



PAY-PER-CLICK ADVERTISING

**Get Instant Traffic and
Measurable Results!**



**Pay-per-Click Advertising Primer
June 2016 Release**



PAY-PER-CLICK ADVERTISING

Did you know that you are losing out on gaining instant website visitors, potential leads and sales by not doing PPC?

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Did you know that you are losing out on gaining instant website visitors, potential leads and sales by not doing PPC?

What is PPC?

Pay-per-click (PPC) is a type of online advertising where you only pay when somebody clicks your ads. It is an Internet marketing model you can use to get instant targeted traffic to your website through Google AdWords or the Bing Network.

People find products and services on search engines by typing search terms. When the search terms match your target keywords, your ads appear on top or below the organic search results.

The position of your ads against your competitors depends on how much you are bidding for your target keywords, as well as your quality score. Depending on the campaign settings, your ads may also appear on various sites that are part of the Google, and Bing networks.

There are many ways to target your customers—some of the targeting options are by device, location, language, schedule, and keyword matching. When users click any of your ads, they are directed to a landing page on your website where you can convert them to leads or customers via an inquiry, a contact form, or a 'buy now' button.



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PPC Features

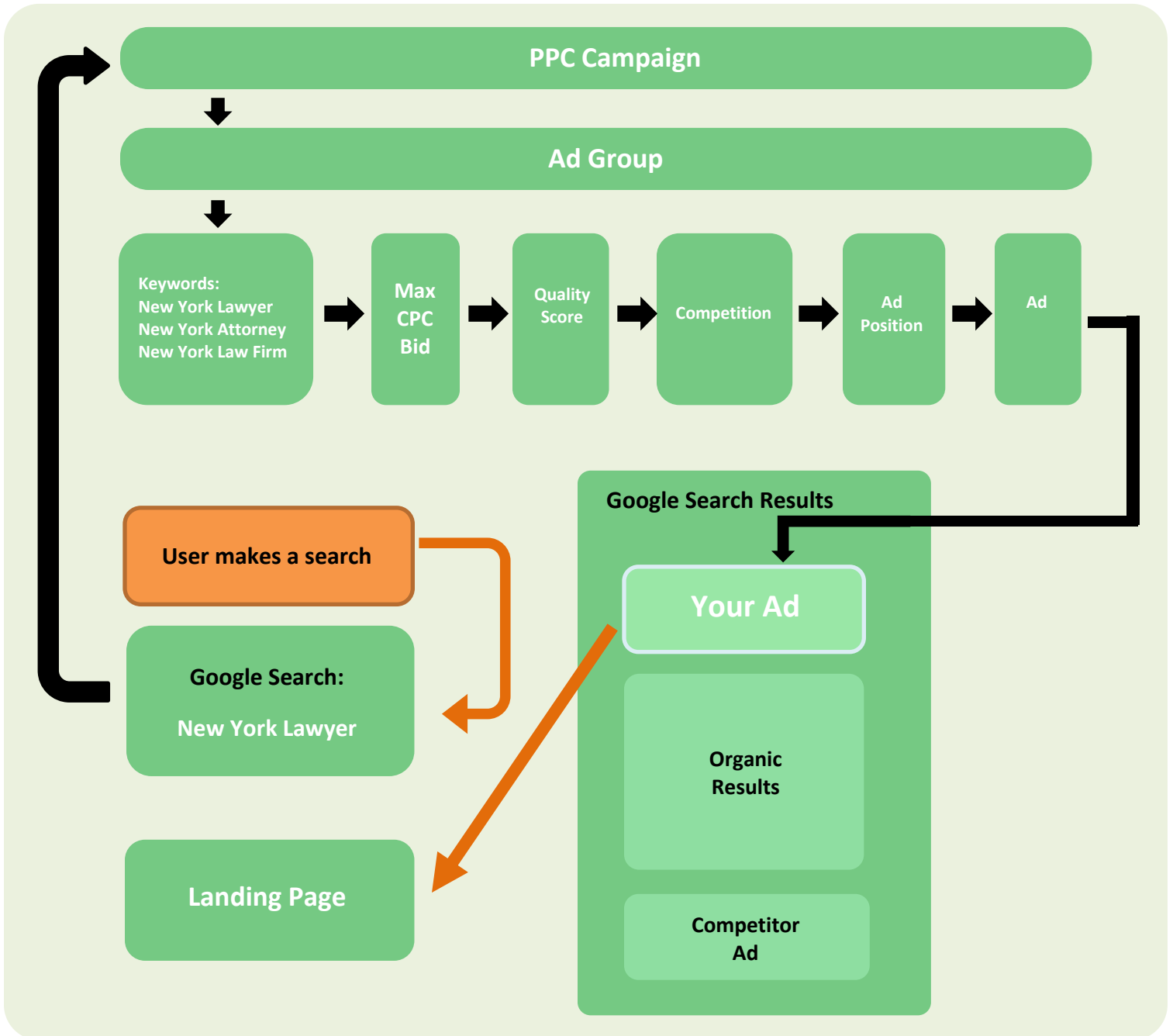




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How PPC Works? An Overview





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Why Do You Need PPC Advertising?

PPC advertising is the fastest way to drive instant traffic to your website. It is especially useful for direct response campaigns where an immediate action is desired and expected from target customers. This scenario also allows for cost-per-click to be measured immediately against conversions or sales to determine ROI.

PPC is also helpful in cranking up and regulating traffic volume, particularly when businesses are launching a new product or service, boosting sales during off-peak seasons, or running time-sensitive promotions. PPC gives you the power to drive traffic to your site and subsequently acquire a huge customer base on-demand.

In contrast to SEO which takes time to build rankings, PPC drives traffic immediately, requires no real build-up time, and generates ROI much more quickly when done right.

