



# 10 DATING DO'S AND DON'TS THAT APPLY TO YOUR NATIVE ADS

## DO show up on time

Show that you respect the experience by promoting the right message at the right time.

## DON'T try to seal the deal too soon

Don't be too pushy when a relationship is just beginning. It's a campaign that you should want to continue, not end in a quick fling.

## DO listen more and keep it fresh

Move the conversation forward by keeping it energized rather than fatigued.

## DON'T use cheesy pickup lines

Attract without using clickbait! Using a pickup line to snag your customer is admitting you aren't good enough.

## DO spark a dialogue

Emotion is a catalyst for dialogue, and it's the use of dialogue that builds trust in a relationship.

## DON'T only talk about yourself

Your choice is two-way or no way conversation. Stop the sales pitch and create positive interaction by establishing a rapport with one another.

## DO respect privacy

Respect the natural progression of intimacy. Ask only for the most essential information when the customer has reached your landing page.

## DON'T invade personal space

There's no need to be intrusive. Understand which messages, channels, and formats are most effective to deliver the best experience.

## DO think long term

It's a marathon, not a sprint. Leverage the emotional connection with your audience to keep them coming back as repeat customers.

## DON'T let rejection ruin your confidence

No one said falling in love was easy! Invest the time in building the relationship. Sooner than you know it, you may find true engagement.

Finding Mr. or Mrs. Right isn't easy, but doing so for your brand is key to building a lasting connection. In many ways, this is why advertising is like dating. Contact us to learn more on how to reach and connect with your audience using native advertising.



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