

# The Ultimate Guide to Digital Advertising

element212

The background features several overlapping organic shapes. There are three large beige shapes and one red shape on the right side. The shapes are semi-transparent and overlap each other, creating a layered effect.

Digital advertising can seem overwhelming. How do you know where your ideal audience is? What is the best way to reach them? How often should you be changing ads? What messaging should you use?

In the Ultimate Guide to Digital Advertising, we provide you a highlight of each platform and a high-level overview of audiences on each.



## FACEBOOK ADS

### Overview:

Facebook Ads appear as a single image, carousel images, animated image, or video. With over a billion people accessing Facebook regularly, your target customer is likely to be found on this platform. Reaching your ideal audience might seem daunting at first, but the trick to creating your Facebook audience is recognizing how much detailed information Facebook knows about its users. Develop customer personas for your audience groups, and apply them to the categories accordingly.

### Audience Guide:

Use interests, demographics, and locations to target your ideal customers. Ads that show on Facebook and Instagram feed to specific audiences.

### Ad Targeting Options:

- Location/Geo
- Gender
- Age
- Interests and Behaviors
- Device
- Website Visitors
- Email Lists
- Look-A-Like Audiences



## FACEBOOK SHOPPING ADS

### Overview:

Getting your products in front of the intended audience has never been easier with Facebook shopping ads. Facebook can automatically match your products with people who have similar purchases and search history.

### Audience Guide:

Optimize your ads to show up to people who have searched (your brand or a competitor) or are interested in the specific products you sell on your site.



# FACEBOOK SPECIAL CATEGORY ADS

## Overview:

Facebook Special Category Ads are suitable for those looking to create ads for hiring, loans, credit, or housing. Its purpose is to adhere to the Equal Housing Act. As a result, special targeting is limited and you cannot segment age, gender, ethnicity, and income.

## Audience Guide:

Facebook has conveniently limited targeting to comply with the EHA, so you will be including all ages, incomes, ethnicity, and genders in the target area. You can use Variable Interest Targeting to find the right people for your ad.



# GOOGLE ADS

## Overview:

Google Ads helps you reach your customers who are in the market now. Using various methods of keyword targeting and pulling keywords directly from your site, Google Ads can capture people who are searching for your product or service in real-time and place you above your competitors in search results.

## Audience Guide:

Google selects your audience based on keywords your audience uses to search. You can also select custom keywords to find a service or product like yours. Narrow your target audience by location, age, and demographics if needed.



# GOOGLE SHOPPING ADS

## Overview:

Google Shopping Ads takes the capabilities of Google Ads and optimizes your campaigns for your e-commerce products. Google will pull the keywords and your product descriptions to match searches happening now and show your product in the top results with your product images to capture buyers' attention.

## Audience Guide:

Google will match your online inventory with people who are searching for those specific products. This targeting can be limited to a certain area if you do not provide shipping nationwide.



## LOCAL GOOGLE CAMPAIGNS

### Overview:

Local Campaigns are great for businesses wanting to drive in-store traffic. It is best to only run ads during your business hours that show up when people are searching for what you have to offer. If you typically have slow days at certain times of the week, you can optimize your campaign to drive more traffic during your typical lulls.

### Audience Guide:

Use a close radius to target people in your area searching for your product or service.



## YOUTUBE ADVERTISING

### Overview:

Some marketers rely heavily on videos over text ads to educate their audience. You, too, can harness the power of video to educate your audience about your brand by using YouTube Advertising. It can target by active searches, interest groups based on browser history, purchases based on internet history, and more. Educating the right audience results in less CPV (cost per view) than any other platform.

### Audience Guide:

Beyond the typical location and demographics targeting, you can reach someone interested in your product or service based on search history groups. These are interest groups compiled by Google to give you the most relevant audience for your budget. Review your brand and customer journey to pair your ads with the right interest groups.

YouTube Advertising also serves retargeting groups based on the tracking code if you have one installed. You can serve informational ads to people in the next step of their customer journey with retargeting groups.



## DISPLAY ADS

### Overview:

With Display Ads, you can leave an impact on your in-market customers with a stunning visual. Google compiles lists of in-market audiences for specific businesses or products based on browser history. Display Ads is also great for retargeting people who have explored your site. Retargeting through Display Ads can help your brand be at the top of your ideal customers' minds while they are considering you and your competitors.

### Audience Guide:

Beyond the typical location and demographics targeting, you can reach someone interested in your product or service based on search history groups. These are interest groups compiled by Google to give you the most relevant audience for your budget. Review your brand and customer journey to pair you with the right interest groups.

Display Ads also serve retargeting groups based on the tracking code your E212 team will install for you. You can serve informational ads to people in the next step of their customer journey with retargeting groups.



## PINTEREST ADVERTISING

### Overview:

Through Pinterest Advertising, you can capture your audience using visually stunning ads, show off your products in uniquely created pins, and measure ROI as people purchase.

### Audience Guide:

Use a specific set of interests, keywords, and demographic targeting to reach your ideal audience.



# LINKEDIN ADS

## Overview:

LinkedIn Advertising is great for those looking to impact B2B relationships. LinkedIn Advertising is a great tool to support on-the-ground sales and strengthen your brand. With the ability to target specific companies, industries, job titles, and job rank, you can help your on-the-ground sales efforts with ads to stay top of mind while prospective clients move down the sales funnel.

## Audience Guide:

LinkedIn is a place to connect with specific companies, industries, or job titles. This supports your on-the-ground sales team to close the deal. Create specifically targeted ads for those you are interested in working with in the future.



# ELEMENT212 EXPANDED TARGET PLATFORM

## Overview:

E212X is the most powerful advertising tool Element212 offers. With 98% of online ad inventory at your fingertips (Bing, Yahoo, Google, YouTube, Pandora, Spotify, and more), you can connect your brand with the world. Our current capabilities include:

- Audio Advertising
- Geotargeting/Geoframing
- Purchase History Targeting
- Industry Targeting
- Behavioral Targeting
- Keyword Targeting
- Page placement
- Cross-device Targeting
- Site Targeting
- Email Retargeting
- IP Targeting
- CRM Retargeting

## Audience Guide:

Your audience is unlimited with E212X. You can target by income, industry, job title, interest, past purchases, keyword, IP, retargeting efforts, visited websites, geographic area, or online behaviors.

## > Metrics

Any advertising strategy must include metrics. Before you begin any advertising efforts, talk through key performance goals with your team. They can be brand awareness, lead generation, sales, conversion, or a mix. Then, set up tracking and CRM placement to make sure you can visibly measure how your advertising efforts are lining up with your goals.

# NEXT STEPS

A complete, effective, and efficient digital advertising strategy can be very time-consuming and challenging to achieve.

**Contact Element212 to execute your digital advertising needs from start to end.**

The team of experienced strategists in various areas of marketing will learn about your business, assess your growth goals, find your ideal audience, create targeted design pieces, measure your ad performance, and continuously improve your digital advertising strategy.