



150 Free Ways

**to Get Your
Brand Noticed**



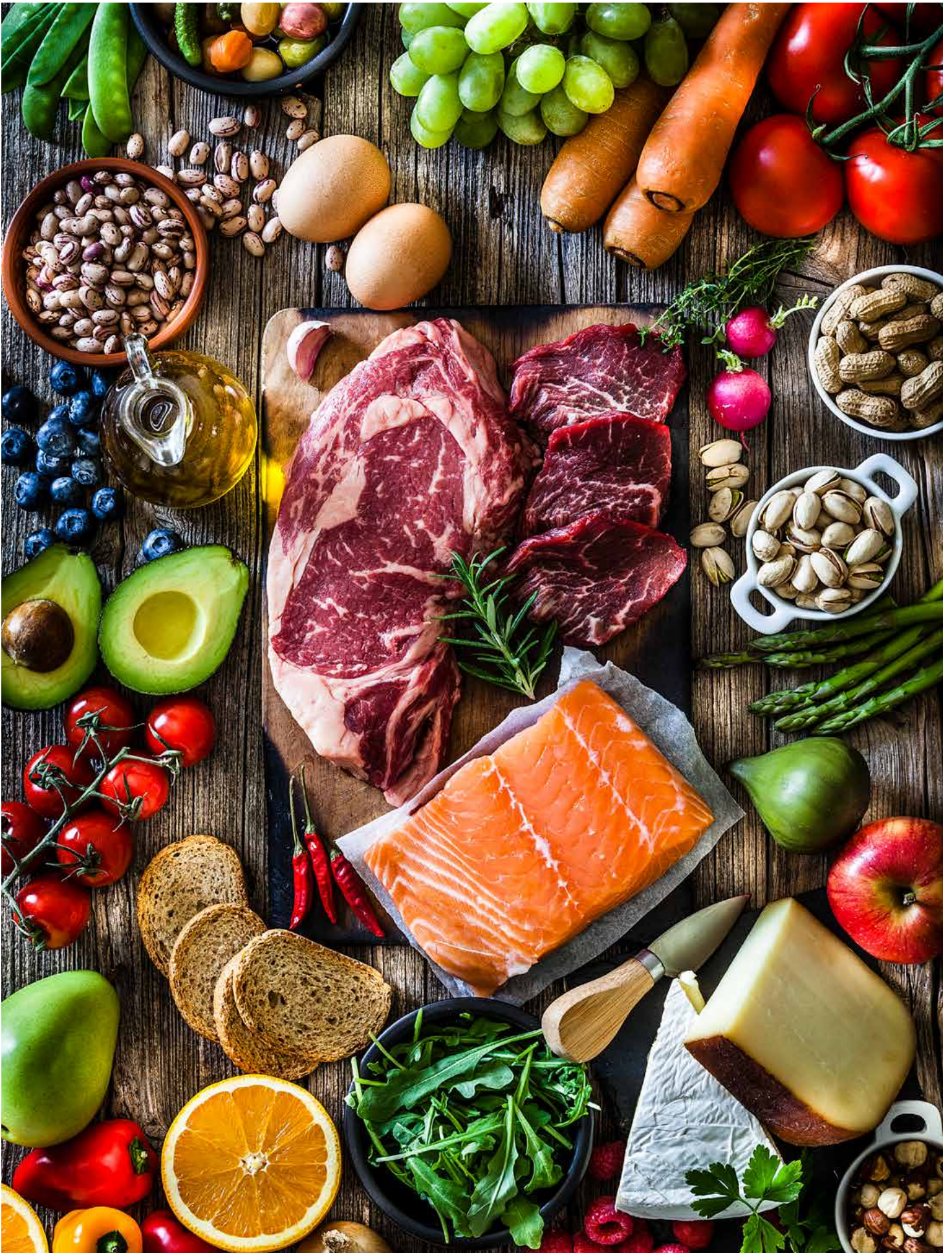
Introduction

Ever get the feeling your brand is jumping up and down, hand raised in the air, yelling “Pick me, pick me!”?

It sure is a crowded marketplace out there — and as good as your products are, there’s a whole lot more you could be doing to get noticed. Luckily, there’s a buffet of tools and tactics you can try. And we’re not just talking about the appetizers, like your emails, website, and social media. We’re going straight to the meat of what it means to get your brand noticed.

In fact, there are loads of bites (150 and counting!) to fill up your digital marketing plate. Forget about expensive a la carte dining. This is all-you-can-eat at its finest, which means you’ll get results without overspending.

Instead of waiting for customers to pick you, here are the *top* 150 ways to make your brand deliciously irresistible for a grand total of just \$0 (heck, yeah).



Part 1

SEO

Search Engine Optimization



If the top three letters in your marketing soup aren't "S", "E," and "O," then we need to talk.

Unless you've been stuck on a desert island for the past decade, then you know internet search is one of the world's favorite pastimes: it happens [5.6 billion times a day](#).

Honestly, even a desert island probably has an SEO strategy of its own. "Relaxing island getaway," anyone?

Jokes aside, you've got to catch your keywords if you want to capture customer attention. Here's how to do it for free.

Off-Page SEO

- 1. If you don't ask, you don't get.** Don't wait for links to come in: reach out to people to ask for backlinks. Make a list of 20 places that might give you a link and reach out to them regularly when you publish a new page or piece of content.
- 2. Make sharing easy.** Make sure every shareable piece of content is, well, shareable. Add social sharing buttons, including a short-link generator to make it easy for others to create backlinks to your site.
- 3. Don't be shy.** Not sure what people want to share? Ask for feedback. Reach out to sites that gave you backlinks in the past. Or, contact places where you'd like backlinks from and ask what kind of content they would be interested in linking to.
- 4. PR on a budget.** You don't have to hire a PR agency to get into the paper. Sign up for services like Help a Reporter Out (HARO) to get in front of reporters. It's free and helps brands connect with writers looking for a source or story.
- 5. Give as much as you get.** Most search engines frown on "link trading": the practice of giving a link to get a link back. Instead, give real value to people you want a backlink from. Offer product samples or a great piece of unique content.
- 6. Be their guest.** Guest blogging isn't the be-all and end-all of SEO like it was a few years ago, but it's still a good way to get editorial backlinks to your site. Contact some publishers to see if they are interested in a guest blog.
- 7. Correct the record.** Is every listing for your business correct and up to date? Go through common (and less common) web portals and directories and check your business info to make sure each one has the right information.
- 8. Be re-source-full.** Press is a great way to get some relevant, high-value backlinks. Contact local news outlets — newspapers, radio stations, TV stations, even college newspapers — and offer yourself as an expert source.
- 9. Get the credit.** Regularly search the web for places that may have mentioned your business or products and make sure they include a link back to your page.
- 10. Keywords are the key.** Make sure [you know what keywords you're trying to rank for](#) and how you're doing. Create a spreadsheet to track your rankings and make a point of adding a few keywords every week to identify new opportunities.
- 11. Join the conversation.** Regularly search for roundups or expert panels about your industry, products, or services and contact the author to see if you can be added. Most business owners would be surprised how often the answer is "yes."
- 12. Keep it professional.** Almost every industry has trade groups, industry associations, and other advocacy and networking organizations. Reach out to some and see if they have free opportunities for PR and other ways to gain backlinks.





