

## Creating Ads for Your Business

### Before You Start!

Creating an advertisement includes your marketing strategy, advertisement, and the action of preparing your profiles/pages to be seen by many.

### Make Sure Your Page is Complete

- Business Name
- Profile Photo
- About Section
- Contact Info
- Photos
- Backlog of Posts

Don't forget about testimonials and reviews! This will help to show your new viewers that your business is exactly what they need!

### Use Your Target Audience as a Guide

You will be making an ad specifically to reach your target audience, make sure it is relatable and applies to their needs, wants, problems, and other demographics.

Location is a must! You will need to know where your target audience is located and choose to show ads in this area.

### What is Your Goal?

Do you need to promote a new product or service? Are you expanding to a new area? Is brand awareness your goal? This will help you to create your ad using the ads generators and systems within each social media platform.

### Pricing

Most often ads are a low-cost option for businesses to use. However, the more you spend, the more opportunities you have for your business to be seen by potential customers. Typically, you set the price of your advertisement and the platform will do the work for you. It will also project possible results. You can start an ad for as little as \$5 to start and test.

### Use a Great Headliner

Start off your advertisement with something to catch their attention. You are competing with space so make sure to be creative. An example: "HOW TO PLAN YOUR HOUSE TO SUIT YOURSELF"



### **Include a Call to Action**

Don't leave them hanging, let them know what they should do next!

- Request additional information...
- Click to learn more...
- Visit us online...
- Sign up for our mailing list...
- Schedule a consultation

### **Google Ad Benefits**

- Great for boosting your SEO - Search Campaign
- Video Campaigns will display on Youtube
- Shopping Campaigns

### **Yelp Ad Benefits**

- Connect with Maps
- Deals and Discount Campaigns
- Request Consultations within the App
- Trusted Source