

In video 14 we have explored the various digital channels brands use to communicate with their audiences.

Different people respond to different types of content, and a brand has the responsibility to understand its audiences and their consumption preferences. Luckily, there are multiple ways brands can communicate their messaging, and the three broad categories are:

1. Text Ads

The most basic form of advertisements, these are solely focused on text formats. Examples of text ads are SMS marketing for sales and promotions, sponsored questions on Quora, Yahoo Answers and Answerville and the top results on search engines like Google or Bing.

Text ads are the easiest and fastest to create and promote. Because most audiences search on Google for products, services, nearby offerings, text ads are usually the first touchpoint for a digital user. A great opportunity for brands to place themselves in front of their target audience, text ads are also incredibly cheap. Some of the most popular channels for marketers to implement are Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

2. Display Ads

As the most visual form of advertisements, these are typically the most creative content pieces you'll see. Examples of display ads are banner ads on websites (static or rich media), video content, social media content such as memes, stories, and posts

Display ads are generally costlier than other ads but have the potential to nail a brand's storytelling objective. Because there is so much content for audiences to consume, visual ads can also get boring and old fast - putting pressure on brands to constantly create new content to keep up with the trends. Primarily used in the awareness and consideration stage of the customer journey, display ads are highly interactive and engaging if done in the right way.

3. Audio Ads

The advertisements focused on sound and are becoming increasingly popular in the digital world in India. Examples of audio ads are radio ads (that have been present for several generations), jingles on your sound stream platforms like Gaana or Spotify, as well as network caller tunes and missed call campaigns. Audio ads are the least utilized by marketers but remain highly successful across various industries.

Course Exercise: *As you go about your day, keep an eye out for the different kinds of ads you see or hear. Try to figure out the objective of the brand behind using text-based ad, display ad or an audio ad... is it to create awareness, consideration or conversion?*