What is Digital Advertising :

Digital Advertising is **the practice of delivering promotional content to users through various online and digital channels.**

It leverages mediums such as social media, email, search engines, mobile apps, affiliate programs, and websites to show advertisements and messages to audiences.
-(According to Martech Advisor)

I had explained that what is digital advertising here so you could check that and from now we are starting to address the **Why of Digital Advertising.**

Why Digital Advertising is so Successful?

There are many reasons behind the success and trend of Digital Advertising like you can reach your perfectly targeted audience, you have some powerful features to track where you are spending, and also because it is not Traditional Advertising.

Before seeing in detail that why Digital Advertising has become so much successful let me prove that it is really successful or not?

Facebook sums up the total ads revenue in the year 2019 around 17.4 Billion $ which is around 28% increase year over year.

On the other side google totals the revenue from ads in 2019 around 40.5 Billion $ from all its platforms which are approx double compared to the previous year which is 24.5 Billion $.

This shows that businesses are continuously keeping pouring their money into Digital Advertising.

Why Digital Advertising has become so much successful?

- Reach the most targeted people
- The flexibility of the way to convey the message (Image, text, audio, or video)
- Powerful tools and features to track and measure results
- Better scope of improvement in strategies
- Multiple channels and options available for every segment of the business
- It's not traditional advertising, where you have only a limited option

- Digital Advertising is a lot cheaper than traditional advertising

- Good and measurable returns on what you spend

- The Internet has become a lot cheaper and easily accessible

- 34% of search on google is done only for a particular product

Hope that I covered almost all the major points that had contributed to making Digital Advertising successful.

Also one more success story, recently we at Digipple have promoted and digital advertised a book Startup to Scaleup and ran a campaign on Instagram. The message reached around 10,000 people at the cost of just 900 INR in 3 days.

If you are convinced that Digital Advertising is successful and very useful, then let us get into a little deeper with what are the types and options that Digital Advertising offers you to Advertise your business.

In this Digital World when everything from Note taking to billing, from shopping to stalking has become digital, **you also need to adapt Digital with ADVERTISING.**

Let me explain to you that why Digital Advertising has become so important.

https://digipple.com/introduction-to-digital-advertising/

Why Digital Advertising is so Important?

One word answer, **the great migration.**

Today's generation(which makes the majority of online shoppers) hardly spend any time watching television because of two major things.

First is availability at the time and second is the control over what to watch?

People are now spending more and more time on Instagram, Facebook, Snapchat and etc. Users now prefer to watch movies on Netflix and Amazon prime and they moreover prefer to watch web series than movies.

People are now using mobile applications to watch regular TV Shows and don't use television.

Even if hardly anyone switches on the television they will watch Netflix or Amazon prime.

Also, the great increase in E-commerce facilities and the decrease in the rate of the Internet has made people migrate from traditional platforms to digital online platforms.

Due to this reason, Digital Advertising is important and so impactful to grow your business online.

Why Digital Advertising is so Effective?

We have learned that why Digital Advertising is so much important and successful. But there's a difference between being successful and being effective.

For Example, many large companies could afford 100$ for a single click but chances are small businesses could not afford it. For them, 10$ might turn out to the highest boundary for a single lead or click.

This is the best part with Digital Advertising, that there is room for all.

Don't you ever wonder that why digital advertising is so much effective?

You got your answer right here.

1. People
2. Placement
3. Cost
4. Advance Advantages

This is the PPCA Matrix of Online Advertising which says why it is so much effective.

I know these are very abstract words, but you don't need to worry as I am going to explain them all to you in this blog.

So let's look at them one by one.

1. People

Digital things always have the upper hand over analytics over traditional things. Online Advertising is no exception. You have insights into people's demography, Ethnography, Geography, and many other insights.

These insights could be used to get your advertising accuracy and precision on the content creation of your advertising. You know what are the interests of the target audiences, what triggers could be useful for your target audiences, and how they are going to reach the particular piece of content.

All these things could be so easy to with the insights just in front of your screen and that is so much power and you could understand your audience into a deep level and craft the advertising campaigns accordingly.

Understanding your audience is halfway through the game, if you could win at It, you have won the first half, now let's move to the second half of the game.

2. Placement

Placement is something you could not control when you are doing traditional advertising. You put a billboard on the nearest crossroad to your office and every damn person passing through it might look at it or might not.

Imagine your target audience is the 30-year-old man and he is driving a car through that crossroad, he is obviously not going to give his attention to the billboard while driving. Instead, his 5-6-year-old kid sitting at the back seat looking out of the window is going to look at your bill board and just smile.

But in Online Advertising you have full control over whom to show your advertisement commercial and also when to show it. If your target audience is the 30-year-old man you could easily advertise your commercial on his Facebook feed while he is having his breakfast in the morning and checking the Facebook.

Placing the correct advertisement in the correct place in front of the correct people at the correct time is a game-changer, and yes this could only be done in Online Advertising.

Ohh I forgot to mention that Digipple being a Digital Advertising Company in Ahmedabad provides exceptional results with its highly analytical skills.

3. Cost

This is the most lucrative point of Online Advertising. But let me tell you a bitter truth about it. If you don't do Online Advertising with proper expertise and guidance then it is going to drain out your money and will be going to cost you way more than any traditional advertising.

Don't be afraid, we are here to guide you. Cost Optimization is crucial, follow the 20% rule. Let the 20% of your total

advertisement budget spent over time and if you don't get any ray of hope in that there is something wrong with your campaign. It might be targeting, content or placement, or even the time.

Try improvising these things and then run the campaign again and then follow the same rule again. This way you will be able to determine what is best for you and what you want to do next.

4. Advance Advantages

Online platforms and channels for Advertising give you some of the whooping advantages, it is like have superpowers when compared to Traditional Advertising.

The first advantage is the most available target audience just on your mobile screen. If you want to advertise your product or service in a Foreign country, the only way available for you is online advertising.

The second thing is the analytics and data, you have open up data of what have you done in the past which could clearly help you how much you need to spend in the future and what mistakes you need to correct while executing next time.

Now if I will keep on going to explain all the advantages this blog will have no end and that is not at all preferable. If you want to know more about online advertising you could visit our page **Digital Advertising.**