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*Corso di Laurea Magistrale o Specialistica in International Economics and Commerce*

Evolutionary aspects of online advertising:  
Facebook Ads strategies in the beauty care industry

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## INTRODUZIONE

L'avvento del digital ha completamente modificato l'interazione tra i consumatori ed aziende, portando con sé una grande evoluzione che modifica quelle che sono le tradizionali strategie di advertising.

L'obiettivo della mia tesi è ripercorrere la storia della comunicazione di marketing verso i consumatori , partendo dalle prime forme di pubblicità tradizionale fino ad arrivare alle odierne forme di advertising online, ovvero il centro del mio elaborato.

Con questa analisi dettagliata delle forme di pubblicità online, voglio dimostrare che oggi un utilizzo efficace dei mezzi messi a disposizione agli advertiser, possono portare risultati estremamente positivi in un mercato competitivo come quello del settore “beauty”.

Nel primo capitolo mi sono soffermata sugli step più importanti della comunicazione , partendo dai “mass media” fino ai “new media” e di come l'avvento di internet abbia cambiato completamente il percorso d'acquisto del consumatore .

Nel secondo capitolo, mi sono addentrata nel advertising online ,in tutte le sue forme ed ho spiegato perché è diventato un scelta indispensabile per i brand di oggi.

Nel terzo capitolo, dopo aver approfondito i principali social media soffermandomi soprattutto su Facebook ADS, ho potuto analizzare le strategie di advertising online grazie alla partecipazione di “Beauty Advertiser “che si sono prestate ad una mia intervista. Grazie alla loro testimonianza ed una desk analisi di altri brand del settore, sono riuscita a confermare la mia tesi.

# **1)EVOLUTION OF MARKETING COMMUNICATION**

## **1.1 COMMUNICATION EVOLUTION FROM TRADITIONAL TO DIGITAL**

Communication has to be considered as an intangible economic resource, capable of increasing credibility, trust and consensus towards the company. If it is not just oriented to rise the revenue but also to build lasting relationships with the public, it can be a source of a huge competitive advantage. Communication is a dynamic, circular and interactive process which implicitly and explicitly influences the attitudes and behaviour of the people and organisations to which it is addressed.<sup>1</sup>

The desire to communicate with others has always been present in the human being , although for many centuries the remote one was restricted to geographical conditions and important messages from distant lands needed days, weeks or months to reach the addressee.

150 years ago, the communication was slow and expensive but thanks to the discovery of the electric current and the invention of the modern mass media, the community has for the first time the possibility to communicate from a long distance and in real time by developing a telecommunication system.

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<sup>1</sup> Falabrino, G.(2005b). *La comunicazione d'impresa*. Milano: Carocci.

It is possible to trace the most important facts that have allowed the evolution of communication, in fact, one of them is the discovery of the **print** by Gutenberg in the 15th century. It symbolizes the first main invention that enabling the production and dissemination of books and newspapers, which until that moment had been distributed in a very limited number of copies. As an obvious consequence the information spread faster and wider , climbing over the past geografical restrictions and always less expensive.

The strong innovations arrived in the 19th century with the development of the railways and the invention of a real qualitative leap in the world of communications: the telegraph.<sup>2</sup>

By this new information tool has began the “*Electrical communication era*” and this unstoppable technological development has led ,in one century ,to the birth of *electronic communicaton*.

### 1.1.1 – MASS MEDIA COMMUNICATION

The *print, radio and television* have determined the development of what the sociologists call “*mass society*” indeed the “technological development of the

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<sup>2</sup> Tungate, M. (2010). *Storia della pubblicità. Gli uomini e le idee che hanno cambiato il mondo*. Milano: Franco Angeli.

communication” is considered strongly linked to the cultural , social and economic evolution.<sup>3</sup>

Referring to the “*Mass Media Communication*” it refers to one of the main levers of the traditional marketing activities carried out by companies in order to daily connect with the stakeholders, such as consumers, partners, suppliers, local communities and so on.

Their objectives, therefore, are enabling consumers to perceive a consistent image and to optimally manage relations with the various organizational actors.<sup>4</sup>

The “*ONE TO MANY*” model is framed as **mass communication** and this type of *flow* is characterized by six specific aspects:

1. *Monomedial content* , refers to the nature of the message being transmitted.

For example a newspaper contains written text and static images not including voice or images; the radio trasmits voice and sounds but does not give the possibility to see any images or videos.

2. *Unidirectional messages* ,refers to the roles played by the actors are different, in fact the firms hold the **power** to design, control and

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3 Rossi, G. (2010). *La comunicazione aziendale*. Milano: FrancoAngeli.

4 Tungate, M (2010). *Storia della pubblicità. Gli uomini e le idee che hanno cambiato il mondo*. Milano: Franco Angeli.



disseminate the image to be perceived by the large public of consumers, through advertising and promotional messages.

On the other hand, consumers play a **passive role**, not capable to interact with the brand or with others consumers in order to exchange advice and opinions.

3. **Mass marketing**, means that the communication activities are boosted to a large mass that is not so internally differentiated.
4. **Monologue**, refers to the form of this model, which is expressed by narrative value, in which the counterpart is not given the possibility to interact or intervene.
5. **Focuses on the product**, means highlighting the distinctive features offered to the public considering their needs.
6. **Target**, usually the target is little differentiated and they are analyzed just on the socio-demographic characteristics, giving little prominence to dynamics of psychographic character and behavioural.<sup>5</sup>

By analysing these aspects, it is clear the traditional media had brought a strong **lack of interactivity** due to historical reasons. In fact, those media were born with the aim to inform, for example the cinema itself was produced as a mean of information or propaganda, not as a leap of entertainment that it is known today.

5 Tungate, M. (2010). *Storia della pubblicità. Gli uomini e le idee che hanno cambiato il mondo*. Milano: Franco Angeli.

As a result, the aspect of interactivity was completely in the background, compared to the possibility to spread news throughout the world.

*Tab-1.1 , “Advantages and Disadvantages of mass media tools”.*

MEDIA	ADVANTAGES	DISADVANTAGES
NEWSPAPERS	Flexibility Rapidity Good market coverage Broad consensus High credibility	very short life poor reproductive quality variable numbers of readers per copy
TV	sound + movement high level of attention	very high absolute cost excessive messages poor selectivity of audience
OOH advertising	Flexibility Low cost high repetition of exposure	no audience selection , limits for the creativity of the message

### 1.1.2- INTERNET

The *electronic evolution* have allowed to attend, in real time, events that are taking place all over the world and for that reason they play an irreplaceable role. It have provided the tools for extending the limits of human communication and the microprocessor in few decades had enormously increased their processing capacity.

This evolution has been possible thanks to two technological progress:

- the evolution of *computers*
- the progressive development of *communication networks*.

According to the first aspect, from the 1960s the development of *micro-processors* triggered a very rapid mutation of the relationship between men and machines, influencing social relationships and the development of knowledge.<sup>6</sup>

The computer was limited to the great business mainframe until the first years of 80s and it had been reserved to technicians and programmers at an exclusively scientific and corporate level.

In the second phase, which runs from the early 80's to the mid-90's, the computer has become an indispensable work tools within companies but also an important

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<sup>6</sup> Giacomazzi, F., & Camisani Calzolari, M.(2008). *Impresa 4.0. Marketing e comunicazione digitale a 4 direzioni*. Milano: Mondadori.

information widget used at home, thanks to the birth of a software for individual purpose.

Windows and the first multimedia content led the computer become always more an intuitive tool which you can work with , create documents, watch and produce the first video clip ,audio and visual content.

In the third phase, which we are experiencing in recent years , it is possible to see a multiplication of computer means ( pc, smartphone, tablet) used to interconnect online millions of people in order to share and co-produce documents, information and all types of files. The web has become a platform where programs installed on PCs interact and increasingly depend on software and services accessible just online. Inevitably, it has made the globalization process receive a considerable boost and as a consequence it is giving the possibility to get in touch with cultures and tradition unknown by expanding the social fabric from local to worldwide. Referring to the second aspect, the progressive development of communication networks, it is possible to say that it has been enormous.

In 1991 ,Tim Berners-Lee created the WWW (*world wide web*) , a communication network between distant computers. The creation of the HTTP (*Hypertext transfert protocol*) and the first browsers (Netscape in 1993 and Internet explorer in 1995) put the basis for the birth of the universal communication language adopted by all PCs.

At the end of the 1990s, the Internet started to be perceived as a new and powerful infrastructure that allows the communication and remote transmission of written texts, data, images, videos. Internet quickly became the center of mass media, as a publicly accessible

telecommunications network that connects multiple devices and which offers to the user a wide range of potentially informative content and services.

It decreased the costs and increased the speed of the information transfer not using the traditional processes. Undoubtedly, its discovery was the greatest contribution into the development of those technologies and without it, the modern telecommunications would have been impossible.

*«in the United States radio has taken thirty years to reach sixty million people, television has reached this level of diffusion in fifteen years; internet has done so in just three years since the birth of the world wide web »<sup>7</sup>*

Internet and ICT (Information and Communication Technology) marked the period that many define as “*New economy*”, and until that time just the specialists that knew the HTML language were able to work on it .

Companies like Yahoo, Ebay and Amazon were born in those years defined as “Web 1.0 era” , where the content publication on the web depend on the

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<sup>7</sup> (Castells 1996; trad. it. p. 382).

knowledge of difficult languages programme and systems like CMS (Content Management System).

Subsequently, the Internet has entered in the “Web 2.0” phase ,a term coined by Tim O’Reilly:

*“Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a continually-updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an “architecture of participation,” and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.”*<sup>8</sup>

Through this term, therefore, it is possible to highlight the web stage where the attention is placed on the user, on his possibility to interact with the websites no longer static and on his ability to share information and collaborate. Throughout internet, the users are able to carry out information searches, evaluation of alternatives, management of the purchase and also co-create new ideas due to the direct contact with the companies. At this level, no special knowledge is required to build a personal website and due to the main components of Web 2.0 (such as social networks, forums, chats, blogs) the users become content generators in a

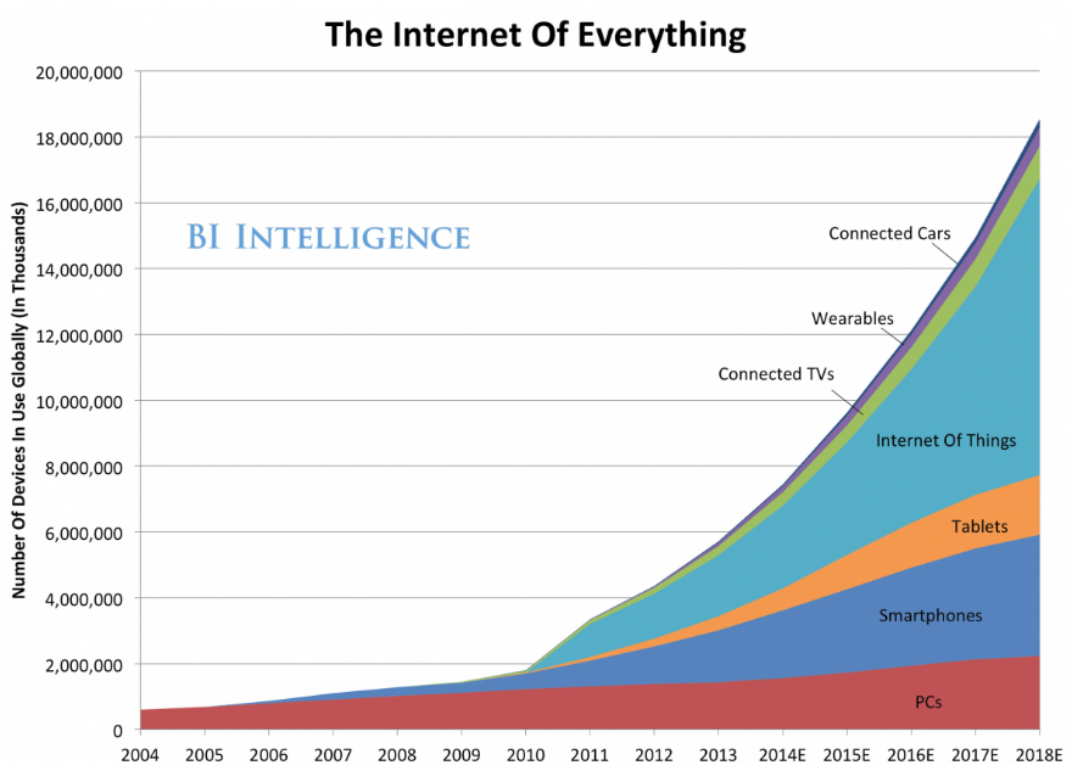
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<sup>8</sup> Web 2.0: compact definition”, Tim O’Reilly

simple way. Always more people transfer part of their life online by using the mobile devices as favorite tool and internet as the channel through those one are conveyed. From a digital marketing perspective, it is a place where people are free to do what they want, and to see what other people do. All this has been further simplified by the birth *of Social Networks* and squares where people can meet virtually, exchange opinions and discuss multiple topics.

By speaking about the web, it is possible to mention the "Internet of things" ,which is a technology created to maximize data collection and the usage of information from several sources (industrial products, factory systems, transport vehicles) in order to improve the benefits coming from the digitalisation and process automation. By exploiting machine learning and artificial intelligence it is possible to create new businesses and worthy services for the customers.

*Graph 1.1 - at Business Insider showing key trends and forecasts for the entire Internet-connected ecosystem, including connected TVs, connected cars, wearable computing devices, and all of the consumer and business tools that will soon be connected to the "Internet Of Things."*



In order to understand how concretely the IOT brings advantages in the everyday life, it is possible to give, as an example, its application as a remote control of the “position” and of the “operating status” of vehicles instead of the “protection of occupants in an accident” for example. The switchboards built on commercial and private vehicles allow to collect useful data for assistance, optimization of the mean and, in the long term, improvement of safety. <sup>9</sup>The Internet of things allow made a deep development on monitoring compliance with road rules, shifting

<sup>9</sup> <https://www.businessinsider.com/internet-of-things-devices-examples?IR=T>



work for drivers, evaluate the traffic. All these benefits are aiming to the optimization of time, reliability.

### 1.1.3- NEW DIGITAL MEDIA

Internet has allowed everyone to express themselves making each person a potential medium, and this has completely changed the direction of the communication.

The “one to many “ model switches to “ **many to many**”, indeed the consumers interact with each other by exchanging opinions and advices no longer unidirectionally. <sup>10</sup> In fact, as soon as those feedback has been created ,they are sent back to the enterprise and through this circular flow, the behaviour of online consumers are controlled (across the number of site visits, time and duration of visits, origin, email,..) allowing the companies to rapidly monitor the brand reputation among the public. In this new context, it is extremely important for the company to listening those conversations coming from those meaningful relationship that are built on web. Those play a central role cause let the **consumers** take a **proactive position** and the companies loose their power.

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Inevitably ,the introduction of new media made the communication flow change radically, indeed the digital nature can be edited ,stored and reproduced by anyone at any time, since the flow is no longer exclusively managed by the enterprise.

*“Markets are conversation: We were right, the markets are conversations. If we want to know the truth about your products we will find it elsewhere. We know that these conversations are extremely important to you, unfortunately they are ours.”* <sup>11</sup>

Similarly to the old “mass media”,it is possible to trace 4 manly **properties** of the digital environments that generate new marketing challenges for **businesses**, which in many cases are called to question their way of interfacing with the market: \*(Prandelli e Verona, 2009)

- ***openness and ubiquity***: today the web resets **distances** allowing to get in touch with an incredibly larger number of customers in a highly engaging way and managing relationships through multiple touchpoints
- ***informative vastness***: the web provides new possibilities to follow and know better the consumption habits and purchasing preferences of the customers.

There is no longer a clear separation between who transmits content and

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11 \*(*The Cluetrain Manifesto, 2015 edition Rick Levine, Doc Searls, Christofer Locke, David Weinberger*)

who uses it ,therefore, the customers are more and more inside the value creation process and this allows to have access to their knowledge and a better understanding of values and aspirations, with the possibility of building a greater level of trust.

- **Speed:** opportunities for interaction multiply in a way corresponding to moments of truth” to be guarded without excessive “dead times”
- **Mutability:** digital environments are constantly evolving (tools, channels, players, rules) forcing businesses continually learning to better grasp emerging challenges and opportunities.

As it is possible to deduce from this analysis, the new communication technologies have changed completely the interaction within people and their perception of the physic space<sup>12</sup>.

Now, differently than before, physical location has a relative relevance, in fact people are creating virtual locations for building new relationships. As a result , those technological developments brought to the birth of “**online communities**” where participants identify themselves, exchange opinions, share values and discuss issues of their interests without be worried about their geographical location.

“Brand community” is a type of community that can be created by consumers or

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<sup>12</sup>Ferrero, G.. (2018). Marketing e creazione del valore. Milano, Italia: G.Giappichelli.

by a brand itself and within it you have multiple dialogues, exchange of ideas, information and experiences of consumers , representing an important source of data for marketing research. Within this scenario, a new professional figure called “influencer” is born, whose popularity (and therefore authority) is expressed by the number of followers on their social platform. This new way of “word of mouth” have the task of telling the influencer daily experience with the product/brand by posting photos and videos in order to influence the final consumer in an authentic and natural key. These have the ability to control , through blogs, podcasts, forums and social networks, the potential of the web to enhance certain products and brands. They are important figures because people online read and listen to what they have to say, evaluate their opinions and trust their judgments , In fact, a crucial point is that online influencers have already conquered the minds and hearts of the consumers of the network. In this way, engaging them positively means hiring a team of powerful online allies that can have a massive impact on a much larger consumer group.<sup>13</sup>

## *2.2-Foto: Influencer and brand*

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13 Ryan, D. & Jones, C. (2013). Marketing digitale. Trarre il massimo vantaggio da email, siti web, dispositivi mobili, social media e PR online. Milano, Italia: *Tecnihe nuove*.



The fields are varied, because it ranges from clothing, food, technology, politics and the credibility of the influencer can be built either on the net and outside it. The birth of the influencer shows how much the figures outside the company have power over the company’s reputation , differently to the past. This important information that are accessible to the company, allows to monitor the consumer’s attitudes and opinions towards the brand. It is possible to identify “netnography” as a means of reading the world through the eyes of the online community’s members, by documenting the interactions on the online platforms (social networks, forums, chat rooms, blogs, etc.)

Another important new phenomena ,which is extremely relevant for marketing, is the consumer’s ability to continuously generate “data” which are processed by new tools and algorithms in order to connect information and find innovative.

The volume of big data is so large that companies constantly need to find

methodologies to acquire , manage and process this information quickly. All those information are created at an incessant rythm and are concerning a variety of different sources , such as human information (social network, blog, youtube.instagram, wikipedia)others based on machines (GPS, ”internet of things”,) or business ( supplier’s database, etc..).

Obviously the more the information is accuratly presented , the more they are trustable so it is very important to select which data are relevant for the enterprise, and focus on them without wasting time and investment. Referring to this, the internet has also brought a great breakthrough from this point of view , in fact the cost of interaction has been reduced clamorously allowing moreover the companies to approach to a wide audience in record time. Due to the high level of informations belong to the consumer, his position is always more powerfull and his partecipation is essencial in the value creation process.<sup>14</sup>

Now the consumer is considered “empowered” ,in fact, he has defintly more control in his experience of consumption compared to the past and through the network, his creativity , relationships and knowledge bring benefits to the company.

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14 Giacomazzi, F., & Camisani Calzolari, M. (2008). Impresa 4.0. Marketing e comunicazione digitale a 4 direzioni. Milano: Mondadori

### 1.3 Communication mix

Nowadays, as Philippe Kotler highlights in “Marketing Management. Analysis, planning and control”, the action of communicating has become conclusive for companies ,in fact it is any longer enough to develop a good product, allocate a correct price and make it available to its customers. For that reason ,the communication policies are aimed at making the product/brand known, differentiated, purchased and finally re-purchased.

This mix refers to specific methods used in order to promote the company or its products to targeted customers, stimulate demand, reduce its price elasticity and also develop barriers to competitors.<sup>15</sup>

The traditional tools convey messages in a top-down direction ,from the enterprise to the addressee, meanwhile those arrived with the digital revolution impose a more relational ways to reach the consumer and inevitably to a renewal of the classic communication mix.

#### 1) Product Placement:

Consists in the inclusion of a product/brand within specific forms of show, in which it becomes co-protagonist or it recites a role in exchange for a sum of one.

The modalities of insertion are 3:

- screen placement

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15 Kotler, P. H. I. L. I. P. (2000). *Marketing Management: Analysis, Planning and Control*. New Jersey, United States: Prentice Hall.

- script placement
- plot placement

The product placement cinema is the most widespread type although is very important that the brand does not take over the narrative annoying the viewers. Television broadcasts, advertisements, music videos and video games are also among the main contexts of this type of communication.

Product placement is a communicational tool with a strong emotional impact , non-invasive, able to impact in particular on the sphere of product and brand memory, but also on consumer attitudes.<sup>16</sup> Apparently, junk food or cigarette companies that are willing to circumvent obstacles that can derive from regulations or social values and beliefs, relies on this tool.

Unlike the advertising, consumer resistance is less because they are not perceived as commercials but as a part of something else.

## 2) Promotions

Promotions have well-targeted objectives for consumer behavioural responses ( purchase and repurchase) and involve variable instead of fixed costs. Promotional initiatives can be addressed to all consumers in an indistinct

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16. (brennan et an.,1999)



way, or be calibrated and differentiated according to the mechanisms of loyalty.<sup>17</sup>

A type of promotion is defined as “convenience” in fact consists in a temporary price reduction as an incentive to purchase, for example ( cut-price, economy –pack, coupon, etc.).

It is extremely relevant that the consumer perceive this saving opportunity as a offer they can’t pass up and simultaneously, the company must avoid raising too often these offers otherwise the customer could respond less intensely to the stress of the promotions.

“Gifts” , one of the promotion type, are “experimental sampling” to induce the consumer to have a first contact with a new product and by this way the company have the chance to test its impact in the market and ,if it need, make some improvments before it will be lauched.<sup>18</sup>

“Premium operations” and “premium operations” (altri 2 tipi di promozioni)

### 3)Personal selling

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<sup>17</sup> Kotler, P.. (2000). Marketing Management: Analysis, Planning and Control. New Jersey, United States: Prentice Hall.

<sup>18</sup> Ferrero, G (2018). Marketing e creazione del valore. Milano, Italia: G.Giappichelli.

Personal selling happens when the company's sales team deals directly with their customers, usually in a one-on-one setting. It's a great way to build relationships with their customers thanks to listening and troubleshooting in real time.

In this case, the sellers represent entirely the enterprise, so it is essential to supervise the aspects of personal communication and increase the professional level by specific training programmes.

### 3) Word of mouth

Word-of-mouth is a spontaneous process triggered by satisfied and unsatisfied consumers, but if positive it turns a fundamental sign of value by representing one of the most effective means of communication that consumers tend to trust.<sup>19</sup>

"Fine tuning" and "customer care" ensure that the consumer requests are heard in an optimal and timely manner thus triggering positive feedback and stimulate again spontaneously word-of-mouth.

### 4) Direct marketing

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<sup>19</sup> Ferrero, G. I. A. N. C. A. R. L. O. (2018). Marketing e creazione del valore. Milano, Italia: G.Giappichelli.

