
Choosing the Right Ad Platform for your Business

COMPARING ADVERTISING OPTIONS WITH
GOOGLE, FACEBOOK, LINKEDIN AND TWITTER

Organic Vs Paid

All of these networks have:

- An organic way to have success
- Advertising opportunities with very little or no monthly minimum spend*
- A way to target local areas
- Pay-Per-Click advertising or Pay-Per-Impression options

If you are already taking the time to have success organically, the content is available for advertising. You get more value out of the content you create.

*LinkedIn requires a minimum spending of \$10 per day.

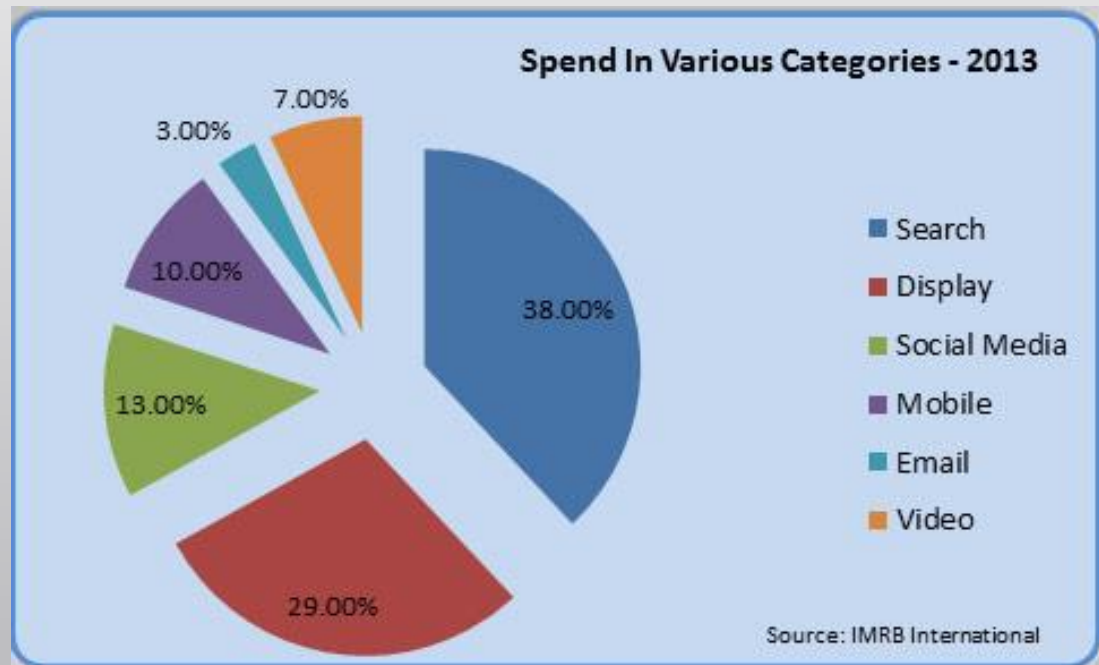


Companies by Type of Ad



Where do most companies spend their online marketing dollars?

- Google is the oldest and most developed advertising platform.
- Search ads often lead to a direct sale.





lawyer delaware county pa

Web Maps News Images Shopping More Search tools

About 673,000 results (0.43 seconds)

Delaware County Attorneys - FindLaw.com

Ad www.findlaw.com/Lawyers
Find **Lawyers** in Your County. Free Search at FindLaw.
FindLaw For Consumers has 903 followers on Google+
Family Law Attorneys - Criminal Defense Lawyers - DUI Lawyers

Paul Crowley Law - PaulCrowleyLaw.com

Ad www.paulcrowleylaw.com/
A Variety Of Legal Services. Don't Take Chances In Court. Call Now!

Delaware County Lawyers: PA Lawyer, Attorneys, Law F...

lawyers.findlaw.com > Lawyer Directory > Pennsylvania > FindLaw
Delaware County, Pennsylvania Lawyers, Attorneys, and Law Firms. Please select a city in Delaware County to find local Pennsylvania lawyers. Please select a ...



