

**Let's get visible !**  
**How to increase your online  
visibility via online advertising tools**



- The world is changing.
- The world is changing fast.
- The world is changing faster and faster.





Internet, smartphones, new technologies created the accelerating change.

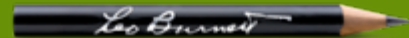


# CONSEQUENCES:

People have more control on  
information and communication.

They CHOOSE it.

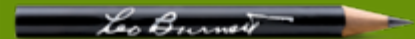
The ACCESS it immediately.





# User-centric

- Users are now in control.
- They expect brands to *inform, entertain, provide utility* to them –when, where and how they need it.



# Technology is growing more personal

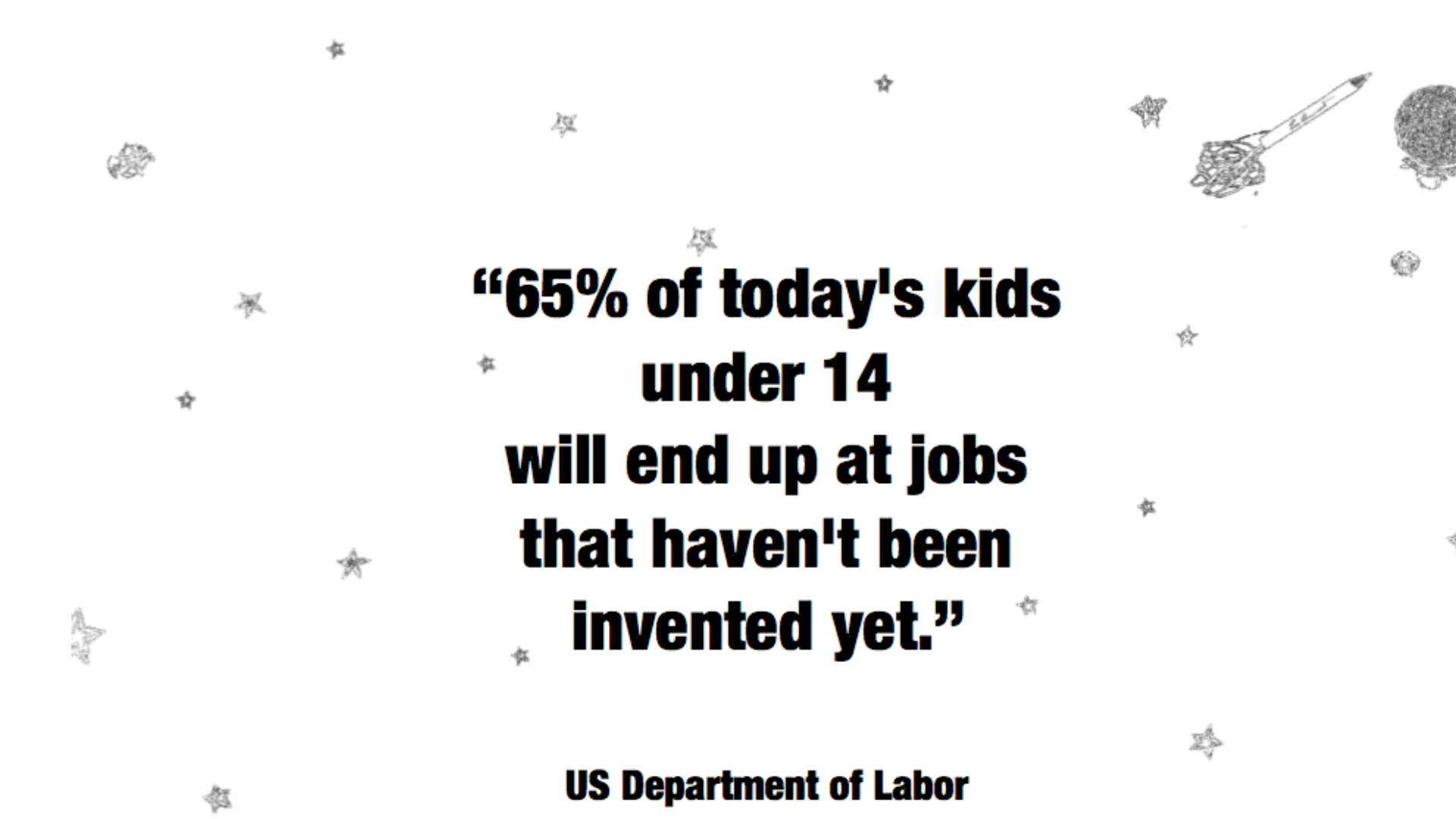
- Online content helps people connect with each other around shared interests. They interact by sharing, commenting, joining conversation.
- A brand can leverage these interests and conversations to create deeper bonds with consumers.



