

# ADVAN MARKETING MASTER CLASS 2023

**THEME:**

**The Fundamentals of  
Marketing and Media**

## **Topic:**

- **Understanding the digital media ecosystem**

**STANISLAUS MARTINS**

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**PRESIDENT OF THE ASSOCIATION OF DIGITAL  
MARKETING PROFESSIONALS OF NIGERIA**





# Understanding the Digital Advertising Ecosystem & Developing an Effective Digital Marketing Plan

Stanislaus Martins  
[www.martins.com.ng](http://www.martins.com.ng)



Introduction

# Let's get acquainted



Stanislaus  
Martins

17+ years

in Marketing, Technology,  
Digital, Sales & Business

A serial entrepreneur and  
the current President of the  
Association of Digital  
Marketing Professionals of  
Nigeria

Regional Director, SSA  
Ad Dynamo by Aleph

∞ Meta John Lagos

AD:DYNAMO<sup>®</sup> by Aleph

INSIGHT  
PUBLICIS

JUMIA ★



ASSOCIATION  
OF DIGITAL  
MARKETING  
PROFESSIONALS







## Stanislaus (Olusegun) MARTINS arpa

Business, Marketing & Technology Leader | Digital Media Sales | Partnerships | Cloud Solutions Architect | Consultative Sales | Account Based Marketing | Entrepreneur | Ex-Meta | Ex- Publicis | Ex- Jumia

Talks about #aws, #marketing, #cloudcomputing, #salesmanagement, and #artificialintelligence

Lagos State, Nigeria · [Contact info](#)

