

August | 2021

Matthew 19:26 But Jesus looked at them and said, 'With man this is impossible, but with God all things are possible.'



Key Benefits to Paid Advertising

With high usage of paid advertising by businesses across the globe, you should consider the online paid advertising space.

Paid advertising is any kind of advertising that you have to pay for versus owned or earned advertising. With paid advertising the marketers will pay the owner of the ad space in exchange for promoting their opportunity on their allotted space. Some examples of paid advertising include search ads, display ads, social ads, remarketing ads, and more!

Paid Ads Give You Fast Results

With utilizing paid advertising as a marketing strategy, you are guaranteed to reach a defined audience that you can utilize your content to elevate your brand with specific audience targeting and obtain more qualified leads. Paid advertising will go beyond just social media ads- if your website is not ranking where you want it to be, the paid

advertising enables you to place ads for keywords and bring in that high-quality traffic to your website that you want!



Paid Ads are Very Affordable and Measurable



When you run a paid advertising campaign, you are able to reach a very broad of very specific audience. Costs related to paid advertising are dependent upon your campaign objective or type of ad you are running. Ads can be created in mere minutes and there are many tools out there that can help you create graphics- check out our [Create Attention Grabbing Graphics with Canva](#) Blog to learn more about this. You can also keep track of the money you have spent on a campaign and set daily and total budgets to keep you on track and not go over budget.

Specific and Granular Targeting is Available

The great thing about paid ads is you can be very specific with your targeting which allows you to reach very relevant visitors who have expressed interest in your brand and fits the demographics and interest behaviors of your sales personas. You can check your analytics across all your digital platform to analyze your audience and identify common factors such as keywords, locations, demographics, job titles, interests, and common behaviors.

You can utilize all this information to refine your campaign targeting and generate more qualified leads and increase your conversions- which is exactly what you want!



A woman with dark hair and wide eyes looks up at a glowing lightbulb. The lightbulb is surrounded by various mathematical formulas and diagrams, including $E=mc^2$, $F=mg$, $\sin^2 \theta + \cos^2 \theta = 1$, and a diagram of a circle with a right angle. The background is dark and filled with these mathematical elements, suggesting a state of deep thought or problem-solving.

In fact, Google has admitted that responding to reviews helps your SEO. They like it when you interact positively with your customers and reward you with better visibility.

Ready to Start Advertising on Facebook?

**SCHEDULE A QUICK
CALL**

In Case You Missed It!



How to Create Attention Grabbing Graphics with Canva

When you are able to tackle successfully designing social media graphics for your own company or clients, you are able to accomplish many objectives:

Easily capture your audience's attention. Effectively share your message. Engage with your Audience. Increase leads and conversions. Improve your Brand experience. These objectives are crucial for you to successfully demonstrate through your graphics. Competition is tougher than ever on the online world, and it starts with creating attention grabbing graphics. Yes, we understand that not everyone is a skilled designer and not all businesses have the resources to employ a professional graphic designer. That is where, Canva, comes to the rescue!

[Read More](#)



Recommended Social Media Image Size Guide

Do you create social posts for your business or other clients? Then you understand the struggle of keeping up with social media image sizes. One minute you have the perfect cover page image and then the next it is elongated and pixelated. We are here to help!

Why is the correct social media image size so important?

There are many hoops to jump through when your brand is responsible for creating great visual content for your social media marketing strategy.

Copy right laws- it is very important your selected images don't defy copyright laws.

Original Imagery- If you are not able to use original imagery, you can find high-quality stock pictures.

[Read More](#)



