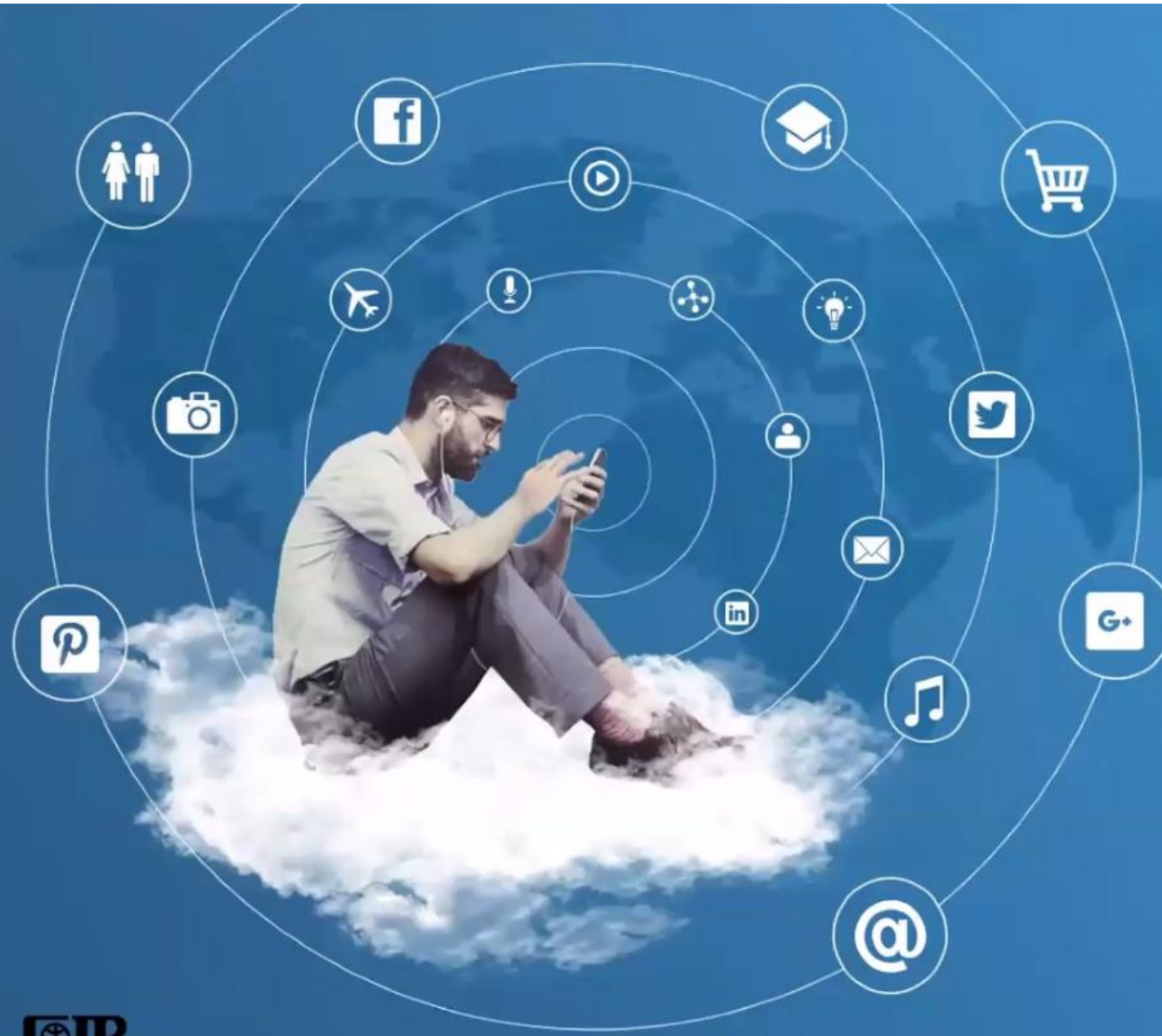




Mostafa Torky



# Tapping into the digital marketing landscape



**TODAY'S MARKET IS  
UNPREDICTABLE & EVOLVING FAST**

**EVERYDAY THERE'S A NEW TREND,  
NEW TOOL AND NEW TACTIC**

It's no surprise this makes hard to know where to start , what  
actually works and how to spend your time



# Agenda



- 01 Digital Marketing Intro.**
- 02 Digital Media Channels & Jargons**
- 03 Buying Models & Targeting**
- 04 Digital Media KPIs**
- 05 Campaigns' Objectives**
- 06 How to measure success**
- 07 Advanced Digital Marketing Tactics**
- 08 Knowledge check**



# THE WHAT?

Digital marketing, also called online marketing, refers to all marketing efforts that occur on the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. This also includes communication through text or multimedia messages.



