

## 13.7: The bigger picture

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Social media advertising ties in with any number of other marketing channels. You can use it to push content marketing to an audience that will appreciate it and encourage shares and earned media coverage, to drive traffic to your website, to push offline campaigns and encourage chatter about them, and much more. Any marketing campaign should keep social media advertising in mind as a potential way to increase reach and engagement.

The incredible targeting opportunities offered by social media advertising allow content to reach exactly the right audience at the right time to encourage interaction or conversions, and paid promotion is the best way to boost the reach of any post.

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