



DIGITAL MARKETING

SEO vs Google Ads vs Meta Ads vs Social

A quick guide to deciding where to invest your marketing budget.



01 • SEO

SEO: cumulative growth

Ideal when you want to build organic visibility and capture existing demand.

- ☐ Progressive results
- ☐ Builds authority
- ☐ Captures existing searches
- ☐ Can reduce reliance on ads
- ☐ Requires content and optimization
- ☐ Works best with strategy
- ☐ Requires ongoing measurement
- ☐ Built for the long term



02 • GOOGLE ADS

Google Ads: immediate demand

Ideal for commercial-intent terms and when you need qualified traffic quickly.

- ☐ Fast results
- ☐ Conversion tracking
- ☐ Budget control
- ☐ Cost per click
- ☐ Keyword targeting
- ☐ Requires optimization
- ☐ Commercial messaging
- ☐ Traffic depends on spend



03 • META ADS

Meta Ads: demand and discovery

Ideal for generating interest, prospecting audiences, and remarketing.

- ☐ Audience targeting
- ☐ A/B testing
- ☐ Visual creatives
- ☐ Conversion optimization
- ☐ Prospecting
- ☐ Requires strong ads
- ☐ Remarketing
- ☐ Requires measurement



04 • SOCIAL

Social media: brand and relationships

Useful for building awareness, trust, and community.

- ☐ Brand consistency
- ☐ Content distribution
- ☐ Educational content
- ☐ Engagement
- ☐ Social proof
- ☐ Video and visual formats
- ☐ Community
- ☐ Supports other channels



05 • COMPARISON

Which channel should you choose?

You don't always have to choose just one. The right mix depends on your goal.

SEO

Build organic demand

Google Ads

Capture demand

Meta Ads

Create / activate demand

Social

Strengthen brand



06 • DECISION

Before investing, answer these questions

These questions help you choose a realistic mix.

- | | |
|--|---|
| ☐ Do you need leads now? | ☐ What internal resources do you have? |
| ☐ Do you have search demand? | ☐ How long can you wait? |
| ☐ What is your average order value? | ☐ Which channel converts best? |
| ☐ What is your margin? | ☐ What can you measure? |



07 • CTA

You don't need more channels. You need strategy.

AnaK can help you define which channels make sense for your goals.

NEXT STEP

Request a personalized digital marketing strategy.

anakseolab.com