

WHICH DIGITAL MARKETING PRODUCES THE HOTTEST LEADS?

Digital marketing trumps traditional alternatives for the hottest leads every time...but which Digital Platform should you invest in first?

◀ **Google Shopping**

Not only are people searching for what you're selling but they're in a buying environment. This makes them hot, hot, hot leads!

◀ **Paid Search**

People are searching for what you've got! Paid Search ads is you making sure your customers know that you're the best at what you do.

◀ **Remarketing**

They've already shown interest in you but didn't cross the finish line. Showing them ads across the web is a nice reminder to come back and buy!

◀ **Social Media Advertising**

You can talk directly to your perfect customer through targeting options on social media. They may not know they need you yet but they will!

◀ **Display Advertising**

Place your ads on the type of websites that your ideal customer would visit. Convince them through strong images and link directly to your website.

◀ **Emails**

Email is a great platform because it's essentially free! You'll get varying results based on your list and the message itself.

Interested in finding out more?

**Email us at danni@ghostdigital.co.uk
or call Danni on 01243 252109.**