

# 5 WAYS TO KEEP YOUR MARKETING ON COURSE



These strategies can help you steer clear of dead ends and optimize your marketing.

## CROSSROAD 1: METRICS



### GETTING OVERWHELMED BY DATA

Too much or unfocused data can be as harmful as none. Stay away from numbers that don't apply directly to your business goals.



### FOCUSING ON METRICS THAT MATTER

Choose a concise list of key performance indicators (KPIs) that will yield concrete, actionable insights about your specific business. Stick to data that takes your business's goals into account.

90%

of sales happen in-store, which makes relying on some KPIs, such as "last-click," misleading.<sup>1</sup>



## CROSSROAD 2: KNOW-HOW



### PUTTING YOUR CAMPAIGN IN THE WRONG HANDS

Beware of marketing partners who don't have expertise in your industry or applicable data, who lack credibility with your key audiences, or who develop only short-term campaigns.<sup>2</sup>



### CHOOSING EXPERT PARTNERS

The right partner can help you gather data, tell you what it means, and develop a long-term, results-driven campaign.

## CROSSROAD 3: RISK-TAKING



### USING THE SAME OLD APPROACH

Audiences are restless, and the digital landscape is about keeping your message relevant and targeted.



### TAKING SMART RISKS

Getting noticed in a crowded field means constantly looking for new, creative ways to connect.

87%

of B2B marketers struggle to produce content that engages their buyers.<sup>4</sup>



## CROSSROAD 4: PLACEMENT



### ADVERTISING WITHOUT IMPACT

Even a great message won't have an impact if the readers don't trust the source. A recent marketing survey showed that content trust is responsible for 84% of ad trust.<sup>5</sup>



### PLACING MESSAGES FOR MAXIMUM IMPACT

People respond to messages connected with a site or publication they know and trust. Per a 2018 study, news sites and printed newspapers produced among the highest ad trust.<sup>6</sup>

Display campaigns can increase brand metrics by up to 55%.<sup>3</sup>



## CROSSROAD 5: TARGET AUDIENCE



### CREATING A SCATTERED CAMPAIGN

It doesn't matter to you that Instagram has more than 1 billion active users. What matters is which of those users are your potential customers.<sup>8</sup> Dig deeper to find audiences within audiences.



### CONCENTRATING ON THE RIGHT AUDIENCE

Identify your target audience, and focus your energy there. A full 80% of millennials say that Pinterest helps them find what they want to purchase.<sup>7</sup> If you're targeting a millennial audience, this matters.

Ad engagement is 29% higher on premium publisher sites than on social media sites.<sup>9</sup>



## STAY ON COURSE WITH A KNOWLEDGEABLE PARTNER

A premium publisher understands the key metrics, has decades of experience connecting with loyal audiences much like your own, takes the right risks, and knows how to develop campaigns that make a difference for your business. Companies connected to premium publishers experience a 67% higher brand lift.<sup>10</sup>

Thank you for taking the time to download this infographic. Learn more about how to measure and assess your digital marketing strategy. Contact an NJ Advance Media Marketing Consultant at (800) 501-2100 or email [marketing@njadvancemedia.com](mailto:marketing@njadvancemedia.com).



### SOURCES

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