 Ad Dynamo

 Berlin School of Creative Leadership

<https://www.linkedin.com/in/olusegunmartins/>

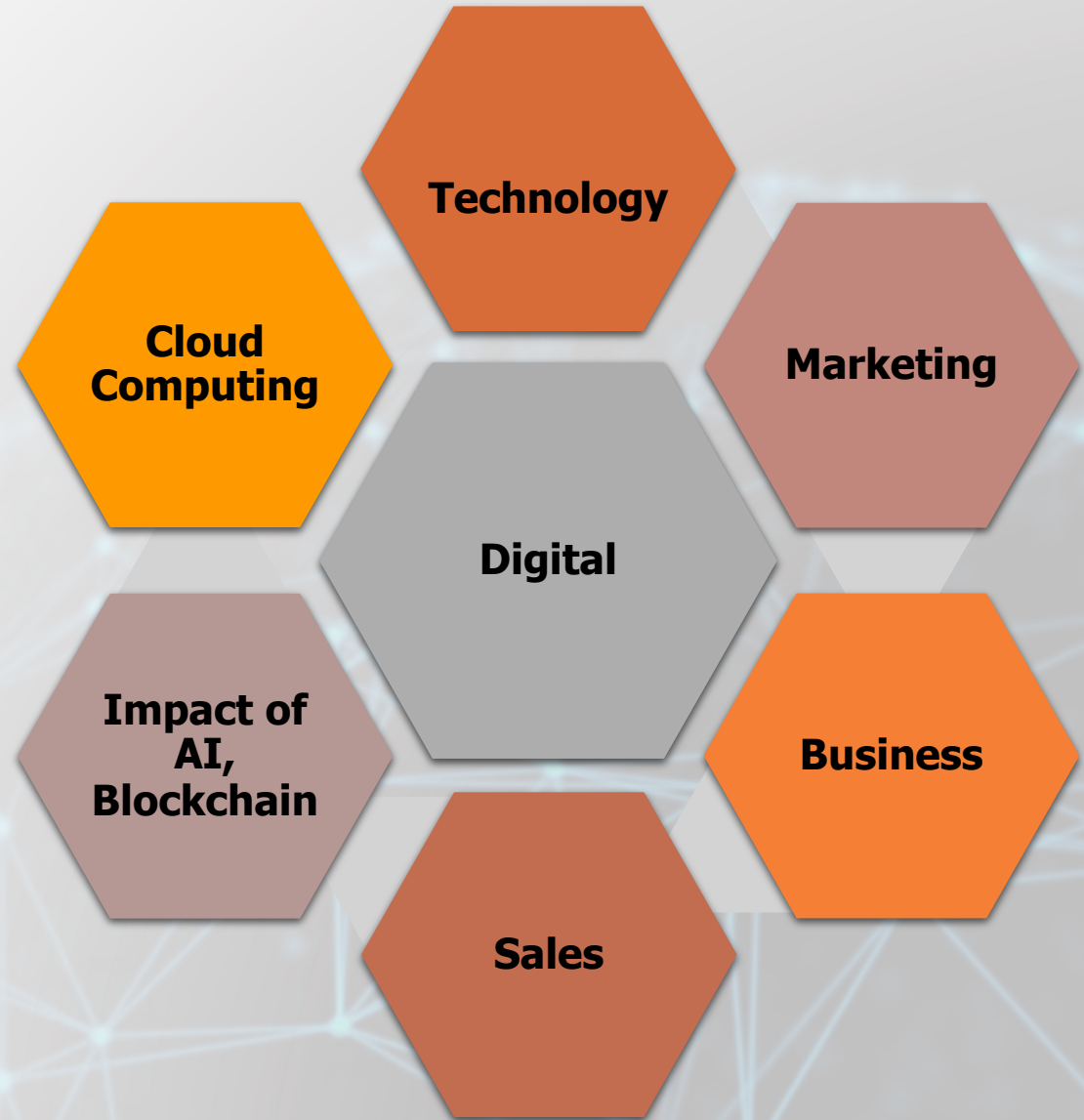




# Speaker

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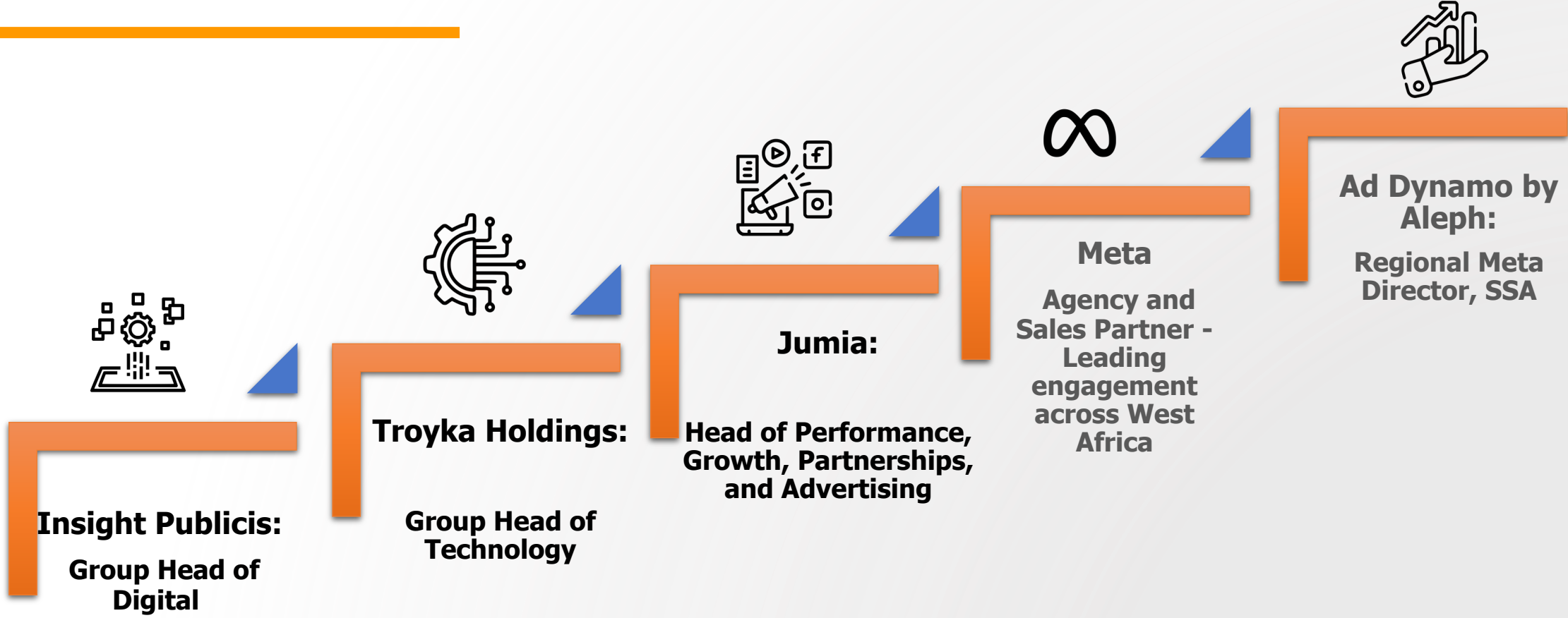
**Frequent speaker at  
conferences, workshops, and  
webinars**



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# Professional Journey Highlights

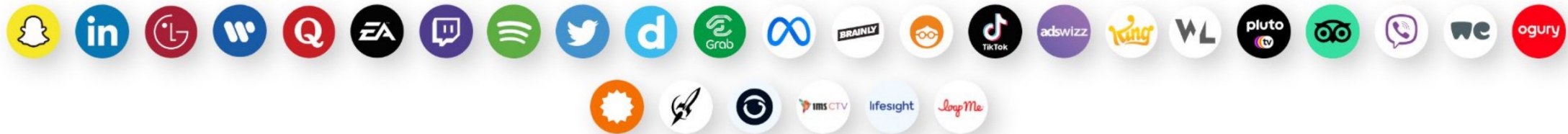
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# Aleph



Advertising leader in emerging markets and the largest international **exclusive partner of various advertising platforms and social media channels**



70+  
Markets

25+  
Partners

9000+  
Clients

850+  
Professionals







# In Nigeria: **AD:DYNAMO**<sup>®</sup> by Aleph

- 01** Ad Dynamo focuses on digital media sales and tech development.
- 02** We're the biggest digital media sales business in Africa.
- 03** We exist to solve business challenges for brands and deliver long term value.
- 04** Ad Dynamo currently represents Twitter, Snapchat, Spotify & Verizon Media exclusively in Africa.



# How an Authorized Sales Partner can help you

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## Solutions expertise

- Sales professionals offers expertise around Facebook, Instagram, Messenger and Audience Network.



## In-market training

- Access to workshops and Meta Blueprint to help clients learn new and essential skills.



## Local Support

- A dedicated support channel and a direct point of contact located in-region.



## Local support and billing

- Brick-and-mortar offices to provide regional support, consulting and billing in local currency.



## In-market expertise

- Campaign consultancy with regional experience, locally accessible to agencies and clients.

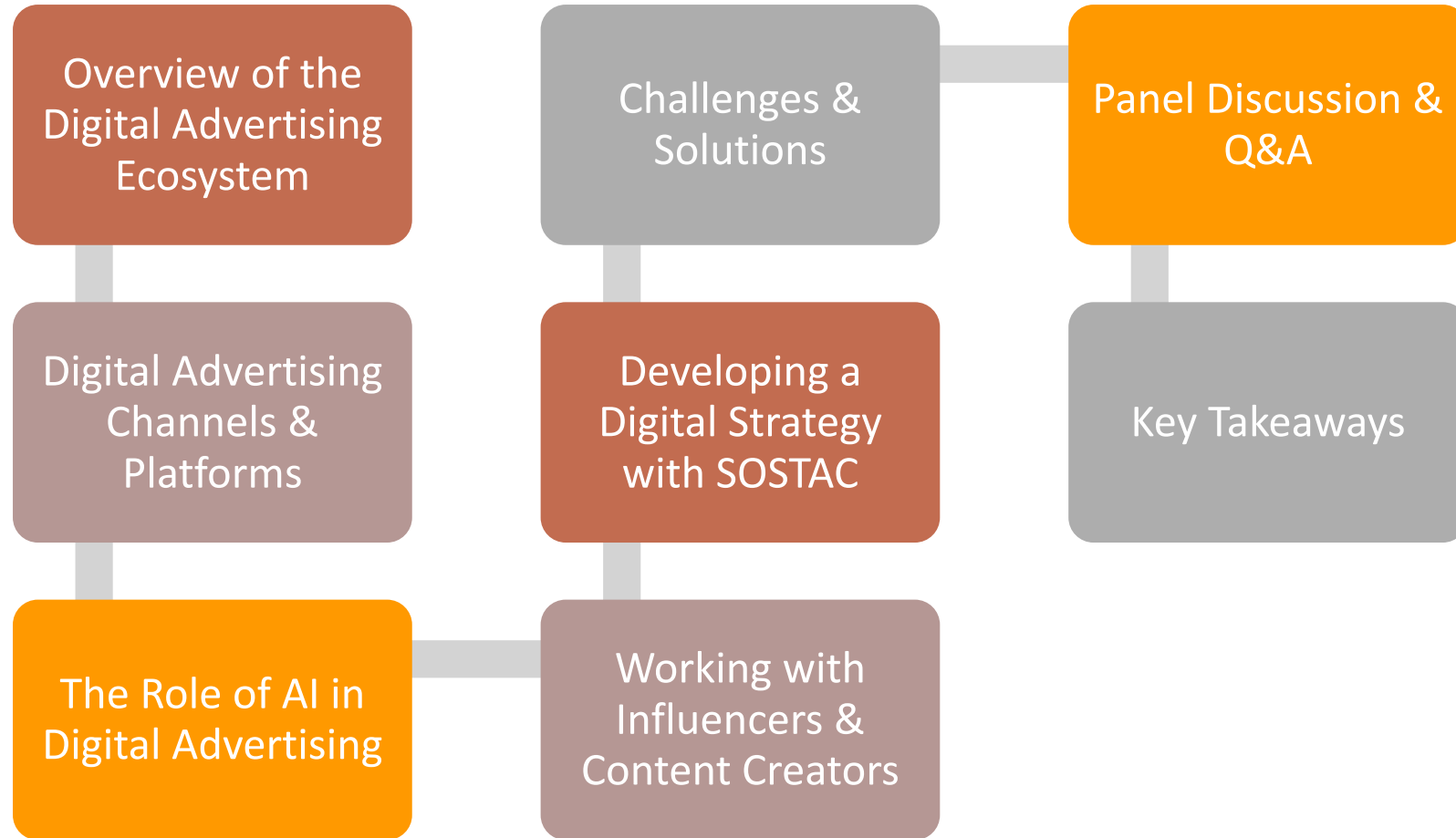


## Campaign metrics

- Set-up and consultation on measurement sides , including brand-lift studies.