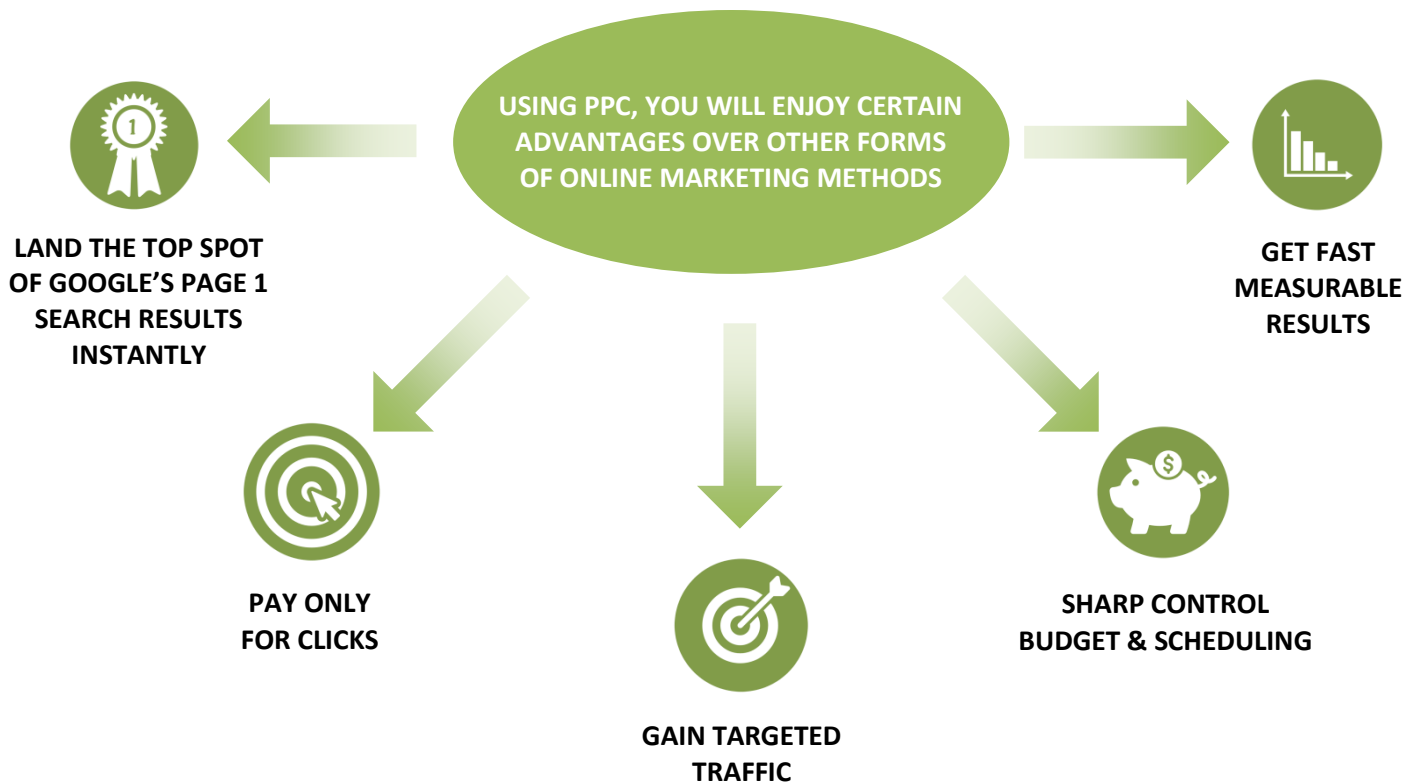




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When systematic split testing and optimization are done on a PPC campaign, cost-per-click goes down, and traffic translates to conversions at a higher rate.





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Benefits You Will Get from PPC



Land the Top Spot of Google's Page 1 Search Results Instantly

