



# Life Beyond Adwords



**Just because Google dominates the search industry, doesn't mean that advertisers should spend their entire pay-per-click budget on it.** In fact, in my opinion, *Google* is slipping a little behind the times when you compare the powerful targeting options available at *LinkedIn* and *Facebook*, and the "Stock Portfolio" approach offered by *Trellian's Direct Search* and *Looksmart's Adcenter*.

We also shouldn't forget the 30% market share owned by *Yahoo!* and *Bing*; their 2009 merger has helped to increase their competitive offering. Factor in developments in contextual and behavioral targeting, as well as the social media influence, and it's no wonder that advertisers are realizing that they need to start diluting the *Google* kool-aid.

Some of these alternative PPC platforms allow you to target audience segments in a manner that is far superior to that offered by *Google*. This doesn't mean you should ditch *Google Adwords* for good, but at the very least you can use the results of your campaigns with other programs to improve your overall strategy.

## Facebook Ads

[www.facebook.com/adsmarketing/](http://www.facebook.com/adsmarketing/)

On *Facebook* you can create multiple tests based on the following options:

### Age Segmentation

*Google Adwords* offers the ability to exclude certain age groups, but *Facebook* provides "actual" circulation numbers that can be helpful for future strategies. For example, you could create an age segmentation test

targeting different age groups with different photos and messages.

### Male vs. Female Targeting

As above, you can carry out some simple multivariate tests using different styles for the different genders. *Facebook's* algorithm is extremely fast and you can see results within hours.

### Likes & Interests

*Facebook* offers a unique targeting ability that allows you to create some very specifically targeted ads. For example, it's entirely feasible for an advertiser to target men, aged 25-35, who like Shiraz wine, and promote their ads for Napa Valley vacation packages.

## LinkedIn Ads

[www.linkedin.com/ads](http://www.linkedin.com/ads)

### Professional and Career Targeting

*LinkedIn* hosts the world's largest audience of influential and affluent professionals, at all different stages in their careers. This advertising venue may not be for everyone, but it does provide the opportunity for some "outside the box" strategies. *LinkedIn Ads* allows advertisers to

target their ad to the industry, job function, age, and even level of seniority of their target market.

## LookSmart

[www.looksmart.com](http://www.looksmart.com)

### In-Line Contextual Placements

Searchers are becoming increasingly fatigued with *AdSense* ads cluttering up webpages. *LookSmart* offers "In-Line Text" advertising that highlights the advertiser's chosen keywords within a body of text. When the reader places their mouse cursor over the highlighted text, the advertiser's text ad comes into view.

## Trellian Direct Search

[www.trellian.com/dsn/index.html](http://www.trellian.com/dsn/index.html)

### Direct Navigation

According to recent independent studies by *Mozilla* and *UCLA*, direct navigation is a major part of the Web user experience. Direct navigators tend to have a far higher purchase intent and are less likely to be distracted by alternative vendors.

Platforms such as *Trellian's Direct Search* bypass search engines altogether and direct visitors straight to your website. Unlike organic or paid search your customer does not have to decide which ad or listing to click. [mde](http://mde)

**Greg Meyers** has been at the forefront of Internet Marketing since the late 90's, helping Fortune 500 companies, as well as small businesses, to succeed online by improving branding, increasing online and offline revenues, and cutting costs. Learn more at [www.semgeek.com](http://www.semgeek.com) and [www.igesso.com](http://www.igesso.com).