# Agenda



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## **Overview of the Digital Advertising Ecosystem**

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- 01** A complex, rapidly evolving landscape
- 02** Multiple channels and platforms
- 03** Growing role of AI and emerging technologies
- 04** Increasing importance of influencers and content creators



# Digital Advertising Channels & Platforms

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**Search:** Google Ads, Bing Ads

**Display:** Google Display Network, Facebook Ads, Amazon Ads, Microsoft Ads

**Social Media:** Facebook, Instagram, LinkedIn, Twitter, Tiktok, Pinterest, Snapchat

**Video:** YouTube, Vimeo, Facebook, Instagram

**Content Marketing:** Blogging, Podcasts, Webinars



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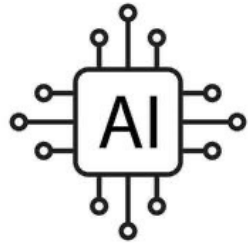
# The Role of AI in Digital Advertising

- 01** Improved targeting and personalization
- 02** Enhanced ad performance and optimization
- 03** Sentiment analysis for better understanding of audience
- 04** Real-time bidding and programmatic advertising



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# Types of AI



## NARROW AI

Also known as weak AI, is designed to perform specific tasks or solve specific problems. Examples include search engines, image recognition software, and even your smartphone's personal assistant



## GENERAL AI

Also known as strong AI, possesses the ability to understand, learn, and apply knowledge across multiple domains. While we have not achieved this level of AI yet, it is a goal that many researchers are working towards



## SUPERINTELLIGENT AI

Surpasses human intelligence across all fields. This level of AI is purely theoretical and remains a topic of debate among experts



# What do **experts** say about AI?

## Elon Musk

CEO of SpaceX and Tesla

has **warned about the potential dangers** of AI and the need for **proper regulation**



## Bill Gates

co-founder of Microsoft

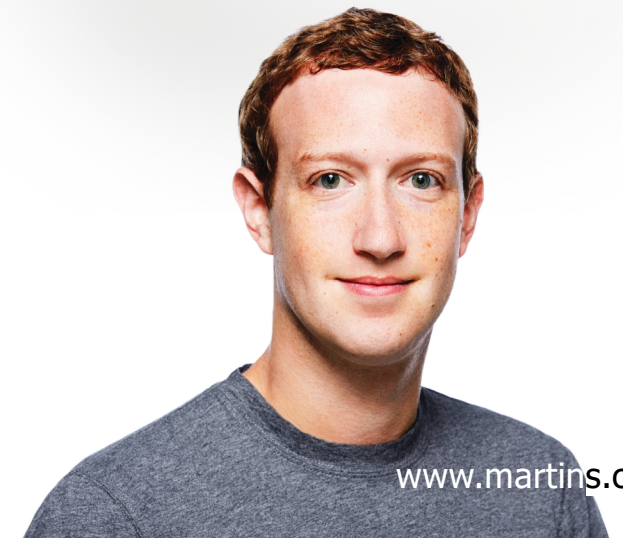
has also expressed concern about the **potential negative consequences** of AI, and has called for **research to ensure** that AI is developed **responsibly**



## Mark Zuckerberg

CEO of Facebook

has a more **positive view** of AI, stating that it has the **potential to solve** some of the world's **biggest problems**





A close-up photograph of a person's hands holding a silver smartphone. The person has purple nail polish and is wearing a ring on their left hand. The phone is held over a laptop keyboard. The background is slightly blurred, showing another person's hands in the upper left corner.

# AI IN MARKETING: CURRENT APPLICATIONS



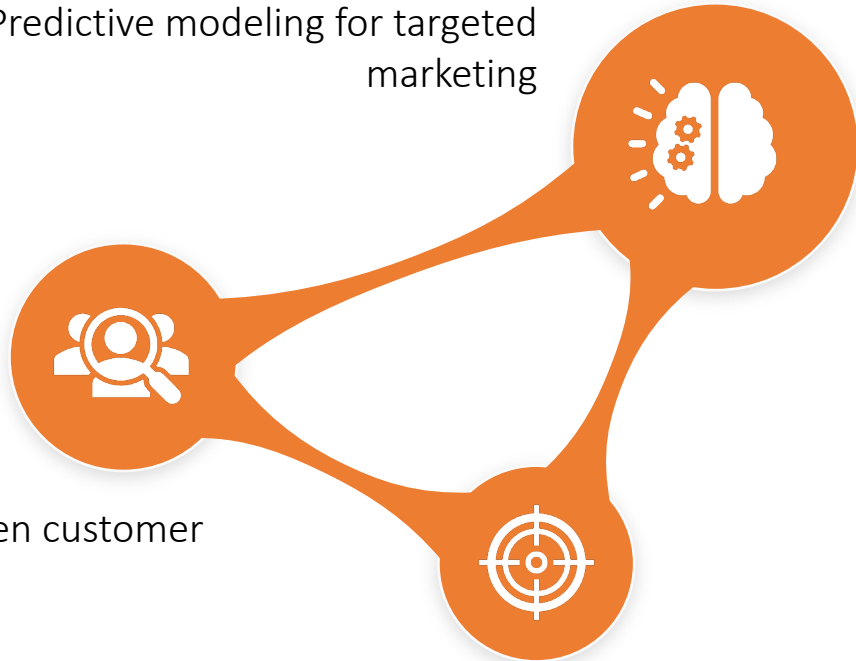


# AI-driven

# Customer Segmentation and Targeting



Predictive modeling for targeted marketing



Data-driven customer profiles

Enhanced personalization

By analyzing vast amounts of data, AI can identify patterns and trends that help businesses better understand their customers' needs and preferences.

This allows for more targeted marketing campaigns and enhanced personalization, leading to improved customer experiences and higher conversion rates.



