

Creativity is Essential in Retargeting Efforts, Avers Portland SEO's Augusto Beato

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Portland SEO's Augusto Beato advised brands who want to squeeze out benefits in an already flooded social landscape to come up with fresh, eye-catching ideas to attract their target audience.

He noted that since rapidly increasing social media footprint is already saturated with ads, it leads to ad blindness.

"In a flooded social landscape, brands need to be highly creative to stand out," emphasizes Beato, who is the CEO of Portland SEO. "They also need to leverage cross-channel data to be able to maximize targeting opportunities."

Portland SEO offers a perfect approach in targeting audiences in social media, especially for local businesses with its "New Small Business Retargeting Strategy For Local Portland Oregon Area Businesses."

Leads realized in engaging with a brand awareness campaign can be used for retargeting. Thus, converting

leads is a necessary undertaking for brands to come out on top.

"Brands that do not know how to attract their audience will not survive in the social media landscape,? says Beato. "This is why we are offering factoids that make a difference in retargeting efforts of local businesses."

To find out more about "New Small Business Retargeting Strategy For Local Portland Oregon Area Businesses", visit http://remarketing.portlandseo.net.

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

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Portland SEO

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