# CONSEQUENCES:

Attention span diminishes.



The background is white with scattered small, five-pointed stars. There are also several hand-drawn doodles: a pencil with a face in the top right, a ball of yarn or a pom-pom in the top right, a small flower-like shape in the top left, and a small figure in the bottom left.

**“65% of today's kids  
under 14  
will end up at jobs  
that haven't been  
invented yet.”**

**US Department of Labor**



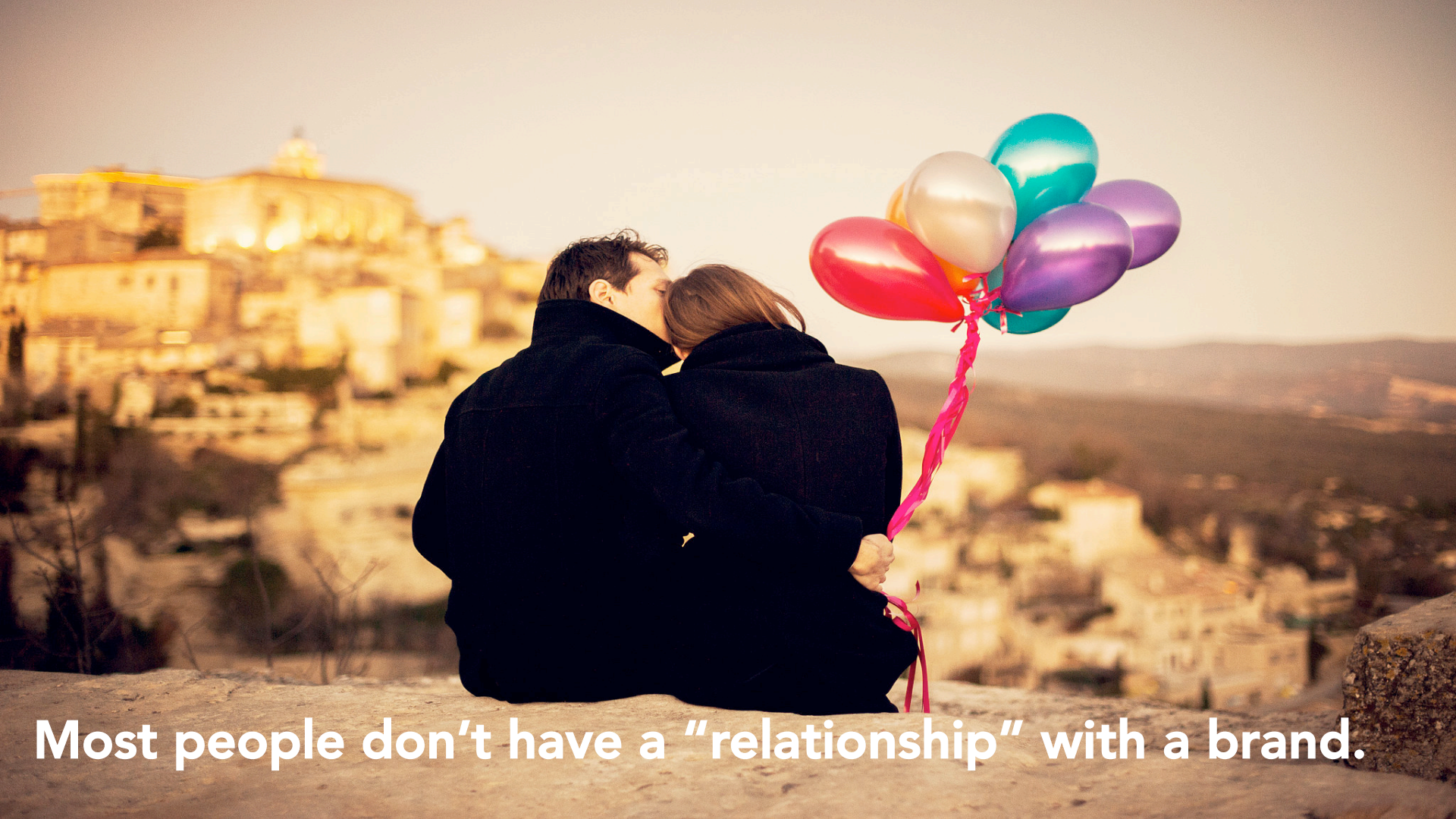
**“By 2030,  
more than a quarter  
of the S&P 500  
will be companies  
we have not heard of yet.”**

**- Yale University**

**Most people don't  
know much about  
the brands that  
they buy.**







**Most people don't have a "relationship" with a brand.**



What people say, what people do,  
and what they say they do are  
entirely different things.