On-Page SEO

13. **What's in a name?** Keyword stuffing — the practice of filling your business name with keywords — might be out of style, but having a descriptive keyword in your business name can significantly help with search, especially local search.
14. **Make it clear.** Your URL structure should be clear and easy to read for both humans and machines. Try to include relevant keywords without being too spammy.
15. **Get descriptive.** Your meta description may not directly influence search rankings, but it can convince customers to click on one result over another. Update all descriptions to be enticing and persuasive.
16. **If it's broke, fix it.** Broken links not only frustrate visitors to your website, but they also ruin SEO by breaking the connections between pages. Audit website links regularly and fix the ones that are broken.
17. **Make it mobile.** Google and other search engines have made big steps in prioritizing mobile results and ranking mobile-friendly pages higher in search results. Optimize your site for mobile or risk losing 60% or more of your search traffic.
18. **Speed is what you need.** Over the last several years, page speed has increasingly become an important ranking signal for Google and other search engines. Test your page speed using [Google's tool](#) and fix any slowdowns.
19. **Picture this.** Good SEO is all about getting the little things right. A lot of the images that are used on blog posts get indexed on search engines. Try putting your company's logo somewhere on each image, so that when people are scrolling through images on Google, they'll notice your brand.



TIP FROM
Eric Edelstein,
Co-Founder & CRO





20. **Small data, big difference.** Microdata is small pieces of information about things, places, and people — like a business phone number or a product SKU. Make sure all of your microdata is properly tagged using [schema format](#).
21. **Think global, act local.** If your brand has physical stores, don't forget about local SEO. Set up local pages, such as Google My Business, for each location. Also, make sure that each location has a unique page on your site with an address and phone number.
22. **AMP it up!** Optimize your mobile shopping experience with an [Accelerated Mobile Page](#) (AMP).
23. **Lead with the lede.** Go through all of your headlines and make sure they are descriptive, clear, important, and include meaningful keywords. Headlines should use H1 tags to tell users and search engines what a page is about.
24. **Keep tabs on the competition.** What keywords are your main competitors ranking for? What pages do they have that you don't? Put together a tracking spreadsheet (or use an automated tool) to keep tabs on the competition. Then, update your site to compete.
25. **Never stop.** SEO isn't something you do once and call it a day. Frequently updating your website improves ranking, which is why it should be an ongoing process. Set a reminder to make one update every week to keep your rankings fresh.
26. **Make it canon.** Many websites, especially ones built on a template or framework, have pages that can be accessed through multiple URLs. To avoid Google counting these separately and penalizing you for duplicate content, add [canonical tags](#) to all pages.
27. **Get down to specifics.** Focus every page on your site around one or two keywords and create pages that focus on keywords you're targeting but haven't built pages for yet. The more tightly you focus on each page, the better it'll rank for specific keywords.



TIP FROM
Wilson Lau,
Principal Marketing
Manager, SEO





Part 2

Content

Think of content as your brand's voice. Is it sultry like Billie Eilish? Or Lady Gaga wild? Boy-next-door Shawn Mendes? Or elusive and Sia-like?

Whatever your brand sounds like, you've got one goal: *giving your audience a performance they won't forget.*

Once you've nailed your perfect voice, it's not that hard to do. A mix of high-quality content, such as video, blog posts, infographics, and more, can rocket you up the brand charts. All you need are the right content creation tips, so read on.



Content Tips

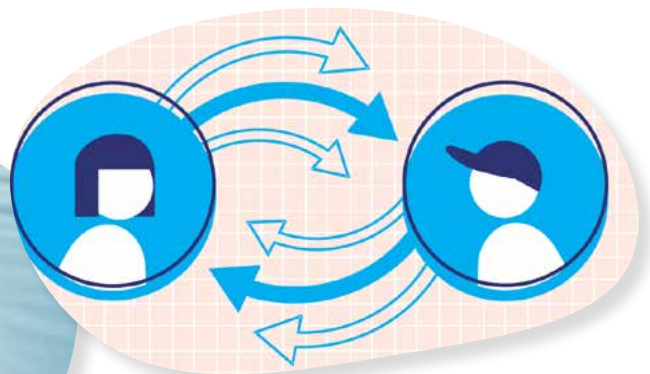
...to keep your audience engaged



TIP FROM
Brianna Huynh,
Creative Director



28. **Get in tune.** Content works best when it's written for specific audiences — these could be internal versus external or different kinds of shoppers. Think of key audiences and work them into your content strategy.
29. **Keep it fresh.** Like bread, fresh content is the best kind. Go through your old content to see if it can be updated — with new facts and figures, more recent links and stats, or with whole new sections — to keep it ranking well and being useful.
30. **Being authentic is good but being consistent is better.** Any brand can claim to be authentic using conversational marketing but a champion brand is consistent across multiple channels. Be a consistent brand in the way that you speak, act, post, sell, and all the little interactions in between.
31. **Make it informative.** Infographics are 30 times more likely to be read than text articles. Find an old blog post that's heavy on numbers and turn it into a visual infographic using a free tool like Canva.
32. **Branch out.** Don't just create content about your products and niche. Think of some peripheral topics your audience might be interested in and create content that caters to those interests.
33. **Different strokes for different folks.** Break out your target audience by intent and create content for each intent group. Someone doing an early price comparison is going to be looking for different content than someone who's ready to buy.
34. **Explain yourself.** Create content that helps customers answer common questions about your product. These could be how-to guides, product use ideas, onboarding e-books, or videos on how to become a power user.





...to get you noticed

- 35. Get trendy.** The best way to get content noticed is to piggyback on things that are popular. Find topics that are trending on Twitter or Instagram or use [Google search trends](#) to find a topic that applies to your brand. Then, write something about it before it's too late.
- 36. Amplify your voice.** Using SEO keywords in content can help get your website ranked more quickly and for more terms. Go through old content and see if you can update titles and headings to be more descriptive while using your target keywords.
- 37. Long live keywords!** Build some content around "long-tail keywords." These might not get much interest individually, but enough of them together add up to a lot of customers — and much more targeted customers.

...to keep you organized

38. Fail to plan = plan to fail. You'll get the most out of content when it's part of a structured approach that is well-planned and supports itself and business objectives. Rather than just produce content ad hoc, create a content calendar for the next month that ties together ideas and marketing goals. Then follow it.

39. Stick to a plan. Content needs to be consistent, regular, and timely. Set a publishing schedule and stick to it, even when you don't feel like you have anything to say. Having regular content updates is one of the most important parts of a content strategy.



...on how to leverage teamwork



TIP FROM
David J. Bradley,
Consulting MBA

40. Listen and learn. Who knows what your customers are interested in better than frontline sales and support staff? Solicit ideas for great content from your sales, customer service, and other customer-facing roles.

41. Share the spotlight. Invest time in developing content that features the brilliance of others — even other marketers. When you highlight others' work, you can open new relationships and are seen as someone with an eye for good work. Those you feature may then promote your work, creating a real, non-hyped "viral" effect.

42. Don't go it alone. Get employees and coworkers on board with creating content. Designate a couple of content assistants to look for new topics and authors from within your organization.

