



# PAY PER CLICK ADVERTISING

*Looking for instant traffic? Interested in targeting your potential customers with online ads set to only appear at a certain time for a specific geographic location? Get instant traffic online with a Pay Per Click advertising campaign!*

## **What is PPC?**

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

People find products and services they are looking for in search engines by typing search terms or keywords. When the target keywords on your PPC campaign are typed by users on search engines, your ads appear on top, below, or alongside organic search results. The position of your ads against your competitors will depend on how much you are bidding for your target keywords and your quality score. Depending on the campaign settings, your ads may also appear on various sites that are part of the Google, Bing and Yahoo! networks. There are many options to target your customers—some of the targeting options are by device, location, language, scheduling, and keyword matching. When they click on 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, contact form, or 'buy now' buttons.

**Did you know that PPC is the fastest way to drive instant traffic to your website?**

**What can your website do without traffic?**

**Without traffic, you are losing time, opportunities and money to your competition.**





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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?*



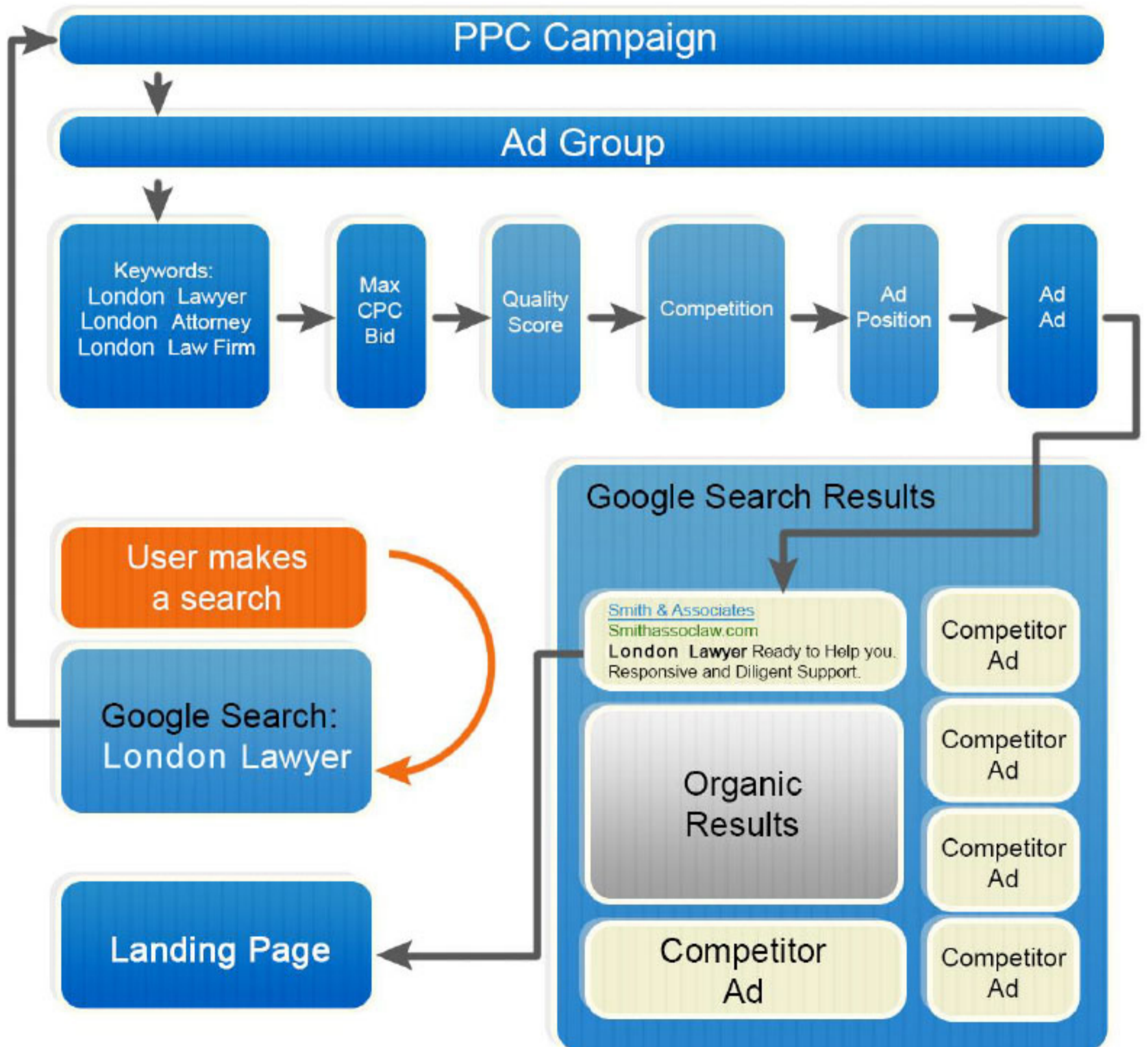
To date, Google AdWords is the leader in the paid search marketing industry. It provides precision-guided targeting and the option to display extra information called extensions to enhance your ads.



