

Display Advertising



Display Ad Solutions Exhibit Your Unique Brand While Cultivating Top-of-Mind Awareness

Keep Your Brand Name Up Front and Centre to Attract and Engage Your Target Market

A brand's name, logo and even their trademark colors can do promotional wonders. **WSI's display advertising solutions** focus on the power behind meta-messaging which not only attracts a whole new customer base, but can also produce the kind of loyal following reminiscent of the biggest brands in the world. With the swift move from traditional advertising to the digital space, display ads offer your brand a new billboard that is sophisticated enough to trail the kind of prospects who are likely already seeking your product or service!

This level of engagement empowers your brand to jump ahead of the rest and establish your top spot as the go-to brand in your arena.

Implementing WSI's display advertising solutions enables your brand to leverage an omnipresent billboard. Where your customers go, your display ad follows. It's a solution that keep your brand top of mind and emphasizes your industry expertise to precisely the right audience.

Solution features include:

- ▶ All-inclusive ad development for customized engaging display ads:
 - Buyer persona and keyword research
 - Graphic design services
 - Copywriting services
 - Campaign analytics guidance and expertise
- ▶ Comprehensive campaign management:
 - Complete split testing of different display options
 - Setting effective bids and budgets based on your key objectives
- ▶ Extensive monitoring of campaign performance metrics to provide the best ROI
- ▶ All-inclusive creation of segments based on demographics, consumer behaviors and interest data

Your display advertising initiatives will prove instrumental in bolstering your brand's unique image and integrity while motivating your customers' decisions.

With careful consideration and succinct precision, your digital display ads will offer a tangible method for:

- Quickly and easily increasing brand visibility to your target audience
- Reaching prospects at every stage in the buying cycle to drastically boost conversions
- Reviewing and acting on leads while they're new and hot
- Visually capturing your audience's attention and keeping them engaged
- Helping your customers connect and build a relationship with your brand
- Facilitating brand awareness that could augment offline sales

Develop a Custom Display Advertising Campaign Today to Amplify Your Brand Now!

For more information on how to develop a display advertising campaign for your brand's unique needs, contact our team now!



**Display Advertising is just one of the many ways
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ Pay-Per-Click Advertising
- ▶ Social Media Marketing
- ▶ Web Analytics
- ▶ Social Selling
- ▶ Content Marketing
- ▶ Email Marketing
- ▶ eCommerce
- ▶ Mobile Marketing
- ▶ Landing Page Optimization
- ▶ Video Marketing
- ▶ Responsive Web Design
- ▶ Search Engine Optimization
- ▶ Inbound Marketing
- ▶ Competitive Analysis
- ▶ Marketing Automation

Contact us today so you can experience how we take digital marketing to the next level.