Direct marketing operations have the dominant aspect of customizing communication through different channels such as telephone, email, paper mail.

The objective may be to get the products of the company known through customer information obtained from the CRM, such as specific habits or preference of the customer etc. By this way , it is possible to create ad hoc initiatives allowing a very targeted and personalized communication.

Direct marketing develops when traditional communication is lacking, in fact, the market is strongly fragmented and it is necessary to reach every specific group of “consumers-objective” in completely different approach one from the other. According to this, the contacts database play a fundamental role and it must be up dated every time the company can acquire any new information on the market.

Thanks to specialized providers, the customer can receive a message where he is called by name , in his familiar places (as device or home) and which has exactly a proposal aimed at his interests. Nonetheless it has an easy way to obtain personal information, the direct marketing has also an simple way of measuring the results and the cost of contact perceived. For example, one of the most commonly used indices for calculating the returns of any campaign is “redemption” , calculated as a percentage ratio of :

- number of respondents obtained ; or how many people, of those contacted as a whole.
- number of generated contacts : how many people/families were sent the message.

A side consequence of direct marketing is the “spam” effect in fact, it is necessary to focus on creative solutions and content capable for catching consumer attention.

#### 4)Public relation

Differently from the previous components of the communication mix , public relations are aimed at a wider public in fact those activities are willing to provide extensive information about the company and its products to journalists,bloggers or academic figures so that they can publish through media interesting content from their elaboration. Events are also part of this type of communication, can be organised directly by the company or by others, some examples are: workshops, round tables, fairs and fairs.

The costumer database is always a central part in fact, one of the most important goal of the event is the acquisition of new potential customers ,therefore, by gathering new data is easier planning strategies towards them.

## 5) Sponsorship

Relating to events, sponsorships are the means by which they are partially or totally funded. Those can be addressed to sports teams or social projects, cultural field with the purpose of exalting the company's brand , ensuring returns in terms of fame and image.

The only risk that can arise in this type of communication is when the subject or the sponsored event is involved in scandals and therefore the brand may be receiving a negative perception in an unexpected and unintentional way.

### **1.3- THE EVOLUTION OF ADVERTISING**

Advertising is a communication tool throughout the enterprise promotes and presents ideas, goods or services on the market. It can be addressed to various audiences , such as final or intermediate customers but in any case, the aim is meeting specific needs by persuading and influencing an audience by using media.<sup>20</sup>

Advertising is a paid type of communication from an identified sponsor which trasmits different market information in order to match buyers and sellers and it both informs and transforms the product by creating an image that goes beyond straightforward facts.

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<sup>20</sup> Wells, W. (2005). *Advertising Principles & Practice*. USA, USA: Pearson College Div.

This type affects consumer preferences and tastes , changes product attributes and differentiates it from competitive offerings.<sup>21</sup>

It is difficult to frame the birth of advertising but it is possible to say that it exists since there were goods to be sold and a means to promote them, from the street screamer to the warning nailed to a tree.<sup>22</sup>

Retracing the evolution of the advertising , it is possible to find the first sales messages such as the Egyptian papyrus or some political campaigns displayed at the ruins of Pompeii. Wall or rock painting for commercial advertising are another manifestation of an ancient form of it, which still present nowadays in many parts of Asia, Africa, and South America.<sup>23</sup>

In Europe, as the cities of the Middle Ages began to grow, the general population was not able to read so instead of written signs ,were used images associated with the various types of trade such as a boot, a dress, a hat, a watch, a diamond, a horse shoe, a candle or even a bag of flour. Only with the arrival of the press, the advertising made a big leap, in fact began to take shape with the advent of newspapers and magazines during the 16th and 17th.

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<sup>21</sup> De Mooij, M. (2013). *Global Marketing and Advertising: Understanding Cultural Paradoxes*. Melbourne, Australia: Sage Pubns.

<sup>22</sup> Tungate, M. A. R. K. (2010). *Storia della pubblicità. Gli uomini e le idee che hanno cambiato il mondo*. Milano: Franco Angeli.

<sup>23</sup> Testa, A. (2007). *La pubblicità*. Bologna, Italia: Il Mulino.

The first real advertisement appeared in 1631, in the Paris “*Gazette*” where there were just short texts without illustrations. In this way, Renaudot became the first French journalist and the creator of staff search advertising.<sup>24</sup>

In England instead, newspaper advertisements were very popular during the second half the seventeenth century, often announcing the publication of a new book, or the opening of a new play. The Great Fire of London in 1666 was a boost to this type of advertisement, indeed people used newspapers in the aftermath of the fire to advertise losts and founds so in those early ads were predominantly informative, descriptive messages rather than persuasive ones. It was in 17s century that appeared the first law for controlling advertising content due to the false advertising called "quack".

The “industrial revolution” and then the “mass production” ,dissimination of large quantities of standardized products, have generated a change in the relations between producers and customers with the consequent need of advertising to bridge the gap created among the two parties. Now manufacturers need to explain and recommend their products because their is no longer a direct contact ,in fact, in chasing distant markets, they have begun to compete with each other letting the differentiation be a basic requirement.<sup>25</sup> According to this is evident that

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24 Tungate, M. A. R. K. (2010). *Storia della pubblicità. Gli uomini e le idee che hanno cambiato il mondo*. Milano: Franco Angeli

25 Montenegro Morales, D. (2017). *THE HISTORY OF ADVERTISING..* Disponibile da <https://docplayer.net/57940673-The-history-of-advertising->

companies started to be focused on their brand and no longer just on the product in order to be remembered in the consumer's memory.<sup>26</sup>

Newspapers provided the ideal vehicle for advertising and due to the new technologies they were cheaper and widely available. Initially, some pages were exclusively reserved for simple descriptions and then the firsts colour illustrations were added.

In 1836 the journalist Emile de girardin publishes "La Presse", the first French newspaper to include paid advertising on its pages, and this allowed him to extend it to his readers by decreasing the price and increasing its profitability. Meanwhile in Philadelphia (US), Volney B. Palm, founded the first company that deals specifically with advertising and two years later he bought large amounts of space in various newspapers at a discounted rate in order to resell the space at higher rates to advertisers. Following this trail, it is important to remember the NWAyer & Son, founded in 1868 in Philadelphia that began to offer free editorial services and illustrations (in compensation the purchase of spaces) and later on, United States were the country where it first developed the advertising assuming the nature of a real industrial system.

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[lic-daymette-montenegro-morales-universidad-de-matanzas-camilo-cienfuegos-via-blanca-km-3-matanzas-cuba.htm](http://lic-daymette-montenegro-morales-universidad-de-matanzas-camilo-cienfuegos-via-blanca-km-3-matanzas-cuba.htm)

26 Tungate, M. A. R. K. (2010). Storia della pubblicità. Gli uomini e le idee che hanno cambiato il mondo. Milano: Franco Angeli.



In Italy the first advertising space dealer was established in Milan by the pharmacists Carlo Erba and Attilio Manzoni in 1863.

By 1900 the advertising agency had become the focal point of creative planning and thanks to chromolithography, which allows to produce large colourful format, the advertising has a new medium available and very effective: the posters.

In this new scenario, the study of psychological disciplines took the all attention ,in fact studies on consumer behavior were the basis of the whole advertising campaign with the purpose to adopt an interesting and persuasive communicative style. This is shown in the first radio public announcement which was created in 1922:

*“Think of your health, your desires, the happiness of your home. Leave the city congested and enjoy what nature wants you to enjoy: visit the new apartments in Jackson Height”*<sup>27</sup>

During the First World War, the advertising became a tool used just to arouse the public regarding war issues and to engage volunteers, but once the war was over, advertising begins to promote products designed to cure social anxiety and personal failure whilst other emphasized modern themes such as the male public work space and the female private home one.<sup>28</sup>

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<sup>27</sup>Testa, A. (2007). *La pubblicità*. Bologna, Italia: Il Mulino.

<sup>28</sup> Montenegro Morales, D. (2017). THE HISTORY OF ADVERTISING.. Disponibile da <https://docplayer.net/57940673-The-history-of-advertising-lic-daymette-montenegro-morales-universidad-de-matanzas-camilo->

Personalization took another big leap in 1930 when Rosser Reeves introduced the idea of a “unique selling proposition” and this means that an advertisement to be effective it needs only one proposition of sale:

1. Each advertisement shall offer a specific consumer
2. The offer must be such that competition cannot to propose an equal
3. The offer must be so strong and relevant as to attract the masses, new consumers

*Rossou advertising for colgate*

**What's New**  
**in Colgate Dental Cream that's**  
**MISSING-MISSING-MISSING**  
**in every other leading toothpaste?**

It's **GARDOL!**  
And Colgate's with Gardol gives  
up to **7 TIMES LONGER**  
**PROTECTION AGAINST TOOTH**  
**DECAY** and a **CLEANER,**  
**FRESHER BREATH ALL DAY**  
with just one brushing!

**GARDOL Makes This Amazing Difference!**

<b>MINUTES AFTER BRUSHING WITH ANY TOOTHPASTE</b>	<b>12 HOURS AFTER ONE COLGATE BRUSHING GARDOL IS</b>
	
<b>DECAY-CAUSING BACTERIA RETURN TO ATTACK YOUR TEETH!</b>	<b>STILL FIGHTING THE BACTERIA THAT CAUSE DECAY!</b>

**COLGATE**  
**DENTAL CREAM with GARDOL**

**Cleans Your Breath with Guards Your Teeth**

No other leading toothpaste can give the 12-hour protection against tooth decay you get with Colgate's with just one brushing!

[cienfuegos-via-blanca-km-3-matanzas-cuba.htm](http://cienfuegos-via-blanca-km-3-matanzas-cuba.htm)

Since a USP describes how your business will solve a customer's problem, it should be very specific and highly personalized to the customer for the brand to be differentiated.

Leo Burnett was an American advertising executive also the founder of "Leo Burnett Company" and he was responsible for creating some of advertising's most well-known characters and campaigns of the 20th century, including the Marlboro man.

He was trying to find the "drama" inherent in each product to take inspiration and build the advertising idea through warmth, shared emotions and experiences. Often this was translated in the invention of emblematic characters, symbols of his product and his mission.

Leo Burnett's Marlboro campaign is considered one of the most important, it started from an initial placement on the desired female target from Philip Morris (1954) and he changed everything making it a strongly masculine brand. Packaging was characterized with strong colors, geometric, stiff, stockier cigarettes and a cow-boy as the protagonist.



The image is the dominant element in this advertising campaign, however, the verbal language is completely subordinated to the visual one.” The Marlboro man” has succeeded in representing a powerful model in which male smokers have identified themselves. As Séguéla said: “*feel John Wayne for the duration of a puff of smoke*”<sup>29</sup>

The companies began building characters around their products to establish more of a connection between viewers and brands.<sup>30</sup> Tony the Tiger for Frosted Flakes, or the Snap, Crackle, and Pop gnomes for Rice Krispies are some of those examples which are still seen on cereal boxes today:

PAST

PRESENT

29 Tungate, M. A. R. K. (2010). *Storia della pubblicità. Gli uomini e le idee che hanno cambiato il mondo.* Milano: Franco Angeli.

30 Testa, A. (2007). *La pubblicità.* Bologna, Italia: Il Mulino.



*(Frosted flakes , kellogg's)*

In Italy, RAI was born in 1944 with the first transmissions radio and 10 later began to be broadcasted in 1954 and 3 years later the first “Carosello” was launched. This new form of show it was composed by 100 seconds of entertainment (in which the product could not absolutely be present) and 35 seconds of commercials.

## *Advertising Carosello*

## *Heroes Carosello*



Jokes and Carousel slogans entered the language everyday, while some characters are still part of the popular Italian imagination. This new idea had a huge success involving actors, singers ,famous directors and also promotes the development of Italian animated cinema, having a success that will last 20 years.<sup>31</sup>

After the years of the “economic boom”, however, the world of advertising had to go through a crisis both economic and above all cultural in all industrialized countries. Advertisers, in fact, suffered numerous criticisms from intellectuals and from many people who at the time shared the anti-consumer ideologies. The latter, in fact, accused the advertising of creating in the individual consumption “false”

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31 Testa, A. (2007). *La pubblicità*. Bologna, Italia: Il Mulino.

needs“ and as a consequence in 1964-65 also in Italy the first signals of such contestation arrived to the advertising world.

During the 1980s, the economic scenario changed significantly, with the economic recovery and later on a demand increase some tendencies are manifested and consolidated until the first years of ‘90s.

- Hedonist consumer
- Global village (all-everything)
- Increase in competition
- Expert demand
- Industrial-tertiary integration
- Technological acceleration

Economic growth in the second half of the 1980s gradually declined at the end of the 1990s. Italian families are thus experiencing a situation of double discomfort: on the one hand the decrease in the purchasing power of disposable income, and on the other the uncertainty about the future. All this favours a greater attention in the consumption and a greater selectivity in the choices that tend to favor the products that offer an advantageous relationship between the offered quality and the price. If in previous years the brand was a symbolic object with cultural values also acting as a reference point for consumer choices, in those new years there is a real crisis amplified by the advent of the “hard discounts” and the birth of large

distribution chains with their own brand. As a result, this situation brought the drop of the clients loyalty and a frenetic turn-over.



After the proliferation of television channels in the 90s arrive MTV and stream to then get to the 2000s where advertising is defined as “self-referential”.

*“The postmodern consumer is an autonomous, demanding, selective and disenchanted subject.*

*-Independent because it tends to establish a critical dialogue with the producer*

*-Demanding because it expects goods, services, experiences that have something more in terms of quality.*

*-Selective because it can orient himself very well in the “jungle” of products that often have similar characteristics, without being influenced too much by the resonance of the brand.*

*-Disenchanted because he manifests a detached attitude towards the market”*

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### **1.3.1- OFFLINE ADV / ONLINE ADV**

As we have seen in the previous paragraph, advertising has been profoundly changed by the advent of digital. These changes concern in particular the introduction of new functionalities and new techniques aimed at achieving well-defined customer segments, difficult to intercept with traditional advertising media. The **Offline advertising**, sometimes referred to as “traditional advertising”, relies on the following channels to get marketing

messages out to a target audience:

- Television
- Print (magazines or newspapers)
- Radio
- Billboards
- Marketing collateral (brouchures and flyers)
- Direct mail

Meanwhile the Online advertising encompasses all of the digital and internet-based channels that help advertisers reach a wide audience with their messaging.

These channels include:

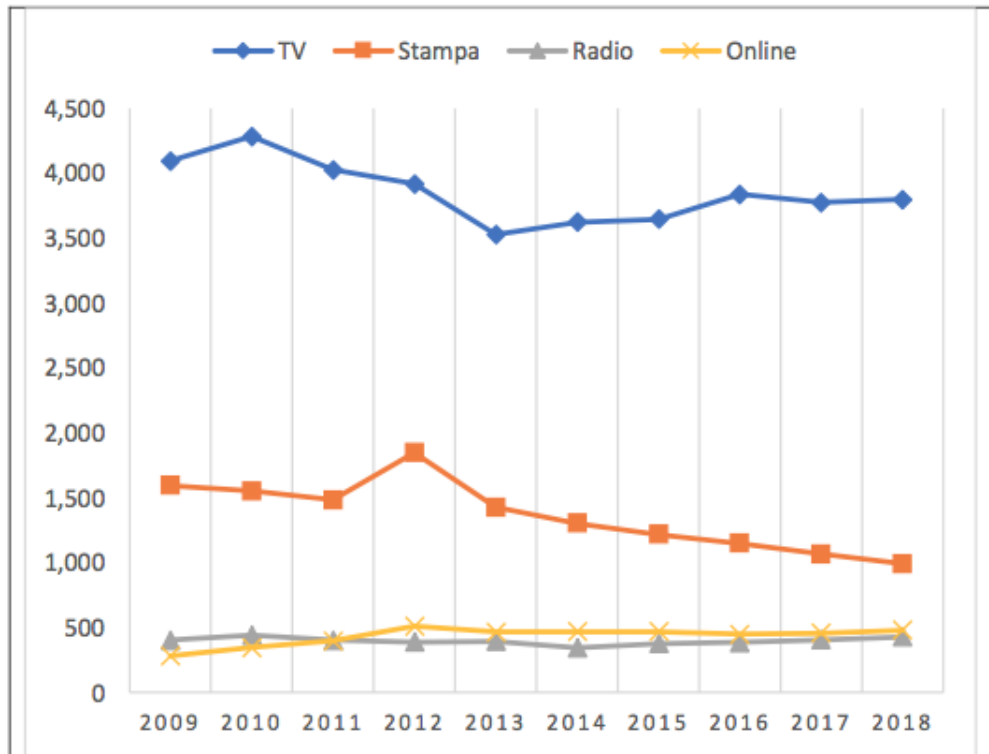
- Websites
- Social media
- Mobile ads
- Search engine marketing
- Search engine optimization
- Display ads
- Email
- video advertising
- virtual and augmented reality

Over the years, the advent of digital had a significant impact both globally and nationally, noting large increases in spending on digital advertising formats. At a global level, in 2018, spending on online advertising amounted to 266 billion dollars, while it is estimated that in 2019 will reach 311 billion dollars, thus marking an increase of about 17%.(statesman, 2018).

At national level, the Internet Media Observatory of the School of Management of the Polytechnic of Milan has estimated 8.2 billion euros invested in advertising in Italy in 2018, showing an increase of 4% compared to the previous year. The weight of the internet advertising would be equal to more than a third of such value and is affected by a greater growth (+11%), pulling the entire sector. It is important to note that from 2008 to 2018 the weight of Internet on total investments has increased from 10% to 36%, while for TV, which is still the predominant medium, the share has decreased from 54% to 47%. The press is the medium characterized by the greatest contraction, passing from a share of 31% to 12%, while the radio keeps stable a weight of 5%. These trends are confirmed by the data published by Nielsen; in Figure 7.1 it is possible to observe the trend in advertising investments in Italy in the period 2009-2018 by means of communication.

*Figura 7.1 – Development of advertising investments in Italy– TV, Press (newspapers and periodicals), Radio, Online (excluding search and social)2.*

Period 2009-2018 (values in millions of euro) <sup>33</sup>



Fonte: nostre rielaborazioni su dati Nielsen

From this graph shows the traditional channels, in particular TV and press, continue to lose relevance, while digital tools can reach specific targets more effectively and efficiently. According to the study of the Polytechnic, a particularly interesting dynamic is that related to internet advertising that will grow in the next five years in a constant way, with an average annual rate of 8%.

<sup>33</sup> The investments in paid search and social networks in Italy are estimated for the year 2018 in a total of 2,172.8 million euros, up 8.8% from the previous year (Data source: Nielsen).

In 2023, only this sector will generate almost 4.4 billion euro in turnover.<sup>34</sup>

Talking about the offline marketing strategies , one of its goal is to create a strong awareness of the products or services offered by the company. For example, within a “biscuits” spot on television, the advertising emphasize their “delicious taste”, their “low calorie product” and other similar characteristics. This shows how offline marketing strategies are used to spotlight items that the company produces and sells. This is a first, big difference with web marketing strategies, more aimed at creating a **brand awareness** before the product/service.<sup>35</sup>

Unlike traditional advertising, digital advertising is more universal and flexible, enabling you to tell your brand story on the channels that your buyers frequent through text, images, video, and more. Digital advertising has evolved considerably since the first clickable ad hit the internet in 1994. Today, instead of advertising creating noise that distracts from the content your buyers want to read, digital advertising can be part of an ongoing conversation that your brand has with its customers.<sup>36</sup>

Although ,the online advertising will be deepened in the next chapter, it is

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34 Oldani, F. (2019). *Marketing, comunicazione e modelli di gestione applicati al retail con focus su ebusiness*. Mark up, .

35 <https://www.netstrategy.it/>

36 Marketo, M. A. R. K. E. T. O. (2018). *The Definitive Guide to Digital Advertising*. Marketo, .

opportune to draw up a series of characteristics that differentiates the offline ad from the online one:

- ❖ Thought the offline advertising there is no effective way to measure the conversion, visibility or the overall effectiveness of an ad, because it's impossible to tell from print media, radio or TV ads whether the audience was or was not persuaded to make a purchase.
- ❖ Offline marketing strategies, on average, only run for a period you pay your broadcaster for it.
- ❖ TV, radio and print media can only be measured, adjusted and targeted at the time in which the newspaper, billboard company, or radio station can run the ad, retrieve the small amount of data it was possible to collect, return that data to the customer for analysis and implement a new strategy.
- ❖ Traditional marketing strategies offer only limited ability to target a specific audience. This is done by running ads for home appliances in magazines or in commercial run during a show about home improvement. The goal being to reach the target audience who they suspect is more likely to be reading a home improvement magazine or watching a DIY show.<sup>37</sup>

This does not mean that online advertising should replace offline advertising,

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<sup>37</sup> <https://www.lastingtrend.com/blog/online-vs-offline-marketing>

instead it is essential to implement a strategy that has an omnichannel vision. The challenge for companies is, therefore, to find the right mix of tools on which to invest, and it is essential that this happens within a marketing strategy aimed at achieving specific objectives as well as a constant focus on improving the customer experience. From this, it is evident that for being effective it is necessary to have a coherent online and offline strategy and the demonstration of how both influence is given by a form of creative advertising, called “guerrilla marketing”. This one is a form of unconventional advertising that recalls the “guerrilla warfare”, a tactic of armed struggle used by small irregular formations to surprise a regular army by quick actions, incisive and unexpected. In the same way companies use “guerrilla marketing” to reach and impress the public, through<sup>38</sup> quick and unexpected actions that are opposed to the frontal battle, identified with advertising and traditional media.<sup>39</sup>

The guerrilla marketing uses new means to convey its messages and to reach the public when they least expect it. By arising surprise in the consumer, the message is lowered into the real world through an operation of distortion and

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38 Ferrero, G (2018). Marketing e creazione del valore. Milano, Italia:

G.Giappichelli.

39 <https://www.glossariomarketing.it/significato/guerrilla-marketing/>



reinterpretation of the physical environment in which the consumer habitually moves.<sup>40</sup>

Roads, squares, gardens, means of transport, elements of urban furniture such as benches, street lamps, pedestrian crossings, are physically edited to amaze and involve the consumer in an original and immediate brand or product experience.

*Foto – Nestlé example of guerrilla marketing*



The purpose of these initiatives is, more generally, to make people interact with the brand, to let them try an intense sensorial experience and later on to become active propagators of the brand message. The success of a guerrilla marketing

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40 Ferrero, G (2018). Marketing e creazione del valore. Milano, Italia:

G.Giappichelli.

campaign depends, to a large extent, on the ability to build original and notifiable actions, able to activate conversations around the brand and trigger mechanisms of viral spread, thus creating the conditions for an exponential growth of the brand's reputation; this is also credit to the media coverage that successful initiatives usually succeed in obtaining.

The goal catch everyday life places where people tend to have less biases towards the messages that can reach them.<sup>41</sup> These unconventional marketing techniques are willing to bring the brand in places where the consumer lives, work, move and have fun, not being invasive as the conventional communication tools. The creativity is one of the distinctive elements to reach the consumers, and instead to send the message directly to the costumer's mind it is looking for empathy and emotional bonds.