PPC provides you the opportunity to be displayed on the first page and at the top of the search results for keywords that are highly competitive and may be impossible to rank for in organic search results.

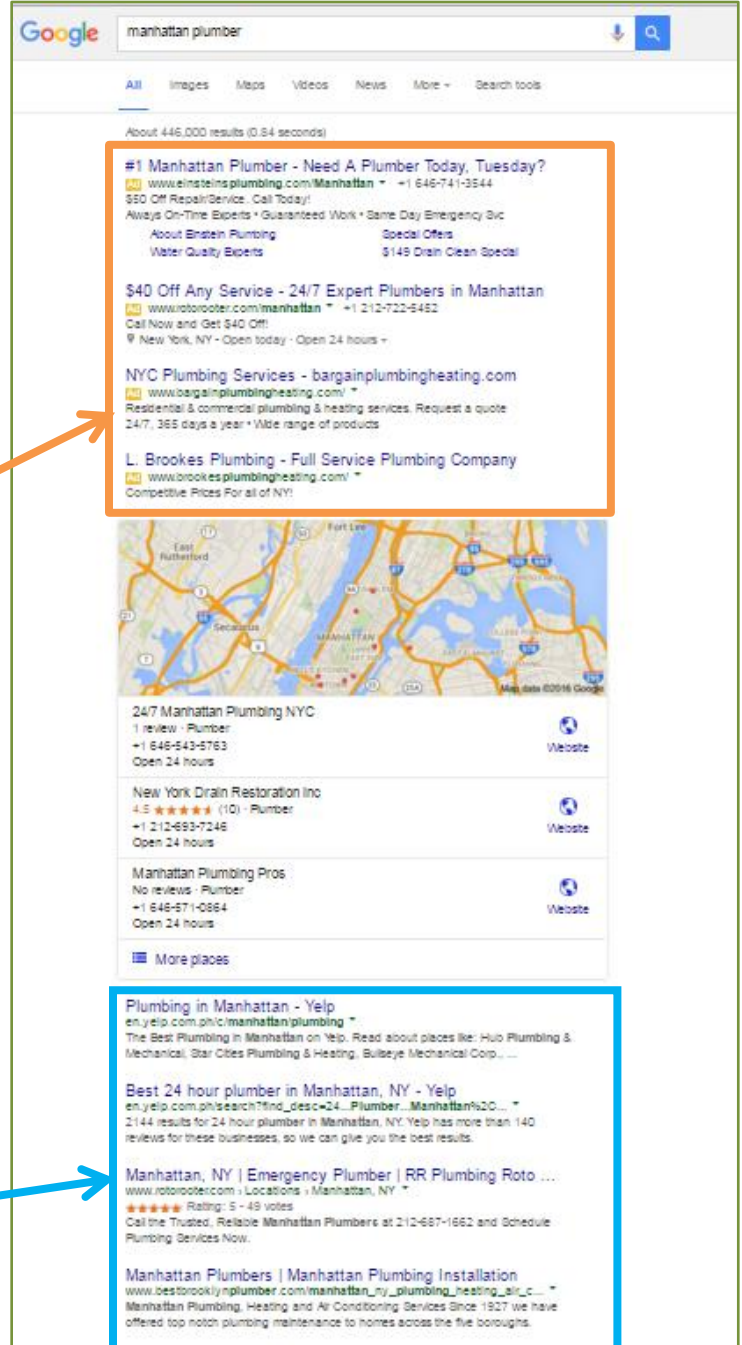
You can have your ad positioned here instantly.

This generally entails higher AdWords cost and extensive optimization, but you get instant highly measurable results.

