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Canvas facebook ads guide

Facebook Ads and Google Ads are the two best pay-per-click advertising platforms. Google Ads targets specific keywords and appears as the best results in Google searches, while Facebook ads appear in social feeds and are targeted using demographic and behavioral information. Each platform is used to do anything from creating brand awareness to increasing sales. Poor-quality advertising campaigns on both advertising platforms can lead to waste of money. If you don't need pay-per-click (PPC) advertising, it's worth hiring a top-notch PPC management company like Hibu to get the most out of your ad spend. Start with free advice today. Visit Hibu Facebook Ads vs Google Ads: How they work While Facebook Ads and Google Ads are both pay-per-click (PPC) advertising platforms, each one works slightly differently. Facebook ads are considered social for a fee; ads appear in users' social media feed. Google Ads, however, are paid search ads that appear in Google search results. How Facebook ads work, a social media and networking platform with 2.3 billion users worldwide, gives businesses the ability to advertise with pay-per-click (PPC) ads. These ads are created using the robust Facebook Ad Manager platform and then appear to a targeted audience defined by Facebook's demographics, interests, behaviors, and engagement patterns. As part of the ad creation process, businesses select an ad budget, ad placement, and ad run time. Facebook audience targeting is what really sets it apart from Google Ads. Because Facebook users are not actively looking for a product or service on social media, the platform encourages conversions by offering advertisers comprehensive targeting options, including factors such as age, gender, income, and interests, that align closely with ad content. This is what makes Facebook marketing and Facebook advertising effective, despite the public's lack of the same level of intent as Google Ads. Actually creating ads within Facebook is relatively simple. As mentioned, ads are created using facebook's easy-to-use ad manager. To create ads, click the Create button in your account dashboard, and then choose the ad format, select your audience, change your ad settings, and create copies and images of your ad. Get step-by-step instructions on how to create of Facebook. If carefully crafted and targeted, Facebook ads can capture the latent interest of users that increases brand awareness and generates sales. It's important to note, however, that it may take longer to convert Facebook leads to customers as they're not actively looking for your product or service. Example of Facebook Ads How Google Ads Works Google is mainly known as a search engine that offers companies the ability to advertise on its network with pay-per-click ads. Google ads appear at the top of search results pages in the same format as organic search results; are displayed based on the keywords that the user is looking for and how keywords align with the content of the ad. To create a Google Ad, advertisers must sign up for a Google Ads account, and then add text-only ad copy and keyword targeting information. Audience intent is what sets Google Ads apart from Facebook ads. On Google, users are actively looking for a specific product or service or answer to a specific question. If you can provide the exact information they're looking for, they're more likely to purchase your product or service or interact with your brand. Unlike Facebook Ads, Google Ads is largely triggered by keywords and search terms. Ads are integrated into google ad manager's interface, which is generally considered not very easy to use. However, advertisers can quickly create a text-based ad by creating campaigns, ad sets, and individual ads with a title and description. Get step-by-step details on how to advertise on Google. Companies that boast simple products or services with clear use cases benefit more from Google Ads; it's easy to capture keywords in your search and encourage users to click and buy using simple, actionable language. More nuanced campaigns, such as those for brand awareness, multistep engagement, or complicated products, probably won't go as well on Google. Google Ads vs Google Ads Facebook Ads example: When to use each Facebook ad and google ads are good for different business goals. It's generally best to use Facebook ads to raise brand awareness of products or services that people need and actively search for, like an electrician. When using Facebook ads, Facebook ads are best for businesses looking to raise awareness of their products or brands, especially among audiences who may never have heard of them before. With extensive audience targeting options, Facebook enables advertisers to quickly and concisely present themselves to their target audience through eye-catching text messages, images, and video ads. Visit Facebook ads When using Google Ads Google Ads is best for businesses with a product or service that users know they need and are actively looking for. These ads mainly cater to users at the purchase stage, so copying the ad that is concise, unequivocal, and highlights the clear benefits of a product/service will have the most Visit Google Ads Facebook Ads vs Google Ads: Pricing & Features On average, Facebook Ads costs almost a dollar less than Google Ads. The platform also offers comprehensive targeting options for your audience. This makes it a great choice for advertisers on tight budgets who need to raise brand awareness. Google, however, is more effective at capturing ready-to-purchase leads, as determined by their specific searches. While Google Ads may cost more, the return on investment (ROI) is probably more immediate and higher than Facebook ads. Facebook Facebook ad pricing and features Ads are generally considered a low-cost pay-per-click platform with an average cost per click, or CPC, of \$1.72. Its distinctive features include intuitive ad design interface, comprehensive targeting options, and a large number of ad types with different placement options. Facebook Advertising Costs Facebook Ads has an average CPC of \$1.72. It has a minimum required daily ad spend of two clicks per day. Therefore, if a company has a CPC of \$1, based on factors such as audience targeting and the time of day an ad is served, the minimum daily spend on ads is \$2. Facebook ads are generally considered a convenient PPC platform, with average CPCs below Google Ads. Public intent A lack of public intent is a weakness of Facebook ads. Users of the platform are not actively searching for your product or service as they are with Google Ads. Instead, users are generally on Facebook to connect with other users or browse funny content. While most advertisers would view the public's passive intent as harm to advertising ROI, they might find Facebook a great platform to present their products and services. Audience Targeting Facebook Ads overcomes its lack of audience intent by offering advertisers the ability to hone a very specific audience using a wide range of targeting parameters. This allows advertisers to tightly align their advertising audience with their brand's target audience, increasing the likelihood of engaging the ideal customer and getting a sale. Facebook's comprehensive targeting options include demographic information, interests, browsing behavior, location, political affiliations, life events, and dozens of other parameters, giving advertisers the power to spot the exact people who want to see their ads. Google Ads offers some basic targeting based on demographics, but primarily relies on keyword searches to display ads to the right audience. Average conversion rate The conversion rate indicates how often your ad correctly gets the action you want users to chase, whether they sign up for a newsletter, or complete a purchase. The average conversion rate on Facebook ads is 9.21% high, which means that for every 100 clicks on an ad, just over nine users click on the connected landing page. Facebook Ads offers a wide range of ad placement options; they can be inserted into user feeds, the right column, stories, the market and streaming videos, as well as on Facebook Messenger, Instagram feeds and stories and through facebook's network of recipients. Facebook ad types currently have six different types of ads, or ad formats, that advertisers can choose from. These include image, video, presentation, carousel, collection, collection, instant experience announcements (formerly canvas). Unlike Google Ads, which are text-based ads that match organic search results, Facebook ads are designed to appear and feel organic content on social media, giving advertisers the opportunity to get more creative and use images to encourage audience engagement. Google Ads Pricing & Features Google Ads has an average overall cost per click, or CPC, of \$2.69. Google Ads doesn't have minimal ad spend, though the average small business sets a daily budget of about \$30 to \$75 per day. Google Ads gives advertisers the ability to create their own ads that appear in the same format as organic search results based on keyword searches and basic audience targeting options. Google Advertising costs google ads average CPC to be \$2.69. This varies greatly as PCs can be as low as cents and up to \$30. Advertisers decide how much they want to spend per day, as there is no minimum ad spend required. However, the higher the budget, the more clicks an ad can receive. Google uniquely offers a keyword scheduling tool that allows advertisers to search for the cost per click of keywords. This is a useful way to evaluate both keyword interest and possible ad spend. Audience intent Active audience intent is a key advantage of Google search ads. Each time a user searches for a keyword, related ads appear at the top of search results. This allows advertisers to capture users' attention, often when they intend to purchase a product or service. This increases the likelihood of a sale and, as a result, increases the return on advertising investment. However, for users to google your relevant keywords, they need to know that your product or service type exists. In case you don't, it's probably best to use Facebook's refined audience targeting options to increase brand awareness and capture new customers. Audience Targeting Google Ads is displayed primarily based on the alignment of keyword searches and keywords used in ads. However, basic targeting parameters are available, including age, gender, location, and device type. For much more advanced