

SEASON 2 / EPISODE 03

ADVERTISING IN A WORLD OF LIMITED TARGETING

In this episode of the Wander Creative Podcast, the hosts discuss the challenges of advertising in a world with limited targeting options on digital platforms like Facebook and Google. They touch upon how platforms have restricted targeting related to sensitive topics such as gender, race, and religion. This limitation has led to a shift in marketing strategies, with a focus on building engaged audiences and using broader targeting options. They also emphasize the importance of testing different audience segments and creative elements to optimize ad campaigns. The hosts share insights into finding the right balance between narrow and broad targeting and discuss the evolving landscape of digital advertising.

In the latter part of the episode, they engage in a playful exercise of targeting each other based on their interests and demographics, highlighting the complexity and potential for customization in digital advertising. They encourage listeners to experiment with targeting options and creative elements to achieve the best results for their campaigns. The episode wraps up with an invitation for listeners to subscribe to the podcast and stay updated on the latest digital marketing news and tips.

TAKEAWAYS

- 01** We discuss challenges of limited targeting in digital advertising on platforms like Facebook and Google.
- 02** Platforms have restricted targeting related to sensitive topics like gender, race, and religion.
- 03** This limitation has led to a shift in marketing strategies towards building engaged audiences and broader targeting.
- 04** Emphasis on testing different audience segments and creative elements to optimize ad campaigns.
- 05** Finding the right balance between narrow and broad targeting is crucial.
- 06** The hosts engage in a playful exercise of targeting each other based on interests and demographics.
- 07** Encouragement for listeners to experiment with targeting options and creative elements for optimal results.
- 08** Invitation for listeners to subscribe to the podcast for updates on digital marketing news and tips.