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Collana	Sybex serious skills
Altri autori (Persone)	KobergCorey
Disciplina	659.144
Soggetti	Internet advertising Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Display Advertising: An Hour a Day; Contents; Foreword; Introduction; Chapter 1: Online Advertising; An Overview of Search Engine Marketing; Search Advertising vs. Display Advertising; Problem Solving and Distraction; Chapter 2: Overview of Display Advertising; The Display Advertising Landscape; Identifying Display Ad Types and Formats; Defining Advertising Objectives; Chapter 3: Fundamentals of Display Advertising Concepts; The Ecosystem: Advertisers and Publishers; Starting Out with the Google Network; Campaign Targeting Strategies; The Big Picture: The Process of Display Advertising Chapter 4: Month 1: Planning Your CampaignsWeek 1: Define Your Display Advertising Goals; Week 2: Showcase What You Do Best; Week 3: Take Stock of Your Resources; Monday: Understand the Process of Success; Tuesday: Identify the Campaign Implementer; Wednesday: Identify the Market Researcher; Thursday: Identify the Graphic Designer and Developer; Friday: Identify the Analyst; Week 4: Plan Your Budget; Monday: Choose between Bid Types; Tuesday: Understand How the CPC Auction Works; Wednesday: Understand How CPM Bids Compete in the Auction; Thursday: Understand How Google Spends Your Budget Friday: Understand AdWords Billing OptionsChapter 5: Month 2:

Targeting Your Audience; Week 5: Understand Targeting Options; Week 6: Find Good Keywords; Week 7: Find Good Placements; Week 8: Organize Campaigns and Ad Groups; Chapter 6: Month 3: Building Your First Display Campaign; Week 9: Choose Your Display Campaign Settings; Week 10: Choose Your Bidding Style and Budget; Week 11: Configure Advanced Campaign Settings; Week 12: Create Your First Ad Group; Chapter 7: Month 4: Creating Image Ads; Week 13: Study the Science behind Great Image Ads; Week 14: Understand the Rules Week 15: Dig Deeper on Image AdsMonday: What You're Trying to Accomplish; Tuesday: Image ads for E-Com, Lead Gen, B2B, and Non-Profit Scenarios; Wednesday: Choosing Static or Rich Media Ads; Thursday: Importing Your Image Ads into AdWords; Friday: The Approval Process; Week 16: Build Ads with Display Ad Builder; Monday: Benefits and Drawbacks of the Display Ad Builder; Tuesday: Browsing Your Options-Themes and Filters; Wednesday: Creating and Previewing an Ad; Thursday: Advanced Ad Types; Friday: Tips For Creating Unique Ads; Chapter 8: Month 5: Video Ads Week 17: Understand AdWords Video AdsWeek 18: Create Video Ads; Week 19: Advertise on YouTube; Week 20: Advertise on Television with AdWords; Chapter 9: Month 6: Launch and Measure Your Campaign's Performance; Week 21: Launch the Campaign; Week 22: Use AdWords Reports; Week 23: Use Google Analytics; Week 24: Measure Branding and Positioning Goals; Chapter 10: Month 7: Optimizing the Performance of Your Campaigns; Week 25: Refine Your Campaigns and Ad Groups; Week 26: Expand Your Reach; Week 27: Test Your Ads; Week 28: Create Effective Landing Pages; Chapter 11: Month 8: Advanced Topics Week 29: Retarget and Remarket

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## Sommario/riassunto

A complete guide to developing, implementing, monitoring, and optimizing an online display ad campaign The display business is online advertising's fastest growing field. Google and others are starting to provide easy tools to enable small- and medium-sized businesses to take advantage of this opportunity. This guide provides marketers, consultants, and small-business owners with the knowledge and skills to create and optimize a display advertising campaign. It covers concepts, trends, and best practices, and presents a day-to-day plan for developing, managing, and measuring a success

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