

How to choose the right advertising channel for scaling your business.

Google

facebook.



VS



With Sam Harbi
TheEnlightenedLeaders.com

Hello!

I am Sam Harbi

I help practices launch and scale successful businesses and attract clients every month predictably using the latest & greatest digital marketing tools and tactics.

TheEnlightenedLeaders.com





Why Advertising?

2,000,000,000

Daily active Facebook users worldwide





**The average person will
spend more than five years of
their life browsing on social
media.**



facebook

**2 Billion
Active Users**

91.4% of Social Network Traffic

Google

**2.3 Million
Searches
per minute**

81% of Global Market Share

SUBSCRIBE

facebook



Google



SUBSCRIBE

Google Ads



Google Ads (Search. Display. Shopping. YouTube)

- X **Text-based advertisements:** Each time a user clicks on an ad, the advertiser is charged a certain amount of money, hence the name “pay-per-click advertising.
- X High-intent
- X 3.5 billion search queries every single day



Keyword	Cost per Click (CPC)
Insurance	\$54.91
Loans	\$44.28
Mortgage	\$47.12
Attorney	\$47.07
Credit	\$36.06
Lawyer	\$42.51
Donate	\$42.02
Degree	\$40.61
Hosting	\$31.91
Claim	\$45.51
Conference Call	\$42.05
Trading	\$33.19
Software	\$35.29



Google Ads focuses primarily on the quality and relevance of ads, not how much advertisers spend.



Google Ad: **Search**

- X **Most common**
- X **Drives direct conversions**
- X **Captures high intent buyers**
- X **Provides on the spot solution to immediate needs**



Google Ad: **Display**

- X **Builds brand affinity**
- X The average conversion rate in Google Ads across all industries is 3.75% on the search network, compared to just 0.77% on the display network. The biggest reason for the discrepancy? Users on the search network are **active**.





Advertising

Facebook Ads (including Instagram)

- X **Interruption marketing**
- X Paid social: the highest number of monthly active users (or MAUs) of any social network in the world
- X Helps users find businesses based on the things they're interested in and the ways in which they behave online.



facebook

- **Location**
- **Behaviors**
- Demographics
- Interest
- Lookalike
- Website Visitors



- **Keywords**
- **Location**
- Negative Keywords
- Demographics
- Language
- Device

facebook

Google



**PAY PER
CLICK**

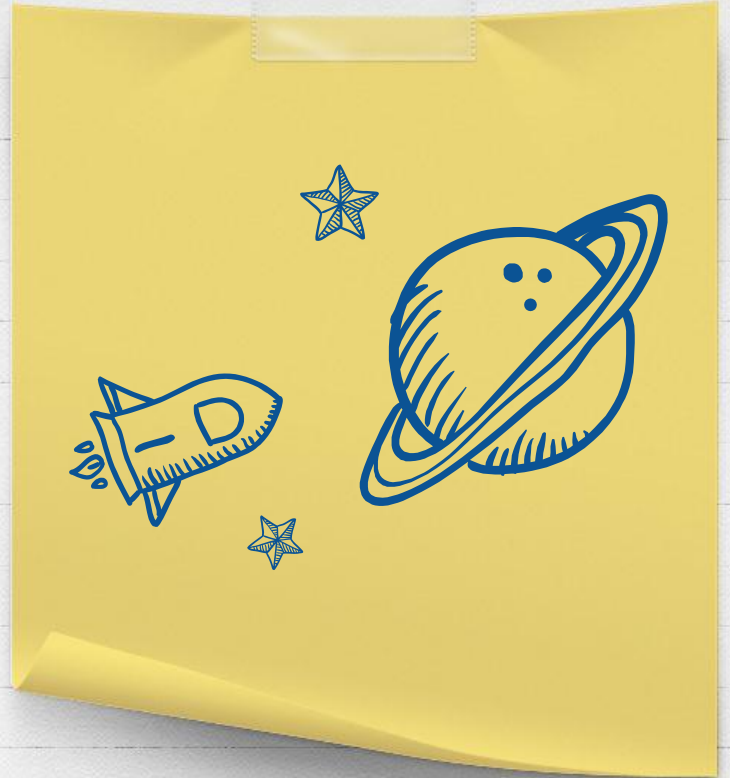
- Avg CPC - Under \$1
- Avg Retail Industry CPC \$.45

