



# GOOGLE SEARCH

VS:

# DISPLAY

BEST CHANNEL FOR MAXIMUM ROI

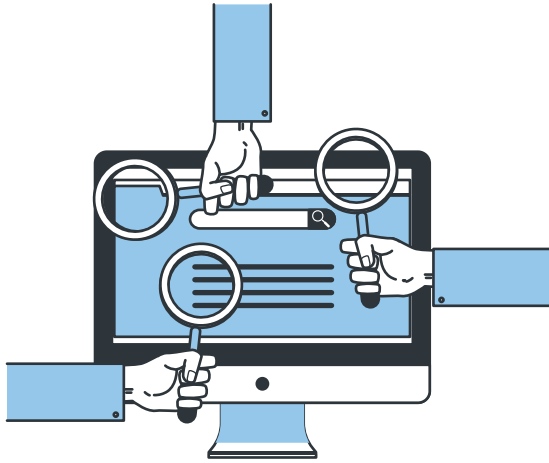


It doesn't matter how incredible your business is, how long you have been in business, or how much market share you occupy in your industry or niche- unless you are a powerhouse, established brand name that has an extensive brand presence across the net with high authority (aligned with a very aggressive & costly SEO strategy) it is going to be an ongoing struggle for any visibility on the SERPS first page. This is particularly true if you're trying to rank for highly competitive searches where customers are looking for specific products or services in saturated markets.

Fortunately, there is a solution, and it is called Paid Search Advertising on the top search engine in the world -Google Search & Display Advertising network.



# WHEN TO USE THE GOOGLE SEARCH NETWORK



This advertising format is incredibly effective when the objective is to capture **search intent** as it targets an active searcher, who is actively seeking a product, service, or solution. Since the Search Network connects advertisers to users actively looking for their products, search campaigns typically drive more conversions than display campaigns.

**If you want the best return on investment from your search network ads, you need to focus on search intent.**

## You should be running a Search Network campaign if:

- *You're working with a limited budget:* As best practice, when there is limited financial resources, I recommend starting with the Search Network. This format is more likely to drive direct conversions, reach the specific user in real time when they are actively searching, and will also provide more clarity to results and KPIs. In some cases and **industries** (touch on this more below) it may be advisable to expand to the Display Network, which can boost visibility, leading to an uptick in relevant and precisely targeted search volume for your business
- *You sell an "emergency" product:* If your product or service offering is something that users look for on a when-needed basis (plumbers, locksmiths, electricians, etc.), you should be advertising on the Search Network. For these industries, it is imperative that your ad appears when the searcher is in need of your services.
- *Seasonal or Sales Promotion:* Your paid campaigns are a perfect opportunity to work promotions into your digital marketing strategy, and they can greatly improve your click-through rate, landing page engagement, sales and conversion rates.

# WHEN TO USE THE GOOGLE DISPLAY NETWORK (GDN)

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In addition to traditional search advertising, Google also gives advertisers the opportunity to place their ads on a variety of sites across the internet. This collection of websites, which ranges from blogs to news sites and even YouTube, is referred to as the Google Display Network (GDN). According to Google, the GDN includes over 2 million sites that reach over 90% of global internet users. Given the expansiveness of this network, it is incredibly appealing to businesses who are looking to expand their online presence.

However, there is no “one size fits all” when it comes to paid search advertising options.

## You should be running a Display Network campaign if:

- *If your brand objective is Brand Awareness:* Many advertisers leverage the Display Network to promote brand awareness at “top of funnel”. Since the GDN is so expansive, it offers many opportunities for advertisers to connect with their audiences. Google Ads provides a variety of targeting options, ranging from managed placements (specific sites selected by the advertiser) to website groupings, audience targeting and remarketing features. By appearing on reputable sites that are popular amongst your target audience, you can quickly familiarize these people with your brand.
- *Your product relies on “visual” presentation:* Studies have proven that many buying decisions we make as consumers are based on “emotion” on the subconscious level. The GDN is a place where advertisers can capitalize on users’ inner desires & emotions by strategically placing visually appealing ads in various places across the GDN to further encourage a conversion down the funnel (more on this below).
- *You have a lengthy sales process:* If you sell a product or service that consumers are not likely to purchase immediately, you need to ensure that your brand stays top-of-mind for prospects as they consider making a purchase. To do this, I recommend utilizing remarketing, through the GDN. This strategy allows you to show ads to anyone who has visited your site in the past, encouraging them to return and convert.

