



# The Ultimate Guide to Pay-Per-Click Advertising



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# Before we get started...

## A note about this guide:

This guide covers PPC Search Ad Campaigns and PPC Remarketing Campaigns, specifically with Google AdWords, rather than Facebook or other ad platforms.

## Some terms to know:

**Campaign** - In AdWords, a campaign is some effort that you're focusing on. Inside a campaign, you make different ad groups to target different keyword segments.

Example: If you're a lawyer who wants to promote your services regarding personal injury law, you would create a personal injury law campaign with an ad group focusing on personal injury lawsuits from auto accidents.

**Quality Score** - Your ad's Quality Score is how Google rates ad relevancy, conversion rate, and landing page quality.

**Search ads** - Keyword-targeted text ads that show up on Google search results.

**Remarketing ads** - Display ads that show up around the web through the Google Ad network.

# 1.

## Why Pay for Ads in the First Place?

Pay-per-click advertising returns fewer clicks, and it isn't free. In spite of this, businesses still pay for PPC ads. Why?



# Organic Vs. Paid Search

The benefit of PPC ads is your ability to target. Natural, organic traffic can bring large numbers to your site, but it doesn't offer you the benefit of choosing your audience. PPC ads allow you more power to decide who finds your site.

Organic (non-paid) traffic doesn't always get the job done. Imagine that you're a chiropractor in the Yukon territory of Canada. You pour your efforts into an informative blog post that goes viral on Facebook. You see a spike in traffic from all over North America, but nobody's booking appointments because they're too far away. In your remote area, it would be easier and more lucrative to use **geo-targeted search ads** to stand out to prospects around you.

## PPC Ads Convert 1.5x\* more than organic landing pages.

\*<https://moz.com/blog/via-enquisite-ppc-agencies-make-45x-what-seos-do-for-the-same-value>

# Why Wouldn't I Use PPC?

## You might choose not to start a PPC Campaign if:

### 1. You're in an industry where PPC is expensive and you can't afford to expand.

Bidding for certain keywords can get expensive quickly. Car insurance, personal loans and home loans are competitive markets with highest costs per click.

These ads can cost \$50 per click. If you don't know how to run an efficient campaign, you'll be losing money quickly.

### 2. You don't have the resources to dedicate to AdWords management.

Along with your ad budget, you should allocate resources to hiring an effective PPC manager. Some businesses hire interns to handle PPC management or give the duties to an employee with little experience.

Professional digital marketers are more experienced and effective in management, and hold themselves responsible for earning positive results.

## 2.

# Cost of PPC Advertising

How much will it cost for your company to compete?  
What costs are absolutely necessary for your PPC campaigns to get results?





# Is Online Advertising Pay-to-Win?

**Common misconception: Companies with a larger market share will be able to outperform smaller companies based on budget alone.**

Google AdWords ranks your ads based on three criteria:

- 1. Does the ad match the keyword?**
- 2. Are people clicking on your ad?**
- 3. Are people buying from you or signing up?**

If your search ads and website are providing a good user experience, you'll start to gain traction in no time.

It may take some time to establish your Quality Score, but a skilled PPC manager will help you improve click rates and spend less for better leads.

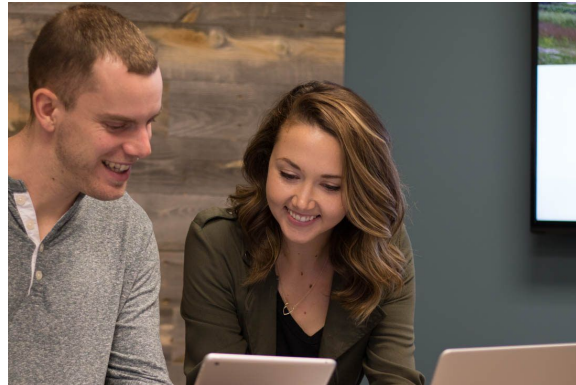
A larger competitor might still spend more than you and get more clicks, but you can still improve the quality of your ads to attract high-quality leads and sales for the lowest cost per click possible.



