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Thinkshortcut Publishing, LLC, United States, 2008. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ****** Print on Demand ******.Lots of books have been written about how to manage pay per click campaigns. This is not one of them. This book tells you how to avoid having to manage one, yet still get all the benefits of this powerful marketing tool. Pay Less Per Click is for people who want to succeed at search engine marketing without personally doing the hard work or spending a fortune on Internet marketing experts. This book gives you a good shortcut. Like all good shortcuts, our aim is to take you where you want to go without spending extra money or sacrificing results. For over 20 years I operated a full-service advertising agency. I worked with hundreds of clients and utilized about every kind of marketing tool you could imagine, from direct mail to television to outdoor to newsletters. At one time I had 10 employees. One day I put a client on Google Adwords , those small, three-line text ads on search engines. You only pay when someone clicks to your website. Then I put another client on Google Adwords, then several more. Soon I realized that I was able to get far better results for my clients all by myself using Google Adwords than with all my employees using a full arsenal of marketing tools. I never looked back. While paying only when you get a click sounds good, the other side of that coin is that a click costs money. A click is not really a lead, it s just a visit to a website. I realized it would be great if there were a way to reduce clicks from less effective searches and focus on...



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