

Social Media Advertising

Social media advertising is an important part of effective omnichannel marketing strategies and provides an affordable way to build and engage your audience. It can be used to tell a story throughout the funnel to drive brand awareness, website traffic, and conversions.

WHY RUN SOCIAL WITH CHOOZLE?

Choozle offers fully-managed social media advertising campaigns as a part of our Supported Solutions offerings. Whether you're new to social media advertising, looking to improve your current strategy, or just wanting to save some time, you can trust Choozle's team of experts to manage and optimize your paid Facebook, Instagram, LinkedIn, TikTok, and Pinterest campaigns.



Maximize Reach

Studies show that the average person spends over two hours a day on social media sites. Facebook, Instagram, and LinkedIn are driving this trend with more than a combined 5 billion monthly users. By complementing your display campaigns with social ads, you are ensuring that you are reaching your target audience wherever they are online.



Save Time & Money

Social media advertising can be complex and time-consuming. Employing the wrong tactics or failing to optimize correctly could be costing your business significantly. By consolidating your paid media efforts and having our experienced team of strategists manage your social campaigns, you can save time and ensure that you're getting the greatest return on your advertising spend.



Optimize Across Channels

By managing your social media ads alongside your traditional display campaigns, we can provide a more holistic view of your overall marketing strategy. Performance data from one channel can be used to help inform and optimize efforts of the other and ultimately develop a better understanding of what's driving results most effectively.



Advanced Audience Targeting

Social media provides some of the most accurate and specific audience targeting capabilities of any channel. By leveraging demographic, behavioral, and interest-based data, you can be sure you're serving ads to the right audience at the right time.