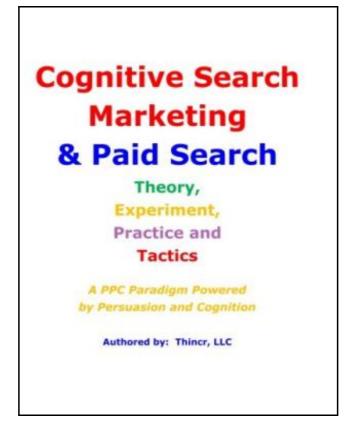
# Cognitive Search Marketing Paid Search: Theory, Experiment, Practice and Tactics: A Ppc Paradigm Powered by Persuasion and Cognition



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#### Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf. (Alfreda Bradtke)

## COGNITIVE SEARCH MARKETING PAID SEARCH: THEORY, EXPERIMENT, PRACTICE AND TACTICS: A PPC PARADIGM POWERED BY PERSUASION AND COGNITION



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Thincr, LLC, United States, 2013. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. No Fancy Book Cover But Just Superior PPC Tips Because We Dedicate All Our effort to Book Content! Winng PPC campaign approach and must-have skills for PPC. Proven PPC campaign management tactics and experiment design techniques that you can always count on for top campaign performance and never expire due to interface change. The tips from this book are developed especially for you while landing you a helping hand when you need it the most and recover you from the PPC woes you have, and ultimately take your PPC campaign to the next level! Check out how these top PPC techniques are able to significantly fix your campaign while getting your campaign back on track! Get your copy today! A PPC / AdWords campaign driven by persuasion and cognitive science is found highly effective in the attitude change toward a defined conversion while a well-implemented PPC campaign and an effective experiment design in tandem is able to increase the overall marketing ROAS dramatically. Based on cognitive persuasion theories, this book provides businesses the solutions to achieve their corporate goals by optimizing the technical elements of their pay per click campaigns while facilitating a positive attitude change for their intended conversions. Key strategies for promotion and product positioning are demonstrated while the tactics to boost sales revenue by leveraging customers APV (Average Purchase per Visit) and NCV (Number of Converted Visit) are revealed. Critical techniques are emphasized on the topics as follows: persuasive ad copywriting (based on various communication models of persuasion, appeals, and Maslow s hierarchy of needs) with examples and illustration, I-Can t-Wait ad copywriting technique, MRI placement-targeting, 20 top tactics for strategic bidding, strategic organic...

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