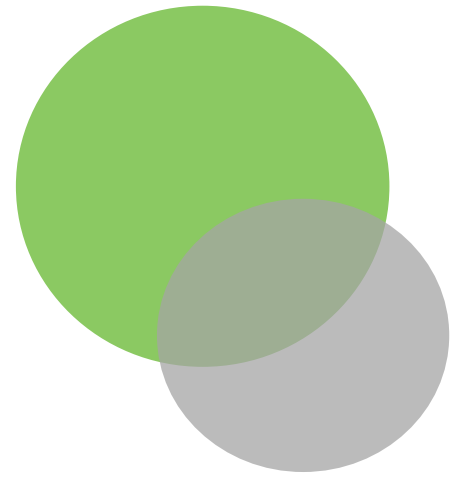




# A Business Owner's Guide to Paid Media

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# Introduction

## The Power Of Paid Media

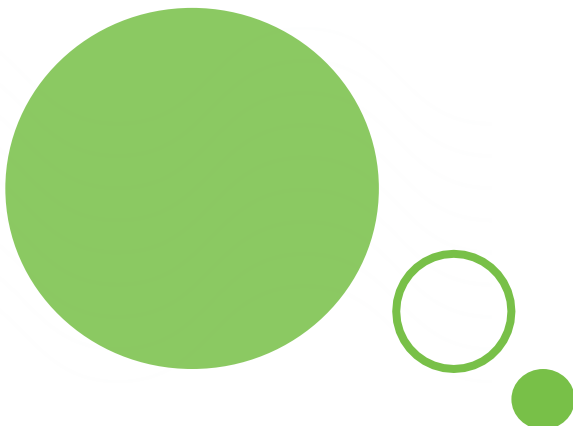
Seeing the value in advertising as a business owner has never been a question. As of today, it isn't advertising as a whole that raises red flags. Its online advertising that causes one to stop. Lack of sufficient understanding of digital marketing products such as Facebook and Google advertising causes a business owner to not see the potential value these products can do!

However, you obviously have some interest in advertising on the web and want more information (or else you wouldn't be reading this eBook).

Paid media is a great way to TAP into customer intent, so depending on your industry Google Ads can and should be your best friend. Say someone expresses their interest in an industry through their online search queries leaving you a window into what they are looking for. As a business owner, this is your moment to place your business' message and value proposition in front of that individual. Timing is key! Because of Google advertising you are in the right place at the right time.

Especially for emergency service providers, like emergency room services, auto services, or air conditioning repair services, marketing with paid search advertisements, such as Google Adwords search campaigns, is a highly effective method of capturing the demand of individuals who are in immediate need of a service.

Think about it. You are an air conditioning repair service provider. It's the middle of July and a potential customer's air conditioner goes out. In a moment of panic, he or she instinctively pulls out his or her mobile phone and searches for "air conditioning repair near me". One way to get on the first page of this individual's search results is to launch [paid search campaigns](#) that target keywords related to air conditioning repair.



# Key Differences Between Google and Facebook Advertising

To give you an introduction into the world of paid media, this section focuses on explaining the primary differences between Google Ads and Facebook Ads.

## 1. Targeting

Primarily Google Ads focus on a target audience's search terms where Facebook Ads focus on a custom audience that is chosen by criteria such as location, demographics, interests, behavior and connections.

With that said, Google ads can also target individuals based on location and demographics but Facebook's targeting only focus is on the set of criteria that defines your audience.

As you can see the differences between Facebook and Google Ads are that Google focuses on search term, which shows an individual's topic of interest and Facebook focuses on various forms of data that defines an individual's characteristics.

## 2. Indicators of Interest

Marketers refer to Google as a proactive advertising method because with Google, you use search terms as indicators of interest in your business. Reactive advertising method, which is often what Facebook is referred to as uses an individual's characteristics as indicators of potential interest,

## 3. Visuals

Visually, Facebook Ads present a little nicer because they allow the advertiser to insert both copy and graphic. A user is typically prone to gravitate toward either copy or graphic which proves the effectiveness of a Facebook impression is dependent on its visual appearance. This in no way says a Google advertisement's visual appearance isn't important, it just doesn't weigh as heavily on its performance.

## 4. Specificity

Primarily the focus for Google is on a keyword or phrase and its historical search volume. Where as, the various combinations of targeting are virtually endless with Facebook as they allow advertisers to target audiences that are very specific.

## 5. Pricing

Between Google and Facebook Advertising one of the bigger differences is pricing. I'm sure you have all heard of pay per click, this is the only platform that Google uses. With Facebook they allow you to pay per click or pay per impression. An impression for those who are unsure, refers to any time your ad is served. As a result, Google advertising is oftentimes more expensive as a click presents itself as a higher purchase intent.



# 5 Reasons Your SMB Needs Facebook Ads

Facebook Ads help take your business to new heights, not just based on the number of targeted audiences you can reach but also on many other levels. If Facebook were a country, it would be the most populated, well-informed, and wildly entertaining group of people. As a result, why wouldn't you want to take advantage of an opportunity to place your business in front of such an audience?

The rest of this article outlines the top reasons why your SMB needs Facebook Ads.

## 1. Reach

Facebook's monthly active users rose to 2.4 billion at the end of Q1 2019 ([Business Insider](#)).

In addition, 96% of Facebook users are on mobile ([Statista](#)). Therefore, Facebook Ads provide access to the largest pool of mobile audiences you can find anywhere.

