

PSSST...!



5 DIGITAL ADVERTISING SECRETS

GET THE MOST ROI OUT OF YOUR MARKETING PLAN.

Digital advertising provides marketers with a fast and flexible outlet to promote products. Within ESP®, there are many advertising opportunities, ranging from small display ads to specific product placement. ESP advertising is an excellent source for lead generation — promoting your products directly to interested distributors, attracting new customers and generating revenue. Here are our secrets to getting the most out of your digital advertising campaigns within ESP:

- 1 Set yourself up for success.** The worst thing an ad campaign can do is exhaust your budget with no results. You want to start with clear goals in mind, including what you want to achieve and how you're going to measure success. ASI's Media Stats provide you with daily, weekly and monthly performance data on your ads to track what's working and what may need tweaking.
- 2 Speak to the right audience.** Remember: quality over quantity! Targeting the *right* audience instead of the *largest* audience is key. Choose category-specific ad units that target distributors based on their searches to be sure you're reaching qualified leads. If your audience and offer don't align, you're not making the most out of your budget.
- 3 Reach customers after they leave a platform.** Now that you know who's searching for your products or services, use retargeting to reach them! Retargeting allows you to advertise to prospects who engaged with your products after they've left ESP. Be sure to use offers or informative content in your retargeting ads. This may be the last push they need to make a purchasing decision!
- 4 Guide users to the goal.** Put yourself in the shoes of your prospects and think about the digital breadcrumbs you want them to follow. Send them to useful content, then direct them to where they'll be most likely to make a purchase — your ESP product pages!
- 5 Show up more frequently.** Optimize your products to ensure you appear in more searches, and get more views on your ads and product pages. Key factors in optimizing your products include relevant keywords, color, size and images. Effective digital advertising means you should be getting the attention you want from a relevant audience.

HAVE QUESTIONS ABOUT YOUR ESP LISTINGS OR ESP ADVERTISING?

VISIT ASIADVERTISING.COM FOR MORE INFORMATION OR CONTACT YOUR ACCOUNT EXECUTIVE.