

# 7 ELEMENTS

*of*

# PPC

# SUCCESS

**How To Get the Most Bang For Your Advertising Buck**  
*Sharpen your campaign to boost sales and increase revenue!*

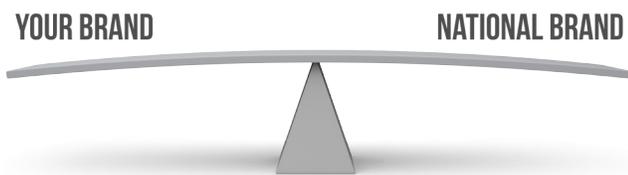
SMALL BUSINESSES CAN BENEFIT GREATLY  
FROM A SHARP PPC CAMPAIGN.

# PPC

(Pay Per Click)



advertising reaches **in-market** customers right as they are searching for something they need.



With **PPC**, the playing field is level, so your ads can show up in the same mix as large, national brands.

**AND IF YOU DO IT WELL...**

you can bring interested customers straight to your website and increase sales exponentially...



# 7 ELEMENTS OF PPC SUCCESS:

HOW CAN YOU **ENSURE** YOUR PPC CAMPAIGN WILL BE A SUCCESS?

Whether you're ready to start a new PPC campaign or you already have one and it's time for an audit, keep these important elements in mind:

## 1 THE RIGHT KEYWORD SELECTION

Focus on intent based phrases so you acquire more conversions.

Searches are rarely performed when people aren't looking for something specific.

Your ads are there to help them find what they're looking for. Make sure you're the answer to the right questions.

Think about the commercial intent behind every keyword you select. Don't target keywords just because they're related to your business – choose them because that's what somebody searching for your product or service would use.

Eliminate any negative phrases you don't want to appear on.

Generally speaking, you should avoid "How To", "Do-it-Yourself" and "Tutorial" based phrases (i.e. "How to Install Your Own Kitchen Cabinets").

If you're not competing on price, avoid keywords like "cheap" and "discount" and so on.

**The goal for your PPC campaign should be focused on conversions, so make sure you choose keywords that convert.**

Conversions provide the return on investment. Traffic alone is not a measure of success.

This is true especially if you are working on a fixed monthly budget. You want the biggest bang for your buck.

## 2

### CREATING SMART AD GROUPS

Keep like with like.

Your keywords will have a better quality score if you group them together in tighter, more clearly-relevant groups than if you lump them all together in one big group.

This also helps you analyze performance later.

**Better quality scores typically translate to lower costs per click.  
Take the time to segment them out.**

## 3

### GEO-TARGETING THE RIGHT AREAS

Make sure you are targeting areas where you do business if you're on a small budget.

Stay focused where you see your best opportunities.

Typically, this is in and around your home office or physical location.

If you own an internet company, you may have a wider audience to cover – but that doesn't necessarily mean "everywhere." Really think about locations.

**If you're trying to break ground in a new city or state, by all means, do it! But target wisely and efficiently.**



## 4

### PROVIDING THE RIGHT AD COPY

The copy that appears helps with conversions and improves your quality score.

**PRO TIP:** Give specific prices or price ranges to attract the right traffic.

Special offers grab attention and interest. Use the word “free” or the discount amount or anything you have to offer.

**Use the right keywords in your copy for different ad groups – again, like with like.**

When you appear on a search result with a high click through rate and a lower bounce rate on your website, this helps improve your quality score on the search results for paid advertisers.

Google will reward you with better placement at lower costs for being more relevant, which gives your potential customers a better experience.

## 5

### TARGETING THE RIGHT LANDING PAGE

Your selection of landing page will influence your quality score, which can help lower your cost per click and boost your average position on search results page.

More importantly, the landing page is your visitors’ first impression. It absolutely must be the best choice to offer solutions to their needs.

**The wrong landing page can result in higher bounce rates and wasted budget.**

## 6

### ALLOCATING THE RIGHT BUDGET

If you want to compete and win customers, budget is a key part of the equation.

Since we are competing to buy media efficiently in a competitive market place, your budget must be in line with not only the competition, but also with your understanding of your ROI over time.

**REMEMBER: you don't necessarily have to bid higher to place higher up the list.**

You don't have to have as high a budget as the biggest players in the space, but you do have use your budget as smartly.

## 7

### ALLOWING THE RIGHT AMOUNT OF TIME

Success doesn't happen in a day or week. It's a process over time.

**Set realistic benchmarks.**

PPC is popular for its quick results, and certainly it can bring a big boost in traffic within a very small time frame, but a boost in traffic doesn't always equate to immediate sales. Plan a long-term strategy for the best return on your marketing investment.



# SO — WHEN SHOULD YOU START A PPC CAMPAIGN?

## START YOUR PPC CAMPAIGN WHEN...

- You need targeted traffic, quickly.
- You have a new product or service to advertise.
- Your competitors are advertising a new product or service.
- You want to brand yourself as the expert.
- You want to test your SEO keyword strategy to validate what phrases convert.

## HOW TO GET STARTED:

LIKE ANY GOOD JOURNEY, EVERY **AD CAMPAIGN** BEGINS WITH THE FIRST STEP. BUT BEFORE YOU TAKE THAT FIRST STEP, YOU SHOULD PLOT YOUR COURSE AND PREPARE SMARTLY.

Evaluate your short-term business needs.

- Think about how meeting these short-term needs will benefit your business in the long run.

Evaluate your budget.

- Can you invest appropriately? You'll need to determine how much you can spend per month, and for how many months.

Evaluate your own website.

- Are there pages that would serve as good landing pages for new traffic?
- If not, can you create new pages, or will you need assistance from a third party to **PRODUCE A VALUABLE LANDING PAGE?**

Evaluate your customer base.

- Who are they, and what do they need?
- This will help you determine where you want your ads to appear, when you want your ads to appear, what copy you want included in your ads, and what landing page your ads should direct them to.

**GOOGLE ADWORDS AND BING ADS ARE**  
*free to use*

**YOU CAN SET UP FREE ACCOUNTS IF YOU'RE A REAL DO-IT-YOURSELFER.**

**OTHERWISE**

You can contact

**CUSTOM CREATIVES**

and we can get you started –  
complete with a **SITE EVALUATION** and  
recommendations on **LANDING PAGES.**

**REACH US AT (877) 865-1267**

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**Custom Creatives** is a full-service digital marketing firm based in Agoura Hills, CA, just outside Los Angeles. In our decade+ of service, we have provided online marketing services (including Pay Per Click), built websites, designed logos and created over 50,000 banner ads to small and medium sized businesses all over the world.

OUR TEAM OF DIGITAL EXPERTS  
IS HERE TO HELP

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**CALL US TODAY!**

**(877) 865-1267**

Connect with Custom Creatives and share the love:

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# GET A BUDGET ASSESSMENT FROM DIGITAL MARKETING EXPERTS.

Contact

## CUSTOM CREATIVES

to see what your budget

## SHOULD

be for ideal

# PPC

results.