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## How PPC Works? An Overview





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### Why Employ PPC Advertising?

PPC advertising is the fastest way to drive instant traffic to your website. PPC advertising is especially useful for direct response campaigns where instant and direct action is desired 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 effective in kick-starting and regulating traffic volumes particularly during times when businesses are launching a new product or service, need to fill an empty sales pipeline, during limited sales season, or when carrying time-sensitive promotions.

PPC can be utilised to surge traffic or to acquire huge customers while demand is high. Unlike SEO, which can take time to build rankings, PPC immediately establishes an online presence, requires no real build-up time, and generates ROI much more quickly when done right

**When systematic split testing and optimisation 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 of PPC:



### Get on 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 search results for keywords that are highly competitive that may be impossible to rank for in organic search results.

The screenshot shows a Google search for "jewelry stores". The organic results include Amazon.co.uk, Pandora, Goldsmiths, Ernest Jones, Tiffany & Co., Beaverbrooks, Kay.com, and Helzberg Diamonds. The PPC ad section includes Jewelers at JCPenney, Jared, LJ Liverpool Jewelers, J.R. Jewelers-FC Liverpool, Jewelry at Blue Nile, Kay Jewelers, and A Allier Jewelers. Annotations include:

- A blue box on the left: "Ranking here may take months depending on the keyword competition" with an arrow pointing to the organic results.
- A blue box at the bottom left: "SEO".
- An orange box on the right: "You can have your ad positioned here instantly. Generally entails higher cost but you get instant, highly measurable results" with an arrow pointing to the PPC ad section.
- An orange box at the bottom right: "PPC".



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### **You Only Pay for Clicks**

With other forms of advertising – billboard, print, TV or radio – you get a wide reach but risk having no one actually visiting your website. With PPC, you only pay when someone actually clicks on your ads which means that a campaign sending you only a small amount of traffic will cost you a very little amount of money vs. a campaign sending you a lot of traffic which would cost you more money. In short, with PPC you get what you pay for.



### **Traffic is Targeted**

When you use PPC, your ads will be placed on search engine results pages based on the keywords typed by search engine users. You choose the keywords that will trigger your ads to appear—keywords which you think your customers will 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 actually searching for in your category. In addition, PPC is proven to present numerous targeting advantages decreasing the percentage of users clicking on ads who are not likely to be interested in your product or service.



### **You Have Control of Budget and Scheduling**

With PPC, you can set a maximum budget on a daily or monthly basis. This allows for some flexibility, either when you just want to test a campaign, test new keywords, or massively increase the size of your campaign because the ROI has proven itself. You may also effectively schedule your ads to appear based on what you think the days of the week or time of day your target market is searching for a product or service you offer.



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### Fast, Measurable Results

Every keyword that triggered your ads to be displayed (impressions) and every click or click through rate (CTR) and the cost per click for every keyword (CPC) is tracked and measured. Conversions can also be tracked when they make a phone call, when they sign up to your newsletter or fulfill an order form and make a payment. Since results can be measured daily, weekly or monthly, this allows for systematic optimisation.





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### What are Your Competitors Doing?

Your toughest competitors most likely have done PPC or are probably doing PPC. One survey shows that online marketing savvy businesses have a strong focus on paid search (PPC) as it is in the top 4 of online marketing budget allocations, encompassing 25% of businesses' online marketing budget.

