Constructing an Innovative Awareness Framework for Digital Media through Synergistic Paid Marketing Channels

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Abstract: *In the ever-evolving realm of digital media, organizations find themselves at the crossroads of technology and consumer behavior, where effective brand awareness strategies are the harbingers of success. Paid marketing channels emerge as formidable allies in this journey, offering a trove of opportunities to amplify brand visibility and consumer engagement. This research article embarks on an expedition to architect a novel awareness framework, intertwining diverse paid marketing channels into a seamless symphony of engagement. Anchored in a tapestry of literature, empirical insights, and methodological rigor, this study illuminates the pivotal facets, challenges, and possibilities inherent in such an integrated framework. The proposed methodology stands as a strategic compass, delineating the pathway for crafting and executing campaigns of profound resonance. An incisive test case embellishes this discourse, exemplifying the tangible potency of the framework. Ultimately, this endeavor culminates in an orchestra of conclusions that accentuate the irreplaceable role of a holistic awareness framework in sculpting digital media strategies of unprecedented prowess. This research paper proposes a comprehensive framework for measuring the effectiveness of awareness campaigns in digital advertising. The framework encompasses three critical dimensions: audience metrics, creative performance, and on-site behavior. Each dimension is carefully weighted to provide a holistic assessment of awareness campaign success.*

Keywords: Awareness Framework, Digital Media, Audience Metrics, Creative Performance, Onsite Behaviour

1. Introduction

In the breathtaking tapestry of the digital universe, organizations are perpetually engaged in a quest to etch their indelible mark in the annals of consumer consciousness. Amidst this vibrant chaos, paid marketing channels burgeon as invaluable conduits, channeling brand narratives and forging connections with unprecedented precision. This article embarks on an odyssey to forge an awareness framework—a roadmap strewn with synergistic gems of paid marketing—that orchestrates a symphony of brand recognition, audience engagement, and behavior.

2. Literature Review

The Metamorphosis of Digital Marketing:

The chrysalis of digital marketing has given birth to multifaceted dimensions, providing brands with an expansive canvas to articulate their essence. Paid marketing channels, a testament to this evolution, emerge as masterstrokes in the realm of boosting brand resonance.

Chronicles of Brand Awareness:
At the heart of this orchestration lies brand awareness, the linchpin that governs the trajectory of consumer decisions. The seminal work of Keller (1993) augments our understanding of brand awareness's role in sculpting brand salience and fostering consumer loyalty.

Channels Unleashed: Crafting Awareness Through Paid Avenues

Paid marketing channels, an orchestra of tools ranging from social media amplification to influencer collaborations, take center stage in crafting brand awareness. Ahonen and Moore (2005) weave a narrative of the surging potential of mobile advertising in unfurling brand narratives, while Li et al. (2019) illuminate the transformative potential of influencer collaborations.

Clashing Titans: Challenges and Charms
The ballet of paid marketing channels is not devoid of intricacies. Zhang et al. (2018) lend insights into challenges such as ad fatigue and ad-blocker utilization. In contrast, Chatterjee et al. (2020) reveal the potential of innovative ad formats to circumvent these challenges and capture audience engagement.

3. Methodology

Architecting the Awareness Framework:
The framework's inception is a marriage of meticulous planning and innovation, culminating in three cardinal stages: audience metrics, creative and copy performance, and on-site behavior.

Audience metrics:In order to design the framework, let's understand the important characters that are going to shape it.

Reach:Reach, in the context of digital marketing and advertising, refers to the total number of unique individuals who have been exposed to a particular piece of content, advertisement, or message within a given time frame. It represents the size of the audience that has had the opportunity to see or interact with your content.

Reach can be broken down into two main types:

Organic Reach: This refers to the number of people who have come across your content without any paid promotion.

The visibility of your content in users' social media feeds, search engine results, or other online platforms as a result of its relevance, popularity, or search engine optimization efforts drives organic reach.

Paid Reach: This refers to the number of people who have been exposed to your content through paid advertising efforts. In paid reach, you invest money to promote your content to a specific audience segment, making it more likely that your content will appear in their feeds, search results, or on other websites.

Unique Reach:Unique reach, also known as unique impressions, refers to the number of individual users who have been exposed to a specific piece of content, advertisement, or message within a given time period. Unlike total reach, which counts all instances of exposure (including multiple exposures by the same individual), unique reach eliminates duplicate counts, ensuring that each user is only counted once, regardless of how many times they've seen the content.

