

# 5-STEP GUIDE TO DIGITAL ADVERTISING

## 1 SET YOUR GOAL

### What do you want your ad to do?

- Drive traffic to your website?
- Get phone calls?
- Increase online sales?
- Build awareness?

This helps you pick the right campaign type.



## 2 DEFINE YOUR AUDIENCE

### Who should see your ad?

- Location (e.g. Toronto, nationwide)
- Interests or search terms
- Age, gender, job title
- Past behavior (visited your website)

Targeting helps your ad reach the right people.



## 3 CHOOSE WHERE TO SHOW YOUR AD

### Pick your platform(s):

- Google (Search/Text ads/Display ads)
- Facebook / Instagram (Image & Video ads)
- LinkedIn (B2B targeting)
- TikTok or Pinterest (Visual storytelling)
- Or directly on Canadian publisher sites via IAB Canada Media Directory

Choose where your audience spends time.



## 4 CREATE YOUR AD

### Make it short, clear, and visual.

- Image or Video
- Headline & short message
- Call to action (e.g. "Shop Now" or "Call Today")

Your ad needs to stop the scroll and speak to your audience's needs.



## 5 LAUNCH, TRACK, IMPROVE

### Go live and monitor your results:

- Impressions = How many saw it
- Clicks = Who interacted
- Conversions = Who took action
- Cost = What you're paying for each result

Check what's working. Tweak your message, budget, or audience as needed.



### Need help?

Go to [www.digitalmeansbusiness.ca](http://www.digitalmeansbusiness.ca) or visit **IAB Canada's Digital Media Directory** to connect with trusted ad partners.