— *Margaret Mead* —

AZ QUOTES

APO STANLEY



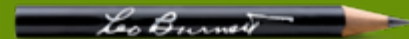
IKKEA

**PEOPLE DON'T BUY WHAT YOU DO, THEY BUY WHY YOU DO IT**

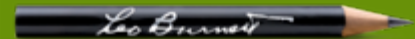
<https://www.youtube.com/watch?v=sioZd3AxmnE>



**MAKE PEOPLE BUY  
INTO YOUR STORY**



# KNOW THEM



# SURPRISE THEM



# IMPRESS THEM



# Using the online universe



# Know yourself and your position

- Identify your audience and your competition
- Understand your brand
- decide what success will look like.





# Know your added value

- Apple – Think differently
- I exist to...
- Why me and not another product / company



# Added value

- Depending on your brand territory, you'll find different ways catch your audience's interest and make them care about your content.
- 3 main ways to add value through content (@Google):
  - **INSPIRE** the audience with emotional and relatable stories,
  - **EDUCATE** the audience with useful information, or
  - **ENTERTAIN** the audience by surprising them, making them laugh or sharing spectacular content.

Choosing how you'll engage your audience will help define your core message and tone.



<https://www.youtube.com/watch?v=ZUG9qYTJMsl>

[https://www.youtube.com/watch?v=4SG3Y-\\_2Yj0](https://www.youtube.com/watch?v=4SG3Y-_2Yj0)

 **adidas**  2 December 2015 · 




Like Page

Creators never follow.  
Be who you are and create your own game.



   47k 1.1k Comments 11k Shares 3.9M Views


 Like  Comment  Share

 **adidas**  with Mesut Özil and 4 others. 6 August 2015 · 

Like Page

Your heroes are now your competition. Don't just follow; go out and create your own game.



   692k 8.5k Comments 70k Shares 27M Views



# Sequential storytelling

SEE – THINK – DO

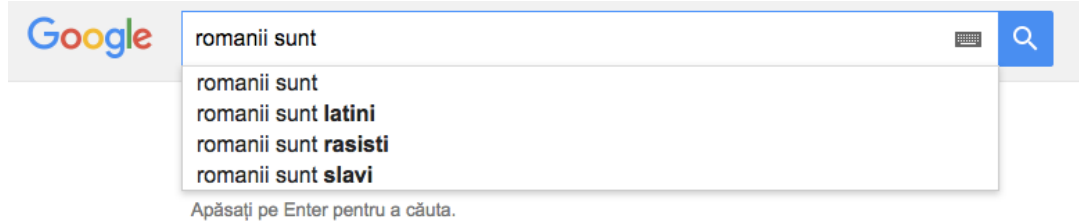
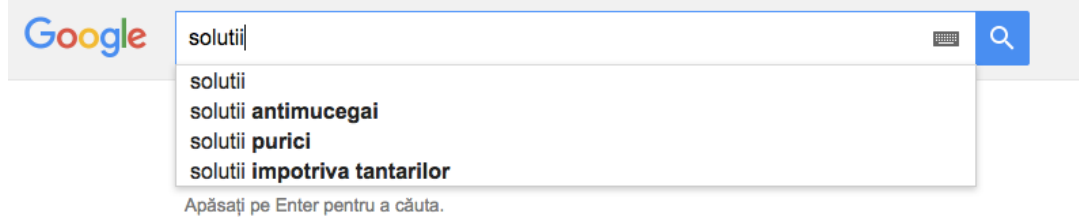
<https://www.youtube.com/watch?v=QS-HAEiabA4>

<https://www.youtube.com/watch?v=gJHxTUHrgdw>



# Be on trend, know the trend

- Social listening
- Google searches



- L'Oreal Ombre: <https://www.youtube.com/watch?v=wd5y5HN0jRs>
- Rom: <https://www.youtube.com/watch?v=Und7tNOt9qM>



# Know your tools and use them wisely

- Google search
- YT
- FB
- Influencers
- Imedia – banners and display



sampon



Toate

Imagini

Videoclipuri

Hărți

Știri

Mai multe ▼

Instrumente de căutare

Aproximativ 5.330.000 (de) rezultate (0,37 secunde)

## Sampon de par profesional - profihairshop.ro

Anunț [www.profihairshop.ro/](http://www.profihairshop.ro/) ▼

Produse Profesionale Pentru Profesioniști. Alege Cu Încredere!