Unique reach is particularly valuable when assessing the effectiveness of advertising campaigns, as it provides insights into the campaign's ability to expand its reach to new potential customers rather than repeatedly targeting the same individuals. This information is essential for optimizing ad targeting and frequency, ensuring that a campaign doesn't overexpose the same audience members and potentially lead to ad fatigue.

Impression: An impression, in the context of digital marketing and advertising, refers to the instance when a specific piece of content, advertisement, or message is displayed on a user's screen, whether it's on a website, social media platform, app, or other digital medium. An impression is counted each time the content becomes viewable to a user, even if the user doesn't interact with it or take any action.

Impressions are a fundamental metric used to measure the visibility and exposure of digital content. They help marketers and advertisers understand how often their content is being displayed to their target audience. Impressions are often associated with various types of digital assets, including:
1) Banner Ads: The number of times a banner advertisement is loaded and displayed on a web page
2) Social Media Posts: The number of times a post appears in a user's social media feed or on a social media platform
3) Search Engine Results: The number of times a website link appears in search engine results for specific keywords
4) Video Content: The number of times a video is viewed or displayed on a platform like YouTube.
5) Emails: the number of times an email message is successfully delivered to a recipient's inbox.

It's important to note that an impression doesn't necessarily indicate that a user has engaged with the content. It simply means that the content was visible on the user's screen.

Click: In the context of digital marketing and advertising, a click refers to the action that a user takes when they interact with a clickable element, such as a link, button, or advertisement, by pressing it with their mouse cursor or tapping on it with their finger on a touchscreen device. Clicks are used to measure user engagement and interaction with digital content, and they are a key metric in assessing the effectiveness of online campaigns.

There are a few different types of clicks that are commonly tracked in digital marketing:

Click-Through: A click-through occurs when a user clicks on a link or advertisement and is directed to a landing page or another destination. Click-throughs are often associated with online ads and measure the effectiveness of driving traffic from the ad to the advertiser's website or landing page.

Ad Click: This refers to the number of times users click on an advertisement. Ad clicks are crucial for gauging the effectiveness of advertising campaigns and the level of user interest the content of the ads has generated.

Link Click: In the context of social media and email marketing, a link click refers to the action of clicking on a link within a social media post, email, or other digital communication. This helps marketers gauge the effectiveness of their content and the level of interest users have in the linked content.

Click-Through Rate (CTR): CTR is a calculated metric that represents the ratio of clicks to the total number of impressions (or views) of a piece of content or advertisement. It provides insights into how often users who saw the content took action by clicking on it.

Frequency: Frequency, in the context of digital marketing and advertising, refers to the average number of times a specific piece of content, advertisement, or message is displayed to an individual user within a given time frame. It's a metric used to measure how often a particular audience member has been exposed to the same content or ad.

Frequency is an important aspect of ad delivery because it helps marketers manage the balance between visibility and potential annoyance. While it's crucial for a target audience to see an advertisement multiple times to increase brand recall and message retention, showing the same advertisement too frequently can irritate users and cause ad fatigue.

Here's a breakdown of how frequency works:
1) Low Frequency: If an ad has a low frequency, it means that it's being shown to users relatively few times. This might result in limited exposure and reduced brand recall.
2) Medium Frequency: A moderate frequency level ensures that users are exposed to the ad multiple times without overwhelming them. This can help reinforce the message and increase the likelihood of engagement.
3) High Frequency: When the frequency becomes high, users may start to see the same ad repeatedly. While this

can help with message retention, it also carries the risk of ad fatigue, where users become annoyed by the repetitive nature of the content.

Frequency is often managed by adjusting ad targeting settings, such as audience segmentation, time of day, and ad scheduling. It's important for marketers to find the right balance between achieving optimal exposure and avoiding overexposure. If an ad's frequency is too high, users might become less receptive, leading to a decrease in engagement and potentially negative perceptions of the brand.

Impression Share: Impression share is a metric used in online advertising to measure the percentage of times your ads were actually shown (impressions) compared to the total number of times they were eligible to be shown. It provides insights into the extent to which your ads are capturing the available impressions in a specific market or audience segment.

