



C H A

N G E

Stage 4

What's The Best
Platform to Use?

Ecommerce

If you run an ecommerce store, including drop-shipping and white or private labelling, the most effective advertising platform is Facebook's Ad Manager. It offers excellent potential for automation, has a massive reach with around 2 billion monthly active users and secures a wealth of information collected with each of those users. Facebook's Conversion Ads are proven to boost sales and help grow businesses, with billions being spent annually by Ecommerce businesses on the site. Facebook also allows you to advertise on other Facebook-owned platforms, including Instagram. Using free advertising strategies for Instagram is a viable strategy. Still, it is recommended it is only done in conjunction with Facebook Ads. It is too time-consuming and content-dependent to effectively market an ecommerce store without relying on automation Ads with another platform.



Affiliate Marketing

Instagram is the Change recommended platform for affiliate marketing. Its founders and members have seen massive success on the platform and can effectively close sales on the site. It acts as a sales funnel for interested parties. It relies on several factors, including professional-quality content, being a source of inspiration and education, credibility and providing value for your followers. Several strategies boost your success on the site and close more sales, including IGTV, Reels, Live Videos, Engagement Groups, Celeb Campaigns and Influencer Marketing. The most effective of these strategies are Influencer Marketing and Celeb Campaigns. These strategies are covered further in the Instagram Training section of the Change system. Inner Circle and VIP members have access to Stage 8 of the training modules which includes tutorials on Celeb Campaigns and provides Network access to help grow your account.



Google Ads

Whilst Facebook is the top-recommended Ad platform for ecommerce, Google Ads are also effective. They are great for adding credibility and trust, bolstering SEO ranking and targeting those who use Google to research your product or similar ones on offer before making a purchase. It widens your sales funnel and can effectively drive traffic to your store. Change recommends using Facebook over Google Ads as your primary advertising platform as it has proven more effective. However, using Google Ads to supplement your Facebook Campaigns is a great way to move your marketing to the next level and scale up your business. It can also be used by those active in Affiliate Marketing to supplement your Instagram efforts.



What's The Best Platform To Use?

There are many platforms available with both paid and free options for marketing. Each platform will have different levels of suitability for your business. This E-Book covers some of the strategies available and what businesses would see the most success from the options available.

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.

