

Creating Digital Content and Digital Advertising (Ads Creation)

What is Digital Content?

- Digital Content = Online information created to educate, entertain, or inspire.
Examples: Posts, Images, Videos, Reels, Blogs, Infographics, Live Streams.
Goal: Build trust and relationship with customers.
- **Explanation:**
Content marketing focuses on giving value first. When customers trust a brand, they are more likely to buy later.

What is Digital Advertising?

- Digital Advertising = Paid promotion on online platforms.
Purpose: Increase awareness, generate leads, increase sales.
Examples: Social media ads, search ads, influencer ads.
- **Explanation:**
Unlike content, ads require budget and targeting. Companies pay to show messages to specific audiences.

Content vs Advertising

- Content = Give value.
- Advertising = Drive action.
- Best strategy = Combine both.

Example: Educational post → Retargeting ad → Purchase.

Explanation: Explain marketing funnel: Awareness → Interest → Decision → Action.


Example: Facebook Post

- Example Idea:
- Brand: Coffee Shop
- Post: 'Buy 1 Get 1 Latte Today'
- Target: Students
- CTA: Order Now

Example: TikTok Content

- Short video showing drink-making process
- Music + Caption: 'Secret Menu Latte'
- CTA: Visit Today

Example: Instagram Content

- High-quality photo + Hashtags
- Caption: 'Morning Coffee Mood  '
- CTA: Tag a friend

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Importance of Digital Content

- Build brand image
- Reach new customers
- Increase engagement
- Improve credibility
- Support long-term marketing

Quote: Customers don't like ads, they like helpful content.

- **Explanation:**

Show examples of brands using storytelling instead of direct selling.

Types of Digital Content

1. Educational Content – tutorials, tips
2. Entertainment Content – funny videos, memes
3. Inspirational Content – success stories
4. Promotional Content – discounts, product info
5. User-Generated Content – customer reviews

- **Explanation:**

Ask students which type they like most and why.

5W1H Content Planning

- Who – Target audience
What – Message
When – Posting time
Where – Platform
Why – Benefit
How – Presentation style
- **Explanation:**
Explain that planning reduces mistakes and improves consistency.

AIDA Model

- Attention – Catch interest with strong headline.
Interest – Provide useful information.
Desire – Show benefits or emotions.
Action – Call to action like Buy Now or Sign Up.
- **Explanation:**
Give real example: “Free delivery today – Order before 6 PM!”

Content Creation Tips

- Clear message
- High-quality image/video
- Short and simple text
- Strong headline
- Add CTA button
- Post consistently
 - **Explanation:**
Consistency helps algorithms recommend content more often.