PPC

Ranking here may take months and months depending on your competition.

SEO





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Pay Only for Clicks

With other forms of advertising like billboard, print, TV or radio—you pay for the broad reach but lack the capability of accurately tracking the results—how many were actually influenced and converted from the campaigns.

With PPC, you only pay when someone clicks on your ads, so the amount you spend is directly proportional to the volume of traffic that the campaign generates.



Gain Targeted Traffic

When you use PPC, your ads are placed on the search engine results pages based on the search terms typed in by users. You choose the keywords that will trigger your ads—terms that your potential customers use when searching for a product or service you offer.

Keyword research and suggestion tools are also available to get insights on what people are searching for in your category.

Also, PPC presents numerous targeting advantages, decreasing the percentage of clicks by users who are unlikely interested in your product or service.



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Sharp Control Over Budget & Scheduling

With PPC, you can set a maximum budget on a daily or monthly basis. This makes your campaigns both flexible and scalable, allowing you to set a small budget when testing new ad groups and keywords, or go all-out upon determining the campaign's ROI and impact on your bottom-line. You may also efficiently schedule your ads based on the days of the week or times of the day your target market is most likely searching for a product or service you offer.



Get Fast Measurable Results

Every keyword that triggered your ads to be displayed (impressions) and every click (CTR) and the cost-per-click for every keyword (CPC) is tracked and measured. Conversions can also be registered and tracked when they make a phone call, or when they sign up for your newsletter or fill out an order form and make a payment.

Since results can be measured at set intervals or defined periods based on improvements made, PPC allows for a systematic approach to optimization.





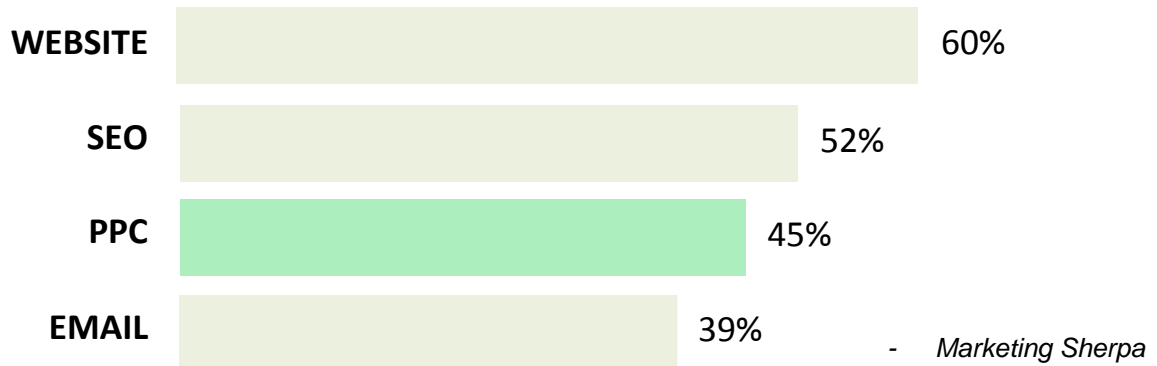
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What your Competitors are Doing

According to a survey, businesses who have realized the power of online marketing employ paid search or PPC heavily. This underscores the possibility that your toughest competitors may have already used or may still be using PPC services. Some 90% of marketers are either retaining or increasing their PPC spending for the year ahead.

Marketers are expected to increase their online marketing budget allocation in the following areas:



Businesses have also stated their top PPC objectives, and the following emerged as the top 4:



PPC is also often used to supplement SEO efforts, as SEO mostly makes an impact on search rankings in the long term.



