МАРКЕТИНГ І ЛОГІСТИКА
MARKETING AND LOGISTICS

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ЦИФРОВІ ІНСТРУМЕНТИ ДЛЯ ПРОСУВАННЯ МАРКЕТИНГОВИХ АГЕНТСТВ НА РИНКУ РЕКЛАМНИХ ПОСЛУГ: ПОРІВНЯЛЬНИЙ АНАЛІЗ ПІДХОДІВ GOOGLE ADS І META

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Анотація. У цьому дослідженні проводиться порівняльний аналіз ефективності платформ Google Ads та Meta для маркетингових агентств, які просувають свої послуги на конкурентному ринку рекламних послуг 2025 року. Дослідження заповнює суттєву прогалину в літературі з цифрового маркетингу щодо стратегій самопросування сервісних маркетингових агентств в умовах дедалі більш насиченого цифрового середовища. Через систематичний кейс-аналіз діяльності одного маркетингового агентства, яке одночасно реалізовувало кампанії на обох платформах протягом восьми місяців (серпень 2024 р. – квітень 2025 р.), дослідження контролює такі змінні, як репутація бренду та спектр послуг, що могли б впливати на порівняльні результати. Змішана методологія поєднує кількісний аналіз показників ефективності з якісною оцінкою стратегічного позиціонування та креативного виконання. Аналіз виявляє значні відмінності у результатах між платформами: кампанії Meta продемонстрували суттєво вищу ефективність майже за всіма метриками. Кампанії Meta відзначились більш розвиненими можливостями таргетування через 18 окремих кампаній із використанням технологій "похожих аудиторій" та відеоконтенту, а також значно вищими коефіцієнтами конверсії.

У дослідженні запропоновано порівняльну рамку оцінювання стратегій цифрового просування для сервісних бізнесів та визначено метрики, що є особливо релевантними для оцінки ефективності самопросування маркетингових агентств. Результати надають практичні стратегічні рекомендації для маркетингових агентств, обґрунтовуючи стратегію пріоритетного інвестування у платформу Meta з конкретними порадами: пріоритизація відеоконтенту, удосконалення аудиторій за принципом подібності, регулярне оновлення кампаній та впровадження AI-оптимізації для кампаній на Meta; а також екстремальна точність таргетування, оптимізація шляхів конверсії та суворий контроль бюджету для кампаній на Google Ads. Запропонована модель інтеграції платформ надає практичні рекомендації щодо використання сильних сторін кожної платформи при збереженні принципу розподілу бюджету на основі даних для забезпечення зростання та підвищення ефективності залучення клієнтів у конкурентному середовищі ринку рекламних послуг.

Ключові слова: інструменти цифрового маркетингу, маркетингові агентства, рекламні послуги, Meta, Google Ads, стратегії цифрового просування.

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DIGITAL TOOLS FOR PROMOTING MARKETING AGENCIES IN THE ADVERTISING SERVICES MARKET: A COMPARATIVE ANALYSIS OF GOOGLE ADS AND META APPROACHES

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Abstract. In this study, we conduct a comparative analysis of the effectiveness of the Google Ads and Meta advertising platforms for marketing agencies promoting their services in the highly competitive advertising-services market of 2025. The study addresses a significant gap in digital marketing literature regarding service-based marketing agencies' self-promotion strategies in increasingly saturated digital environments. Through a systematic case study analysis of a single marketing agency simultaneously implementing campaigns on both platforms over an eight-month period (August 2024-April 2025), the research controls variables like brand reputation and service offerings that might otherwise influence comparative results. The mixed-methods approach combines quantitative performance metrics analysis with qualitative assessment of strategic positioning and creative execution. Analysis reveals dramatic performance disparities between platforms, with Meta campaigns demonstrating substantially superior performance across virtually all metrics. Meta campaigns exhibited more sophisticated targeting capabilities through 18 distinct campaigns leveraging lookalike audiences and video content, while conversion rates proved substantially higher on Meta platforms.

The research introduces a comparative assessment framework for evaluating digital promotion strategies in service-based businesses and establishes metrics particularly relevant to marketing agency promotion effectiveness. The findings provide actionable strategic insights for marketing agencies, supporting a Meta-first investment strategy with precise recommendations: video content prioritization, lookalike audience refinement, regular campaign refreshes, and AI optimization adoption for Meta campaigns; alongside extreme targeting precision, conversion path optimization, and strict budget control mechanisms for any Google Ads implementation. The study's cross-platform integration framework offers practical guidance for leveraging each platform's strengths while maintaining data-driven budget allocation for superior growth and client acquisition efficiency in the competitive advertising services market.