Vopsele & Oxidanti · Manichiura - Pedichiura · Aparate Profesionale · Promotii · Ingrijire

## Sampoane | Ingrijirea profesionala a parului - Aoro.ro

[www.aoro.ro/sampoane/](http://www.aoro.ro/sampoane/) ▼

Pe Aoro.ro gasesti **sampoane** de calitate superioara, produse profesionale pentru ingrijirea tuturor tipurilor de par: par gras, vopsit, deteriorat, cu suvite etc.

L'Oréal Professionnel Série ... · Wella Professionals ...

## Sampon si balsam profesional - eMAG.ro

[www.emag.ro/sampon-balsam/c](http://www.emag.ro/sampon-balsam/c) ▼

**Sampon** si balsam profesional la eMAG. Livrare rapida. Preturi incepand de la numai 3.54.

Sampon Nioxin System 4 ... · Anti-matreata · Kerastase · L'Oreal Paris

vacanta

vacanta  
vacanta **scolara 2017**  
vacanta **mare**  
vacante **reduse**

Aproximativ 11.000.000 (de) rezultate (0,49 secunde)

## Vacante - Vola.ro

<https://www.vola.ro/vacante>

Vola.ro te invita sa-ti alegi **vacanta** la care ai visat. Chiar daca vrei city-break-uri sau **vacante** pe litoral, orase istorice sau **vacante** ieftine in Grecia, sejururi ...

Vacante Praiano · Vacante Split · Vacante La Pineda · Vacante Paphos

## Oferte Vacanta, Oferte Turistice - Alege Vacante Speciale | agentie de ...

[www.vacantespeciale.ro/](http://www.vacantespeciale.ro/)

Oferte **vacanta** si Oferte Turistice - La **VACANTE SPECIALE** gasiti cele mai bune servicii turistice complete, programe work and travel la preturi avantajoase!

Work and Travel · Contact · Croaziere · Destinatii externe

## Vacante in strainatate » Circuite turistice in strainatate » EXIMTUR

<https://www.eximtur.ro/vacante-in-strainatate.html>

Oferte de **vacante** in strainatate in Republica Dominicana, Maldive, Thailanda, Bali si Seychelles. Oferte de **vacanta** in Turcia, Grecia, Bulgaria si Spania. **Vacante** ...

## Oferte 2016, circuite, early booking 2016, bilete avion, oferte charter ...

<https://www.christiantour.ro/>

**Vacante** 2016 cu avionul, cu autocarul si individuale. Circuite turistice si bilete avion, promotii si reduceri early booking la Christian Tour.

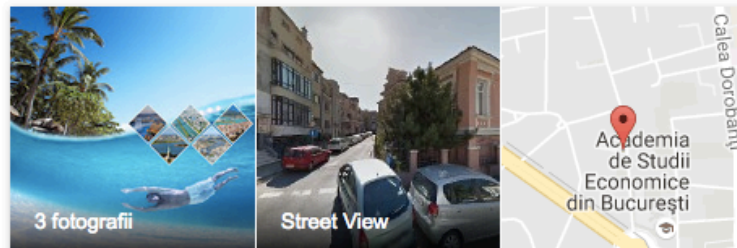
## Vacante Reduse | Promotii City Break Europa - Revelion | Litoral 2017

<https://www.vacantereduse.ro/>

VacanteReduse.ro este un portal exclusiv pentru stilul tau de viata. Pentru a economisi timp si bani, zilnic afli primul de cele mai tari oferte de **vacanta** la cel mai ...



**Conectați-vă**



## CND Turism - VACANTE SPECIALE

Agenzie de turism

Site

Indicații

**Adresă:** Intrarea Moneasa, București

**Telefon:** 021 313 8460

**Program:** Deschis astăzi · 09–18

[Sugerați o modificare](#)

Recenzii

1 recenzie Google

[Scrieți o recenzie](#)

[Adăugați o fotografie](#)

**Alții caută și**

Vedeți încă peste 15



# Youtube

The critical first 5 seconds

<https://www.youtube.com/watch?v=eAKyFw-FOJ0>

Branding – smart branding

Watchability, share-ability

<https://www.youtube.com/watch?v=M7Flvfx5J10>





### Volvo Trucks - The Epic Split feat. Van Damme (Live Test)

Volvo Trucks ✓

2 years ago • 84,677,762 views

Watch Jean-Claude Van Damme carry out his famous split between two reversing trucks. Never done before, JCVD says it's the ...

