



Digital Marketing - Tools and Tips

As you consider shifting your marketing to more digital formats it is important that you know the basics. Setting budgets, creating compelling ads and refining target audiences are all very important to ensure you get the biggest bang for your bucks.

A one-size-fits-all messaging and ad strategy is no longer the recommended approach. The more you customize and refining your message, the variety of ads the platforms you choose, the better your results will be.

Facebook Ads & Boosted Post

Here is a guide to help you refine and segment audiences on the Facebook platform. Ad creation is discussed in the second link.

<https://www.youtube.com/watch?v=RredTI-2Rrw>
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<https://blog.hootsuite.com/how-to-advertise-on-facebook/>

Google AdWords

Google AdWords are a great way to get leads and gain additional exposure for your brand. There are many tools to get the maximum value from your Google AdWords budgets.

Here is one such resources that outlines, defines and provides tips to maximize your digital spend and return a robust ROI when using Google AdWords.

<https://neilpatel.com/what-is-google-adwords/>

Google Display Ad Network

Using Display ads can be an additional tool to generate sales and leads for your business. The two links provide step by step instructions to create and get your ad served.

https://www.wordstream.com/smart-ads-creator?cid=Paid_GGL_Search_Display_SmartAdsTool_SmartAds&gclid=CjwKCAjwguzzBRBiEiwAgUOFTwVNUFCWNBfl7xQvIK-OA0n6a7IOatcdPmKBRBfaq0VS56ziiyRXCBoC8vcQAvD_BwE

<https://www.impactbnd.com/blog/what-are-google-display-ads>