ONLINE BRAND MARKETING

The Benefits

Thanks to analytics and insight tools (think Google Analytics or a social media tool such as Hootsuite), you'll be able to track how well your online adverts are doing.

By measuring their performance, you can refine your strategy so that, for future campaigns, you only use methods that bring results.

When creating an online ad, you're able to choose exactly who will see it — making it possible to reach only people in your specific target audience.

This way, you won't be wasting money on showing your ads to people who won't be interested.

These days, when surfing the internet, more people are using mobile than desktop. So, it's essential that you keep this in mind when choosing who to target.

The majority of online ads can now be tailored for mobile users, meaning you won't miss out on anyone.

Compared to offline advertising, online ads tend to be more affordable.

Therefore, it's easier for new brands with smaller budgets to reach their target audience with online marketing — especially using methods like social media, which can be completely free.

Certain types of online brand marketing will provide you with long-term exposure, such as SEO and some sponsored adverts.

Such online marketing options are very cost-effective, as you'll benefit from long-term results without spending too much money.

Online ads can reach a truly remarkable number of people.

If you create an ad that users react well to and engage with, it can spread even further than you might think.

Easier to reach online

Long term exposure

Easy to measure

Target Mobile customers

Easy to target key audiences

Affordable

LIVEWORKSHEETS

ONLINE BRAND MARKETING

The Drawbacks

Online brand marketing is, quite obviously, completely dependant on tech.

Your online ads won't reach consumers who don't use specific types of tech. No mobile phone? I guess you won't be included in a brand's mobile ad targeting.

Furthermore, you might have to invest in various software and programs to ensure you can successfully carry out certain online ads.

What's more, in the event that your company suffers any internet downtime, you won't be able to update ads or track and measure current ones.

We've all been there, scrolling through our social media timelines or reading news online when an ad pops up.

We don't know about you, but we tend to scroll right past ads to get to what we really wanted to see.

That's how most internet users react to online adverts these days — they simply ignore them. So, you need to do all that you can to make sure your online brand marketing stops them in their tracks.

One of the big benefits of the internet is that it opens up international markets for small brands.

While that's great in one sense, it also means that your brand will have to deal with a lot of stiff competition. If your ads aren't up to par, they won't stand out in such an oversaturated market.

Consumers like to see the human side of brands that they interact with.

Unfortunately, online marketing doesn't make this easy, but that doesn't mean that you won't be able to come up with ingenious ways of getting past that. Perhaps video calls for with your Customer Service team?

Dependent on technology

Limited face-to-face direct contact

The customer often ignores Ads/ skips

Worldwide competition

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