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

#### Online Marketing Budget Allocation



- MarketingSherpa 2012 Search Marketing Benchmark Report-SEO Edition

#### Businesses stated their top PPC objectives, and these emerged as the top 4:



- MarketingSherpa 2012 Search Marketing Benchmark Report-PPC Edition





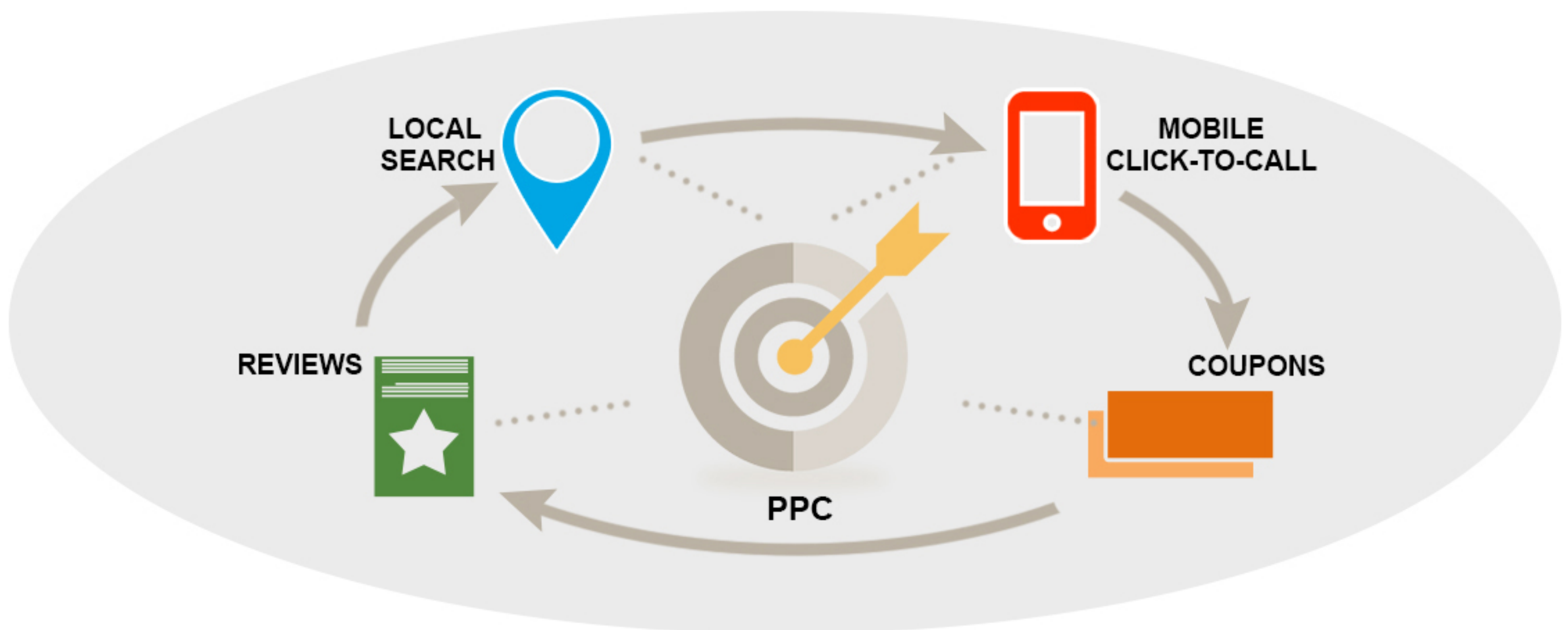
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## The Future

The growing market of mobile users made PPC extend its use from desktop and laptop computer targeting to mobile users as more and more people use mobile devices to access the Internet. Many business owners and marketers have already started to include mobile devices in their targeting and have already incorporated local, social and click-to-call extensions to reach a growing market of mobile users.

