

STOP PAYING THE FACEBOOK STUPIDITY TAX ON YOUR BRAND

You can't approach social media advertising like playing the lottery.

It doesn't matter how big the jackpot is; buying a bunch of tickets and hoping you get lucky simply isn't a good strategy for long-term success. Yet many brands still treat digital advertising this way, paying for a lot of indiscriminate traffic from audiences that may or may not be interested in their service or products and hoping that some percentage turns into a paying customer. They probably even get lucky a time or two, but they're also paying a steep "stupidity tax" for that chance.

Savvy marketers don't need to play the odds; they've already hit the jackpot in terms of marketing trends and tools. The engineering teams at YouTube and Facebook are using demographic and psychographic segmentation – based on information provided by their own users' submissions and activities – to dissect their audience into any number of distinct, predictable market groups. This, along with smart retargeting, the growing hegemony of social media worldwide, and the increasing demand for video content, has positioned these two sites, with billions of users between them, as THE premier places for online advertising education and market dominance.

Building a strong brand on either YouTube or Facebook is dependent on knowing your target audience. Getting started is easy. But, as they say, the devil is in the details – especially for Facebook. The difference between executing a smart marketing strategy and playing the lottery can be as simple as setting up your account the right way to make sure that you actually are targeting the audiences you intend.



With strong foundations, you'll get strong results, but the consequences for less-than-optimal configuring can be costly. As a result, brands could be paying too much for traffic on Facebook. Estimates of "too much" could range from 30% on up.

Yes, you could be doubling the necessary costs to advertise on Facebook successfully, and it's tough to stay viable in a competitive market when you're paying too much. As we all know, the return on investment for overpaying for anything simply isn't there; you're back to playing the lottery, with all the associated high costs and low rewards.

Which means that your brand is in trouble.

IF THIS IS YOU, DON'T WORRY; THERE IS HELP.

As a leader in social media advertising, Brand Intelligent knows how to beat the odds by navigating the options and tools available to make every advertising dollar count. Visit us at our website and let us get your brand back on target.

IF WE CAN EVER ASSIST YOU WITH YOUR SOCIAL MEDIA PRESENCE, PLEASE GIVE US A CALL.



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