



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

## Types of paid media

Search and social media advertising can be powerful tools for driving audiences around health and wellness content. A successful campaign is well-crafted and well-managed. Sufficient funds need to be allocated to drive measurable results.



**Facebook & Instagram ads** offer enormous reach, thanks to the combined userbase of over 3.5 billion. The Facebook ad platform also offers sophisticated options for targeting audiences on a very granular level, allowing ads to target by age, location, interests, occupation, education level, and those who have interacted with a project somewhere else online, like a website.



**Twitter ads** appear similar to Facebook or Instagram – as posts within a user’s news feed – but offer different advantages. If a project relates to a trending news topic, or features a prominent Twitter celebrity or influencer, Twitter ads can be effective in reaching the right audience.



**YouTube ads** come in different shapes and sizes. Pre-roll ads – those that run prior to another video – are a great way to showcase your project alongside other relevant content. YouTube ads are great for driving awareness of a project and video views (less so for generating clicks to a website).

**Display advertising** is a method of attracting the audience of a website, social media platform or other digital medium to take a specific action. It can be an expensive option, but if a specific audience frequents a particular website, display ads can be extremely effective.

**Sponsored content** is when a website runs paid-for news stories or articles within their feed of regular posts. If the content is written particularly well and matches the voice of the website in question, readers are often unaware of the arrangement and accept it as editorial content. While an expensive option, sponsored content can be hugely effective if the website in question caters specifically to a niche audience.

## Other types of paid media



Paid media comes in many forms. Platforms like Pinterest and Reddit offer advertising options, and can help a project to reach niche audiences. Email lists and website traffic can also be used to ‘retarget’ ads to specific audiences, too.