

More Profitable Advertising Campaigns

CHECKLIST

Use the following checklist to ensure your advertising campaigns generate big returns.

- ❑ Know your target markets' needs, buying motivations, and expectations.
- ❑ Create ad campaign plans that address your business and sales goals.
- ❑ Make a blueprint to make each campaign easy to scale for multiple levels.
- ❑ Tailor your campaigns to capitalize on the strengths of the platform, as well as the unique preferences and needs of the segment that visits each one.
- ❑ Research, compare, and test new campaign options to find what works best with your audience.
- ❑ Use phrases, wording, and images that resonate with your audience and inspire them to trust you and take the action you recommend.
- ❑ Research and familiarize yourself with the latest tools available for the type of campaigns you plan to run.
- ❑ Implement specific retargeting strategies to address the areas and reasons potential customers leave the buying funnel at that precise point.
- ❑ Some platforms, like Facebook, offer suggestions for your ad campaigns. Take the advice and see if you meet your goals. If the advice works, use what you learned to create a similar campaign on other platforms.
- ❑ Use your audience insights and related data to fine-tune and target your ads more effectively, as well as learn more about the viewer's underlying likes and preferences.

- Initially, set a lower budget on Instagram and Facebook for your paid ad campaigns. This allows you to increase your budget later, once you know what ad formats work best.
- Make the most of your short videos by adding them to YouTube. Allow relevant ads to appear on other videos with a similar audience, while also letting other (similar) users to show their ad on your account.
- Try out the YouTube cards. This enables you to create a clickable CTA and get to know a wide variety of users who are interested in the video topic you provide.
- Schedule specific days and times to be on Facebook, either on your page or in your page-related group. Take time to listen and talk with prospects as well as your existing customers. Build those relationships, trust, and help your audience to solve a few of their easier problems or address their needs/questions.