



CH A

N G E

Stage 4

Choosing an
Advertising Platform

Initial Stages of Platform Selection

Multiple platforms are available to market your products and services, including Affiliate Marketing with Change. For example, if you run an ecommerce store. You can use both Facebook ads and Instagram to market your product and reach a wider audience. Change recommends you set aside at least one hour a day to focus on each platform. The more platforms you use, the more time you will need to set aside to build their effectiveness over time and scale up your success. When creating your strategy and plan for your online business, it is recommended to consider this for a daily routine. It is also recommended to consider how much manual work your chosen platforms need. For instance, Facebook ads manager is automated chiefly, whereas Instagram mainly consists of manual content creation. Understand what will benefit your business most before committing your time.



Ecommerce Marketing

Facebook ads manager is one of the best platforms available for those active in ecommerce. It gives you the potential to create an auto-pilot business, freeing up your time and energy. Facebook Advertising targets those who may have an interest in your page or business based on data points such as location, demographic, and profile information. You can leverage this resource to drive traffic to your page or business page. Change has a digital curriculum training section with a step-by-step guide on setting this up and scaling it up over time using Facebook's ad manager tool. It delves into the initial processes of setting up a campaign, including cold testing, and shows you how to scale it up over time. Change also has Marketing Consultants who can help you build a successful campaign.



Affiliate Marketing and Instagram

For those active in Affiliate Marketing, your number priority should be developing a social media presence. Instagram is by far the best platform to establish and build your presence, with several tools available to help drive your success on the platform. It is recommended that you create a business account, leaving all your content separate, and establish a professional contact route, e.g. email. Change also suggest that those active in Affiliate Marketing keep their private lives and relationships separate from their business. It will allow you to make your own decisions and shield yourself from negativity initially. Several additional training tools and videos in Change's system will teach you how to scale up your Affiliate Marketing account on Instagram. You can find plenty of advice in the community.



Understand your Budget

Investment in advertising is critical for your business, and it is paramount that you manage your budget. Before undertaking a campaign, you must have an affordable budget in mind that you can deliver over an extended period. The primary goal of advertising is brand reinforcement. This will naturally drive an increase in sales over time. Whilst it is an investment, it is highly recommended you earmark substantial funds to support your ad campaign. It will drive your success over the long term.



Choosing A Platform

This E-Book introduces the initial stages of choosing a platform for developing your marketing campaign. It highlights the importance of understanding what platforms are best for your business and what you should be aware of before making a decision.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



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We thrive on feedback. If there is anything you think we should include in our videos, articles and other online resources, please let us know. If there is anything you find you need further information on, get in touch with us or feel free to network with other members.

