



How to Create a **Digital Advertisement** Your Customers Will Love



J & L MARKETING

The competition for consumer eyeballs is fierce nowadays. Many dealers focus on whether they are doing a better job than their competition when it comes to their ads but, in reality, dealers aren't only competing with other dealerships but with every retail business that's doing digital marketing.

Think about it. Those consumers you are sending your message to aren't in an exclusive automotive targeting group. No, the facts are that consumers all have varying interests from their hobbies, their online and offline purchasing habits as well as any other activities they are interested in and these interests place them straight in the crosshairs of a lot of retailers. So knowing that the consumers you are trying to deliver your message to are also being targeted by every other retail sector, how do you increase the likelihood that they will not only notice but also take action on your digital ad?

Here are four factors to consider when creating an ad that will help increase engagement and conversion.

1.

RELEVANT

One of the most important things you can do when creating a digital ad is to start by knowing who will be seeing it. "Spray and pray" techniques will no longer cut it. You have to make sure that your message is relevant to everyone who sees it. Don't try to make one cookie-cutter ad that will appeal to your whole audience. It won't work.



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2.

KNOW YOUR AUDIENCE

Sometimes the group you think is your audience really isn't. A classic example of this would be a jewelry store that caters to female fashion. This jewelry store may think that its targeted audience is females... and females could certainly be in there. What about the males who are often gifting jewelry to their spouses or significant others? They would also be a relevant audience. You can't, however, have a single ad that would appeal to both demographics. The motivations to purchase would be much different between the two groups. The same goes for car buyers. An inexpensive economy car could have a ton of audiences including those with modest incomes, young buyers, buyers looking for fuel economy and parents looking to buy a first car for their kids. Every one of these groups will have different motivations and a boilerplate ad would never be able to appeal to all of them. Vary your ad creative by audience and you'll find your customer's paying closer attention.



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3.

CREATIVITY

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4.

LEVERAGE EMOTIONS

The ability of your ad to engage your audience in a way that moves them emotionally is what can make your ad a smashing success. The basic human emotions that are tapped into by many of the great ad agencies are happiness, sadness, surprise and anger. Emotions are also exactly what motivates consumers to act. If you can make your audience FEEL, you will not only have their attention but also a better chance at earning their business. Make them laugh. Show them how your product can make them happy. Illustrate product features by tying them into real-life. People will relate, understand better and connect with your brand.



The keys to making a digital ad that your customers love are centered around all of these factors. If your message is relevant and delivered at the right time, the messaging and images are targeted to the proper demographic, your ad is creative and taps into your customer's emotions, you may find that not only do they love THIS ad but may start anticipating your future ones.



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