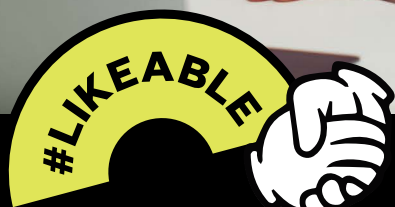
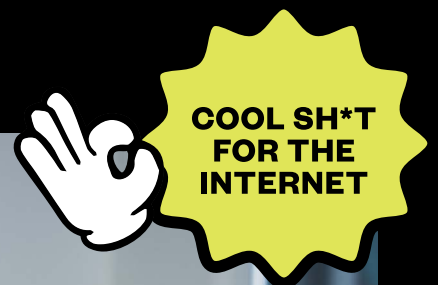


THE DEATH OF THE BILLBOARD? WHY **GOOGLE ADS** **REIGN SUPREME**

I think it's time we had a chat about Google Ads. Google ads IS the new wave of advertising (sorry traditional advertising, we need to love you and leave you). Ok well not entirely, there is still a time and place for traditional advertising but the advertising landscape has changed... BIG TIME and the traditional methods you know and love are starting to show their age.



Ok, bear with us for a second, this will all make sense shortly. First, we want you to imagine that you're searching for a new espresso machine (sorry we were trying to think of something vital and this was the first thing that popped into our heads). Suddenly you are scrolling through a website, minding your business and BAM, the espresso machine of your dreams.

No, it's not serendipity, this is the sophisticated targeting of Google Ads at work. Let us take you through more reasons you need Google Ads and why traditional advertising is something we need to love and leave in 2024.

CRUNCH NUMBERS, NOT TIME

Traditional advertising has always had a fundamental challenge: measuring real impact. You invest in a magazine spread, put up a billboard, or run a radio commercial, and then you're essentially left guessing about its effectiveness. Sure, you might see a general uptick in sales, but connecting those dots definitively? That's another story entirely.

This is where Google Ads really shines. Every interaction is trackable, measurable, and actionable (a big WIN for every type A person out there). You get detailed insights into:

- Exactly how many people saw your ad
- Who clicked through to your website
- What actions they take afterwards
- How much each conversion cost you

Think of it as having a detailed roadmap of your customer's journey, rather than trying to piece together clues about where they came from.

PRECISION TARGETING THAT MAKES SENSE

Here's where things get really interesting. Traditional advertising often follows the "cast a wide net" approach. But with Google Ads, you can be remarkably specific about who sees your message. Want to reach professionals aged 25-34 who are interested in sustainable fashion and work in tech and have oat milk lattes for breakfast, lunch and dinner? Google Ads makes that possible.

The targeting capabilities include:

- Professional demographics and interests
- Geographic location (from countries down to neighbourhoods)
- Online behavior patterns
- Search intent and buying signals



YOUR WALLET WILL THANK YOU

Let's talk about something we all care about – making our marketing dollars work harder. Traditional advertising often requires substantial upfront commitments.

So are we saying Google Ads are perfect for those with commitment issues? Ummm, kinda!?

No, but really, with traditional advertising you might need to book that TV spot months in advance or commit to a minimum number of print runs, Google Ads is a little different, well actually a lot different.

Google Ads offers a refreshingly different approach to budget management:

- Start with any budget that makes sense for your business
 - Adjust spending in real-time based on performance
 - Pay only for actual engagement
 - Scale your campaigns up or down as needed
-

TESTING AND OPTIMISATION MADE SIMPLE

One of the most valuable aspects of Google Ads is the ability to run controlled experiments with your advertising. Unlike traditional media, where you're generally stuck with one version, Google Ads lets you test multiple variations simultaneously and let the data guide your decisions.

You can easily test:

- Different messaging approaches
 - Various offers and calls to action
 - Multiple design elements
 - Different landing page experiences
-

THE FUTURE OF ADVERTISING

While traditional advertising still has its place in a comprehensive marketing strategy, digital marketing through platforms like Google Ads is increasingly becoming the cornerstone of successful campaigns.

The ability to precisely target, measure, and optimise in real-time isn't just a nice-to-have anymore – it's becoming essential for competitive businesses.

The beauty of Google Ads lies in its ability to evolve with changing consumer behaviours and technological capabilities. As digital marketing continues to advance, Google Ads consistently stays ahead of the curve, introducing new features and capabilities that help advertisers connect with their audiences more effectively. That's a win in our eyes!

TO WRAP THIS UP:



When comparing Google Ads to traditional advertising, think about it in terms of precision versus breadth. If you read that as bread or a fancy way of saying bread, fair enough but go grab a snack, you must be hungry for more than just marketing knowledge.

Traditional advertising can still be effective for building broad awareness, but Google Ads gives you the tools to connect with exactly the right people at exactly the right time.

The advertising landscape has unquestionably shifted. Google Ads has transformed how we think about reaching our target audiences, while traditional advertising methods have to adapt to maintain relevance. Whether you're running a small local business or managing marketing for a larger organisation, Google Ads offers a level of control, insight, and efficiency that traditional advertising simply can't match.

Time to make those marketing investments work smarter, not harder. Get it touch with our team today and let's make your marketing work as smart as your ideas!