“Guerrilla maketing” , if it is effective, has the ability to surprise the consumer and have consequently a feedback also online and this is the *demonstration of how the online and offline coexist and influence the other.*

## **1.4 BUYER JOURNEY**

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41 (Cova et al.,2008)

*“The customer journey is the “travel” that , more or less consciously, people perform when acting as buyers of a good or service, from the first contact with a brand to the decision to purchase”<sup>42</sup> or The buyer journey is the active research process a potential buyer goes through leading up to a purchase.<sup>43</sup>*

One of the main marketing objectives is to reach the customer when it is most likely to influence the purchasing decision. Thanks to the possibility to reach it at any time of his day and in any place, the modalities, by which this is possible today, are many and are profoundly changed compared to the past. Consumers are changing the way they search and purchase products and services. Traditionally the consumer decision-making process was represented by the metaphor of the “funnel”.

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<sup>42</sup> Kotler, P. H. I. L. I. P., & Stigliano, G. I. U. S. E. P. P. E. (2018b). Retail 4.0, 10 regole per l'Era digitale. Milano, Italia: Mondadori.

<sup>43</sup> <https://www.hubspot.com/>



Fonte: Court et al., 2009, 2.

This process begins with a large number of different brands in mind (represented in the figure by the colored dots) within which to choose (“awareness phase”), which is reduced as you proceed in the “funnel”; through the phases of the “familiarity”; (familiarity), “consideration” (consideration), up to the choice of a brand/company in which to proceed with the purchase (“purchase”). After the purchase the enterprise can obtain the loyalty of the customers (loyalty), which is manifested with the repurchase of the product. The peculiarity of the model of the funnel lies in the fact that in the various passages (from the awareness to the loyalty), the brands taken in consideration do not change, or better, starting from the initial situation, they can at most decrease, as we approach to the phase of purchase.

In a digital context, you can no longer refer to the traditional customer experience but other conditions as into play, in fact:<sup>44</sup>

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44 “Court D., Elzinga D., Mulder S., Vetvik O.J. (2009), “The consumer decision

- more touch points (eg.social, website, blog, app)
- change in the purchasing process (customer journey)
- more data available for both enterprises and users

Hence the need for a different model, which can grasp this greater complexity of the process, which is no longer linear as in the past.

*Fig: Example of today's customer journey* <sup>45</sup>



One of the most widely used approaches in the field of marketing is the one developed by McKinsey (Court, 2009), which takes the name of “Customer

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journey”, McKinsey Quarterly, n.3, 1-11

<sup>45</sup> <https://www.informazione.it/c/79BEFA68-283B-4B4B-8196-F08C6126A603/Diennea-MagNews-sponsor-dell-International-E-commerce-Summit>

decision Journey”, or “the route” that the consumer makes before making the purchase.

The new consumer purchase path is tortuous and different from how it was traditionally, and depends on the characteristics of the various person buyers.<sup>46</sup>

“A person buyer is your client’s semi-imaginary representation, based on market research and the real data you have. When creating a buyer person you have to consider the demography of customers, the patterns of behavior, the motivations they have and their business goals. The more detailed is this description, the better is. The buyer person will help you focus on not wasting time with offers and content that are not interesting to him”. (hubspot website)

This route consists essentially in 3 stages:

### **1. Awareness - Top of the funnel**

The awareness begins to build up when the buyer personas realizes he has a problem to solve: it is the feeling of need that drives him to undertake the buyer’s journey.

At this stage, however, the buyer personas does not have a clear idea about what kind of need he has or how he could satisfy him so he is looking for a solution to his problem. As a result, over 70% of the researches start through Google by looking for general

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<sup>46</sup> Il «nuovo consumatore»: dalle buyer persona al customer journey e l’esperienza omnicanale Prof.ssa Federica Pascucci (digital support)

information and his goal is to become more aware of the situation.

At this stage, the company's task is to make its brand known by advertising some content through blog posts, videos, etc. and get it trustable.<sup>47</sup>

Once the users are informed, they will have learned to know the brand as an expert in the sector and will move on to the second phase , in which the product is explained.

## **2. Consideration - Middle of the funnel**

Buyers have clearly defined the goal or challenge and have committed to addressing it. They evaluate the different approaches or methods available to pursue it , in fact , at this stage the content produced to attract potential customers will be able to offer practical solutions to solving an X problem. This is the time to propose him video tutorials, product comparisons, in-depth guides, everything that can help him make a decision.

## **3. Decision - Bottom of the funnel**

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<sup>47</sup> Dal customer journey alle buyer personas: il ruolo strategico dell'esperienza del cliente : INTERNET & MARETING (A.A. 2018/2019) – Prof.ssa Pascucci

Buyers have already decided on a solution category. For example, they could write a pro/con list of specific offerings and then decide on the one that best meets their needs. Now the potential customer knows his problem and that there are different types of solutions so he just has to decide what is the product or service that will allow him to satisfy his original need in the best way and for him more convenient.

His research in this phase will be of transactional type, that is closely targeted to the action. The potential customer will look for product reviews, tests, free demos.

Eventhough the buyer's journey is over, the relationship between the company and the customer continues and for satisfying him is necessary to keep his trust by offering **personalized solutions** for his needs.

In this way, the enterprise will keep the clients tied to it and impose itself as a point of reference in his mind, transforming him from a client to a **brand's ambassador**.

It is no longer enough for the product to express its function, but the consumer presume to satisfy the needs that are always more towards to the **experiential and emotional sphere**. It moves from a transactional marketing ,where exchanges are discontinuous episodes and without memory ,to a **relational marketing** characterized by the importance of social variables and introduce



the past, present and future within the logic of exchange. By analysing that journey through the consumer's eyes, the companies are capable to understand and improve the *customer experience* letting them have the best directly and indirectly contacts in all the online and offline channels, such as store, social, blog, etc. The customer experience is a construct multidimensional involving the emotional sphere, cognitive, behavioural, sensory and social client<sup>48</sup> who emerges in following customer interaction with people, processes, technologies, products, services and other output of a company. This experience depends on the exposure and interaction between the customer and the company, on the cognitive impression of the customer on the value/quality of the products/services and finally on the influence on future purchases and word of mouth.

Despite the strong growth of the web, the offline will never be replaced and that is why it must be integrated with the online touch points<sup>49</sup>, in order to offer the best and coherent brand's image during the entire journey.<sup>50</sup> One important thing is to remember that these touchpoints are not necessarily controlled by the company.

There are a number of nuances between "channels owned by" ( owned) of the

48 (Lemon and verhoef, 2016)

49 «Un touchpoint rappresenta qualsiasi punto di contatto (verbale e non) tra una persona e l'impresa (o il brand), in qualsiasi fase del processo decisionale del cliente

50 (kotler et al.,2017).

brand (for example the website, blog), paid channels ( such as a spot, ad or banner) and channels earned so-called ( reviews, user comments). This makes it much more complex to coordinate activities , monitor interactions, influence perception and guide choices. In the digital era of pre-connectivity, the individual customer independently formed an opinion on a brand, or at most compared his own opinions with those of a small circle of trusted people. In the digital age, however, the community exerts a strong influence from the early stages of the journey, to the point that many personal purchasing decisions actually “natively” social.<sup>51</sup> In the pre-connectivity era, brand loyalty was mainly defined in terms of “customer retention” and repurchase rate. In the digital age, people are used to documenting and sharing their experiences on the Internet, so loyalty is determined by advocacy, that is, by the willingness to recommend a brand to other people. In this perspective the relationship between supply and demand has been transformed, in fact there is a real cooperation that translates into an expression “PRO-SUMER” ( producer+consumer )<sup>52</sup> and this refers to the fact that the consumer has an active role in generating the performance of the producer and consequently , can convey experiences and advice to improve the usability and thus, the satisfaction of the

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51 Kotler, P. (2017). Marketing 4.0. Dal tradizionale al digitale. Milano, Italia: Hoepli.

52 “Cherubichi, S., & Pattuglia, S. (2012). Social media marketing: consumatori, imprese, relazioni. Milano, Italia: FrancoAngeli

user.<sup>53</sup>

In order to study a strategy for a company, it is possible to identify some fundamental variables that determine the buyer journey, its length and its complexity. Some of these are clearly linked to each other. The **price** is one of them and it affects the purchase path, in fact, a high-priced product means that the journey will be longer and it will need more time to convince the client to buy and make him aware of the product's value. Usually at a lower price corresponds to a "purchase of impulse", so an advantageous offer could be the best way to achieve the goal, instead of a high price that needs a longer and more accurate sales funnel for handling this "rational" purchase.

The **competition** is another variable that must be considered, indeed if this is at a high level it will be required strategies to be differentiated from the others and make the consumer perceive the company's competitive value.

The **type of demand** is important to differentiate the type of purchase, in fact if I am facing "a conscious demand" I could work more at the mid and low part of the funnel, while if there were a lot of "latent demand" I'd have to work on the top one.

This is also followed by the **type of product**. Often it is easier to communicate to the user a physical product instead of an intangible good (service), where it

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<sup>53</sup> Cherubichi, S. & Pattuglia, S. (2010). Co-opetition. Cooperazione e competizione nella comunicazione e nei media. Milano, Italia: FrancoAngeli.

is needed have to work with targeted ads to be able to perceive characteristics and value.<sup>54</sup>

Thanks to the precise analysis of the customer journey, the most innovative companies are able to identify the critical points and the decision conflicts in the users, and the resulting higher return on investment.

Today an effective customer journey provides an **omnicanal approach** between the online and the offline, helped by a real mapping of the **contact points** between them.

All this allows you to have total control in terms of marketing on the user, and to follow step by step the path that leads to the purchase and subsequent loyalty.

This approach allows important gaps to be filled. Driving the consumer effectively in such a complex and varied purchasing process is therefore not an easy challenge. Precisely for this reason it is necessary that there is a close **link between the various touchpoints** , in such a way as to detect the **information and data** relating to the person passing through the various contact points. This information allows the brand to effectively **control and adapt its marketing**

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54 Virciglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019b). Facebook e Instagram Ads. Guida strategica e manuale tecnico. Palermo, Italia: Flaccovio Dario

**strategy** and individual activities to people's behavior both in digital and physical contexts.<sup>55</sup>

It is evident, for example, how the **online search for information** about products, affects and will increasingly affect the **offline purchases** and advertising that an initiator can devise after knowing the interests of his audience. In this way it is possible to accompany the consumer in all the stages of purchase being able to intervene in every stage of the customer journey. Differently from the past, that the brand had 2 moments of truth:

1. the shelf , where the customer choose the product
2. at home, where the user try the product

Now ,it come up another extremely important moment called “Z.M.O.T.”, “zero moment of truth” and it happens before the customer goes to the physical or online store. moment that happens when you evaluate and select information taken from social platforms, sites, reviews, blogs, forum or from any other place where online conversations with them. For moment of truth we mean any occasion in which the potential customer interacts with your

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55 Virciglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019b). Facebook e Instagram Ads. Guida strategica e manuale tecnico. Palermo, Italia: Flaccovio Dario

company and, consequently, has the possibility to create or modify their opinion regarding it (Brand awareness)<sup>56</sup>

This behaviour is defined as omnichannel <sup>57</sup>, that is the ability of the consumer to use the channels interchangeably and without interruption, both during the research phase and during the actual purchase phase (Neslin et al., 2006; Lemon e verhoef, 2016).

The resulting buying behaviour can be distinguished in the following two main cross-channel practices (Lemon and verhoef, 2016):

1. Showrooming ,that is the practice of going to the store to see and inquire about the profotto , and then buy it online at a generally lower price ( “try offline purchase online”)
2. Webrooming ( o infocommerce), or the practice of inquiring online about the product, drawing from all possible sources of information ( comparison sites, reviews and reviews of other consumers, etc.) and then buying it offline (research online purchase offline)<sup>58</sup>

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56 <https://www.netstrategy.it/inbound-marketing/zmot-scopri-cose-lo-zero-moment-of-truth-di-google>

57Already in 2007, we talked about multichannel shopping, meaning the possibility for the consumer to have different access ( online and offline) to the world of products and information (Weinberg et al.,2007). Omnicanaly is an evolution of this behaviour.

58

One of the central themes of customer journey , which already in 2015 takes on increasing importance, is that defined as the“mobile transformation”. Businesses must now be aware that they are constantly connected and the challenge for marketing is to understand the way in which new tools are changing the classic rules of communication.

Google introduces for the first time the term“micro-moments” in reference to the travel of the user on mobile devices.

“We define them as the moments that count”: they are moments to have fun, learn ,inform and buy. These are key opportunities for companies, because they identify the issues in which decisions are taken, but not only. You define your preferences, your liking to a certain object or service, moments in which we want our desires and needs to be met instantly”.(Google, 2015)

Google Analytics research shows that 82% of the“mobile surfer” uses the smartphone to take decisions“in-the-moment” when it is physically in a store, 62% are inclined to immediately solve a problem that has manifested itself suddenly thanks to the smartphone, 90% used it to make progress towards their “big goals” and finally 91% used it to try new things while already doing a job. This shows that the mobile has definitely loved the way people use the media, the number of sessions has increased but the duration has decreased, long desktop interactions have been replaced by fragmentary interactions that now occur instantly. For this reason it is useful to use social media in combination with the tools of mobile

marketing both as regards the digital strategy and for the formats that you choose to use

In conclusion, it is important repeating that there is not a single type of customer journey, in fact, the analysis of the “travel” must therefore be conducted in a specific way, and then replicated to verify the differences in behavior between different types of customers. Not by chance, all the studies needed to plan the perfect buyer journey goes around the concept of “buyer persona”.

This process integrates traditional segmentation, targeting and positioning models, and it allows to profile the current or potential customers. Since the aim is to study in depth the needs, desires and expectations of the various categories of interlocutors, it is necessary to make the description as realistic as possible. That’s why we conduct detailed researches, large amounts of data are analysed and qualitative surveys are carried out with the involvement of the various stakeholders.<sup>59</sup>

## **CAP.2 – ADVERTISING ONLINE**

### **2.1) New targeting possibilities, the importance of data.**

As was introduced in the previous chapter, there’s a key element why online advertising stands out from offline and this distinctive feature and especially advantage is the

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59 Kotler, P. H. I. L. I. P., & Stigliano, G. I. U. S. E. P. P. E. (2018). *Retail 4.0, 10 regole per l'Era digitale*. Milano, Italia: Mondadori.



**scientificity of data, and their measurability.**<sup>60</sup>

Referring to the phrase “*Data is the new oil*” by Professor David Buckingham of “media and communication” Loughborough University, the enormous potential of data in creating development opportunities for people, institutions and companies is underlined. The job of the professionals of the field is to find them , extract them, work them , distribute them and monetize them. In fact, according to Peter Drucker, the data become information when they are relevant and are able to serve a specific objective; otherwise remain crude or unstructured. Everything that happens online can, in fact, **be monitored** and then **analyzed**: first, are the **online conversations**, useful to collect information about your reputation and products without asking, limiting the use of market research to identify both the target segment and satisfaction.<sup>61</sup> Through advanced data, behavioral tracking, targeting capabilities of digital ad platforms, marketing automation tools and social media sites, marketers can now get even **more personalized with their digital ads creation**. While in the **past digital ad targeting was based heavily on traditional demographic information**, through data, marketers can now get even more specific. Today it is possible to target based on location, behavior, content viewed, industry, segment/persona, browser, device, and more. This enables more

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60 Interactive, O. (2015). *The digital advertising guide*. Overdrive interactive.

61 Marketo, M. A. R. K. E. T. O. (2018). *The Definitive Guide to Digital Advertising*.

Marketo.

personalized advertising than ever before. It is easier to determine with more accuracy the person who views a product on your website is the same person who liked a post on your Facebook page for example. Also ,deliver **messages that are uniquely** created to resonate with your audience as **individuals**, based on **who they are and what they do.** <sup>62</sup>

*“Digital advertising creates **powerful opportunities** to tell brand stories at scale and in context. Through ads on various devices and channels, marketers can reach larger audiences in a way that is **real-time** and **increasingly personal.**”*  
(The Definitive Guide to Digital Advertising- Marketo).

Nowadays, the digital advertising turns out to be extremely important ,specially because the buyers are interacting with the brand in a **multi-channel** and **multi-device** landscape and this enable them to have more expectations than any other buyer generation in history.

Every day,week or month the conversation take place seamlessly from the website of the brand to his cellphone , on social media , and on all of the other websites. While buyers expects a **continuous experience** , advertisers and marketers need new ad tenchnology platform and innovations in order to give dynamic content and create framework for engaging the audience within these

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<sup>62</sup> Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo, .

channels as part of a seamless conversation.

*“Last year, advertisers used an average of 5.4 data sources, and next year they’re planning to use an average of 6.2.”<sup>63</sup>*

*Fig.4.4-DATA TYPES USED FOR DIGITAL ADVERTISING – Percentage of advertisers using the following types of data*

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63 Interactive, O. (2015). The digital advertising guide. Overdrive interactive, .



### CRM-BASED DATA

*(email addresses, phone numbers, or other CRM-based data)*



### ONLINE DATA

*(first-party anonymous, second-party, or third-party)*



### DEMOGRAPHIC DATA

*(personal, location info, or interests)*



**New ad technology platforms**, types of ads, methods of **tracking**, dynamic ad content, now provide endless opportunities for marketers and advertisers to engage in a cross-channel way. Digital advertising can be part of an ongoing conversation and for that reason those ads are **everywhere**. By leveraging these technologies at scale, you can nurture your buyers in a very personalized way until they are ready to become customers.

*“Modern buyers want personalized, one-on-one conversations with brands at the*

*right place and at the right time.*“<sup>64</sup>

All this allows advertisers a planning and optimization of the ROI of advertising campaigns to an unthinkable level until a few years ago. For example, today it is possible to activate campaigns without a definition upstream of the target (based perhaps on ideas of the marketing office in turn, not supported by current data) letting the analysis platforms, for example DMP, can collect the right amount of data, analyze it and only then correct the campaign shot, turning the attention to the clusters of users more sensitive to the advertisements shown. The **Data Management Platform (DMP)** aggregates and centralizes different types of data that come from actions carried out through different channels. Clearly the data is the basic element for a DMP platform to work.<sup>65</sup>

These tools can collect three types of data:

- 1) These data are collected through advertiser's own sources: Web page, Social Channels, Email marketing campaigns, landing pages, Digital Marketing Actions, Mobile Apps. Data collected through the CRM.
- 2) It is the same data but not related to the brand but to a concrete source. You get when an advertiser makes direct contact with another subject of interest and obtains data on him. These data are interesting when synergies exist. For example a brand of motorcycle helmets can sell its

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64 The-Definitive-Guide-to-Digital-Advertising.pdf

65 Proff. Giorgetti slide

data to a company that manufactures motorcycles. Today it is operations that are realized through various instruments, between which a Data Management Platform.

- 3) These are data that comes from sources external to advertisers. They are usually data purchases that are collected segment the audience taking into account aspects such as: Age, Gender, Civil Status, Level of studies, socio occupational category, Number of children, Interest, Geographic Localization, etc.

This type of approach makes it possible to **improve the budgets invested** by brands, **reducing waste** and increasing the performance of each campaign. From a technical point of view, almost all data analysis technologies are based on the inclusion of a cookie in the user's browser that has made a specific request: view a page, insert a product in a shopping cart, click on a banner, read an e-mail.<sup>66</sup>

There are **several ways to reach a desired audience** across the Internet, with varied levels of targeting. These levels include run of media, inferred data, and registration data.<sup>67</sup>

- **Run of media** targeting can be the broadest form of targeting available and

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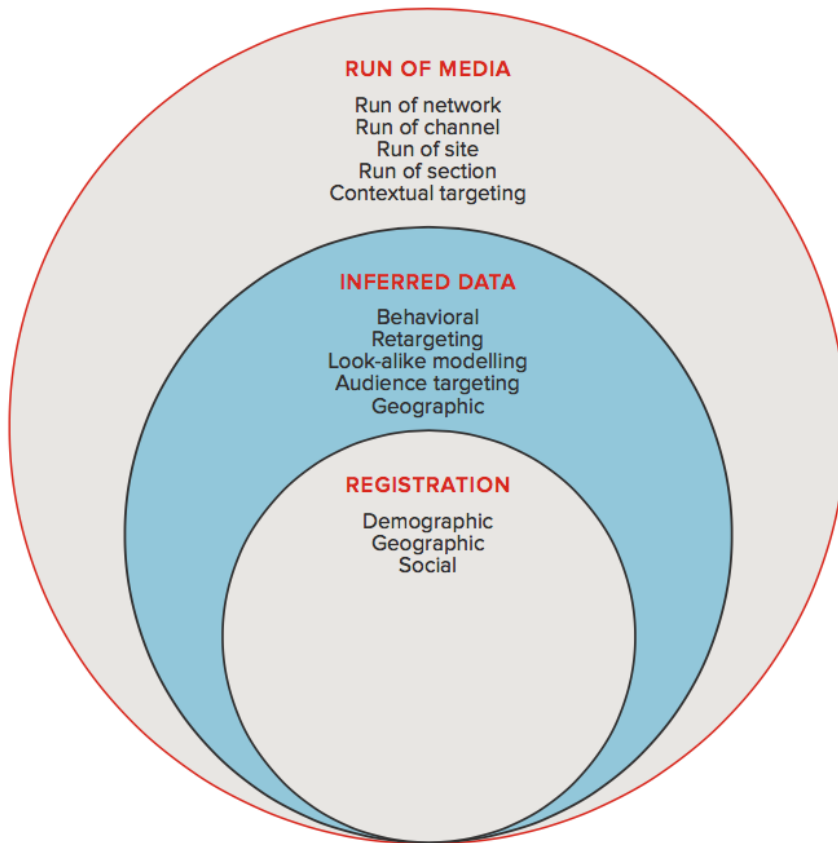
<sup>66</sup> Vaccaro, C., & Conti, L. (2016). *Native advertising. La nuova pubblicità. Amplificare e monetizzare i contenuti online*. Milano, Italia: Hoepli.

<sup>67</sup> Interactive, O. (2015). *The digital advertising guide*. Overdrive interactive,

often does not use any targeting restrictions. All individuals who visit the designated website or network may be served the marketer's banner ad. Run of media targeting is used to build campaign scale because of its wide reach. Run of media is also the least expensive of the targeting methods because of its lack of restrictions.

- ***Inferred data*** this allow the marketer target more specically by using intelligence gleaned from click, cookie, survey, or other deduced information to reach individuals who engage in a desired pattern of online behavior. Websites and networks anonymously track the online behavioral patterns of their visitors and identify the type of consumers that the marketer wants to reach.
- ***Registration or volunteered data*** o ers the most accurate form of targeting available. It uses de ned information that is voluntarily given to a website by an individual. When websites require visitors to register before viewing or engaging with their online content, the data is captured and stored for use to later be appended with behaviors and other data they reveal to the site. The website is able to tell when that person logs in and can use the information previously provided to serve an appropriate ad. Common registration or volunteered data points include email address, age, gender and location.

2.1-Figure: Targeting tactics, Digital-Advertising-Guide.



Starting with the development of these technologies and in particular to the penetration of the net, to the reduction of the costs of connection, and to the assertion of the mobile connectivity, there has been reduced the “access barriers” to certain activities that were previously available only to a small group of computer scientists.

The most important is the publication of content on the web and this leads to the



convergent culture, which includes both the digital integration and the multimedia convergence, so the use of multifunctional tools (photo, video, internet connection) such as smartphones, but also the presence of the same content digitalized on multiple platforms. Over time this convergence has proved to be not only technologic, but also cultural, and this has been facilitated by the development of Social Media.<sup>68</sup>

(forse inserirei gli altri vantaggi dell'adv online; interattività ecc)

## 2.2- Type of advertising online

Through the Internet, therefore, brands can **dialogue directly** with end-users but some of the contents, that are disseminated in the web, are user generated ones on forums, communities, blogs and social media (Genovese, 2011).

