

1) Think about your ideal customer. Demographics, interests, etc.

2) Do people NEED your product or WANT your product?

Need = Google Ads

Want = Facebook Ads

3) What percentage of your buyers are ready & willing to buy at the very moment they see an ad?

Above 25% = Google Ads

Below 25% = Facebook Ads

4) What percentage of the population is aware of your product/service?

10% or more = Google Ads

10% or less = Facebook Ads

5) Does your product/service solve a problem that people are actively looking for a solution?

Yes = Google Ads

No = Facebook Ads



What's best for
your company?



GOOGLE ADS
Intent Driven

FACEBOOK ADS
Audience Driven

- Your prospects are actively searching for what you offer.
 - Your business is a solution to their problem.
 - You will show up when they are looking for what goods or services you offer.
- Your prospects aren't actively looking for you, so you have to go to them.
 - Target specific demographics & interests.
 - You will show up on their feed to interest them when they did not know they needed what goods or services you offer.

Disclaimer: The strategy for reaching your target audience should be fluid and can be adjusted at any time based on a variety of factors. Most businesses can benefit from running both Google and Facebook Ads at different levels.

Want to learn from our team which strategy would work best for your company?

Book a 30 minute FREE consultation [here!](#)