Keywords: digital marketing tools, marketing agencies, advertising services, Meta, Google Ads, digital promotion strategies.

Introduction. The advertising services market has undergone radical transformations in recent years due to rapid technological advancements, shifts in consumer behavior, and global economic fluctuations [4]. Marketing agencies, which previously thrived through traditional promotional methods, now face unprecedented challenges in establishing their digital presence and differentiating themselves in an increasingly saturated market. While extensive research exists on digital marketing for product-based companies, the unique challenges faced by service-based marketing agencies in promoting their own services remain underexplored [5, 7]. This research gap is particularly significant considering that marketing agencies must

demonstrate their expertise through their own promotional strategies before clients entrust them with their marketing needs [2].

Recent studies have examined various aspects of digital marketing tools and strategies. Saura et al. analyzed the evolution of digital marketing landscapes in the post-pandemic environment, noting major shifts toward performance marketing and an increased focus on measurable outcomes [7]. Internationally, Dwivedi et al. assessed the effectiveness of different digital marketing channels for B2B services, highlighting the complex decision-making processes involved in purchasing services compared to products [3].

In the academic sphere, Shaltoni investigated the specificities of digital marketing for service businesses in developing countries [8]. This study emphasized the importance of cultural context in digital marketing strategies and the necessity for localized approaches even when operating on global platforms.

The intersection of artificial intelligence and marketing automation has been explored by Davenport et al., who highlighted its transformative impact on campaign optimization and personalization [1]. Their findings suggest that AI-driven marketing tools provide significant competitive advantages but require substantial expertise for effective implementation — a capability that marketing agencies must both possess and promote.

Despite these valuable contributions, several critical gaps remain in the existing literature:

• Limited research specifically addressing how marketing agencies can effectively promote themselves in the digital space.

• A lack of comparative analysis of major digital advertising platforms (particularly Google Ads and Meta) for the purpose of marketing agency self-promotion.

• The absence of data-driven frameworks to guide marketing agencies in selecting appropriate digital tools based on their specialization, target market, and resource capabilities.

• Minimal exploration of the metrics most relevant for evaluating the success of digital promotion strategies for marketing agencies.

Task statement. The purpose of this study is to conduct a comparative analysis of the effectiveness of digital tools for promoting marketing agencies in the advertising services market, with a particular focus on the Google Ads and Meta platforms. The research aims to:

• Analyze the relative effectiveness of Google Ads and Meta as tools for promoting the same marketing agency within the U.S. advertising services market.

• Identify platform-specific strategies that yield optimal results for marketing agency promotion.

• Develop a comparative framework for evaluating digital promotion tools for service-based marketing businesses.

• Provide evidence-based recommendations for marketing agencies seeking to enhance their digital presence in 2025 and beyond.

The research methodology is based on a mixed-methods approach, combining quantitative analysis of performance data with qualitative assessment of strategic positioning and creative execution.

Results. The landscape of digital marketing has evolved significantly from its early days of simple banner advertisements and email campaigns. Today's digital marketing ecosystem encompasses a diverse array of tools, platforms, and methodologies designed to target audiences with unprecedented precision. For service-based businesses like marketing agencies, this evolution presents both opportunities and challenges [3, 8].

According to Rust, service promotion requires fundamentally different approaches compared to product marketing, with greater emphasis on expertise demonstration, trust-building, and relationship development [6]. Marketing agencies face the additional challenge

of needing to showcase their capabilities through their own marketing efforts – essentially using their promotional strategies as a portfolio demonstration.

As of 2025, several significant trends characterize the advertising services market in the United States:

1. Integration of AI and Machine Learning. Predictive analytics and automated optimization have become standard expectations rather than competitive advantages. Marketing agencies without advanced AI capabilities struggle to remain competitive.

2. Privacy-First Marketing. Following the deprecation of third-party cookies and strengthening of privacy regulations, marketing strategies have pivoted toward first-party data utilization and contextual targeting.

3. Performance Marketing Dominance. Clients increasingly demand measurable results and performance-based compensation models, shifting budget allocations toward channels with clearer attribution models.

4. Vertical Specialization. Rather than offering comprehensive services, successful agencies increasingly focus on specific industries or marketing functions, allowing them to develop deeper expertise and command premium rates.

5. Experience-Driven Marketing. Beyond metrics and conversions, brands seek agencies capable of creating cohesive, memorable customer experiences across touchpoints.

Marketing agencies must not only adapt their service offerings to these trends but also reflect them in their own promotional strategies to signal their relevance and capabilities to potential clients.