# Chatbots and Virtual Assistants



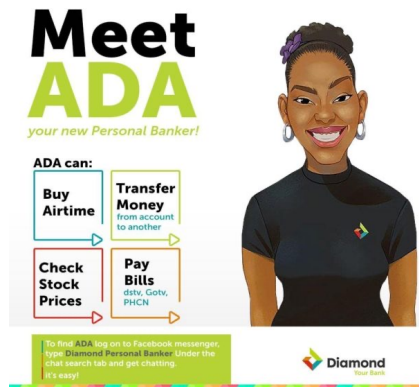
24/7 customer support



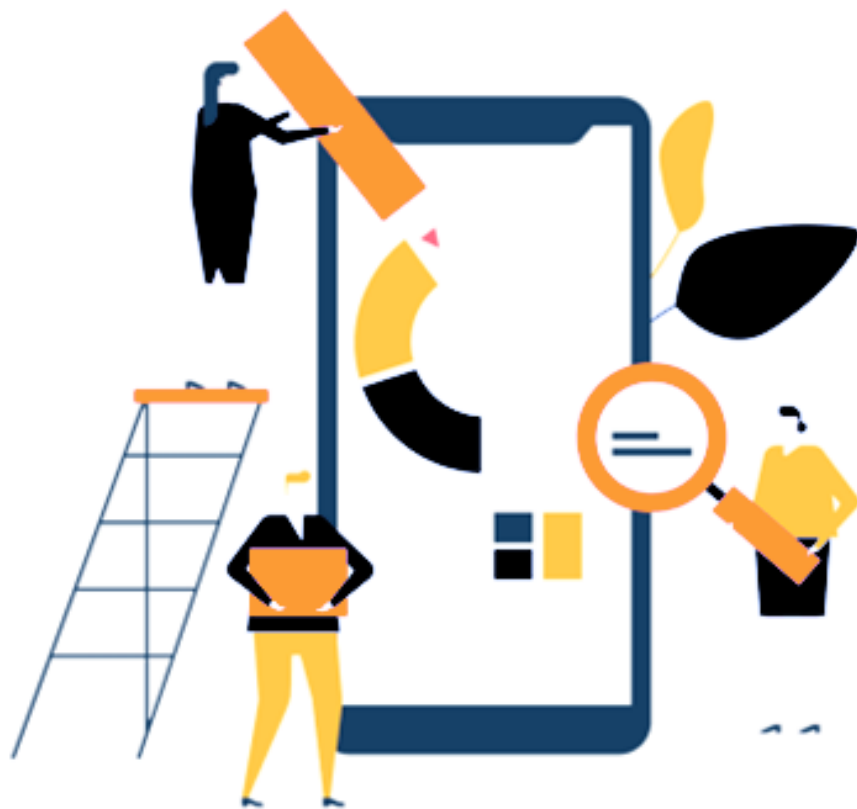
Personalized recommendations



Streamlined user experience



# Sentiment Analysis and Social Listening



Monitoring online conversations



Analyzing customer sentiment



Real-time feedback for campaign optimization

**BRAND24**



**Hootsuite®**

# Programmatic Advertising and Real-time Bidding



✓ Automated ad buying and placement

✓ Real-time optimization

✓ Improved targeting and ROI

ESKIMI



Google Display  
& Video 360



# Content Generation and Curation



## AI-generated content

Advanced natural language processing algorithms can now generate human-like text, allowing marketers to produce content at scale and with greater efficiency.



## Personalized content recommendations

AI can also analyze user preferences and behavior to recommend personalized content.



## Optimized content strategy

Being a marketer you can be ensured that customers receive relevant and engaging information.

# Content Generation and Curation



X3M Ideas

# Predictive Analytics for Customer Behavior and Sales Forecasting



- ✓ Anticipating customer needs
- ✓ Optimizing marketing strategies
- ✓ Accurate sales forecasting



This enables businesses to stay ahead of the competition and capitalize on new opportunities

**IBM SPSS**  
MODELER



Azure Machine Learning





What about Marketing strategy formation?







Can you help with Marketing Strategy formation?



Of course! Creating a marketing strategy involves understanding your target audience, setting clear objectives, and selecting the right tactics to achieve those objectives. Here's a step-by-step process to help you create a marketing strategy:



1. **Set your marketing objectives:** Begin by defining your marketing goals. These should align with your overall business objectives and be specific, measurable, achievable, relevant, and time-bound (SMART).
2. **Identify your target audience:** Determine who your ideal customers are by creating buyer personas. Include demographic information, preferences, pain points, and purchasing habits.
3. **Analyze the market and competition:** Research your industry, market trends, and competitors. Identify opportunities and threats, and understand what makes your products or services unique (your unique selling proposition or USP).
4. **Choose your marketing channels:** Based on your target audience and objectives, select the most effective marketing channels. These may include social media, email marketing, content marketing, search engine optimization (SEO), pay-per-click advertising (PPC), and more.
5. **Develop your messaging and positioning:** Craft compelling messages that resonate with your target audience and showcase the value of your products or services. Emphasize your USP and focus on the benefits you offer.
6. **Set your marketing budget:** Allocate your budget according to your objectives and





What about helping to generate insights?



Generating insights is a crucial part of marketing strategy development, as it helps you make informed decisions and improve your marketing efforts. Here are some steps to help you generate valuable insights:



1. **Collect data:** Gather data from various sources, such as website analytics, social media analytics, customer feedback, surveys, sales data, and market research. Make sure to gather both quantitative and qualitative data to get a comprehensive understanding of your audience and market.
2. **Segment your data:** Organize your data into meaningful segments based on factors like demographics, behavior, geography, and psychographics. Segmentation helps you identify patterns and trends within specific groups of customers.
3. **Identify patterns and trends:** Analyze the data to find patterns and trends, such as customer preferences, purchasing habits, and engagement levels. Look for correlations between different data points and consider what they mean for your marketing strategy.
4. **Ask critical questions:** Challenge your assumptions and ask questions about the data, such as "Why are sales declining in this specific region?" or "What factors are contributing to high engagement on social media?" Asking critical questions can help you uncover deeper insights.
5. **Visualize your data:** Use data visualization tools to create charts, graphs, and other visual representations of your data. Visualizations can make it easier to spot patterns and trends, and they can also help you communicate your findings to others.





Can you create for me a content calendar for the week of christmas. My brand is call Called Lobaa and my main competition is CocaCola



Sure! Here's a sample content calendar for the week of Christmas for your brand "Lobaa," keeping in mind that your main competition is CocaCola:



Day 1 (December 19):

- Social media post: Share a festive image featuring your brand's product, such as a delicious Lobaa-themed holiday recipe or a creative holiday-themed product display. Use relevant hashtags like #HolidayCheer #ChristmasTreats #LobaaSeasonsGreetings.

Day 2 (December 20):

- Blog post: Create a blog post that shares heartwarming stories about how Lobaa has brought joy to families during the holiday season. Include customer testimonials or anecdotes to showcase your brand's unique holiday spirit.

Day 3 (December 21):

- Email campaign: Send out an email campaign to your subscribers with a special Christmas offer, such as a limited-time holiday discount, gift with purchase, or exclusive holiday bundle. Use festive visuals and compelling copy to entice recipients to take action.