Map for lawyer delaware county pa

Ads

Find a Lawyer - Free

www.legalmatch.com/
Find find a lawyer Lawyers - Free

Search Ads

Ads that show on search result pages, which can be targeted by search engine queries.

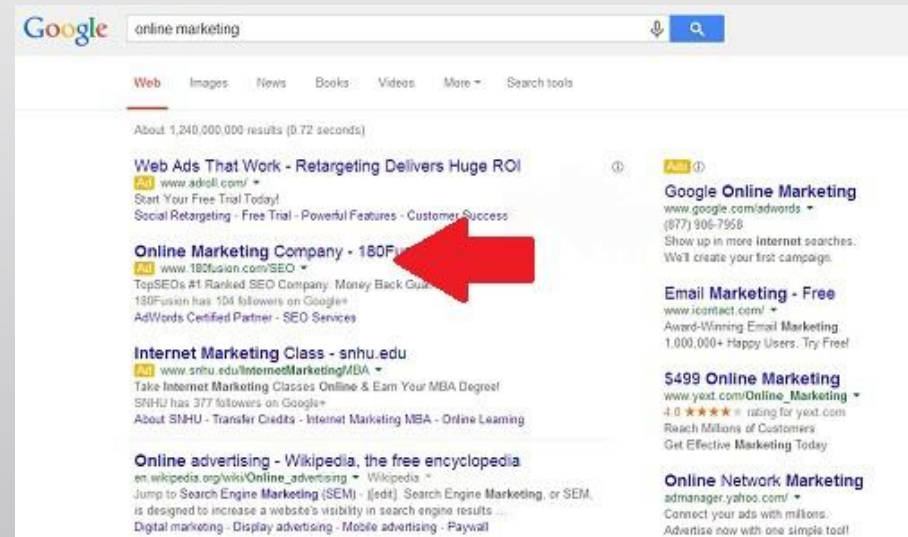
Search Ad Pros

- Find the customer during the buying process
- Bid-based cost per click
- Flexible geographical targeting
- Higher click rates than other ad types
- Create ads quickly and easily
- Long ad life
- Direct customers right to your website
- Show ad in prominent top 3 search results
- Easy to track website traffic resulting in a lead or a sale
- Schedule ads at any time of day or day of the week



Search Ad Cons

- Requires professional campaign setup and management
- Some keywords can be expensive to target, as many clicks go for over \$5
- Requires targeted landing pages
- Most do not include images
- No targeting options by age, marital status, gender, or job title
- Lots of competition



Search Ads Work Well For ...

- Businesses that have an expensive product or service, meaning that they can afford to pay over \$50 to acquire a new customer.
- Businesses that target customers who don't know they exist.
- Businesses that struggle with social media.
- Businesses that have limited competition in search ads.



Examples:

Business to Business Sales
Specialty Contractors
Professional Services
Specialty Health Care Services



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CKNW @CKNW · May 28

Coast Mtn school district accepted a \$60k gov't **sponsored** trip for students to attend the #LNG conference. Appropriate? **Tweet** @simisara980

Expand ← Reply ↻ Retweet ★ Favorite ⋮ More



Small Biz

Twitter Small Biz @TwitterSmallBiz · Apr 9

Use Promoted Tweets to drive website traffic and sales for your biz. Try Twitter ads today - log in now: bit.ly/QDxtAc

 Promoted by Twitter Small Biz

Expand ← Reply ↻ Retweet ★ Favorite ⋮ More



DansDeals @DansDeals · May 28

Sponsored Tweet: Annual Eichler's Tallis/Tzitzis Sale: Get Up To 40% Off Instantly! Plus Get Free Shipping, No Minimum! dansdeals.com/archives/45241

Expand ← Reply ↻ Retweet ★ Favorite ⋮ More

Social Media Update Ads

Ads that appear on social media sites and are usually displayed more prominently than regular posts.

