

Why Use Dynamic and Social Media Advertising in Tandem?

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How do marketers reach their consumers in today's somewhat cluttered digital landscape? The answer is simple: A successful **digital advertising** strategy incorporates various channels into its strategy, as to diversify its reach.

Leveraging both dynamic and **social media advertising** in tandem to reach consumers at each stage of the **marketing** funnel allows advertisers to ultimately succeed and arrive at their key performance indicators.

Understanding the difference between the two forms of **advertising**, dynamic display and **social** media, is crucial to leveraging them both successfully and using them together.

Dynamic display **advertising**, or programmatic media buying, includes banner, video and mobile placements. These ads are bought and sold through a live auction, on a per-impression basis.

Dynamic **advertising** brings the ease of use to those looking for a solution that connects marketers with third-party data and real-time bidding across display, mobile and video. Also, programmatic allows marketers to leverage vast amounts of data to deliver relevant ads to their customer based on online behavior and where they are within the **marketing** funnel.

In comparison, **social media advertising** refers to the process of gaining traffic or conversions through **social** media sites, such as **Facebook**, **Instagram**, **Snapchat** and **Twitter**.

Facebook advertising is a platform that allows businesses to increase their **brand** awareness and sales. This allows marketers to reach their target audience and show up on people's [News Feeds](#). **Facebook** recently revealed that 2 million small and mid-sized businesses advertise on the social network, which proves that there are many benefits of doing so.

A diversified **marketing** strategy is necessary when looking to market to consumers at each stage of the **marketing** funnel. Creating a plan that includes a variety of channels and mediums can help reach any target audience and lead to greater results.

Dynamic display advertising can cater to the bottom-of-the-funnel goals, such as [retargeting](#) or [conversions](#). Dynamic **advertising** like banners and video can deliver messages to a targeted audience.

Retargeting is widely used in display **advertising** campaigns to help reach qualified customers. Retargeting is all about determining what actions indicate where the customer is in their buying process, and then matching it with the right messaging and content. A good example is the pricing page: If a customer is interested in the product enough to find out if the price is right, they are qualified for in-depth product information.

Social media can feed to top-of-the-funnel goals, such as building **brand** awareness and engagement. **Social** media **advertising** like **Facebook advertising** delivers content to a broader, less refined audience, and it still serves a valuable purpose.

For marketers, the **Facebook** advertising proposition is increasingly compelling. The site boasts [more than 1.7 billion monthly active users](#) globally. As a site built by users rather than publishers, **Facebook** is a rich source of consumer data. Moreover, because pages are designed individually for each user, marketers can reach their audience in their environment.

Understanding how your consumer is surfing the web is crucial to delivering the right message at the right time. **Social** media **advertising** allows marketers to engage their target audience within their environment, thus hitting the top-of-funnel stages: awareness and opinion. Dynamic display advertising can be used to target users that are at the bottom of the funnel with retargeting strategies.

Marketers should find value in leveraging the **Facebook advertising** and pair it with dynamic display **advertising**, to reach all facets.

Each **marketing** channel has various capabilities and offers different value. Using social media and dynamic advertising in tandem can enable marketers to reach their consumer across the board and increase the likelihood of conversion. Understanding the complementary relationship is crucial to leveraging the two forms of **advertising** successfully.

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