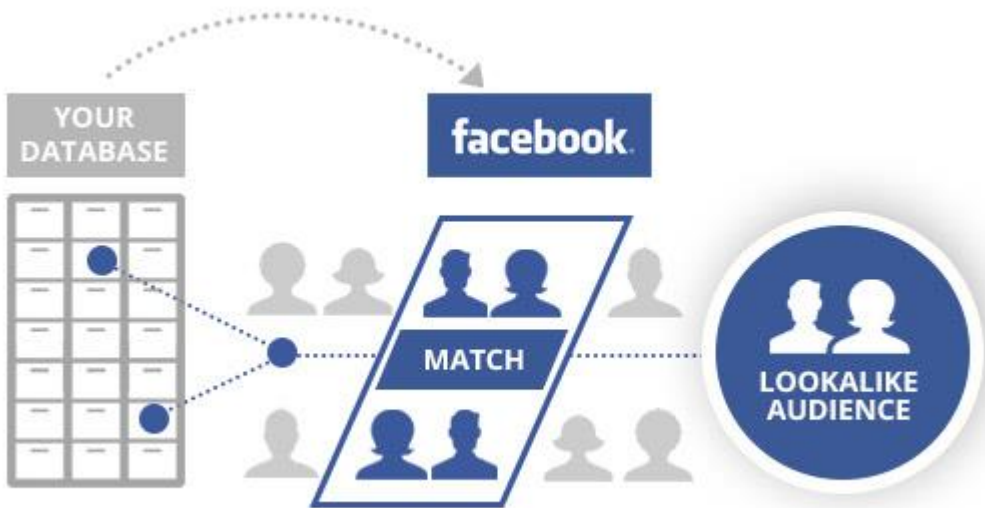
- Avg CPC - Varies \$.35-\$5
- Most Expensive CPC is "Insurance" at \$54.17



Advantages of Facebook Ads

- **More than one-fifth of the entire world's population is on it**
- **Hyper targeting: target audiences in ways previously considered impossible, or even unimaginable.**





- **Powerfully visual**
- **Cheaper than Google Ads \$9/CPM**



Uber
Earn up to \$30/hour driving in Orlando with uberX! Apply now and start making some serious cash!

Sign Up Now!
partners.uber.com
Sign up for a partner account with Uber to become an affiliated driver.

[Sign Up](#)

Like · Comment · Share · 2 · Sponsored





Advantages of Google Ads

X High quality lead who is willing, able and in need of your services

Google search results for "san francisco florist". The search bar shows "san francisco florist" and the search button. Below the search bar are navigation tabs: All, Maps, News, Shopping, Images, More, Search tools, and SafeSearch. The results show "About 651,000 results (0.49 seconds)".

The first result is an advertisement for "Florist In San Francisco - missiondeflores.com". It includes the URL "www.missiondeflores.com", a description "Beautiful flower arrangements. Order online and get free delivery! Weddings - Workplace Delivery", and the address "2590 Folsom St, San Francisco, CA - Open today - 10:00 AM - 7:00 PM".

The second result is an advertisement for "SF Family Owned Florist - broadbandflowers.com". It includes the URL "www.broadbandflowers.com", a description "Flowers, Gift Baskets, Wine, Balloons, Plants and More. Family Owned And Operated - Professional Staff", and categories "Gift Baskets, Flowers, Greeting Cards...".

Below the ads is a map of San Francisco showing the locations of "Divisadero Florist", "Rossi & Rovetti Flowers", and "San Francisco Florist".

At the bottom, there is a summary for "San Francisco Florist" with a 4.2 star rating (6 reviews) and the description "Stylish space selling flowers".



- ✗ **Increasingly sophisticated; AdWords launched with 350 advertisers in 2000.**
- ✗ **Facebook unveiled Facebook Ads in Nov 2007 with not a lot of advertisers.**




facebook

Avg CTR
0.9%



Google

Avg CTR
2.7%

A white rectangular sticky note is affixed to a light-colored wooden surface. The note has a small piece of clear adhesive tape at the top center. The text on the note is centered and reads "Which one should you use?".

**Which one should
you use?**

facebook

Google



SUBSCRIBE

Start testing with both..

