



What Is the **Google + Facebook** Duopoly and How Can It Help You Grow Your Business?

Kerigan Marketing Associates

Combining Search and Social for Effective
Marketing



Google + Facebook = growth for your business.

60% of all digital ad spend in the US goes to Google and Facebook.

Facebook and Google practically hold a duopoly in the digital marketing space. Using these platforms together with a well-executed strategy will make your campaign significantly more effective, which means more business for you.

A few factors need to be taken into consideration when creating a combined search and social marketing campaign, so let's break it down.

Search: dominated by Google, an active and a powerful tool for demand fulfillment. Because users search with intent, it lacks the viral effect that often takes social media by storm.

Social: dominated by Facebook, largely passive, used to find connection, entertainment, and inspiration. Used for demand generation by hyper-targeting ads to specific users, reminding them about a need state that they have searched for.





is used for over 5.6
BILLION searches a day!

That makes it an exceptionally powerful search tool. Google excels at targeting people who are actively searching for your keywords.

People generally search for exactly what they are looking for, and when they find it, they are more inclined to make a conversion. This means that Google's Click Through and Conversion Rates are quite high.

Google gives you a high degree of control over what keywords your ads show, meaning that you can choose how users find your site. Another major advantage of Google is the fact that they operate on a Pay Per Click system, which means that you are only paying for ads that are actually being clicked.