# THE HOW?





## THE WHY?

Digital marketing helps you reach a larger audience than you could through traditional methods, and target the prospects who are most likely to buy your product or service.

Additionally, it's often more cost-effective than traditional advertising, and enables you to measure real-time success while also allowing brands to offer personalized experiences





# THE WHO?



Torky



# Digital Marketing Statistics



57:04







# Digital Marketing Stats



**82 M**  
INTERNET USERS

**7H 55M**  
TIME SPENT USING THE  
INTERNET (ALL DEVICES) –  
4 months/year



**32.94 Million**



**47 Million**

Facebook only: 45 Million  
Instagram only: 18.15 Million



**44.7 Million**



**10 Million**



**5.84 Million**



# PEOPLE LOOK TO BRANDS TO BE PRESENT IN A WAY THAT ENHANCES THEIR EMOTIONAL EXPERIENCE

- 51%** Of consumers feel bombarded by advertising
- 78%** Feel brands never emotionally connect with them
- 56%** Of Millennials wished brands targeted & understood them better

**Be Familiar**

**Be Relatable**

**Be Noticeable**



# HOW CIB IS BECOMING MORE FAMILIAR, RELATABLE NOTICABLE



# HOW CIB IS BECOMING MORE FAMILIAR, RELATABLE AND NOTICABLE



# HOW CIB IS BECOMING MORE FAMILIAR, RELATABLE, NOTICABLE



# HOW CIB IS BECOMING MORE FAMILIAR, RELATABLE, NOTICABLE



# 10 TIPS FOR CREATIVE VISUALS



**MASTER THE  
BASICS**

**LEVERAGE  
COLOR  
PSYCHOLOGY**

**INVEST IN  
YOUR  
EDUCATION**

**EMBRACE  
WHITE SPACE**

**KEEP UP WITH  
TRENDS**

**UTILIZE  
TYPOGRAPHY  
CREATIVITY**

**OPTIMIZE  
DIFFERENT  
PLATFORMS**

**PAY ATTENTION  
TO USERS  
EXPERIENCE  
(UX)**

**INCORPORATE  
VISUAL  
HIERARCHY**

**EXPERIMENT  
AND ITERATE**



# MASTER THE BASICS





# LEVERAGE COLOR PSYCHOLOGY



استمتع بكل لحظة في الصيف  
مع عروض CIB الشهرية!

عروض أغسطس

أطبق الشروط والحكام

# INVEST IN YOUR EDUCATION



# EMBRACE WHITE SPACE



معلومات سهلة بس مهمة!

The image features a CIB Titanium Bonus credit card. The card is dark blue with a large, stylized orange and white wheel icon on the right side. The card displays the CIB logo in the top left, a 'BONUS' icon in the top right, and the word 'TITANIUM' in the bottom right. The card number is 5678 1234 8567 1234, and the name is KARIM ADEL. The validity date is VALID THRU 12-28. The Mastercard logo is visible in the bottom right corner of the card. The background of the card has a subtle pattern of digital icons and a globe.

تطبيق الشروط والأحكام

# KEEP UP WITH TRENDS



بطاقتك الائتمانية أونلاين بالسهولة دي

An advertisement for CIB online credit cards. It features a man in a green shirt leaning over a laptop. The laptop screen shows the CIB website with a credit card application form. Above the man, there are four credit cards and a stylized globe icon. The text is in Arabic: "بطاقتك الائتمانية أونلاين بالسهولة دي". Below the man, there is a social media-style interaction bar with "Like", "Comment", and "Share" buttons. The CIB logo is visible in the bottom left corner of the ad.

