

Should I Advertise on Adwords or Facebook

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- ❖ Adwords or Facebook
 - The answer is you should advertise in both platforms. But it might not be viable for you in your business due to lots of reasons. And often the most common reason is due to budget. Learn the considerations first that you might be making before you sort of plunge your money into one particular ad platform.
- ❖ Considerations why use Adwords Platform
 - The sheer reach that Adwords has and Google and a bunch of other publications.
 - AdWords is vast - learn the full suite that the Adwords platform provides to people. Below are the 3 Pillars of Adwords where you can advertise:
 - Search network - advertising in search network means showing your ad near search results when someone searches with terms related to one of your keywords.
 - GDN (Google Display Network) - is essentially your ability to show ads on other people's websites.
 - YouTube - advertise you video ads that play before a video that you'll be watching as well as banners on YouTube.
 - Advertising on the search network - a logical place for people to start advertising especially for businesses that are offering something or a service that people already know exists.
 - It is a strictly a CPC platform - which means that you're only paying for the people who are interested enough in your product or service and click on your ad. Anybody who sees your ad and does not click on it, you don't have to pay for.
- ❖ Considerations why use Facebook Platform
 - How many people use the platform - Facebook has 2 billion active users and by active users, it means people who have logged-in in the last 30 days. So amazing reach that they've got.
 - Their targeting is far superior to Google - as a Facebook user, people input lots of data about themselves and through audience research, you can determine what are the qualities and attributes of your target customer. Then you can access them through the Facebook ad platform.
 - It's a social network and people can share your ad - your ads in Facebook can share by facebook users and you certainly are not able to share any google ads.
 - Facebook algorithm - is essentially Facebook way of helping you grow and build your ad account in a profitable way by skewing your ads to show ads to people who are more likely to do engage with your ad as opposed to people who are likely not to take any action at all.