SNS COLLEGE OF TECHNOLOGY
(An Autonomous Institution)
COIMBATORE- 641 035

Department of Computer Science and Engineering

19CSO404 – Fundamentals of Digital Marketing

DISPLAY PLAN

Marketers need to prepare a display media plan, which must include the following:

- site
- section
- ad size
- impressions
- rate
- cost

Table 2.2 Display Plan

Site	Section	Ad Unit	Impressions	Duration	CPM	Cost
Yahoo	Home Page	LREC Expando	1,750,000	2 days in rotation	150	INR 260,000
	Movies	LREC	500,000	6 Weeks	180	INR 95,000
	Mail	Super Roll Over	1,500,000	3 Weeks	75	INR 115,000
	Messenger	LREC	1,000,000	3 Weeks	180	INR 175000
Yahoo Total	–	–	–	–	–	INR 645,000
In.com	Listen	Jingle + Branding	100,000	1 Month		INR 700,000
	ROS	LREC	1,500,000	4 Weeks		
	Home Page	Takeover	200,000	1 Day		
IBN Live + Buzz18	Home Page	Innovation	1,200,000	2 Days		INR 150,000
IBN LIVE	Home Page	Site Capture	500,000	1 Day		
MSN	Home Page	300×250 Expandable	750,000	3 days on rotation	175	INR 133,000
	Hot Mail	Roll Over	800,000	4 Weeks	130	INR 102,000

Source: Adapted from https://image.slidesharecdn.com/digitaladvertisingbuyingmodels-130313011402-phpapp01/95/digital-advertising-buying-models-11-638.jpg?cb=1363137720. Retrieved on March 20, 2017.

The question is, how to prepare a digital marketing plan. First, the marketer must identify the objectives and target audience for the campaign. Further, what are the passion points of target audience and which websites are frequently visited by them? The duplication in reach is then calculated to arrive at budget allocation to s. Figure 2.19 summarizes the process:
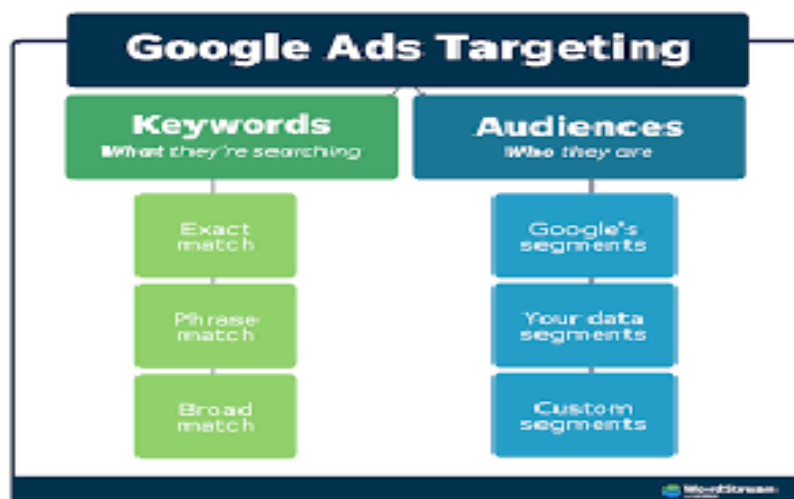
TARGETING IN DM

➽ As the word implies "Targeted digital marketing" is a strategic means digital marketers use to specifically target ads or content to a set of audience based on specific demographic, psychographic and/or geographic to gain more relevant traffic.

➽ This is done either by digital or online advertising through Pay per click (PPC) Ads, CPM by banner or text advertising.

➽ It also involves creating content that is specifically meant for a set of a targeted audience either by means of search engines or social media to gain traffic.

**SPECIFIC METHODS IN TARGET MARKETING**

CONTENT TARGETING:

➽ Content targeting is an ad-serving process in Google and Yahoo that displays keyword-triggered ads related to the content or subject (context) of the website a user is viewing.

PLACEMENT TARGETING

➡ Placement targeting is used when you have **clear idea about the activity of your audience on the web.**

➡ Eg If you are selling cars, as part of the placement targeting, you could choose to advertise in automobile websites such as Autocar India.
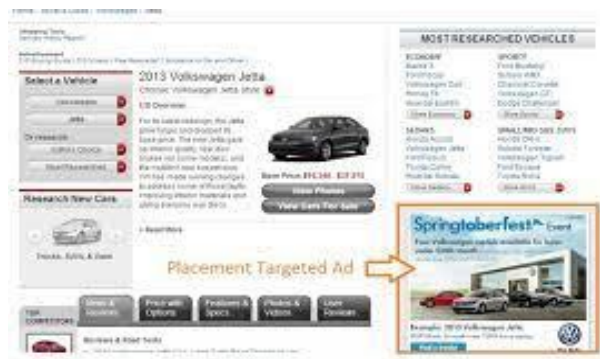
REMARKETING

i. Once a visitor visits your website and views a product, the visitor is tracked. Later if the visitor leaves your site and visits any other site on the network they are tracked and shown a relevant ad about your product on the other site.

ii. E.g. Flipkart , amazon