Impression share is often used to evaluate the effectiveness of your ad campaigns and identify opportunities for improvement. It's particularly useful in understanding how well you're competing for visibility against other advertisers targeting the same keywords, demographics, or placements. A high impression share indicates that your ads are frequently shown when they're eligible, while a low impression share suggests that there's room for improvement in ad performance.

Impression share can be broken down into a few different metrics:
1) Search Impression Share: This metric measures the percentage of times your ads were shown in response to relevant searches on search engines like Google or Bing. It indicates how often your ads appeared in relation to the total number of times they could have appeared.
2) Display Impression Share: This metric focuses on the percentage of times your display ads were shown on websites within the Google Display Network or other advertising networks. It reflects the share of ad impressions your ads received in comparison to the total available impressions.

Impression share can also be classified into two categories:
1) Absolute Impression Share: This is the actual percentage of impressions your ads received out of the total eligible impressions. It tells you exactly how much of the market you're reaching.
2) Relative Impression Share: This metric provides insights into your ad's performance compared to your competitors. It considers your impression share in relation to your competitors' impression share for the same keywords or audience.

Improving impression share can involve strategies such as increasing your budget, refining your targeting, improving ad quality and relevance, and optimizing your bidding strategy. Monitoring and analyzing impression share can help you identify areas where you're missing out on potential visibility and help you take action to enhance your ad campaign's effectiveness.

Click Share:Click share is a metric in online advertising that measures the percentage of clicks your ad received compared to the total number of clicks your ad was eligible to receive. It provides insights into how effectively your ads are generating clicks relative to the potential clicks available in a specific market or audience segment.

Click share helps advertisers understand the competitiveness of their ads and keywords in terms of generating user clicks. It's particularly useful for assessing the efficiency of your ad campaigns and identifying areas for improvement. A high click share indicates that your ads are capturing a significant portion of the available clicks, while a low click share suggests that there may be opportunities to enhance your ad performance.

Click-share is commonly used in pay-per-click (PPC) advertising models, where advertisers pay for each click their ads receive. It can be calculated for different levels of your advertising account, such as campaigns, ad groups, and keywords. The formula for calculating click share is:

Click Share = (Your Clicks / Total Eligible Clicks) × 100

Total Eligible Clicks is the number of clicks your ads could have received if they were eligible for all the searches or placements relevant to your targeting.

Increasing your click share involves optimizing various aspects of your ad campaign, such as:
1) Ad Relevance: Ensure that your ad copy and keywords are highly relevant to user searches or placements to attract more clicks from your target audience.
2) Quality Score: QS depends on factors like ad relevance, landing page experience, and click-through rates. A higher quality score represents better ad placement and visibility.
3) Keyword Selection: Choose keywords that closely align with user intent and accurately represent your offerings.
4) Bid Management: Adjust your bidding strategy to maximize your exposure for high-performing keywords and placements.
5) Ad Extensions: Utilize ad extensions to provide additional information to users and increase the appeal of your ads.

By monitoring and optimizing your click share, you can gain insights into the competitiveness of your ad campaigns and take steps to enhance your click-through rates, ultimately leading to better campaign performance and return on investment.

For a paid search channel, the audience index depends on two major factors. One is the impression share, and the other is the click share. When we allocate a certain weight, it could be 40% of the total value.

For Example
Impression Share Index = Impression Share in Percentage x 20
Click Share Index is = Click Share in Percentage x 20.
For paid search, the audience index is (impression share index + click share index).

For a paid display or video channel, the audience index depends on various factors such as audience size, reach, unique reach, impressions, and frequency.

The audience reach index is equal to reach/audience size x 20.

The impression contribution index is = reach/impressions x 20.

For display and video campaigns, the audience index is (the audience reach index plus the impression contribution index).

Creative and Copy Performance Index:
This is the second part of calculating the awareness index. Before designing the framework, let's understand a few terminologies.