Social Media Update Ads



Pros

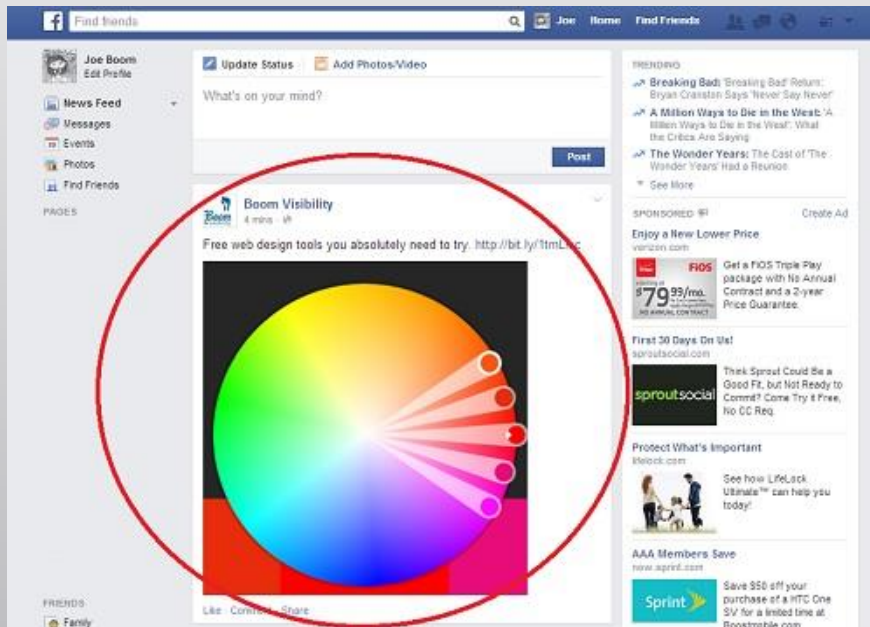
- Ability to target by location, interests, occupation, marital status, age, and social groups
- Lots of users and impressions.
- Promote fresh and interesting content that can easily be shared.
- Clicks are cheaper than search ads
- Gives you an insight into opinions of the consumer
- Send clicks to your website or encourage potential customers to follow the business.

Cons

- Time consuming to regularly create fresh, interesting content
- May open you up to public backlash
- Limited user attention
- Lots of competing content
- Hard to track ROI from brand awareness, delayed ROI



Facebook Sponsored Update Ads



What you need to know:

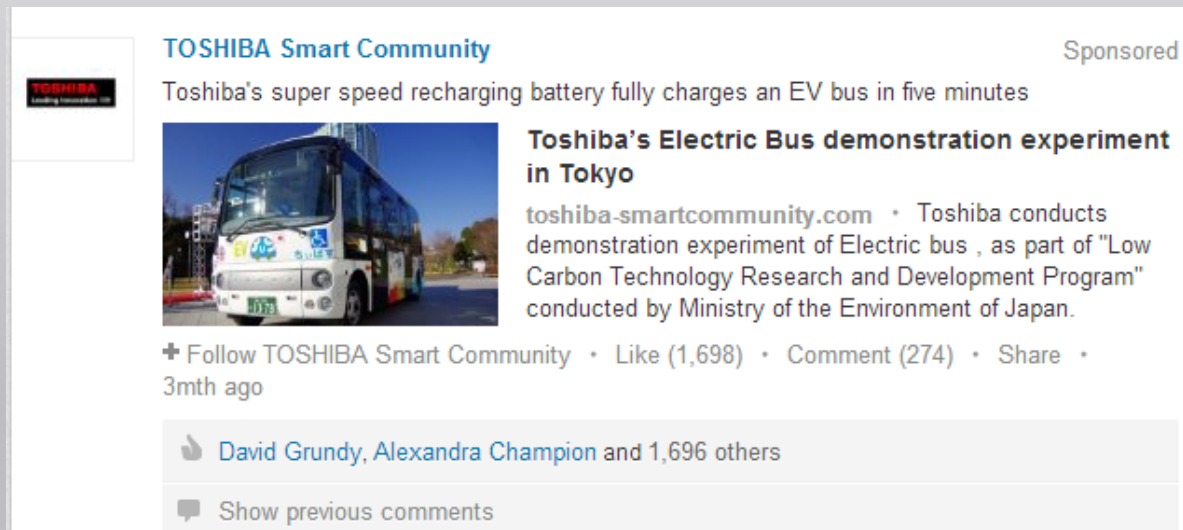
- Low cost per click and high number of impressions
- Targeting by zip code, gender, marital status, age, interests, behaviors
- Advanced connection targeting (friends of friends)
- Great for repeat contact with current customers
- Ads need to be refreshed frequently
- Tons of users and potential traffic