This study employs a mixed-methods approach combining quantitative performance data analysis and qualitative assessment of strategic positioning and creative execution. Data was collected from a single marketing agency (Agency A) utilizing both Google Ads and Meta platforms simultaneously in the US market:

• Agency A Google Ads campaigns: performance data covering August 6, 2024 - April 22, 2025

• Agency A Meta campaigns: performance data from 18 campaigns over the same time period (August 6, 2024 - April 22, 2025).

For both platforms, we collected comprehensive performance data including:

• Impression metrics

• Engagement rates

• Click-through rates

• Conversion metrics

• Campaign-specific performance metrics

• Cost efficiency indicators.

Additionally, we conducted content analysis of their advertising creative, campaign structures, and overall strategic approaches to provide context for the quantitative findings.

The use of data from a single agency utilizing both platforms provides a uniquely valuable comparative framework, as it controls variables such as brand reputation, service quality, and target market positioning that might otherwise influence performance disparities between different agencies.

Agency A's Google Ads strategy shows definitive performance patterns as evidenced by the data collected between August 2024 and April 2025.

The aggregate campaign performance for Agency A's Google Ads reveals (table 1):

Agency A's Google Ads and Meta Ads campaigns performance

Indicator	Google Ads	Meta Ads
Total impressions	7,970	228,201
Total clicks	454	5,055
Conversions	0.75	123
Average CTR	5,70%	2,22%
Average Cost Per Click (CPC)	$13,12	$3,53
Total advertising spend	$5960	$17 846,75

Note: compiled by the author based on the performance data of Agency A's ad campaigns.

- Total impressions: 7,970
- Total clicks: 454
- Conversions: 0.75
- Average Cost Per Click (CPC): $13.12
- Total advertising spend: $5,960

The relatively high CPC ($13.12) indicates the competitive nature of the marketing agency sector in Google Ads, where keywords related to marketing services command premium prices. The conversion rate (0.17%, calculated from 454 clicks resulting in 0.75 conversions) suggests challenges in converting traffic into actionable leads, which is consistent with the high-consideration nature of agency selection processes.

Agency A's Meta campaign data reveals a dramatically different approach and performance profile (table 1):

The Meta advertising strategy implemented by Agency A demonstrates a sophisticated multi-campaign approach with 18 distinct campaigns, including:

- LAL (Lookalike Audience) campaigns targeting users similar to existing clients
- Cold audience acquisition campaigns, with particular emphasis on video reviews
- Highest volume campaigns using maximum daily budget settings of $30
- Advantage+ campaigns leveraging Meta's automated optimization systems.
- Campaigns segmented by date with consistent refreshment of creative assets

This highly segmented approach indicates a nuanced understanding of audience targeting and content strategy optimization within the Meta ecosystem.

The aggregated Meta campaign data reveals impressive overall performance (table 1):

- Total impressions: 228,201
- Total clicks: 5,055
- Conversions: 123
- Average CTR: 2.22%
- Total cost: $17,846.75

The Meta campaigns demonstrate remarkably different efficiency metrics compared to Google Ads (table 2).

Comparative analysis of Agency A's Google Ads and Meta Ads campaigns

Indicator	Google Ads	Meta Ads	Difference (Meta – Google Ads)	Ratio (Meta/Google Ads)
Total impressions	7,970	228,201	+220,231 impressions	28.62 times higher
Total clicks	454	5,055	+4,601 clicks	11.13 times higher
Conversions	0.75	123	+122.25 conversions	164 times higher
Average CTR	5,70%	2,22%	-3.48 percentage points	0.39 times (lower CTR)

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Average Cost Per Click (CPC)	$13,12	$3,53	-$9.59	0.27 times cheaper CPC
Total advertising spend	$5960	$17 846,75	+$11,886.75	3 times higher

Note: calculated by the author.

From the comparative analysis we can see that:

• Average CPC across Meta campaigns: approximately $3.53 (compared to Google's $13.12)

• Cost per lead ranging from $78.59 to $366.71 (compared to Google's calculated $7,947 cost per conversion)

Comparing Agency A's performance across both platforms reveals stark contrasts. The most significant differences are in volume and engagement metrics:

• Meta generated approximately 11 times more clicks than Google Ads (5,055 vs. 454)

• Meta's impressions (228,201) dwarf Google's limited reach (7,970)

• Meta's click-through rate (average 2.22% for all clicks) are lower than Google Ads performance (5.70%)

• Meta's average CPC ($3.53) is approximately 3.7 times more efficient than Google's ($13.12)

