



5 SURE FIRE WAYS FOR IMPROVING BRAND PROMOTION

WSI eStrategies

The ultimate marketing goal for your business is for your brand to be instantly recognizable by your target audience, so they think of you first when they're ready to buy.

Here are 5 key digital marketing strategies to increase brand awareness and make sure you remain visible throughout your client's buying cycle.

1. Extend Your Reach with Google AdWords Ad Extensions

[Google AdWords](#) ad extensions allow you to increase your visibility and enhance your message by including extra information within your ads; such as additional website links or a click to call button right from your ad.

2. YouTube Advertising Gets You Seen

[YouTube](#) is the world's second largest search engine, making it more important than ever to have a video content plan – including making the most of the low cost and extensive reach that YouTube advertising offers.

3. Improve Promotion Using Google's Display Network

Having a presence on the Google Display Network means your ads will be seen in all the right places, across a collection of websites relevant to your customers. Using creative ad formats will also significantly increase your reach.

4. Stay Top of Mind with Remarketing

[Remarketing](#) will improve brand awareness by showing your ads to people who have recently visited your website – making you stand out from the crowd with relevant offers at each stage of the buying cycle.

5. Don't Forget Your Mobile Audience

To improve the search experience for mobile users, [Google is introducing a significant update to their search algorithm](#). Simply put, your website is either mobile ready and will gain traction in their mobile search results – or it's not and you'll be excluded from the vast mobile search audience.

Following these five key steps will make sure your brand stands out, remains top of mind and is well positioned when customers are ready to buy.

If you would like help increasing brand promotion for your business, get in touch with [WSI eStrategies](#) today or call 613-424-7042 and talk to one of our Certified Internet Marketing Consultants.