

JAMES SCHRAMKO

8 Ways to Optimize Your Paid Ads Campaign

- 1. Consider that platforms change** - Platforms evolve, and strategies that were effective in the past may not be viable today because of those changes. Facebook's page like campaigns, for instance, used to be a great way to grow your business. Not so now, due to alterations in the way the platform operates. If you find what works for you is no longer as effective, it may be time for new strategies.
- 2. Don't let personal bias dictate your choice of platform** - Personal opinions do not affect the success or potential of a platform. Being adaptable and open to new platforms can provide unique opportunities for your business. At this time, for example, TikTok is eager to attract advertisers, and their proactive approach to agencies that spend significantly with them could offer advantages to certain businesses.
- 3. Take into account result compression** - Marketing strategies often see diminishing returns over time. This is natural, and indicates the need for constant innovation and adaptability in the face of shifting algorithms and audience behaviors.
- 4. Adjust to environmental changes** - The current global situation is vastly different from before, and has had uneven impact across industries. While some sectors, like finance, continue to thrive, others may be struggling due to these changes. So consider the right timing and relevance of your promotions. Focusing on something that currently resonates with your audience is key to success.
- 5. Use dual strategy campaigns** - These would consist of one, a list-building campaign, and two, a conversion campaign. The first would let you build a database of leads you can nurture, and the second would then let you turn some of those leads into clients.
- 6. The lead magnet campaign** - This is one of the most common list-building campaigns, and is simply offering a downloadable resource in return for someone's email address. Key to the effectiveness of this is a lead magnet that is well correlated to what your business does. It should identify and address a real need, but not fully meet it, so as not to negate the need for your product or service. It should offer value, but leave room for the

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prospect to benefit more from what you have to sell.

7. The diagnostic/review/audit campaign - A great way to fill the conversion part of the equation is to offer an assessment of your prospect's current situation, for instance their ad campaign, or their business model. This works particularly well for service providers. Depending on the size of your business, this can be free or paid. If you can handle a large volume of interactions, free can be advantageous. If, on the other hand, time and manpower are limited, charging can ensure that only the most serious and qualified leads are entertained.

8. Focus on intent - Targeting specific, intent-driven markets can increase the value of a brand's customer list. Intent can enhance alignment of a campaign with business goals. Focusing on the bull's eye of your business, your ideal customer, will get you much better returns than letting yourself be distracted by the outer rings. Take, for example, targeting older golf players who have unique needs due to decreased flexibility and strength. This approach calls for creating content that appeals directly to a specific audience's needs, to deepen the relationship between a brand and its customers.

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