advertisers, Google Ads offers audience targeting options such as search ad remarketing lists (RLSAs) and custom affinity audiences. These targeting options are typically used by marketing teams and PPC management companies, as they are outside the scope of the average small business. Due to their complexity, they were not a primary consideration in this article. Average conversion rate for Google Ads is 3.75%, according to a WordStream search. Although this varies from advertiser to advertiser, it's a lower average than Facebook ads, which has an average conversion rate of 9.21%. However, it's worth noting that Google Ads has a much higher percentage of ad clicks than Facebook ads. Google Ads ad placement options currently offer two main ad placement options: Google search results and display within Google's display network, Google, includes corporate sites known as Amazon, The New York Times, The Washington Post, and over 2 million others. For the most part, advertisers choose to display ads only within Google search as it gives them more control over where their ads are displayed. Types of ads Google Ads currently has three main types of ads or ad formats. These include text-only ads, call-only ads, and shopping ads. Text-only ads appear on search results pages in a format almost identical to organic search results. Call-only ads are similar to text-only ads, which is the difference that when you click the ad, it automatically calls the advertiser's phone number. This is ideal for companies that use calls to action as they book an appointment now. Google shopping ads are the only ads in this group that use images, making them similar to many types of Facebook ads. However, while Facebook ads are best used for product and brand awareness, Google shopping ads are designed to encourage direct purchases. It's worth noting, however, that many online stores prefer Facebook ads for creating shipping ads; Unlike Google, the platform allows advertisers to use multiple images or videos in a single ad. Facebook vs Google Ads ads: Ease of use Facebook Ads and Google Ads each have different levels of usability. While Facebook is a more visual interface, Google Ads is a more data-centric interface. Most find it easy to use Facebook's basic features, but struggle to learn its most advanced features. Google, on the other hand, is harder to learn at first, but once a user acclimatizes, the whole platform is simple to manage. Facebook Ads Ease of Use Facebook Ads Manager has an intuitive and intuitive interface that makes it easy to set up ads. However, Facebook has many more types of ads, ad placements, and advanced audience targeting options than Google Ad Manager, so it can quickly become overwhelming. In addition, Facebook continuously adds and changes features, making it potentially difficult to keep up. The Facebook Ads Manager interface is organized by ad campaign lists, along with basic information about those campaigns, such as whether they are currently active or not, how much ad spend each campaign has used, its budget, and more. For more detailed information, click on the individual campaign. You'll see campaign metrics like CPC, campaign click-throughs, conversion rates, and more Facebook Ads Manager Interface Google Ads Ease of Use Google Ads interface appears harder to use at first as it is a heavy text and data platform. Once users are familiar with Google Ads, however, it becomes easier to use than Facebook ads; this is largely due to the fact that it doesn't offer as many types of ads, ad placements, or audience targeting options as Facebook ads. Google Ads Manager is similar to Facebook Ads Manager in that it is split by campaigns. Once you click on the individual campaign, you'll see additional data about those campaigns, campaigns, metrics such as click frequency and ad quality scores. Unlike Facebook, Google provides data on the performance of individual keywords. Google Ads Facebook Ads vs Google Ads interface: Google Ads customer service offers superior customer service than Facebook. While Facebook Ads is heavily dependent on its advertisers finding answers through its help center, Google Ads provides phone support to its advertisers. Facebook Ads Customer Service Facebook offers customer support to advertisers through a comprehensive help center, live chat, and email. However, online documentation strongly encourages users to refer to the help center before they reach directly. Although this can be useful, it can also be annoying for those who need immediate assistance or for those who have a unique problem that they need to resolve quickly. Google Ads Customer Service Google Ads offers advertisers customer support through a service center, as well as by phone at 844-245-2553, Monday through Friday, 9:00 am to 9:00 pm EST. It is worth noting that while Google phone support is generally considered very useful, the service may vary. Google has several customer service centers, and users often find that the service is less useful when directed to a foreign support center rather than a U.S.