

DIGITAL ADVERTISING

FOR YOUR RENEWABLE
ENERGY COMPANY



sociable
media



WHAT IS DIGITAL ADVERTISING?

Are you a marketer or business owner looking to get ahead of the competition? If so, you might need digital advertising to do just that.

Digital advertising is the process of utilizing online platforms and technology-based mediums for marketing purposes.



This type of promotion offers a range of benefits for businesses, from reaching larger audiences in more cost-effective ways to promoting green initiatives.

In this ebook, we'll explore what exactly digital advertising is, how it works, and why it can give your business an edge over others in the renewable energy sector!

WHAT IS DIGITAL ADVERTISING?



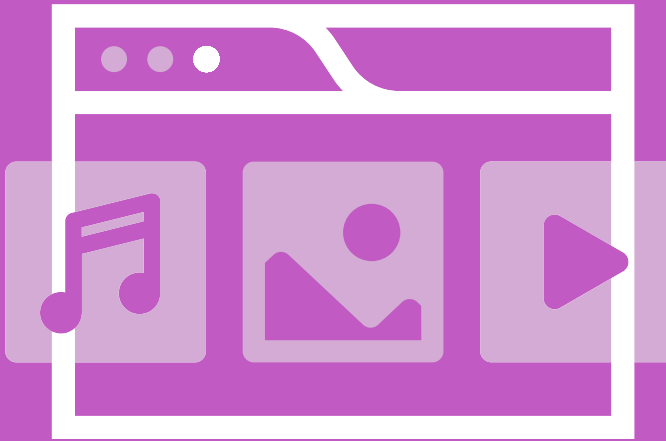
These days, digital advertising is all the rage. With the proliferation of technology and the growth of online platforms comes an unprecedented opportunity for businesses to reach their target audiences. The potential ad spend in digital marketing channels offers a unique chance to expand reach and maximize ROI - but what exactly does “digital advertising” mean? Let’s take a look!

It’s about how you reach people



“The medium is the message” is a phrase created by Marshall McLuhan, meaning that the form of a medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived.





The concept of "the medium is the message" emphasizes the importance messaging can have on its audience. The form and content of messaging can impact how people interpret it, creating a symbiotic relationship between the medium and the message. This is especially true in a world where messaging has become more and more tailored by digital advertising strategies. It's never been easier for businesses to reach their target audiences, often sending messages designed to influence potential customers in a specific way. As messaging evolves exponentially, it's important to remember that how you say something can be just as important as what you're saying!

The 4 Types of Digital Advertising



SOCIAL MEDIA



PAID SEARCH/SEO



NATIVE



DISPLAY ADVERTISING



SOCIAL MEDIA

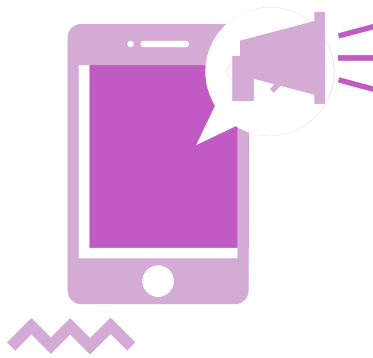
Social media advertising has become a hot topic in digital marketing, and for a good reason - messaging is incredibly powerful when trying to reach new and existing audiences. Unsurprisingly, brands are leveraging social media platforms like Instagram, Facebook, Youtube, and more to get their message across while interacting immediately with their customers in a meaningful way!



PAID SEARCH/SEO

Search engine marketing is incredibly dependable digital advertising because it focuses on keywords users seek. What's more, the two main forms of SEM are pay-per-click (PPC) and Search Engine Optimization (SEO).

The most popular SEM platforms to focus your digital advertising campaigns around include Google Ads and Bing Ads -- and we can't forget the importance of organic search results.



NATIVE ADVERTISING

Native advertising is becoming a popular digital marketing tool for businesses as it is so effective and target-specific. Unlike traditional display ads, native advertising takes the form of sponsored listings that blend into the page to look like any other content. There are four main types of native ads: those that appear in social media feeds, search engine results, recommendation widgets and promoted listings.



DISPLAY ADVERTISING

Display advertising is the most basic form of digital messaging, from banners, landing pages, popups, and flash ads on websites and most blogs. While these don't appear on search results as paid search advertisements do, many businesses turn to display ads for their inexpensive prices and simplicity of implementation. Despite this, chances are much of the messaging won't be relevant due to the lack of targeting involved; however, it can still prove successful if you have the right messaging.

WHAT PROBLEM ARE YOU TRYING TO SOLVE?

With digital advertising in the renewable energy sector booming, organizations have a lot of questions about making sure their campaigns hit the mark. Renewable energy has become an important part of reducing our environmental impact, and customers are searching for organizations that truly embody this commitment. It's about putting ourselves in the customer's shoes is key when considering how to create digital advertising campaigns that resonate with our target audiences and give them the solutions they need.

Your customers already understand the true value of renewable energy... but what solutions does your company provide to solve their problems - it's up to you to deliver!

THEORY VS. PRACTICE

Digital advertising can get stale pretty quickly, so when it comes down to truly amplifying your brand's message, it's important to bring in some of your own personal flair. Between incorporating



your company values and ethics, highlighting staff members, or simply sharing a story about your organization, you're making digital marketing more than just graphics with a logo.

It's all about adding a human factor; allowing customers to interact with your organization on an eye-to-eye level and fall in love with your culture.

People won't simply remember an advertisement from last week-- they'll remember an interesting story that connects them to the brand in a meaningful way. So don't be afraid to make digital advertising truly yours!



Renewable energy is a digital advertising sector that has been on fire lately, with customers paying close attention to the details. It's a unique industry in that customers usually come in with a good amount of knowledge, meaning they're doing their research.



So, as digital marketers, if you trust your audience's intelligence and look for other ways to add personal touches or emphasis on topics through language and media, you should expect to see a boost in followers and engagement. Keep innovating and find creative solutions to capture and hold audiences' attention for digital advertising within renewable energy!



Each customer interaction that leads to an emotional connection is invaluable, so don't underestimate what humour and some personality can do.

CONCLUSION



As a result of implementing the strategies above, you'll find that your customer acquisition will steadily increase over time. You'll attract, entice, and retain customers by generating brand awareness by creating quality content that shares information about your brand and what you offer.

Renewable energy is a growing industry; Thousands of potential customers are looking for accessible ways to add green initiatives to their everyday lives. Understanding your audience's needs and developing a digital marketing strategy, in conjunction with traditional marketing efforts, will help you spread the word and reach the right customers for your brand.

To learn more about how to develop a digital marketing strategy or which methods would be best for your company, reach out to us at hello@sociablemedia.co as an agency focusing on the renewable energy sector, we can get you in front of the right audience.



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