Menna Abaza and 54 others · 39 comments · 21 shares

Like Comment Share

**CIB Egypt** 1d ·

مفیش سفریة  
ملهاش قرص

An advertisement for CIB travel credit cards. It features a large image of the Eiffel Tower in Paris. The text is in Arabic: "مفیش سفریة ملهاش قرص". A stylized globe icon is on the right. The CIB logo is in the bottom left corner. In the bottom right corner, there is a small text: "نطبق الشروط والأحكام".

نطبق الشروط والأحكام



# UTILIZE TYPOGRAPHY CREATIVITY



# OPTIMIZE DIFFERENT PLATFORMS



# PAY ATTENTION TO **USERS EXPERIENCE**



# INCORPORATE VISUAL HIERARCHY

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# EXPERIMENT AND ITERATE



# MARKET DYNAMICS



# EXPERIMENT AND ITERATE



# Digital Media Types



# DIGITAL MEDIA TYPES

## EARNED, OWNED & PAID

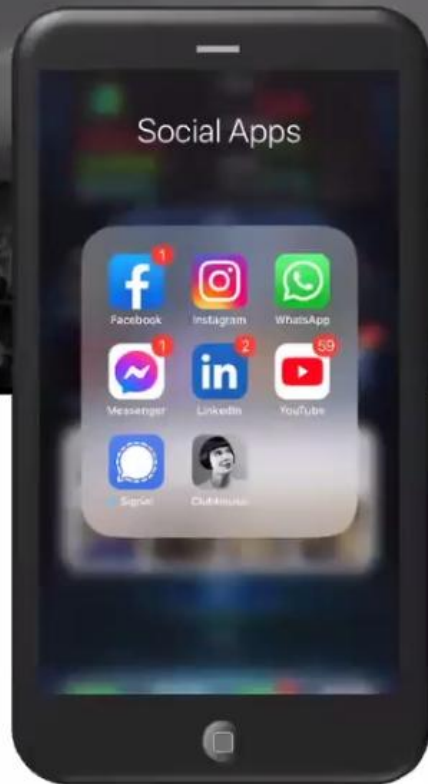


1. Earned Media is all the media a company gets through what we call “word of mouth” but in the online environment.
2. Owned Media is that which the company owns permanently, We’re talking about websites, blogs, YouTube channels, social media pages, and what else the company controls with its name
3. Paid Media is the most popular, It’s simply all media in which you pay to have the spread



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# DIGITAL MEDIA CHANNELS & JARGONS



1) Content Marketing

3) Social Media

5) Mobile App Networks

7) Email

2) SEM (Search Engine Marketing) & SEO

- SEM is a Paid Search
- SEO (Search Engine Optimization is Organic Search)

4) Display Ads

6) Audio Ads

8) Video Ads

Impression: is a count of the total number of times digital advertisements display on someone's screen.

Click: is a marketing metric that counts the number of times users have clicked on a digital advertisement.

CTR % = Clicks ÷ Impressions.

VTR % = number of completed views ÷ number of impressions.

CPA is the cost per action.

Engagement Rate: ((“number of engaged users” likes + comments + shares) ÷ (reach))= X 100



# BUYING MODELS



## Direct – Fixed rates

- Cost per 1,000 impressions – (CPM)
- Cost per day – (CPD)
- Cost per click – (CPC)
- Cost per view – (CPV)
- Cost per lead – (CPL)
- Cost per install – (CPI)



## Programmatic – Biddable auction rates

- Cost per 1,000 impressions – (CPM)
- Cost per day – (CPD)
- Cost per click – (CPC)
- Cost per view – (CPV)
- Cost per lead – (CPL)
- Cost per action – (CPA)
- Cost per install – (CPI)



# TARGETING CAPABILITIES

## Demographics

is a form of behavioral advertising in which advertisers target online advertisements at consumers based on demographic information

## Contextual

Contextual advertising is a form of targeted advertising for advertisements appearing on websites or other media, such as content displayed in mobile browsers. In context targeting, advertising media are controlled on the basis of the content of a website.

## Interest/Affinity

useful to advertisers who are looking to raise awareness and drive consideration among affinity groups that have a strong interest in their products. Add affinity audiences to your audience targeting to reach people based on their specific interests as they browse pages across the web.

