

Google Ads vs. LinkedIn Ads

Which One Is Right for Your Business?

1. Platform Overview



Google Ads

- ➔ 8.5 billion searches per day
- ➔ Intent-based advertising
- ➔ Great for capturing users actively looking for solutions



LinkedIn Ads

- ➔ 930+ million professionals
- ➔ Ideal for B2B targeting
- ➔ Strong focus on job titles, industries, and companies

2. Targeting Capabilities

- ✓ Keywords
- ✓ Demographics
- ✓ Location & device
- ✓ Custom audiences

- ✓ Job title
- ✓ Industry
- ✓ Company size
- ✓ Education & seniority

3. Ad Formats

- ➔ Search ads
- ➔ Display ads
- ➔ Shopping ads
- ➔ YouTube video ads

- ➔ Sponsored Content
- ➔ Message Ads
- ➔ Dynamic Ads
- ➔ Text Ads

4. Cost & ROI

- ➔ CPC: Typically lower (varies by industry)
- ➔ High ROI if optimised correctly
- ➔ Requires keyword competition research

- ➔ CPC: Generally higher
- ➔ Better quality leads for B2B
- ➔ Great for high-value offerings

5. Best Use Cases

Use Google Ads if:

- ➔ You want to capture high-intent searches
- ➔ You're in B2C or eCommerce
- ➔ You need broad audience reach

Use LinkedIn Ads if:

- ➔ CPC: Generally higher
- ➔ Better quality leads for B2B
- ➔ Great for high-value offerings

6. Final Takeaway

- ◆ Google Ads = High intent + broad reach
- ◆ LinkedIn Ads = Precise B2B targeting + professional network

💡 Tip: Many successful brands run both platforms in tandem, depending on funnel stages!

Contact us today to learn more.

