

# Digital Advertising Framework

## Analyse & Define

- Customer decision journey/Consumer funnel
- Clickstream data
- Customer profile/ buyer personas
- Competitor marketing campaigns
- Define business objectives

## Determine Digital Marketing Channel/Tactics

- Facebook Ads
- Google AdWords
- Outbrain
- LinkedIn
- Twitter
- Instagram
- Bing
- Youtube
- Naver
- Baidu
- Yandex
- 360sou
- Media Buying

## Campaign Setup & Implementation

- Google AdWords Search & Display Advertising
- Google AdWords Remarketing Lists
- Facebook Custom Audiences
- Facebook Power Editor
- Bidding & Budget
- Location Targeting
- Landing Page Creation
- User Experience (UX) Website Design & Development

## Gather Data

- Quality Score
- Relevance Score
- Click Through Rate (CTR)
- Impressions
- Conversions
- Conversion Rate
- Search Terms Reports
- Placements Reports
- Device Reporting
- Ad Schedule
- Reach & Frequency
- Audience & Behaviour

## Optimise

- A/B Split Testing
- Ad Scheduling
- Audience Targeting
- Ad Placements
- Digital Channels
- Bidding & Budget

# Advertising A Framework

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