



JESTER
CREATIVE
INC.

ADVERTISING 101

A RECIPE FOR GREAT ONLINE ADS

INGREDIENTS

GOALS: What do you want to achieve with your online ad campaign? Consider overall expectations and short term goals for each platform.

TARGET AUDIENCE: Who is your target audience? Think specific demographics and geographic locations

PLATFORMS: Where will you advertise? Go with what is comfortable at first to minimize the learning curve

SALES CYCLE: Seasonal campaigns have a very specific window, however increasing brand awareness is a continuous goal.

BUDGET: How much can you allocate for your ad campaigns?

MEASURING RESULTS: Look at where you're getting results and where you need to do more work.

INSTRUCTIONS

- 1** Make advertising part of your overall marketing plan. Find people that care about what you do, get more eyeballs and get more clicks to your web site with online ads!
- 2** Online advertising does not have to be expensive. You pay per click so you're only charged if your ad works!
- 3** Consider Google Adwords, Facebook Ads, Twitter or Instagram Ads as part of your advertising plan.
- 4** Know your audience and target them directly. Try different ads for different audiences and review your analytics to see how it's working.