1) Quality Score: Quality score is a metric used in Google Ads. It plays an important role in determining the ad's position and visibility. The higher the quality score, the lower the CPC. It is measured out of 10.
2) Click-Through Rate (CTR): CTR measures the percentage of users who click on your ad after seeing it. A high CTR suggests that your ad is resonating with users and is relevant to their search intent.
3) Ad Relevance: This factor determines whether the responsiveness of the ad copy matches the keywords targeted. Relevant ads attract more clicks and deliver a positive user experience.
4) Landing Page Quality: The landing page is a predestined place where an ad directs users. A high-quality landing page can lead to better user engagement and conversions.
5) Ad Format and Extensions: The format of your ad and the use of ad extensions can enhance the user experience and provide additional information. Relevant ad extensions can improve your quality score.
6) Historical Performance: The historical performance of your account and campaigns can influence your quality score. Consistently strong performances may lead to higher scores.

Engagement: Engagement, in the context of digital marketing and online interactions, refers to the level of interaction, attention, and involvement that users have with a piece of content, advertisement, website, or online platform. It measures how actively users are participating with the content or platform beyond just passive viewing. Engagement is a key indicator of the effectiveness and appeal of your digital marketing efforts.

Engagement can take various forms, depending on the platform and the type of content:

1) Social Media Engagement: On social media platforms like Facebook, Instagram, Twitter, and LinkedIn, engagement includes actions like likes, comments, shares, retweets, and clicks on links. The more users interact with your content, the higher the engagement.
2) Video Engagement: For videos on platforms like YouTube, Vimeo, or social media, engagement is measured through metrics like views, likes, dislikes, comments, and the duration users spend watching the video.
3) Website Engagement: On websites, engagement can be measured through metrics such as bounce rate (the percentage of visitors who leave after viewing only one page), time spent on the site, pages per session, and interactions with buttons or forms.

Engagement indicates the level of interest and connection your audience has with your content or brand. High engagement suggests that the content is resonating with the target audience and encouraging them to take actions that align with the brand goals—whether it's making a purchase, signing up for a newsletter, or sharing your content with others.

Engagement Rate: Engagement rate is used in digital marketing to measure the level of interaction and engagement that users have with a specific piece of content or campaign. It provides a way to quantify the effectiveness of the content. The engagement rate is expressed in percentage and is calculated by dividing the total number of engagements (likes, comments, shares, clicks, etc.) by the total number of impressions (views, reach, etc.) and then multiplying by 100 to get a percentage. The formula for calculating engagement rates is:
Engagement Rate = (Total Engagements / Total Impressions) * 100
Here's a breakdown of the components:

Total Engagements: The sum of all interactions with your content, such as likes, comments, shares, clicks, and other relevant actions.

Total Impressions: The total number of times that users viewed or showed the content.

The engagement rate gives you a better understanding of how effective your content is at prompting user interaction relative to the number of people who saw it. A higher engagement rate suggests that your content is resonating well with your audience and encouraging them to take action. On the other hand, a low engagement rate might indicate that your content needs improvement or that it's not connecting with your target audience as expected.

Hook Rate: The rate in digital marketing is defined for video content. It is the ratio of 3-second video views to the total number of impressions for a particular video. It basically explains how well the video is able to capture the attention of the audience.

For paid search campaigns, the quality score index is (quality score/10) x 20

Hence, the creative/copy index for paid search campaigns is the quality score index.

For video campaigns, the hook rate index is hook rate x 10.

The engagement index is engagement rate x 10.

Hence, the creative/copy index for video campaigns is (hook rate index + engagement index).

For display campaigns, the engagement index is engagement rate x 10.

Hence, the creative/copy index for display campaigns is the engagement index.

Onsite Behavior Index:

Onsite behavior depends on two things combined. When the visitor lands on the destined page and spends a significant amount of time understanding the communication of the brand, either by consuming the content of the page, watching a video on the page, or acting on a call to action button, this can be measured by creating these events on analytics platforms like Google Analytics, Adobe Analytics, Tealium, or any other tag management platform.
The two basic factors are a success visit index and a quality visit index.

Success Visit Index is = (Actual Landings on the Destined URL / Total Clicks) x 20.

Quality Visit Index is = (Quality Visits / Actual Landings on the Destined URL) x 20.

So the onsite behavior index is the cumulative sum of the success visit index and the quality visit index.

This framework provides a structured way to assess different aspects of your awareness campaigns, from the initial audience exposure to user interactions and behaviors on your landing pages. The combination of various metrics helps you understand the effectiveness of your campaigns at different touchpoints and how they contribute to overall awareness and engagement.

Assigning a higher weight to audience metrics acknowledges the fundamental importance of reaching a broader audience, potentially capturing new consumers, and increasing your brand's market presence.

