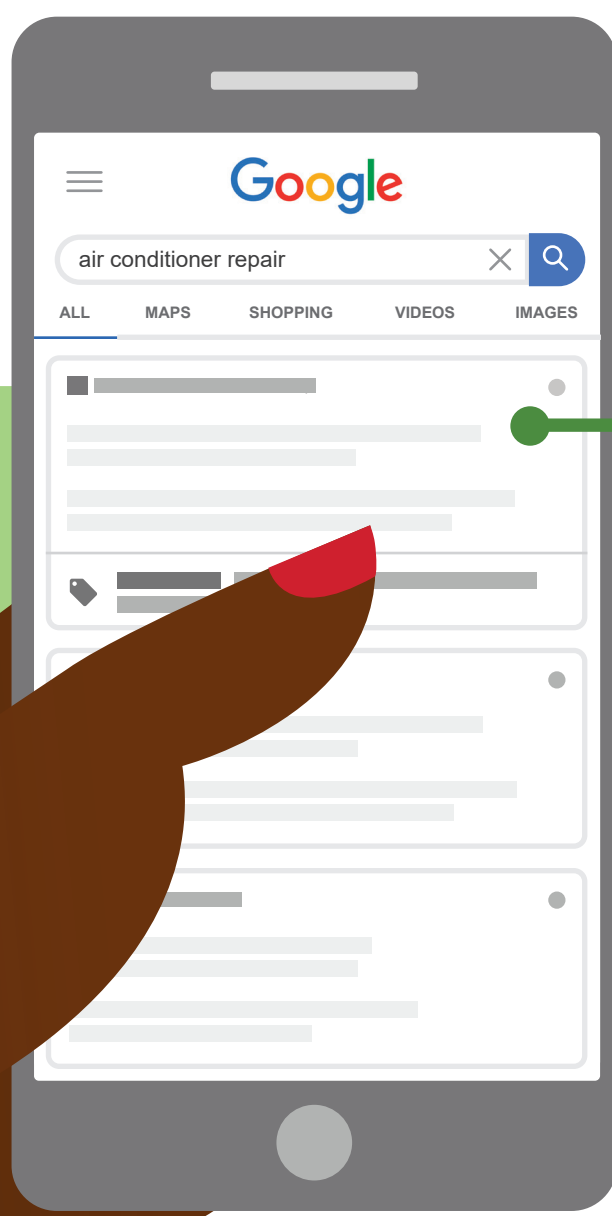


# Paid Ads at a Glance

Turn clicks and calls into customers with these types of paid ads!



Consumers make over **160 million** searches per month on Google alone.



## Search Ads

Search ads appear in a user's web browser after searching for a specific product or service. Google is the most popular search engine, making it best for running ads for most demographics! Bing and Yahoo are similar but most beneficial for an audience ages 55 and older.

Search ads are so valuable because you are meeting the demand of an audience you know is in need of your service - by showing up right where they are looking.



## Local Service Ads

Though Local Service Ads (LSA) are a little complicated, they are uniquely beneficial for your bottom line. The reason being, LSA is Pay-Per-Lead rather than Pay-Per-Click. This means you won't get charged unless you get a lead.

Cool, right? The catch is that you have to meet a few qualifications first. Only Google Guaranteed businesses with a three-star rating or higher on Google, in addition to some background checks, are eligible. There's a little more to it, so if you want to learn more check out this resource!

