

If you own a small to medium-sized business, you've probably heard from your networking groups, industry meetings, and other experts that you should be doing paid advertising on Facebook and through Google AdWords. Because this advice is so widespread, you may have already experimented with creating your own paid ad campaign. However, if you're like many other business owners, you didn't see the results you were hoping for.

While there are many reasons why paid campaigns don't work, one common reason for these lackluster results is that business owners aren't given enough information on how to properly create a campaign on Facebook and Google. Some business owners even try to use the same content on both platforms, even though Facebook Ads and Google AdWords interact with prospective customers very differently. Once you understand how these platforms differ, it's easier to create a more successful advertising campaign.

Differences Between Facebook Ads and Google AdWords

One of the most important differences between Facebook Ads and Google AdWords is how customers find and engage with the ads. **With Facebook Ads**, you create a defined audience of the types of people that you want to reach, such as moms living in a certain zip code or business owners of small US manufacturing companies. Once you specify this target market through Facebook Pixel, you pay for how many impressions you want each day. Then the Facebook Ad will show up on the newsfeed or sidebar of the group you've specified.

With Facebook, your ad will need to be more interesting and enticing than other posts your market sees. If you saw a Facebook Ad that had a like button and some text about a company, would that be powerful enough to pull you away from **a funny cat video** that your aunt sent you? Probably not.

Instead, the most engaging Facebook Ads are highly visual with an interesting image and engaging text that Facebook users just want to keep reading. Think about the Facebook Ads you have noticed and engaged with. They likely had great copy and an offer you at least considered. Instead of asking for a "Like," the best ads **offer you something** that you really want, usually for free. Perhaps it's a webinar on how to pay off your mortgage in 5 to 7 years or a PDF ebook with thirty \$5 recipes for your slow cooker.

The marketers behind these more successful Facebook Ads know what engages their target market and understand that this Facebook Ad is just the very beginning

of their relationship with you. They'll still need to send you marketing emails, great offers, discounts, and other interactions to turn you into their customer.

Google AdWords, however, is completely different. Unlike Facebook, the people who find your Google AdWords campaign are ready to buy. Since you created your Google AdWords campaign around a keyword people use when trying to research and buy your product, customers only find your ad when they search for it.

This means that you want to educate customers on why your company's offerings are the best when compared to a list of your competitors. Instead of having an ad surrounded by political memes and cat videos, your ad will be surrounded by other Google AdWords campaigns and organic search listings for products and services just like yours. You need to give customers a reason to **click on you over the rest**.

When you think of why you click on a Google AdWords campaign, it's easy to see why the copy for a Facebook Ad wouldn't work as well on Google AdWords. You want to choose a listing that best meets your requirements. If you searched for a pool company, you'd want a reputable company that's licensed and insured for your area. If you searched for a web development company, you'd want one with experience that's affordable. If you searched for a local cardiologist, cheap is probably not what you're looking for.

Think about what your own customers look for when trying to buy a product or service like yours. Not only do you need to figure out what search terms (or keywords) they use, you need to capture what information they need to read to pick your company first.

Push vs. Pull Marketing

In **push marketing**, businesses try to bring their products to customers. When you walk across the mall food court and are offered a sample of bourbon chicken from the Chinese restaurant, it's push marketing. They hope that by tasting a free piece of delicious chicken, you'll buy a whole plate of it, even if you really were walking over to the taco stand or movie theater. Most TV commercials from decades ago were push campaigns, pushing their products onto the masses.

In **pull marketing**, you want customers to come to you. You can create a brand, like Apple, that people follow and want. You can also simply be there when customers want to make purchases, whether by hosting informative blog posts that answer customer questions on your company's website or by paying for a Google AdWords campaign.

In today's economic climate, most companies and marketing experts would argue that pull marketing is more effective. People don't want to be sold to, but they do want to research the products and services that they buy. However, it's probably important to use a little bit of both strategies in your company's overall marketing strategy.

How to Create Content for Facebook Ads

1. Determine your audience and campaign goals

With Facebook Ads, you only want to pay for impressions that reach your target audience. You don't want to pay for impressions that are broadcasted to just anyone. This means that you'll need to create an accurate Facebook Pixel that's incredibly specific and defined. You want to put what job titles your best customers have and other behavioral characteristics that can narrow down who sees the ad.

2. Write social media ad copy

You need to write copy for the actual social media ad. It should be captivating, articulate, and concise. Ideally, the copy details your company's value proposition for the customer and lets them know what actions you want them to take next.

3. Create an offer

For most successful Facebook Ad campaigns, you'll give away some kind of offer to prospective leads instead of asking for the sale directly. Most people are not going to make a purchase the first time they hear about your company. The offer might be an informative webinar, PDF guide, or whitepaper. You want the writing in this offer to be excellent, as it is a direct reflection of what customers can expect from your business.

4. Social media bio

If a potential customer finds out about your business on Facebook, you want your company's Facebook bio to tell your customer everything they need to know about you. Make it comprehensive and interesting. Don't rely on your website to educate these customers, because people may never visit your site to learn more.

5. Social media copy

Now that you have new followers on Facebook from your ad, you need to have an updated and **engaging social media page** with lots of relevant posts to keep customers hooked.

6. Emails to subscribers

If you collect email addresses from leads in exchange for your offer, it's important to send out **regular email marketing campaigns** to keep in contact with new customers.

How to Create Content for Google AdWords

1. Keyword

First things first: You need to pick out the **right keyword** or search term that your customers really use. Otherwise, customers will never even find your ad.

2. Title/ad copy

With Google AdWords you'll have two headlines of up to 30 characters and a description of 80 characters. With so few words, you'll want to make sure that you include the right words to convey the information prospective customers need to read.

3. Landing page

When someone clicks on your Google AdWords campaign, you don't want to send them to your company's homepage. Ideally, you'll have a targeted landing page that further educates your customer about your company's product or service, tackles buying objections, and offers them a quick way to purchase the item they searched for.

4. Lead magnet/offer/upsell/downsell

After your landing page, there are other content pieces that you'll need to write, depending on your specific sales pipeline. If your landing page gives away an ebook or whitepaper, that's more content to consider. If the customer makes a purchase, you could create an "upsell" page to sell them other items. (**Vistaprint** has a particularly successful upsell page. Once you make your purchase, you can purchase similar items at a discount but only if you purchase them immediately within a set timeframe). If they try to close the window, you could have a downsell page that offers an additional discount incentive to buy.

5. Emails to new customers

Just like with Facebook, you'll want to send out marketing emails to new customers, regardless of whether they made a purchase.

Conclusion

Despite the results that some have experienced, the truth is that businesses can have success with Facebook Ads and Google AdWords. By investing in the right content for each platform, you can arm your marketing arsenal with highly effective strategies that you can refine and build upon as you learn more through trial and error. If your current campaign isn't working, try to figure out how you can fix it. While Facebook Ads or Google AdWords may not prove to be the highest converting advertising channel for every business, these channels do provide some great results for many businesses and are worth trying.

