


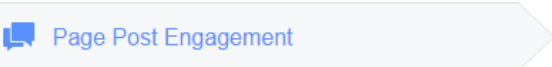




Ad Platform	Pros	Cons	Typical Budget for our Clients	Key Things to Remember
	<ul style="list-style-type: none"> • Robust • Highly customizable • Full-scale PPC advertising option • You want 1st page Google SERP visibility? You got it. • Targetable via location, device, time of day, et al. • Sitelinks • Free call tracking (doesn't record calls, but we do) 	<ul style="list-style-type: none"> • Typically the most expensive option • Setting up/managing campaigns can be daunting for non-marketing professionals • Operating an effective campaign is full-time work. Not "set and forget" 	<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"> • Streamlined • Easy to use • Able to promote either your homepage or your G+ local page • Much cheaper compared to traditional Adwords • Shows you how your budget compares to competitors in your area • Free call tracking (doesn't record calls, but we do) 	<ul style="list-style-type: none"> • Not as customizable as AdWords • Data/reporting not as in-depth as AdWords • Adding keywords/negative keywords involves calling Google 	<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"> • For all intents and purposes, it's AdWords for Bing. • You can import existing AdWords campaigns...kinda. • Typically lower CPC and higher CTR than AdWords 	<ul style="list-style-type: none"> • Bing is just smaller. That's a fact; there's no way around it. • How small? Depending on whether you rely on empirical traffic data or ask Bing, you'll get an answer anywhere from 4% to 20%. 	<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"> • Dirt cheap compared to PPC options on search engines. • 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. • Ad Creation process is easy and straight-forward, and loves high-res images. 	<ul style="list-style-type: none"> • Be careful not to narrow your target audience into non-existence (e.g., the guy who trolled his roommate with FB ads targeting only him) • Beware ad saturation. People just don't even see your ad after a while. (Change ads monthly.) 	<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"> • Simple: create post, click “Boost.” • Pick a budget and get estimated reach figures. • Great for promotions, launches, and events. 	<ul style="list-style-type: none"> • Labeled as “sponsored.” • Audience only includes people who like your page, as well as their friends. • You’re paying more to reach people who already follow you. 	<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"> • All the flexibility of FB’s ad manager platform, but designed to promote posts, not native ads. • More targeting, pricing, and bidding options than boosted posts. 	<ul style="list-style-type: none"> • Less intuitive than boosted posts. 	<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"> • Can be retweeted, replied to, and favorited. • Can include links, #hashtags, and rich media. • Wider distribution than organic tweets. • You only pay when someone engages. • Target non-followers via gender, geography, keywords, et al 	<ul style="list-style-type: none"> • Promoted tweets are clearly labeled as promoted. • A user will never see more than one promoted ad in their timeline at any given time. 	<p>Unknown</p>	<p>^^ This. 140 char. Or less. #mktngtweet #convertordie</p>
	<ul style="list-style-type: none"> • Access to all of Yahoo!'s mobile IP • Can also display ads in Yahoo Mail Inboxes (in a small banner across the top) • Demographic targeting • Mobile only 	<ul style="list-style-type: none"> • Mobile only • New product; real world samplings still small. 	<p>Not yet determined</p>	<p>Native ads across the entire pantheon of Yahoo!</p>