



HubSpot Academy

Digital Advertising Workbook

Learn How to Develop a Winning
Online Advertising Strategy

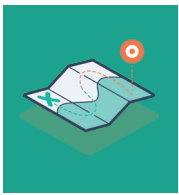


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The Purpose of This Workbook and How to Use It

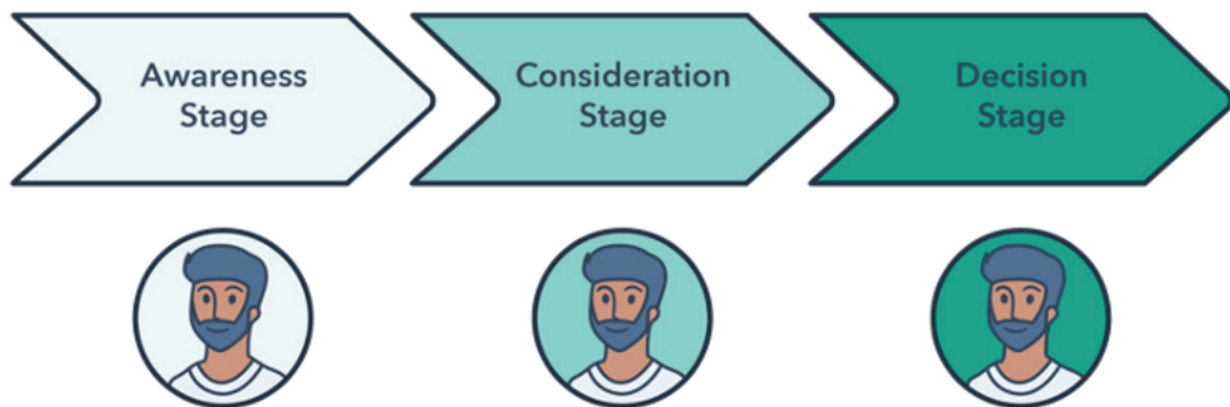
Welcome! You're here to learn how to create a digital advertising strategy that not only drives business value, but that also delights your audience.

To start, what is digital advertising?

Digital advertising is a targeted, data-driven advertising strategy for reaching consumers online at every stage of the buyer's journey, including awareness, consideration, and decision stages. This includes social media, paid search, display advertising, and more.

Advertising across platforms can work together to drive leads, nurture contacts, and generate revenue for your business. When done correctly, digital advertising helps you build a relationship with new and existing audiences and encourage progression through the buyer's journey.

The Buyer's Journey



The buyer's journey is the process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service. A strategic advertising strategy uses digital ads to:

- Offer value to prospects at every stage by answering questions
- Relate to prospect pain points
- Offer helpful resources

As opposed to spammy promotional messaging and intrusive advertising tactics, a modern digital advertising strategy can help you discover new audiences, build and maintain relationships with your prospects, and drive leads and sales for your business.

The following activities and resources will help you create and grow a repeatable digital advertising process for your business. **Each section of this workbook connects to a lesson featured in the [Digital Advertising Certification Course](#) from HubSpot Academy.** If you haven't done so already, we highly encourage you to sign up for this course and complete each lesson before working on the practical exercises. Within the course, you will develop the skills and gain access to the tools necessary to successfully complete this workbook.

Earning your Digital Advertising Certification and completing this workbook are the first steps towards becoming an expert in the industry.

Here's a list of suggestions to get the most value out of this workbook:

- Please save this workbook to the desktop on your computer. This way your progress will be saved correctly as you complete each section.
- If you prefer to have a hard copy to write on, then print out this PDF.
- Join the [Content Marketing Professionals group on Facebook](#). We believe the best way to learn is by implementing strategies, sharing ideas, and discussing what you've learned with a group of marketers, just like you.
- Connect with HubSpot Academy on [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#). We're here to support you, and we want to follow your journey.

Now, let's get started!

1

Setting the Foundation for Digital Advertising Strategy

Advertising and content go hand-in-hand. Whether you're promoting an ebook offer, driving sales for a new product, or launching a rebranding campaign, great content fuels a successful advertising strategy. Plus, digital advertising impacts organic marketing efforts, too. That's why it is crucial to align organic marketing and paid advertising efforts to produce the greatest impact possible.