## Custom Audience

An ads targeting option that lets you find your existing audiences among internet users.

## Look-alike

helps deliver ads to the people who look and act just like your target audience.

## In-Market

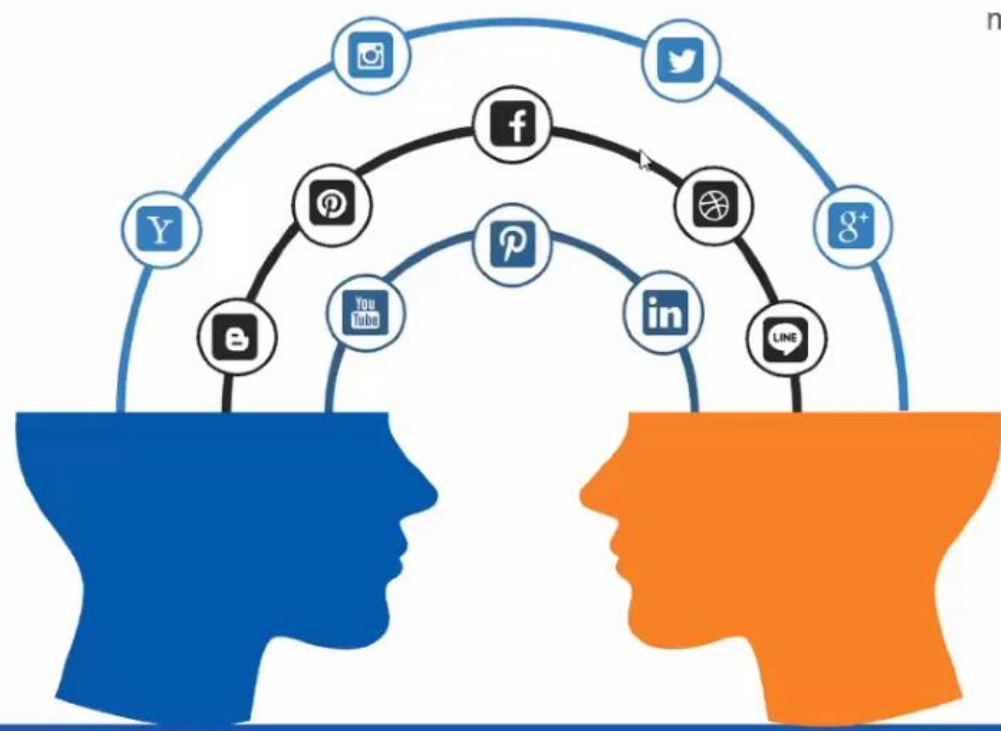
is a way to connect with consumers who are actively researching or comparing products and services across Google Display Network publisher and partner sites and YouTube. ... In this way, Google accurately categorizes users so you can target those most interested in your offerings.

## Topics

Topic targeting allows your ads to be eligible to appear on any pages on the Google Display Network that have content related to your selected topics.

## Geographical

Geo Targeting refers to the practice of targeting visitors online with localized or location-appropriate content based on a visitor's geographic location.





# SYSTEM OBJECTIVES



## Facebook

## Google

Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversion

- Conversions
- Catalog sales
- Store traffic

Sales	Leads	Website traffic	Product and brand consideration
Brand awareness and reach	App promotion	Local store visits and promotions	Create a campaign without a goal's guidance

# FACEBOOK OBJECTIVES' DEFINITION



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## Awareness

1) BA: Show your ads to people who are most likely to remember them.

2) Reach: Show your ads to the maximum number of people.

## Consideration

3) Traffic: Send people to a destination, like a website, app, Facebook event or Messenger conversation.

4) Engagement: get more Page likes, event responses, or post reacts, comments or shares.

5) App Installs: Show your ad to people most likely to download and engage with your app.

6) Video Views: Show people video ads.

7) Lead Generation: Collect leads for your business or brand.

