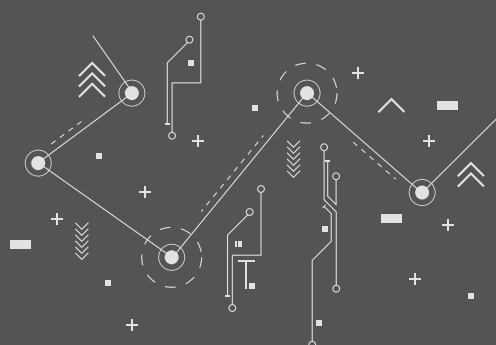


WHY PR BEATS GOOGLE ADS

Contrary to popular belief, Google Ads are not a clear driver of awareness early in the buyer's journey. PR, on the other hand, excels at reaching, educating, and motivating future prospects.

PR EXCELS AT BRAND AWARENESS

Prior brand awareness is critical to getting the attention & interest of buyers. Media coverage is a proven way to reach a target audience of buyers, influencers and investors.



PR DRIVES HIGHER ORGANIC SEARCH RANKINGS

Media coverage in high-traffic news outlets is an effective way to build a more powerful backlink ecosystem. The higher your organic search rank, the more likely early stage buyers will read and react to your message.

SUPER INFLUENTIAL

The news media still has an incredible influence on the marketplace. Google Ads, on the other hand, is very transactional and limited to keyword search.



SHAREABLE AND shared

PR slays Google Ads when it comes to driving early buyer awareness because media mentions are highly shareable and get shared by others. People don't share Google Ads, but an article in a respected publication could go viral.

EDUCATIONAL

Media coverage informs an audience of what is relevant, substantive and timely. A well-pitched story will inform and educate your target audience about your startup's offerings. What's more, a detailed story about your startup is far more likely to remain top-of-mind than a Google Ad.



STRONGER BRAND MEMORY

When a startup gets covered frequently in the news media, potential customers at all stages of the buyer's journey are far more likely to remember those offerings better than a google ad they glanced at weeks ago.

Evergreen

News media coverage stays archived online for years. This improves organic search over time, impacting a startup's chances of getting seen by early stage buyers. Google Ads are around as long as you pay for them, then they disappear leaving no digital trace.

LOOKING TO IMPROVE YOUR STARTUP GROWTH?
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