LinkedIn Update Ads




What you need to know:

- Targeting by job title, company size, industry
- Professional-oriented audience
- Display expertise on a subject
- Can be as expensive as search ads
- Ad platform is not as easy to use



TOSHIBA Smart Community Sponsored

Toshiba's super speed recharging battery fully charges an EV bus in five minutes



Toshiba's Electric Bus demonstration experiment in Tokyo

toshiba-smartcommunity.com • Toshiba conducts demonstration experiment of Electric bus , as part of "Low Carbon Technology Research and Development Program" conducted by Ministry of the Environment of Japan.

+ Follow TOSHIBA Smart Community • Like (1,698) • Comment (274) • Share • 3mth ago

David Grundy, Alexandra Champion and 1,696 others

Show previous comments

Sponsored Tweets



What you need to know:

- Targeting by keywords, television programs, interests, zip code, device, gender & followers
- Keyword tool with estimated keyword volume in global tweets
- Complements other social media platforms well
- No age targeting
- Not many options for scheduling



Sponsored Social Updates Work Well For ...



Examples:

Restaurants, Venues, Retail Stores

- A business that is creating content regularly and having some organic success on social networks.
- A business that has a wide demographic audience, even if the geographic audience is small.
- A business that needs to target a specific age, marital status or other information that is available on social networks.
- Businesses that have a product or service customers regularly need.



On MetaFilter Being Penalized By Google: An Explainer



Google's Matt Cutts On Assessing Quality Of A Page Without Links



In the latest video by Google's Matt Cutts, he talks about how Google may determine the quality of a page of content without there being many links. By Matt's expression, he seemed to give off the feeling that without links, it is really hard for Google to determine the quality of the page. He said, [...]

June 2, 2014 at 3:07 pm ET by Barry Schwartz | Comment | Read Story

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A Marketer's Guide to the New Facebook

A roadmap to the new features, tactics and best practices you need to know.

[Download Now](#)

Got a tip? Tell us here!

Display Ads

An ad that may include copy and images and may come in a variety of sizes. These ads can be displayed across a variety of websites, apps, and mobile sites.

Display Ads

Pros

- Inexpensive
- Visually appealing, combining text and images
- Good for visual products
- Ads last longer than others types

Cons

- Poor user attention
- Image ads require design
- Hard to track ROI from brand awareness
- Lower quality traffic



