

13.S: Social media advertising(Summary)

Social media advertising is an effective channel, at the very least, to reach as many of your users as possible on the platforms on which they are active. Certain guidelines apply to all social media advertisements, such as ensuring that ads will look good and function well on mobile, but others are platform-specific.

Each platform offers its own unique advertisements, targeting options, and analytics capabilities. Which platform you use should be informed not by where you wish to be active, but by where your audience already is.

In this chapter, we covered some of the most popular advertising platforms, but others do exist and should be considered depending on audience, location, and capabilities.

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