

THE RIGHT CHOICE FOR THE TIGHT BUDGET: Google AdWords vs. Facebook Ads

By Matthew Perosi



Because the online paid advertising playing field changes monthly, my clients constantly ask for my current recommendation for where to spend their limited marketing budget. Although there are many online advertising possibilities, I prefer that jewelers use Google AdWords and Facebook Advertising because the ads can be changed frequently to highlight current offers.



Google AdWords is a complicated system that can be learned, and then relearned monthly. Google is notorious for changing features which drastically impact your spending. In fact, as I prepared this article, they announced a change in how mobile ad bidding will work. That change will throw off many existing AdWords campaigns and either plummet the click through rate or spike the spending without notice. This is why the monthly relearning is important, and it's also why I do not recommend AdWords without hiring an agency.

Even though my company is an agency and a Google Partner, I don't recommend AdWords as the main method of online advertising because the monthly media buy must be high to make it effective. What makes AdWords a good online advertising platform is the many targeting options to help you reach the right potential customer. You could choose loose targeting of keywords in a specific area or you can choose accurate targeting by device type, exact keywords, time of day, location, and a lot more.

Loose targeting is best used when you want the largest number of clicks and respondents to your ads. In most cases, the cost per click with loose targeting is lower than \$4. Loose targeting always seems to produce faster results because you get more phone calls and website visitors. Although you might feel like the ads are working, you usually waste a lot of your time trying to close those low quality sales leads.

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On the other hand, you'll see fewer clicks and website visitors when you use a more accurate targeting method. The agency you hire can set up the targeting to filter out the lower quality leads and produces better potential customers with shorter sales cycles. As an example, the cost per click when using more accurate targeting while bidding on "engagement rings" in your local area can easily be more than \$8 with the cost per sales lead higher than \$22. This might seem high, but you'll be happier with the sales results.

When your monthly online media buy budget is less than \$500, you'll be forced to set your AdWords keyword bidding limits to a low price, but that also reduces the likelihood that your ads will be seen. When media buy budgets are that low I recommend using Google AdWords Express and Facebook Advertising instead of the regular AdWords system. AdWords Express is a very easy to use system built into the same control panel you see when logged into your Google My Business account. Drop me an email if you're interested in how to set up AdWords Express and I'll send you my easy to follow directions.

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Facebook Advertising is also easy to set up and can be much less expensive than AdWords. Facebook's advertising feature is built right into their network now and it's commonly referred to as boosting a post.

They make it very tempting to click the boost

post link to convert your shared status update into a paid ad. I do not recommend the default options for boosted posts because they are more expensive and yield lower results than if you use the Facebook marketing tool called Ads Manager.

Within Facebook Ads Manager, you'll find many options to help zero in on your target customers. Ads Manager allows for targeting of locations, gender, relationship status, financial income, and many more personal demographic details than what AdWords offers. The targeting parameters you choose in Ads Manager can be saved for future use, even applying them

to a boosted post. Drop me another email and I'll send you the directions to set up this Facebook targeting too.

Whereas the accurate targeting method on AdWords creates more expensive results, the highly honed targeting of Facebook ads will probably cost less than \$1 per click. Similar to AdWords, the response rate on a highly targeted ad will be lower than more generic targeting, but it should also yield the same quality sales leads.



Facebook and AdWords have many similarities in their features, and an equal number of differences. If your monthly budget is more than \$1000 then I suggest Facebook and AdWords; when less than \$1000 use Facebook and AdWords Express.

Keep in mind that more accurate targeting always yields higher per click rates. No matter how good your targeting is, the sales you generate will ultimately have a lot to do with the follow through once those ads are clicked. You don't need e-commerce on your website to generate sales from paid ads; it just needs to be user-friendly and invite people into your store where your great sales team can provide a fantastic buying experience.



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