43. Let your fans help. As a brand, there's nothing more authentic than a customer taking time out of their day to share a thought or feeling. That's why user-generated content (UGC) is such an integral component of a marketer's strategy — customers are promoting your brand for you.

44. Share the love. It's a lot easier to get buy-in from team members when they see their name in big lights, so don't be afraid to byline articles under other people's names (with their permission, of course). It'll get them more excited to contribute in the future.



TIP FROM
Jaime Lee,
Head of
Content Strategy

AdRoll



...to see what works

- 45. Tone it down. Or up!** Not every post has to take the same tone. Play around with a variety of tones — educational, humorous, thoughtful, informative, philosophical — to cover the full range of what consumers are looking for. But be careful as not all tones are appropriate for every category.
- 46. Let hindsight be your friend.** Regularly review how your content is performing and look for trends in what works and what doesn't. Identify the types of content and subjects that get the most attention and focus on those in the future.

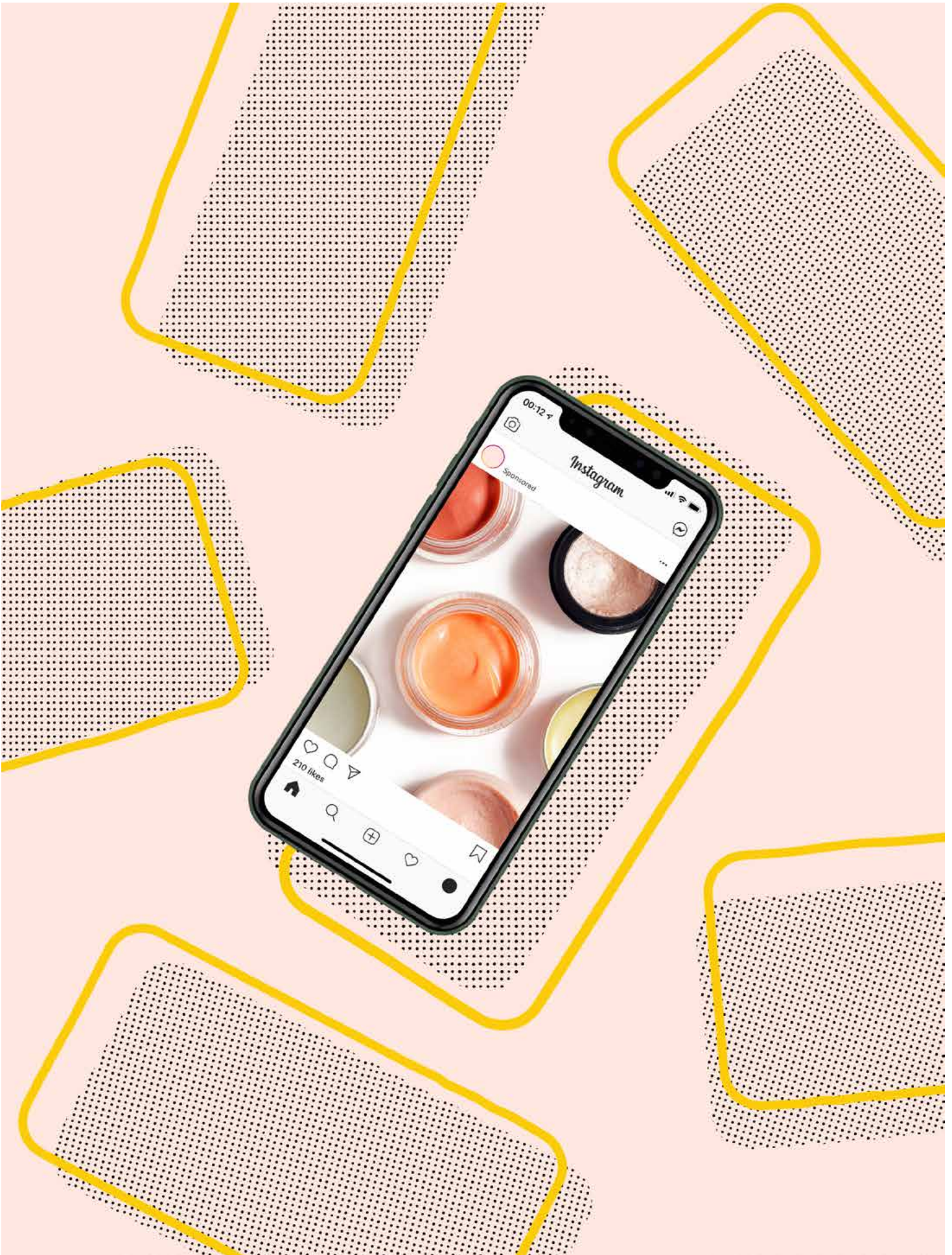


...to help you think outside the box

- 47. Make some noise.** Americans consume almost four and a half hours of audio every day. Give consumers something to listen to, whether that be a podcast, a narration of a written piece of content, or even a Spotify playlist that gets them in the mood to shop.
- 48. Reduce, reuse, recycle!** Conduct a review of your existing content and figure out how to reuse it for different mediums. Turn a blog post into an explainer video. Transform a podcast into a blog post. The sky's the limit for repurposing.
- 49. Home is where the content is.** Look for opportunities beyond your owned channels to place content. Medium, Youtube, and Vimeo are all great third-party platforms to repurpose your owned content. Find something you've created and use it as inspiration to post on an unowned channel.

...to get the word out

- 50. Sharing is caring!** Share your content everywhere. That means posting on all of your company and personal social channels, content aggregators, discussion groups, and more. Put together a master sharing checklist and use it for every piece of content (old and new).
- 51. All aboard!** Get everyone in your company involved in sharing and distributing content. Make it easy for them to share and announce every time a new piece of content is produced.