Companies, to communicate with final consumers, had to necessarily pass through the several media, being able to do advertise and buy space for it or doing a great public relations in order to reach a determined target. These

means have multiplied today and this is the reason why the companies should be aware of how plan the best digital marketing strategy within the several type of media. According to research by Forrester Research and Corcoran (2009), all and three types of media in different ways but integrated within a digital strategy:

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68 Turchetti Valentina, 2015. Social Media Marketing: strategie per costruire e gestire efficacemente la tua comunicazione sui Social Media

- **Owned media:** That is the communication channels owned by the company, on which it can have full control. Content which may be shared in this media is distributed directly by the company which has the power to decide the form and timing of its publication. This category includes the website, the corporate blog, corporate accounts on other social media, the branded app, newsletters by email, push notifications on mobile phones. They should be used with the aim of creating long-term relations with current and potential consumers, as well as to create synergies with the means gained.
- **Earned Media:** These are defined as “earned” media because are not generated by the enterprise, but by third parties such as clients or journalists. Coincide with the visibility and exposure obtained by the brand through the online “word of mouth” , which helps to establish the mechanisms of *advocacy*. Within this category the citations and mentions in the digital media, such as professional blogs and online magazines. Also posts on community or social networks ( eg: a user who retweets a corporate content or shares a facebook advertising); online ratings and reviews.(Zhang et al ., 2010).

Given the increasing credibility of consumers towards this type of media, it is becoming extremely important for the company to promote the generation of such content. It start from the online word of mouth, covers

all those cases where the channel brand communication is represented by the voice of consumers. A result These means can only be achieved satisfactorily by coordination with owned media and paid media, by creating a “visibilità gratuita”. (Kotler, 2017)

- ***Paid media:*** paid communication channels are spaces that the company pay in order to convey its contents. In this case, the level of control is high on the content of the communication, but the format and timing of publication could be dictated by the advertiser. This category includes display advertising ( banner) and advertising on search engines, social media and mobile apps. Generally such media are used by the enterprises in order to reach and attract new customers in order to increase the brand awareness and to attract the traffic on the media of property. Advertising channels are the only ones that can guarantee results in short-term and scalability.

*fig.-Source: Forrester Research . Inc*

MEDIA TYPE	DEFINITION	EXAMPLES	THE ROLE	BENEFITS	CHALLENGES
Owned Media	Channel a brand controls	<ul style="list-style-type: none"> <li>• Web site</li> <li>• Mobile site</li> <li>• Blog</li> <li>• Twitter account</li> </ul>	Build for longer- term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> <li>• Control</li> <li>• Cost efficiency</li> <li>• Longevity</li> <li>• Versatility</li> <li>• Niche audiences</li> </ul>	<ul style="list-style-type: none"> <li>• No guarantees</li> <li>• Company communication not trusted</li> <li>• Takes time to scale</li> </ul>
Paid Media	Brand pays to leverage a channel	<ul style="list-style-type: none"> <li>• Display ads</li> <li>• Paid search</li> <li>• Sponsorships</li> </ul>	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> <li>• In demand</li> <li>• Immediacy</li> <li>• Scale</li> <li>• Control</li> </ul>	<ul style="list-style-type: none"> <li>• Clutter</li> <li>• Declining response rates</li> <li>• Poor credibility</li> </ul>
Earned Media	When customers become the channel	<ul style="list-style-type: none"> <li>• WOM</li> <li>• Buzz</li> <li>• "Viral"</li> </ul>	Listen and respond earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> <li>• Most credible</li> <li>• Key role in most sales</li> <li>• Transparent and lives on</li> </ul>	<ul style="list-style-type: none"> <li>• No control</li> <li>• Can be negative</li> <li>• Scale</li> <li>• Hard to measure</li> </ul>

Paid media have the highest quality of attracting target attention and triggering a first contact and a first exchange that earned media can translate into engagement (action and advocacy). In this process, "earned media" work very well as multipliers: starting from a focus base built on own channels or developed through "acquired" media can trigger dynamics whereby "influencers" transmit the message to their followers creating involvement and increasing the impact (qualitative and quantitative) of the communication and marketing activity.<sup>69</sup>

If a strategy of earned media is linked by an investment in paid media, the results of this process will arrive faster and allow to reach a wider basin in a shorter time. For this reason, the combination of paid media ,owned and earned must be achieved taking into account not only the ultimate goal of the digital marketing strategy but also the location of each client, in the funnel of conversion.For that

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69 Maggi, S.(2010, 22 Giugno). *Paid, Owned, Earned Media: L'effetto Moltiplicatore*. We are social, p. 10.

reason this is extremely connected with the customer journey.

## 2.2.1- PAID SEARCH

*Paid search* is a form of digital marketing where search engines ,such as Google ,allow advertisers to show ads on their search engine results pages (SERPs). “*Search ads are text-based ads that typically appear withing Google, Bing or Yahoo! search results. They are used to place a brand’s message at the critical moment when a consumer is actively looking for a particular brand or solution via keyword search.*”<sup>70</sup>

Pay search advertising or “pay-per-click” marketing is what we mean today with SEM (Search Engine Marketing). It is the set of Internet Marketing activities, which are carried out in order to address as many users as possible interested in the content offered, while browsing the search engines and it is one of the main branches of Web Marketing. According to its original meaning, SEM is composed of two fundamental disciplines: <sup>71</sup>

- **SEA; *Search Engine Advertising*** we refer to the promotional activities of a paid website that the various search engines allow to realize. This

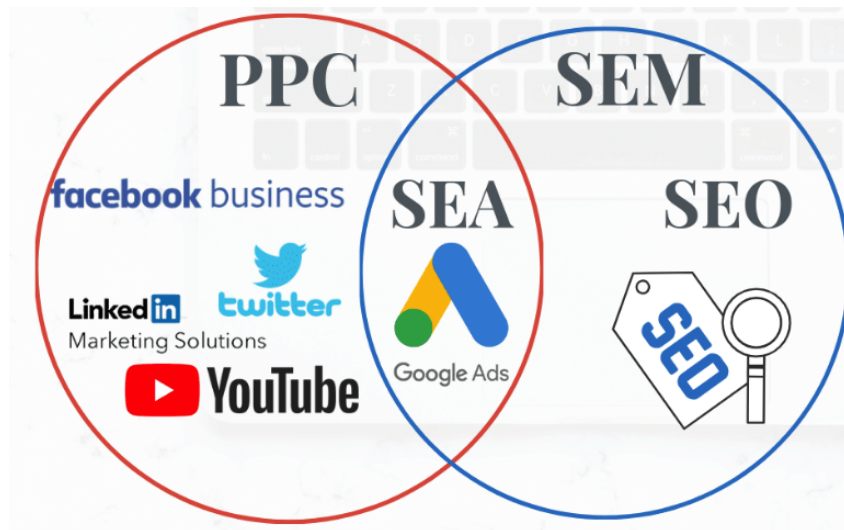
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<sup>70</sup> Interactive, O. (2015). *The digital advertising guide*. Overdrive interactive.

<sup>71</sup> <https://www.netstrategy.it/seo/seo-sem-differenze-e-significato>

discipline allows “to buy” indirectly qualified traffic from search engines, behind the payment of a price which is determined on the basis of an auction mechanism. Advertisers compete to win the best positions in search results that ensure a greater display of their ads to users who search and browse. The monetary amount, defined by the auction, is charged whenever a user clicks on the ad. The important feature of these advertising systems, lies in the fact that the advertiser pays for a very qualified traffic, as ads are shown to those users who search closely related to the products or services offered.

- **SEO ; *Search Engine optimization*** instead we mean the set of optimization activities that can be carried out on a website in order to position its pages in the first positions organic (not to payment) of the serps. The objective of this discipline, as for the SEA, is to get qualified traffic to your site, with the difference that you will not be charged any cost on clicking user.



*Fig.-Sem,Seo,Sea classification*

Going back to the PPC, as the name suggests, it pursues its objectives by paying a search engine to acquire traffic to its website; usually you set a price that the advertiser will have to pay for each time a potential customer clicks on the Ad (hence the origin of the term "Pay-per-click").

This makes it a **measurable** and **controllable** marketing channel compared with more traditional forms of advertising, in fact , it is possible to tailor a specific **PPC** Ads to appear when certain search terms are entered, creating highly targeted ads. PPC ads are flexible, extremely visible, and most of all, effective for many different types of organizations. They are also contextual advertisements that appear when a person is searching for a particular keyword or term. The click

is a method of buying and paying for online advertising; the advertiser pays a unit rate in proportion to clicks (click-through rate=CTR ), that is only when a user actually clicks on the advertisement. It is also called “keyword Advertising” is a very useful tool to quickly acquire new visitors to your site. Thanks to it ,it is possible to obtain a big visibility on the search engines and on the sites and portals of content that choose to show the advertisements on their sites.

Moreover, it allows to have a direct control on the expense to support and the return on the investment (ROI), on the understanding that we are equipped of an adequate configuration side Web Analytics and Web tracking.<sup>72</sup>

The choice of keywords is one of the most delicate phases of our analysis during the structuring of the campaign. In the first instance we must define our objective, that is if we are interested in the sale, the collection of leads, the subscription to the newsletter, etc. Second, we need to study our target market and the competition rate for individual keywords (for example with the “search word” tool of Adwords). We will have to characterize which, between the chosen keywords, guarantee greater traffic in the chosen market, which costs have the same ones and to find others, perhaps of niche (or long tail), that they allow us to being performing but to reduced costs.<sup>73</sup> To summarize the keywords should be

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72 Boraso, B. (2018). *Metologia Inbound sales .”come il comportamento d’acquisto dei buyer diventa la base per le tue strategie di vendita*. Milano, Italia: Hoepli.

73 <http://www.buzz-marketing-italia.it/pay-per-click/>



chosen based on:

- Relevant business goal
- Traffic opportunity
- Competition

Once the keywords are chosen , it is necessary to think which ads the competitors are serving up. The more ads, the harder it is to rise above the noise and the more money your ads will cost. The two largest PPC platforms are:

**-Google Ads:** where ads are shown to customers based on their Google searches. Ads are very functional and effective because they show their content to users who are actively looking for what you have to offer and are ahead in the purchase cycle. Talking about Google adv, it is necessary to point out that it is used in case the question is "conscious" and this means ,the user is looking for a specific product or service and therefore the right approach is to use it by creating ads on the search network.<sup>74</sup>

**-Facebook Ads** , differently, has an unparalleled targeting system (and also allows you to advertise on Instagram), allowing you to show the ad to people with very

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74 Virciglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario.

precise demographic and social characteristics. In addition Facebook Ads has two strengths: retargeting based on segmented marketing and personalized audiences and the opportunity to present your brand to customers who did not know they wanted it, to generate brand awareness and interest.<sup>75</sup> If the objective is to stimulate the users who do not know us and may be interested ( “latent” question), the best choice is exactly Facebook ads, that will allow you to reach potential customers with various targeted targeting types and get sales leads.<sup>76</sup> Another suggestion for a successful PPC, according to Search Engine Watch, are the following:<sup>77</sup>

- Use clear, easy to understand language
- Use vivid and emotional language
- Focus on keywords and the intent behind them
- Having a compelling offer and call-to-action (CTA)

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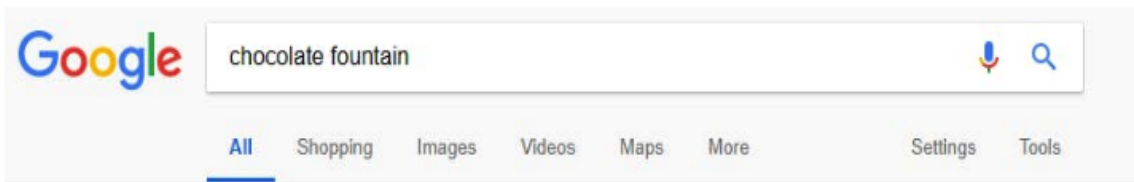
75 Marketo, M. A. R. K. E. T. O. (2018). *The Definitive Guide to Digital Advertising*. Marketo, .

76 Viriglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario.

77 Marketo, M. A. R. K. E. T. O. (2018). *The Definitive Guide to Digital Advertising*. Marketo, .

- Don't go overboard with abbreviations and truncated phrases
- The copy should be address a customer pain point or need
- The PPC headlines have to pop, so it is suggested to use a strong language to create a sense of urgency and convey authority.






*Fig.2.2.2- Example PPC ads that appear for the keyword "chocolate fountain"*




About 43,500,000 results (0.52 seconds)

### See chocolate fountain

Sponsored ⓘ


 <p>JM Posner Chocolate... £2,813.98 Nisbets.co.uk By Periscopix</p>	 <p>The Home Chocolate... £24.95 Amazon.co.uk By Google</p>	 <p>JM Posner Battery Choc... £122.38 Nisbets.co.uk By Periscopix</p>	 <p>Commercial Chocolate... £409.00 expondo.co.uk By Google</p>	 <p>Chocolate Fountain £24.99 Clas Ohlson UK By Google</p>
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Map data ©2018 Google

Rating ▾ Hours ▾

Chair Covers London Wedding Life



2.3.4- Example of a PPC ad from ShoeDazzle that includes sitelink extensions for its website the blue text at the bottom of the ad.

**Designer Shoes for Less - ShoeDazzle.com**  
**Ad** [www.shoedazzle.com/shoes-shoes-shoes](http://www.shoedazzle.com/shoes-shoes-shoes) ▾  
Discover Discounts on Hot Footwear. Shop Stylish **Shoes** Online Now!  
GX By Gwen Stefani · Free Shipping & Exchanges · 75% Off Your First Item  
Shop What's Hot - 50% Off Your First Pair - Member Sign-In - Rachel Zoe

ShoeDazzle PPC Ad with Extensions

**Social Selling - linkedin.com**  
**Ad** [www.linkedin.com/Social\\_Selling](http://www.linkedin.com/Social_Selling) ▾  
Download The How-To Guide to **Social Selling** with Sales Navigator Demo.  
+51% likely to hit quota · +45% more opportunities · 364M+ leads & prospects

ShoeDazzle PPC Ad with Extensions

Google will evaluate PPC advertising, in fact: “the estimate of how relevant your ads, keywords, and landing pages are to the person seeing your ad”. By this way, if it give a high quality score, google will place the ADV in a higher ranking.

The keyword advertising, is one of the most common forms of investment and the increase of such mode is due to the pervasiveness with which the search engines have taken to inhabit our life in our searches of personal and professional information.<sup>78</sup>

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78Bertoli, M. (2018). *Web marketing per le PMI. Strategia digitale per fare business con Facebook, SEO, e-mail & Co.*. Milano, Italia: Hoepli.

## 2.2.2- DISPLAY ADVERTISING

*“Display ads are visual advertisements that can be placed on a variety of online media. Display ads come in a wide array of formats such as text, images, video, flash, and more.”<sup>79</sup>*

The Display Advertising uses the commercial spaces on a content page ,to promote a product or service. This advertising technique differs from PPC because it also takes advantage of the graphic element. Practically, the company acquires the space of one or more pages attached to a “circuit” of sites and, in the acquired spaces, it will be able to show the user its advertisement. The objective of the ads is always to create a precise reaction in the user. The first reaction you want to get on the net is the click on the advertisement, which usually leads to the advertiser’s page or to a particular page on which the offer is present (landing page). In addition, a well-placed ad can influence the perception of the product, brand or company and this is where the difference between SEA and SEO measures comes into play. While SEM (i.e., Search Marketing) is text-based, there are also graphics in Display Marketing. Thanks to the visual character of the ads you can strengthen the image of the company and customize, the presence of the brand or the company itself on the internet.

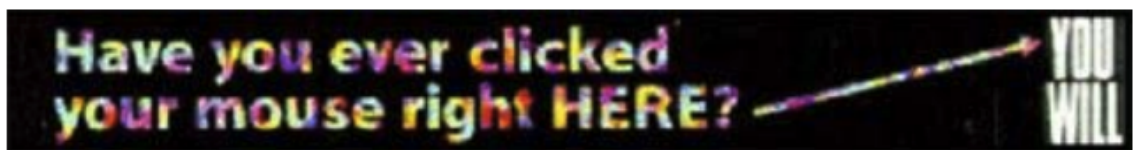
Some advertising formats in Display Marketing are:

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<sup>79</sup> Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo,

- **Banner:** it can be made in any size and depending on the version, they can be static, animated or interactive.
- **Pop up:** it is the advertising window, which appears only after a precise action by the user (for example, hover over a word): behind this action there is a visual JavaScript technique.
- **Pop under:** is a principle similar to pop up, but it appears when you close a page.
- **Layer ads:** unlike pop-ups, where a separate window opens, layer ads take up the entire page and hide the content.

Recalling the banner, the first one appeared on the internet on 27 October 1994: it was a rectangle black with colored writing have you ever clicked your mouse right HERE? You will: l'advertiser was AT&T, American phone company, and the publisher was HotWired.com, parent of current Wired.com.

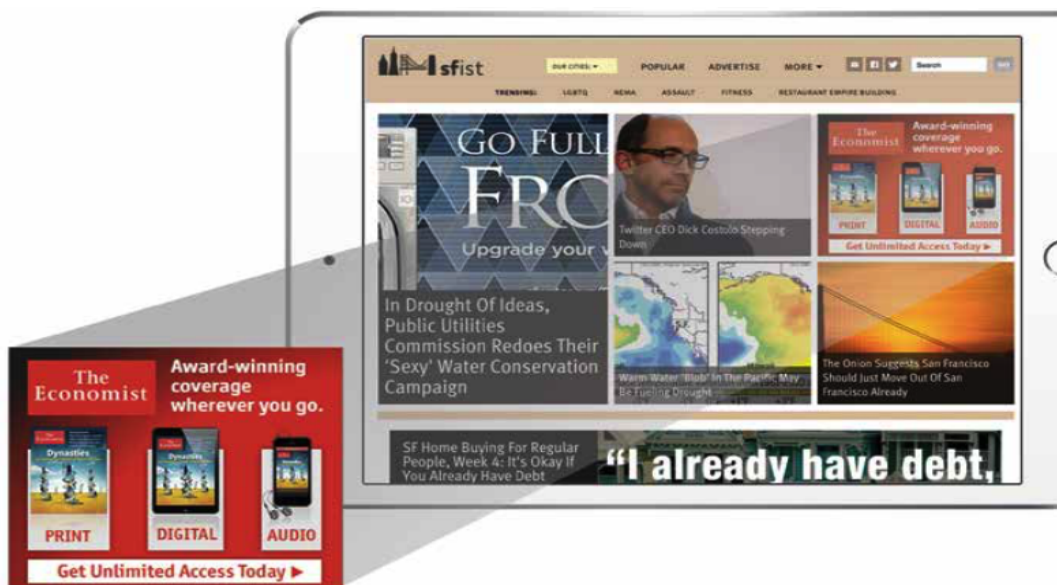


*Fonte: Wired (2010)*

On each website, the banner ads can be displayed in a variety of positions the most popular positions being at the top and on the right-hand side of a website. Right below, it is shown an example of a banner ad placement on the website

sfist.com. The Economist has a banner ad in the upper right-hand side of the website.

#### 2.4.5-Figure of Banner-The Economist<sup>80</sup>



Some advantages that are attributed to the display advertising are the their position in the page in a non-invasive way and in places where the visitor's gaze often falls, in this way, while reading a content, the reader can be exposed to the ad without interrupting the his/her activity. In addition, this type of online adv allows to vary the strategy according to the availability of the budget, in fact there are different payment methodologies that are based on the cost per click, or on the

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80 Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo,



number of impressions provided, or on the number of leads obtained or based on the permanence time of the ad on the page.<sup>81</sup>

The Display ads can also be organized in campaigns, which allow to calibrate individual ads (or groups of ads) on specific subsets of our target, to maximize the return on the investment. Clearly all this is measurable. It is measured, just like the Pay per Click, allowing to improve and modify our campaigns, as well as to know more deeply the behavior of our target audience. It is perfectly compatible with the current trend, which sees a huge increase in the number of visitors from mobile devices, such as tablets and smartphones: attracting the attention of the desirable target with attractive graphic elements even if connected in mobile mode is an advantage not to be underestimated and allows to bring traffic to our site.

As is well known, the internet is the only means of communication in which the advertiser pays for the advertising campaign based on the actual results obtained.

The latter can be measured through specific indices (e.g., CTR, or the dem or newsletter opening rate) and volumes (visits, clicks, unique visitors, search volumes, sales, subscriptions, etc.).

The methods of purchasing display advertising campaigns can therefore vary according to the specific objectives of the advertising action. But there is a fundamental distinction: display advertising can be directed to generate attention or action. In the first case we use awareness campaigns to get visibility, while in

<sup>81</sup> <https://www.semfly.it/come-funziona-il-display-advertising/>

the second case we use direct marketing or direct response campaigns to push the user to do certain actions. The KPI of the display advertising are therefore different: for the campaigns of awareness, they are considered the CPM (cost for thousands of impression), the contacts or the GRP in target, the cost for contact or the CPG (cost for GRP); in the direct response, instead, it is resorted mainly to the CPC (cost per click), the CPL (cost per lead) or the CPA (cost per action).<sup>82</sup>

### **2.2.3-SOCIAL MEDIA ADVERTISING**

“Social Ads” are a type of *interactive advertising* based on advertisements (text ad and banner), which is conveyed exclusively within the **Social Network and Community**. These, bring together the software and services on the web that allow users to enter and **exchange, discuss, communicate and participate** in all forms of social interaction. This interaction may include the exchange of texts, sound documents, images, videos and other media, the creation of new content, the recommendation of existing content and its sharing, services and brands, and much more. It’s actually, pretty much anything that can be distributed and shared through digital channels.<sup>83</sup> The proliferation of social media is the natural

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82 <https://www.glossariomarketing.it/significato/display-advertising/>

83 Ryan, D. A. M. I. A. N., & Jones, C. A. L. V. I. N. (2013). *Marketing digitale. Trarre il massimo vantaggio da email, siti web, dispositivi mobili, social media e PR online*. Milano, Italia: Tecnihe nuove.

consequence of Internet expansion and being social, the need to interact with others is deeply engraved in our DNA.

Social media marketing can be considered as the evolution of traditional marketing and is concerned to generate interest in a company, a product or a brand and to give visibility through social media, digital communities and different web platforms. SMM (or social media marketing) allows companies and customers to relate more evenly: interaction and comments generate the so-called “engagement”, which allows feedback, advice, opinions, reviews leaving the consumer the ability to exhale without intermediaries.

The possibility of doing advertising inside the platform ( offered primarily by Facebook and then by Twitter, LinkedIn, Pinterest, Instagram) is really innovative as it allows you to have a high profiling target and to show “ads” to the right buyers and deliver the brand message on the channels that the buyers spend time on. There are several types of social media, but they all have the same basic objectives and functionalities: communicating, viewing, sharing and above all intriguing. The main features of social media are:

1. **Accessibility:** they are an open and multilateral communication tool, accessible to a mass audience. The messages exchanged between companies and individuals are visible to all.