# Choosing a PPC Manager

Many small business choose to have someone else take care of their PPC management for them. Digital marketing agencies have experience that is sharpened and cross-trained by overseeing multiple accounts. They can spot trends in the most successful advertisements, take advantage of opportunities, and save money on campaigns. They also may have a direct partner at Google for tips and troubleshooting.

If you are unsure of what a budget would look like, a digital marketing agency can provide estimates on creation and optimization of your campaign as well as expected ad spend and what results you can expect from your investment.



# 3.

## Remarketing Campaigns

Remarketing campaigns use display advertising to re-engage people that have visited your website. But how can you use them to get results?



# Why Use Remarketing?

## It's cheap.

Display advertising is focused on a specific targeted audience. Since you're using a list that you've built with your website, you don't have to compete for keywords on the mass market.

## The audience already knows you.

The most common use of remarketing ads is bringing people back to your website. A common example is targeting someone who viewed your contact page without a submission, and showing them remarketing ads to try to get them to contact you.

## Remarketing can be used dynamically.

For instance, imagine that you run a software company. If you set up Analytics goals correctly, you could run remarketing ads that advertise pricing information to people who have previously downloaded a product guide or brochure.

# When Should I Start Running Remarketing Ads?

For your remarketing list to work, you should have a considerable amount of traffic to your site. If you've gotten less than 100 unique visits to your site in the past month, your list won't be large enough for AdWords to run your ads.

If you can grow your website traffic first, then build brand awareness with a remarketing campaign, you should start seeing fruits of your efforts.



# 4.

## Importance of Content and Creator

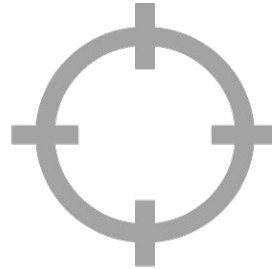
Everything from the design of your website to the text you put in your ads and your sales follow-up make a difference in your success. But why?



# Results from PPC Can't Be Faked

PPC is similar to Search Engine Optimization (SEO), in that there are no secret "hacks" to success. There's no programming script that will force you to be the first result in either PPC or SEO. Positive results come instead from creating content that users will be drawn in by.

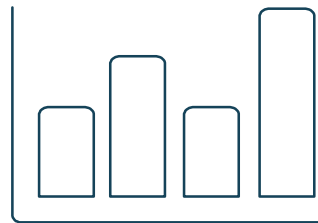
Consistently converting visitors from PPC requires targeting the correct audience as well as incorporating high ranking, persuasive copy, and a user-friendly website experience. Any missteps can throw off a chance of acquiring a high-value lead.



# PPC Campaigns Can Have a lot of Potential

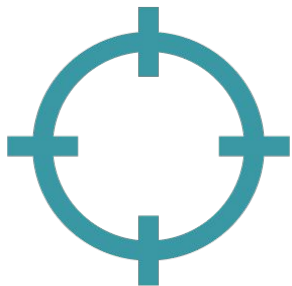
With the right amount of focus and experience, a digital marketing campaign manager can do a lot to improve output. PPC management shouldn't be a responsibility tacked on to the workload of someone with no experience.

While it's unlikely that you could spend thousands of dollars on PPC and see no return, an experienced PPC marketer could use the same budget to bring in more impressive results and a better ROI.





# What Does Running a PPC Campaign Involve?



## STRATEGY

- Campaign premise
- Buyer persona
- Keyword research
- Conversion funnel



## IMPLEMENTATION

- Landing page copywriting and design
- Search ad copywriting
- Remarketing ad design
- Integration with CRM



## MAINTENANCE

- A/B testing of landing pages
- Optimization of keyword and ad copy
- New campaigns based on results and findings



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