


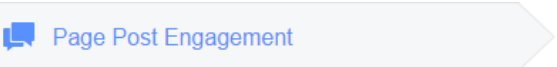




Ad Platform	Pros	Cons	Typical Budget for our Clients	Key Things to Remember
	<ul style="list-style-type: none"> <li>• Robust</li> <li>• Highly customizable</li> <li>• Full-scale PPC advertising option</li> <li>• You want 1<sup>st</sup> page Google SERP visibility? You got it.</li> <li>• Targetable via location, device, time of day, et al.</li> <li>• Sitelinks</li> <li>• Free call tracking (doesn't record calls, but we do)</li> </ul>	<ul style="list-style-type: none"> <li>• Typically the most expensive option</li> <li>• Setting up/managing campaigns can be daunting for non-marketing professionals</li> <li>• Operating an effective campaign is full-time work. Not "set and forget"</li> </ul>	<p>Dependent on keyword research, but almost always more than \$1,000 – \$12,000/month</p>	<p>Fully customizable PPC ad campaigns on the largest search engine in the known universe. Scalable. Robust. Expensive. Requires dedicated attention.</p>
	<ul style="list-style-type: none"> <li>• Streamlined</li> <li>• Easy to use</li> <li>• Able to promote either your homepage or your G+ local page</li> <li>• Much cheaper compared to traditional Adwords</li> <li>• Shows you how your budget compares to competitors in your area</li> <li>• Free call tracking (doesn't record calls, but we do)</li> </ul>	<ul style="list-style-type: none"> <li>• Not as customizable as AdWords</li> <li>• Data/reporting not as in-depth as AdWords</li> <li>• Adding keywords/negative keywords involves calling Google</li> </ul>	<p>Can be as low as a couple hundred dollars/month.</p> <p>Scalable based on local competition; much cheaper than AdWords</p>	<p>Like AdWords, but can feature your G+ page instead of your homepage. Super affordable compared to AdWords. No frills: you sacrifice customization for ease of use.</p>

	<ul style="list-style-type: none"> <li>• For all intents and purposes, it's AdWords for Bing.</li> <li>• You can import existing AdWords campaigns...kinda.</li> <li>• Typically lower CPC and higher CTR than AdWords</li> </ul>	<ul style="list-style-type: none"> <li>• Bing is just smaller. That's a fact; there's no way around it.</li> <li>• How small? Depending on whether you rely on empirical traffic data or ask Bing, you'll get an answer anywhere from 4% to 20%.</li> </ul>	<p>Again, dependent on keyword research, but typically less overall than a comparable AdWords campaign.</p>	<p>Hey guys, don't forget about Bing! We're just like AdWords, only smaller! (Though we're growing!)</p>
	<ul style="list-style-type: none"> <li>• Dirt cheap compared to PPC options on search engines.</li> <li>• HIGHLY targetable via demographics. You want to target married women aged 35-50 who like Dan Brown novels, have a household income of \$100K+, and have kids in the Fairfax County school system? No sweat.</li> <li>• Ad Creation process is easy and straight-forward, and loves high-res images.</li> </ul>	<ul style="list-style-type: none"> <li>• Be careful not to narrow your target audience into non-existence (<a href="#">e.g., the guy who trolled his roommate with FB ads targeting only him</a>)</li> <li>• Beware ad saturation. People just don't even see your ad after a while. (Change ads monthly.)</li> </ul>	<p>Cheap. Like, \$5/day cheap. We've run multiple successful campaigns with \$150/monthly (\$5/day) budgets.</p> <p>It's easily scalable, though, if you want to go bigger.</p>	<p>Advertise on the largest social network known to humankind—with highly targeted ads—using the demographic data about all of us they've been secretly collecting for over a decade.</p>

<p>Facebook Boosted Posts</p> 	<ul style="list-style-type: none"> <li>• Simple: create post, click “Boost.”</li> <li>• Pick a budget and get estimated reach figures.</li> <li>• Great for promotions, launches, and events.</li> </ul>	<ul style="list-style-type: none"> <li>• Labeled as “sponsored.”</li> <li>• Audience only includes people who like your page, as well as their friends.</li> <li>• You’re paying more to reach people who already follow you.</li> </ul>	<p>Determined by audience size.</p> <p>One-time, lifetime budget of \$20, \$40, \$60, etc.</p>	<p>Get your Facebook posts more facetime in front of your followers, as well as their friends.</p>
<p>Facebook Promoted Posts</p> 	<ul style="list-style-type: none"> <li>• All the flexibility of FB’s ad manager platform, but designed to promote posts, not native ads.</li> <li>• More targeting, pricing, and bidding options than boosted posts.</li> </ul>	<ul style="list-style-type: none"> <li>• Less intuitive than boosted posts.</li> </ul>	<p>Determined by audience size and projected bidding. Similar overall to traditional FB ads.</p>	<p>Somewhere in between a standard post and an ad. Got something exciting to say? Say it louder (reach more people) with promoted posts!</p>

<p>Twitter Promoted Tweets</p> 	<ul style="list-style-type: none"> <li>• Can be retweeted, replied to, and favorited.</li> <li>• Can include links, #hashtags, and rich media.</li> <li>• Wider distribution than organic tweets.</li> <li>• You only pay when someone engages.</li> <li>• Target non-followers via gender, geography, keywords, et al</li> </ul>	<ul style="list-style-type: none"> <li>• Promoted tweets are clearly labeled as promoted.</li> <li>• A user will never see more than one promoted ad in their timeline at any given time.</li> </ul>	<p>Unknown</p>	<p>^^ This. 140 char. Or less. #mktngtweet #convertordie</p>
	<ul style="list-style-type: none"> <li>• Access to all of Yahoo!'s mobile IP</li> <li>• Can also display ads in Yahoo Mail Inboxes (in a small banner across the top)</li> <li>• Demographic targeting</li> <li>• Mobile only</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile only</li> <li>• New product; real world samplings still small.</li> </ul>	<p>Not yet determined</p>	<p>Native ads across the entire pantheon of Yahoo!</p>