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Paid media can accelerate reach, sharpen targeting, and support strategic goals when used well. For producers, it's often part of a broader release strategy: launching a doc, building audience for a series, or testing creative across platforms.

Paid campaigns work best with clear objectives, compelling platform-specific creative, and budgets that match your goals. From YouTube pre-roll to boosted Instagram posts, paid media gives you control over who sees your content and when.

It's not a replacement for organic growth, but a way to amplify what's working and fill the gaps when timelines are tight or reach is limited.



Facebook & Instagram Ads

Facebook and Instagram offer combined reach with over 3.96 billion monthly active users. Their ad platforms provide detailed targeting by age, location, interests, and behaviours, making them effective for building awareness and engaging audiences around your health and wellness content.



X Ads

X has around 619 million monthly active users. Ads appear as posts within users' feeds, making it useful for reaching audiences around trending topics and timely conversations related to your project.



YouTube Ads

YouTube reaches over 2.7 billion monthly active users. Pre-roll and in-stream ads help build awareness and drive video views alongside related health and wellness content.



TikTok Ads

TikTok has over 1.5 billion monthly active users. Short-form video ads on TikTok are effective for visual storytelling and reaching younger audiences with your project.



Display Advertising

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.



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Searched Advertising

Search ads appear on platforms like Google when people search for topics related to your project. They are effective for reaching people actively seeking information about health and wellness content, helping drive awareness and engagement with your project.



Partnering with Influencers

with Influencers can help your project reach specific communities. Influencers can share your message authentically and encourage engagement.

Other types of paid media



Paid media comes in many forms. Platforms like Pinterest and Reddit offer advertising options and can help a project reach niche audiences.