

7 Undeniable facts that google adwords have much higher ROI than print ads

Neha Vij Gandhi*

If you are not familiar with Google adwords, it is simply a pay-per-click (PPC) service that allows you to create a clickable ad for your business and run that ad in Google. These ads were created by Google in early 2000 and it is set up by using the right keywords depending on your niche and is shown on search results of Google.

There has always been a battle on which is the most effective means of advertising between digital and print ads. Print ads are still in use, but on the other hand, the use of internet advertisement is growing and more people are getting involved into it yearly, having over 1.2 million businesses now advertising in Google.

Here are 7 reasons why using Google adwords for advertising is more effective in generating higher ROI than using print ads.

1. Google adwords is flexible and measurable:

One advantage of online marketing over traditional advertising is that it comes with PPC metrics that allows you to easily track your campaign; from the number of clicks, number of impressions, number of conversions, click through rate (CTR), cost per click (CPC) and cost per acquisition (CPA); this takes the guesswork out of your marketing campaign. It is very easy to monitor your ROI, giving you the opportunity to scale.

Also, using Google adwords is flexible because it offers you options that are customizable to suit your specific needs. For instance, it can be used to:

- Offer you ad extensions: which gives you the liberty to display product images and your contact information to some links on your site
- Narrow down your audience: you can target your audience by their location, local time, their language, and also on the kind of device they are using to browse

- Get instant traffic to your product: as soon as your ad is running, users will see it and visit your site

2. Cost of placing the ad:

Print advertisements such as newspaper and magazine have a particular cost, depending on the audience size. The price is set by the editor, and all you have to do is choose the day, give the graphics of the audience you want to reach and pay the agreed price.

But using Google adwords, you get the choice of choosing your budget, that is, you set the price you are willing to pay. Also, having an average click-through-rate (CTR) of 3.16%, you can choose to pay \$10 or \$5000 per day; there are a lot of options and get the value of money you have spent; your budget is spent only when users click on your ad on the first page of Google. As of 2014, 72% of Google adwords advertisers plan to increase their campaign budgets because it has had a 54% success at generating leads as compared to that of print ads which is just 1%.

It is just like saying you only pay when a newspaper reader opens to the page your ad is displayed and gives you a call.

3. Using Google adwords is super targeted:

It is also targeted, in the sense that it allows you reach people who have an interest in what you are offering. It does this by displaying your ad when someone searches for your keyword in Google.

It allows you target your audience based on:

- Their location: you can reach people based on their geographical locations; for each ad, you can choose the location the ad will be shown to, such as the entire country, states or cities
- Kind of device they are using: we are now in a mobile world where most people access the internet through their various devices; you will therefore need to reach your audience on whichever device they are using, be it a desktop or laptop. It also allows you target users using mobile devices. This is necessary because the number of mobile searches is increasing yearly and devices are evolving at a fast rate, with 33% of Google search clicks being generated from mobile searches
- Their language: Google adwords has more than 40 language options for targeting your campaign
- Time: you have the option of reaching your audience at particular times of the day, whether you want your ad to reach them when they are in their offices or when they are back home relaxing with their family.

On the other hand, print ads get targeted to wider audience which makes it difficult to target those who will be interested in the product you are offering, unless you place the ad on a specific page of a magazine of your niche. Still, not all readers will be buyers.

4. Ad Retargeting:

Google retargeting, also known as remarketing, allows you to recapture the attention of your audience when they have visited and left your site, even when they are on a different site. This can boost response to ad by up to 400% and will further increase your revenue because it enables you bring back visitors who have shown some interest in what you are offering.

A research conducted indicated that more than 30% of consumers have a positive reaction to retarget ads, 11% had a negative feeling about it, and 59% were neutral.

5. Enables you easily beat your competitors:

Using Google adwords is very fast; this gives you an upper hand over your competitors. Once your ad is running, your site will begin receiving clicks and targeted visitors from Google search engine than your competitors. Even if the other companies in your niche are using Google adwords, you can beat them by scaling your campaign to reach more audience therefore increasing your profit. Businesses on an average make \$2 on profits on every \$1 spent in placing an ad in Google. It is estimated that online ad spent in the US alone by 2016 will have doubled from 2011, getting to about \$68 billion per year (growing at 13.7% annually). When you are having more visitors to your site and products, a number of them will be buyers willing to purchase whatever you are offering, therefore generating more income to you.

6. Adwords traffic can convert better than print ads:

Most users now shop online, and it is much easier to convince someone to buy a product from you when they are already browsing online. They will find it much easier to fill in their credit card information and place an order than having to physically visit your shop.

You will have a better conversion rate using adwords traffic when you send visitors to a landing page which will enable you optimize the traffic more by getting their name and email address. As long as your ad appear on the first page of Google, potential buyers will click on it because an ad that appears in the first page of Google has an average click-through rate of 7%.

7. Fast speed of traffic:

By using Google adwords, you can have your first visitor and potential buyer within minutes because display campaigns through Google can reach 80% of internet users globally. Your campaigns can be created in such a way that your audience will view them quickly without you having to wait for days or weeks.

When using print ads as a mode of commercial advertisement, the traffic can take several days or weeks before they go to the product you are offering. This is because people procrastinate easily. The only instance when they don't procrastinate is when they face a deadline. But by using adwords, the traffic is fast because you lead them directly to the product you are offering.

Sources of statistics:

<http://blog.wishpond.com/post/78017573553/21-random-stats-and-facts-about-google-adwords>

<http://www.wordstream.com/blog/ws/2012/08/13/google-adwords-facts>