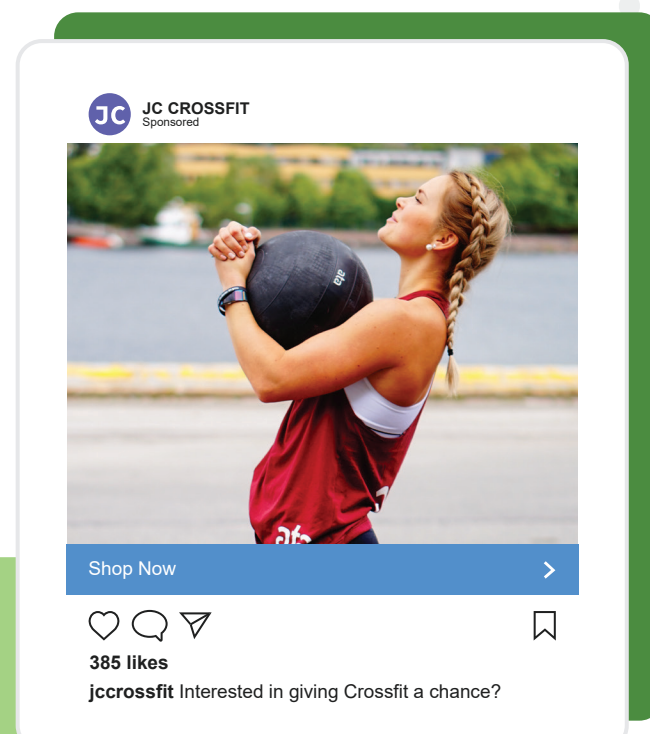
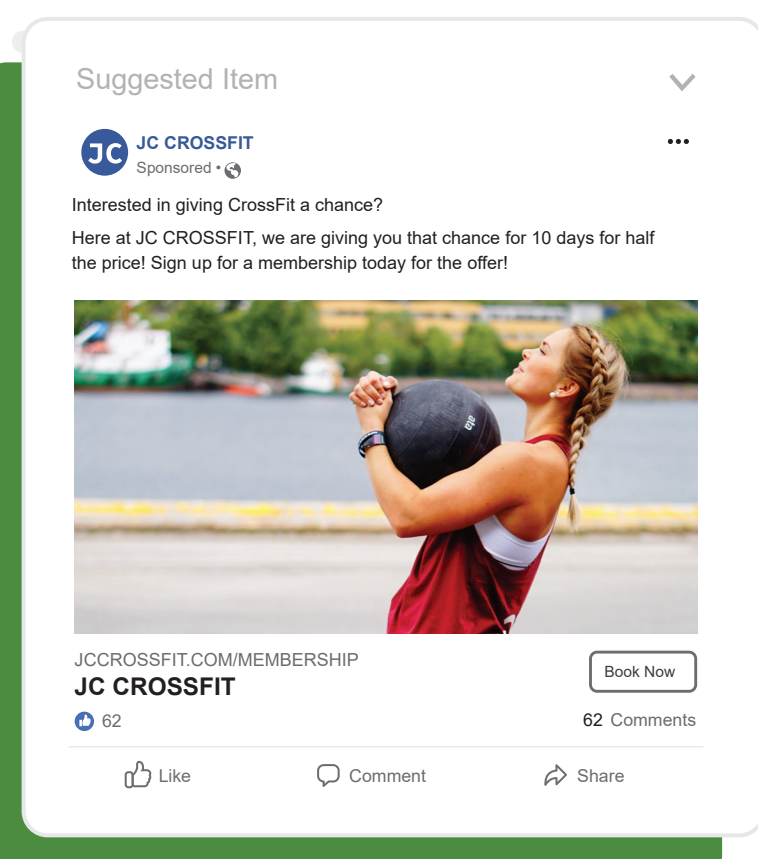
Local Service Ads drove **275% more** leads than Google Ads.



## Facebook and Instagram Ads

No business is too small to run ads on social media! There's a good chance your competitors are using Facebook to advertise, so you should too!

Unlike boosted posts, which you may be familiar with, Facebook ad campaigns are a long-term, and generally more effective option. Facebook ad campaigns allow you to set specific goals, target your ideal market and optimize your budget.



Facebook has over **9 million** advertisers, as of 2020.