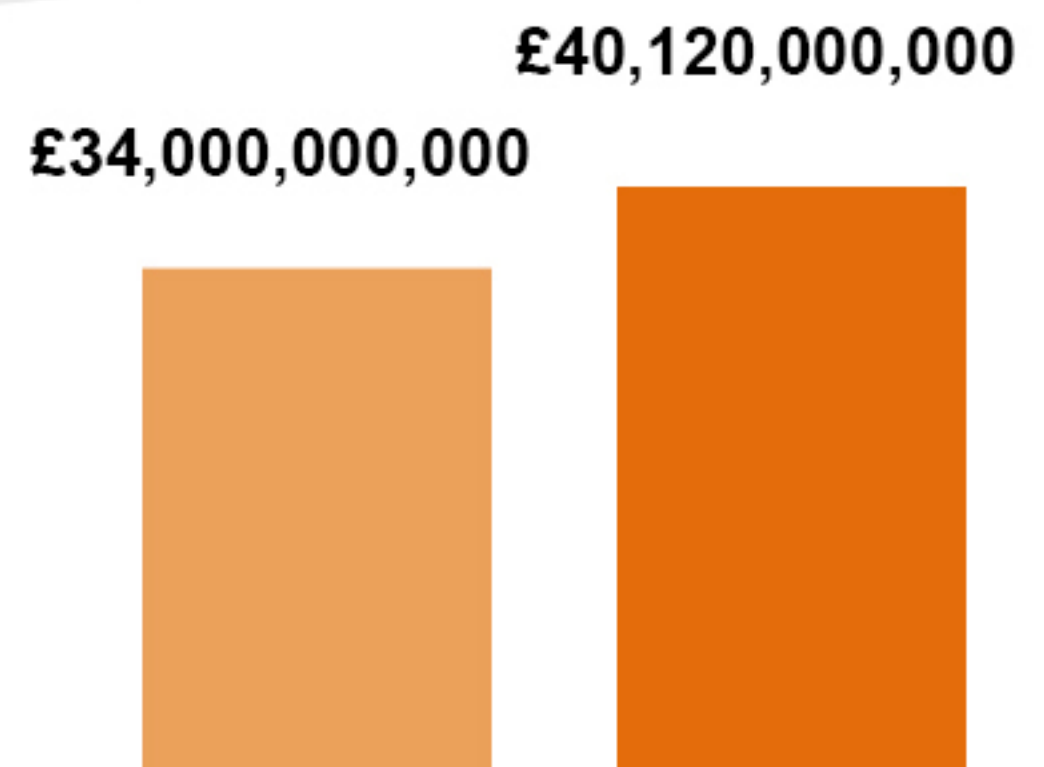
**Reviews, coupons and local search are growing big and is being incorporated into PPC advertising**



**Advertiser spending on paid search rose by 18% in 2012.**

Advertising spend on paid search (PPC)

- 2011: £34,000,000,000
- 2012: £40,120,000,000 (18% increase)



