROI Formula

Calculate whether you are getting more money back than you are putting in.

$$\text{ROI} = \left(\frac{\text{Amount Gained} - \text{Amount Spent}}{\text{Amount Spent}} \right) \times 100$$

(Return on Investment)

**ROI is typically expressed as a percentage, so for easy of use x 100 is added to the above equation.*

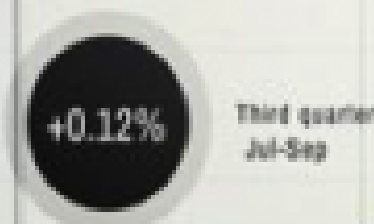
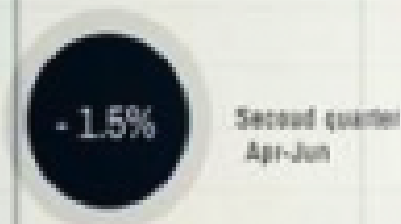
What does it mean?

Amount Gained: The amount of income that has been generated by an investment (eg if an ad campaign generated 10 sales, the amount of revenue from those sales).

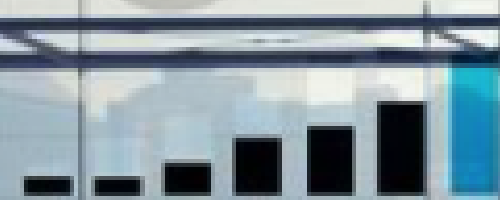
Amount Spent: The total amount spent on an investment (eg for an ad campaign to sell goods it would include planning, creating, running and placing the ads, as well as all costs incurred to complete a sale such as delivery and initial cost of the good).

ROI

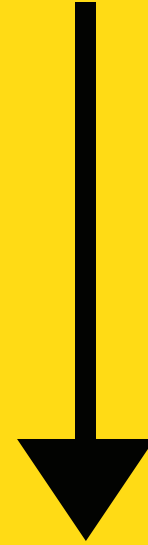
COMPLETED +88,054 ↑
RECURRING -8,230 ↓
PENDING +23,432 ↑

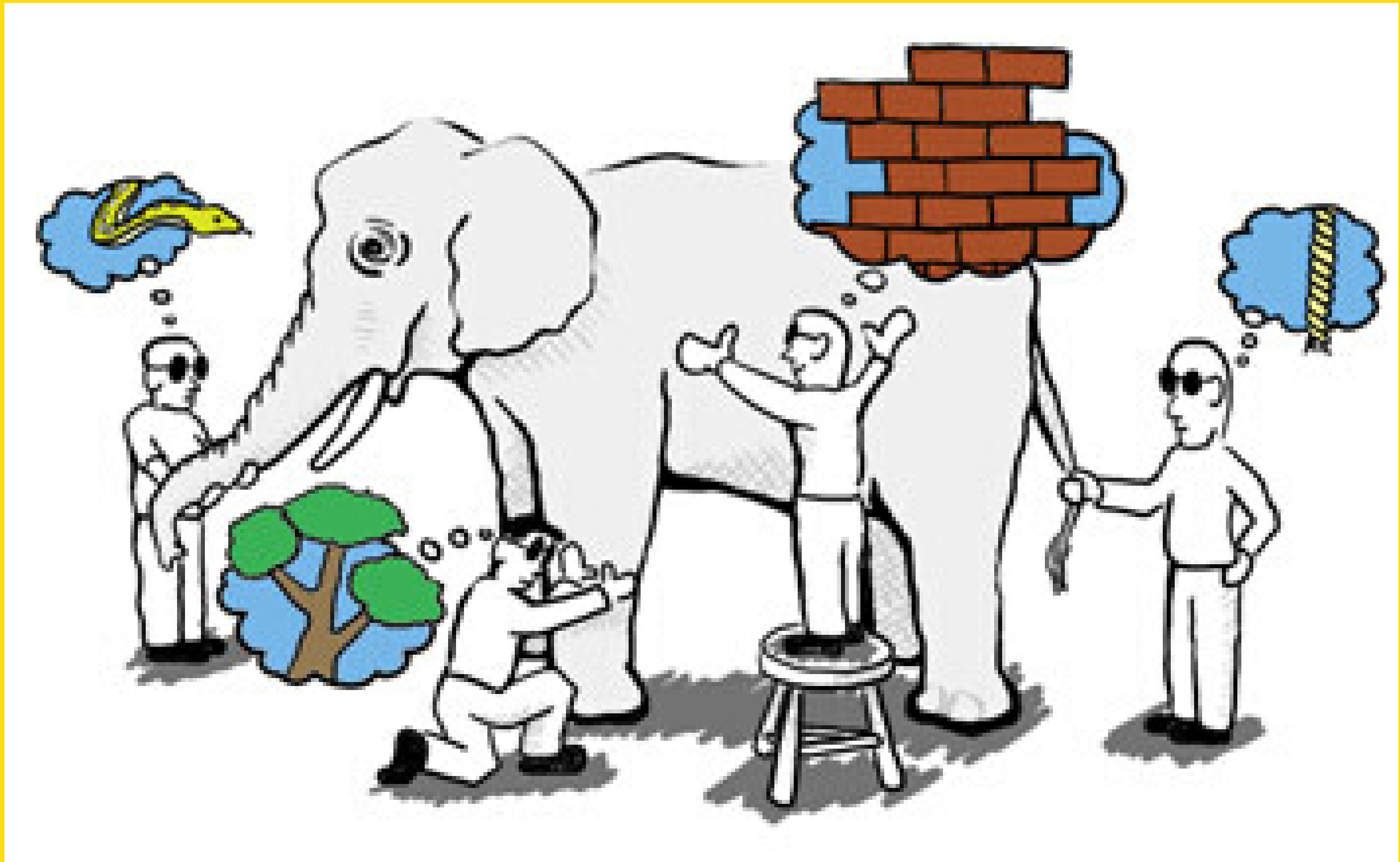


THIS YEAR ▼ 22,8878
▲ 42,9941



BRANDING CAMPAIGN





INDIVIDUAL ASSIGNMENT

BUKA MEDIA YOUTUBE ATAU INSTAGRAM, PILIH SALAH SATU IKLAN YANG KAMU TEMUKAN, DAN ANALISA:

1. INI BRAND APA? JELASKAN SEDIKIT TENTANG BRAND (TAMPILAN ADS DI SCREENSHOT)
2. TENTUKAN TYPE ADS
3. KEY MESSAGE ADS
4. TARGET AUDIENCES
5. ADS INI TERMASUK BRANDING CAMPAIGN ATAU PERFORMANCE CAMPAIGN? JELASKAN ALASANNYA

BUAT DALAM FORMAT PDF, SUBMIT DI CLASSROOM

DUE DATE: 1 APRIL 2020, PKL 12.00 WIB