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How can online display advertising be effective as a brand-building tool?

Digital advertising has proven to be an effective tool for brand marketers. According to Nielsen, brands can get nearly three dollars back for every dollar spent on precisely delivered online advertising that uses purchase-based data. Furthermore, a BrandScience and Microsoft study found that including online advertising in the media mix improves campaign ROI, making all media channels more effective. McKinsey also discovered that digital channels dominate the path to purchase for car buyers, whereas traditional media is limited in its ability to influence prospects.

Moreover, digital advertising is less expensive than traditional media and has become crucial for reaching an audience, with U.S. adults spending more time with digital media than with television. Despite digital advertising's proven effectiveness, skeptics persist, but the industry continues to research and raise the bar to make the case even stronger. Overall, digital advertising increases sales and ROI, improves the effectiveness of non-digital media channels, and is more cost-effective and critical for reaching an audience than traditional media.

Online display advertising opportunities offered by Twitter and Instagram

Instagram: turn any post into an ad, adjustable target marketing options, customizable budget, insights on ad performance, Ads Manager for more advanced multi-platform campaigns, curated ad formats

Twitter: “collections” of articles and interviews of marketers, professional “perspectives”, promoted tweets, accounts, and hashtags

Overall, both platforms offer various advertising options for businesses to reach their target audience. However, Instagram's focus on visual content and influencer marketing may make it more appealing for certain types of businesses, while Twitter's real-time conversations and trending topics may be more attractive for others.

How online display advertising will work for Spotify

As a music and podcast streaming service, Spotify may use online display advertising to reach potential new users and encourage them to sign up for the service. Online display advertising refers to digital ads that are displayed on websites, social media platforms, and mobile apps.

Spotify's online display advertising may take several forms, including:

- Banner ads: These are typically rectangular ads that appear at the top, bottom, or side of a webpage.
- Pop-up ads: These are ads that appear in a separate window or tab when a user visits a website.
- Video ads: These are ads that play before, during, or after a video that a user is watching.
- Native ads: These are ads that are designed to look like the content on a webpage, making them less intrusive and more engaging.

Spotify may use online display advertising to promote new features, such as personalized playlists or exclusive content, to potential new users. They may also use display advertising to target specific demographics, such as music lovers, podcast listeners, or users in a particular geographic region.

To ensure the effectiveness of its online display advertising, Spotify may use tactics such as retargeting, which displays ads to users who have previously interacted with the brand or visited the Spotify website. They may also use A/B testing to experiment with different ad formats and messaging to determine what resonates best with their target audience.

How Apple Music uses online advertising and why you like/don't like their work

Apple Music uses online display advertising to promote its music streaming service and attract new subscribers with:

- **Banner Ads:** Apple Music uses banner ads on various websites to promote its service. These ads are typically placed on the top, side, or bottom of a website and feature visuals and a call-to-action button that encourages users to click through to Apple Music's website.
- **Video Ads:** Apple Music also uses video ads to promote its service on various platforms, such as YouTube, social media, and other websites. These ads usually feature a short, engaging video that showcases the features and benefits of the service.
- **Sponsored Content:** Apple Music also uses sponsored content to reach potential subscribers. This involves partnering with influential websites or social media influencers to create content that promotes the service.
- **Programmatic Advertising:** Apple Music also uses programmatic advertising to reach its target audience. This involves using software to automate the ad-buying process and target specific audiences based on demographics, interests, and behaviors.

Overall, I think Apple Music does a better job with their display ads because of the variety of content. They also manage to have a more cohesive effort in their aesthetics and style across different platforms, while keeping enough variety to keep things fresh.