



Harris Marketing Group
7044 South 13th Street
Suite 2
Oak Creek, WI, 53154
T 262-968-9008
HarrisMG.com

Three Simple Tips to Help Get Your Marketing Campaign Noticed

With the general population becoming more internet savvy, conversions and click-through rates are becoming less and less common on the world-wide-web. It is becoming increasingly more difficult to persuade your desired demographic to click, view, or even notice the average marketer's advertisement. In today's day and age distractions on the internet are positively correlated with shortened attention spans. This is a deadly combination for the modern day marketer.

With all this being true, it is still very possible for marketers across the globe to promote high converting ads that will surely give you a high return on your investment. Just a few tips and tricks include:

- Place your main keyword in the display URL of your advertisement.
- Capitalize the first letter of each word.
- Place a special offer in your headline.

Along with these tactics, it is always important to keep your target audience in mind. Try to avoid making your target demographic too broad or too narrow. This is the most difficult part of online practice, but with minor adjustments and modifications you will soon start noticing a steep rise in your returns.

Ready to develop a marketing plan for your business? Contact Harris Marketing Group today at 414-908-4956 or info@harrismg.com.