2. **Speed:** the speed of scmbio of the information that circulates almost instantaneously and more quickly than the mass media( eg: radio and television)
3. **Cost reduction:** in most social networks you can become users at no cost. It is also possible to create free content that can reach a mass audience

## 2.3-NATIVE ADVERTISING

*“In the past, digital ads have been thought of as intrusive and noisy. They have appeared in the middle of your screen while reading an article, having no relation to the content you were engaging with. And what do you do? You feel irritated and quickly click out of the ad to get the intrusive content o of your screen.”*<sup>84</sup>

In contrast, native advertising is contextual , in fact, this type of advertising is designed to look and feel like the content that exists on the page. Native Advertising is a form of paid media that positions the ad as a seamless continuation of the user experience respective to the platform it is placed within. Some of the most obvious examples are sponsored posts, articles, and content. Native ads are similar to what we used to call “advertorials” in print. Unlike traditional advertising that distracts the reader from the content to communicate the marketing message, the native

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<sup>84</sup> Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo,

completely drops the advertising inside a context and its aim is to attract the attention of the user through engagement<sup>85</sup>. Native advertising is one of the most innovative segments of online advertising, increasingly appreciated by both professionals to work for its ability to expand the range of advertising positions both by users for its ability to add value to the navigation experience, offering in a natural way elements of advertising and content marketing.<sup>86</sup>

Another fundamental characteristic is not to interrupt the activity of the users, since it takes the same appearance of the content, becoming part of it, widening its meaning and capturing the attention of the consumer. The native brought a positive and interesting wind to the online advertising in general, but the main advantages fall on the display, which is free of the positioning in which it has been long with born (in the area on the right or in the leaderboard) can now be placed anywhere on the page. No less important: native is definitely a form of brand advertising and, as such, allows marketing operators to exploit digital to meet their communication needs, from branding no to direct marketing.

“It manages to fit into the flow of user activity, where print and TV advertising have always been. No less important: the native is definitely and unquestionably a form of brand adv, allowing marketing operators to make the most of digital to

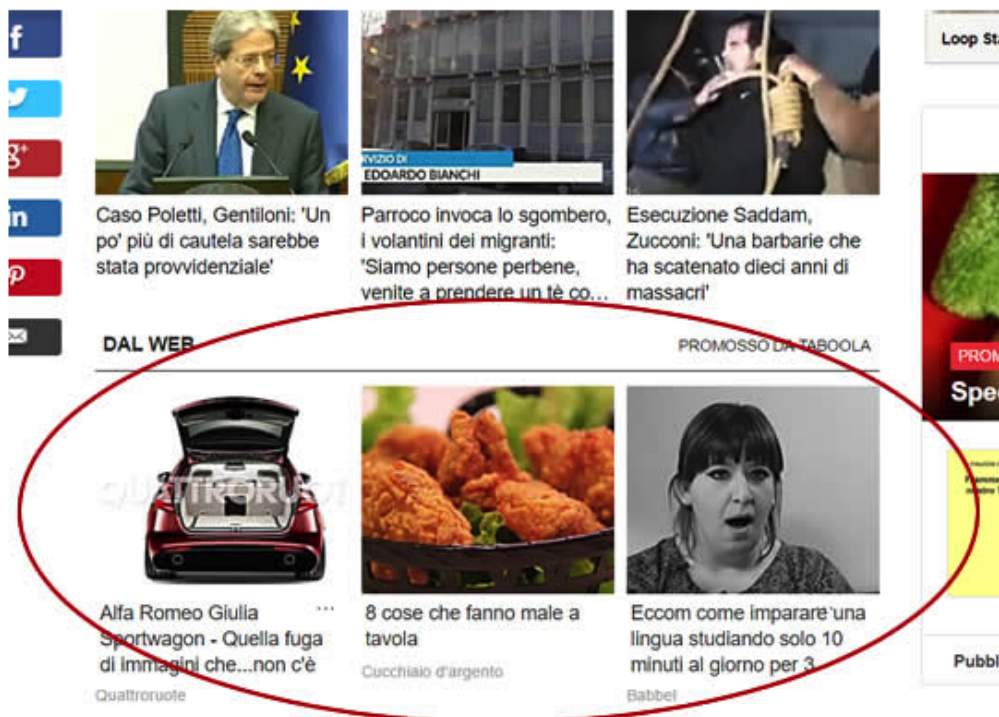
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85 Vaccaro, C., & Conti, L. (2016). Native advertising. La nuova pubblicità. Amplificare e monetizzare i contenuti online. Milano, Italia: Hoepli.

86 GuidaNATIVE-WEB\_digital-1.pdf

meet their communication needs”

### 2.2.3-Example of Native Advertising



The native Advs is defined by a relevant “**content**” for the user and consistent with the context in which they are inserted. Secondly, the “**shape**” has the same design of the context which are inserted and appear to all effects organic content. Finally, they have the “**function**” to not modify the user experience of the

platform in which they are inserted, inheriting the functionality of the organic contents.

Being a fundamental feature of native ads that of “mixing” with the surrounding environment ( articles,lists,search results,etc) it is absolutely necessary to allow the user to distinguish between advertising and content, communicating clearly and appropriate graphic signs and labels. Some of these may be “Advertising”, “Ad”, “promoted by”, ”sponsored by”, etc.<sup>87</sup>

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<sup>87</sup> Vaccaro, C., & Conti, L. (2016). Native advertising. La nuova pubblicità. Amplificare e monetizzare i contenuti online. Milano, Italia: Hoepli.

### 3.1-Differences between native and display





	Display Ad	Native Ad
Posizione	È inserito in aree specifiche della pagina, estranee o sovrapposte al contesto editoriale	È immerso nei contenuti della pagina
Forma	Ha dimensioni prestabilite standard	Assume la forma del contesto nel quale è inserito
Funzione	Non eredita nessuna funzionalità della piattaforma nel quale è inserito	Eredita le funzionalità della piattaforma nel quale è inserito (per esempio funzionalità "social" come like, retweet)
Navigazione	Interrompe navigazione peggiora l'esperienza utente	Non interrompe la navigazione, è coerente con l'esperienza utente
Contenuto	A volte presente	Sempre presente

There is no contradiction between display and native adv, indeed display formats will continue to play an important role, at least on desktop platforms.

However, with a view to advertising crowding, formats that reflect the criteria of permission marketing (including native formats) will be more effective and, as a result, will be more spa-friendly. On mobile devices, moreover, the space is limited and the attention is maximum: for this reason the user is particularly demanding on the quality of the contents that occupy the screen. A native format leading to value content, in line with the consumer's interests, will necessarily be more successful than a traditional tabular format.<sup>88</sup>

The **transparency** and clarity of paid native advertising, on the other hand, deserves attention regardless of the type of announcement, because beyond the

88 Vaccaro, C., & Conti, L. (2016). Native advertising. La nuova pubblicità. Amplificare e monetizzare i contenuti online. Milano, Italia: Hoepli.

context, an average navigator must always be able to distinguish paid advertising from editorial content. It is important to use **clear language**, even if the ad does not contain traditional promotional messages. The dimensions are other elements of differentiation: they make the ad visible and evident, just in relation to the context of a particular page or the device on which it is displayed.

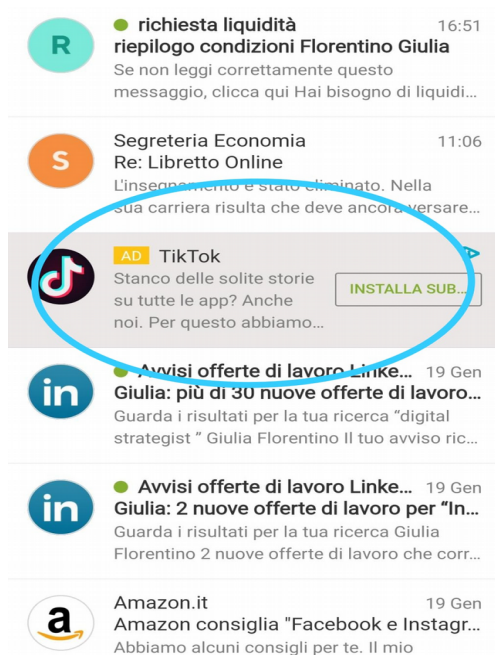
In addition to the shading and other visual signals identifying native ads, publishers insert additional information, such as a separate roll-over link with a text type (“What’s this?”) to provide the consumer with additional information on the origin of the content.

“It’s the kind of guidance we need digital that is bringing brands, publishers to ensure that native campaigns bring and consumers to communicate with each other a high value to marketing, publishers, in a more personal and natural way. to social media platforms and providers Native advertising represents a part of technology, as well as to consumers”.Which aim to achieve”.<sup>89</sup>

### *3.2.3-Example of Native adv*

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89 GuidaNATIVE-WEB\_digital-1.pdf



The Native is seen as a change in communication between brands and consumers on social media and it can live in three types of platforms:

- **Closed platforms:** the content and its ad are created within a specific platform and remain within it. Some examples: Page Post Ads (Facebook), the promoted Twitter Tweet, the promoted Youtube Video, the proprietary platforms of major newspaper publishers such as the Washington Post.
- **Open platforms:** content is promoted on different platforms thanks to native announcements; branded content resides outside the platforms where it is promoted (unlike the closed platforms)
- **Hybrid platforms:** content can be promoted through a private marketplace or programmatically

Not all brands, in fact, can afford to consistently produce content at a high engagement rate in the hope that the natural attention generated by proprietary channels can reach a high number of users and a wide coverage of the target. The native is configured as a response to this limit, supporting a specific phase of the content strategy ( distribution), which until now had less effective tools to achieve its purpose: an advertising form that allows a widespread distribution of the content (thanks to the fact that it can be easily purchased as any ad), but characterized by a form consistent with the context.

An absolute native pioneer is definitely Google, which just two years after its birth in 2000, launched its own advertising platform: AdWords. The system, which allows advertisers to show advertisements within the search engine's result pages for a given keyword. The ads take the same form as the content shown on the page ( in this case the search results) inheriting the same constraints, such as the length of the title or description.

The incredible success of this new form of advertising, which has decreed Google's fortune and boosted global investments in online advertising, It was a first clear demonstration of how in the digital context the form is substance.

Advertisements not only allowed brands to get attention at the right time ( in the very valuable phase where the consumer seeks information) but also offered a service to the user, without interrupting his intentions but rather accompanying him in the selection and selection. In March 2003 Google launched the adsense

program, which allows publishers to monetize their website with contextual ads and advertisers to plan content-targeting campaigns, thanks to a semantic algorithm able to understand the content of the page and show accordingly the most relevant ads. These Ad ( especially textual ones), whose form and style can be customized by the publisher to match the user experience of the site, are also a primitive form of native.

The adoption of technological platforms is essential both on the demand side and on the supply side. Here are some key technologies protagonists of the native landscape:<sup>90</sup>

- **Native exchange:** technological intermediary that connects advertisers (demand) with hundreds or thousands of publishers (supply), making it possible to purchase native advertising in programmatic mode and providing adequate reporting. Through the dozens of Demand-Side Platform (DSP) connected to Exchange with native capabilities ( for example AdsNative and Sharethrough) brands can buy sponsored ads on linked publishers, like the New York Times or Facebook.
- **Native in-feed:** platforms specialized in positioning native ads in the internal feed of a specific site or , through programmatic mode, on multiple sites. Through one of these platforms (for example native), a

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<sup>90</sup> libro Native advertising.

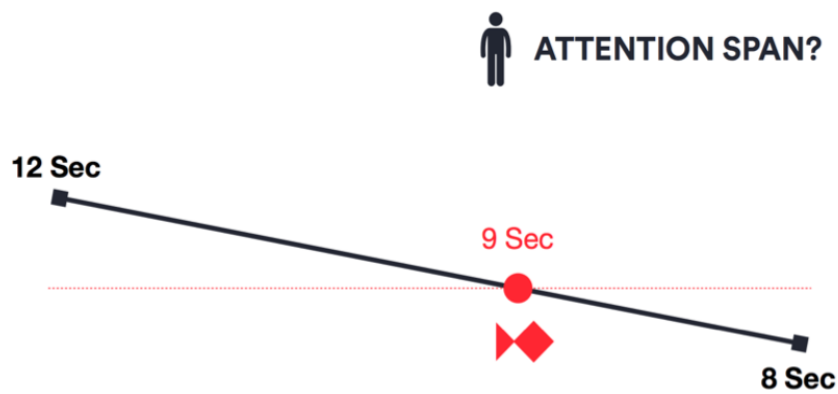
brand could show its own sponsored content within the listing of posts on the Guardian or on Twitter.

- **App integration:** platforms that work exclusively on mobile, allow advertiser to insert advertising or feature of mobile commerce ( such as download, purchase, etc.) on partner applications.
  
- **Branded video:** platforms that allow you to upload and manage video ads in native mode, for example within a feed or in text ( within an article)

The Native advertising takes over during the last years where the businesses scenario has deeply changed ,indeed, there has been an enormous necessity to regain creativity in marketing and to be good at catching people's attention . Living in a world characterized by an overabundance of supply and increasing crowding of distributive and communicational spaces, is inevitable to seek new forms of contact with the market and for that reason the unconventional marketing is the attempt made to expand the meeting spaces between brands and consumers". (Brioschi e Uslenghi, 2009)

Advertising is now considered "tolerable" but it must be useful ,for example by presenting alternatives to a need in a clear and authentic way, what actually the "native advertising" does.

In order to understand how the new market conditions are changing the consumer attitude, interestingly it is possible to see the consumer attention decreasing dramatically up 8 seconds, in average smaller than the “goldfish’s attention”. In fact, the consumer is always less inclined to passively absorb messages with a clear commercial imprint and tends to easily be irritated when there are breaks during his free time.



This is caused by several stimuli that arrive to our brain continually developing a “partial attention”.

## 2018 *This Is What Happens In An Internet Minute*



As it is shown above, the user is always less willing to invest time and is increasingly distracted so advertising must devise a strategy to attract his attention in the most effective way. Words are in fact the most powerful means for building meaning, in the absence of which the effectiveness of the message is reduced.

*“banners are seen, native ads are read”*<sup>91</sup>

Users only look at the contents within their own focus area, everything else becomes an indistinct form of colors and shapes. They have developed the habit of quickly scanning a page for blocks in search of a relevant content, before having to abandon the activity to devote oneself to other (to go to a meeting, to

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91 Vaccaro, C., & Conti, L. (2016). Native advertising. La nuova pubblicità. Amplificare e monetizzare i contenuti online. Milano, Italia: Hoepli.



cook, to study.). Native advertising accompanies this habit, offering interesting content in the form and place where the user expects to find them.

The human brain constantly creates connections and associations. Persuasion is based on the creation of associations: a good title attracts attention because it generates a neural connection within the brain, which is ready to read a story. For example, a 15 word title generates the same attention as 200 banner impressions.

*“Using context words you can turn impressions into attention”*

The impression no longer represents the value generated by an insertion : today the value is represented by the *engagement*. Through the use of context words, the native can influence the thoughts and emotions of a specific target of users, generating more involvement.

In short we can say that while banners are simply viewed“”, the naive ads must be read, and this requires attention and therefore concentration. If you can convince the user to focus on a message ( text with image or video) within an environment in which he is predisposed to consume it, you get more success in terms of engagement. Data confirm these theses: the natives To generate twice the concentration necessary to display a simple banner display and a time higher<sup>92</sup>.

*Fig.3.4- Time dedicated to the native compared to that for the banner*

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92 Vaccaro, C., & Conti, L. (2016). Native advertising. La nuova pubblicità. Amplificare e monetizzare i contenuti online. Milano, Italia: Hoepli.(Case study Sharethrough)

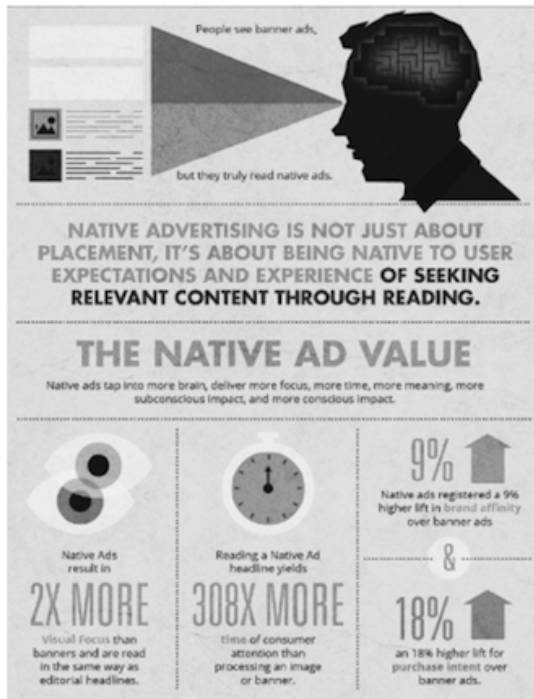
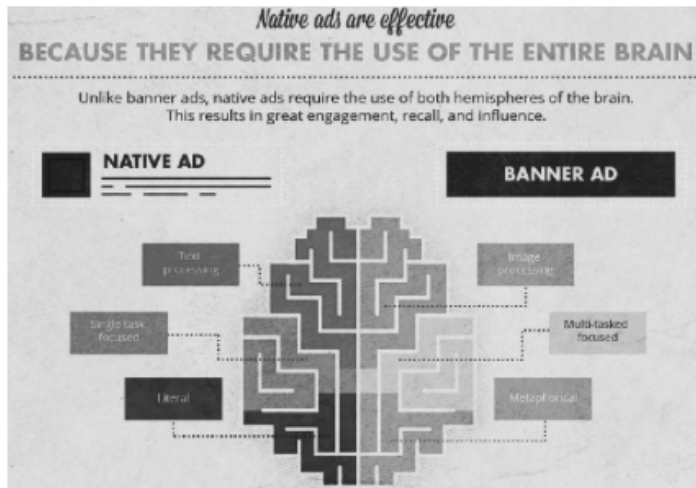


Fig. 3.4- Concentration necessary for the native to that for the banner



The very structure of a native announcement , in fact much more complex than a traditional display announcement: it needs more creativity, integration with the platform in which it is hosted, cooperation with the publisher, strict communication to the user and specific skills also on the planning side. The 5 macro challenges are: Trasparenza dell'annuncio

1. • Integrity of the publisher
2. • Creativity of content
3. • standardization and pricing
4. • Measurement of results

Native advertising differs from the more classical forms of online advertising with regard to the final objective. In fact, if the objective of display advertising is to stimulate a conversion in the short term, and is aimed mainly at a consumer who is at the end of his decision-making process towards the purchase, native

advertising is a communication activity destined to fit in with a step prior to the purchase.

The goal of native advertising is to involve consumers and educate them on a particular topic (Pulizzi, 2012). Moreover, among the characteristics of native advertising indicated by IAB (2013), it is emphasized how the effectiveness of this form of communication is measured by the number of page views, appreciations and shares on social networks, of metrics related to brand engagement typically “top of the funnel”, that is suitable for first steps in the decision-making process towards purchasing. What native advertising offers more than content marketing is the possibility of address a particular message within an editorial portal whose audience has interests in line with messages that the brand wants to communicate. In this sense, you can affirm that native advertising fits even before content marketing within the consumer journey, often stimulating the first contact between the brand and the consumer (Libert, 2015). To confirm this, 70% of people think of getting more information about a product through content rather than through the traditional advertising shall be used.

### *2.3-Table of differences between “Native adv and Content adv”*

	<b>Content Marketing</b>	<b>Native advertising</b>
<b>Obiettivi</b>	<ul style="list-style-type: none"> <li>• Posizionamento sui motori di ricerca</li> <li>• Brand Awareness</li> <li>• Conversioni</li> </ul>	<ul style="list-style-type: none"> <li>• Brand Awareness</li> <li>• Engagement sui social network</li> </ul>
<b>Indicatori chiave di performance</b>	<ul style="list-style-type: none"> <li>• Numero di lead</li> <li>• Link di alta qualità</li> <li>• Totale delle condivisioni sui social</li> </ul>	<ul style="list-style-type: none"> <li>• Visualizzazioni della campagna</li> <li>• Traffico sul sito</li> <li>• Engagement sui social network</li> </ul>
<b>Canali</b>	<ul style="list-style-type: none"> <li>• Media di 27 articoli su diversi portali editoriali</li> </ul>	<ul style="list-style-type: none"> <li>• 1 solo partner editoriale</li> </ul>
<b>Benefici</b>	<ul style="list-style-type: none"> <li>• Migliori posizionamenti sui motori di ricerca</li> <li>• Stimolo a una maggiore brand awareness</li> <li>• Ottimizzazione per le conversioni</li> </ul>	<ul style="list-style-type: none"> <li>• Stimolo a una maggiore brand awareness</li> <li>• Stimolo a un migliore engagement verso il brand</li> </ul>
<b>Rischi</b>	<ul style="list-style-type: none"> <li>• Assicurarci la partnership con l'editore</li> <li>• Richiede un investimento nel lungo termine</li> </ul>	<ul style="list-style-type: none"> <li>• Scalabilità molto bassa</li> <li>• Etichetta "sponsorizzata" percepita come una pubblicità</li> <li>• Mancanza di benefici SEO</li> </ul>

*Fonte: Libert (2015)*

The biggest difference emphasized by the author lies in the fact that while content marketing can be produced and distributed in different platforms, with regard to the native advertising the company that decides to invest does so with a single publishing partner for a certain period of time.

## CHAPTER 3: SOCIAL MEDIA ADVERTISING

### 3.1- Type of social media Ads

Social media is one of the **most pervasive** phenomena of recent years. There are more than three billion and four hundred million active users registered on such platforms, with a growth rate of 9% compared to 2018”<sup>93</sup>

Social media is one of the favorite places where people spend their time interacting ( 2 hours and 16 minutes a day) and for this reason , it becomes an **important touchpoint** within the customer journey of the consumer, in fact the interaction does not only concern the relationship between users, but also extends to the relationship with the company.

In this way, social media can assume different roles depending on the phase of the “**customer journey**”. For example if we are in a phase of “pre-purchase”, they may represent a “**touchpoint of discovery**”, where the user has the opportunity to initiate a purchase process after seeing a product from a friend’s photo or from a sponsored post,for example.<sup>94</sup>

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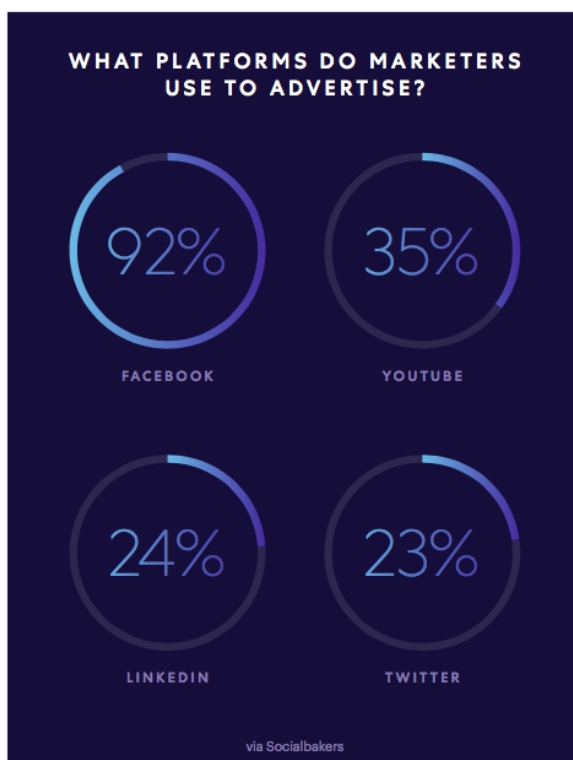
93 Gregori, G. I. A. N. L. U. C. A., & Pascucci, F. E. D. E. R. I. C. A. (2019). *IL DIGITAL MARKETING COME FATTORE COMPETITIVO Verso un approccio integrato "strumenti" e "strategia"*. Milano: Franco Angeli.