CC



### Volvo Trucks: Jean-Claude Van Damme Epic Split Stunt - The Complete Story

The Auto Channel

2 years ago • 2,767,042 views

Jean-Claude Van Damme stars in the latest Volvo Trucks stunt films. This video includes the back story and the actual stunt.



### EPIC SPLIT FAIL Feat. Van Damme - Volvo Truck Split Commercial

Red Button Studios

2 years ago • 967,657 views

Jean- Claude Van Damme Epic Splits Fail Parody. Click2Tweet:  
<http://clicktotweet.com/enmaJ> Be sure to Like, Comment and ...



### Chuck Norris - parody Van Damme Volvo commercial

Gheuca Cristian Marian

2 years ago • 665,195 views

Chuck Norris style.



### Volvo Trucks Jean Claude Van Damme Epic Splits on Scooters

High On Life ✓

2 years ago • 1,616,572 views

WATCH THE BEHIND THE SCENES: <https://www.youtube.com/watch?v=BncsH8Eqips>  
Click to Share this on Facebook: ...

# Thumbnails + name and description

- A good title name – intriguing, not misleading, easily tag-able in Google

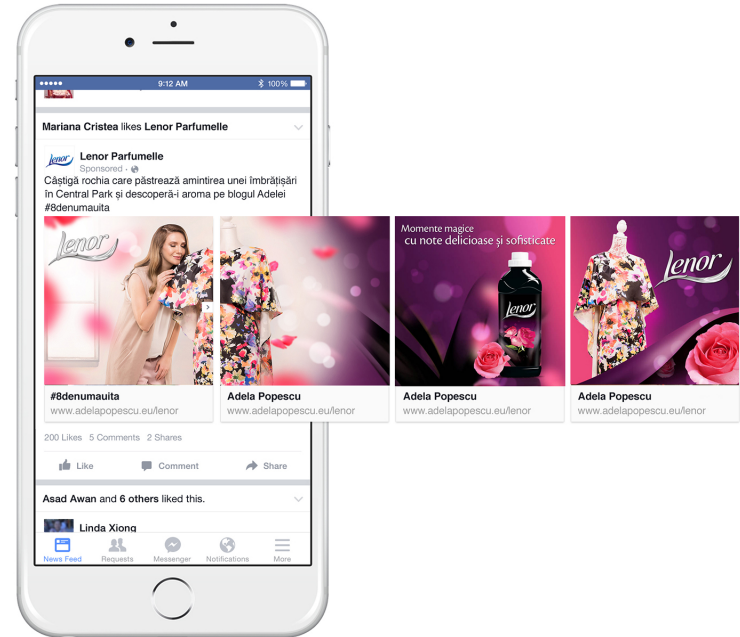


# Facebook

- Know your formats, choose your best

Image post, carousel, link ads, canvas, cinemagraphs, video posts

<http://www.hongkiat.com/blog/cinemagraph/>



# Format requirements

You have less than 2 seconds to grab attention

How people read posts

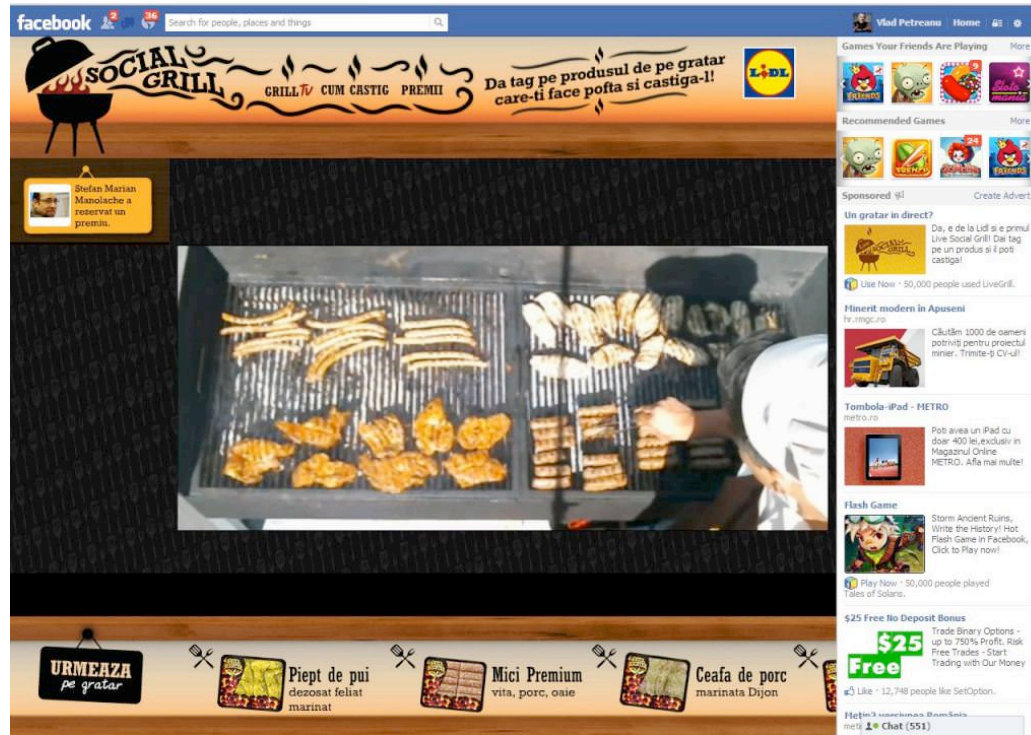


