OUR BEAUTIFUL BOROUGH

FINE FOOD & DRINK
STAFFORD BOROUGH

GOOGLE & SOCIAL MEDIA ADVERTISING

Social media advertising is a must if you're looking to reach brand new customers or returning ones. All the major social networks offer advertising options, but that doesn't mean you should use all of them. When choosing where to place your ads, it's also helpful to know which networks are most popular with your target audience. Where are your customers most engaged, most concentrated and most accessible? Try looking at which social networks perform well organically for your brand. Where does your content naturally strike a chord? This is an obvious choice for your first social ad campaigns.

GOOGLE ADS

Google Ads is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), where you (the advertiser) pays per click or per impression (CPM) on an ad. Google Ads is an effective way to drive qualified traffic, or good-fit customers, to your business while they're searching for products and services like the ones you offer. With Google Ads, you can boost your website traffic, receive more phone calls, and increase your in-store visits.

Google Ads allows you to create and share well-timed ads (via both mobile and desktop) among your target audience. This means your business will show up on the search engine results page (SERP) at the moment your ideal customers are looking for products and services like yours via Google Search or Google Maps. This way, you reach your target audience when it makes sense for them to come across your ad. No matter the size of your business or your available resources, you can tailor your ads to suit your budget. The Google Ads tool gives you the opportunity to stay within your monthly cap and even pause or stop your ad spending at any point in time.
www.ads.google.com

FACEBOOK ADS

Facebook ads can direct users to your Facebook Page or your website. More than two billion people use Facebook every month – so no matter what kind of audience you want to reach, you'll find customers here.

Facebook ads are all about getting your message in front of exactly the right segment of those people. The people who are most likely to actually want your products or services. If you want to get the best results, it's important to understand the different Facebook ad types and targeting options before you dive in.

They can help you achieve one of three broad types of campaign objectives:

Awareness – build brand awareness or increase reach;

Consideration – send traffic to your website, increase engagement, encourage app installs or video views, generate leads, or encourage people to communicate with you on Facebook Messenger;

Conversion – increase purchases or leads via your site or app, make cata, or drive foot traffic to offline stores.
www.facebook.com/business

INSTAGRAM ADS

Facebook owns Instagram. So it's not surprising that Instagram ads support the same three broad categories of campaign objectives as Facebook ads. Instagram is most popular with millennials. Plenty of Generation Z and Gen Xers also use the platform. Like Facebook, you can target your ideal viewer with custom targeting options. You can track your ad performance in order to learn what works, what doesn't, and what you need to improve. Boost any post to turn it into an ad, or use Ads Manager for more advanced multi-platform campaigns.
www.business.instagram.com

TWITTER ADS

Twitter Ads campaigns help you reach your marketing goals - whether that's building awareness, driving consideration, or delivering conversions. There's no minimum spend required. Twitter Ads offers 20+ product options to showcase your content and media in the best format possible. Track your impressions, engagements, and cost-per-result across all your different campaign objectives to learn what's working and fuel future success.
www.business.twitter.com

Social media advertising has been shown to increase brand recognition, improve brand loyalty, improve conversion rates, reduce marketing costs and provide better Search Engine ranking.

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