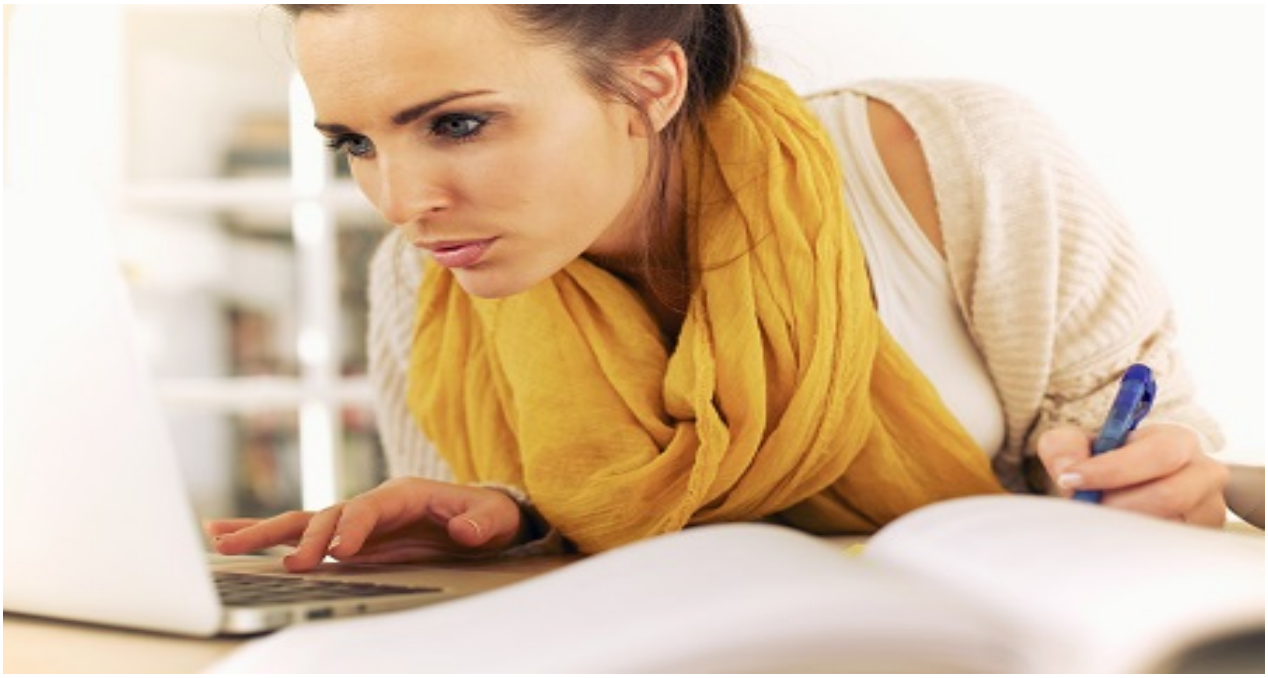


Marketing Guru Promotes Personalization in Staying Relevant to the Target Market

June 10, 2019

June 10, 2019 -
In remaining relevant to a target market, Portland SEO's Augusto Beato emphasized with marketers that personalization is key.

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

He explained that by creating personalized content, businesses reach the right consumers who become convinced that the advertisers understand their problems and offer the best solutions.

Beato noted that among the ways to implement personalization on social media is to offer personalized discounts that will drive the product's consumers to their website.

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.

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

Through personalization, marketers will be able to send the desired message before the right audience.

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 for retargeting businesses, Portland SEO is making a difference.

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

For more facts and further information about Portland SEO, check out http://www.portlandseo.net.

###

For more information about Portland SEO, contact the company here:Portland SEOAugusto Beato(503)278-5599info@portlandseo.net1435 NW Northrup STPortland, OR 97209

Portland SEO

Here at Portland SEO we earned the reputation as the best Internet Marketing Service in all of Portland for a reason. We offer unparalleled search engine optimization marketing plans Reputation Management and Portland web design Services.

Website: http://www.Portlandseo.net

Email: info@portlandseo.net

Phone: (503)278-5599