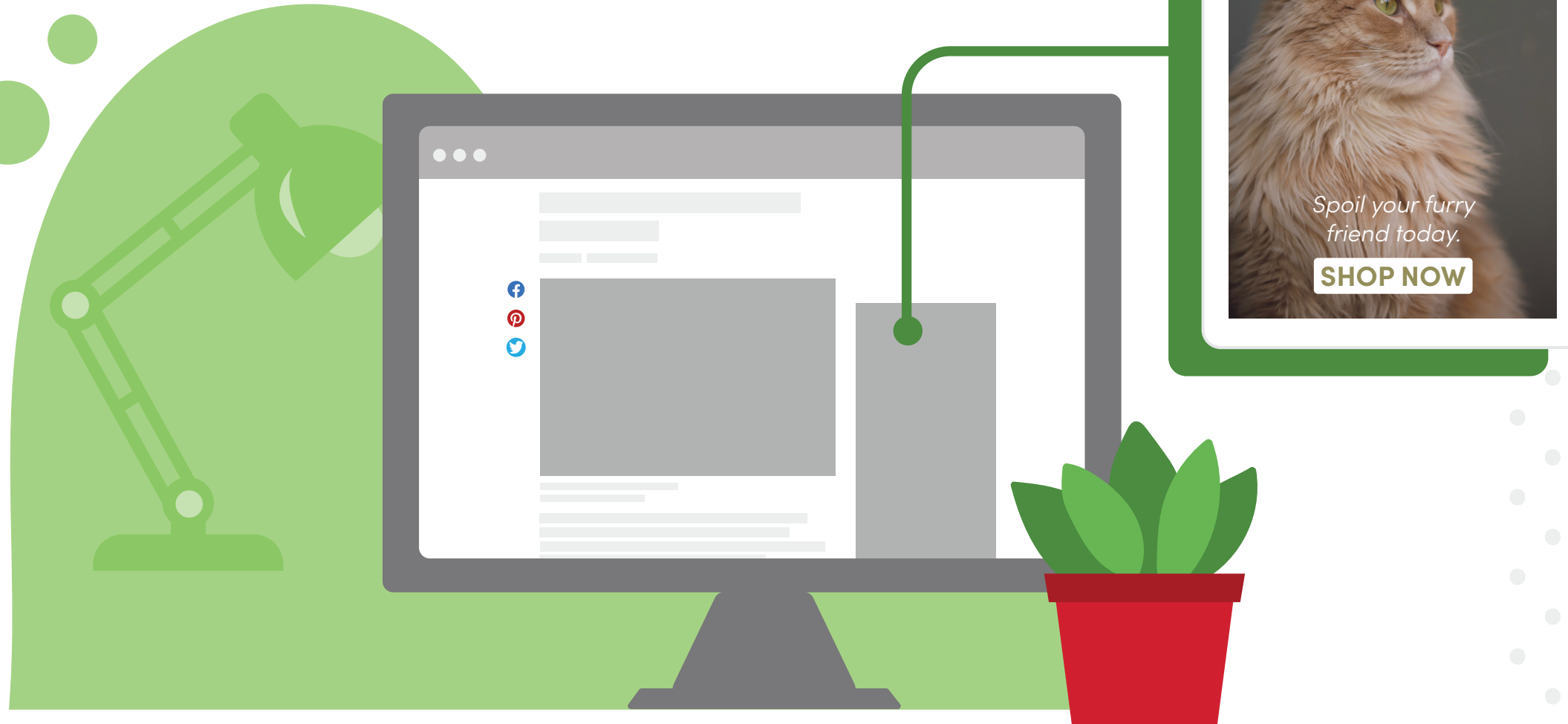


## Google Display Ads

Users see your display ads when they visit other websites. These ads create demand by putting you in front of customers who didn't know they needed you yet!

With Display ads, you are eligible to show up on websites like HGTV.com, ESPN.com and more. Just be sure to choose websites relevant to your business so you attract the audience that is most likely to buy your product!

There are over **two million** Google Display Network websites that your ads could appear on.



Ready to give your business a boost?

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