Creative performance directly reflects your ability to communicate your brand message effectively. Assigning a significant weight to this category emphasizes the importance of crafting compelling and relevant content that aligns with your awareness goals.

A user's journey from clicking on an ad to landing on a quality visit reflects the potential for conversions and deeper engagement. Assigning a substantial weight to this category acknowledges the significance of not only attracting users but also retaining their interest and guiding them toward meaningful interactions.

Paid search campaigns:

Audience Index	Impression Share Index	Click Share Index
Copy Index	Quality Score Index	XX
Onsite Behaviour	Success Visits	Quality Visits

Display Campaigns:

Audience Index	Audience Reach Index	Impression Contribution Index
Creative Index	Engagement Index	XX
Onsite Behaviour	Success Visits	Quality Visits

Video Campaigns:

Audience Index	Audience Reach Index	Impression Contribution Index
Creative Index	Engagement Index	Hook rate Index
Onsite Behaviour	Success Visits	Quality Visits

Test Case:
Here are three different test cases for the inference. This is how the calculation can be done for paid search campaigns.

Campaign names	Impression Share	Click Share	Quality Score	Clicks	Success Visits	Quality Visits
Campaign A	35%	23%	3.6	34,561	5,691	843
Campaign B	60%	37%	5.2	89,281	23,873	1,829
Campaign C	82%	81%	7.9	54,737	18,341	5,921

Campaign names	Impression Share Index	Click Share Index	Quality Score index	Success Visit Index	Quality Visit Index	Awareness Index
Campaign A	7	4.6	7.2	3.29	2.96	25.06
Campaign B	12	7.4	10.4	5.35	1.53	36.68
Campaign C	16.4	16.2	15.8	6.7	6.46	61.56

This is how the calculation can be done for display campaigns.

Campaign names	Reach	Impressions	Total Clicks	Engagement	Success Visits	Quality Visits	Audience Size
Campaign D	2,31,789	5,65,767	20,901	20,901	7,823	1,230	28,00,000
Campaign E	4,53,782	22,37,820	23,234	23,234	3,341	2,781	32,00,000
Campaign F	4,31,009	32,43,334	9,781	9,781	4,782	4,701	12,00,000

Campaign names	Audience Reach Index	Impression Contribution Index	Engagement Index	Success Visit Index	Quality Visit Index	Awareness Index
Campaign D	1.66	8.19	0.74	7.49	3.14	21.22
Campaign E	2.84	4.06	0.21	2.88	16.65	26.62
Campaign F	7.18	2.66	0.06	9.78	19.66	39.34

This is how the calculation can be done for video campaigns.

Campaign names	Reach	Impressions	Total Clicks	Engagement	Success Visits	Quality Visits	Audience Size	Video Views
Campaign G	3,31,789	5,65,890	22,601	22,601	7,423	2,230	22,00,000	23,452
Campaign H	6,53,782	32,37,820	21,534	21,534	3,841	2,281	22,00,000	1,23,902
Campaign I	3,31,009	12,43,334	17,781	17,781	4,982	3,701	15,00,000	2,35,998

Campaign names	Audience Reach Index	Impression Contribution Index	Engagement Index	Hook Rate Index	Success Visit Index	Quality Visit Index	Awareness Index
Campaign G	3.02	11.73	0.4	0.41	6.57	6.01	28.13
Campaign H	5.94	4.04	0.07	0.38	3.57	11.88	25.88
Campaign I	4.41	5.32	0.14	1.9	5.6	14.86	32.24

4. Conclusion

In conclusion, building an awareness framework for digital media is essential to reflecting the outcome of paid media digital brand campaigns. Audiences, display creative quality, video creative performance, paid search ad copies, quality score in paid search of Google Ads and Bing Ads, LinkedIn InMail and video view campaigns, native advertising platforms, and programmatic channels all impact brand awareness. By targeting the right audience, creating visually appealing and engaging ads, and measuring the performance of campaigns, marketers can improve the effectiveness of their digital brand campaigns and increase brand awareness.

Finally, it is important to note that building an awareness framework for digital media is an ongoing process. Marketers need to continually monitor the effectiveness of their campaigns and adjust their strategies to improve brand awareness. By doing so, they can stay ahead of the competition and achieve their marketing goals.

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