

Tools comparison chart for SEM program strategy

This slide presents a tools comparison chart for SEM campaigns, highlighting key factors such as tools, features, platform compatibility, pricing, user-friendliness, and customer support. This aids in making informed decisions when selecting the most suitable SEM tools, ensuring efficient and effective campaign management.

	Key features	Supported platforms	Pricing	Ease of use	Customer support
Google Ads	<ul style="list-style-type: none"> Keyword targeting Advanced analytics Display advertising 	<ul style="list-style-type: none"> Google Search Google-Display Network 	<ul style="list-style-type: none"> Pay-per-click (PPC) Varies by ad spend 	<ul style="list-style-type: none"> User-friendly Robust 	<ul style="list-style-type: none"> Extensive online documentation Email support
Microsoft advertising	<ul style="list-style-type: none"> Keyword targeting Audience targeting Ad extensions 	<ul style="list-style-type: none"> Bing Yahoo MSN 	<ul style="list-style-type: none"> Pay-per-click (PPC) Varies by ad spend 	<ul style="list-style-type: none"> User-friendly Similar to Google Ads 	<ul style="list-style-type: none"> Email and phone support Online resources
Facebook Ads	<ul style="list-style-type: none"> Demographic targeting Interest targeting Ad placements 	<ul style="list-style-type: none"> Facebook Instagram Audience Network 	<ul style="list-style-type: none"> Pay-per-click (PPC) Budget-based 	<ul style="list-style-type: none"> User-friendly with visual ad builder 	<ul style="list-style-type: none"> Email and chat support Online resources
LinkedIn Ads	<ul style="list-style-type: none"> B2B targeting Job title targeting Sponsored content 	<ul style="list-style-type: none"> LinkedIn 	<ul style="list-style-type: none"> Pay-per-click (PPC) Bid-based 	<ul style="list-style-type: none"> Slightly more complex Geared towards B2B 	<ul style="list-style-type: none"> Email and phone support Knowledge base
SEMrush	<ul style="list-style-type: none"> Keyword research Competitor analysis Ad tracking 	<ul style="list-style-type: none"> Multiple search engines and platforms 	<ul style="list-style-type: none"> Subscription-based pricing 	<ul style="list-style-type: none"> Comprehensive Requires SEO/SEM expertise 	<ul style="list-style-type: none"> Email and chat support Extensive training materials
Add text here	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here 	<ul style="list-style-type: none"> Add text here

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