Create two 10 social media post for instagram for me



Sure! Here are two sample social media posts for Instagram that you can use for your brand



Lobaa:

Social Media Post 1:

Image: A festive image featuring a beautifully decorated table with Lobaa products, surrounded by Christmas decorations and lights.

Caption: "Feeling the holiday spirit with Lobaa! 🎄 ✨ Our delicious [product name] is the perfect addition to your holiday feast. Share the joy and indulge in the rich flavors of Lobaa this Christmas! #HolidayFeast #LobaaDelights #ChristmasJoy"

Social Media Post 2:

Image: A cozy winter scene with a mug of steaming hot Lobaa beverage, surrounded by snowflakes and holiday decorations.

Caption: "Baby, it's cold outside! ❄️ ☕ Warm up with a cup of Lobaa [product name] and savor the moments of warmth and joy this holiday season. Tag someone who would love a sip of this holiday magic! #WarmAndCozy #LobaaSeason #HolidayMagic"

Remember to use high-quality visuals that align with your brand's aesthetic and tone, and use relevant hashtags to increase visibility and engagement. You can also include call-to-action (CTA) phrases to encourage your audience to take specific actions, such as liking, commenting, sharing, or making a purchase. Adapt the







Sure! Here's a sample Christmas Facebook ad for your brand Lobaa, written in French and Yoruba:



French Ad:

Image: A festive image featuring a family enjoying Lobaa products during Christmas dinner, with Christmas decorations and lights in the background.

Text (French): "Célébrez Noël avec Lobaa ! 🎄 ✨ Dégustez nos délicieux produits [product name] et partagez des moments de joie en famille pendant les festivités de Noël. Offrez-vous le meilleur de la saison des fêtes avec Lobaa ! Joyeux Noël ! 🎅 🎁 #NoëlChezLobaa #FestivitésDeFinDAnnée #LobaaDélices"

Yoruba Ad:

Image: A festive image featuring a family enjoying Lobaa products during Christmas dinner, with Christmas decorations and lights in the background.

Text (Yoruba): "Ara orin Lobaa pelu Krismasi! 🎄 ✨ Ra ibukun fun awon orin [product name] wa ati padi wewe ninu awon ise iwadi iranlowo Krismasi. Fa ara re lori ojumo edun yii pelu Lobaa! Krismasi Ogo! 🎅 🎁 #KrismasiLobaa #IwadiAyéKrismasi #LobaaAyanfe"

Make sure to use high-quality visuals that capture the holiday spirit and resonate with your target audience. Additionally, consider using culturally relevant language and messaging to connect with your audience on a personal level. Don't forget to include a clear call-to-action (CTA) that prompts viewers to take action, such as visiting your website, making a purchase, or contacting your brand.



# AI AND CREATIVITY:



# AI-generated Creative Assets



✓ AI-generated images, videos, and copy

✓ Faster content creation

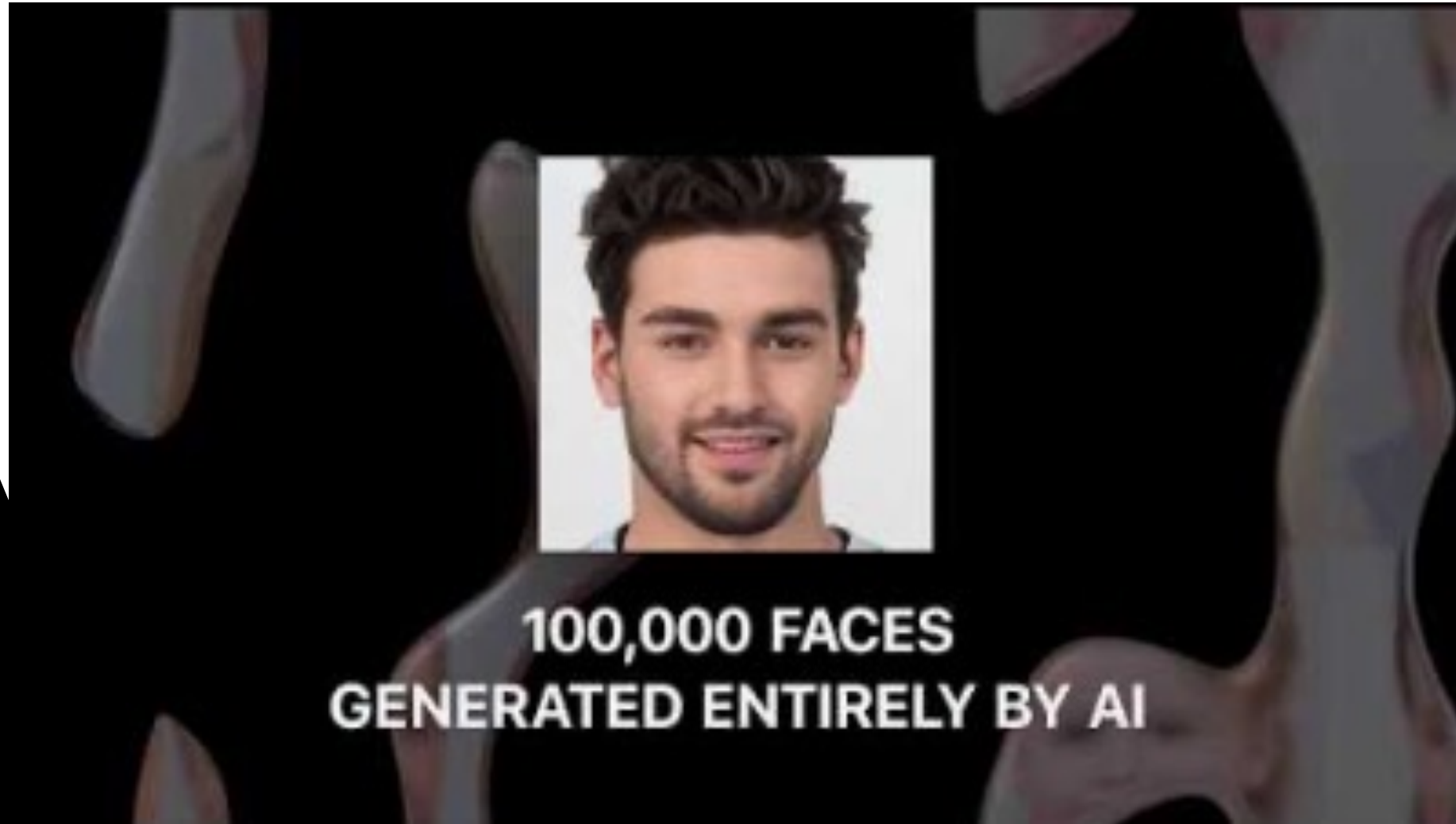
✓ Scalable creative solutions



# AI-generated Creative Assets



# AI-generated Creative Assets





# CAN YOU GUESS THE AI MODEL?



© Lalaland.ai





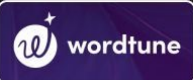








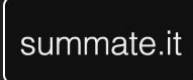












**This lets users create and style avatars physically, emotionally and in different poses - making it ideal for designing digital models**



**AI will not  
replace  
you.  
A person  
using AI will**

A handwritten orange mark or signature, possibly a stylized letter 'M', located in the top right corner of the white background.