- Search Engine Land



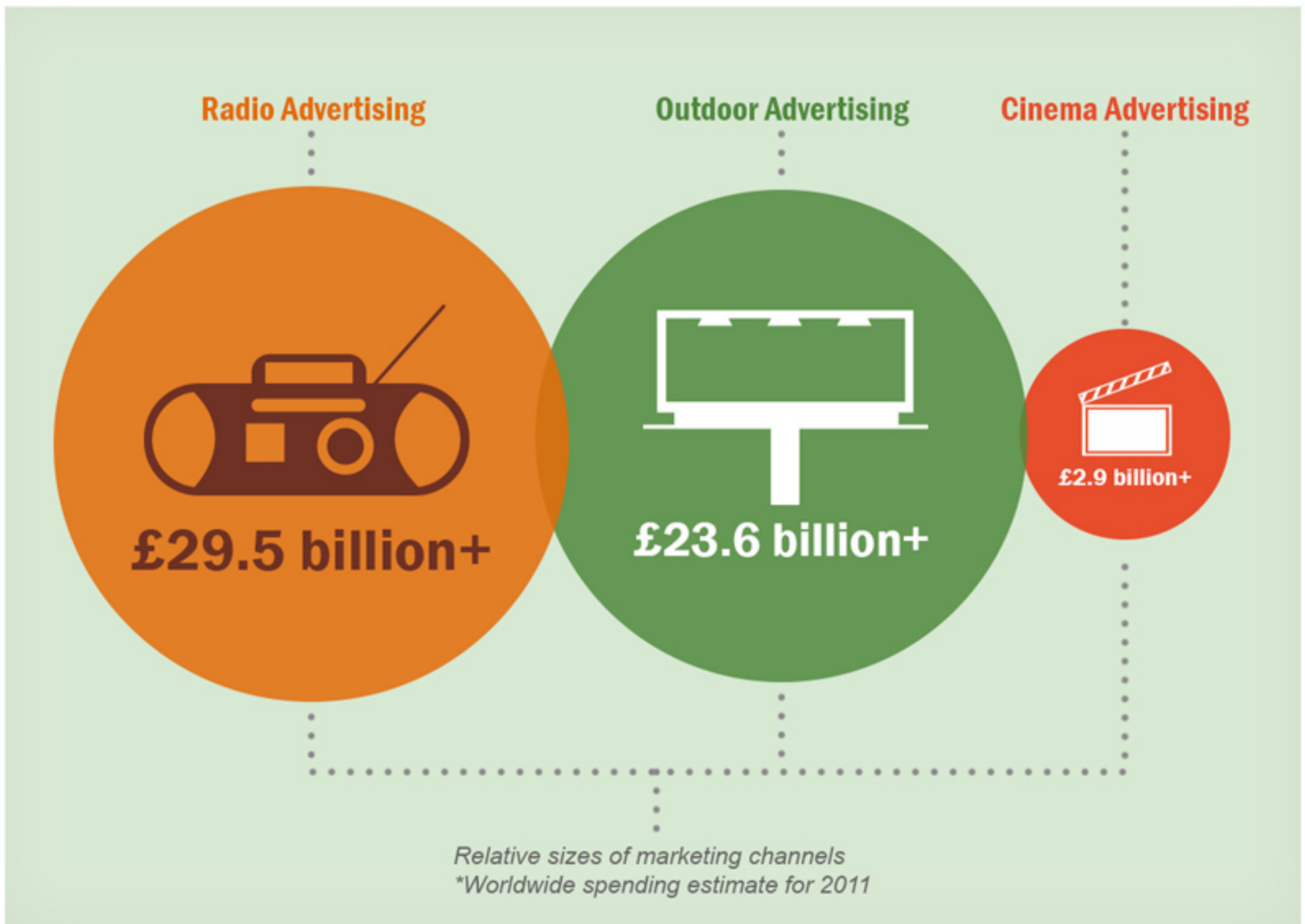
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Paid search spending in 2011