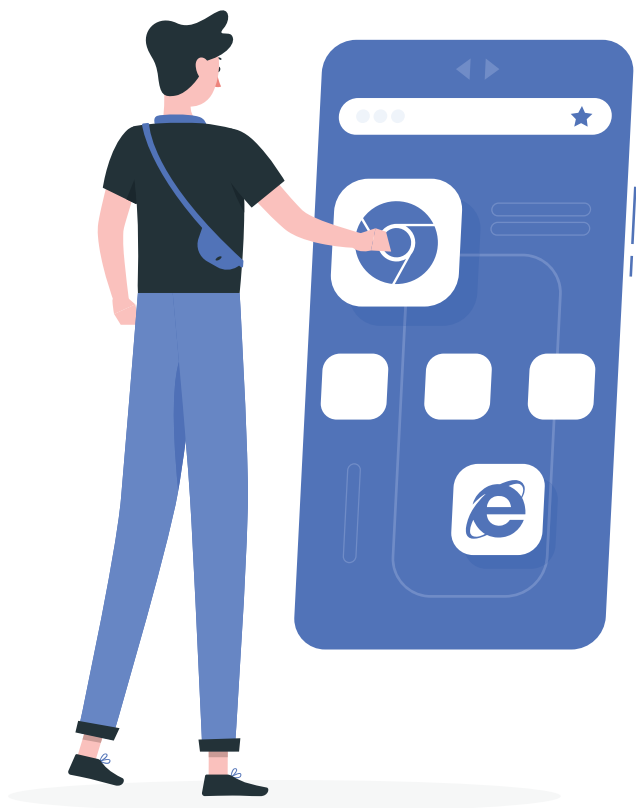
# SEARCH & DISPLAY CAN BE OF A SYNERGETIC MARKETING TOOL FOR YOUR BUSINESS

In reading the descriptions above, you may have noted that your company would benefit from **both** the Search and the Display Networks.

However, to truly reap the benefits of each network, do your due diligence and break them into separate, network-specific campaigns. From a strategic standpoint, this will allow you to craft your messaging & campaign goals based on the scenario in which your audience is viewing your ad. From a more logistical standpoint, this segmentation is critical. Not only does it allow you to set specific budgets and bids per network, but it will keep your data “clean” and help you to make more impactful optimizations.

HOWEVER—please be aware **that both channels are not optimal for ALL industries or businesses— particularly B2B situations**

This is an important point I would like to make that is not often discussed in the digital marketing industry and especially not by Google (Google wants you to spend all your resources on all channels whether it is beneficial to your business or not) – but is very impactful to the bottom line and results of many businesses that partake in a paid advertising campaign.



# GOOGLE SEARCH IS THE OPTIMAL SEARCH ENGINE CHANNEL FOR MOST BUSINESSES



I will advocate for Google Search ads for any business- B2B or B2C that is ready to invest in their business and drive conversions, leads, awareness, and sales as it is a proven effective strategy across the board which if set up and managed properly will produce proven results and ROI.

Google Search is where users go to take the first step in their journey towards their solution, desire, or need.

Furthermore, according to a Google Economic Impact Report, advertisers on average make \$2 for every 1\$ spent on it.

*Conversely- the Google Display Network although a great tool for Brand Awareness and Remarketing, I DO NOT RECOMMEND for all industries or Businesses Models.*



# WHEN & WHEN NOT TO UTILIZE GOOGLE DISPLAY NETWORK ADVERTISING

The key points I am going to make here speak from a concrete marketing perspective— which is often overlooked by many advertisers that may have an understanding of how to run a Paid Search campaign, what KPIs to look at, but are conversely lacking marketing experience or a comprehension in **HOW** and **WHY** customers take action. This is particularly important to understand when deciding on whether or not the Google Display network is a good fit for a particular business or industry

Consumers are driven consciously by logic, and unconsciously by emotion when they take action and partake in a buying decision – This process happens unknowingly and is dominated by the EMOTIONAL part of our brains. The unconscious emotion portion of the decision-making process happens without even realizing it and within milliseconds. This part of the decision making process is what drives us to make “impulse” choices or buy things because they trigger an underlying feeling within ourselves, without a second thought to logic in our decision making process in purchasing.

This illustrates why “visually appealing” products or services that trigger an “impulse”, FEELING, or outcome that relates to an innate desire will drive “desire” or “longing” for a particular product or service and is going to be a great fit for a GDN campaign that is fully refined and targeted to our ideal (and rather a bit vulnerable) customer.



# EXAMPLES HERE ARE (B2C)

Apparel

Household Items

Vacation Packages

Automobiles

On the flip side, if the characteristics of an “emotional” product or service do not apply to the industry or offering of the Display Ad- the “logical” portion of the brain is going to prevail the decision making process. This can result in:

**A sense of privacy invasion from the ad**

**A feeling of being “stalked” by Google**

**A perceived lack of credibility of the product or service to the end consumer**

**A perception of a needy business that is directly “pushing” sales**

And this is particularly applicable to B2B business models

Why do I know this is true? Because I have interviewed & worked with many stakeholders in many industries, particularly B2B that have conveyed this.

If you are trying to reach decision makers in a large manufacturing company that distributes automation parts, you do not want to stalk them with visual display ads of machined components. This is NOT going to entice them

to reach out and complete a sale. This is going to send the message: “we are desperate for sales- we do not have a great product- we will stalk & disrupt your web browsing you until you decide to buy!”

However, if you sell designer high heel shoes which feature the latest trendy style and you strategically place ads in front of your end female consumer at the right place, and the right time, there is a good chance you are going to make a sale. Why? Because those visually appealing shoes triggered an “emotional” desire for those shoes in the unconscious mind. The logical buying decision in this case was “overridden” by the “emotional” unconscious portion of the brain. In this case, whether or not the user felt “stalked” by Google is irrelevant- the user saw those shoes and “had to have them!”

Google will push this channel as being “cost effective” with a wide “reach” however, without understanding how these ad types effect and drive end consumers, these benefits are irrelevant to the outcome and will end up being more costly across many factors.

I hope this makes sense and helps you decide on the best strategy for your business!

Contact me if you would like to learn more about or need help in building a fruitful paid channel strategy for your business