Part 3

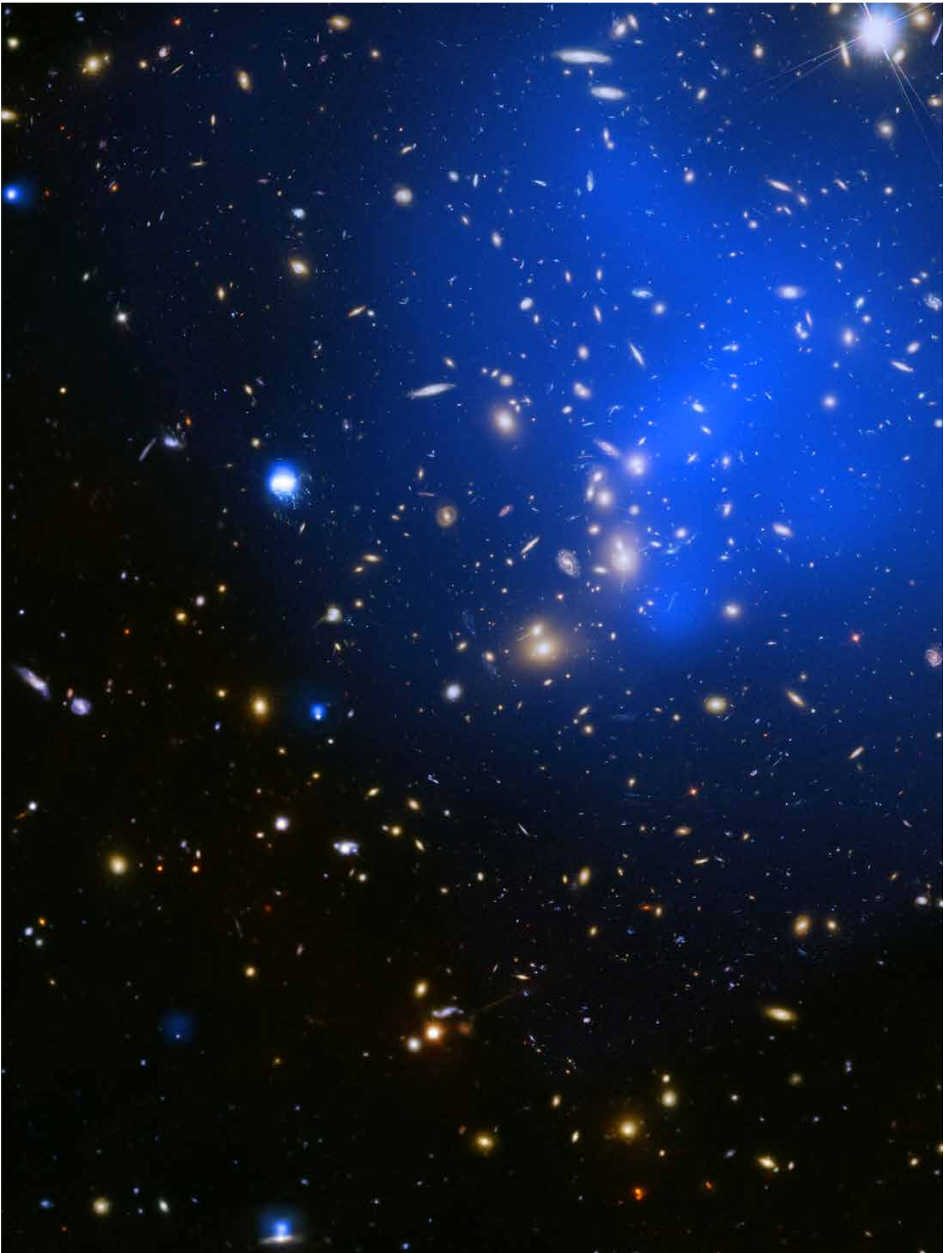
Social and Community

It's not what you know — it's who you know.

We're talking much more than just clout. It's about connecting, communicating, and being real. In other words: social media.

Put away the humblebrags and focus on retweet-worthy engagement. Expand your brand beyond Instagram and create your own galaxy — a community of happy customers who can't stop chatting with you and about you.

Go for a galaxy that's not far, far away, but exactly where consumers can find you. Shooting for the stars? Nah, it's all right here on earth.



Social Media



52. Go where they are. Not every audience is on every social platform. Find out where your target audiences like to spend time and focus most of your efforts there. It's OK to ignore a hot new social network if your customers don't use it.



TIP FROM
Joy Barberio,
VP of Marketing
@TRINITY ROAD.

53. Be active! Post regularly with content that inspires, enhances peoples' lives, engages your audience, and ultimately encourages followers to share your posts.

54. Talk with them, not at them. Find social media groups that are already talking about topics close to your brand and join them. Don't spam promotions for your business, but instead try to be a valuable member of the community.

55. Try something new. There are hundreds of social networks. Starting from huge ones, [like on this list](#), down to niche communities that cater to specific hobbies, regions, and identities. Look beyond the big players and expand to networks where your customers may be.

56. Be an amplifier. Find people who are already talking about your brand and ask them if you can reshare their content on your social channels. Not only will you get great, sharable content, but you'll be engaging people who love your brand.

57. Gain some influence. Find some influencers in your target market and see if they'll trade coverage for products. Avoid large influencers, who often charge significant fees, and [focus on micro and nano influencers](#) — a couple thousand followers is a good target.

58. Show, don't tell. People love to see live action on social media. If you've been sharing stills of your product, consider taking it out for a spin and showing it being used in the real world.

59. Be really real. Social media places a major premium on authenticity, so overly doctored shots don't perform as well as natural ones. Take time to replace stock photography with natural shots you take yourself.

60. Reveal your hidden charm. Consumers love getting a behind-the-scenes look at their favorite brands. Get some photos of your team in action working on new products to engage followers.

61. Banter rules! Use polls, surveys, and requests for feedback to get your social audiences excited about your content. Ask questions and solicit responses to boost visibility.

62. Tell your story. If you aren't using Instagram Stories, do so immediately. Stories are one of the best ways to engage with existing fans and gain new fans — the entire platform was built from the ground up to encourage long browsing of varied content.



TIP FROM
Angie Tran,
Content
Marketing
Manager
AdRoll



Reviews and Referrals

- 63. Look 'em in the eye.** Don't wait for customers to leave you reviews. Ask them directly, and soon after their good experience while it's still fresh in their minds. Wayne Gretzky said you'll miss 100% of the shots you don't take, so take some shots!
- 64. Turn negatives into positives.** Bad reviews can be a downer, but they can also be an opportunity for a do-over. Respond to all bad reviews positively and offer unhappy customers another chance. Don't get into arguments or he said, she said disputes.
- 65. Own your brand.** Check every major (and minor) review site and make sure you own your profile on each one. Not only will this help you control the narrative, but you can also check for accurate business information at the same time.
- 66. Make it automatic.** Most brands send all kinds of transactional messages to customers. Receipts, shipping notifications, cart abandonment offers. Use each one as an opportunity to solicit reviews!
- 67. Make your wins even winnier.** Reach out to customers who've left you good reviews and ask them to review you on other platforms. Or just send them a thoughtful thank you. This is an opportunity to turn a happy customer into a brand evangelist; use it.
- 68. Go back in time.** Reengage less recent customers by soliciting feedback on something they purchased before. Not only is this great market research, but you can also use this opportunity to ask them for a review!
- 69. It's not ALL about you.** Build a referral program that taps into your customers' psychology. When you launch your referral program, make sure to message it to customers in a way that makes it about THEM, not about you!



TIP FROM
Jason Finkelstein,
Chief Marketing
Officer





Partnerships and Business Communities

70. **Get in the front door.** Join your local chamber of commerce. Some require a fee to join, but many will waive it at least temporarily for prospective new members. It's a great way to find a community of like-minded business owners.
71. **Sign up, everywhere.** Every industry has associations, membership organizations, and trade groups. Find one that fits what you do and look into joining. As with a Chamber of Commerce, they might have an initiation fee, but it can often be waived if you ask.
72. **Link up with like-minded people.** LinkedIn groups have gained a bad reputation, but with some careful digging, you can find productive groups that offer great networking opportunities. Ask mentors or others in your industry which ones are best.
73. **Make it happen.** Don't wait for collaboration opportunities to fall into your lap. Make a list of companies you love and admire, and then reach out. You might not hear back, or you might just land an amazing collaboration opportunity.
74. **Speak up.** One of the best ways to get noticed in the business world is to find speaking engagements. Reach out to organizations in your industry and ask if they have any opportunities. You'll be promoting your brand and networking at the same time.
75. **Offer something valuable.** Co-market with companies that sell complementary services or products and offer them free content. Whether it be an individual blog post you wrote or an opportunity to do a podcast together, offer something of value — this way, brand awareness in your niche will increase, and neither brands are directly competing with each other.
76. **Synergize!** Does your product or service go well with something from a popular brand? Tell people! Make content about how great your product accessorizes a popular bag or how well your service works with a popular social network.
77. **Call in the reinforcements.** Hosting a giveaway or contest? Approach some brands that share your audience and see if they want to co-host to sweeten the prize. This is an opportunity to make inroads with larger brands if you provide the bulk of the prize value.
78. **Share your knowledge.** Sites such as Quora, StackOverflow, and Stack Exchange allow you to help others and share your expertise. This is a great way to give back to the community and show off what you've got.



