



7 Helpful Things to Consider With Paid Ads to A Cold Audience

Our earlier episode in this series was about reengaging existing traffic - running retargeting campaigns, leveraging engagement audiences and the like.

When you've gotten the most out of those audiences, the next question is where you can get more such traffic. This is where you target the people who have never heard of you.

What type of business do you have?

Your plan of action will depend on the kind of business you run. A very service-based business, dentistry or chiropractic for instance, would probably not gain much from an ad on Facebook. On Google, however, targeting your business and location with an appropriate campaign could do wonders for your practice.

E-commerce, on the other hand, would warrant a more diversified approach. It still makes sense to advertise on Google search. When all the profitable search traffic has been bought up, however, you may also want to consider visibility on Facebook.

Information marketers, too, can benefit from multi-platform advertising, marketing on Facebook and even YouTube as well as on Google search.

The multi-pronged approach

A variety of content on different platforms can work well for some businesses. Say, for instance, you sell information products and have a podcast. You might promote clips of your podcast as an evergreen series of video. You can also give away some kind of free guide or webinar, or a free training program. These campaigns do quite well on social platforms and YouTube.

It's about mixing up the mediums that you show to people - videos, blog content, ebooks, etc., because people prefer to consume information in different ways.

Layering things

Along these lines is the concept of layering. In the background, for example, you might have a profitable Google search campaign ticking along, and on top of that you have material on social or YouTube. A big part of picking the appropriate campaigns is knowing who your target audience is, where they hang out, and what kind of content resonates with them.

Do more of what's working

Say you've started out promoting a free guide on social media and it does well - scale vertically. Increase the budget on that offer. Once you've tapped out, then think of scaling horizontally or exploring new offers.

Basically, throw out stuff, see what resonates, then double down on what's going



well.

What it comes down to

It all boils down to relevance, which broken down is: the right ad to the right person at the right time. So who is your target person? What content do you think will resonate with them? And what point are they a in the sales cycle? When these factors come properly into play, conversions happen.

The importance of the moment

When someone is searching in Google, they're actively seeking something. On Facebook, in contrast, they may be looking for entertainment, or killing time. On YouTube, they're in learning or consumption mode. This is an important consideration in the placement and content of your campaign.

How different platforms interplay

Prospects may visit various platforms on a single topic before making a purchase, and if you can anticipate this, you can be there with the right kind of content.

Suppose, for example, a speaker was running an event. They might place awareness ads on social. People seeing those ads and unfamiliar with the speaker might then run searches on Google to learn more about them. They might search on YouTube for samples of the speaker's material. These are opportunities to place relevant info in front of people that will encourage them to attend that event.

Need guidance getting started with paid traffic? Contact Ilana Wechsler at TeachTraffic.com

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