-based support center. Facebook vs Google Ads ads: Facebook and Google Ads ad customer reviews both have a rating of 4.2 out of 5 stars from over 2,000 G2 Crowd reviewers. Facebook Ads is considered by many to be an easy platform, while Google Ads is often considered a must for small business marketing. Facebook Ads Customer Reviews Facebook Ads is a highly appreciated social PPC platform with a 4.2 out of 5 star rating on G2 Crowd. Positive reviewers often comment that they like how the ad interface is intuitive and that it allows them to advertise on Instagram as well. On the other hand, negative reviews note that the platform can be clumsy, expensive, and difficult to use when advertisers take advantage of its more complex features. Google Ads Customer Reviews Google Ads is the leading search PPC platform with a high 4.2 out of 5 rating stars on G2 Crowd. Google advertisers often notice that they like the amount of ad performance data the platform provides them. They also comment on how easy it is to create a campaign, even if the platform comes with a steep learning curve for beginners. How we rated Facebook Ads & Google Ads It can be difficult to know which ad is right for your business, but trying everyone can take a lot of time and money. To help you determine which the best for your business, we've evaluated and compared each platform based on cost, audience intentions, targeting options, ad types, ad placement options, and ease of use. The policies we used to evaluate Facebook Ads and Google Ads include: Cost: Cost: costs vary greatly based on a number of factors, we've considered the average cost per click for each platform, as well as factors influencing cost, including minimal ad spending, ad types, and ad quality. Audience intent: In our review of both advertising platforms, we looked at why users would click on an ad and how this affects ROI for advertisers. Audience targeting: Ad targeting is how you define your audience based on criteria such as demographics, interests, and platform engagement. We considered targeting options for both Facebook and Google Ads to determine the benefits of each. Ad placement options: Ad placement is where ads will appear within social networks or search results pages. Having control over this is crucial, so we considered it heavily in our review. Ad types: Facebook and Google both have different types of ads, or formats, that allow users to enter text, image, and video combinations. We looked at the different advertising offers from both platforms to determine the use cases for each. Ease of use: We considered how easy it is to create and manage ads on both Facebook and Google. Customer service: Online advertising isn't always easy, and advertising platforms are often difficult to manage. That's why we've delved into customer support options for both platforms. User reviews: User reviews have completed our article; these lose line on the pros and cons of each platform based on the actual experience of advertisers. Based on the above criteria, we recommend Google Ads for businesses with the goal of increasing sales of their products or services. Facebook Ads is recommended for companies looking to increase brand awareness and introduce new products and services to a new audience. For example, an airport transfer services company looking for passengers would likely see significant ROI if it launched Google Ad advertising options for travelers, while a new high-tech travel bag company might be more successful advertising their product on Facebook to a young professional audience that makes more than \$100,000 a year. Frequently asked questions (FAQs) That cost more: Google Ads or Facebook Ads? Google Ads generally has a higher cost per click (CPC) than Facebook ads; averages are \$2.69 and \$1.72 respectively. Get details about average ad costs for Facebook Ads and Google Ads. Is Google Ads better than Facebook ads? ADS is better than Facebook ads for certain types of activities and marketing goals. For example, service companies or those with needs-based products typically find Google Ads a better option than Facebook ads. Learn more in our ultimate PPC guide. Is Google Ads effective? Google Ads offers businesses an effective way to reach customers through search. Ad effectiveness will vary as it depends heavily on your campaign strategy, ad content, and targeting. Learn how to create and launch effective Google Ads. Is Google Ads worth it? Google Ads is worth it for many many as it is generally considered a form of economical and effective advertising. This is because advertisers only pay when a user interacts with their ad. This is worth it for Google Ads, even for those who have above-average CPCs. Bottom line: Facebook Ads vs Google Ads Facebook Ads and Google Ads are both pay-per-click advertising platforms where advertisers pay for every click they receive from their ad. Although similar, Facebook Ads is a paid social ad platform, and Google Ads is a paid ad search platform. Each gives businesses the opportunity to increase brand awareness and increase sales, but final ROI depends on your company's targeting, ad spend, and creative ad elements. Many companies struggle to create advertising campaigns that achieve their goals, leading to waste of time and advertising spending. If you're worried about your lost ad budget, consider outsourcing to a PPC management company, such as Hibu. Their team of experts will manage your PPC campaigns as they work to achieve higher ROI. Get professional PPC management today. Visit Hibu Hibu