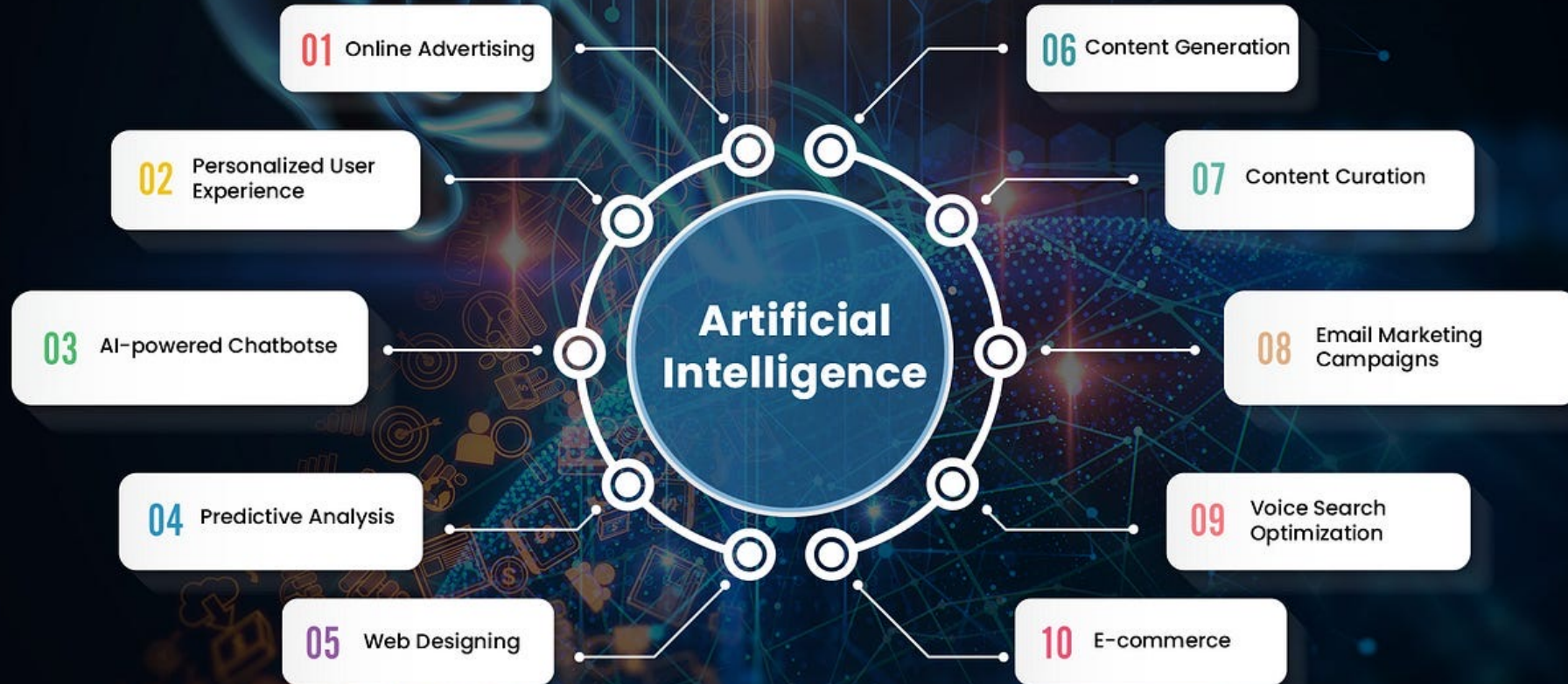
If you are not using AI, you are falling behind....

Text	 Notion AI	 ChatGPT	 wordtune
Images	 BRIA	 Midjourney	 Evoto
Video	 vidyo.ai	 Maverick	 tavus
Research	 scholarcy Read smarter.	 ADEPT	 summate.it
Design	 PhotoRoom	 Galileo AI	 uizard
Presentations	 Quinvio	 SlidesAI	 Prezo
Spreadsheets	 AJELIX	 Botsheets	 Sheet+
Productivity	 typly	 Merlin	 xembly





# 10 Applications of Artificial Intelligence in Digital Marketing



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# Working with Influencers & Content Creators

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Building authentic partnerships



