


# Week 4 - Day 16 (16 July 2025)

## 1. What is Pay-Per-Click (PPC)?

PPC is an online advertising model where advertisers pay a fee each time their ad is clicked. Instead of earning visits organically, businesses **buy traffic** from search engines or social media platforms. It is a fast way to drive **targeted visitors** to a website. 

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## 2. How PPC Works?

Advertisers create ads and **bid on keywords** relevant to their business. The ads appear on **search engine results** (Google, Bing) or platforms like **Facebook**. When users click the ad, advertisers pay the **bid amount**.

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## 3. Types of PPC Ads

- **Search Ads:** Appear on search engine results pages.
  - **Display Ads:** Banner ads on websites.
  - **Shopping Ads:** Product ads on Google Shopping.
  - **Social Media Ads:** Paid ads on platforms like Facebook, Instagram, and LinkedIn.
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## 4. Benefits of PPC

- **Immediate** website traffic.
  - Targeted audience by **location, interests, and demographics**.
  - **Cost control** – pay only for clicks.
  - **Measurable results** using analytics.
  - Supports **remarketing** to re-engage previous visitors.
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**Date:** 16 July 2025

**Topic:** Pay-Per-Click (PPC) Marketing

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