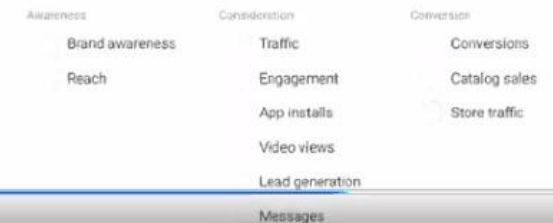
8) Messages: Show people ads that allow them to engage with you on Messenger, WhatsApp, or Instagram Direct.

## Conversions

9) Conversions: Show your ads to people most likely to take valuable actions, like making a purchase or adding payment info, on your website, app or in Messenger.

10) Catalog Sales: Use your target audience to show people ads with items from your catalog.

11) Store Traffic: Show your ad to people most likely to visit your physical stores when they're near them



# OBJECTIVES DEFINITIONS



## Google

### Sales

Drive sales online, in app, by phone, or in store

CAMPAIGN TYPES  
Search • Display • Shopping • Video • Smart • Discovery

### Leads

Get leads and other conversions by encouraging customers to take action

CAMPAIGN TYPES  
Search • Display • Shopping • Video • Smart • Discovery

### Website traffic

Get the right people to visit your website

CAMPAIGN TYPES  
Search • Display • Shopping • Video • Discovery

### Product and brand consideration

Encourage people to explore your products or services

CAMPAIGN TYPES  
Video

### Brand awareness and reach

Reach a broad audience and build awareness

CAMPAIGN TYPES  
Display • Video

### App promotion

Get more installs, interactions and pre-registration for your app

CAMPAIGN TYPES  
App

### Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.

CAMPAIGN TYPES  
Local

### Create a campaign without a goal's guidance

Use any available campaign type and construct a campaign step-by-step without a goal's recommendations

# How To Measure Success

Success measures differs from a campaign to another based on the business goals & objectives. Also success is measured on both media and business levels.



Overall fan base increase, conversion lift percentage, engagement rate, VTR



Reach vs amount spent



Impressions achieved



Clicks/views achieved

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**Business Impact**  
% of users converted





