



10 Quick Tips for a Successful Advertising Campaign

Selling digital advertising services? Each industry is a little bit different, so we asked our team of digital advertising specialists to list 10 quick tips for a successful campaign. Here they are:



Automotive

Automotive clients often want to know the cost per acquisition.



Mortgage Lending

Long buying cycle and very competitive. Have a strong offer.



Gym & Fitness

Target local competitors and track physical visitation or calls.



Real Estate

You should consider the customer typical buying cycle: 6-12 months.



Home Services

In this vertical, your target audience is seeking immediate solutions.



Restaurants

Target repeat diners while tracking inbound calls and visits.



Lawyers

It's a long buying cycle. Influence the audience before they seek services.



Retail

Consultative selling works very well. A strong offer can go a long way.



Medical

Focus on entry-level services and be careful to not violate privacy laws.



Tourism & Travel

Promote the areas that generate most visitors and revenue.