## 2. Customizable

Facebook Ads are highly customizable. You can use static images, videos, or carousel images, to set yourself apart with unique promotions.

## 3. Targeting

Facebook Ads offer deeper and wider targeting options than anywhere else. Therefore, you can target your ads based on the user interests and their demographics, allowing you to optimize your campaigns over time. As a result, your campaigns will become more efficient and cost-effective.

## 4. Feedback

Facebook's advertising system offers a unique feedback system that can help you determine how your ads are performing. Users can 'like' and share your ads. As a result, you get even more return on investment for visibility that you're not even paying for. In addition, Facebook offers in depth audience insights, such as [Facebook IQ](#), that helps inform targeting, leading to increased effectiveness and higher ROI.

## 5. Analytics

Facebook Ads present all the data analytics in a clear and lucid manner. Learn about your ad's weekly reach, the top-performing posts, engagement levels, number of page likes and much more so that you are not in the dark with your efforts.

## Your SMB needs Facebook Ads

Your competitors might already be advertising on Facebook. You need to be generating impressions now for your SMB in order to effectively compete. Don't allow fears to slow you down! The opportunities for growth with Facebook Advertising outweigh the cost. With this channel helping local businesses compete with national chains making advertising suitable for all industries

Therefore, the question should not be a matter of if, but when you should start advertising on Facebook.

# 5 Must Haves In A Google Ad Words Manager (Or Any Paid Media Manager At That?)

We get it, we understand! As a business owner, you already have a lot to juggle with managerial, business development and even at times, therapeutic responsibilities. That doesn't leave you with a lot of time to one, learn how and then two, manage your Google Adwords campaigns. The only thing to do logically would be to find an agency to be your Google Adwords manager.

**Below, you will find 5 warning signs you DON'T want when looking to employ certain agencies as the Google Adwords managers of your paid search campaigns.**



## **1. Google Adwords manager 'X' is unwilling to provide access to YOUR Adwords account.**

Plenty of Google Adwords agencies restrict their clients from accessing their Adwords account. In turn, such a practice creates a significant lack of transparency for the business owner.

It's actually mutually-beneficial for agencies to send reports relaying information on a client's progress. However, companies restrict access to an Adwords account for a reason. More often than not, there is something they don't want you to see or know.

**If the Adwords Management Agency is confident in their abilities and performance then there's no reason for them to hide anything from their clients.**

We, at TAPLocal, provide monthly reporting to each of our clients. In addition, we refuse to restrict access to a client's Adwords account. It is the client's account after all and our company is only the manager.

## **2. No Website or Landing Page Ownership**

Having access during and after your relationship with any Adwords manager is vitally important when making the decision to starting a relationship. Make sure that when you're evaluating agencies, you confirm that you will have access to the website and any other marketing material created for your business. Some agencies will hold marketing material, websites and other collateral hostage in case you decide to part ways.

The data you gather while running a successful Google Adwords campaign is crucial. Therefore, you must make sure that you address this when deciding which Google Adwords manager with which you want to begin a relationship. If you decide to end the relationship, it's important to ensure that you won't have to start over from scratch, which will save you time, money, and stress.

# 5 Must Haves In A Google Adwords Manager (Or Any Paid Media Manager At That?)

## 3. Misleading Pricing

Be sure to find a company that has a straightforward and transparent pricing structure. Unfortunately, many companies go with a, what many would call 'nickle and diming', pricing strategy. These companies often place hidden costs in their management fees.

Examples include: extra landing pages, extra creative or setup after the agreement has been completed

Be very cautious of companies that group both the ad spend/budget and their management fee as a 'total cost'. It's important to know exactly what is being put towards the Adwords campaign and what will go towards the management of it. We, at TAPLocal, commit ourselves to transparency in client relationships.

## 4. Setting Unrealistic Expectations

"Rome wasn't built in a day"....and neither was any successful Adwords campaign. Be wary of a Google Adwords manager that promises immediate results and the ability to put your domain in the #1 spot on an industry-centered Google search overnight.

An experienced Adwords specialist will tell you that the most successful campaigns have the most realistic expectations. Therefore, be sure to set realistic expectations so that you have a clear and attainable benchmark for success.

In addition, be careful of companies that have pricing significantly lower than their competition. Just like you, they're in the business of making money and **you should want your Google Adwords manager to make money**. A good relationship will have success and ROI on both sides of the Adwords campaign.

## 5. Not Google Adwords Certified or Facebook Partner.

TAPLocal's management team has over 20+ years of Google Adwords experience. This leads to certified Google Ads experts managing all of our customers' campaigns. Some campaigns need more care than others, but it's TAPLocal's mission to put personal care and time into all campaigns no matter the budget.

As for Facebook Advertising, make sure that the agency is a Facebook Partner before trusting them with your Facebook campaigns.

### Google? Facebook? Which one is right for me?

When deciding where to advertise online, you must take into account your industry, budget, and the habits of your target audience. Due to the differences between Google and Facebook's advertising platforms (explained earlier in this eBook), your business may require a specific product or mix in order for you to see results. Nevertheless, you need to have a working knowledge of both products to understand which is ultimately better for your business.

# Thanks For Reading!

Don't worry. We've got you covered.

We, at TAPLocal, have 20+ years of combined Google experience, right in our office. In addition, we are a Facebook partner with a proven track record of delivering results with paid search and social media campaigns. No matter which industry you are in, we can help you find the right targeting to achieve your lead generation goals.

**We focus on the how so you can focus on the now!**

**Start Gaining LOCAL  
Customers**



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