Paid Search is a **£34 Billion** Industry Worldwide\*

## PAID SEARCH IS BIGGER THAN...

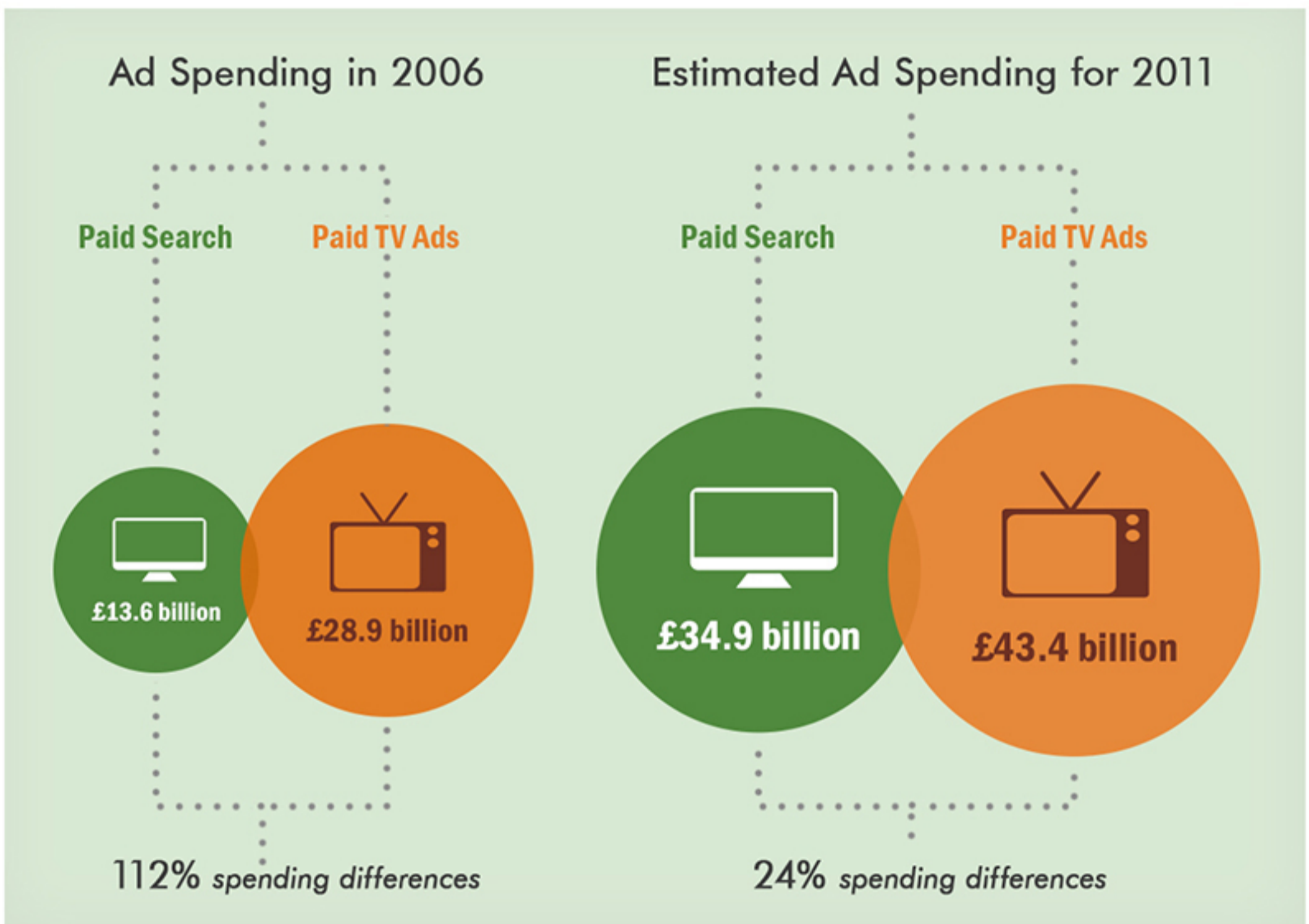




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## THE AMOUNT SPENT ON SEARCH MARKETING IS GAINING ON PAID TV ADVERTISING



