



Focus on...Advertising

Perfect timing!

High levels of screen-times + less competitors = low costs! And therefore, the perfect time to trial your first social advertising campaign, or to try something new, an A/B split test or simply an increase in activity.

Soften up!

Don't go straight into the hard 'sell' messaging, let the softer side of your brand lead the way in your brand awareness campaigns. You may not see immediate revenue, but you will be rewarded in the long term. Be one of the good guys!

Be kind!

Allow the content of your ad to be compassionate to the audience, some will be nervous about shopping - always keep your end consumers in mind and how they might be feeling at this moment in time.

Level playing field!

This is your chance to get creative as low-resolution assets have become the norm for the public's media digestion. You can use the same tools as the super-brands, all that sets you apart is creativity!

Long time ROI

I know it's against everything you've ever been taught but now is not the time to focus on immediate ROI. This activity is about long-term strategy and making sure that when people look back at your brand, they do so in a positive light and reward this with their custom.

Interested in finding out more about how social media could benefit your business?

Get in touch to discuss which of Global's social media campaign packages would work for your business.

**SOCIAL
MEDIA**