



Pay-Per-Click Internet Marketing Campaign

Explained / Prepared / Implemented

What is pay-per-click Internet marketing?

PPC is an approach to marketing that leverages the power of search engines such as Google to drive qualified traffic to your web site.

YOU ARE IN CONTROL - With sponsored searches, you choose the ad title and the ad copy. You can even specify which landing page the user should be directed to. You can also control the delivery of a paid search in several ways.

How is pay-per-click different from existing advertising?

- ✓ Pay-per-click is so different from what advertisers have traditionally encountered that many have some difficulty adjusting their strategy to suit this new form of marketing. The simple idea of actually having a customer finding you after searching for something related to your offering turns traditional media and advertising up side down!
- ✓ Unlike traditional media, with pay-per-click advertising, almost everything is measurable. Advertisers don't have to be content with just a lot of a lot of traffic that may or may not be good for their business. If what is occurring does not convert to sales, the performance may be examined at any time, and you may modify the campaign or stop it right away!
- ✓ PPC provides you with unique powerful tools to gather competitive advantages and relevant information with extremely rapid feedback cycles.

Why is this important to your business?

- ✓ This type of customer is important because they are searching for something.
- ✓ They are looking for that something right now!
- ✓ Attract new customers 24 / 7 / 365 days a year.
- ✓ Internet buying typically takes place quickly, generally within 90 days of the search.
- ✓ It is very cost effective – you only pay for the actual referrals from clients that have been directed to and have thus seen your web based offering!
- ✓ According to Jupiter Research, total spending on online advertising will increase from \$4.3 billion in 1999 to \$28.0 billion in 2005, and is expected to almost double by 2010.
- ✓ Online advertising is expected to soon surpass conventional methods of advertising in terms of dollars spent.

What additional Features are there?

- ✓ Different offers and specials can be featured at different times of the year
- ✓ Ads for different products or services can be run simultaneously as the main ad with a separate concurrent campaign.
- ✓ If you want, you can turn off campaigns at specific times.
- ✓ You can micro-target your ads to a specific metropolitan area, or decide to compete with the large companies throughout the United States and Canada. You can specify different countries, if you wish. Also, you can reach out to the entire world, if that is your marketplace.

Frequently Asked Questions

Q. How long does it take to get started?

A. The first step, normally will take one week or so, however, one should take the time to consider all the pros and cons to many of the decisions that may have long and short-term implications. Thus, a two or three week time line is typical.

Q. Can I choose not to run my ad campaign on certain days such as a holiday, or a Saturday or Sunday?

A. Yes. You can pause it at will manually or automatically by using a built-in scheduler, which can be certain days of the week, various hours of each day, with certain limitations.

Q. How long does it take for me to receive statistics and feedback from my ad campaign?

A. Usually same day to next day reporting is the norm.

Q. How is my ad position determined?

A. Ad words work on an auction bidding system to determine how high on the page your ad will appear. The highest bidder gets the top spot, however this does not necessarily mean a lot of money on the per click bid.

Q. If I decide to start, what is the first step?

A. The best thing to do is set-up a pre-campaign strategy checklist.

Q. How much does a pay-per-click ad campaign cost?

A. This is one of the most frequently asked questions by entrepreneurs. The real answer usually is "*It depends.*" It can be as little as fifteen hundred dollars for a small to medium size campaign to deliver good results. Of course, if you wish to dominate all the search results for your industry, you might expect to pay perhaps twenty-five thousand dollars or more.

- Q. How much of my daily budget can I expect to use?**
A. It is not uncommon for you to actually spend less than your budgeted daily amount. The worst-case scenario is the entire daily amount set as a cap because more people were clicking-through because your ad was popular. This is a good thing because all it means is that your ad is very effective!
- Q. Besides the United States and Canada, what other countries should I consider?**
A. After the USA and Canada, the next largest AdWord market is the United Kingdom. Followed by Australia and New Zealand.
- Q. When creating an advertising campaign, are there guidelines I should follow?**
A. Yes. As a rule, all AdWords advertising should clearly and accurately represent your web site, and the products or services you offer. It is very important to always emphasize specific key words as well as working in some unique benefit of your company's product or service while using the most concise wording possible.

Keyword Selection

Keyword selection and bidding are a very important element of a successful ad campaign. A clear understanding of how each feature works will help you use them to your advantage. At the most basic level, your keyword list are words and/or phrases that you expect your potential customers to use when they perform a search with Google, Yahoo or other popular search engine.

Ad Copy

This is your ad material, which is a short but concise ad relevant to the search term that matched a keyword/keyphrase used by a search engine user. The basic style consists of a highlighted title, and 2 or 3 lines of copy, which the client sees at the top or the right hand side of the search results page under the title "Sponsored Ads".



Low Cost – High Return

For little more than the cost of a typical newspaper or magazine ad, let Nor-Am Business Solutions create and deliver a successful marketing campaign on the world's largest and fastest growing medium ...The Internet.