Resources

Lesson: [Setting the Foundation for Digital Advertising Strategy](#)

Blog post: [Using Digital Advertising to Engage Your Audience](#)



1 Practical Exercise

Let's analyze what other advertisers are doing online. First, open up your favorite social media channel or a web browser on your phone or computer and find an example of a digital ad online that interests you. You can do this by either looking through your feed or stories on a social media platform or conducting a search in a search engine on a topic that interests you. Once you've found an example, proceed to the questions below.

Who is this advertisement for?

What does this business sell?

What does the ad copy say?

What does the imagery look like (if applicable)?

What do you like about this ad?

What do you not like about this ad?

What would you change about this ad (if applicable)?

2

Getting Started with Journey-Based Advertising

Think about a recent purchase that you made. What did that journey look like? When did you become aware of your need? How many different options did you consider? What made you decide on one option over the other? That process is the buyer's journey at work. And, chances are, that digital advertising has played a role in your own buyer's journey at one point or another.

Journey-based advertising is powerful because it adapts your advertising strategy to the buyer's journey. You can map the awareness, consideration, and decision phases to paid advertising offers and ad copy, as well as the structure and strategy of your paid advertising campaigns.



Resources

Lesson: [Getting Started with Journey-Based Advertising](#)

Blog post: [What is the Buyer's Journey?](#)

Blog post: [What is Journey-Based Advertising?](#)



1 Practical Exercise

If you don't already have a primary buyer persona established for your business, create one using HubSpot's free [Make My Persona](#) tool.

In the box below, write a brief profile for your primary buyer persona.



2 Practical Exercise

With your own buyer persona in mind, answer the following questions about the buyer's journey to better understand the steps they take throughout the awareness, consideration, and decision stages.

How does your buyer persona describe their goals and challenges?

What solutions does your buyer persona investigate to meet their goals or solve their challenges?

Where does your buyer persona conduct research when evaluating potential solutions?

What criteria does your buyer persona use to evaluate potential solutions?



3 Practical Exercise

With your buyer's journey in mind, consider how digital advertising could play a role at the awareness, consideration, and decision stages. For each stage, brainstorm a digital ad that could help your buyer persona and encourage their progression through each stage.

1. Awareness stage

In the box below, outline the ad content and purpose. What do you want to communicate?

2. Consideration stage

In the box below, outline the ad content and purpose. What do you want to communicate?

3. Decision stage

In the box below, outline the ad content and purpose. What do you want to communicate?

3

How to Strategize and Plan Your Paid Media Campaigns

Successful digital ads stem from a well-thought-out campaign, including understanding your target audience, identifying your goals and objectives, determining your paid media budget, and having a plan in place for optimization. Understanding the building blocks of paid media campaigns will enable you to put your best foot forward and create remarkable ads that speak to your target audience.



Resources

Lesson: [How to Strategize and Plan Your Paid Media Campaigns](#)

Blog post: [Paid Media, Explained in 400 Words or Less](#)

Ebook: [20 of the Best Marketing & Advertising Campaigns](#)



1

Practical Exercise

Building trust with your audience is one of the biggest challenges you will face as an advertiser. At its core, you want your audience to believe you. The problem is that consumers hear all kinds of marketing messages from various brands throughout the day. What makes your message more valuable and more authentic than the hundreds of other companies also competing for the same audience?

That's where your reasons to believe come into play. Simply put, your reasons to believe, or RTBs, are why your audience should trust your advertising message and believe in your company. Your RTBs could be anything from sustainable packaging and ethical sourcing, to testimonials and more. Highlighting your brand's reasons to believe in your digital ads will help you build a positive relationship with your target audience.

In the box below, write your own business's reasons to believe.

Brainstorm some ideas for ad campaigns that leverage your business’s reasons to believe here.

4

How to Use Targeted Advertising

Targeted advertising helps you reach specific audiences online, whether you're remarketing to existing contacts or discovering people who haven't heard of your brand before. To make the most of your advertising budget, you want to position your ads in front of a qualified audience. Ad targeting allows you to strategically define that audience based on different criteria.