# Offline Conversions



# ONLINE SALES / PAID MEDIA FLOW



Users log onto platforms for enjoying content



CIB uses Facebook & Instagram to reach users for various offerings

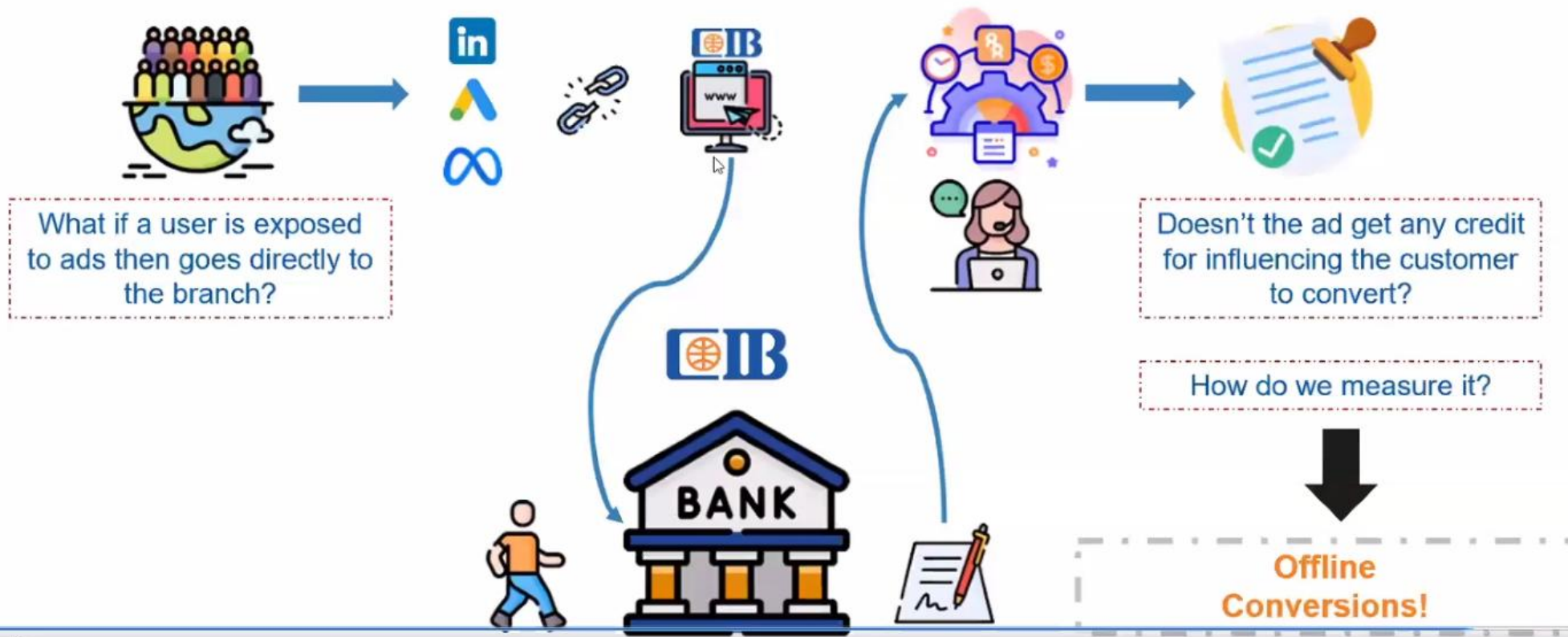


Users click on ads, land on CIB website & submits an application



# OFFLINE CONVERSIONS PURPOSE

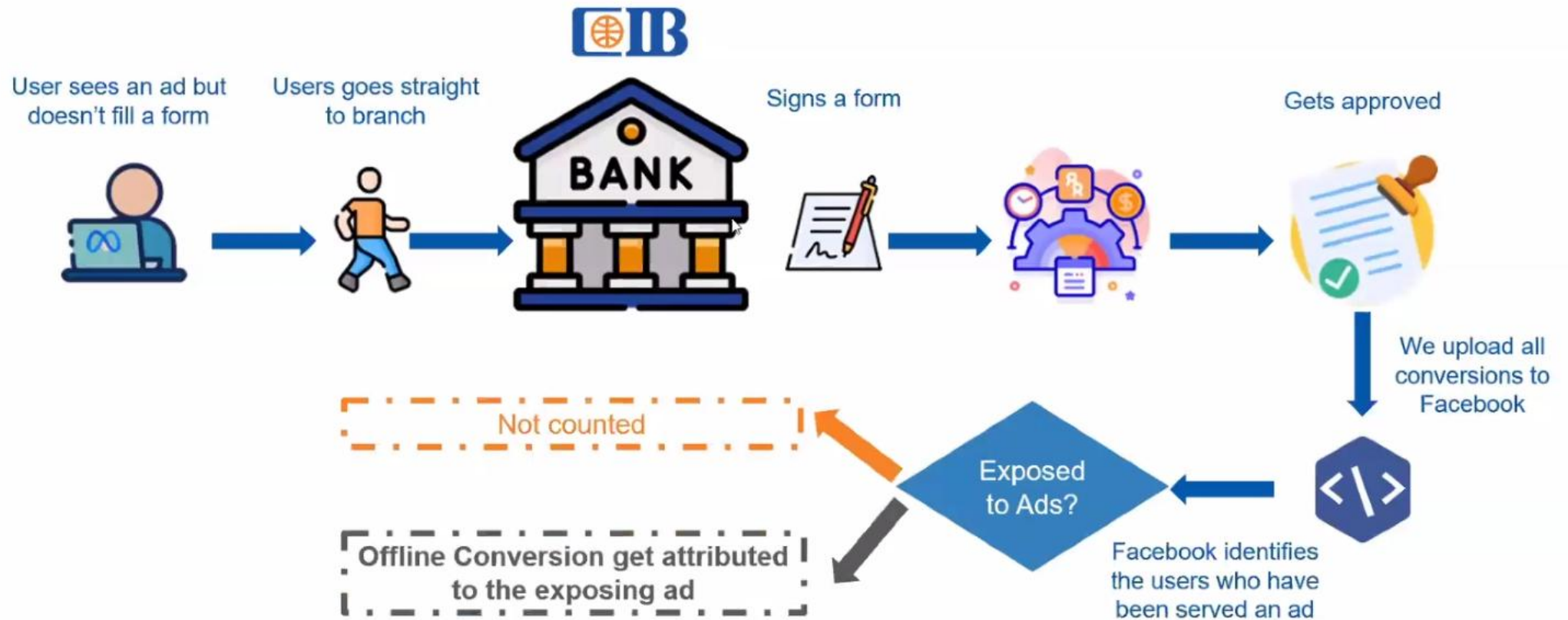
Users saw ads but haven't filled a form



# OFFLINE CONVERSIONS & HOW IT WORKS

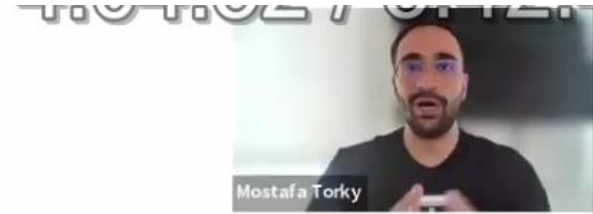


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# CHECK YOUR KNOWLEDGE



## 1) What are the three types of digital media?

- Social Media, Owned Media, and Earned Media
- Traditional Media, Paid Media, and Owned Media
- Earned Media, Owned Media, and Paid Media
- Owned Media, Paid Media, and Shared Media

## 2) What is SEO?

- Social Engagement Optimization
- Search Engine Optimization
- Social Engine Optimization
- Search Engagement Optimization