TIP FROM
Andy Hoek,
Digital Marketing
Consultant



Part 4

Email

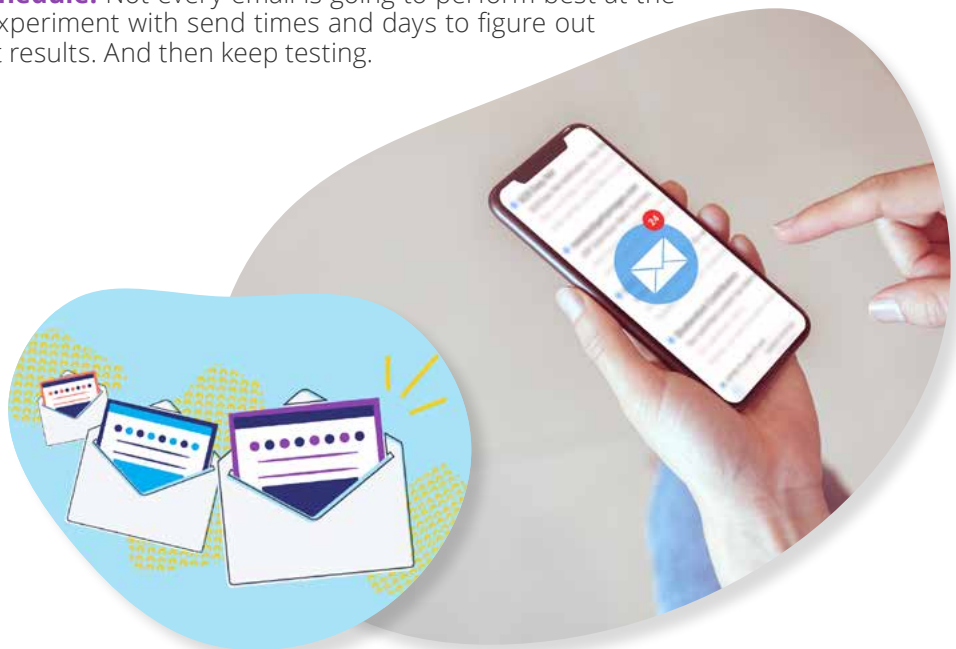


Imagine you could talk to your customers whenever they open their laptops or smartphones. You hook them in with a snappy opening, and let them know what's on your mind. They can even talk back to you if they feel like it. (And you hope they do...).

That's not a superpower: it's email marketing, and you're probably already using it. But every superhero story has a villain, and the villain here is open rate.

Getting people to pay attention to your emails is most of the battle. Luckily, there are loads of ways to do that without spending a cent (and you can leave your lightsaber at home, too).

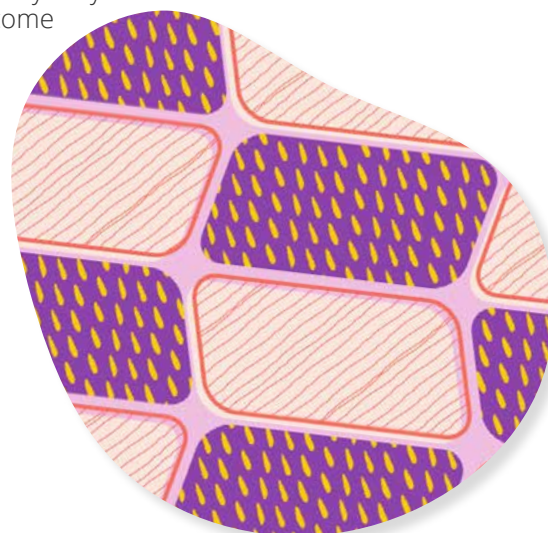
79. **Get a clear OK.** Make sure that you get an affirmative opt-in from everyone on your email contact list — not just a lack of an opt-out. When you collect email addresses, make customers actively select the option to receive emails from you.
80. **Keep up with your opt-ins.** If you have a large or old email list, periodically check in with subscribers to make sure they still want to receive emails. The best practice is to send an opt-in option every year to keep everyone happy.
81. **Be consistent (but not predictable).** Consumers like regularity. Send your emails [at a regular cadence](#), and on the same days and at the same times as often as possible. If you plan to change your cadence, let consumers know ahead of time.
82. **Divide and conquer.** Not all email subscribers are the same, and they don't all have the same needs. Segment your list by various characteristics AND actions/locations in the [marketing flywheel](#) to get the best results.
83. **Power up your existing content.** Use the content you're creating for other channels to supercharge your emails and have a ready supply of things to share with your customers. Go through your content library and see what you can send right now.
84. **Don't let the good ones get away.** [Shopping cart abandonment](#) costs companies millions every year. Use an automated shopping cart abandonment email to remind consumers to come back and finish checking out.
85. **No-limits email.** Most companies send some transactional emails: receipts, purchase confirmations, signup confirmations, etc. Add cross-sell and up-sell copy into your transactional emails to get some bonus sales.
86. **Look back to look forward.** When segmenting your emails, don't just focus on characteristics and funnel location — use buyer intent based on past behavior to segment by what users are trying to accomplish.
87. **Smarten up your schedule.** Not every email is going to perform best at the same time and day. Experiment with send times and days to figure out when you get the best results. And then keep testing.

