



Module III. Business

Digital
Marketing
for
Orange
Economy

Topic 3. Display Digital
Advertising

Lesson 2. Digital Display
Ads



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Display Digital Ads



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In this lesson, we will learn...

more about Digital Display Ads. In which format they exist and in which locations on the website they can be found.



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Once the topic is completed and approved, learners will be able to...

Understand and recognize display digital ads when they see them on the Internet.



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Locations of display ads on the site?

Leaderboards

Mid-placement units (MPUs)

Skyscrapers and wide skyscrapers

Islands



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Creative Ad formats

Animated

Static

Floating

Expandable ads

Rich media

Filmstrips

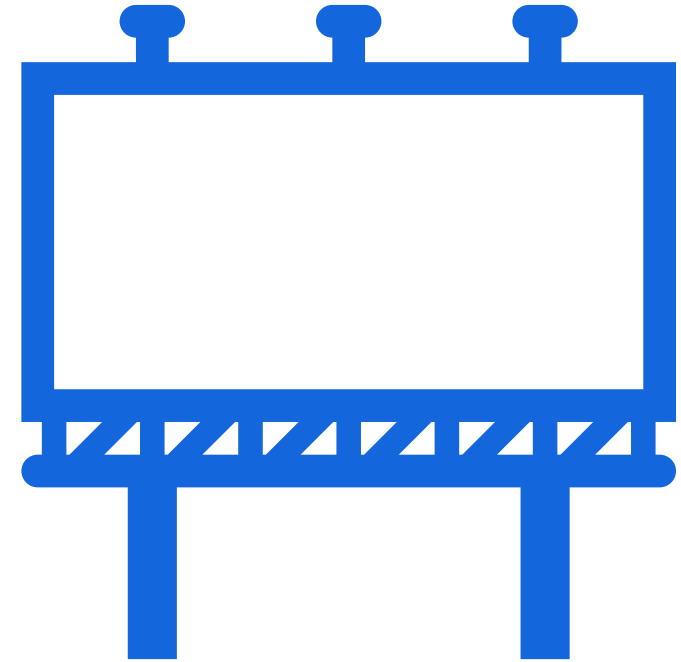


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Mistakes when creating display ads

1. The messages are not big enough
2. Images of your product are not displayed
3. Insufficient investment in design
4. No call to action.
5. Directing traffic to the wrong, irrelevant page.
6. No negative words are used.



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Conclusions

Once you follow all the steps, create and publish your display advertisement your job is not done.



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CREDITS

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