94 Gregori, G. I. A. N. L. U. C. A., & Pascucci, F. E. D. E. R. I. C. A. (2019). *IL DIGITAL MARKETING COME FATTORE COMPETITIVO Verso un approccio integrato "strumenti" e "strategia"*. Milano: Franco Angeli.

Subsequently, the user will try to collect information by contacting the community for information about the quality of the product or the convenience of the purchase and also check the branded page by requesting direct informations through “instant messaging” function. From a research and evaluation phase, to a real purchase, where social media can be used to make promotions and coupons downloadable on smartphone, and finally ending with the last step ,“the post-purchase”.

A careful and detailed planning is essential and it starts from the identification of the objectives and the targets desired.

### *3.5-Figure- Platform % usage*



For this reason, advertising services have been developed using these digital channels as “**places**” where it is possible to reach the user through advertisements. All the most popular social networks provide the possibility, both to create and manage their own official page through disseminating organic content , without paying , or by promoting new advertising campaigns. Social media advertising acts on the latent “demand” and its role is to trigger a consumer’s need or desire that , in the given moment, appears to be inexpressible. Since that, the main form of advertising is the “native”, in fact those are exposed to the users with the same characteristics of the “general posts”. This allows businesses to:<sup>95</sup>

- doing activities of “ **branding**” and **promoting the values** associated with the brand.
- **sales activities** through promotional and incentive initiatives.
- **sharing of information**, elements of interest to the consumer, data that can increase the credibility of the company.
- operations of “**community-bulding**” through the maintenance of a competent and attentive relational channel, both on the front of customer care and on that of the activation of “focus group”.
- **monitoring** and improvement of “reputation” online through participation in conversations related to our field of action.

95 tecniche di web-marketing. e-commerce, digitale e social media: tutte le opportunità per le PMI. Andrea Boscaro e Riccardo Porta.



Thinking in this logic, social media allows the company to increase the **brand awareness** and subsequently influence the **brand loyalty**, since consumers who become “fan” of a branded page tend to be usually more loyal, more open to receiving information about it and more predisposed to speak well of the product with friends and family. Regardless of the type of social media, everyone has the **objective of creating “engagement”** with the client.

It is defined as “*behavioural manifestations of the customer, beyond the mere purchase, towards a focal object, such as the brand or the company, and that derives from motivational factors*”<sup>96</sup>.

It has a multidimensional concept:

- **cognitive**, that is the attention towards the focal object aroused in the client , depending on the rational content, usefulness and functionality of the messages communicated with respect to the objectives of the client himself.
- **emotional**, that is the particular sense of belonging that unites the customer to the brand or the company, fruit of the emotions aroused by the relationship.
- **behavioural**, or behavioural manifestations of the user, in terms of actions and interactions. These behavioural manifestations may include various activities, such as : word of mouth, blogging, recommendations , l’assistance to other customers and online reviews.<sup>97</sup>

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96 (van Doorn et al.,2010)

97 (Brodie et al., 2011)

*“Advertising works best when you can be everywhere your buyers are. Your buyers spend time on social media, and by advertising on these channels in an engaging and relevant way, you can continue to nurture your buyers cross-channel.”<sup>98</sup>*

### **3.2.- FACEBOOK ADS**

Facebook is the world’s most popular social network with 2.40 billion active users, as well as the third most visited site after Google and Youtube and the most searched word on search engines in 2018.<sup>99</sup>

The growth of Facebook is continuous, both in terms of new users and marketing opportunities, and the budgets dedicated to advertising on social media are constantly increasing. To all this, we add that the number of active users ,on average spend fifty minutes a day between Facebook, Instagram and Messenger.

Contrary to popular belief, Facebook remains the dominant social media platform for young adults. 65% of Facebook users are under the age of 35<sup>100</sup>(Statista,

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<sup>98</sup> Marketo, M. (2018). The Definitive Guide to Digital Advertising. *Marketo*.

<sup>99</sup> (We are social,2019)

<sup>100</sup><https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>

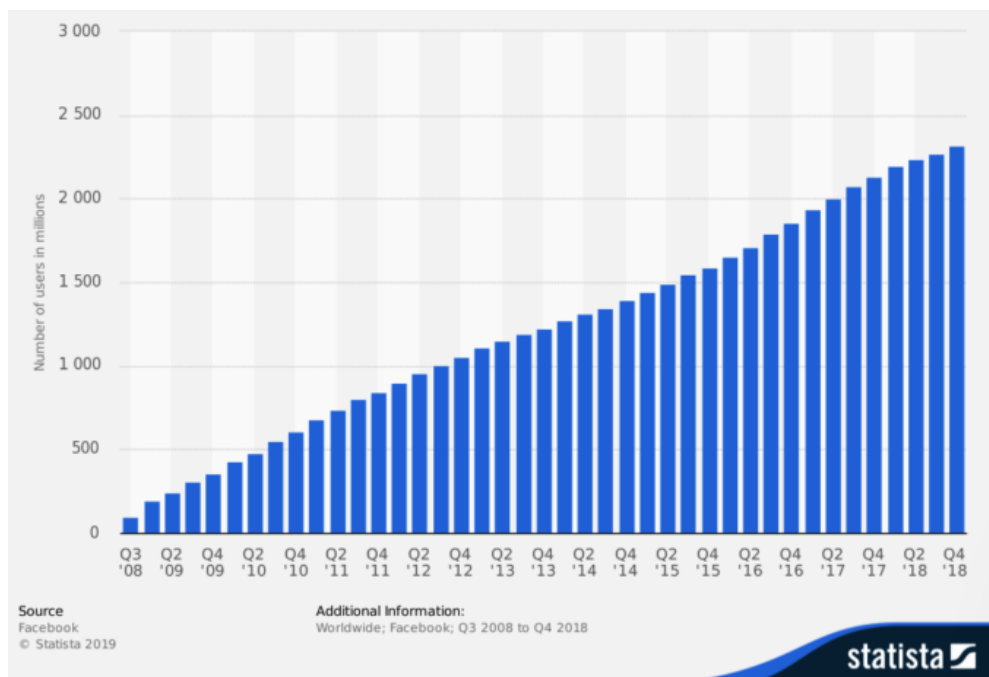
2019), which means that they fall under the age demographic of Millennials and Generation Z.<sup>101</sup>

This Facebook statistic also shows us that for the most part, young adults prefer to use similar social media platforms to interact with others their age.

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<sup>101</sup> <https://www.oberlo.com/blog/marketing-strategies-generation-z>

Figura 3.5- Facebook's growth in millions of users <sup>102</sup>



102 (Facebook Statista 2019)

Founded in 2004, *Facebook's mission is to give people the power to build community and bring the world closer together. People use facebook to stay connected with friends and family, to discover what's going in the world, and to share and express what matter to them.*<sup>103</sup>

*To give people the power to share and make the world more open and connected.*<sup>104</sup>

From this definition it is possible to notice how these objectives are in contrast with the usage of this social as a communication channel by companies, in fact, users browse on Facebook to connect with people , while brands use it to promote and eventually sell their product.

In this regard, if businesses want to become part of this platform, they must be able to know and make the most of the capacity of these social applications to meet the relational and emotional needs of their consumers.<sup>105</sup>

*“Facebook needs people to exist and the companies need facebook to meet these people.”<sup>106</sup>*

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103 [www.facebook.com](http://www.facebook.com)

104 Bell, E. (2019). *Mark Zuckerberg's Facebook mission statements hide his real aim*. The Guardian, .

105 (Zhe e Chen,2015)

106 Gentili, V. (2019). *La pubblicità su Facebook e Instagram. 50 consigli pratici per Ads di successo*. Milano, Italia: Flaccovio Dario.

### 3.4-Mark Zuckerberg post about the new Facebook's mission



**Mark Zuckerberg** ✓  
circa 2 anni fa



One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

He also add *“Based on this, we’re making a major change to how we built Facebook.I’m changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions.”*

For this reason, a social media marketing strategy based on such a platform must aim at **building a community**, exploiting the many tools that it makes available to companies: groups, events, advertising, stories, etc.

### 3.2.1- FACEBOOK ALGORITHM

Being the biggest social media site, Facebook gets its fair share of attention from marketers as well. For instance, in the US 86 % of marketers are using Facebook for advertising<sup>107</sup>.(Emarketer, 2018)

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107 <https://www.emarketer.com/content/marketers/>

**Facebook ads** is the platform designed by the social network Facebook to plan, create and manage **advertising campaigns** within Facebook, Messenger, Instagram and Audience Network. This latter is the internal service of Facebook Ads that allows advertisers to place advertisements also outside the FB platform, in sites or app partners.

Given that ,Facebook has **billions of data** about its users, either voluntarily given into its profile ( eg: age,location,interest,etc.) or indirectly, through the actions appearing on the platform, has a very precise idea of who these users are and what interests them.

From this, we understand the potential of this medium that allows to deliver well defined and targeted advertisements.

*“The key is to strike a balance between offering content that is valuable for brand positioning and offering content that is fun and shareable on social channels. you want your audience to interact with your ads. If you can show value to your followers, your advertising efforts can have a true network ect. ”<sup>108</sup>*

Facebook , in this way, is increasingly encouraging companies to invest in advertising campaigns heavily targetized, based on its ability to select the public based on its own interests and characteristics.

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108     Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo, .

*“Due to the amount of information users share every day, Facebook has a vast collection of registration and volunteered data. As users post content, update their status, navigate Facebook and the web liking pages, sharing content, and live streaming their playlists data is collected and used for niche media targeting.”*<sup>109</sup>

Thanks to all the information that every user shares with the web , it is possible to create for each person forecasts about his or her possible attitudes towards the content to which he or she is exposed. Its purpose is precisely to show in the “News Feed” users, only **useful** and **quality content** and consequently more engaging, just to better satisfy their needs.

The News Feed is a space inside the home of the platform , in which a flow of news accompanied by paid adverts appear. The choice of which news to appear depends on over 100000 factors, some are known but many others are not and often change. This comes from the fact that every day a user can see only 200 contents and therefore it is essential that they are selected in such a way that they are the most interesting ones. If the content does not appear in the top 200 it is very likely that that content will be lost.

News Feed Algorithm (EdgeRank until 2013) is the name of the algorithm that facebook uses to determine what must appear in the news stream and greater is the

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109 Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo, .



interaction with the friends we have and the pages we follow, the greater the possibility that they appear in our home. Each algorithm reads the users behaviour in the network, and it show them what could be interesting. Just in that way, it is possible to have quality and interesting content ,especially useful for the commercial aspect of an online activity.For each individual user, predictions are made about their future attitude towards the content to which they are exposed. To better understand what the algorithm is based on, the most important factors are:

- **Affinity:** the greater is the interaction that user has with the page (comments, shares, like, etc.), the greater the possibility that he will see the content in the future.
- **Weight:** the more interactions a post has, the more likely it is to be seen by more people.
- **Time decay:** the fresher the content, the more likely it is to be shown.

Facebook , also rewards those content on which users stop more, even if they do not interact with direct actions. **Time** is an extremely important factor for content that has a link to an external source on Facebook. In fact, if the user devotes time to a particular post, it is inadvertently indexed.<sup>110</sup> The consumer experience is at

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110 slide proff.Giorgetti

the heart of Facebook's interest, and precisely for this reason the algorithm tends to promote more quality content, strongly penalizing those deemed not useful and in particular discourages the practice of "clickbait". This is a practice, very widespread on the net, to place "capturing" titles in order to invite the user to click a certain content on the Web that has nothing in common with the true content of the article. Behind this technique hides the will of the advertiser to get clicks to generate online advertising returns.<sup>111</sup> As an immediate consequence of new changes, there has been a penalty for the organic content of company accounts in user feeds. In this regard, some recent studies have questioned the effectiveness of Facebook's organic reach, that is the ability of this platform to reach the target audience and generate involvement without sponsoring its content.

In the continuous search for ways of involving the consumer always more innovative, companies have to manage the trade-off between the publication of organic content and paid content. In fact, online advertising offers numerous opportunities for the dissemination of promotional content that can be achieved in a variety of formats. In this context, The use of advertising on the Internet presupposes a thorough knowledge of the tools available, including the adoption of a system for measuring results in order to assess the effectiveness of advertisements and the trend in advertising expenditure.

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111 Gregori, G. I. A. N. L. U. C. A., & Pascucci, F. E. D. E. R. I. C. A. (2019). *IL DIGITAL MARKETING COME FATTORE COMPETITIVO Verso un approccio integrato "strumenti" e "strategia"*. Milano: Franco Angeli.

### 3.2.2 - OBJECTIVES AND AUDIENCE

To create an advertisement on facebook ,it is necessary to be very clear in what you want to get because from that ,it is possible to choose the audience and consequently what creativity use in order to attract the attention and lead the user to do the desired action.

The choice of the objective is crucial and is the first thing to decide.

*“If I want to attract the attention of 25-45 mothers with young children, it will probably work certain levers, images, calls to action. If I want to involve entrepreneurs and managers, creativity will have to be completely different in order to achieve”<sup>112</sup>*

The definition of a clear final objective, allows the advertiser to choose the right performance indicators (KPI) to evaluate the success of every single campaign, considered a set of data belonging to the platform.

*5.6-Figure: Principali KPI Facebook Ads in base agli obiettivi<sup>113</sup>*

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112 La pubblicità su Facebook e Instagram , 50 consigli pratici per ADS di successo

113 <https://sproutsocial.com/insights/guides/social-metrics-map/>

## Social Metrics Map

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPIs	BUSINESS IMPACT
<b>AWARENESS</b>	Create awareness	Expose target audience to brand content	Owned: Posts Earned: Influencers engaged Paid: Promotions, Boosts	Impressions, reach, cost-per-impression	SOV, ToMA
<b>CONSIDERATION</b>	Generate demand	Drive engagement of target audience with brand content	Owned: Posts Earned: Interactions Paid: Boosted Posts, targeted ads	# of engagements, types of engagements	Visitors/traffic (online or offline)
<b>DECISION</b>	Drive conversion	Move target audience to brand offers	Owned: Posts with CTAs Earned: Shared links Paid: Targeted ads with CTAs	Link clicks, cost-per-click	Conversions (purchases, leads, app downloads, etc)
<b>ADOPTION</b>	Delight customers	Drive engagement with brand product/services	Owned: Customer interactions Earned: Responses Paid: Promoted customer content	(Positive) Earned mentions, customer care (responses, times, qty)	Sentiment and satisfaction
<b>ADVOCACY</b>	Inspire evangelism	Activate customer influencers	Owned: Posts Earned: Outreach to influencers Paid: Boosted influencer posts	Earned impressions, reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

Using the “Advertising Manager” panel, the first thing required is the business objective and based on this ,Facebook will show the formats, locations, payment and optimization options available to reach it. In addition, Facebook will try to reach people more likely to do the kind of action desired ,based on their history and behaviors of people like them.

The objectives are divided into three macro-categories that take up the three phases of the customer journey of which we have spoken in chapter 1.4, that is: awareness, consideration and conversion.<sup>114</sup>

*Figure.5.6- Facebook Ads Objectives*

The screenshot shows the 'What's your marketing objective?' interface. At the top, there are two tabs: 'Auction' (selected) and 'Reach and Frequency'. Below this is a table with three columns: Awareness, Consideration, and Conversion. Each column lists specific marketing objectives with corresponding icons.

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Local Awareness	Engagement	Product Catalogue Sales
Reach	App Installs	Store Visits
	Video Views	
	Lead Generation	

The **awareness** objectives, which concern the “brand awareness and reach”, are usually used to show your Ad to as many users as possible, without particular conversion objectives. Perfect for small local businesses ( a few thousand users) to make known particular news or when you want to be sure to reach most people within a high-value audience ( eg: customer databases).

114 Gentili, V. (2019). La pubblicità su Facebook e Instagram. 50 consigli pratici per Ads di successo. Milano, Italia: Flaccovio Dario

The objectives of section “**consideration**” are the most used. “Traffic” is used to address the users to a destination outside Facebook, typically a website, or a particular landing page.

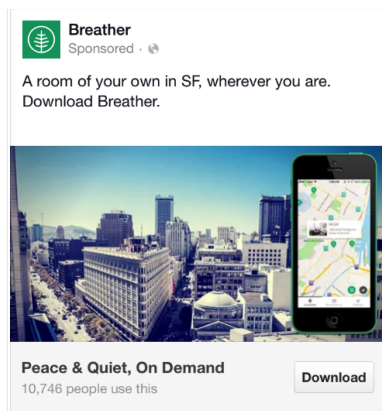
Differently, the objective “engagement”, is used when you want to optimize ads to get likes, comments, shares and clicks.

However, it is important to consider that in recent years the cost for “like” on the page has increased significantly, because it is a goal that Facebook seems to discourage always more. This does not mean that the fans of the page have become useless, but they certainly cannot be the only one goal.<sup>115</sup> The “installation of the application” by the user, is a more specific objective while another very interesting one it is the possibility to take advantage of the “video display” having the opportunity to access a lot of analytic data and sponsor the video to reach the people most likely to watch it.

*Fig.6.6- Example of installation of app objective*

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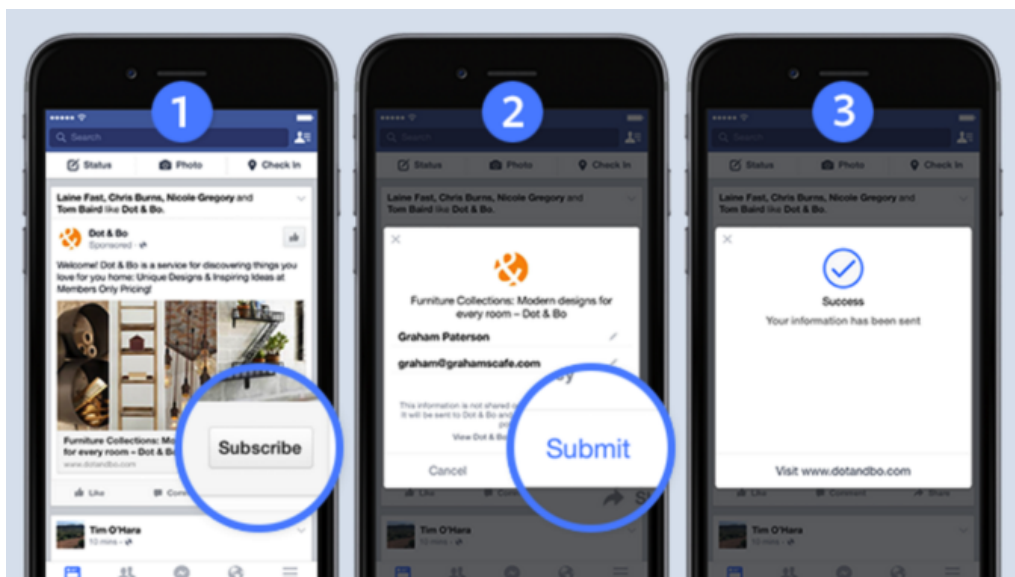
115 Gentili, V. (2019). La pubblicità su Facebook e Instagram. 50 consigli pratici per Ads di successo. Milano, Italia: Flaccovio Dario



In order to acquire contacts through this platform, it is necessary to test the objective of “lead generation”, that it allows to create real modules of acquisition contact through which the users can leave the data in few steps. For example, after the user clicks the “call to action” he can open a form with all personal contact information already pre-filled on the basis of the information he shares on Facebook, such as; name, last name, phone and email address.

This aspect makes the process really fast and within 2 clicks, one to open the ad and one to send the information. The problem with this type of campaign is that often the email address used to subscribe to FB several years earlier is obsolete and has not been updated for too long. In that case, we’d get unnecessary contact.

Fig.8.9- Facebook Lead Ads Examples



Getting the contact is only a first step , because then you have to succeed in getting a conversion by working on the contacts obtained, for example with email marketing.



In a way that is increasingly moving towards the use of messaging systems and bots, Facebook helps by offering the possibility to reach users with an invitation to get in touch with the brand through messenger. This is a goal that needs to be tested, especially if you have in mind a campaign in which to interact directly with users ( for example for a request for a quote or learn more about a given offer).

*“In an ideal situation ”conversion” would always be the goal to choose , as with it you require Facebook to get the maximum result , conversion, precisely, whether it be a sale , a contact or other”.*<sup>116</sup>

This objective allows to optimize and measure the events that really matter, such as requests for information, inscriptions, registrations added to the cart, purchases and so on. If you work with an e-commerce, you should never miss a campaign with the objective of “selling the products of the catalogue”, in order to allow facebook to make announcements of dynamic retargeting using the catalogue products by showing the ads according to the actions that the users have made in the site ( for example adding products to the cart but not completing the purchase). These are generally the highest return on investment campaigns, absolutely impossible to dont use it, for those who sell online. The last goal of the list is “shop visits” and it is used only by advertisers with multiple corporate

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116 Virgilio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario

locations to create dynamic and locally relevant advertising campaigns for each one.

Now ,it is time to switch to another of the most important settings, the choice of the audience, and it is a crucial moment because from here it is determined the success of the advertisement through a : *“right message, right time and right target”*. *“Audience targeting is designed to match ads to groups of people interested in the products and services of the advertiser. It includes various methods of segmentation that enable advertisers to find and target specific audiences.”*<sup>117</sup>

### 3.5-Figura- targetizzazione FB



**This corresponds to the true strength of Facebook**, this means the possibility to use **personalized audiences** based on the interest they have shown to a certain

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117 Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo, .

product or service and having clear the objective, facebook allows to reach it through 3 types of audience:

- **Core audience:** This audience allows advertisers to perform a detailed targeted advertising .The targeting criteria are numerous and are based on the user's information and behaviour inside social network. The audience can be selected , for example, based on geographical location, demographic data, shown interests, current professional position and connections to the company page.
- **Custom audience:** This audience is located at a higher level of public definition, in fact ,it is possible to choose as criteria a whole series of actions that the user has already made referring to the pages or other business channels.The advertisers can therefore turn to those users who , for example, they have interacted with Facebook or corporate Instagram profiles over a period of time, or have visited or taken certain actions within the website (Facebook Pixel) or have displayed interactions or partially video content. The creation of this kind of audience allows companies to intercept even those consumers who are in the most advanced stages of their customer journey. Thanks to the “custom audience” function it is possible, also on Facebook, to realize advertising campaigns of remarketing or retargeting.

*“These are people who have somehow come in touch with our brand and who, therefore, are reasonably more likely to convert, allowing you to save up to 70% in CPA (cost per acquisition) than other cool audiences, such as key ones”<sup>118</sup>*

There are 5 types of personalized audiences ( client files, website,app activities, offline activities such as CRM,interactions) and each is based on a different source and it is crucial for the future of the business that all data is updated as possible. For this reason a periodic update is necessary, removing or adding new users or modifying certain features to then create different messages to reach the goal.

