

## Paid media strategy best practices

Buying ad space without considering how best to reach your target audience risks a low return on investment (ROI). Carefully plan your approach to maximize your ad spend. Along with content, consider factors like the channel, audience, and goals for a particular campaign.

The five points below should be considered when developing your paid media strategy.

### Invest in the appropriate channel

Like all digital advertising, paid media has to be tailored to the right channel.

- **Consider the ideal platform to publish your content.** Paid channels include search engine results pages (SERPs) as well as LinkedIn, Twitter, Facebook, and other social media. Each one handles paid ads differently and has a different reach.
- **Learn more about your audience to identify the best platform to reach them.** For example, younger users trend toward Instagram and TikTok while older leads are more likely to use Facebook and LinkedIn
- **Incorporate data from each platform.** Every paid media channel offers data and analytics to help you understand which channels your audience is already engaging with.

### Tailor your content

There's a time and place for everything. Ask yourself what your users are looking for on each channel and how they might react to different offers. Develop content that's well-suited to each platform and the target audience that uses it.

For example, an ad promoting your latest technical white paper might do well on LinkedIn but not generate similar results via Instagram. If you're targeting top-of-funnel customers, a free guide providing a broad overview of a relevant topic might perform well. But if you're buying a banner on a website that provides in-depth mid-funnel information, you might offer a promo code to get started with your product today.

### Diversify your media mix

You won't know if you're optimizing your ad spend if you only run them on one channel. If there's one channel that converts best, invest more resources there, but test some

smaller campaigns on at least two or three other platforms to help maximize your outreach. You will collect more audience information and more experience using different platforms.

Diversify the types of paid media you use on each channel too. Most platforms provide different options for ad sizes, styles, and media types. Start with a mix of text, image, and video ads and watch the performance metrics to see which ones your audiences engage with most.

#### **Decide on a budget**

Deciding how to spend your budget can be one of the most challenging parts of paid campaigns. Rather than committing to a large budget upfront, start slow and work up to spending more after proving initial results.

Set ROI targets and consistently check your progress for a clearer roadmap of future changes. And don't be afraid to adjust funds on a particular channel if it's overachieving or failing to meet your goals.

#### **Create data-driven goals**

Clear, data-driven goals are crucial to any marketing framework, but raw data isn't enough to optimize your campaigns. You need a powerful analytics tool to help interpret your data.

The right marketing analytics platform will include key functions like multichannel attribution, data collection, and predictive analytics so you can make better business decisions and spend less time manually evaluating the data.