

# Everything Mobile: Going Mobile With Advertising

The potential in mobile advertising is vast, but if you want to get ahead of the curve, you need to know your options. The exposure and targeting options it provides your small business are well worth the research and effort. Consider these three action steps for getting started in the mobile ad space:



## Explore Your Platform Options

*Whether it's Facebook, Twitter, LinkedIn, Google AdWords, or another digital ad platform, it's important to know which one is right for you. You will probably find that a certain combination of ad platforms produces the best results for you. For example, if you are targeting professionals, you may have the most luck with LinkedIn and Twitter. If you're selling consumer goods, maybe Facebook and Pinterest will yield better results.*

## Understand Your Site & Customers

*It's important to know how your site will perform for your customers. For example, maybe it displays very well on iOS, but has issues on Android. If you're still working out bugs on one platform, refrain from targeting those users in your ad campaigns. Similarly, know which segments your customers and prospects belong to. The more information you have about this, the more you can tailor specific messages to specific groups. You can also target based on location, which can be very valuable for brick-and-mortar stores.*



## Execute & Convert

*Getting your mobile ad campaign off the ground will take a lot of hard work, and you'll develop new skillsets along the way. However, it's easy to make mistakes and waste money on mobile advertising platforms. If you don't think it's in your wheelhouse, you may want to consider hiring a pro to help you with your campaigns. This person or company will be able to help you continuously improve your messaging and strategies to ensure you're engaging your target, and ultimately, getting people to buy things from you.*

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