

Unit 326

Online Display Advertising

SECTION ONE

- 1.0 Understand requirements for online display advertising
- 1.1 Compare online display advertising with search engine marketing
- 1.2 Compare different types of online display advertising
- 1.3 Explain the benefits to a business of online display advertising campaigns
- 1.4 Explain the factors to consider when planning online display advertising campaigns

SECTION TWO

- 2.0 Understand technology used in online display marketing
- 2.1 Describe methods of publishing for publishing online display ads
- 2.2 Describe the technologies that can be used for creating banner ads
- 2.3 Describe best practice in banner ad design
- 2.4 Explain the purpose of different types of data provided by technology to measure success

SECTION THREE

- 3.0 Be able to create an online advertising campaign
- 3.1 Propose an online display advertising campaign
- 3.2 Create banner ads for an online display advertising campaign
- 3.3 Place banner ads on websites
- 3.4 Evaluate the success of an online display advertising campaign