

Social Media Marketing and Digital Advertising

Lecture Title: Tutorial 2



Lecturer: PIERRE PORTELLI

Date: 17.06.2024

Simulating a Campaign Budget

ACTIVITY: 60 min

You have a budget of €5000 for a snap campaign of non-branded Summer slides that didn't sell well following its initial launch. How will you use them to generate sales and see a profit?



Simulating a Campaign Budget

ACTIVITY: 60 min

You should have covered the following points:

Overview of the product

Target audience

Chosen platforms and ad formats

Budget allocation and justification

Expected outcomes and key metrics



TUTORIAL QUIZ

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- A) Posting only text-based updates
- B) Using only high-quality images
- C) Using high-quality images and add captions
- D) Avoiding the use of hashtags



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- B) To decrease the number of followers who are not engaging with your content
- C) To limit post reach only to those who like your product/service
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- B) Professional articles and industry news
- C) Job vacancies for people recruiting workers
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- A) Story Highlights
- B) IGTV
- C) Polls and Question Stickers
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What is the purpose of using augmented reality (AR) in social media marketing?

- A) To create text-based code from the video content
- B) To enhance user experience with interactive and immersive content
- C) To gather new psychographic data for machine learning to improve the marketing algorithm
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- B) By using interactive content and memes that resonated with their audience
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- B) By sponsoring sports events for visibility
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What is the primary purpose of programmatic advertising?

- A) Liberty to place and remove ads manually across different platforms
- B) Using software and algorithms to automate the buying and placement of ads in real-time
- C) Using software and algorithms to automate the cost and frequency of ads in real-time
- D) Limiting the number of ads shown to users not interested in your product/service



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How does real-time bidding (RTB) work in digital advertising?

- A) Advertisers manually bid on ad inventory at scheduled times
- B) Ads are pre-purchased and scheduled for real-time display later
- C) Advertisers automatically bid on ad inventory in real-time through an auction process
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What does the term "frequency capping" mean in digital advertising?

- A) Setting a limit on the number of times an ad is shown to a single user
- B) Restricting the total number of ads a campaign can run in one cycle
- C) Increasing the frequency of ads shown during peak hours
- D) Setting a minimum threshold for under-performing ad impressions



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THANK YOU FOR TODAY



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