

6 Ways Online Advertising Will Boost Your Results

THE 2021 #ADVERTISELIKEABOSS CHALLENGE

We have compiled a list of the TOP 6 reasons why online advertising is one of the most effective ways to place your company's products and services in front of Canadian farmers.



Global Reach

Through online advertising, you can advertise your business beyond your local area and reach out to farmers across Canada. The best part, you don't have to travel anywhere to grow your business. Before online advertising, reaching farmers from across Canada was extremely time-consuming and expensive.



Target Audience

Online advertising helps you find the right audience. It targets the ones who are more likely to be interested in what you're selling. Niche news platforms like www.farmmarketer.com attract your dream audience, making it even easier for you to place your ad in front of your future customers. This high level of audience targeting will further help you generate more leads and make your advertising campaign more effective and profitable.



Cost Effective

One of the greatest benefits of online advertising is its cost-effectiveness and budget scalability. Unlike other traditional methods, with fixed opportunity costs, you can tailor your advertising campaign to your available budget with online advertising.



Measurable

With the help of online analytics tools, you can decipher which strategies are working for you and which are not. You can easily track the conversion and measure the effectiveness of your campaign. This data helps you identify areas for improvement in your ads and advertising strategy as well.



Fast & Easy

Unlike traditional marketing and advertising methods, online advertising is quick and easy. The moment you start your online ad campaign, you can start receiving qualified leads. This allows you to reach your audience quickly. The flexibility of online allows for quick campaign changes and makes it ideal for split testing.



Engagement

Tying all of the benefits together is audience engagement-our favorite of the six. Online advertising can engage your potential customers and encourage them to take action immediately upon seeing your ad. A clear path moves your future customers from the advertising impression to the advertising interaction to the lead capture. This is, after all, what advertising is all about, capturing leads and converting them into sales. With one online advertising campaign and the click of a button, you can be advertised to farmers across Canada without ever leaving the office. This is what we call the “click factor”.

Online advertising strategy is simple. You want them to see your banner, click it, and then have them head on over to your website, where you can convert that farmer into a lead and then a sale.

This is the straightforward and powerful audience engagement that is possible through display advertising.

Visit our YouTube Channel “Farm Marketer: Advertise Like a Boss” to watch this video series and more great videos.

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