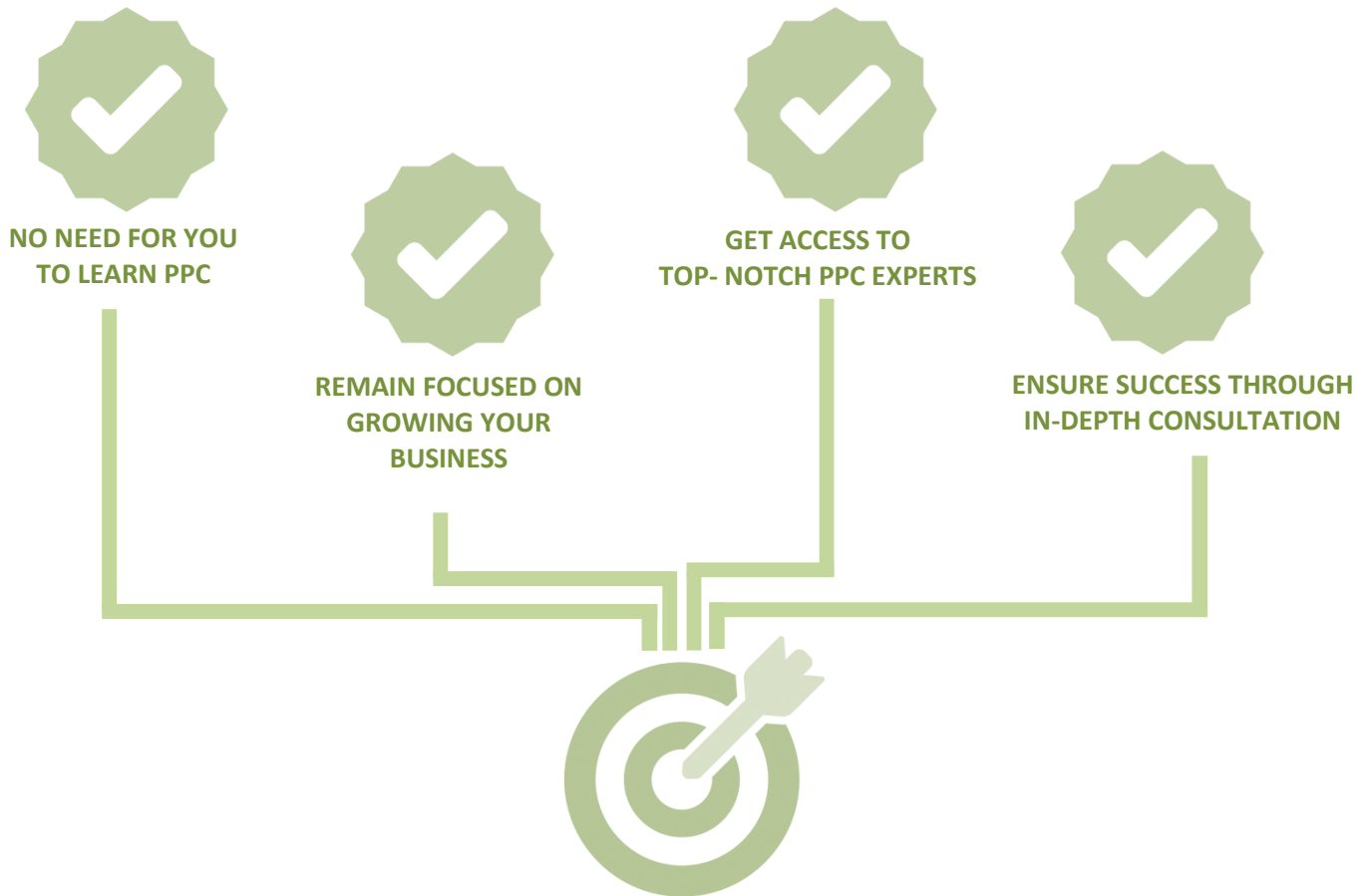
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Why Choose Us?

Choosing us will liberate you from the burden of learning the highly technical skills required to run a PPC campaign successfully. You can focus on building and running your business while we do the job of increasing your leads and customers through PPC.

We understand your business category and niche, and we know or can quickly determine what PPC strategy will work for you based on our extensive experience. On top of this, we take the time to conduct an in-depth consultation with you to understand your business on a deeper level to effectively execute your PPC campaign.





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In-Depth Consultation

We take the time to understand your business, your objectives, your product or service, your target market and their online behavior for us to deliver PPC advertising of the highest performance.





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What is the Next Step?

Send us an email or give us a call to schedule an appointment.

Employ our services and gain the following:

- ✓ **Advanced PPC Campaign Analysis & Techniques:** Strategy and tactics based on extensive research and analysis on the search engine market and PPC technologies
- ✓ **In-depth consultation:** Talk to our PPC experts to discuss how we can tailor-fit your campaign to match your marketing goals.
- ✓ **Be part of an elite club:** Stand out by landing the first page of Google search results and be on a par with savvy businesses that are already using PPC ads.
- ✓ **Competitive Advantage:** Don't lose out on your competition. Let the wheels turn now for more visibility, traffic, potential leads and sales and returns on investment.

Send us an email or give us a call to schedule an appointment.