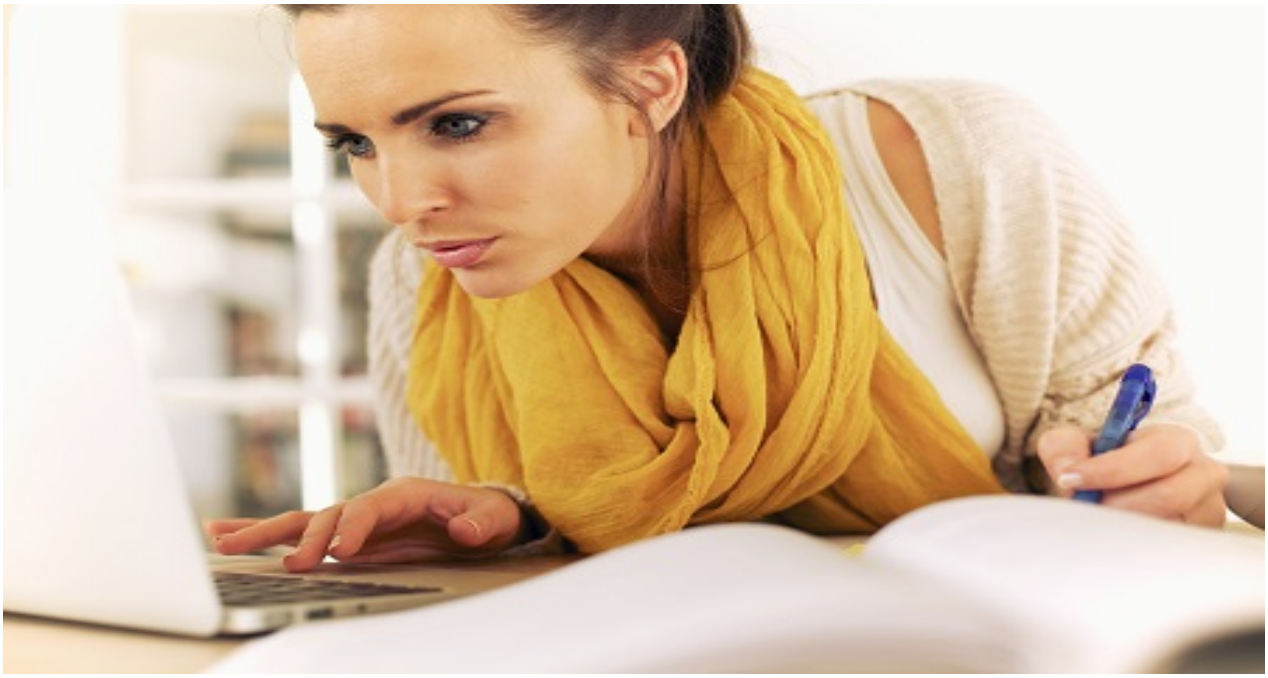


Stay Relevant with Target Market Through a Personalized Campaign, Says Marketing Guru

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To remain relevant with a target market, Portland SEO's Augusto Beato avers that a personalized campaign is key.

"Most online marketers are geared mainly on repeatedly appearing in the news feed of the same social media accounts that have been previously targeted but are not addressing the needs of the said audience," Beato pointed out.

The marketing guru explained that by creating personalized content, businesses reach the right consumers who are convinced that the message in the ad shows that their problems are understood and that the advertiser offers the best solutions.

Among the ways to implement personalization on social media is to offer personalized discounts that will drive the product's consumers to their website. This assures companies that they are reaching the right

audience.

A retargeting pixel is attached to an IP address of an online user who visits a business website. When the same user checks their social media feed, personal discounts through social media ads are shown to him or her.

Paid ads may also be set up on social media to advertise specific products to consumers that follow particular social media products or organization follows or exhibited a particular habit. For example, if an online user follows several dog groups on Facebook, advertisers can target them for advertising dog food or dog care products.

According to Beato, the CEO of Portland SEO, he is sharing these marketing tips to connect with their customers. And by releasing these little factoids ahead of the retargeting for a local business launch, Portland SEO is making a difference.

To find out more about retargeting for local business, visit http://remarketing.portlandseo.net.

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Portland SEO

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