

Social Media Advertising

- Facebook & Instagram (Meta Ads Manager) - extensive targeting options, various ad formats. Facebook skews to an older demographic. Instagram skews to a younger demographic.
- LinkedIn - excellent for reaching working professionals
- TikTok - growing platform, younger demographics, video-focused
- X (Twitter) - real-time engagement, trending topics
- Pinterest - visual discovery, strong for lifestyle and retail
- Snapchat - younger audience, AR features
- Reddit - niche communities, highly engaged users

Search & Display Networks

- Google Ads - search, display, YouTube, Shopping, and app campaigns
- Microsoft Advertising (Bing) - often lower costs than Google, older demographics
- Amazon Advertising - product-focused, high purchase intent
- Apple Search Ads - iOS app promotion

Video Platforms

- YouTube (via Google Ads) - extensive reach, various ad formats
- Connected TV/OTT platforms (Hulu, Roku, etc.) - streaming audience

Programmatic & Native

- Display & Video 360 (Google's DSP) - programmatic buying across multiple sites
- Amazon DSP - programmatic access to Amazon's data
- Taboola & Outbrain - native advertising on news sites
- The Trade Desk - independent programmatic platform
- AdRoll - great starter platform for retargeting people who visit your website