DIGITAL MARKETING
DEFINITIONS AND USE CASES:

Understanding PPC, Social Ads, and SEO

PPC (Pay-Per-Click)

PPC is a form of online advertising where advertisers pay a fee each time their ad is clicked. It allows businesses to place their ads on search engine results pages or other websites, and they only pay when someone clicks on their ad. The most common platform for PPC is Google Ads.

- **Advantages:** Instant visibility, easy-to-control budget, targeted audience, measurable results, and lead generation.

- **Disadvantages:** Costs can add up quickly, requires ongoing management, less effective for long-term brand awareness.

Social Ads

Social ads are a type of online advertising displayed on social media platforms like Facebook, Instagram, Twitter, and LinkedIn. Advertisers can create targeted campaigns to reach specific demographics and user interests.

- **Advantages:** Precise targeting options, visual appeal, large user base, excellent for brand awareness and engagement, and lead generation.

- **Disadvantages:** Ad fatigue to frequent exposure, requires constant content updates, may require testing to find the right audience.

SEO (Search Engine Optimization)

SEO refers to the process of optimizing a website to improve its visibility on search engine results pages organically. It involves using keywords, creating high-quality content, and building backlinks to rank higher in search engines like Google.

- **Advantages:** Sustainable long-term results, cost-effective over time, boosts organic traffic, builds credibility, and lead generation.

- **Disadvantages:** Time-consuming to see significant results, algorithms constantly change, and require technical expertise.

When to Use Each Strategy

PPC

- Use PPC when you want to drive immediate traffic to your website, promote a limited-time offer, or test the effectiveness of different keywords or ad copies.

Social Ads

- Use social ads when you want to increase brand awareness, engage with your target audience, promote events or product launches, or target specific demographics.

SEO

- Use SEO to establish a strong online presence, improve organic traffic, and create valuable content that attracts potential customers over the long term.

- For short-term campaigns or immediate results, PPC and social ads can provide a quick boost in traffic and conversions.

- For sustainable growth and long-term success, focus on SEO to increase organic traffic and build a strong online reputation

Combining Strategies