There are three strategies for targeted advertising:

- Demographic targeting
- Behavioral targeting
- Contextual targeting

Different ad targeting strategies are suited to different ad types, channels, and goals, but all three can work together to drive an impact in your digital advertising strategy.



Resources

Lesson: [How to Use Targeted Advertising](#)

Blog post: [Audience Targeting: What It Is and Why You Need It](#)



1 Practical Exercise

In the boxes below, brainstorm the demographic, behavioral, and contextual data that you could use to target your ideal audiences.

What demographic information (ex. age, location) will you use to reach your target audience?

What behavioral information (ex. search activity, page views) will you use to reach your target audience?

What contextual information (ex. interests, publications) will you use to reach your target audience?

5

Mastering the Art of Ad Copy, Creative, and Conversion

The words, imagery, and conversion paths that make up your ad campaigns all have a role to play in the success of your digital advertising strategy. These three elements work together to convey the value of your offer to your prospects and establish a clear path from stranger to lead to customer. Successful digital advertisers have skills in copywriting, design, and conversion rate optimization. Mastering these skills will enable you to create the assets you need to launch your own campaigns.



Resources

Lesson: [Mastering the Art of Ad Copy, Creative, and Conversion](#)

Blog post: [14 Copywriting Examples From Businesses With Incredible Copywriters](#)

Blog post: [11 Ad Design Tips to Help Your Brand Cut Through the Noise](#)

Blog post: [How Do Conversion Paths Work? \[FAQs\]](#)

Tool: [Canva](#)



1

Practical Exercise

Select a product, service, or piece of content that you would like to advertise. Let's brainstorm some ideas for writing effective ad copy, designing eye-catching ad creative, and building an optimized conversion path for your campaign.

Describe the product, service, or piece of content in the box below.

Write three headlines to use on the social media platform or search engine of your choice.

What will your call-to-action (CTA) be? Write down some ideas here.

Design an ad creative to match your campaign using [Canva](#). Describe your design here.

Based on your headline and creative, describe what the conversion path will look like.

6

Introduction to Social Media Advertising

Over the years, organic reach on social media platforms has been steadily declining. With more content creators every day, social media platforms are crowded, and reaching your target audience with organic content alone can be challenging. In fact, organic reach for posts on social media platforms like Facebook could be as low as just 1% of your audience on the platform. When implemented successfully, social media advertising can be a great supplement to your organic strategy. Let's practice how you can develop the right content and strategy for your social media ads.



Resources

Lesson: [Introduction to Social Media Advertising](#)

Guide: [The Ultimate Guide to Mastering the Basics of Effective Social Media Advertising](#)



1 Practical Exercise

There are a ton of social media platforms available today, and each of them come with a unique audience, features, ad types, and targeting capabilities. Keep your buyer persona handy as you complete the following activities, which ask you to identify which social media platforms are most relevant to your buyer persona and why.

Which social media platforms does your target audience spend time on online? List at least three.

What does your target audience do on these social media platforms?

What is your target audience hoping to achieve by using social media?

What types of content does your target audience engage with?



2 Practical Exercise

This exercise aims to help you create ad concepts that will resonate with your target audience. Refer to the social media platforms and motivations for your target audience that you identified in the previous exercise.

In the boxes below, specify which ad type you think will be the most successful at engaging your audience. Then, write down how your advertisement can be optimized to perform its best across quality, engagement, and conversion metrics.

What ad type will you use to reach your target audience and why?

How will you optimize your ad for quality?

How will you optimize your ad for engagement?

How will you optimize your ad for conversion?

7

Introduction to Paid Search Advertising

Google, Bing, Yahoo and other popular search engines receive billions of search queries every day. Think about how frequently you turn to the internet to answer your questions. From questions like “How do I fix a leaking faucet?” to “What is the best marketing software?” and everything in-between, people around the world turn to search engines to find solutions.

You and your business have things that you want your audience online to know about you. While optimizing your website for organic search is one way to get your content in front of people surfing the internet, paid search advertising is the other. This section will walk you through how to create search ads that entice viewers to click through to your website.



