

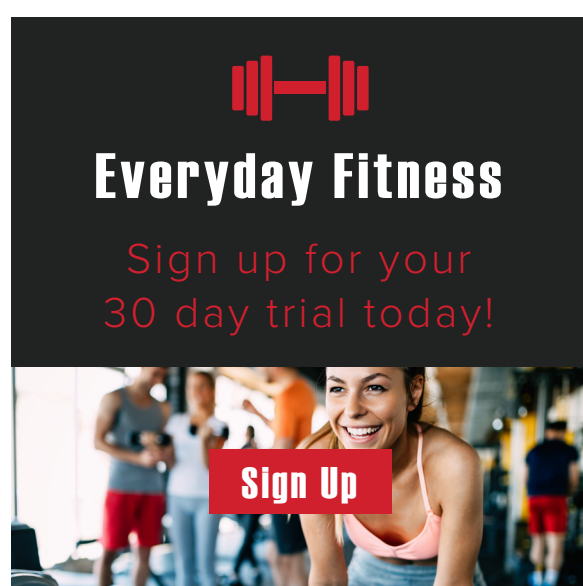
# Types of Paid Ads

## Brand Expander

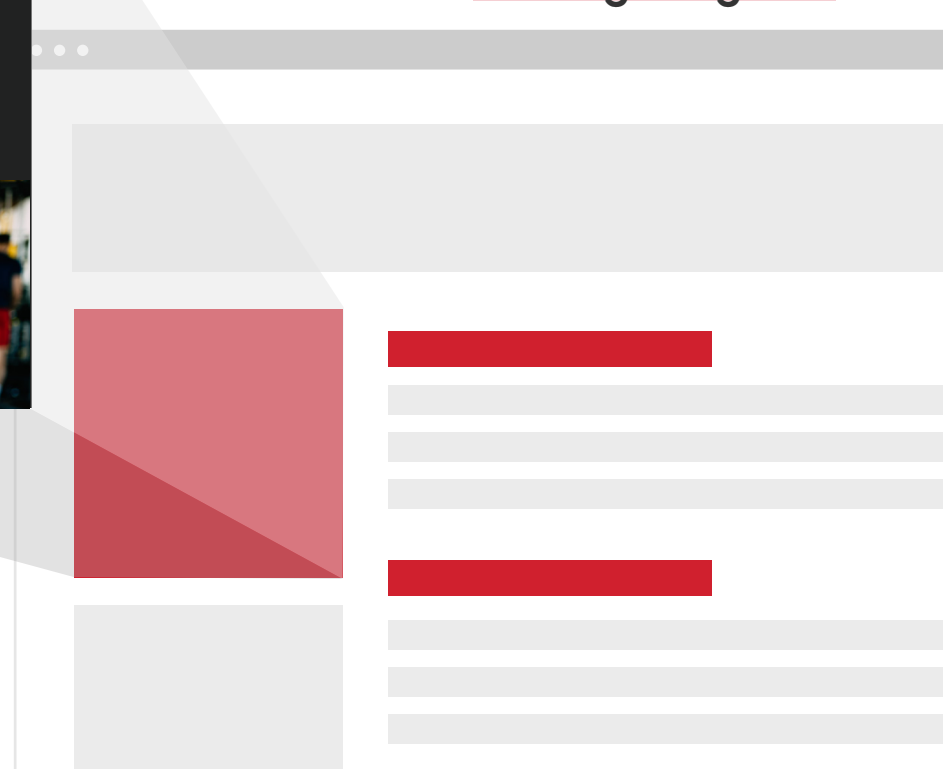
With guaranteed monthly impressions, the brand expander plan can bring your business brand awareness that is unmatched by your competitors.

### Display Ads

Also known as Banner Ads, these ads target audiences on websites like YouTube based off of location, website behavior or demographics.



### Retargeting Ads



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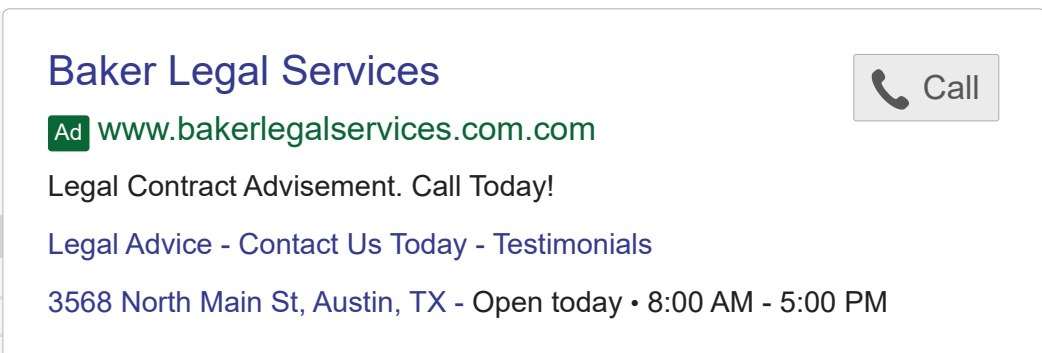
Retargeting ads present internet users who have visited your website with ads to encourage them to return to your website or complete a purchase.

Looking to reach potential customers within your relevant audience? Look no further than targeted ads which utilize the power of intent to buy to make for the perfect budget-friendly advertising plan.

## Targeted Ads

### Search Ads

These ads show in Google searches that are relevant to a user's desire for specific products or services that your business can offer.



### Search Ads

## Social Media Ads

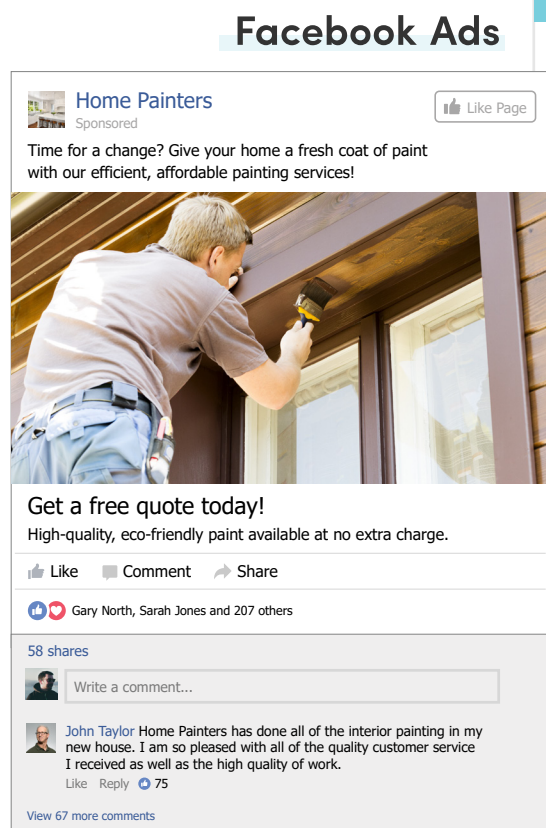
These ads help create demand for products and services, putting your business in front of customers at the right time.

### Facebook / Instagram Ads

Facebook and Instagram stories and newsfeed ads include call-to-actions which promote purchases and brand awareness.

### LinkedIn Ads

For customers with professional intent, these ads appear in LinkedIn feeds to promote products or services targeted to their needs.



\* Brand Expander is an Add-on to Local Strategy or Targeted Ads only.