# Format requirements

- Image post – focus, disrupt, brand
- Video post – first 3 seconds, maximum length, no sound
- Carousel – first image, rest of images
- Caption – know your limits of characters, be catchy, deliver message first



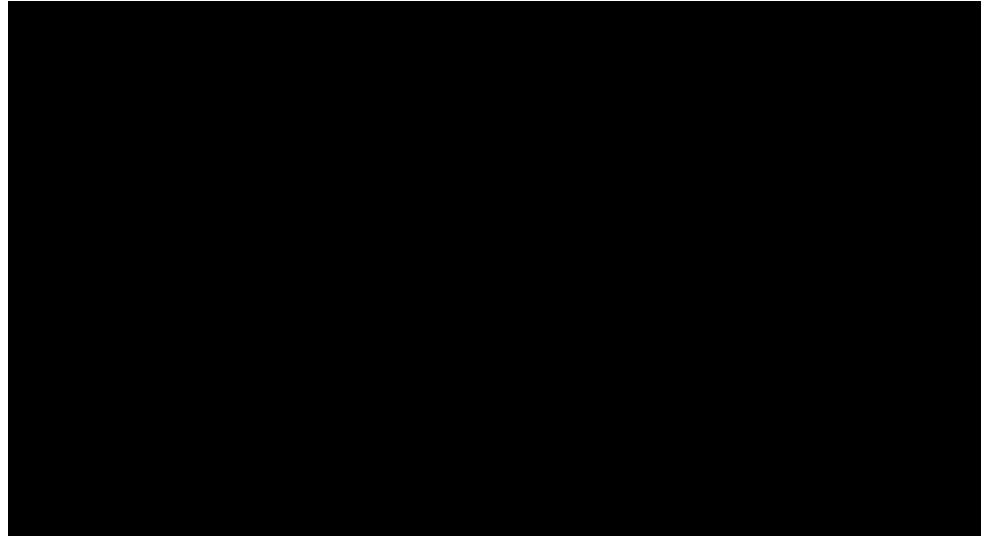
- Ads or community – an important choice
- If community, keep it and activate it



## Use your assets to surprise and engage

- Dunkin Donuts, which asks fans to send in photos of themselves enjoying Dunkin Donuts and then chooses the fan of the week for their cover.
- James Ready photo swap

<https://www.youtube.com/watch?v=apwGgiZPWXQ>





# How to boost FB posts effects

- Test
- Target on interest
- Small influencers



Know your objective and design for it – awareness or closing the deal?  
Disrupt, but reward

You CAN be creative in imedia

<http://digitalsynopsis.com/fedex-just-in-time/>

<http://digitalsynopsis.com/volkswagen-blank-like-a-rabbit/>

[http://www.showcaselink.de/ikea/en/ikea\\_bannar\\_1/](http://www.showcaselink.de/ikea/en/ikea_bannar_1/)

[https://www.youtube.com/watch?v=ZCqj-Hyv\\_7M](https://www.youtube.com/watch?v=ZCqj-Hyv_7M)



# Health check

- Define your objective and design for it
- Know your added value and enhance it
- Be consistent and creative
- Choose your tools and maximize them



Think Big