Resources

Lesson: [Introduction to Paid Search Advertising](#)

Blog post: [How to Do Keyword Research for SEO: A Beginner's Guide](#)

Tool: [Moz Keyword Explorer](#)



1

Practical Exercise

Let's get started with some keyword research for your search ad campaigns. To complete this exercise, signup for your free [Moz Keyword Explorer account](#). Or, if you already have access to another keyword research tool, feel free to use it instead.

Fill out the table below with keyword research for your own company.

Brand Keyword	Competitor Brand Keyword	Non-Brand Keyword	Related Terms
ex. HubSpot Academy	ex. Udacity	ex. Online Learning	ex. Education

Brand Keyword	Competitor Brand Keyword	Non-Brand Keyword	Related Terms
ex. HubSpot Academy	ex. Udacity	ex. Online Learning	ex. Education



2 Practical Exercise

While completing exercise 2, keep your keyword research from exercise 1 in mind. Let's write your paid search ad.

What brand or non-brand keyword will you be using for this ad?

Write three headlines, each with 30 characters or less.

Write your display URL here.

Write two descriptions, each with 90 characters or less.

8

Advanced Google Ads Strategies

There's more to advertising on Google than writing headlines and descriptions. To master search advertising on Google, you need to have a strong understanding of how the Google auction works and how to use ad extensions to optimize your search ad's performance.

In this section, you'll get some hands-on practice with ad extensions for your business.



Resources

Lesson: [Advanced Google Ads Strategies](#)

Guide: [The Ultimate Guide to Google Ads \[Examples\]](#)

Ebook: [The Ultimate Google Ads PPC Kit](#)



1 Practical Exercise

In this exercise, we're going to dive deeper into ad extensions. As you complete this section, reference your keyword research and ad copy from Section 7. There are many types of ad extensions to choose from. In each of the boxes below, select one ad extension type and brainstorm what these ad extensions might say.

Ad extension #1

Ad extension #2

Ad extension #3

Ad extension #4

9

What is Programmatic Advertising and How Does It Work?

Programmatic advertising is everywhere, from the podcasts you listen to on your daily commute to the videos you watch on YouTube. These ads also show up while browsing social media sites and even in online publications. Programmatic advertising is the use of artificial intelligence and machine learning to buy ads in real-time, instead of going through human negotiations and pre-set prices. This takes a lot of the manual and guesswork out of advertising online.

To get started with programmatic advertising, you'll want to select a demand-side platform that makes the most sense for you and your business.



Resources

Lesson: [What is Programmatic Advertising and How Does It Work?](#)

Blog post: [The Plain-English Guide to Programmatic Advertising](#)

Article: [Best Demand-Side Platforms](#)



1 Practical Exercise

The first step to getting started with programmatic advertising is to pick a demand-side platform (DSP) where you will manage your campaigns. In this exercise, research the top demand-side platforms using [this article from G2](#), a software review website.

Which demand-side platform do you think you should use?

Why did you select that DSP?

10

How to Monitor and Report on Ad Performance

In order for your digital advertising strategy to be effective, you need to understand what return you are getting on your investment. The good thing about return is that it isn't an absolute number. There are initiatives that you can launch to improve the efficiency of your campaigns. This is done by launching experiments and calculating ROAS, or return on ad spend.

In this section, you'll practice both of these skills by completing the following exercises.



Resources

Lesson: [How to Monitor and Report on Ad Performance](#)

Blog post: [How to Conduct the Perfect Marketing Experiment \[+ Examples\]](#)

Blog post: [The Plain English Guide to Return on Ad Spend \(ROAS\)](#)

Tool: [The Advertising ROI Calculator](#)



1 Practical Exercise

In this exercise, we're going to set up a marketing experiment. Choose a digital ad specific to your business, and then answer the following questions.

What is your hypothesis?

What research do you have to support your hypothesis?

What metrics will you measure?

How will you create and execute the experiment?

What results did you see, or will you expect to see?



2 Practical Exercise

For this exercise, use [HubSpot's Free Advertising ROI Calculator](#) to determine your ROAS. The data points for this exercise can either be based on your own past performance or hypothetical. Once you have used the tool, answer the questions below.

