

The background features a close-up of a hand holding a pen, pointing towards a laptop keyboard. A network diagram with nodes and connecting lines is overlaid on the right side of the image. The text is centered in a white, semi-transparent box.

Advertising in the **DIGITAL AGE**

Best Practices to Create Digital Ads

(800) 681-8326



Introduction to Digital Ads

Today's digital age is very different than what it was when digital ads made their debut in 1994. With more ways to target a specific group, it's easier than ever to create digital ads that will convert more buyers for your business.

Curious about how digital ads work and how you can create the most effective ads for your business? We'll learn about a few different types of ads, their primary function, and view their statistics.



The Four Types of Digital Ads

1Native Ads

These are ads that show up and fit in with the websites you're currently viewing. For example, an ad for a furniture store that shows up on the home decor blog you're reading. The ad is targeted to you because you have already expressed interest in and may be looking for furniture-related items.

Native ads are viewed 53% more than banner ads.

2Banner Ads

Best described as a simple ad, static or animated, embedded into a web page that will take you to another website once you click on it.

Just 19% of consumers would share a banner ad compared to the 32% who would share a native ad.

3Retargeted Ads

These ads are targeted to the people who have already visited your website. The buying process can take months for some users, so you want to make sure your business stays top of mind with these potential customers.

Retargeted users are 70% more likely to convert.

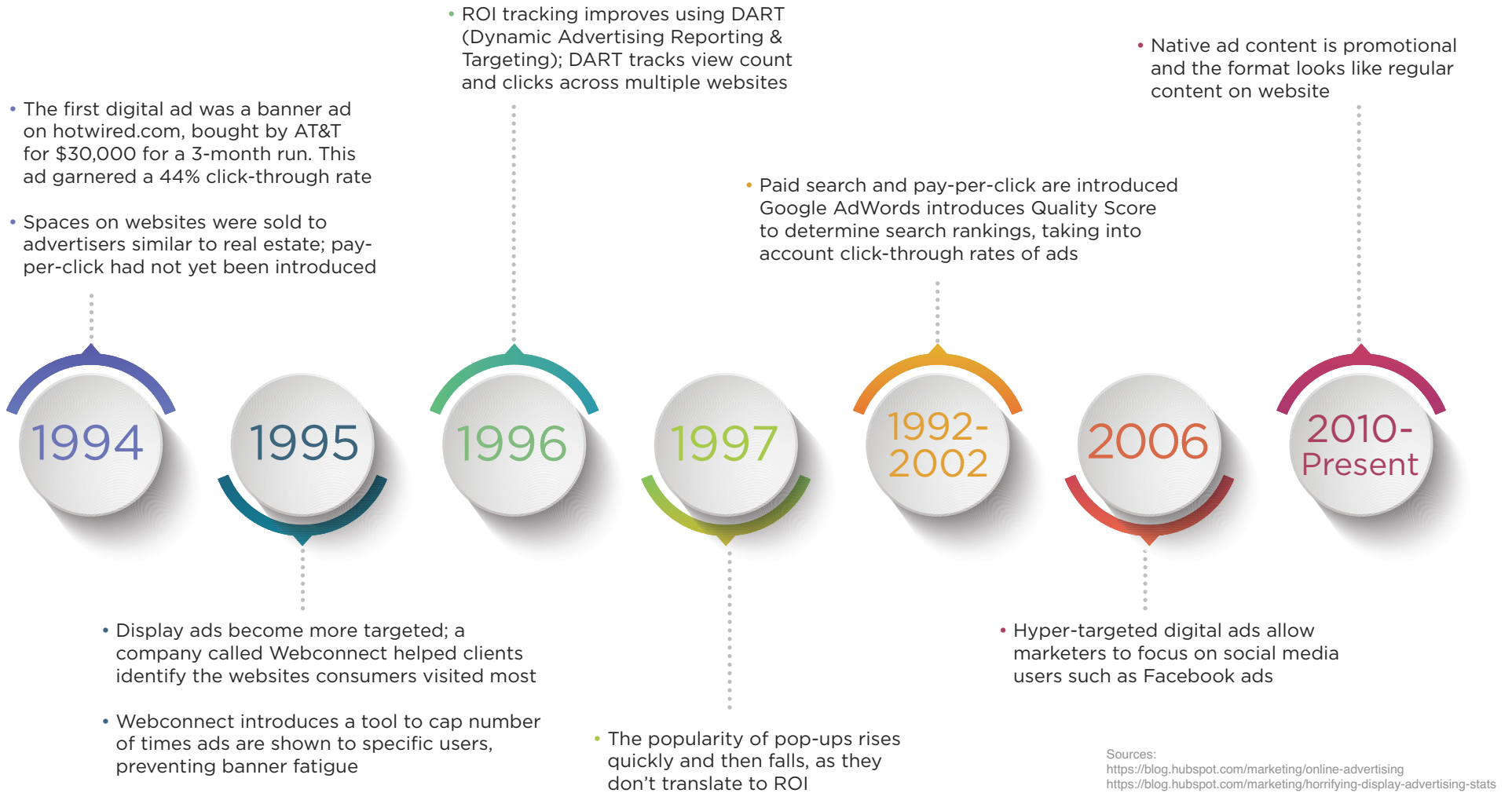
4Ad Words

These align search queries with business goals (like SEO with keywords) to reach audiences in real-time, so your ad appears first in search results.

50% of people who click on ads are more likely to make a purchase.

A Brief History of Online Ads

Let's take a look at where and how digital ads started and how they can work for your company.



Sources:
<https://blog.hubspot.com/marketing/online-advertising>
<https://blog.hubspot.com/marketing/horrifying-display-advertising-stats>
<https://blog.hubspot.com/marketing/digital-strategy-guide>
<https://blog.hubspot.com/marketing/history-of-online-advertising>

Here are four best practices to keep in mind when creating digital ads:



Create a buyer persona

Know who your ideal customer is and target your ads to what they're looking for.



Identify your marketing goals

What are you looking to achieve through your ads? Do you want to increase revenue? Generate more leads? You'll be more successful creating digital ads when the end goal is clear.



Evaluate your existing digital assets

Owned assets are what your company has complete control over such as your website, social media, blog, etc. **Earned** assets come from exposure through word of mouth, positive reviews, sharing on social media, etc. **Paid** assets are your native ads and sponsored search results.



Audit and plan each media campaign

When you combine the above methods, you'll create the most effective digital ad campaigns.

Two Key Takeaways

1. When you align your digital ads with your overall marketing goals, your result will be more views, higher click-through rates and an increased ROI
2. Retargeting ads are essential for higher conversion rates