To visually represent the dramatic difference in performance efficiency between platforms, we've created a comparative analysis of key metrics (figures 1,2):
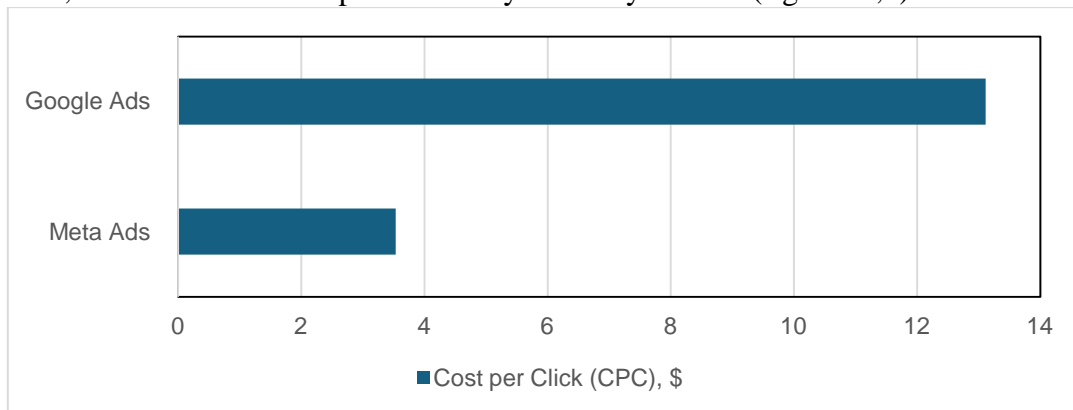
Fig. 1. Cost per click difference across platforms
Note: compiled by the author.
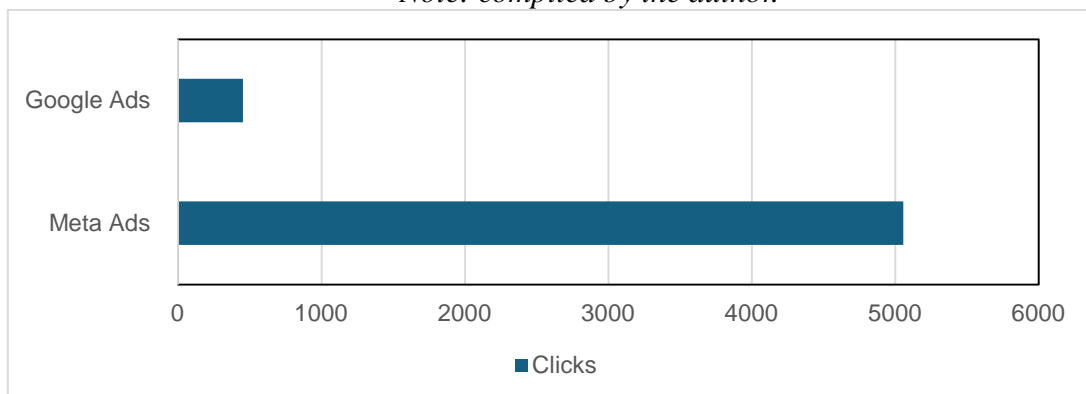
Fig.2. Number of clicks difference across platforms
Note: compiled by the author.

Agency A demonstrates markedly different approaches to each platform:

1.   Campaign Diversification. Meta strategy involves 18 highly specialized campaigns targeting different audience segments and creative approaches, compared to a more consolidated Google Ads approach.

2.   Creative Format Utilization. Heavy emphasis on video reviews in Meta campaigns, leveraging the platform's visual engagement strengths.

3.   Audience Targeting Methodology. Meta campaigns emphasize lookalike audiences and cold audience development, while Google likely focuses on intent-based keyword targeting.

The total investment across platforms reveals significant differences in allocation:

• Google Ads: $5,960 (25% of digital advertising budget)

• Meta: $17,846.75 (75% of digital advertising budget)

This allocation appears strategically sound given the performance differences, though raises questions about whether Google Ads warrants even its current allocation given the performance disparity.

Based on the analysis of Agency A's performance across both platforms, we offer the following strategic recommendations for marketing agencies seeking to optimize their digital promotion efforts:

1.   Meta-First Investment Strategy. The data strongly supports prioritizing Meta platforms for marketing agency promotion.

2.   Google Ads Reconsideration. With a cost per conversion approximately 4 times higher than Meta's most expensive campaigns, agencies should critically evaluate whether Google Ads warrants continued investment for self-promotion.

3.   Strategic Platform Specialization. Rather than attempting equal presence across platforms, the data suggests specializing heavily in Meta while maintaining only targeted, high-intent keyword campaigns in Google Ads if budget allows.

