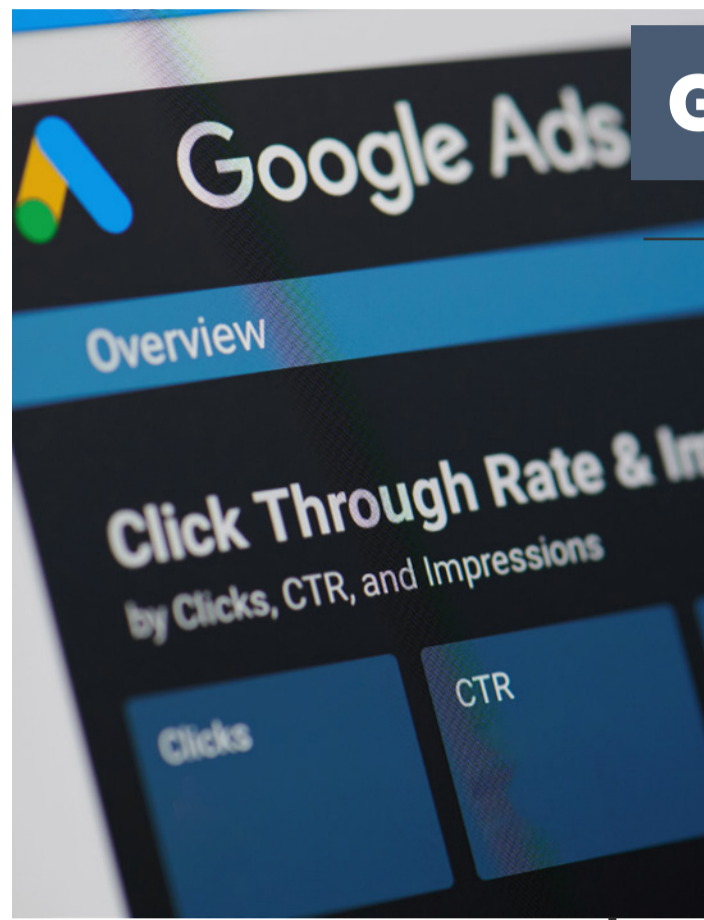




What to Know Before You Invest in Paid Ads

The Pros and Cons of Each Medium

Creating sustainable paid ad strategies starts with understanding the pros and cons of each medium in order to make the best decision about where to invest your marketing dollars.



Google Ads

Google processes over 8.5 billion searches per day.*

Pros

- Unprecedented and unequalled potential audience
- Least expensive pay-per-click model
- Best for specific intent-driven searches
- Wide range of ad formats with incredible features
- Most popular paid content strategy among marketers

Cons



Boosted by SEO, therefore it's best for companies with an ongoing SEO strategy



High upfront cost for competitive industries, requiring a larger budget



Time-consuming to create and manage, even for experienced users

LinkedIn Ads

Pros



B2B professional audience with a "buyer's mindset"



277% more effective for lead generation than other platforms



Easy to build a full-funnel marketing strategy



Highest visitor-to-lead conversion rate²



Ability to use company lists to expand reach opportunities

Cons



More expensive than other social networks



Some users are just job hunting



Lags behind when it comes to video ads

Facebook & Instagram Ads

Instagram Ads

Pros

Nearly 2 billion active users globally every day



84% of B2B marketers use it to drive traffic to content³



Key driver for e-commerce digital marketing success



Excellent for enhancing brand awareness



Highly competitive pricing model



Cons



Users have "scrolling mindset" engaging with friends and relaxing

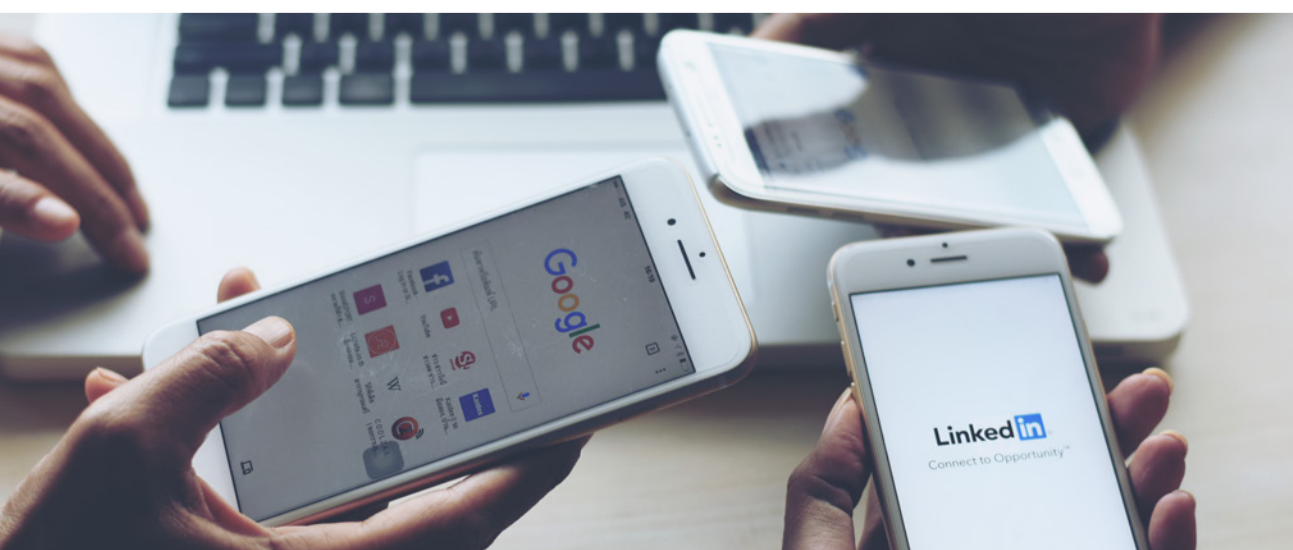


Highly competitive so it can be hard to stand out



Difficult for SMBs to create content frequently

Source: www.oberlo.com



Now that you have a better idea of where to invest, read our blog, download our eBook, or schedule time with us to learn more about the strategies behind your paid ads and how IMS360 can help.

[Read our blog](#)

[Download our eBook](#)

[Schedule a discovery call](#)