

# JAMES SCHRAMKO

## 12 Key Tips for Choosing an Ad Strategy

- 1. Avoid Copying Industry Leaders Directly:** Don't blindly emulate the strategies of established figures. Their strategies work for them due to years of trust and rapport, which newcomers might not have.
- 2. Understand Your Business Type:** Different businesses necessitate different advertising strategies. What works for an e-commerce platform might not work for a high-ticket coaching program or a local tradesperson.
- 3. Targeting Matters:** Avoid a one-size-fits-all approach to targeting. Recognize audience nuances and ensure that ad creatives effectively filter out irrelevant audiences.
- 4. Consider the Stage of Your Business:** Tailor your advertising strategy to the current stage and scale of your business. A startup's approach will differ vastly from that of an established corporation.
- 5. Platform Representatives are Not Always Strategy Experts:** While platforms like Facebook may offer technical advice, they might not be the best for overarching business strategies. Their primary objective often is to increase platform spending.
- 6. Trust Building:** Especially for high-ticket items, focus on building trust. Testimonials, proof of results, and leveraging respected figures can be incredibly beneficial.
- 7. Align Strategy with Business Infrastructure:** Ensure that the strategies you consider match with your business's resources, capacities, and aspirations.
- 8. Focus on Long-term Goals:** When considering business growth and advertising, it's crucial to align your strategies with your overarching enterprise goals and personal aspirations.



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**9. Clarity of Goals with Agencies:** Ensure you're clear about your goals when approaching an agency. A well-defined outcome can lead to a more successful and harmonious partnership.

**10. Use Effective Tactics for Your Niche:** Employ tactics suitable for your sector. For instance, in the finance sector, video ads, VSLs, newsletter strategies, and remarketing. For the B2B education space, a focus on content and brand promotion is what works.

**11. Email Marketing Still Matters:** Despite the ever-evolving digital landscape, email marketing remains a potent tool for many businesses.

**12. Consult Knowledgeable Experts:** Engage with industry experts who can offer tailored advice for your specific business needs, rather than generic solutions.

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