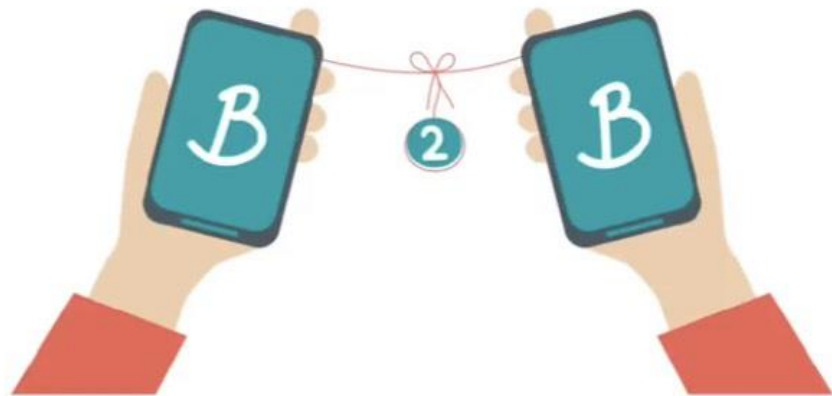
Should be viewed in a complementary, rather than adversarial way.

Google Ads will help you find new customers right away and in the process, give you an instant return on your marketing investment. While Facebook Ads will help new customers find and explore you. And this way give you a better ROI in the long run.

facebook



Google



facebook



Google



BRAND AWARENESS



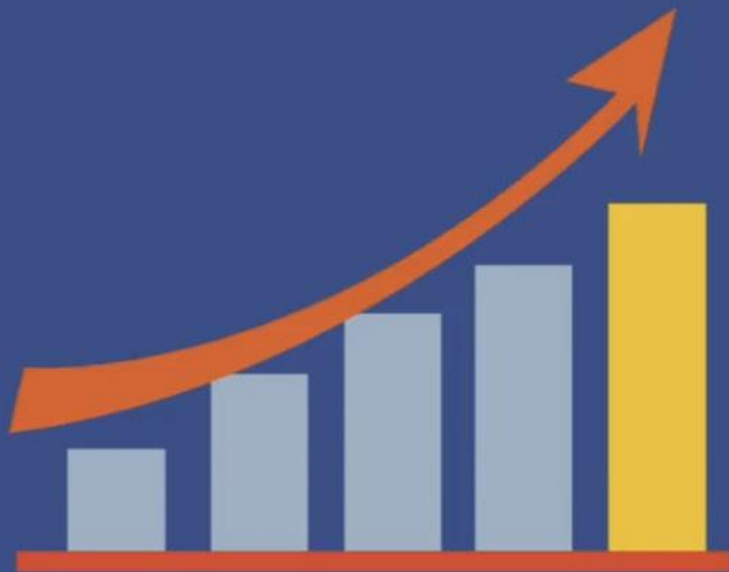
CASH FLOW NOW

SUBSCRIBE

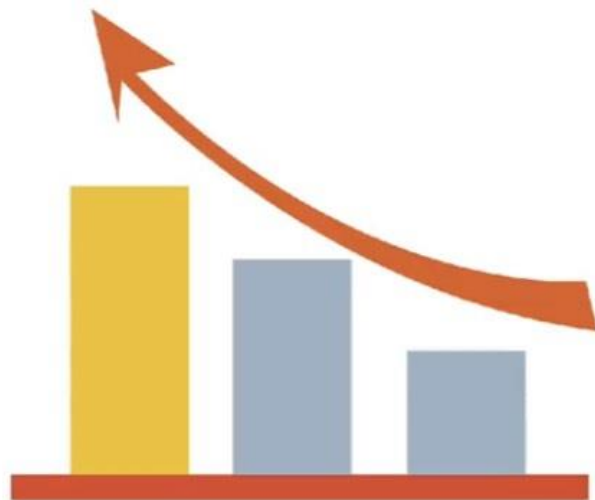
facebook



Google



LONG TERM



SHORT TERM

Overall..

- X Facebook is more strict with creatives.
- X Law & accounting does better on Google Ads
- X Dentists, Chiropractors see better results on Facebook ads
- X Optimize
- X Talk to people who know the platform



Thanks!

Any questions?