Based on your results, is your digital advertising strategy profitable?

What is your return on ad spend?

What metric(s) could you optimize to see a great return on your investment?

What will you do to optimize your digital advertising strategy?



Your Completed Workbook!

You did it! Congratulations.

By completing the practical exercises in this workbook, you've taken a step toward transforming yourself into an effective digital advertiser.

Your next step is to apply the strategies and tactics you've practiced in this workbook to improve your own digital advertising efforts. Keep an eye out for new opportunities to put your digital advertising strategy to work by exploring new channels, identifying new audiences, or experimenting with your campaigns.

Remember, digital advertising doesn't have to be at odds with the inbound methodology. Keep your customers top-of-mind and you'll be well on your way to creating digital ads that delight your audience and drive business value.

One last thing: Let's make this process of learning online a bit more social by engaging with each other online. Follow HubSpot Academy on [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#), and join our [Content Marketing Professionals group on Facebook](#). We all learn better, together, when we share insights, ask questions, and engage one another in conversation.

Best of luck as you continue along your digital advertising journey. We can't wait to see what you accomplish.

Always be learning,

HubSpot Academy



Digital Advertising Glossary

A/B testing (split testing)

The process of running marketing experiments to see which version of an ad connects better with your audience.

Ad blocking:

The action or practice of using a special piece of software to prevent advertisements from appearing on a web page.

Ad copy:

The text that makes up an advertising message aimed at catching and holding the interest of the prospective buyer.

Ad creative:

The visual attributes of the creative object that is your digital ad.

Ad extension:

A feature that shows extra business information with your ad, like an address, phone number, store rating, or more webpage links.

Ad group:

One or more ads that share a common theme.

Ad rank:

A value that's used to determine your ad position (where ads are shown on a page relative to other ads) and whether your ads will show at all.

Ad tracking:

The process of collecting data and user insights on the performance of online advertising campaigns.

Advertising network:

A company that connects advertisers to websites that want to host advertisements.

Attribution model:

The rule, or set of rules, that determines how credit for sales and conversions is assigned to touch points along conversion paths.

Automated bidding:

Uses machine learning to maximize results based on your campaign goals.

Banner ad:

A display ad that appears across the top of a page on the internet.

Behavioral targeting:

A method that allows advertisers and publishers to display relevant ads and marketing messages to users based on their web browsing behavior.

Bid:

The maximum amount of money you're willing to pay for a desired action on your ad.

Brand keyword:

A word or phrase that includes a brand's name or variations of a brand's name.

Broad match:

A keyword set to broad match displays your ad when the search term contains any or some combination or variations of the words in your keyword, in any order.

Broad match modifier:

Allows you to select keywords that must be included in the search query for your ad to be displayed.

Buyer's journey:

The process buyers go through to become aware of, consider and evaluate, and decide to purchase a new product or service.

Caching:

The process of storing temporary files that make a device, browser, or app run faster and more efficiently.

Campaign:

A set of related ad groups that is often used to organize categories of products or services that you offer.

Click-through-rate (CTR):

The ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.

Contextual advertising:

The practice of placing ads on web pages based on the content of those pages.

Conversion path:

The process by which an anonymous website visitor becomes a known lead.

Conversion rate:

The rate at which website visitors to your site convert on a form and become a lead.

Conversion rate optimization (CRO):

The process of increasing the percentage of website visitors who take a desired action, like filling out a form or making a purchase.

Copywriting:

The activity or occupation of writing the text of advertisements or publicity material.

Cost-per-acquisition (CPA):

How many advertising dollars you spend to acquire one new customer.

Cost-per-click (CPC):

The amount you pay for each click on an ad.

Cost-per-lead (CPL):

How many advertising dollars you spend to acquire one new lead.

Cost per thousand impressions (CPM):

The cost an advertiser pays per one thousand impressions on a digital ad.

Data-management platform (DMP):

A software platform for collecting and managing data.

Demand-side platform (DSP):

A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

Demographics:

The collection and analysis of general characteristics about groups of people and populations.

