

# 6 Tips FOR ADVERTISING IN THE 4<sup>th</sup> QUARTER



**1. Promote Humanized Content.** People buy from people. Include content with staff, customers and the owners.



**4. Keep It Relevant.** Choose content that relates to the holidays or contains items for gifting.



**2. Keep A Targeted Audience.** Target your perfect customers. Neither too specific or too broad.



**5. Location Based.** Enter your address or your competitors address in Ads Manager's location settings.



**3. Promote Video Content.** Videos capture attention faster, and keep an audience engaged.



**6. Use Copy With Connection.** Captivating copy can help build a relationship with the viewer.