

Chapter 39

On-Line Media Planning and On-Line Media Common Measurement Currencies

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ABSTRACT

This chapter examines on-line media planning techniques and the common on-line measurement metrics, which are used in evaluating the effectiveness of an advertising campaign. It uses highly accessible and scalable Web-based and mobile communication techniques, which turn communication into interactive dialogue as opposed to traditional media. On-line media planning is analyzed in four different dimensions, such as on-line display advertising, performance marketing, social media marketing, and mobile advertising. In addition to this, the meanings and the implications of some concepts such as on-page and off-page search engine optimization and search engine marketing, impression, cost per thousand impressions, also click through rate, pay per click, cost per lead. Please note that conversion and engagement rates are also investigated in this chapter. Social media tools in building the social media strategy such as Facebook social graph, custom audiences, lookalike audiences, interest analysis, and Google analytics also receive special attention.

INTRODUCTION

In comparison with traditional media, on-line media planning has a relatively new but quick growing and rapidly changing market. It would not be wrong to say that buying television, radio advertising time and space is somewhat static with very well designed rules and regulations. But the on-line media world is more complicated, dynamic and broad with lacking structure. We can define “on-line media planning” as the process of determining where, when and how to advertise on-line, for communicating an advertising message with prospective target audience at the right time and in the right place basing on objectives and dedicating substantial resources to it. The real power of the Internet and the characteristic that differentiates it from traditional media is its potential for interactivity. Although the Internet

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is undeniably a unique medium, it shares many of the characteristics of more traditional media. Thus, many existing measures of the effectiveness of an advertising campaign may be cautiously applied in the increasingly interactive context of the Internet. They may not have the same implications within an interactive context. For example, a traditional measure, such as recall, may become less important when the consumer already has a substitute for memory, such as a bookmark on a Web browser. In the same way, the traditional measure of frequency of exposure to a message is rather different when the consumer controls frequency through a decision to visit a particular website (Stewart & Pavlou, 2002, pp. 376-396).

The word media suggests broadcasting from one source to many recipients. People generally use social media to engage in many-to-many connections to meet new people or deepen their existing relationships. For this reason, one can easily say that social media has evolved into *social platforms* such as social net-working, text messaging, shared photos, podcasts, streaming videos, wikis, blogs or discussion groups (Hanna, Rohm & Crittenden, 2011, pp. 265-273). Performance marketing is an extension of media planning, which has always been focused on reaching the right consumer at the right time with the right communication channels, the consumer is using (Lee, 2013). What performance marketing brings is a new level of interpretation and application of data. Performance Marketing is a comprehensive term that refers to on-line marketing and advertising programs in which advertisers become “retailers” or “merchants” and marketing companies become “affiliates” or “publishers”, thus they are paid when a specific action is completed such as a sale, download, lead or click.

This chapter examines on-line media planning in four different dimensions: on-line display advertising, performance marketing, social media marketing and mobile advertising. In addition to this, the meanings and the implications of some concepts such as On-page and Off-page Search Engine Optimization, Search Engine Marketing, Impression, Cost Per Thousand Impressions, Click Through Rate, Pay Per Click, Cost Per Lead, conversion and engagement rates are also investigated in this chapter. Social media tools in building the social media strategy such as Facebook Social Graph, Custom Audiences, Lookalike Audiences, Interest Analysis and Google Analytics also deserve special attention.

ON-LINE MEDIA PLANNING

Media Planning is the process of communicating an advertising message of a certain product or service with its prospective target audience. According to Jack Z. Sissors and Roger B. Baron (2010), this process includes many complicated strategic questions such as:

- Who is my target audience?
- What are their demographic and psychographic specifications?
- How many prospective target audiences do I need to communicate with?
- In which medium and vehicles should my advertising message appear?
- How many times should my prospects see my advertising message during the campaign period?
- When is the best time to communicate with my target audience?
- What is the most efficient campaign length?
- Where (in which markets) should my advertising be placed?
- How much budget do I need to allocate for each medium?

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