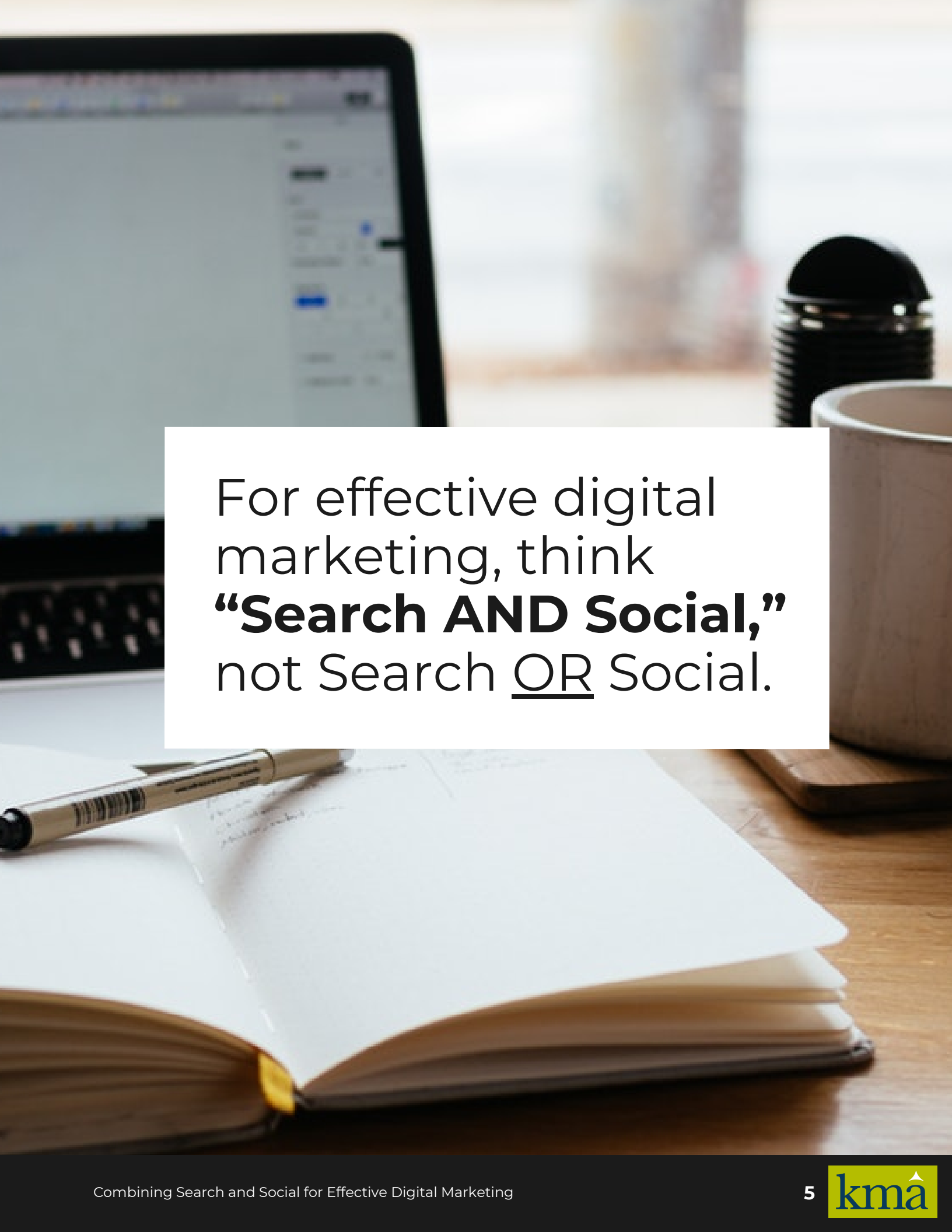
facebook®

has over 1.5 BILLION daily users!

Facebook offers sophisticated audience targeting options, giving you control over who sees your ads. Facebook's low minimum ad spend can help you create thousands of new impressions for your business for as little as \$30/month.

Generally, a Facebook user will see an ad, and then immediately search for the product/brand on Google. Research has found that many users trust the information they get from Google more than the information they find on Facebook.

Facebook has an enormous amount of data about every user, making it an invaluable resource for effective marketing and re-marketing campaigns.



For effective digital marketing, think
“Search AND Social,”
not Search OR Social.



Build your Brand with Facebook. Close the Deal with Google.

This approach works well for all brands, particularly those that have not yet been established, or those that are introducing new products or services. Facebook is excellent for targeting ads at those users who have some preexisting interest in what you have to offer, but not necessarily your particular brand.

Using Facebook's targeting features, you can "warm up a cold audience" - essentially start familiarizing users with your brand in a gradual way.

When users resonate with an ad, they will often go directly to Google and search for your brand name to learn more about who you are and what you have to offer.

You can take advantage of this tendency by running Google Ads using your brand name as a keyword. This will help users to see your brand name on the search results as ads as well as organic results when they search for you.



Use Consistent Messaging

It is important to use consistent messaging across both channels so that know what to expect when they go from your ad on Facebook to the search results on Google.

It often takes multiple touch-points across various channels for a prospective customer to convert.

If a prospective customer is seeing inconsistent messaging across different platforms, the most likely result of an ad campaign is their confusion and unlikelihood to convert.

Consistent and engaging messaging will help users to identify and remember your business, which is a key goal of an effective marketing campaign.

Re-Target Prospects on Facebook from Search Ads

Despite the fact that users often discover a brand on Facebook and then search for it on Google, it can also go the other way around. This is why you should use the data that you gather about users who search for you on Google to target a similar demographic on Facebook.

Start with targeting the demographic of your best customers – those who take action and create conversions, not just those who visit your site.

You can re-target users from search ads through a few simple steps. First, make sure that the Google Ads you have set up are sending people to a unique landing page. Then, setup a unique UTM code for your landing page.

Finally, use the data from your Google Ads to create a custom audience on Facebook to target the people who visited your website from the search ad.



Create Lookalike Audiences.

Facebook has a feature that allows you to create “lookalike audiences.” This can help you to target a segment of people who are most like your customer base. You can create this audience based on the common qualities of your best existing customers including their demographic information and interests.

This is an efficient form of marketing that lowers your costs and provides a great opportunity to scale. It is important to take precautions against creating heavily overlapped audiences, so it may be wise to exclude your original set of targeted users from your lookalike audience set.

Tip: You may find it useful to utilize a cross-platform ads management solution (such as Hootsuite) that allows you to more easily compare Facebook and Google data, retarget ads, and optimize your content.



Key Takeaways

1. Google excels at driving traffic with intent to convert while Facebook is highly effective at targeting and reaching an audience before they know you.
2. Creating a marketing campaign that incorporates search and social working together on the same goals will be highly effective.
3. Use social to cover the shortcomings of search, and search to cover the shortcomings of social. It may take some trial and error to come up with the ideal blend of the two platforms, but when done correctly, it can yield significant results.

Are you ready to grow your business? Call Kerigan Marketing Associates today to set up your free consultation. (850) 648-4560