## 3) Which tool is commonly used for web analytics to track and report website traffic?

- Google Ads
- Google Trends
- Google Search Console
- Google Analytics



#### 4) Why do brands use digital marketing?

- To create printed advertisements for newspapers
- More targeted, cost-efficient, and offers measurable results in real-time
- To avoid using social media platforms
- To focus solely on offline marketing strategies

#### 5) Digital marketing allows brands to target specific demographics and measure campaign performance accurately

- True
- False

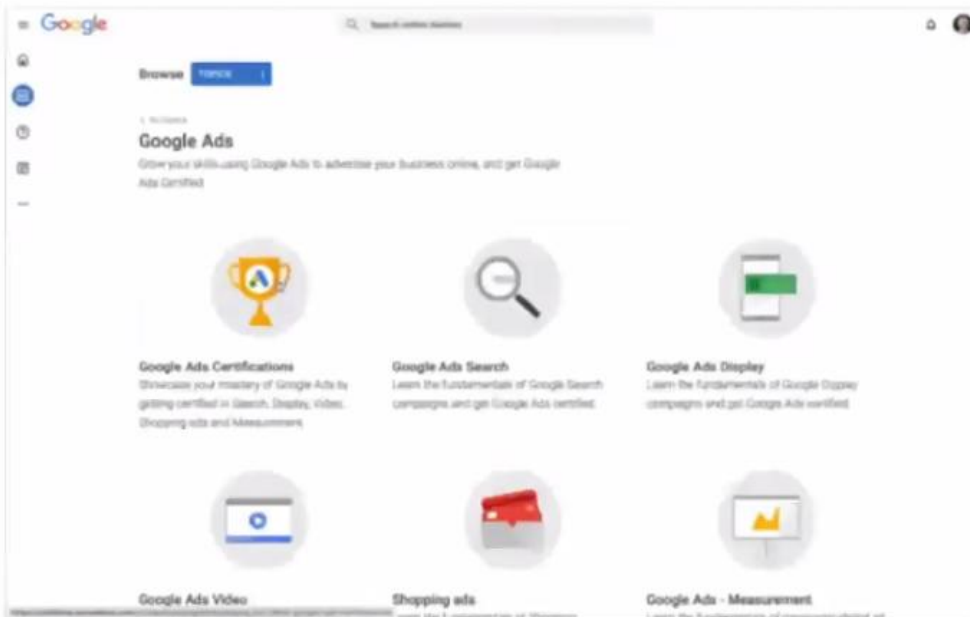
#### 6) Digital marketing audiences generally have a short attention span

- True
- False

#### 7) You can target users based on their religion

- True
- False

# RECOMMENDATIONS





# Let's connect!



**Mostafa Torky**  
Giza, Al Jizah, Egypt · [Contact Info](#)  
9K followers · 500+ connections  
[See your mutual connections](#)

- CIB Egypt
- Paris ESLSCA Business School