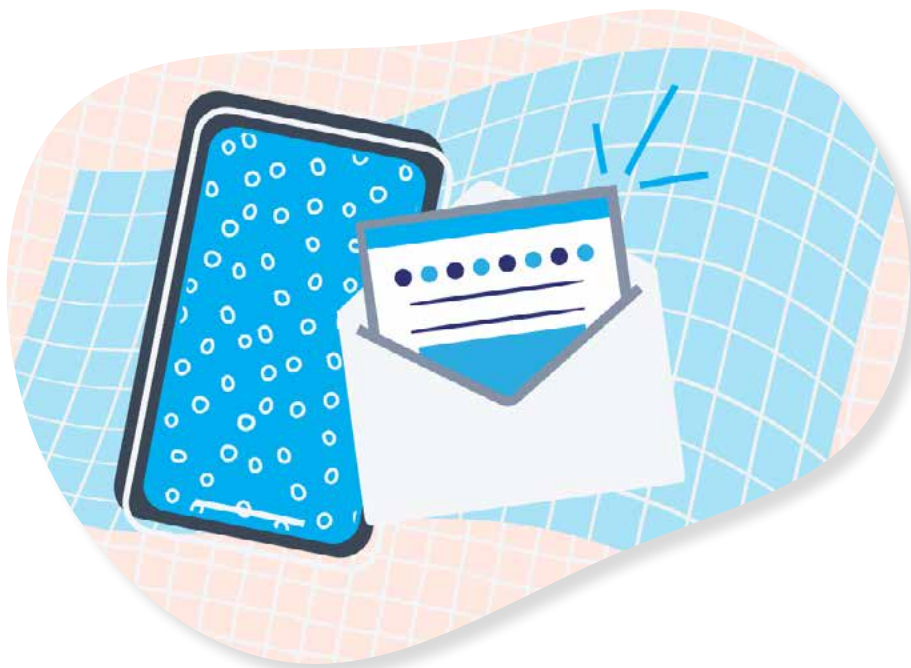


- 88. Subscribe at every turn.** Add email subscription forms everywhere. Yes, everywhere. At minimum, go through your website and make sure that there's a subscribe form in the footer of every page.
- 89. Make signups social.** Use social media to get more email signups. Social can be a great medium for pushing people to your email signup forms, and customers on your email list tend to be more valuable than customers on your friend list.
- 90. Give them a reason to click open.** Giveaways are a great way to get new email signups. Consider running a raffle or sweepstakes to build up your email list.
- 91. Make your email go places.** A large percentage of consumers now check their email on their mobile phones. Make sure your email is optimized for mobile-first. Responsive is good, but if you can't make it responsive, make it mobile.
- 92. Test the look and feel.** Not every template and design is made equal. Test designs regularly to find the best one. But make sure you only make small changes for every test. If you change too much at once, you won't know which element helped the most.
- 93. Test some more.** While you're testing, don't forget about [subject lines](#). Most email platforms allow senders to test multiple subject lines with subsections of a list before sending the best performing one to the full list. Use this feature every time you send.
- 94. GIF it to me.** Movement attracts the eye. Moving images are more engaging than still ones, so experiment with using animated gifs and "email video" in your sends.
- 95. The right tool for the job.** Pick the right email template for the right purpose. Many brands, especially smaller ones, rely on the same template for every type of email. Go in and break out your emails by what you want to accomplish and create a template for each goal.
- 96. Don't overstay your welcome.** Nothing annoys customers more than too many emails. Monitor your email metrics carefully to make sure that you aren't losing subscribers from overly-frequent emails.
- 97. Know your enemies (OK, maybe "enemy" is a *bit* harsh...).** Regularly check industry benchmarks to make sure that your results are on par with your competition. Many email providers publish industry reports yearly — make it a point to check these reports every time they come up and benchmark your own results against them.



TIP FROM
Evi Katsoulieri,
Lifecycle
Marketing
Associate





98. Be a spy. Subscribe to every single email from your competitors. Then when they start coming in, study what they're doing well and what they aren't to get ideas for how to improve your own efforts.

99. Get to the point. Your email should be tightly focused around a singular goal. Are you trying to sell something? Get feedback? Send customers to a download? Try to limit emails to one or two CTAs each.

100. Try, then try again. If an email didn't get a great open or response rate, try sending the same message to non-openers but with a different subject line. Experiment with multiple subjects to figure out what works best.

101. Clickable subject-lines. Pay attention to your subject line. Use cliffhangers or hookup lines. Be concise and get to the point. Too many characters won't show up entirely on the screen especially when reading from a mobile device.

102. Make it personal. Consumers love seeing their names. That might seem like a cliché or overly-simplistic read, but it's true. Make sure you're personalizing your emails with information from your subscribers — try personal subject lines or greetings.

103. Have a point person. People prefer to receive emails from a real person than from a company. So instead of sending an email from your "Communication team," send it from "Alexa Smith" and the name of the company.

104. Make it shareable. A great way to build your email list and increase your reach is to make your emails shareable. Give customers an easy way to spread good deals and great content straight from their inbox.

105. A couple of words is worth a picture. Many email readers don't load images by default. Instead, your customers might need to rely on the image alt-text descriptions to know what they're missing. Entice them with great descriptions.



TIP FROM
Skyller Whitney,
New Business
Sales Rep



Part 5

Advertising

OK, so the words “advertising” and “free” don’t really go together.

But, before you roll your eyes, think of it this way: if you’ve already paid for ads, why not squeeze them for every last drop of sweet nectar? That won’t cost you a thing, except a bit of time and out of the box thinking. But it’ll be cool, refreshing, and tasty!

So what would make the sweetest ad juice ever? More views, more clicks, more conversions...

You don’t need to spend more. But you do need to master the perfect juicing technique. Thirsty? Let’s go.





Search/Text

- 106. Focus on the prize.** When setting up text ads, pay close attention to the kind of matching you're doing: broad, phrase, or exact. Broad matches might get you the most views, but exact will often get the most clicks. The more targeted, the better (in general).
- 107. Get local.** Geotarget your ads to small locations to make them more attractive and relevant. Add location names to the headline and body copy too. Localizing ads can significantly decrease cost per click (CPC) and improve targeting.
- 108. It's a perfect match!** Make sure the keywords you use in ad headlines and body copy match the keywords your ad shows up for. Poor matching will result in higher costs and may keep your ads from showing up.
- 109. Go negative.** Use negative keywords to weed out bad searches that aren't likely to result in customers. If you sell expensive designer hats, you might set "cheap" as a negative keyword to avoid clicks from bargain shoppers.
- 110. Rhetorical device.** Make sure your ads are optimized for the devices they appear on. Create different ad groups and ads for various screens, and think about how people make buying decisions differently on phones, tablets, and computers.
- 111. The price is right.** Ads with prices in them perform better than ads without. Prices help target ads by removing people with low buyer intent, ultimately saving brands the cost of those clicks.
- 112. Soft landings.** Don't stop at matching headlines and ad copy — match your landing pages, too. Ads should lead to landing pages that predominantly use the keywords you're targeting. If you don't, you'll be paying extra for every click.
- 113. Buyer intent matters.** Break your ad audience into segments and sell to each one individually. Obvious segments include age and sex but also look at buyer intent to segment your ads by where they fit into your marketing flywheel.
- 114. You won't know until you try.** Try new ads regularly. Make a habit to add new ad copy and headlines to your ad groups every week. Experimenting with new ad text can dramatically improve performance in a short time.
- 115. The deeper, the better!** Deep into keywords, that is. Get as specific as possible and look for longtail opportunities — hyper-specific, longer keywords (think "red earmuff hat for cold weather" instead of "hat"). These keywords are cheaper and have stronger buyer intent.



