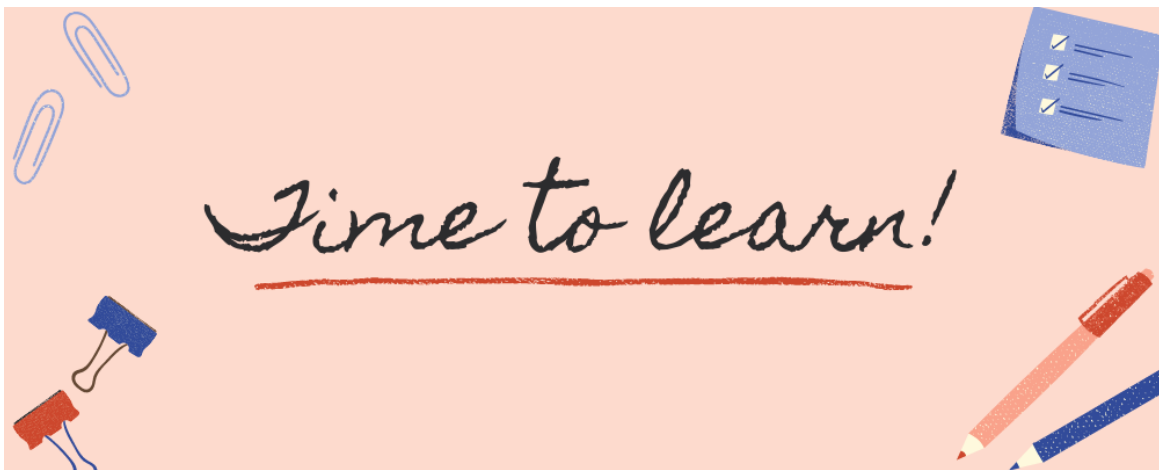


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1 Corinthians 15:58 Therefore, my beloved brothers, be steadfast, immovable, always abounding in the work of the LORD, knowing that in the LORD your labor is not in vain.



3 Main Advertising Objectives

Before you start the process of creating an ad campaign, you will need to consider what your business goals are. It is important to understand what you want to achieve out of your campaign in order to choose the right objective. Your advertising objective is what you want your audience to do when they come across your ad. For example, if you want to show your website to your audience that would be interested in your business, you can create ads that encourage and drive people to visit your website.

Below we will highlight three broader campaign categories, or goals, that your objectives can fall under.

Awareness

This category includes objectives that generate interest amongst your target audience about your project or service. Increasing your brand awareness helps promote what makes your business valuable. For example,

a local bakery is expanding their product offering and now selling gourmet cakes. Using the **brand awareness** objective this company can create a campaign that will promote their new product line to spark interest and awareness.



Consideration

These objectives get your audience to think about your business and pursue more information. For example, the local bakery has a website that tells more about their story and promotes all they have to offer. Using the **Traffic** objective, they can create a compelling campaign that encourages people to visit their website to learn more.

Conversion

Lastly, the conversion category objectives will encourage people who would be interested in your business to buy or use your product or service. For example, the local bakery wants to promote their new gourmet cakes. Using the **conversion** objective, they can promote their tasty new cakes to their audience in efforts for them to make a purchase.



As your business grows, your marketing efforts will shift based on your new goals. First, your campaigns may focus on building strong awareness and acquiring new customers. Later down the road, you

may encourage your audience to make a purchase or sign up for something. It's important to monitor and track campaign progress to understand what is working for your audience and what is not. Having this type of insight allows you to tweak and alter campaigns for maximum performance.

Ready to Start Your Next Ad Campaign?

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Exploring Instagram Ads

At the end of 2019, Instagram was the second most popular mobile social media app in the United States. 63% of Americans use it daily for an average of 28 minutes a day. That is a lot of eyes spending a lot of



Hidden Facebook Features

Facebook is one of the most popular social media platforms. With over 1.8 billion users, it's a huge platform with enormous potential for getting your business out there! While you may think you already

time scrolling that your company could be taking advantage of! The platform started offering paid ads at the end of 2013, and has been expanding their advertising capabilities ever since. With Instagram Ads, it's easy to turn your posts into paid ads.

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know and use every tool Facebook offers, they are constantly coming out with new features everyday and there may be some hidden ones you don't know about as well! Read on to discover our top three favorite, most useful hidden Facebook features for a Facebook Business page that not everyone may know about!

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www.spectrumnetdesigns.com | 866-773-2638 | info@spectrumnetdesigns.com