

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

# Theme Page Tools Comparison With Free Tools Proven Strategy For

**ML Morrison**



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