

The Basics of Online Advertising

The Basics of Online Advertising

How does online advertising help a local business grow?

Digital advertising increases awareness—it's that simple. Digital advertising consists of a range of services, all of which work to **promote a business online**.

More and more businesses are **increasing the amount that they spend on digital advertising**, and experts like Jamie Turner suggest digital advertising on **social platforms is well worth the spend**.

"If I were to provide one tip to people who are using social media, it would be this—don't be afraid of paying for social media reach and clicks."—**Jamie Turner, 60secondmarketer.com**

The best part about digital advertising is that **results can be easily monitored and ROI can be easily tracked**. You probably don't want to be spending lots of money without some **proof of performance right?**

With **traditional media channels**, there is sometimes no way of tracking the effectiveness of an advertisement in terms of advanced data analytics. With digital advertising, companies like **Google and Facebook** allow users to access **advanced analytics**. This way local businesses know that their money is being well spent and that the digital advertisements are **positively impacting their storefront**.

When determining the success of an ad, the important factors will differ case by case. For the most part, the success of an ad lies in the **indicators listed below**.

ROI indicators/measures of a successful campaign:

- **Impressions:** the actual # of views on an advertisement
- **Clicks:** the actual # of direct clicks on the advertisement
- **Engagements:** Social & landing page clicks
- **Results:** In most cases, results come in the form of a phone call or a store visit



The Basics of Online Advertising

The Best Places to Advertise

Through our team's extensive work in the digital advertising space, we have come to the same conclusion as pretty much every digital advertising company. The **best places** to spend money on digital advertising are **Google & Facebook**.

With digital advertising, not only is a local business visible online, but they are visible to the right people online. Platforms like Facebook and Google allow for precise audience targeting based on location, interests, search intent, demographics, and even online behavior.



Why advertise on Google?

Reach: Google is the **largest search network in the world**, and consumers are using Google every single day to **search for local businesses**. Utilizing Google's massive network capabilities, digital advertisers are able to **find ideal prospects** and **get in front of users** looking for their products/services.

In the age of digital, people are **not looking at TV commercials or listening to radio ads** to find a local business, they are **searching for a service and then locating your business online**.

With **3.5 Billion Google searches conducted every single day**, customers are looking for local businesses and businesses should **want to be on Google**.

Flexibility: Google allows the local advertiser to **spend whatever they want, whenever they want**. With **flexible options for ad spend**, advertisers are able to **test what works and what doesn't work** for a business. Spend a bit, wait to see how the campaign performs, and then **reinvest** in larger budgets for greater prospect reach.



The Basics of Online Advertising



Why advertise on Facebook?

Audience: The audience on Facebook includes **1.32 billion daily active users (DAUs)** on average, at an increase of 17% year-over-year. As a local business, you simply **cannot ignore** the fact that Facebook is likely an intersection in which you can **find prospective customers**. If the daily average users stat doesn't have you convinced, then let's talk about how often social media is being used. The **average person spends nearly 35 minutes every day JUST on Facebook**, according to a recent study by **Mediakix**. If there is **one thing to take away** it is that the audience on Facebook is **MASSIVE**, and they are on Facebook **a LOT**.

Targeting: **Facebook Ad targeting is a marketer's dream**. Facebook allows the ability to focus on users so microscopically that you can basically become a bit of a **digital stalker** (in a good way?). Target users by their **interests, behaviours, age, gender, location**, and anything that they through their activity on the platform.

Facebook profile may reveal about them, including their **job title**.

The Facebook algorithm has brought about **changes to the local advertising landscape**, but it remains one of the **best environments** for local businesses to get the word out about themselves!

Conclusion

By leveraging these two platforms, **every local business** can easily **take their advertising game to the next level** and begin to **rake in new revenue**, with the data to back their efforts.