➤ **Looklike:** This is a similar audience to that “hot” audience, such as that composed by the fans of the page, the customer database or website visitors. Through this function it is possible to create from an existing audience, a new audience made up of users with characteristics similar to those belonging to the original public. Starting from the available data, Facebook Ads will identify within social networks those users who meet the set criteria. This mode is very interesting in situations where the company wants to reach new portions of public, for example in different markets than the current

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118 Virciglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario

one, and already has a user base as current or potential customers to use as a source.<sup>119</sup>

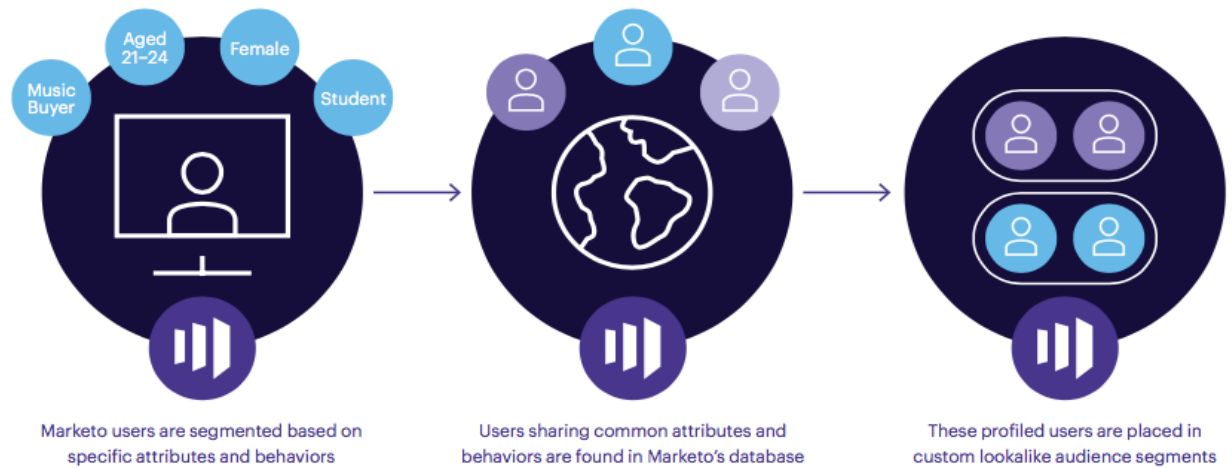
By creating a lookalike audience, the advertising platform will find people with the same attributes and display your ad to those people. This gives you the benefit of displaying your ad to more customers who share similar attributes with your best customers or best performing targeted segment. This type of targeting can run into issues with scale if the initial targeted audience is very specific or niche because the lookalike pool may be small. Marketing automation systems like Marketo give you the ability to send lists of qualified names, targets, segments, or the best customers directly to your ad targeting platform for lookalike modeling.<sup>120</sup>

*fig.94- Marketo example of “looklike targeting”*

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119 Gregori, G. I. A. N. L. U. C. A., & Pascucci, F. E. D. E. R. I. C. A. (2019). *IL DIGITAL MARKETING COME FATTORE COMPETITIVO Verso un approccio integrato "strumenti" e "strategia"*. Milano: Franco Angeli

120 Marketo, M. A. R. K. E. T. O. (2018). *The Definitive Guide to Digital Advertising*. Marketo, .



Saved audiences, however, are nothing more than public created based on demographics, locations, interests and other basic settings and that you can save to reuse later. A tip, would be to use it when you have to target many different locations, to avoid having to reinsert them every time.<sup>121</sup>

All these audiences can be combined , so you can segment a personalized audience by demographic characteristics and interests or exclude from a similar audience “the connection” related to those who are fans of the page, etc.

If the brand wants to be popular by a new audience (then working on goals of brand ,fame and coverage) we must exclude personalised audiences ,or that they somehow got in touch with our brand and then work on key audiences and similar

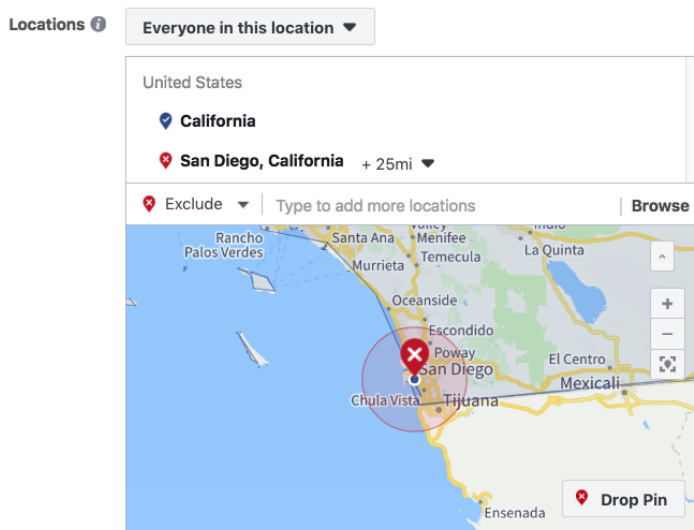
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121 Virciglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario.

audiences. In this situation you can select the demographic and location characteristics of our audience and language.

The ability to reach people in an extraordinarily precise way according to the purpose in which they are, is a great opportunity that facebook makes available to advertisers.

*“When you choose a city, the minimum radius is 17 km. In case this radius is too wide, to avoid the problem, you can enter directly the area codes to select precise borders, or release a pin”<sup>122</sup>*



*Fig.39- Geolocalization of a target.*

The system uses a number of sources to define where we are or travelling, such as information provided by mobile devices, IP address and places indicated by our

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122 Viriglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario.

friends ( to determine where we live) and the city indicated by the profile. In this way you would reach all the people who are in the place not distinguishing , for example, who lives there or who travels in that place and this differentiation can be very important for the brand's business.

*“For example, if you offer a service to local people ( laundry, insurance, repairs, etc.) and not to tourists, you may want to avoid paying to show your advertisements to users who will never be your customers, choosing only people who actually live in that area.”<sup>123</sup>*

Referring to this example, the exclusion filter could be used to optimise the budget available for this campaign. This is followed by “targeting for interests” and this means to intercepting people who follow for example certain brands or facebook pages. This type of targeting targets customers whose online behavior shows they are interested in a specific category. Those customers are then served relevant ads as they travel across the internet. This differs than behavioral targeting because the user does not select or self-identify their interest; it is inferred by the platform based on their behavior, like browsing history. Often ad platforms let customers tailor their interests so they can see ads they want, while also helping the advertiser reach audiences more effectively. A mistake that many commit is to use too general interests or to include in one group too many interests together and

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123 Gentili, V. (2019). La pubblicità su Facebook e Instagram. 50 consigli pratici per Ads di successo. Milano, Italia: Flaccovio Dario.



then fail to understand what works and what doesn't. The detailed targeting and the various profiling criteria can reach a very detailed level, classifying people according to:

- Month of birth
- Anniversary ( of cohabitation, marriage, etc.)
- Parenthood ( new parents, parents with preschool children, etc.)
- Behaviour ( commuters, frequent travelers, interested in the planned events)

Clearly, the better the customer is known, the more likely it is to use the means made available advantageously. After entering some data, you can click “suggestion” and facebook will advice a number of entities related to those already inserted, almost always very well weighted. Each type of interaction ,such as comments, time spent watching a certain video or image, helps Facebook create a profile around a specific person..<sup>124</sup>

Of course, all this data is encrypted and anonymous. Facebook does not care to know that “Giulia Florentino” is a frequent traveler, he is only interested in knowing that user 194838237 is a regular traveler who can be targeted by those interested in showing an ad to this type of profile. A powerful and free platform tool is called “audience insights”, which allows the advertiser to analyze users

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<sup>124</sup>[facebook.com/ads/preferences](https://www.facebook.com/ads/preferences)

connected to a given page or those who have determined an interest. Audience insights is a very powerful and free tool made available by Facebook to offer every advertiser the information they need to locate their audience.<sup>125</sup>

This is also important in order to better personalize the contents to convey to the users so that they are attracted and involved.

With all the probability, the majority of the tools that visit the website leave without having purchased or in any case without having done one of the key actions (request information, download brochure, search shop nearest, etc), these are called“conversions”.

In this case, retargeting is one of the most powerful techniques to turn lost customers into buyers.“*The best target is the one who knows you and, above all, shows interest in you.*”<sup>126</sup>

Retargeting is a form of online advertising that allows you to reach the people who have visited and left our website, accompanying them towards achieving our business objectives.

As a matter of fact, among users who visit our site only between 2% and 5% convert , so there remains a 98-95% of people who lose“in the street”, which are

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125 Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo, .

126 Viriglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario.

nevertheless of great value, especially if they have made actions that make them particularly qualified, for example:

- display of a keyword
- addition to cart
- download a specific resource, etc

Thanks to that, retargeting allows us to reach them again outside our site, for example on the Google Display network.

Retargeting on Facebook helps to reduce acquisition costs incredibly and in most cases you can accompany users in the path that leads them to become customers and then ambassadors of the brand. To do this you need to install in the site “Facebook Pixel”, perform conversion tracking and then create a series of custom audiences ad hoc.<sup>127</sup>

The Facebook Pixel, using an HTML code ,has the ability to measure conversions and segment traffic in public users to use for remarketing.

### **3.2.2-PLACEMENT AND FORMAT**

Once you have chosen the audience to submit the announcement to, the third step will decide where to show it, choosing the placements.

*“Once you have identified your audience, you now need to identify where to reach*

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127 [www.facebook.com/business/learn/facebook-ads-pixel](http://www.facebook.com/business/learn/facebook-ads-pixel)

*them. In digital advertising, “where” signifies which websites your audience segments are most likely to frequent. If your audience segment is B2B marketing practitioners, they may be on marketing blogs or sites offering marketing best practice tips. Or if your audience is made up of individual consumers, they may be on large ecommerce sites.* <sup>128</sup>

The positioning can be automatic, that’s mean that you do not choose where to show the advertisements and you leave the decision to Facebook to insert the insertion in the available placement (section “facebook news”, section “instagram”, audience Network, messenger.).

“The publication system is designed to provide you with the largest number of optimization actions at the lowest overall average cost and not at the lowest average cost for each placement. This means , that we consider all the opportunities available in all positions and select the cheapest without taking into account the average cost per optimization event for each positioning”.

In recent years, the system has been very refined and sophisticated so it is able in many cases, to optimize the budget in the most performing positioning but like everything that concerns digital marketing, the best choice is testing from time to time.

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128 Marketo, M. A. R. K. E. T. O. (2018). The Definitive Guide to Digital Advertising. Marketo, .

Not all placements are on facebook, indeed, some are outside the platform. First you need to decide whether to show ads on mobile or desktop. Depending on the one you choose, you can select specific positions among which the most known are “ news section” from mobile ( to us accessed by facebook or mobile browser app) and desktop ( for those accessing from laptop or computer). The user can view the ad on the board at most twice a day from desktop and two from mobile, four if he is a fan of the page. Other placements are the “instant articles”, this mean articles that open directly inside the Facebook platform and in the middle of which you can place our ad.

**Mobile Marketing** means direct marketing through mobile devices: mobile phones, smartphones, tablets, iPads, iPods, etc. Initially with such term they were indicated exclusively the campaigns conveyed through sms (short message service), now instead, the field is in rapid evolution, and are emerging both proprietary platforms for the management of the models pay-per-click, both dealers and media centers specialized in managing mobile campaigns. More and more users are using the Network in mobility, thanks to the diffusion of touch devices that simplify navigation.

*Since the introduction of the iPhone in 2007, mobile devices have permeated all aspects of our lives. And of course, because these devices are tied to our hips, marketers have created diferent ways to advertise to mobile device users, both in-*

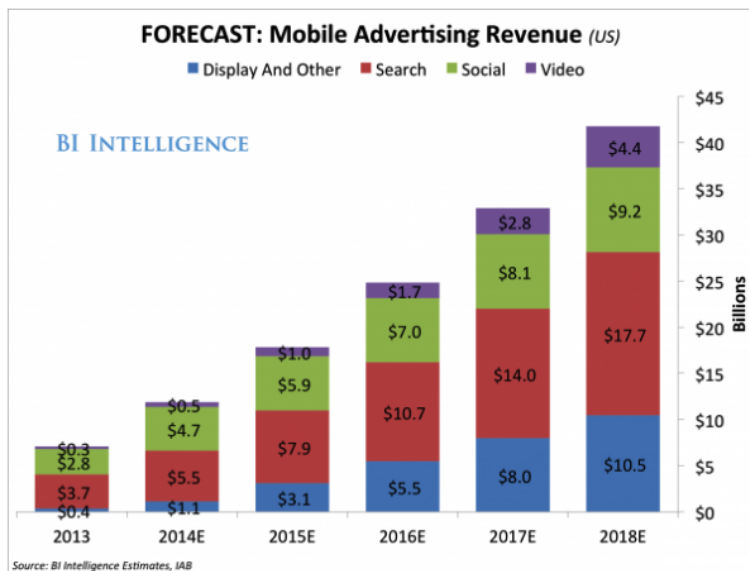
*app and on the web. In fact, mobile advertising is growing quicker than any other ad space. Data from BI Intelligence points out that in the U.S., mobile ad spend will top \$42 billion in 2018.* <sup>129</sup>

It was in 2015 that the “change of route” took place, that is the spread of Mobile transformation: more and more companies have begun to develop real Mobile strategies, sharing them between the various functions of organization and modifying the back-up processes to make all information accessible even from mobile devices. From here arises the recent interest in responsive sites: it is however important to note that this happened following the realization of the fact that navigation from smartphones has exceeded that from PC, trend in continuous increase. Businesses need to find new ways to do business by connected “anywhere”, that is, this is possible only thanks to smartphones, an instrument that has reached a vast diffusion, and that continues to spread exponentially. The challenge for marketing is to understand the way in which new tools, mobile devices, are changing the classic rules of communication.

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129 Marketo, M. A. R. K. E. T. O. (2018). *The Definitive Guide to Digital Advertising*. Marketo, .

Fig. 3.4.5- Mobile Advertising Revenue<sup>130</sup>



130 (BI Intelligence Estimate, IAB)

A BI forecast shows that mobile video ads will become an increasingly bigger revenue source for ad networks and will grow almost five times faster than desktop. This graph shows the increasing value mobile video will have in marketing efforts.

The buyer's journey, the path through which a user, or potential customer, can come into contact with a brand, is increasingly based on a multichannel path: people, in fact, use multiple tools to search for what they need, such as personal computers, smartphones, tablets etc. Not only that, more and more frequently we are witnessing the phenomenon that takes the name of second screen experience, which consists in the use of multiple tools simultaneously by users. The term is often used to indicate the problem that companies are encountering for advertising campaigns conveyed through TV: 81% of people watching TV use a smartphone at the same time.<sup>131</sup>

This scenario is dominated by the multi-screen and it is necessary to focus on the mobile during the relationships with the customer. The smartphone is not just a touch point, it is a unique point of contact, on which one cannot simply replicate the same experience of other channels. It is, first of all, the most used tool by

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131 Testa Andrea, 2015. *Fare business con il digital marketing*, EPC, Roma, 103-104



users, always available to them wherever they are, and this allows to implement real time marketing actions. Depending on where the user is located, you can then stimulate direct action, such as entering a particular store or making a purchase in front of the shelf. Thanks to the integration of geo-localization into Social Media, users themselves declare their position and share it with their network of people. Already with digital marketing, companies no longer have to intercept people's needs when they manifest themselves, but they simply have to be found when the users themselves express such needs: with mobile marketing, The challenge is further simplified because the company simply has to stay listening and seize marketing opportunities. It is the users who, besides declaring their position, provide other extremely valuable information: report offers, opinions, feedback, advice and criticism.

On Facebook ,it is possible to select where to show advertisements including:

- **News section:** the place most frequented by the people in this social network and it is opportune to leave it always active, also because it is the one in which usually the ads have more space and are more shown.
- **Instant articles:** Forms of native advertising and are displayed as real advertisements within the articles and have a nice visibility within the same.<sup>132</sup>

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132 instant article disponibile per tutti i publisher, [www.veronicagentile.com](http://www.veronicagentile.com)

- **Video in-stream:** available for “video viewing” goals, brand fame, coverage and interaction with posts, this positioning makes it possible to show video adverts of 5-15 seconds to people who are watching videos on Facebook.<sup>133</sup>
- **Right Columns:** Considered one of the cheapest placements of Facebook, and generally with a very low CTR, you prefer to keep it active , especially in retargeting campaigns.
- **Recommended videos:** subject to the same objectives as the previous positioning, this allows you to reach people inside the 'homonymous' section that opens as soon as users start watching a video on the platform.<sup>134</sup>
- **Marketplace & Stories**

For Facebook Ads adverts, you should not only choose the positions ( or the space in which it will be displayed) but also the format (the appearance of the advertisement). The sizes of advertisements available are the following:

1. **Video:** this is considered as “the format of present and future”; because it lends itself to a little bit of all types of campaigns , just like images, it can be used as a “stand alone” or even as a preview of links. In fact, the latest

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133 [www.facebook.com/business/help/257808937971866](http://www.facebook.com/business/help/257808937971866)

134 [www.facebook.com/business/help/1559984974021610](http://www.facebook.com/business/help/1559984974021610)

Facebook stats show that 81 % of businesses prefer to share their video content on Facebook,<sup>135</sup>in comparison to other social media platforms (Buffer, 2019).

The duration should be chosen on the basis of the marketing goal even if it is known that a video of a few seconds has more chance to be displayed in full. Hardly a short video is able to transfer complex messages , for these instead it might be appropriate to provide a video of the duration of some minutes. 78% of mobile traffic by 2021 will be generated by videos and that Facebook itself is offering more and more tools to make good use of them. Both short videos and GIFs <sup>136</sup>can therefore be used to make products or services known in an engaging way, for small previews and videos in general, as we have said talking about personalized audiences, they lend themselves to a more articulated use, allowing to create real funnels through which is possible to bring the user from the simple knowledge of the brand to the consideration and finally up to the conversion. In the moment that you decide to use this format you need that the video is of high quality otherwise you risk to see them transformed in a boomerang or at most in an insertion from the scarce performances.In

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135 <https://buffer.com/state-of-social-2019>

136 [www.facebook.com/business/help/1006874066021923?ref=fbb\\_videoads](https://www.facebook.com/business/help/1006874066021923?ref=fbb_videoads)

conclusion, businesses can take advantage of Facebook videos<sup>137</sup> as a great tool to increase their engagement with their audience. Videos can be a good conversation starter on your page among your followers. You can also include a call to action on your video. As we will see in chapter four, this is a key format for beauty brands that want to entertain their users, in fact it is one of the most used formats in this world.

*Fig.- L'Oreal Paris Video ads + call to action (Facebook)*

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137 <https://www.oberlo.com/blog/ultimate-guide-facebook-live-video>



- Images:** both on Facebook and Instagram, it is the most common format used by users to communicate, it is also the easiest type of ad to realize. As has been explained for the videos, also the images can be used as a preview of the links or alone, accompanied by an explanatory caption. They are one of the best formats to use if you want to generate involvement or notoriety and lend themselves very well to “creative uses” on Facebook

Fig.38-Sephora, Facebook adv- static format



SEPHORA

6 h · 🌐

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Tra poco è San Valentino! Dona un po' di amore e fai sentire speciale chi ami con il regalo perfetto di Rituals Cosmetics.  
SOLO DA SEPHORA #SephoraBeautyCommunity @ritualscosmetics #ritualscosmetics



- **Collection:** is a format that shows the items in the product catalog, the collection is characterized by a main image or video followed by a grid of four preview images of the products clickable by users. This format is effective in the presence of companies whose offer consists of a plurality of products. This format is recommended for those who have an e-commerce where they sell more products but also if they want to highlight the characteristics of a particular product/service. Facebook offers various

templates to choose from to facilitate the creation of the latter and both the format and content work perfectly on both FB and Instagram. Carousel: When you have multiple products or services to show, the carousel is most likely the most suitable format, not surprisingly it is one of the first suggested when talking about dynamic retargeting. With this format you can show up to ten contents (images or videos) within a single ad; each content is assigned a link. It can be used, and then tested, for all types of campaigns that refer to an external link (optimized for viewing the link of destination, conversion, etc.) and can be used on all major platforms, Instagram audience and Network included. In addition, in order to show more products, you can make an even more creative use; for example to show through various images the features of a single product, to tell a story, the various steps of a given process (eg a recipe) or even to hit the attention, dissecting a single image.

- **Slideshow:** is a way to convert a series of images into video format, very useful for example to explain to users procedures that provide passages (different steps). Facebook offers the possibility to create, small videos from static images, to which you can add text and sounds. Additionally, slideshows use 5 times less data than videos<sup>138</sup>, so if advertisements are

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138 [www.facebook.com/business/ads/collection-ad-format](https://www.facebook.com/business/ads/collection-ad-format)

shown in areas with a generally slow connection, they could be a good solution.

- **Messenger**

In past years, social media have become one of the most effective advertising channels, able to get new leads (contacts) and turn them into paying customers. Facebook Ads works both in B2C and B2B and are multiple cases that show an improvement in results after exploiting the advertising on Facebook.<sup>139</sup>

Advertising campaigns can be carried out by companies that do not have high budgets or special technical skills, as the interface is user-friendly and the implementation process is driven.<sup>140</sup> The cost depends on what is advertised, who is the target , how many competitors there are and what the objectives are.

Facebook ,in fact ,does not have a fixed price for each placement, but follows a system of auction among advertisers to get the publication of the Ads to a certain user, this because Facebook users can only see a limited number of ads per day.

One of the most important advantages brought by online advertising, which is

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139 Gentili, V. (2019). *La pubblicità su Facebook e Instagram. 50 consigli pratici per Ads di successo*. Milano, Italia: Flaccovio Dario.

140 Gregori, G. I. A. N. L. U. C. A., & Pascucci, F. E. D. E. R. I. C. A. (2019). *IL DIGITAL MARKETING COME FATTORE COMPETITIVO Verso un approccio integrato "strumenti" e "strategia"*. Milano: Franco Angeli



difficult to reach by traditional means, is to establish the **ROI** ( Return on Investment), for example to understand how many people have purchased the product because they have seen it online, this thanks to the possibility to trace and measure every data.<sup>141</sup>

It is possible to see exactly how much it is spent on each campaign, how many people have been intercepted, how many people have visited the site, how many have purchased and how much it costs each step of the customer's purchase path. From this data, then, will start the phase of optimization of the campaigns.<sup>142</sup> “As you start preparing to run ads, you need to be clear about your budget and then decide which ads and channels support your strategy. Your budget determines the spending limits for your digital advertising and individual campaigns.”

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141 Virciglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario.

142 Virciglio, P. A. O. L. I. N. O., & Grossi, S. I. M. O. N. E. (2019). *Facebook e Instagram Ads. Guida strategica e manuale tecnico*. Palermo, Italia: Flaccovio Dario.

*Fig.87- Budget settings and scheduling of the advertisement group.*

With a daily budget, facebook will spend this amount showing ads in an optimized way for the goal that has been set. Differently ,for a total budget ,facebook will divide the budget for the predetermined days of its duration. In this way you can calculate the average amount spent daily. You should use the daily budget and not place a predetermined duration to the campaign, so that you can change when you want the budget set and “pause” the campaign any time. The optimization for the publication of the advertisement tells Facebook what are the actions we want the user does: for example, if the objective is to bring traffic to the site, we could optimize the publication of the advertisement for “views of the destination page” or “click on the link”. Advertising on Facebook, a brand will

compete with hundreds of thousands of competitors, each of whom will want to reach its audience and therefore a certain user who will have more interests, completely different from each other. For this reason Facebook handles everything as a system auctions. For each impression, the advertising auction system selects the best advertisements to be published based on the maximum offers and performance. All Facebook adverts are competing with each other in this process and will eventually win ads that, according to our system, could be more successful.