Demographic targeting:

The use of demographic data to build specific audience groups with shared characteristics which advertisers can advertise to.

Digital advertising:

A targeted, data-driven advertising strategy for reaching consumers online at every stage of the buyer's journey, including awareness, consideration, and decision stages.

Display ad:

A form of online paid advertising that is typically a designed image or a photo and copy.

Exact match:

A keyword set to exact match will only display your ad if the search term includes that exact keyword, or a very close variation.

First-party cookies:

A code that gets generated and stored on a website visitor's computer when they visit your site.

HTTP (Hypertext Transfer Protocol) cookie:

A small piece of data stored on the user's computer by the web browser while viewing a website.

Impression:

A metric used to quantify the number of digital views or engagements of a piece of content, usually an advertisement, digital post, or a web page.

Inbound marketing:

A business methodology that attracts customers by creating valuable content and experiences tailored to them.

Journey-based advertising:

A digital advertising strategy where you tailor your ad targeting and ad creative to align with the buyer's journey.

Keyword:

One word or phrase that someone uses to describe what they need in search.

Keyword research:

The process of finding and analyzing search terms that people enter into search engines.

Lead-to-customer rate:

The rate at which leads become paying customers.

List-based retargeting:

A way to re-display your material based on the list membership of your existing contacts.

Manual bidding:

A bidding method that lets you set your own maximum cost-per-click (CPC) for your ads.

Marketing attribution:

A reporting strategy that allows marketers and sales teams to see the impact that marketers made on a purchase or sale.

Marketing experiment:

The act of conducting an investigation or test as it relates to marketing.

Native advertising:

A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Negative keywords:

Excludes your ads from being shown on searches with that term.

Non-brand keyword:

All other relevant keywords that do not include a brand's name or variations of a brand's name.

Page view:

An instance of an internet user visiting a particular page on a website.

Paid media:

External marketing efforts that you pay to place.

Paid search:

An online advertising method in which marketers place ads on search engine results pages (SERPs).

Pay-per-click (PPC):

An online advertising model in which advertisers pay a fee each time their ad is clicked.

Phrase match:

A keyword set to phrase match will display your ad if the search term contains the same order of the words, but it can also contain additional words.

Pixel-based retargeting:

A way to re-display your material to any anonymous site visitor.

Preferred deals:

Advertisers choose the preferred inventory and price before it is available.

Private marketplace (PMP):

Like real-time bidding, but only available by invitation. Most demand-side platforms have a private marketplace for their users.

Programmatic advertising:

The use of artificial and machine learning to buy ads in real-time, instead of going through human negotiations and pre-set prices.

Quality score:

An algorithm that scores each of your ads for relevance.

Real-time bidding (RTB):

Refers to the buying and selling of online ad impressions through real-time auctions that occur in the time it takes a webpage to load.

Retargeting:

A form of ad targeting where ads are served to people who have already visited your website or are a contact in your database (like a lead or customer).

Rich media (interactive media):

An ad that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content.

ROAS (return on ad spend):

A metric that measures the revenue generated compared to the dollar-spend of an ad campaign.

The rule of thirds:

The process of dividing an image into thirds, using two horizontal and two vertical lines, and positioning the most important elements at the intersection of these lines.

Skyscraper ad:

A tall and narrow display ad usually placed to the right of content on a web page.

Social media advertising:

The practice of online advertising on social networking channels.

Sponsored content:

A form of digital advertising in which advertisers pay to publish their material on a publication with the intention of closely resembling its editorial content.

Supply-side platform (SSP):

A technology platform to enable web publishers and digital out-of-home media owners to manage their advertising inventory, fill it with ads, and receive revenue.

Targeted advertising:

A form of advertising that is directed towards audiences with certain traits.

Text ad:

A form of marketing communication that advertisers can use to promote their product or service on the Google Network.

Third-party cookies:

Tracking codes placed on a web visitor's computer after being generated by a website other than your own.

Tracking pixel:

Snippet of code that allows you to gather information about visitors on a website.

UTM parameters:

Tags in a URL that identify the marketing campaign that refers traffic to a specific website. media owners to manage their advertising inventory, fill it with ads, and receive revenue.