

HITTING YOUR TARGET WITH DIGITAL MARKETING



TRANSFORMERS, G.I. JOE, AND MY LITTLE PONY, APART FROM BEING WELL-KNOWN TOY FRANCHISES, WHAT DO THESE THREE HAVE IN COMMON? THEY WERE A PART OF THE MOST CREATIVE MARKETING STRATEGY OF THEIR DAY, ONE THAT STILL IMPACTS CONTENT CREATION TODAY.



CASTING THE NET

"THERE IS NO SUCH THING AS BAD PRESS," P.T. BARNUM PERFECTLY DESCRIBES THE EARLY DAYS OF MARKETING. LOGICALLY, IT MAKES SENSE THAT THE WIDER YOUR NET, THE MORE FISH YOU'LL CATCH. BUT YOU HAVE TO KNOW WHERE TO TOSS THE NET.

CHOOSING THE RIGHT SPOT

MARKETERS USE VARIOUS TECHNIQUES TO REDUCE THE SCOPE OF A COMPANY'S ADVERTISING INVESTMENTS, INCLUDING SEGMENTATION, PROFILING, FOCUS GROUPS, AND MORE. INSTEAD OF CASTING THEIR NET RANDOMLY, THEY STARTED LOOKING FOR THE GREATEST SPOTS TO CAST IT.



A WORLD WIDE NET

THE DIGITAL AGE BROUGHT NEW MARKETING OPPORTUNITIES BECAUSE THE INTERNET GATHERED ALL THE FISH INTO ONE NET. THE TASK BECAME HOOKING THE RIGHT ONES RATHER THAN CATCHING FISH.

CATCH THE RIGHT FISH

ONLINE ADVERTISING ALLOWS YOU TO PUT YOUR PRODUCT OR SERVICE IN FRONT OF PEOPLE LOOKING FOR IT OR SOMETHING RELEVANT TO IT, SO INSTEAD OF FISHING FOR THE PROPER CLIENTS, THE RIGHT CLIENT CAN SWIM INTO YOUR NET.



IF YOU WANT TO INCREASE TRAFFIC TO YOUR WEBSITE, RANK HIGHER ON GOOGLE, AND IMPROVE YOUR BRAND'S ONLINE PRESENCE AND PERFORMANCE, VISIT [MRKT360](https://MRKT360.com).

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