

Pay-Per-Click Search Marketing Overview

Presented by

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Pay-Per-Click Marketing

- ★ **\$30 Billion in 2010**
- ★ **85% of Online Advertising**
- ★ **Competitive (with holes)**
- ★ **Expensive**

Benefits of PPC

- ★ Immediate Traffic Results
- ★ Flexibility
- ★ Pure Conversion & ROI Data
- ★ Efficient Targeting
- ★ Market & Competitive Analysis

Downsides of PPC

- ★ Expensive
- ★ Quality Score
- ★ Account Size
- ★ Like Crack

Tyrone Biggums



GIVE ME MONEYS

PPC Complements SEO

- ★ Quick Search Visibility
- ★ Keyword Research
- ★ Market Analysis
- ★ Link Building
- ★ Competitive Analysis

Campaign Methodology

- ★ Market Analysis
- ★ Budget & Media Plan
- ★ Process Strategy
 - Keywords
 - Campaigns & Ad Groups
 - Ad Copies
 - Positioning, Geo-targeting, Day-parting
 - Landing Pages
- ★ Tracking, Analysis, Optimization

Gotchas

- ★ Quality Score
- ★ Ad Rank
- ★ Bids
- ★ Match types

Steps in Maximizing PPC

- ★ Keyword Research & Matching
- ★ Tight Themes
- ★ Compelling Ad Copies
- ★ Optimized Landing Pages
- ★ CTR vs Conversion Rate
- ★ It's a Process

PPC Case Study

Company: Large Manufacturer

Traditional Marketing

CPA: \$500-1000

Value of conversion: \$1500

Conversion rate: ?

PPC Marketing

CPA: \$2.30

Value of conversion: \$1500

Conversion rate: 49%