

Advanced Digital Advertising

Master Advanced Digital
Advertising – Significantly Elevate
Your Campaigns' Success





Course Description

This course offers an in-depth exploration of advanced digital advertising techniques designed for marketing professionals aiming to refine their strategic and operational skills.

Participants will learn to evaluate marketing strategies against campaign objectives using sophisticated evaluation tools, develop action plans integrating audience insights, and analyse key performance metrics to enhance campaign effectiveness.

The course also covers designing integrated marketing communications and synthesising strategies to align with organisational goals. By completing this course, you will be equipped to manage and scale advertising teams efficiently and navigate complex campaign structures for optimal results.





Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



\$750.00 (excl. 9% GST)

Target Audience

This Advanced Digital Advertising course is targeted to Client-side and Agency-side Marketers and Business Owners who wish to understand the advanced Ads management techniques and how you can manage a scalable ad operation team.



Course Highlights

In this advanced digital advertising course, you will learn:

- **Advanced Campaign Planning:** Learn to devise strategic advertising action plans tailored to detailed audience profiles.
- **Performance Optimisation:** Utilise cutting-edge tools and methods to evaluate and optimise your campaign performance.
- **Creative Strategy Development:** Craft performance-driven creative strategies that resonate and engage your target market.
- **Team and Agency Management:** Enhance your team's effectiveness through strategic agency management and scalable practices.
- **Comprehensive Learning Units:** From audience persona development to advanced campaign structuring and conversion tracking, gain expertise across six detailed modules.

Course Objectives

By the end of this course, participants will be able to:

- Evaluate marketing strategies effectiveness against campaign objectives using advertising campaign evaluation tools and methods.
- Develop advertising campaign action plans that integrate audience profiles and performance metrics with brand strategies.
- Analyse advertising campaign metrics to assess effectiveness and develop optimisation plans.
- Design integrated marketing communications structures to meet campaign objectives and performance targets.
- Synthesise advertising strategies and campaign objectives to develop aligned performance targets and metrics.
- Assess agency management and team scaling practices to recommend strategies for improved team integration and effectiveness.

Certification

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



Course Outlines

Advanced Advertising Campaign Planning And Conversion

Tracking

- Recap via Quizizz on Google Ads Fundamentals (Ad Rank, Relevancy, Campaign Structures)
- Structuring Google Ads campaigns for success Part 1 (different markets, ROI, different objectives such as awareness, conversion, remarketing, etc) Examples + Interactions
- Structuring Google Ads campaigns for success Part 2 (SKAG, STAG, SIAG, Structure by closely related keywords themes, ad copies)
- Using Keyword Planner to project campaign performance and media budget (Excel based)
- Designing a negative keyword strategy – exercise
- Planning media budget and determining Max CPCs for profitable campaign: exercise, reverse calculation

Course Outlines

Audience Persona Development

- Search terms reports, Auction Insights, Demographic and Interest Segment Analysis
- Impression share to determine max opportunity and project potential results
- Introduction to ValueTrack + URL template + How to analyse in CRM
- Intro to Pivot Table and Vlookups, mock data + excel exercise
- Creating data visualisations to find the point of diminishing returns (Excel) for Bid x CTR, Bid x Conversions

Performance Metrics That Really Matter

- Segment and applying day-, week-parting to reduce costs
- Dynamic Keyword Insertion to improve CTR
- Applying an appropriate bid strategy based on objectives, making adjustments to Smart Bidding Strategies, applying a portfolio bidding strategy, etc
- Applying audience targeting: RLSA, Audiences for Search
- Advanced Remarketing Segments: Guided brainstorming, B2C and B2B examples and case studies
- Leveraging automation: Automated rules, Google Scripts, Dynamic Ad Customisers

Course Outlines

Advanced Campaign Structuring For Success

- Integrated Marketing Communications Overview – understanding the components and mechanics of an integrated marketing communications structure
- Message Development and Strategy – crafting different types of messages tailored to diverse market segments
- Establishing Campaign Objectives – setting clear, measurable objectives aligned with overall marketing strategies
- Performance Metrics Selection – identifying and selecting the appropriate metrics and targets to measure campaign effectiveness
- Case Study Analysis – evaluating successful integrated marketing communications campaigns and identifying key takeaways
- Practical Exercise – designing a comprehensive integrated marketing communications plan for a simulated campaign

Course Outlines

Develop Performance-Driven Creative Strategies

- Creative Strategy Fundamentals – understanding the role of creative strategies in advertising campaigns
- Product-Specific Advertising – developing tailored strategies for different types of products and services
- Aligning Objectives and Performance Targets – establishing performance targets that are in sync with campaign objectives and brand strategies
- Metrics and Measurement – selecting appropriate performance metrics to evaluate the success of creative strategies
- Building Effective Teams – exploring the dynamics of in-house teams versus agency collaborations
- Client-Agency Integration – techniques for improving campaign performance through better integration between clients and agencies
- Case Studies – analysing successful performance-driven creative strategies from real-world campaigns

Course Outlines

Team Scaling And Agency Management

- In-House vs. Agency Teams – evaluating the benefits and drawbacks of building in-house teams versus working with external agencies
 - Optimal Team Structures – identifying the ideal structure for a high-performing media buying team
 - Performance Evaluation – methods for evaluating campaign performance to enhance client-agency collaboration
 - Agency Management Practices – best practices for managing agency relationships and ensuring alignment with campaign goals
- Agency Pricing Models – understanding different agency pricing models and their implications
 - Scaling Teams Effectively – strategies for scaling marketing teams to meet growing campaign demands
 - Case Study – examining successful team scaling and agency management practices in notable campaigns



Trainer Bio **Ian Ong**



Ian is the co-founder of Roots Digital, an award-winning digital marketing agency headquartered in Singapore, who has worked with great brands like Microsoft, Intel, BRAND'S, Takashimaya and more. He led the company to receive numerous industry-recognised awards from Marketing Interactive and expanded its footprint to countries like the Philippines, Malaysia and Indonesia.



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Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

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