Display

- 
- 
- 116. Go for another round.** Don't exclude consumers that already bought something from you. Instead, refocus your display ads on upsells and cross-sells that work with the products they purchased.
- 117. Target, then retarget.** Retargeting remains the secret weapon for display for over a decade now. If your ads aren't following people around the Internet, you're missing out on conversion opportunities. Retargeting conversion also ends up more relevant and often cheaper than regular display ads.
- 118. One size never fits all.** Resize your creatives to fit a wide variety of screens and ad specs. Nothing converts worse than an ad that's missized and illegible or partially cut off. More sizes also mean more placement opportunities, letting you take advantage of better rates.
- 119. Go to the source.** Sometimes you can get better ad rates by going straight to the source and bypassing the exchanges entirely. Reach out to places you want to advertise and see if they can offer direct placement rates that beat the exchanges.
- 120. Repurpose, again!** Running out of creatives? Repurpose well-performing social content into advertising creative. If it attracted engagement when it wasn't promoted, imagine what it can do as your lead ad.
- 121. Get the look.** Go through your creative and ad sets to make sure that your branding is consistent and up to date. Your ads should be immediately recognizable.
- 122. CTR is just the start of the story.** Only track click-through conversions and you might miss the real value of your ads. Instead, make sure to look at the view-through rate (VTR) and figure out how your ads contribute to your revenue to make sure the best ads get most of the budget.
- 123. Be lovable wherever you go.** Different audiences require a different approach. After segmenting your targeting, create ads that appeal to those targets. There's a reason brands targeting millennials use the same shade of "millennial pink."
- 124. Give the mic away.** Got a great review or some fantastic user-generated content about your product? Use it in your advertising campaign. Just remember to get permission first.
- 125. Pick and choose.** If you're working on a limited budget, be selective about where you place your ads. Drill down on who your market is and where they like to spend time. Then put your ads there.
- 126. Wear your pride.** OK, this may be a little off-topic, but hot tip: Wear your brand when you're out running errands — people may ask you to tell them more about your company!



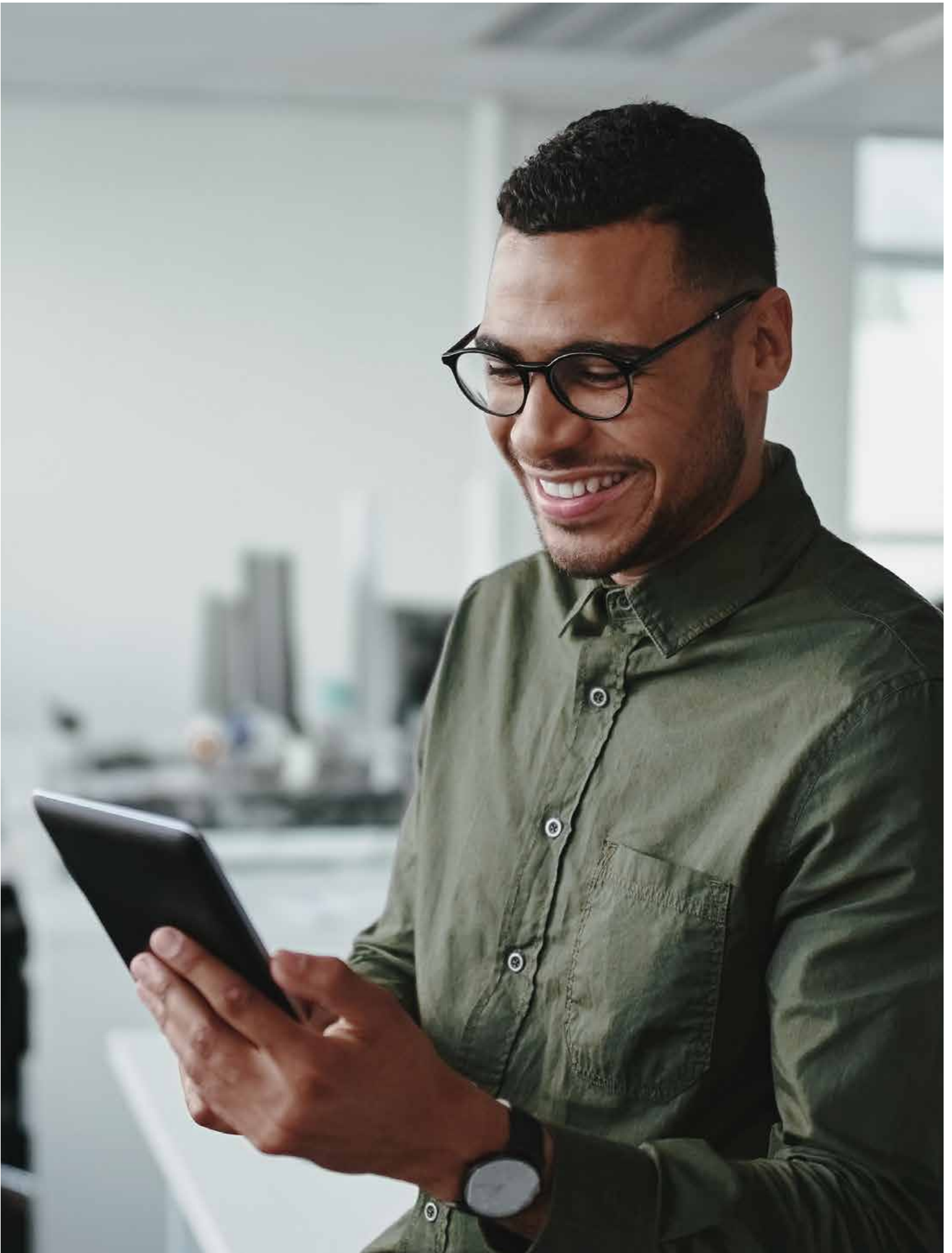
TIP FROM
Marissa Shaffer,
Marketing
Coordinator

MATHNASIUM
The Youth Learning Center

Social

- 127. Have we met before?** One of the most powerful tools available for social advertisers is building an audience out of your existing email list. An even more powerful tool is lookalike audiences, which let you create ad audiences that are similar to yours and market to them.
- 128. Small is BIG!** Keep audiences for your social ads small and highly targeted. The narrower you set your audience parameters, the more focused you can make your ads, and the better they'll perform.
- 129. Like it? Love it!** Break your social audiences down into groups that share similar likes so you can target your ads based on those affinities. Selling an energy drink to mountain climbers needs a different creative than selling it to soccer players.
- 130. Did someone say "free"?** A lot of ad platforms offer free credits to first-time advertisers (and even returning advertisers, sometimes). Reach out to representatives and ask about any freebies they might be able to give you to try out new platforms.
- 131. Out with the old...** Text, images, videos all have their place in the world of social ads. Put together an ad that's a different format than you usually use and try it out. It doesn't have to be perfect but trying a new format might lead to surprising results.
- 132. Actions speak loudest.** Constantly experiment with calls to action. Try new taglines and text to get customers to click through. And don't forget to experiment with visual CTAs — change up the colors and positions of buttons and highlights.
- 133. Make it all fit.** Most consumers use multiple social media platforms. If you're advertising on more than one, complete a full campaign audit to make sure your creative and messaging are synchronized across platforms.



