

JAMES SCHRAMKO

14 Tips for Successful Multi-Platform Advertising

- 1. Start with the right platform:** Choose the advertising platform that best aligns with your business needs and target audience. Avoid following trends blindly or copying others' strategies.
- 2. Understand your audience:** Identify where your target clients are and how they behave. This understanding will guide you in selecting the most effective platform.
- 3. Leverage search capabilities:** Utilize platforms like Google for high-intent searches, LinkedIn for targeting specific job titles, and platforms like Meta for broader, less search-driven markets.
- 4. Consider expert assistance:** Expert guidance can reduce trial-and-error, cost, and frustration. Experts bring experience and proven strategies that can be invaluable.
- 5. Timing for adding new channels:** Expand to another channel only after mastering your core platform. Avoid adding new platforms too quickly; focus on maximizing efficiency on your primary platform first.
- 6. Geographic considerations:** Assess market size and budget constraints. Expansion might be necessary sooner in smaller markets or where ad spending limits are reached.
- 7. Adjust expectations for different platforms:** Be realistic about the volatility and results consistency on different platforms. Adjust your strategy and mindset accordingly.
- 8. Accept that there are risks:** Embrace calculated risks in advertising, akin to varied and challenging exercises in a fitness routine. Experts can offer stability and valuable insights.
- 9. Cultural considerations in international markets:** Tailor advertising approaches to fit cultural nuances in different countries. Avoid duplicating the same strategy across various markets without

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adjustments.

10. Challenges of cross-platform advertising: Recognize that each platform has its own user behaviors and levels of awareness. A strategy successful on one platform may not directly translate to another.

11. Focus when starting out: Master one platform before exploring others. Allocate a small budget percentage for innovation within the same platform or for experimenting with new platforms.

12. Proactive strategy development: Develop alternative strategies proactively, even when current methods are effective. This approach ensures adaptability to changes and prevents reliance on outdated strategies.

13. Allocate budget for research and development: Invest a portion of your advertising budget in research and development to ensure continuous innovation and adaptation to the changing digital landscape.

14. Passion for marketing: Embrace a deep passion and continuous learning attitude towards marketing for ongoing success and innovation.

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