PERSONALISED ADVERTISING

Personalisation matters in advertising.Creating ads that can resonate with each individual can be challenging for any marketer.The personalized approach led to a significant lift in awareness and consideration.Personalising your message for your audience is really important.Somw basic steps that can be followed are:

1)Try to go beyond demographics and dig into different passion points and need state of their audience and then personalize the creative based on their interests.

2)Keep testing in market.Marketing is all about trial and error.We never know which is going to work out best among the audience.

Personalised advertising is an increasing trend,that’s because there is an increasing number of methods for learning more about customers and what they want.They include tracking of links,purchases history,survey responses and many more.Nowadays Ads are geared towards targeting real people through emails and other registered user data.Targeted marketing can be applied to video,social media ,TV,display and print advertising.Thus there is a plethora of options for making sure that only relevant audiences receive their ads.

There are different approaches to find out which people to show a particular ad to and also the right time for that through Search Engine Advertising(SEA),Database Marketing,Display targeting and Geofencing etc.

SEA utilizes search engines to provide businesses with opportunities for ranking higher in organic search results.Database Marketing revolves around the collection of relevant customer data and converting them into actionable insight.Display targeting provides people with very specific display ads by taking into condideration their interests and used keywords.Finally,Geofencing allows real-time targeting of users based on their current location.

Studies has proved that 63% of customers feel annoyed when receiving generic advertisement blasts.Although personalized advertising can look very attractive from the outside,there are things to be taken care of such as avoiding making your advertising personally tailored and directed at an individual customer.This avoids the uncomfortability feeling anyone has with the amount of data the company can actually obtain on them.

Greater personalization offers improved ROI and a better end-to-end consumer experience.These concepts have been leveraged before-especially in areas like email marketing.It’s even more critical on mobile devices where attention spans shrink and irrelevant ads are easily dismissed.

Marketers should focus on person behind the click rather than just a total number of clicks in a spreadsheet.By concentrating on the behavior of the individual,we are able to tailor the advertising to their needs,regardless of how well that fits our perception of the customer.

If we are able to find about someone’s past purchase history,we can tailor their advertising brand of interest.Brands and retailers need to evaluate their current analytics capabilities and determine where they have gaps.

Marketers should focus on digital campaigns toward personalized pioneers on social media.Personalised pioneers watch live stream video through likes of facebook live,making it an ideal space for content.

Shouting louder to gain your consumer’s attention does not cut it anymore.Instead it’s about finding those key opportunities to talk with your audience.Reaching the correct audience requires thought and tact.

Personalised ads boost the performance of a campaign,they bring about cost savings since they are targeted and they also allow companies to get much better return on investment from their media.

The fact is there are endless possibilities to customize advertising.