Google Display Ads



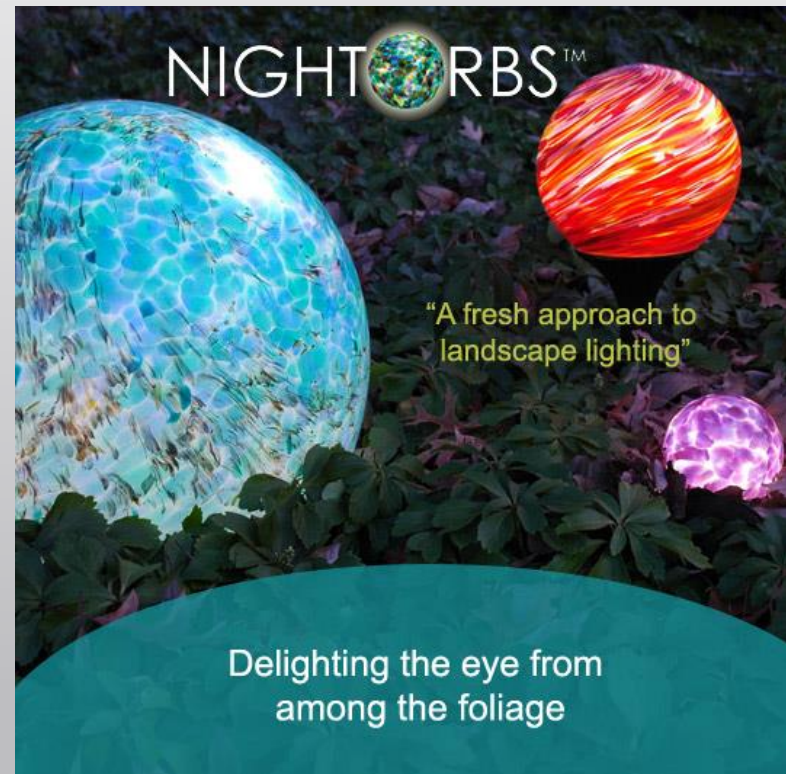
What you need to know:

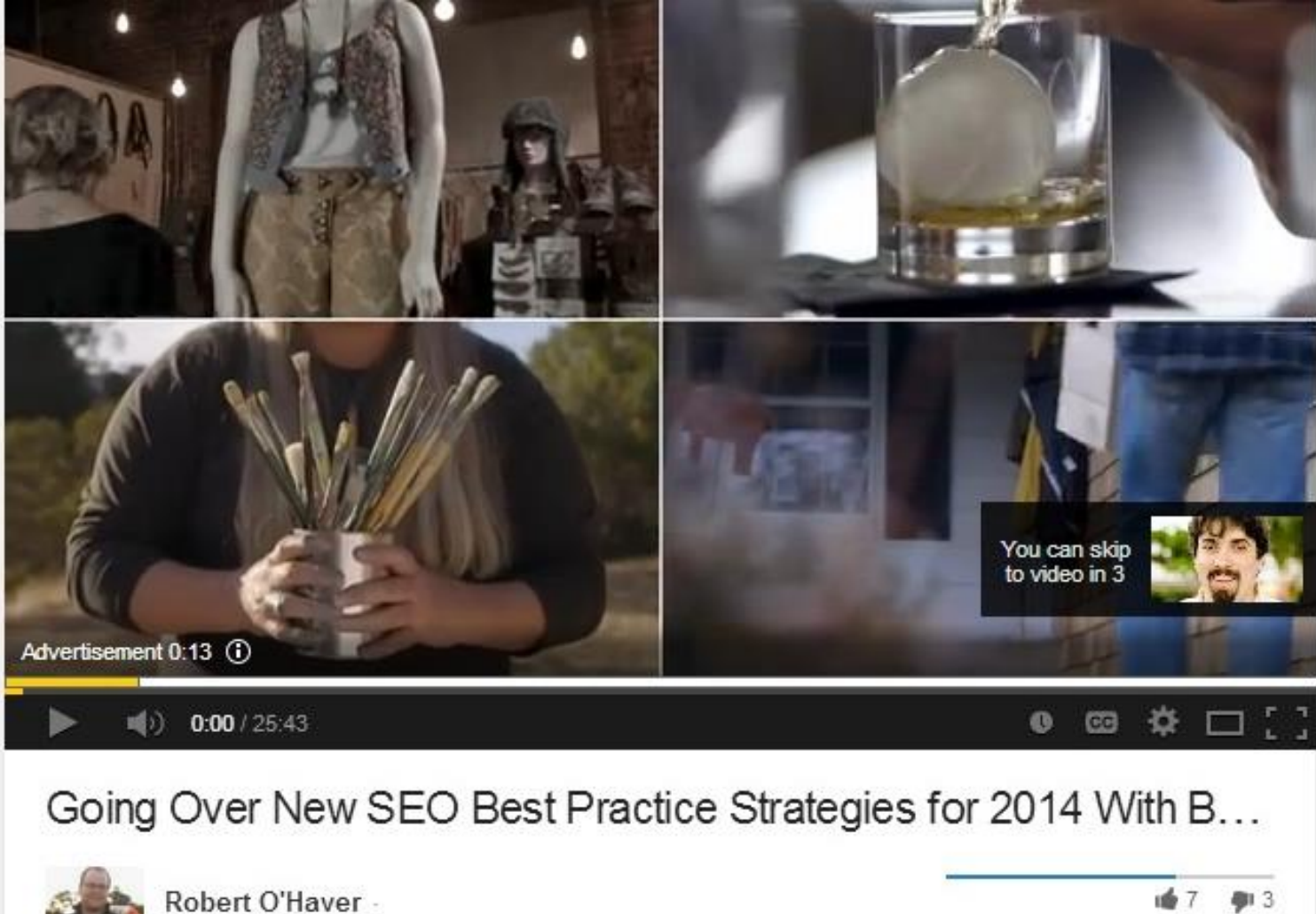
- Targeting by interests, website, keyword, and more
- Ability to display ads to someone who previously visited your website [remarketing]
- Large audience
- Low cost per click