**BY 2016, PAID SEARCH IS EXPECTED TO GROW BY 75% TO BECOME A £61.1 BILLION INDUSTRY**

- Kissmetrics



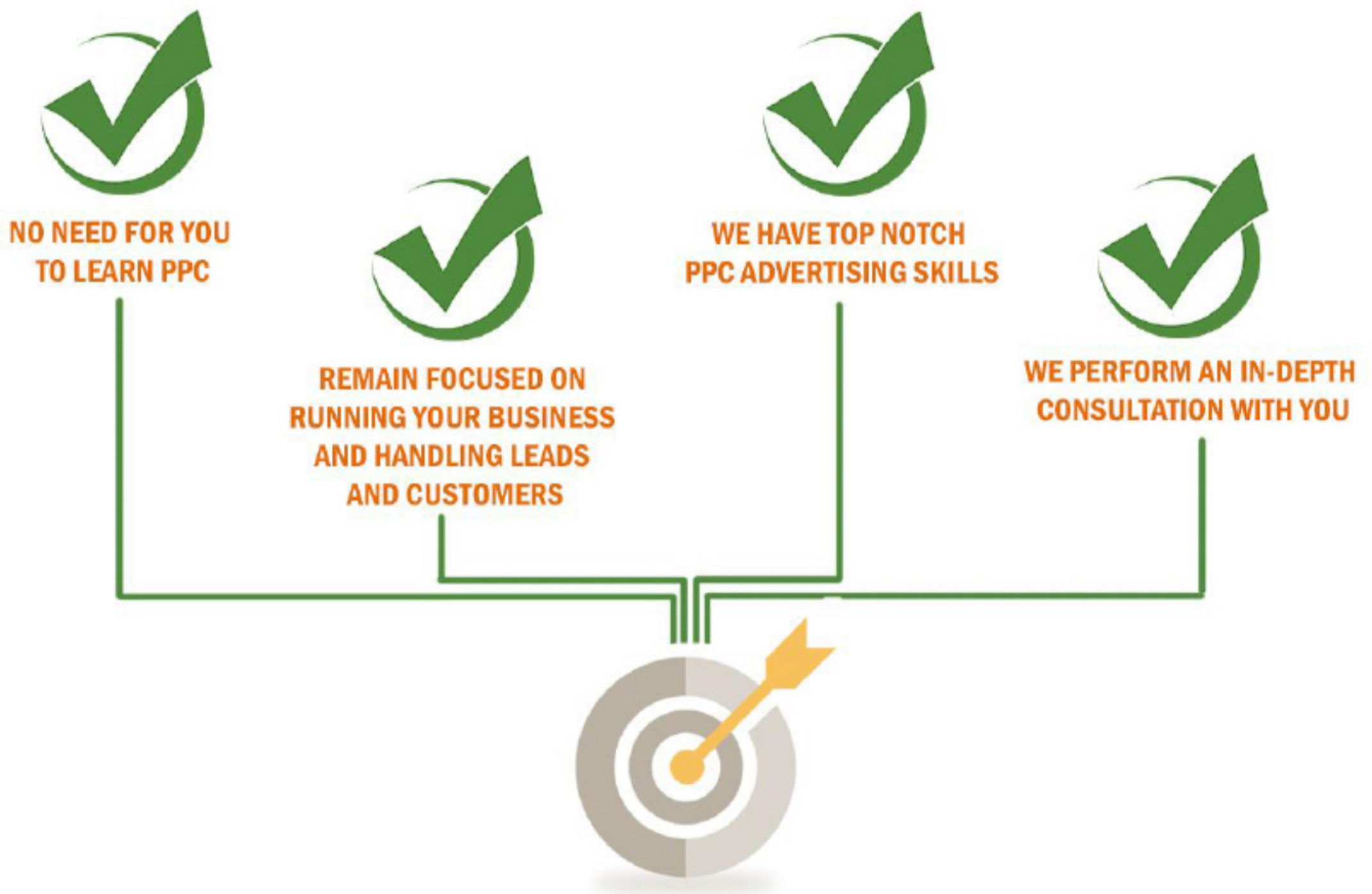
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### **WHY CHOOSE US?**

Choosing us will liberate you from 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 undertake in-depth consultation with you to understand your business on a deeper level to effectively execute your PPC campaign.



