

5 Reasons To Use Both Ad Platforms

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Optimize For Customer, Not The Platform

The reality is that customers use different platforms like Google, Instagram, YouTube, and Facebook. And if a user decides to stop using Facebook you just lost an opportunity to advertise on a person. You need to optimize for the customer journey and not the platform.

Multi-Device, Multi-Platform

People live and breathe on a multi-device platform. Take advantage of this. The journey of the device, just even within a 24 hour period is multi device and it changes a lot throughout the day. So you need to be aware that that's how users behave now and use it to your advantage to advertise.

Take this driving analogy in the multi-device advertising, each platform has its own road, and the roads are not able to be connected to each other in any way they're running in parallel. But as a driver, you can't go from one road to another road. The reality of it is that these different platforms, just different lanes on the same road. And as a driver, you will seamlessly change lanes on the same road between the different platforms. That's how you need to think about your advertising.

Insurance

It's a really good insurance policy to have multiple platforms. There's some saying in business that "The most dangerous number in business is the number one (1)". And the same applies for advertising.

Take note that it's good idea to have a good insurance policy in place and have multiple ad platforms that are working well for you. So I really like to say that people don't put all your eggs in one advertising basket.

Diversity

With all of the data privacy issues that happened in 2018 with Facebook, it's hard just to rely your advertising just with them. And if your target customers decides to stop using Facebook then you just lost all of the opportunities to advertise with them.

Consider also investing in advertising with Google platform. That way you have an insurance policy in place if your target customers decides stop using Facebook.

Targeting Overlap

There is a lot of overlap in the targeting. I mean, that if, let's say, Facebook ads is working really well for you, there is a lot of the targeting which you would know is working on Facebook that you can apply to Google and vice versa.