

Advertising Strategies

Here are some of the most widely used and effective advertising strategies, according to PPCExpo and other experts in marketing and advertising.

SEM

Paid advertising on search engines (SEM) such as Google consists of positioning ads targeted to certain keywords. This way, when someone searches for a term related to your brand, your ad can appear in a prominent position among the results.

SEM is one of the most popular advertising strategies in the digital environment, as it allows you to directly target those with a high purchase intent based on their searches. It is a very versatile strategy, as it allows you to reach very different audiences at different stages in the buying process.

Social Ads

This advertising strategy consists of placing paid ads on social networks, usually through a pay-per-click model.

What makes this work well are the great targeting possibilities. Keep in mind that social networks have large amounts of data on their users, so you can segment very specific audiences based on factors such as their lifestyle or interests.

In addition, you can also use these platforms to get in touch with users who already know your brand (by importing your databases or installing a data pixel) and to create audiences similar to your visitors, leads, or customers, so that you only target the users who are most likely to convert.

□ Amazon Advertising

Amazon ads offers pay-per-click advertising with some unique advantages. For instance, Amazon has a wealth of information about its users' shopping preferences. Above all, this platform allows you to place ads right where and when users are most likely to make a purchase, which results in higher conversion rates.



□ Email Marketing

Email marketing is an advertising strategy that has maintained effectiveness over the years by reinventing itself over and over again. According to some studies, the ROI of this channel is close to 40 dollars for every dollar invested.

In addition to its spectacular ROI, another great advantage of email marketing is that it can be adapted to all types of situations, brands, and campaigns, from the first steps of lead generation to long-term loyalty. No wonder it is one of the preferred advertising strategies for brands!

Native Advertising

Native advertising is a format that consists of placing paid content on various platforms that adapt in form and function to the environment it appears. Although it must be clearly identified as advertising, it is integrated into its context in a much less intrusive way than other formats (such as banners).

It also provides valuable content to users, which leads them to consume it voluntarily.

Influencer Marketing

Influencer marketing is an advertising strategy that relies on the authority of those with a strong presence on social media to promote a product or service to their followers.

Previously, there was a tendency to value the number of followers that a person had above everything else and campaigns were created for the widest possible dissemination. Now the trend is to value the level of interaction more and look for experts in niches with smaller audiences (micro-influencers).

□ Discounts and Promotions

Discounts and promotions are always popular as they offer a product or service at a lower price than usual for a limited time. This way, a sense of urgency is generated that encourages users to buy.

This advertising strategy can be very useful to generate a critical mass of customers at the launch of a product or to boost sales in the short term, but abusing it can lead to a decrease in the perceived value of the product or service.

□ Guerrilla Marketing

Guerrilla marketing is one of the most original and innovative advertising strategies. It is based on the use of unconventional techniques to achieve maximum diffusion at a low cost. Creativity is a fundamental element to achieving surprise and impact with minimal resources.



□ **Contests**

Similar to discounts and promotions, contests or sweepstakes serve to generate interaction and attract interest in a brand in the short term.

While this is a strategy that brands have been using for a long time, it has experienced a recent boost thanks to social networks. Many brands create contests and sweepstakes on platforms like Instagram or TikTok to increase their follower base and level of engagement. Of course, these events must always be framed within the broader objectives of the brand.

□ **Loyalty Programs**

Loyalty programs are an advertising strategy that is not aimed at getting existing customers to repeat their purchases frequently and even become brand ambassadors.

There are different types of loyalty programs, such as points or tiered programs. In all of them, the objective is to generate a long-term relationship between a customer and a brand and improve the customer lifetime value. This term refers to the amount of profit generated during the time someone remains with a brand. In turn, this allows brands to reduce the cost of acquiring new customers.

Mobile Ads

Mobile advertising is a strategy that focuses on reaching people via mobile devices like phones or tablets. These ads can appear in a wide variety of places online from websites and social media platforms to various online games or gaming platforms.

Another advantage of these ads is that, if the user has their location enabled on their device, businesses that are near their current location can reach them with targeted ads. Mobile ads and promotions can also be activated through QR codes that people can scan with their devices.



Podcast Ads

As podcasts continue to grow in popularity, more and more brands are advertising on podcasting platforms. Typically, brands have their ad read out

by the host of the podcast they'd like to be featured on. While this may sound straightforward, it's important to keep in mind that hosts often have a high level of trust with their audience, so having them promote a product or service can be more effective than a standard ad.

In addition, many brands let hosts ad-lib while reading the advertisement. This allows hosts of comedy podcasts to create funny, entertaining ads. Other types of hosts may recount their personal experiences with the sponsor's product or service, making the ad more compelling and less salesy.

Lastly, brands often provide podcast hosts with a discount code not only so that listeners can get a deal but also to allow the brand can track how successful the collaboration is.