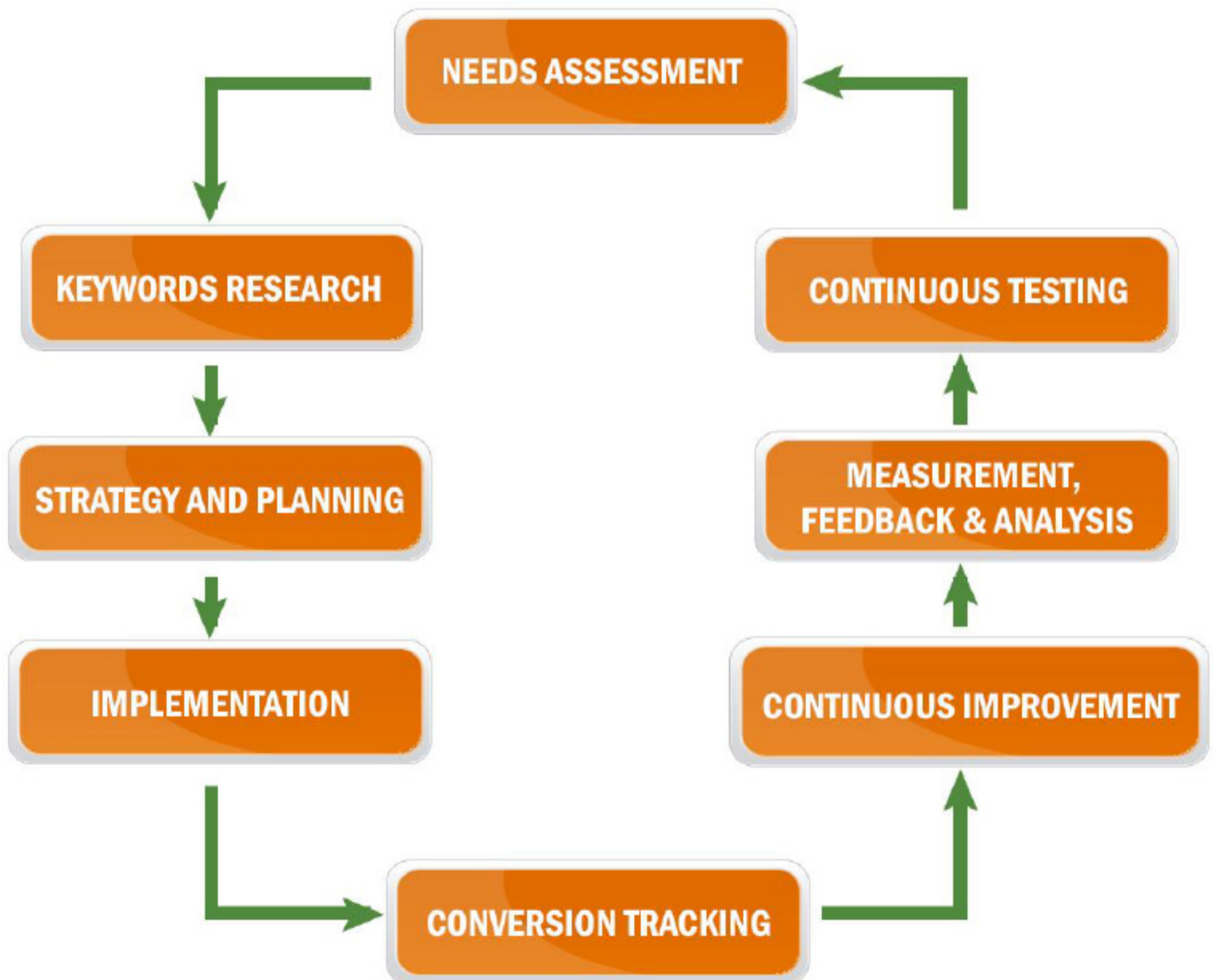


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### IN-DEPTH CONSULTATION

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





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### **SUMMARY OF WHAT WE DO**

#### **Account Setup**

We setup your PPC account with Google Adwords, Bing and/or with Bing and Yahoo! Network.

#### **Market and Keywords Research**

We perform market and keyword research to determine the most viable keywords that your target market is typing into the search engines to find you. We target keywords that will generate the right amount of traffic with the right intent at the right cost.

#### **Campaign and Ad groups Setup**

We setup your campaign or campaigns with the appropriate ad groups based on tightly-knit themed keywords with keyword matching options.

#### **PPC Budget Management**

We setup your desired budget and make sure that we make the best out of it and that you do not go over budget spend for the month.

#### **Targeting Options**

We setup targeting options based on search and/or display advertising, language, geo-location, device, scheduling.

#### **Conversion Tracking**

We setup conversion tracking with Google Analytics.

#### **A/B Testing**

We perform A/B testing of ad copies to improve CTR and keyword quality scores to bring the cost per click down; as well as A/B testing of other elements when applicable.

#### **Measurement, Analysis and Optimisation**

Cost per click, CTR, ad positions, and quality scores are measured and analysed. Based on the results of this analysis, the PPC technicians will modify the campaign accordingly to improve performance.



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### WHAT IS THE NEXT STEP?



**SEND US AN EMAIL  
OR GIVE US A CALL  
TO SCHEDULE AN  
APPOINTMENT**



### ENGAGE OUR SERVICES AND RECEIVE THE FOLLOWING:

#### ONE

Strategy and tactics based on extensive research and analysis on the PPC market and technologies

#### TWO

In-depth consultation with you to tailor-fit your campaign to your marketing goals

#### THREE

Be on a par with savvy business owners who are visible at the first page of Google and other search engines through their PPC ads

#### FOUR

Don't lose out on your competition. Let the wheels turn now for more visibility, traffic, potential leads and sales and returns on investment.



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