In this way, the author who has the best combination of “bid” value, score relevance of the advertisement for that audience and “expected share rate”.

*“To increase your auctioning competitiveness, we advise you to consider raising your offer. We’ll only charge you the bid you need to win the auction. The winning offer may be less than the maximum offer you have set for your ads, so we advise you to enter your maximum actual offer. In this way, you reduce the risk of losing clicks or impressions that you might receive. We also advise you to define your recipients more precisely to make sure you reach the right audience that could interact with your ads.”<sup>143</sup>*

The platform, moreover, allows to customize the scheduling of the ads, in order to show them to the users only in certain days and times. This option becomes selectable only if you choose the total budget.

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143 <https://it-it.facebook.com/business/help/163066663757985>

### **3.3-INSTAGRAM ADVERTISING**

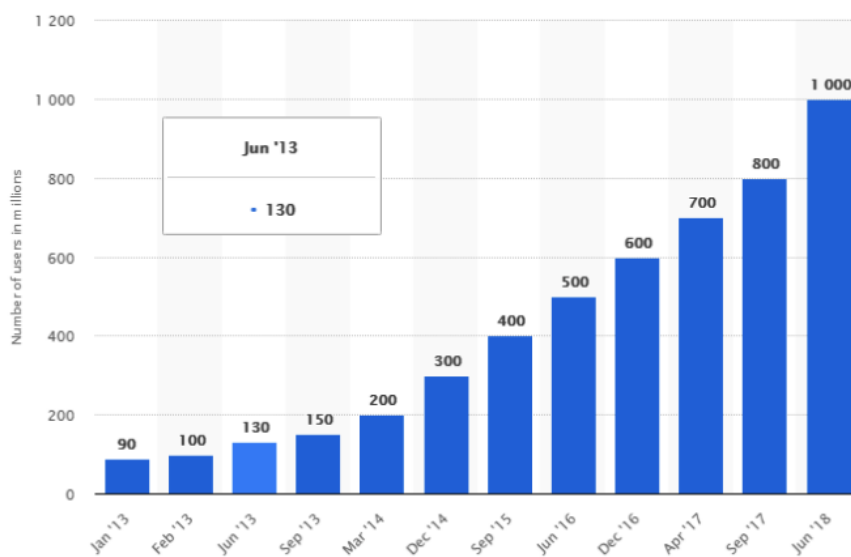
*"Instagram focuses on capturing the attention of your audience through rich imagery and photography. This can be a fantastic social channel for brands looking to solidify brand look feel, and create and inspire relationships"*<sup>144</sup>

Instagram was purchased by Facebook in 2012 and became one of its advertising channels. As has been seen for Facebook, this platform has a continuous growth of users and it is extremely important to implement a precise strategy to try to intercept potential customers among over 800 million active users

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<sup>144</sup> Marketo, M. (2018). The Definitive Guide to Digital Advertising. Marketo, .

Figure.3.4- Continued growth of Instagram users.<sup>145</sup>



A very interesting fact is that a survey found 60% of users claimed to discover products on Instagram.

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145 <https://blog.hootsuite.com/it/instagram-statistiche-numeri-curiosita/>

55% of the public of this social media tends to be between 18-29 years and 28% between 30-49 years and all are targeted in a precise way with the tools presented in the previous chapters regarding advertising on Facebook.

Inside the name of the application, we find all the essence of the social point the term Instagram in facts and the union of 2 different words instant ie instant and telegram just to indicate a form of instant fast communication as can be the telegram that in this case however becomes visual point.<sup>146</sup>

Instagram is a Facebook positioning and this corresponds to the “news feed” and the Instagram “stories”.

To create an advertising campaign on Instagram, the procedure is the same as explained for Facebook. First must be chosen the target and after selecting this one, as for Facebook, it is necessary to move to the choice of positioning.

The two Instagram positioning, newsfeed and stories, have different graphic characteristics so it is always appropriate to separate the two positioning and create 2 different adverts.<sup>147</sup>

As for Facebook, the newsfeed is the most frequented space of the platform, where the ad is “confusing” in the flow of information and inspiration of users.

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146 Moccia, L. B., Zavagnin, A., Zingone, M. & De Nobili, F. (2016). *Instagram. Comunicare in modo efficace con le immagini*. Milano, Italia: Area51 Publishing.

147 Gentili, V. (2019). *La pubblicità su Facebook e Instagram. 50 consigli pratici per Ads di successo*. Milano, Italia: Flaccovio Dario.

If positioning is chosen “stories”, the ad is inserted between one content and the other and it is recommended to use a dynamic ( 9:16) format that makes the user want to stop between stories and the other.<sup>148</sup>

### **3.4-LINKEDIN ADVERTISING**

Linkedin is a social networking site for companies and professionals that in January 2019 reached 604 million users.<sup>149</sup> This focuses on developing professional relationships and contacts within the sector of reference and users can use the platform to look for people and companies, connect with former or new colleagues , as well as building new relationships with potential customers and industry influences.

It is the digital alternative of business card or curriculum: it is an online space where to publish the current professional position, training and professional experience and experience. Through this platform, it is possible to create groups, weave relationships, find new contacts, exchange ideas and information.<sup>150</sup>

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148 Virciglio, P., & Grossi, S (2019). Facebook e Instagram Ads. Guida strategica e manuale tecnico. Palermo, Italia: Flaccovio Dario.

149 (We are social, 2019)

150 [www.linkedin.com](http://www.linkedin.com)

It has also experienced exponential growth in recent years attracting marketers from every sector thanks to its ability to include corporate pages and have a highly targeted advertising solution and an editorial platform. LinkedIn is now the way to reach an audience with a business mindset.<sup>151</sup>

Inside, it is available an advertising service through which it is possible to create and manage a series of advertisements, that is:<sup>152</sup>

- **Sponsored content** : Posts that are displayed by a specific selected audience. Those allow advertisers to promote organic status updates and those appear alongside organic content within the user's news feed. These are often considered a form of native advertising by the IAB (Interactive Advertising Bureau).
- **Text announcements**: Ads appear on the right column of the news feed used in particular to acquire contacts, bring traffic on the company website or for recruitment activities. Text ads are lines of copy, paired with a small image, which may direct users to an external website or a LinkedIn page.
- ✓ **Follow Company Ads**: Follow Company ads are 300x250 standard

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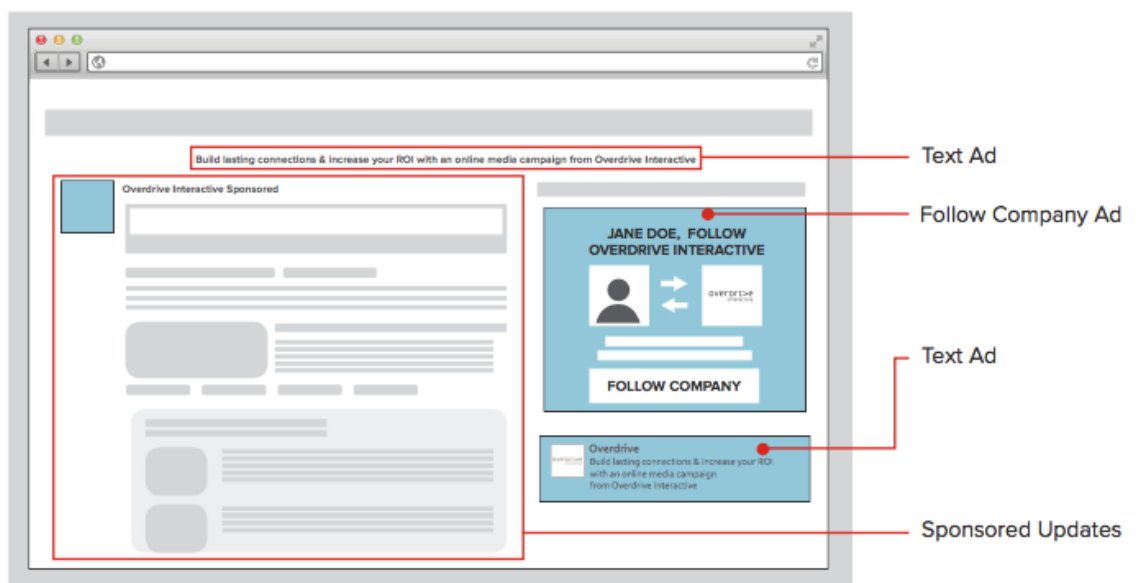
151 Marketo, M. (2018). The Definitive Guide to Digital Advertising. Marketo, .

152 Gregori, G. I. A. N. L. U. C. A., & Pascucci, F. E. D. E. R. I. C. A. (2019). *IL DIGITAL MARKETING COME FATTORE COMPETITIVO Verso un approccio integrato "strumenti" e "strategia"*. Milano: Franco Angeli.



banners used to gain new followers for a company's LinkedIn page.<sup>153</sup>

4.5-Figure. Non-standard IAB AD examples



- ✓ **InMail sponsored messages:** sending personalized messages through linkedin's internal mail service, useful for managing one-to-one communication between the company and customers as it can happen , for example, in the social selling practices described above. This service gives businesses the opportunity to contact the designated interlocutor personally, who will receive the content by private message. This is a great

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153 Marketo, M. (2018). The Definitive Guide to Digital Advertising. Marketo.

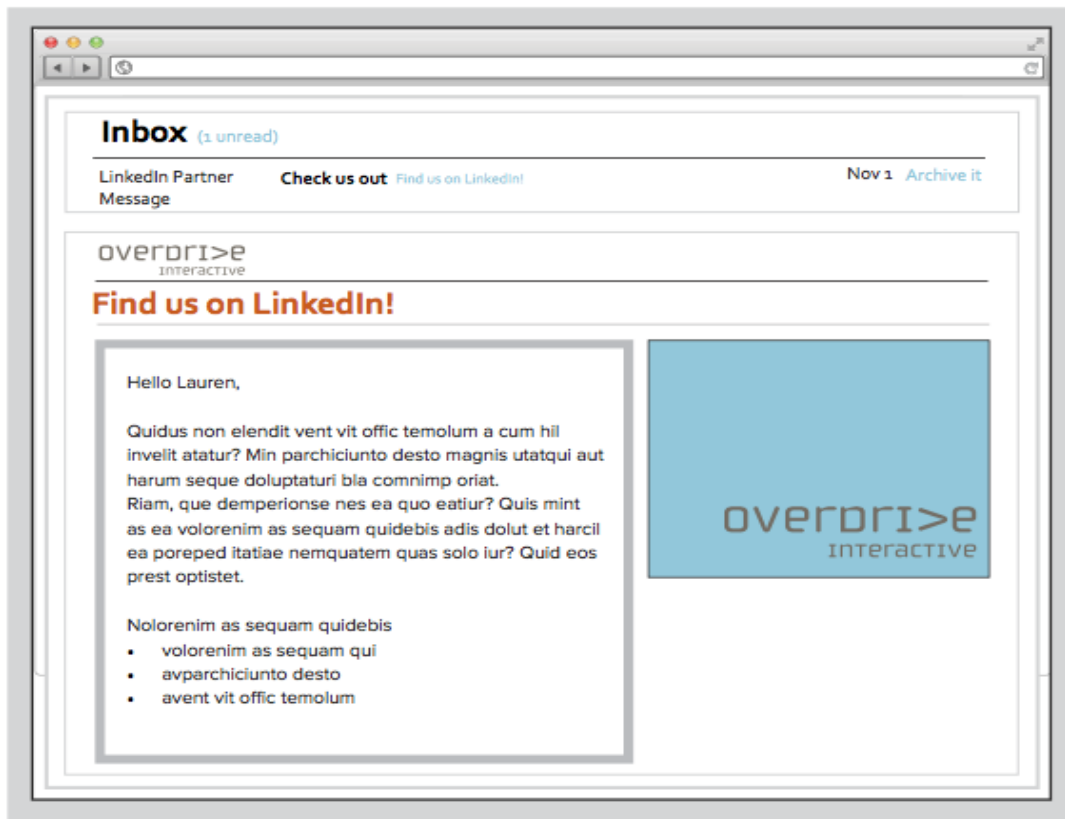
way to send very specific, targeted, and detailed messages to an explicit set of users. Sponsored InMail Messages are exclusive ads that are highly targeted and delivered at the top of the inbox of those targeted LinkedIn Members. Because LinkedIn users only receive one Sponsored InMail Message per 60 days, these ads offer an advertiser a high opportunity for impact.

It is important to keep the focus, that is to use a text with less than 500 characters because you have a CTR 46% higher, also it has been shown to include links in the text increase the CTR by 21%.<sup>154</sup>

*4.5-Figure. Sponsored InMail Example*

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<sup>154</sup> <https://www.thinkinlink.it/linkedin-ads-guida-completa-al-campaign-manager/>



### 3.5 - TWEETER ADVERTISING

Twitter is a **news service** and **microblogging** on which users post and interact with messages called “*tweets*”. Provides users with a personal page, which can be updated via text messages with a maximum length of 280 characters. Status updates can be made via the site itself, via SMS, with instant messaging programs, e-mail, or via various API-based applications. <sup>155</sup>

Promoted Tweets are a form of paid advertising that appear in a user’s News

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155 [https://it.wikipedia.org/wiki/Twitter#cite\\_note-3](https://it.wikipedia.org/wiki/Twitter#cite_note-3)

Feed, targeted to followers and users who fit your criteria. Promoted Tweets are the ideal form of advertising to include timely and engaging offers, like contests and links to relevant thought leadership. Those look very much like a standard tweet, but it sits at the top of a user's stream. You are charged on a cost-per-click basis, which Twitter calls cost-per-engagement.<sup>156</sup> Twitter Ads represent native adverts that appear to user with the same characteristics as the classic "tweet" and through those ones, companies are able to achieve the following marketing goals:<sup>157</sup>

- **Raising awareness:** this type of advertising campaigns are aimed at increasing the reputation of the company's brand. The platform will show the object tweet of the insertion to as many individuals as possible. For this reason the payment of the announcement is based on the impressions and ,therefore , the pricing model is the CPM (cost per thousand impressions). This type of campaign can be adopted from those enterprises that intend to extend their cover on Twitter going to intercept new portions of audience and intervening on the beginning phases of the customer journey.

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156 Marketo, M. (2018). The Definitive Guide to Digital Advertising. Marketo, .

157 Interactive, O. (2015). The digital advertising guide. Overdrive interactive, .

- **Tweet engagement:** through this campaign , companies promote tweets with the aim of increasing the level of engagement that, in the case of Twitter, is expressed by the number of likes, re-tweets and answers. In this case,for the reason that the enterprise aims to activate a conversation with users, it is appropriate that the audience is well selected: it seems ,therefore , necessary a more accurate targeting activity than the previous campaign type. It is also interesting to point out that payment only takes place when the interaction occurs, so impressions that do not generate engagement are not subject to payment.
- **Increase in followers:** it is used to expand the follower base of the corporate Twitter page. This type of advertisements can therefore contribute to the creation of a user/follower community which the enterprise can establish relationships with. These ads are displayed in multiple locations within the platform, including the user’s home timeline, the section “Who to follow” and search results.
- **Click on the website:** through this type of campaign ,the companie’s goal is to bring web traffic inside their own business sites. The logic is the improvement of the customer experience: the objective is to help as much as possible the users, once reached the destination website, to carry out specific actions, also defined conversions, like the download of a content, filling in a contact form or finalizing a purchase. These announcements are

created with the “Website Cards” format constituted from a preview image of the destination page and an appropriate section destined to the insertion of the call-to-action. Website cards allow you to cut through the noise by using interesting and engaging images, along with your tweet, to promote your product or message. When a user clicks on the ad, she is taken to your website, further showcasing your website content .<sup>158</sup>

Payment is made on the basis of the cost per click on the link, or only when you click on the listing. For an effective management of this type of campaign it is appropriate to install the “conversion tracking” provided by Twitter, or a small portion of code (tag) that once inserted inside the site, makes it possible to monitor the actions that are carried out on the website by users who have accessed it through the announcement.

*Fig.4.5- Un esempio di Website Card di Tw*

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158 Interactive, O. (2015). The digital advertising guide. Overdrive interactive, .



- **Installing apps:** With this type of campaign the company promotes the installation and use of an app for its audience. Also, in this case the microblog provides a dedicated format called the "App Cards" through which users see the preview of the app but also its rating provided by who has already installed; moreover, with App Cards users can install and use the app without exiting the Twitter timeline. Payment for this type of ads is based on clicks leading to the App Store, Google Play or direct use of the app.<sup>159</sup>

Twitter also offers two additional promoted ad options Promoted Accounts

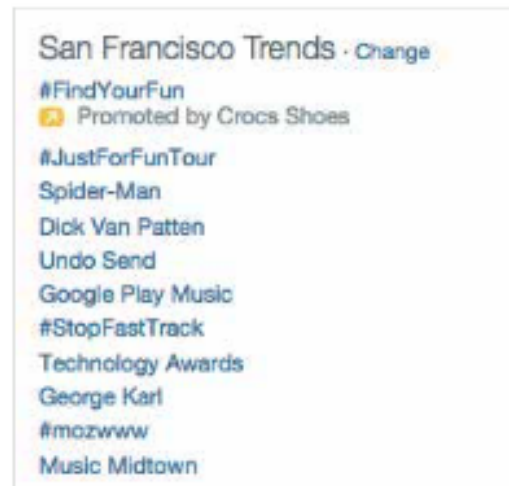
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159 Il digital marketing come fatto competitivo cap 7.

and Promoted Trends. With Promoted Account ads, businesses can make their Twitter accounts show up under the “Who to Follow” list on their Twitter pages. This can be targeted based on who a user typically follows whether it is a similar advertiser or an industry thought leader. Promoted Accounts can also be placed in search results when someone searches for a particular hashtag.<sup>160</sup>



Spredfast Promoted Account



Crocs Shoes Promoted Trends

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160 Interactive, O. (2015). The digital advertising guide. Overdrive interactive, .



## CHAPTER 4 – ADVERTISING ONLINE IN THE BEAUTY INDUSTRY

The international cosmetics market is growing steadily. This trend is positive since the first years and is growing faster today than ever before with an estimated market value of almost \$805 billion by 2023. It is expected to grow at a compound annual growth rate (CAGR) of 7.14% from 2018 to 2023.<sup>161</sup>

Moreover, the purchase of these products no longer takes place in traditional “touchpoints” but by moving the public to online sales platforms is an indication of the growing importance of the internet and the great use that consumers make of it. Businesses, in order to be able to approach that growing part of the population which uses mainly internet to know and inform themselves, are allocating always more time and funds in the formulation of digital strategies. The latter is planned by following the steps already discussed in the previous chapters and, therefore, it becomes necessary to understand the market trend of new consumers and what they want. “Beauty customers today have different values than they did at the start of the beauty boom. “It’s all about wellness and a proactive skincare regimen that prioritises a more natural look,” says Jane Hali,

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161 <https://loudcloudhealth.com/beauty-industry-statistics/>

chief executive of retail investment researchers Jane Hali & Associates. Skincare sales increased 5 per cent to \$1.4 billion in the first quarter of 2019, according to NPD. Skincare-adjacent products like setting spray, lip balm and tinted moisturisers, are the only type of cosmetics with growing sales, according to multiple analysts”.<sup>162</sup>

In the cosmetics sector, the phenomenon is developing especially in the last decade marketing influencer. The meaning of this term comes as a form of “marketing that identifies and targets people able to influence the decisions of purchase of other” (Rossi A., 20148)<sup>163</sup> The influencers are very normal people who have decided to make their passions through photos, posts, videos on different social media. The fact that it is people common, and not of famous characters like models and movie stars, is their real point of strength, since users can identify themselves in them and therefore feel more genuine and truthful their words compared to the standard advertisements. marketing strategy “word of mouth” appears to be winning in the most recent sectors. Especially when deciding whether to buy the product, appears to be crucial along with information found on the internet. The success of influencers can also be measured by the number of views on YouTube and from the revenue they get thanks to the

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<sup>162</sup> www.Voguebusiness.com

<sup>163</sup> Fonte: Blog curato da Alberto Rossi, link articolo:

<http://www.conversionagency.it/blog/cosa-influencermarketing>

monetization applied to videos of this social. According to some estimates offered by the Socialblade site, Italian youtubers arrive to earn even fifteen thousand euros per month (Agnelli V., Borghi B. et alii, 2017)<sup>164</sup>

*“When planning an influencer marketing strategy you start by making a skim first, excluding all those whose social reputation is not represented by a number of acceptably high followers. However, exposure is only one of the market goals of brand, and not even the most important. The association is the crucial point of the strategy, and therefore we talk about the reputation of influencer that, associated with the brand, increases its brand value” (Altieri A., 2017)*

One of the most recurrent themes within the Youtube platform is certainly that of Beauty. In fact, in these videos it is possible to find a large number of information that is not supplied by the company. Beauty Gurus, although in most cases they are not professional make-up artists or cosmetologists, offer their opinions to the public, for example on whether or not cosmetics respect the characteristics described by the manufacturer.

There are 5 types of videos that have as main topic cosmetics (Airoldi A., Lojacono G., 2014):

- ✓ Video tutorial: the steps necessary to realize a determined make up. The

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164 Link articolo Il Sole 24 Ore:  
<http://www.infodata.ilsole24ore.com/2017/03/05/successo-soldi-seguaci-trucchidelle-youtuber-della-bellezza/>

demonstration can be performed either by a make up artist or by a passionate about beauty and can be played on himself or on a model;

- ✓ Video haul: products are shown to users because they are new purchases or because they were sent free of charge by the manufacturers;
- ✓ Video review: products are reviewed after being tested for a given time frame. This category includes videos showing the top and bottom flop of the month or year;
- ✓ Video giveaway: influencers choose to give cosmetics to their followers through a contest or in a completely random way;
- ✓ Video vlog: beauty gurus tell and resume the important moments of the day and insert inside these films the cosmetic products they use during the day.

The visibility and notoriety guaranteed by Social Media and YouTube in particular, have allowed some of the Beauty Gurus to create their own line of make up products.

## **CONCLUSION**

According to the researches conducted , Internet plays a central role in the recent big growth of the beauty market. The companies in fact have begun to developing

always more detailed and specific digital strategies with the result of making effective the various activities carried out by a function that begins to be present in a large number of cosmetics companies, that specializes in Digital Marketing. But the new business area is not only about planning. Digital Marketers specialists carry out by monitoring and listening activities on social media and sites to understand the changing world of beauty.

*“The Internet is the largest means of communication that technology has offered us since the television...in a few years will surpass all other traditional media”* (Sheet A., 2010).

It is also emphasized as the effectiveness of this tool is due to the fact that it allows *“to support the corporate image, the site, the sales and special offers, sponsor events, activate competitions and prizes, create interactive and promotional games, present messages and sites through banners and etc.”* (Sheet A., 2010).

In conclusion, it is possible to say that in this competitive and dynamic world as the beauty , the possibility to communicate by the online tools turn to be one of the most important and for that reason the advertiser should take advantage by studying the market and the trend in order to deliver the most coherent digital strategy to their “buyer persona” .Thanks to this, a brand will deliver always better user wxperience to their consumer and increase the retention.

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