

# JAMES SCHRAMKO

## 10 Things Working Now in Digital Advertising

- 1. Investing in ads across multiple platforms:** Focusing on a broad spectrum of digital platforms including Facebook, Instagram, YouTube, AdWords, and TikTok to reach diverse audiences.
- 2. Significant ad spend for growth:** Emphasizing the importance of investing in ad spend to achieve substantial growth and return on investment.
- 3. Selective spending over broad campaigns:** The strategic move towards spending more selectively rather than broadly, enhancing the efficiency of ad spend.
- 4. Sub-niching for targeted campaigns:** Creating highly targeted campaigns by sub-niching, such as focusing on specific professions or industries, to improve lead quality and campaign results.
- 5. Ethical advertising practices:** Maintaining ethical standards in advertising, avoiding conflicts of interest, and ensuring campaign strategies are in the client's best interest.
- 6. Conversion-focused campaigns over vanity metrics:** Prioritizing campaigns that drive conversions and sales rather than those that only achieve high views or clicks.
- 7. Utilization of conversion pixels:** Employing conversion pixels to more accurately track and optimize for sales and meaningful actions, rather than just lead generation.
- 8. Collaboration between paid and organic strategies:** Leveraging insights from paid campaigns to inform organic content strategy and vice versa, creating a synergistic effect between the two.
- 9. The rise of live events:** Noticing a significant trend towards the success of both virtual and especially in-person live events as effective marketing strategies.
- 10. Continuous innovation and adaptation:** The necessity of constant innovation in campaign strategies to stay ahead of market trends and competitor tactics.

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