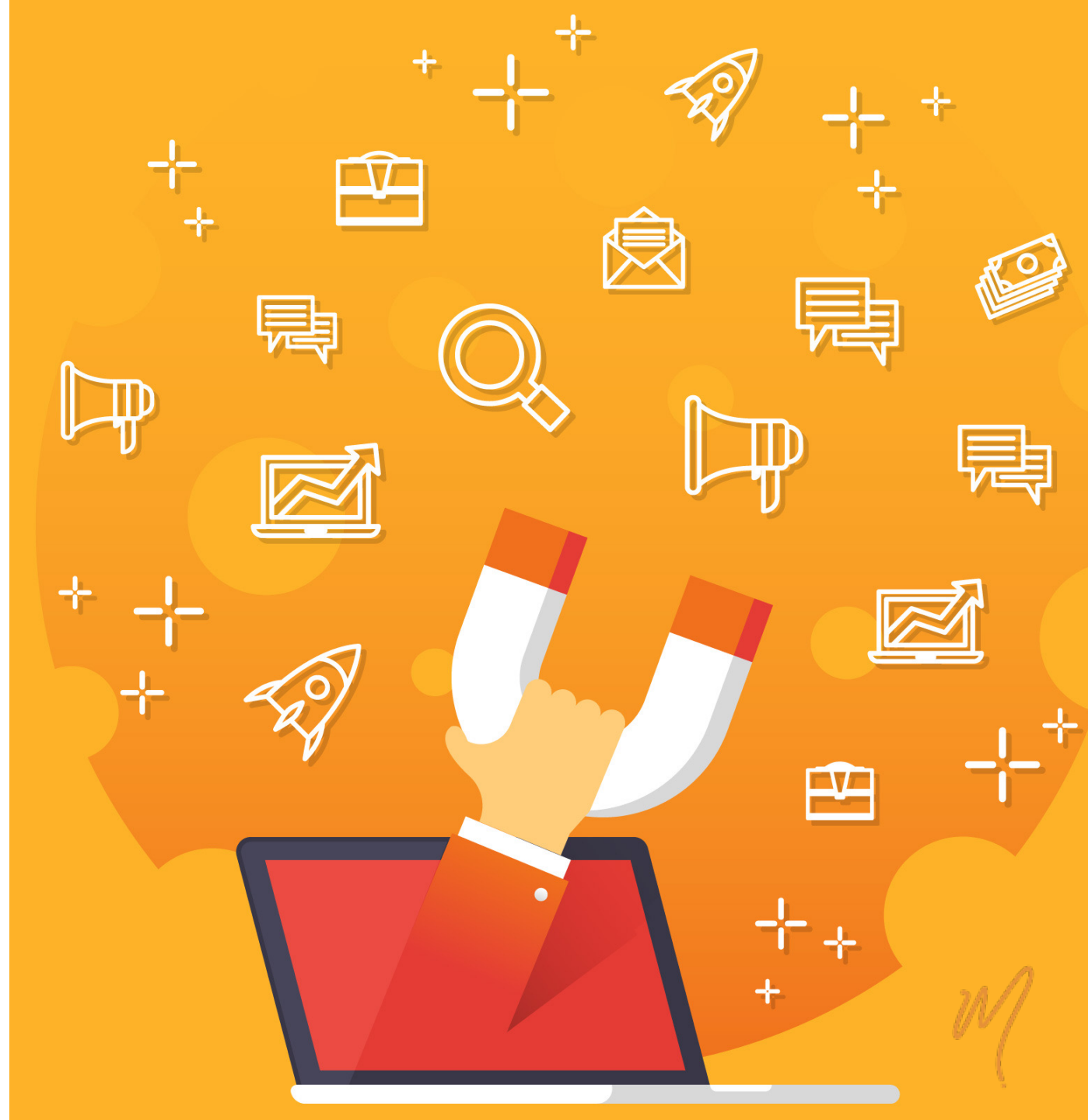
Aligning brand values and goals

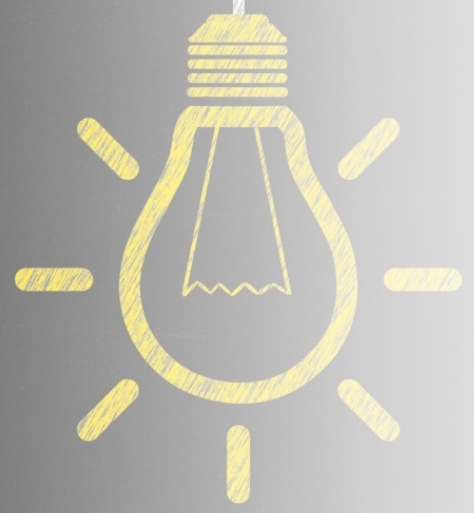
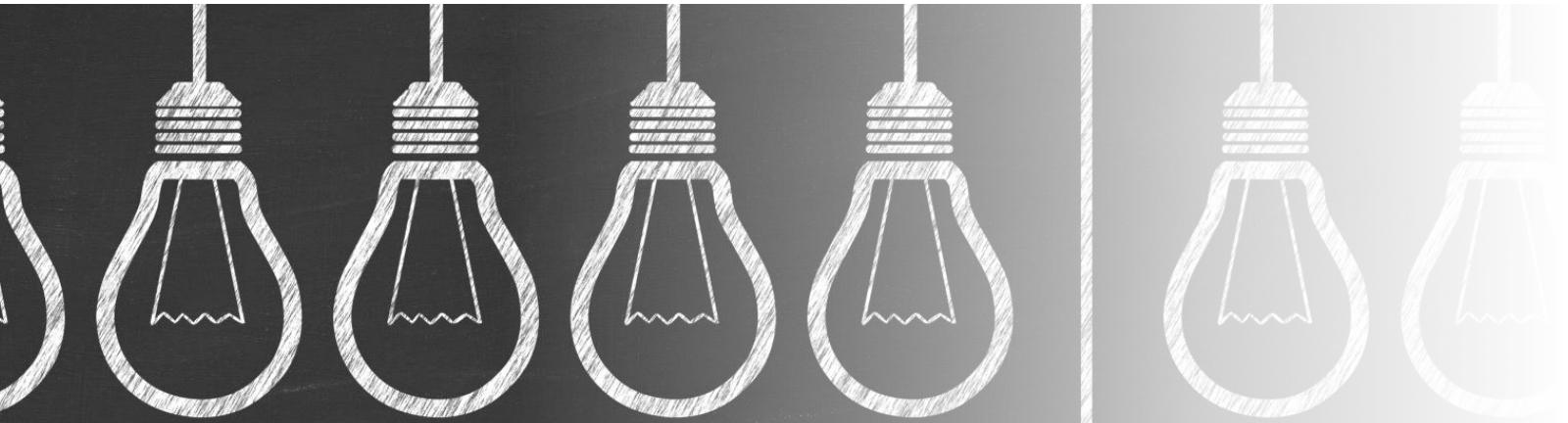


