

# DIGITAL ADVERTISING CHANNELS

## When or why to consider...

### FACEBOOK

When your goal is to generate leads and you want to target a very specific audience by interests, demographics or psychographics. Facebook has the deepest targeting parameters due to a wealth of historical user data.



### INSTAGRAM

Any time you're running a Facebook campaign, especially if your audience is 18-24 years old. Since Facebook owns Instagram, it's easy and low-risk to run them together with the budget set to auto-optimize for you.



### PAID SEARCH (GOOGLE)

When your goal is to generate leads and you don't already rank organically for the desired search terms. Paid Search ads are a cost-effective way to reach people searching for you, your competitor or your product/service.



### LINKEDIN

If you want to target a specific company by name or individuals by job title, company size, professional skills or groups they follow. LinkedIn is most appropriate for business-oriented content or offers.



### DISPLAY ADS

If you know your target audience will be in a specific physical location at a specific date/time, you can target (and retarget) them with display ads. This could be a building or an event, like a conference or concert.



### YOUTUBE

Whenever you have engaging, short-form HORIZONTAL video content (30-seconds or less) AND your audience is 18-34. YouTube is the second-largest social network and one of the most widely-used platforms across all ages.



### HULU

If your goal is brand awareness, you can create engaging custom video content; you have a sizeable ad budget and your audience is 18-34.



### SPOTIFY | PANDORA

If your goal is brand awareness, you can create engaging custom audio content; you have a sizable ad budget AND your audience is 18-34.



### DIGITAL BILLBOARDS

When you want to promote date-oriented information, like an event or deadline, in short bursts. Unlike traditional static billboards with monthly commitments, digital boards can be purchased for hours, days or weeks.

