



6 Helpful Pointers for Marketing on Google and Facebook

1. Not either/or, but both.

Online user behavior can take them from Facebook to Google to Youtube and back to Facebook, all researching the same subject. So it only makes sense to cover your bases with your advertising. Furthermore, should one platform shut down your ad account, you're not totally out of the action.

2. DIY or done-for-you?

Expert help has its merits. However, weigh those advantages against the size of your business and the scale of your advertising. If they just don't justify the cost of hiring an agency, there are classic campaigns and ad strategies that don't need a lot of expertise, and that you can easily learn with some knowledge of the basics.

3. Where to put your money

In relation to number two, consider whether you should pay someone to do your ads, or if you're better off buying an education that will enable you to do it yourself. Ad management doesn't come cheap, and if you're not needing anything large-scale or complicated, the same amount of money can get you the necessary knowledge and go into running more ads.

4. What each platform does well

Business owners in the B2B field may believe that their clients are not on Facebook. With 2 billion users on Facebook spending an average of an hour a day on the platform, this is obviously a misconception. People may not go on Facebook with the intent of specifically buying something, however it's a useful awareness tool. A Facebook article can tell you you need new brake pads, and Google can tell you where to buy them. So consider generating a remarketing list on Facebook and bidding on leads when they search on Google.

5. Which is easier?

Facebook is a forgiving ad platform in that you needn't be a masterful strategist. An advertising no-no like showing customers your ads can work in your favor when those same customers post glowing testimonials of your product.

While many find Google more difficult, it is becoming easier with the development of AI. One of its most recent features allows you to provide your budget, your ideal customer, and your target CPA, then let Google go find those customers for you.

6. Equip yourself with the basics.

Should you decide to let someone do your Facebook or Google ads for you, at least learn the basics. This will allow you to ask agencies the right questions, and avoid scenarios like paying for traffic only to lose your account to some unscrupulous party.

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