Based on the analyzed data, for marketing agencies prioritizing Meta platforms beneficial will be:

1.   Video Content Prioritization: the consistently superior performance of video review campaigns (60-67% CTR) indicates agencies should invest heavily in authentic client testimonials and case study videos.

2.   Lookalike Audience Refinement: the significant variation in LAL campaign performance suggests ongoing refinement of seed audiences is essential, with the most efficient campaign achieving a $78.59 cost per lead.

3.   Campaign Refresh Cadence: the data reveals consistent campaign launches throughout the period, suggesting regular campaign refreshes (approximately monthly) may help maintain performance and combat creative fatigue.

4.   AI Optimization Adoption: the strong performance of advantage+ campaigns supports increased investment in Meta's automated optimization tools, which appear particularly effective for agency promotion.

While in Google Ads agencies must concentrate on:

1.   Extreme Targeting Precision: the high CPC ($13.11) demands hyper-focused keyword targeting on high-intent, service-specific search queries with clear commercial intent.

2.   Conversion Path Optimization: the low conversion rate suggests fundamental issues in the post-click experience; agencies should prioritize landing page optimization and conversion path streamlining.

3.   Alternative Google Properties: consider redirecting Google budget to YouTube (which offers better visual demonstration capabilities) or Discovery campaigns that leverage Google's reach without the extreme CPC of search keywords.

4. Budget Control Mechanisms: implement strict daily budget caps, automated rules for performance thresholds, and regular bid adjustments to prevent budget depletion without meaningful results.

Strategic integration across platforms remains valuable despite the clear performance disparities between Google Ads and Meta. Organizations should consider establishing a comprehensive cross-platform approach that leverages the unique strengths of each channel. Meta's superior engagement metrics and cost efficiency position it as an ideal platform for driving awareness and consideration phases of the marketing funnel. With CTR average of 2.22% for all interactions, Meta excels at introducing potential clients to marketing services and building initial engagement. Meanwhile, Google Ads, with its higher cost structure but intent-based targeting capabilities, can be strategically deployed exclusively for capturing high-intent, bottom-funnel prospects actively searching for marketing agency services.

The significant volume of first-party data generated through Meta's numerous campaigns provides a valuable resource that can enhance Google Ads performance. Marketing agencies should implement systematic processes to transfer audience insights from their Meta campaigns to inform more precise Google target audience through Customer Match capabilities. This data-informed approach would allow for more refined keyword selection and potentially reduce the high CPCs by focusing expenditure on the most qualified prospects.

Attribution modeling represents another critical component of effective cross-platform integration. The data reveals substantial differences in user engagement patterns across platforms, with Meta generating significantly more clicks than Google Ads. Implementing sophisticated multi-touch attribution models would enable marketing agencies to accurately value Meta's role in initiating customer journeys that ultimately culminate in high-intent Google searches. This approach acknowledges that clicks on Meta may contribute significantly to later conversions currently attributed solely to Google Ads.

Marketing agencies should also establish a unified analytics framework that transcends platform-specific metrics to evaluate true cross-channel performance. The current disparities in measurement approaches – evidenced by different click and conversion tracking methodologies between platforms – obscure genuine ROI comparisons. By developing consistent measurement protocols and implementing cross-platform analytics tools, agencies can make more informed budget allocation decisions beyond the current split between Meta and Google Ads.

Conclusions. This research provides compelling evidence that digital platform selection significantly impacts marketing agency promotion effectiveness. The comparative analysis of real-world performance data from Agency A across both Google Ads and Meta platforms reveals dramatic performance differences, with Meta demonstrating superior efficiency across virtually all engagement and cost metrics for the observed period (August 2024 - April 2025).

The findings suggest that marketing agencies should approach platform selection strategically, with a strong preference for Meta platforms for self-promotion given the current performance dynamics. The dramatic differences in cost efficiency ($3.53 vs. $13.11 CPC) and engagement rates observed in this study underscore the need for agencies to regularly reassess their digital promotion strategies and budget allocations.

Several limitations should be acknowledged. First, the conversion data limitations from Google Ads make full-funnel comparison challenging. Second, the study period, while substantial (approximately 8 months), may not capture longer-term performance trends. Finally, lead quality and ultimate client value differences between platforms cannot be fully assessed from the available data.

As digital advertising ecosystems continue to evolve, marketing agencies that strategically leverage platform strengths while maintaining data-driven budget allocation will

likely achieve superior growth and client acquisition efficiency in the competitive advertising services market.

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