Developing content strategies and campaigns



Tracking and measuring success

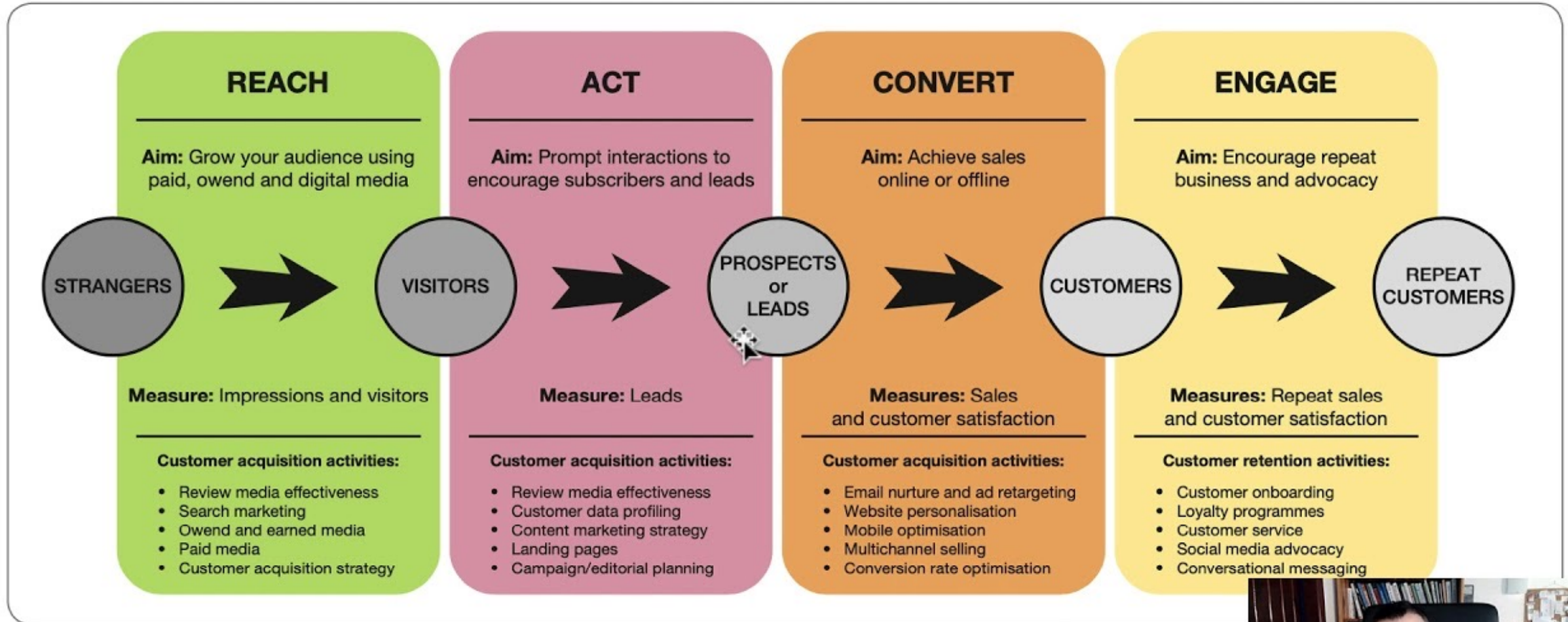




# Developing a Digital Marketing Plan with RACE



**Figure 1.3** The RACE omnichannel marketing planning framework summarising aims, activities and measures



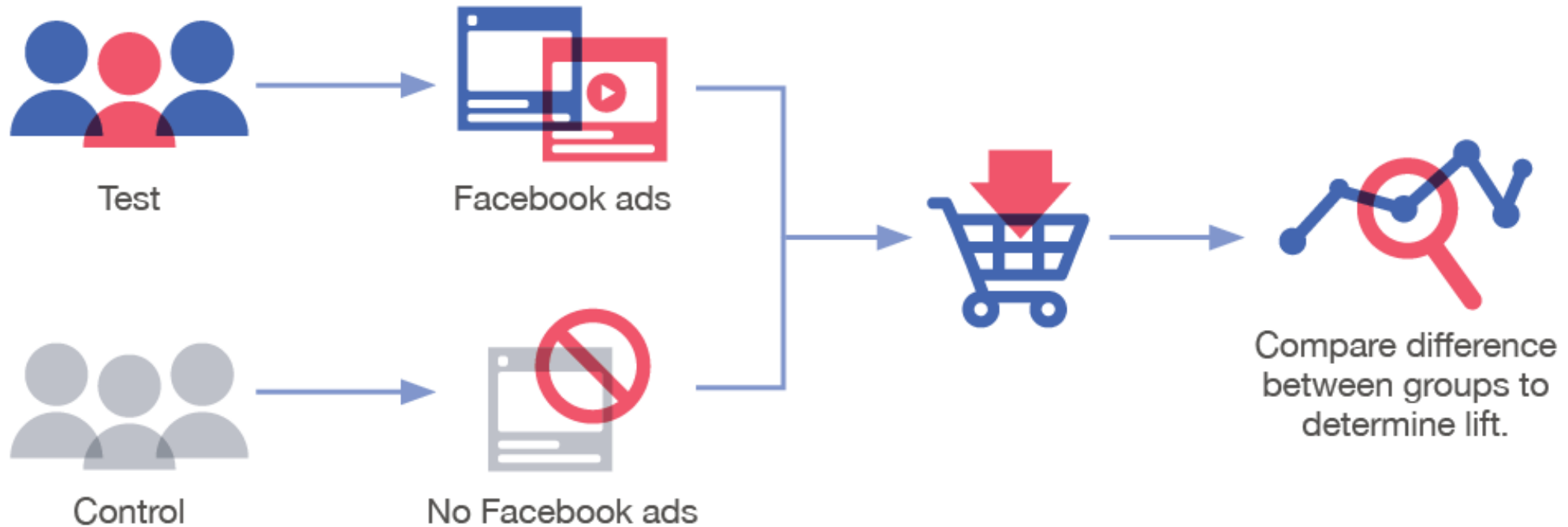
# Measurement - Brand Lifts

1. Randomize Groups

2. Deliver Ads

3. Track Sales Outcomes

4. Analyze Lift

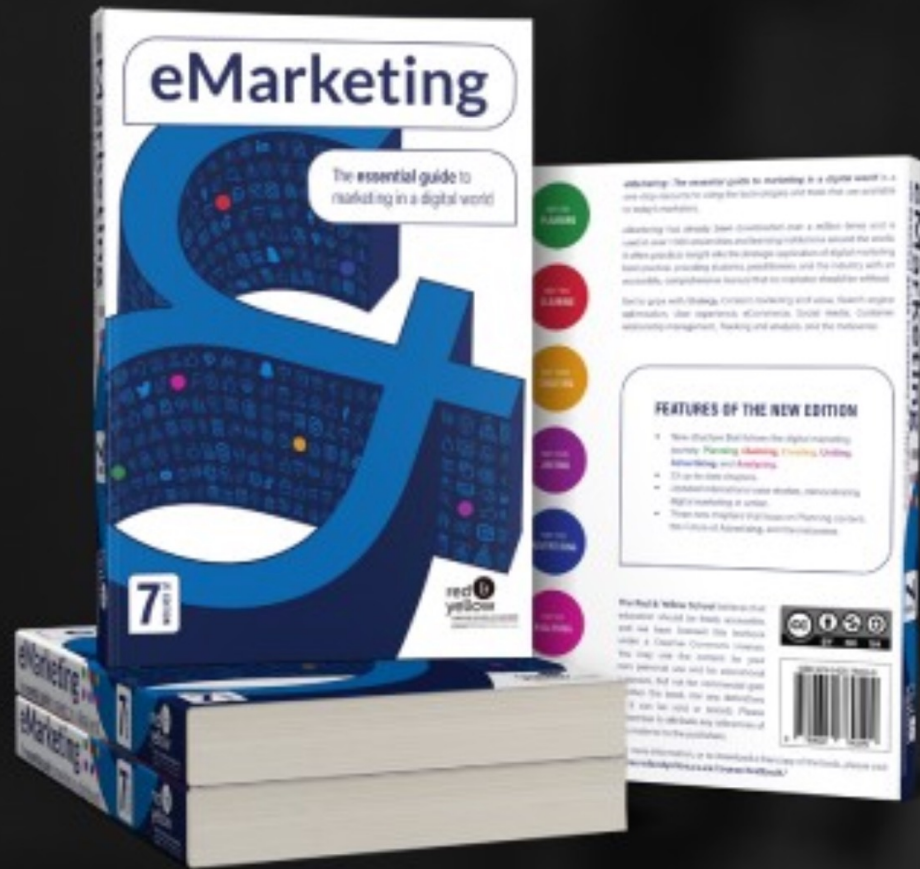


# Digital Marketing or Marketing in a Digital World?

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BE THE FIRST TO  
PURCHASE OUR  
ALL-NEW

**7TH**  
EDITION

eMARKETING  
TEXTBOOK



# Takeaways

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The digital advertising ecosystem is complex and rapidly evolving.



AI, influencers, and content creators are shaping the future of digital advertising.



Developing a comprehensive digital marketing plan using frameworks helps



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**ESKIMI**

 **AppsFlyer**

**adform**

**Collect**



# CONCLUSIONS and Q&A

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Kahoot!