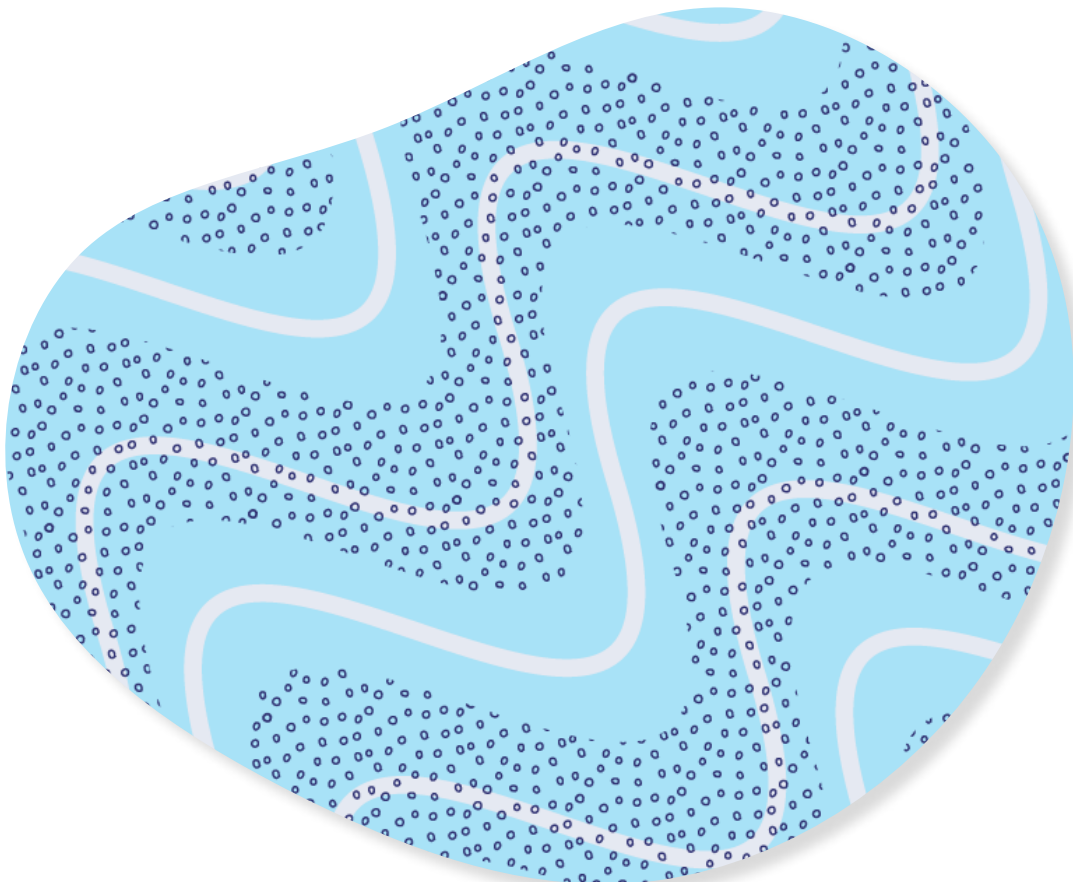


Further Reading

133 tips not enough? Not to fear — we have an extra 17 for you, but you'll have to do a little work for them. Instead of simple tips, the last few points are some of our fave books that'll get you marketing like the pros in no time at all. Whether you're looking for something to read on the train or an audiobook to distract you from traffic, these will not only entertain but fill you up with the knowledge you need to go for the gold.

134. **[Lost and Founder: A Painfully Honest Field Guide to the Startup World.](#)** From SEOMoz founder Rand Fishkin, this book is one part inspiration, one part SEO and content playbook for any sized company.
135. **[Influence.](#)** If you're a budding entrepreneur, this book is for you. It explains the science of persuasion as a combination of five elements: reciprocation, consistency, social proof, liking, and authority. A favorite of Shopify Founder, Tobias Lütke, this book essentially tells you all the ways humans are flawed and easily influenced.
136. **[Permission Marketing.](#)** The inimitable Seth Godin talks about what it means to have opt-in from the consumers you're marketing to. Not just for email lists, but across the totality of your organization.
137. **[Marketing 4.0: Moving from Traditional to Digital.](#)** Phillip Kotler, sometimes called the father of modern marketing, has been a marketing professor and researcher since the '50s, but he still understands digital better than most people working in the field.
138. **[Purple Cow, New Edition: Transform Your Business by Being Remarkable.](#)** We could probably fill this entire list with nothing but books from Seth Godin, but that would be cheating. Purple Cow teaches marketers the importance of standing out, and how to do so in a meaningful way.
139. **[Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World.](#)** Gary V might be a divisive figure in the marketing world, but you can't argue that he knows social. This book collects some of his best insights into one easy read.
140. **[Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content.](#)** If you want to see ridiculously good content in action, read the AdRoll blog. If you want to learn how to write it, read this book by the Chief Content Officer of MarketingProfs.
141. **[This is Marketing. Ok, last one by Godin, promise.](#)** This is Marketing is the distilled wisdom of the internet's favorite marketing guru, packaged together in a way that connects marketing, sales, and advertising in one winning approach.
142. **[Ogilvy on Advertising.](#)** It may have been originally published in 1963, but come on — this is a book by the man who invented advertising as we know it, AND served as the template for Mad Men. Just as insightful today as it was in the '60s.
143. **[Hooked: How to Build Habit-Forming Products.](#)** Ever wonder why you just can't put down that phone game, and how you can make your product just as sticky? A former game developer and marketer gives you the best tips and tricks for getting a high score.
144. **[Contagious: Why Things Catch On.](#)** Wharton marketing professor Jonah Berger has helped some of the biggest companies in the world go viral. Here, he explains how he did it and how you can, too.
145. **[Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less.](#)** Clocking in with the longest title on our list, this gem from the founder of Content Marketing Institute will teach you the ins and outs of content that breaks through the noise.

- 146. Building a StoryBrand: Clarify Your Message So Customers Will Listen.** Not everyone is a natural storyteller, but telling stories is more essential than ever for marketers. This is a book all about that — how to tell your brand's tale with panache.
- 147. Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success.** From the people that brought you growthhackers.com, this book gives insights, tactics, and strategies for supercharging companies of any size using whatever means necessary.
- 148. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity.** From the smartest and most entertaining man in digital analytics comes a book that manages to make spreadsheets sexy. This is a must-read for anyone passionate about real data-driven marketing.
- 149. Get Smashed: The Story of the Men Who Made the Adverts that Changed Our Lives.** Ever wonder if advertising in the '60s was as crazy as Mad Men made it seem? Wonder no more — turns out it was even weirder! This is a fantastic tale full of absolute insanity and should be required reading for all marketers.
- 150. Lean Analytics: Use Data to Build a Better Startup Faster.** One more for the more nerdy-oriented, this book takes a hard, scientific approach to "data-driven" that leaves other books feeling light and fluffy.





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About AdRoll: AdRoll levels the playing field for ambitious direct-to-consumer (D2C) brands. More than just ads, the AdRoll Growth Marketing Platform includes email marketing, AI-driven product recommendations, and cross-channel measurement. The all-in-one platform serves as mission control for marketers—unifying their data, channels, and measurement—so they can reach the right customers with the right messages at the right times. More than 37,000 customers globally use AdRoll to grow their business while controlling their own destiny. To get started for free today, visit www.adroll.com. AdRoll is a division of NextRoll Inc. and is headquartered in San Francisco, with offices in Dublin, New York City, Salt Lake City, and Sydney.