The screenshot shows a website with a navigation menu at the top. A red arrow points to the 'How To' link in the menu. Below the navigation menu, there is a large Google Display Ad. The ad features the Google logo and the headline 'The Recirculation Gap: Why Google Sends More Traffic Than Its Search Market Share Suggests'. Below the headline, there is a sub-headline 'How Google's New "Right To Be Forgotten" Form Works: An Explainer'. To the right of the ad, there is a search bar and a 'Get Our News, Everywhere!' section with a 'Subscribe' button. Below the ad, there is a 'How Google's New "Right To Be Forgotten" Form Works: An Explainer' article with a 'Got a tip? Tell us here!' button.

Display Ads Work Well for...

- A product or service that you have to see for it to make an impact
- A business that wants to create brand awareness
- A business that wants to create as much exposure as possible in a local area
- A business that wants to target customers who have previously visited their website





Video Ads

Featured video ads that appear before a full-length video, which can often be skipped after a number of seconds.

Video Ads



Pros

- Inexpensive
- Good user attention
- Interest Targeting
- Medium ad life
- Large audience

Cons

- Requires video content
- Difficult to regulate what videos your ad appears before
- Option to skip
- Difficult to measure results

YouTube Ads



What you need to know:

- Good geographical targeting
- Embedded links
- Engaging
- Prone to accidental clicks



Video Ads Work Well for...

- Businesses that have video content
- Businesses that benefit from being explained or sold in a video, for example, a wedding band or a complicated concept
- A business that wants to create as much exposure as possible in a local area




Things to think about...

- Choose a network that allows you to target your customer and only your target customer.
- Consider the costs and time involved in creating content for social campaigns.
- Budget for the cost of landing pages.

Need help getting found?

We offer Internet Marketing and SEO to help your website's traffic.

More website traffic = more business.



The image shows a blue silhouette of a person leaning over a computer monitor. The person is holding a magnifying glass over the screen. The screen displays a search engine results page with various search results. The word 'Software' is prominently displayed in the magnifying glass's view. The background is a light gray gradient.

Boom visibility



- Focused on expensive products or services and local service-based companies
- Specializing in search ads and SEO
- Marketing packages starting at \$1,000 per month