

How to Reach Your Audience with Digital Advertising

Digital advertising comes in many different varieties, including **display advertising** (those web banners next to your favorite YouTube videos), **sponsored ads** (such as those on Google and Facebook), and of course, **search ads**—just to name a few!

So where do **you** start?

While there are so many online options to choose from, **reaching your intended audience** will still require a little bit of work. Luckily, using digital advertising to get your message across is **easier than you think**.

Pick the right Platform

In **2008**, only **24 percent** of the United States had a social media account. Today that number has skyrocketed to **81%**. While traditional mediums such as television and newspapers still have their place, most companies are turning towards **digital advertising** for the majority of their needs and who could blame them?

As of **2016**, tech titans **Google and Facebook** together control over **nearly 76% of total internet revenue growth**. Furthermore, in the third quarter of the same year, **Google and Facebook together controlled 99% of advertising growth**, with this number projected to be on the rise). So why would you settle for anything but the best? **Pick the right digital platforms and go where you'll be seen.**

Know your Audience

Knowing your **target demographic** is undoubtedly one of the most **beneficial tools** in your advertising toolbox. Why? First off, not only does it give you a leg up for reaching the **most likely people to buy your product or service**, but it also helps to pick the **appropriate platform and technology** to deliver your message. But be warned. **Once you have their attention, there's still plenty of work to do!**

To push all the right buttons, advertisers need to know **exactly what to say**. Great content moves people and in turn, products. It keeps audiences **engaged, entertained and coming back for more!**



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Be Original

Did you know? The **average clickthrough rate** of display ads across all formats is a **measly 0.06%**. From the moment that first browser opens in the morning until that last cat video before bed, internet users are **bombarded** with dozens of digital advertisements. By the time they get to work they've seen so many digital ads that they'll likely **only remember one or two, if that**. That's why it is vital to have the **most creative content** on the web to achieve that long-sought-after **CLICK**.

When YouTube celebrities **Rhett and Link** rattled funny bones as the 'Commercial Kings' in the late 2000s, they were an **instant hit**. Their witty (and often outrageous) videos generated **millions of views for small businesses**. How, you ask? By parodying cheesy retro-style TV ads. And while you don't have to break out into **go's jingles and fake mustaches**, you can win over big crowds by being **entertaining, and authentically you**. So go against the grain and **dare to be different!**

Get Interactive

As the internet continues to advance, media is consumed differently. More and more people are getting their entertainment and news from streaming options such as **Netflix, Roku, Hulu** and **YouTube**. So what does this mean for digital advertising? **Interaction! Interactive ads get a higher clickthrough rate of around 6 percent**, whereas most digital ads remain at **a fraction of one percent**.

Good advertisements **tell a story** that engages the audience. If you're a restaurant owner, enticing future customers with a snappy ad no longer **cuts the mustard**. But when you **intrigue potential buyers** with an eye-catching video, a hilarious one-liner or a **captivating call to action**, you give them **autonomy**. Don't tell customers what to think, but instead **show them why** buying your product is the best decision.

Keep it short and sweet

Don't say too much! Short messages that **pack a wallop** and avoid cliches go along way in the digital advertising world. Hook readers in with a **memorable joke**, a **one-liner**, or a **quick play on words**.



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Tug at their heartstrings

When **Coca-Cola** launched their Remove Labels campaign it gave audiences a **friendly reminder** not to judge someone by their looks, but by their **words**. And whether your message is **sensitive or funny**, at its core it should come across as **authentic**.

Today's audiences are **smart** and expect more than basic pandering. They want **engaging content** that scratches beyond the surface of a product and relates to them on a **meaningful level**. That's why today's most **memorable campaigns** reject tradition in exchange for something more **sincere**.

While **traditional word of mouth** will always impact local business, the trick is to give them something **positive to talk about**. The most important thing about your digital advertising campaign should be about **connecting with your audience**. A little **passion** goes a long way.

Successful digital advertising plucks viewers' heartstrings and **entices with humor**. It takes you on an **emotional roller coaster** by conjuring up feelings of **forgotten memories** and **nostalgia**. Most importantly, whatever your approach, be sure to make an **emotional connection** with your audience leave them **breathless and standing in awe**, or **contemplative with the warm fuzzies**. Make your digital ad **memorable and appealing**, and thereby your **brand**. **Remember**, if **you** think your message is fun and entertaining, **so will your audience!**

