

ZO Agency



Your guide to
**Pay-per-Click
Advertising**



What is pay-per-click advertising?

Pay-per-click, or PPC, is exactly what it sounds like. This advertising method has you pay each time a user clicks on one of your online ads. If you've ever noticed the ads that appear alongside search results on Google, or other search engines, then you know what we're talking about.

Google Ads results receive 65 percent of the clicks that start with buying keywords, while organic results only receive 35 percent of clicks.

The paid search ad is the most common PPC campaign used and allows companies to reach the right customers at the right time. When done correctly, PPC can be integral to your inbound marketing strategy.

Advertising brings in the customers, but it is your job to keep them buying from you.

— **Chet Holmes** Business Growth Strategist

*Boost your
business*



How does it work?

PPC Advertising allows you to create content, show it to relevant users, and only pay for specific actions taken on the ad. In most cases, you will be paying for ad clicks that take users to your website. Some platforms (like social media sites) have options that allow you to pay for other actions, like impressions, video views, and on-site engagements.

PPC can give your business a boost by putting your brand and products in front of interested users who may not otherwise find you. It can be a valuable tool for building brand awareness, generating leads, and driving conversions.

Do I need PPC?

Need? No. But is it worth having for your business? Yes, absolutely. Great search engine optimization alone won't get you the exposure that you will have with pay-per-click advertising. Your competitors will be using the platform, even if you aren't, so it is generally worth the financial investment.

worth it!



What are the most popular PPC Platforms?

Google Ads

Google Ads is based on demand harvesting—finding people that are already interested in your product, service, or brand and matching them to what you are offering. The value comes from showing your ads to users who are actively looking for what you have to offer and are further into the buying cycle.

Facebook Ads

Facebook Ads are about creating demand—finding new customers that didn't even know they wanted your product or service, then making them aware of you and what you offer. Facebook has one of the best targeting systems for creating custom audiences. This platform allows you to introduce your brand to customers who don't know you or weren't aware they wanted your product.



How do I start?

Research your customers.

Every successful campaign starts with research. You need to know what your customers want, what they are looking for, and how they are searching. Then you can craft your keywords, check demand, assess the cost, and start to plan your campaigns.

Research the competition.

You'll want to be aware of who your competitors are and what they are doing. Once you identify your main competitors, take a look at which keywords they're profiting from.

They've already done their research, and you can benefit from that.

Write the best ad copy.

Now that you have keywords, it's time to craft killer ads. The more closely your ads target your audience, the better your conversion rates will be.

You have limited space, so make sure your ads are personalized and compelling.

Be powerful and relevant.

Tell the user what to do. This is a call to action, so make sure to focus on an action: GET, BUY, SHOP, TRY, LEARN, BUILD.

Make sure the action words you use are relevant to your offer.

The right call to action (CTA) will dramatically improve your conversion rate.

woohoo!

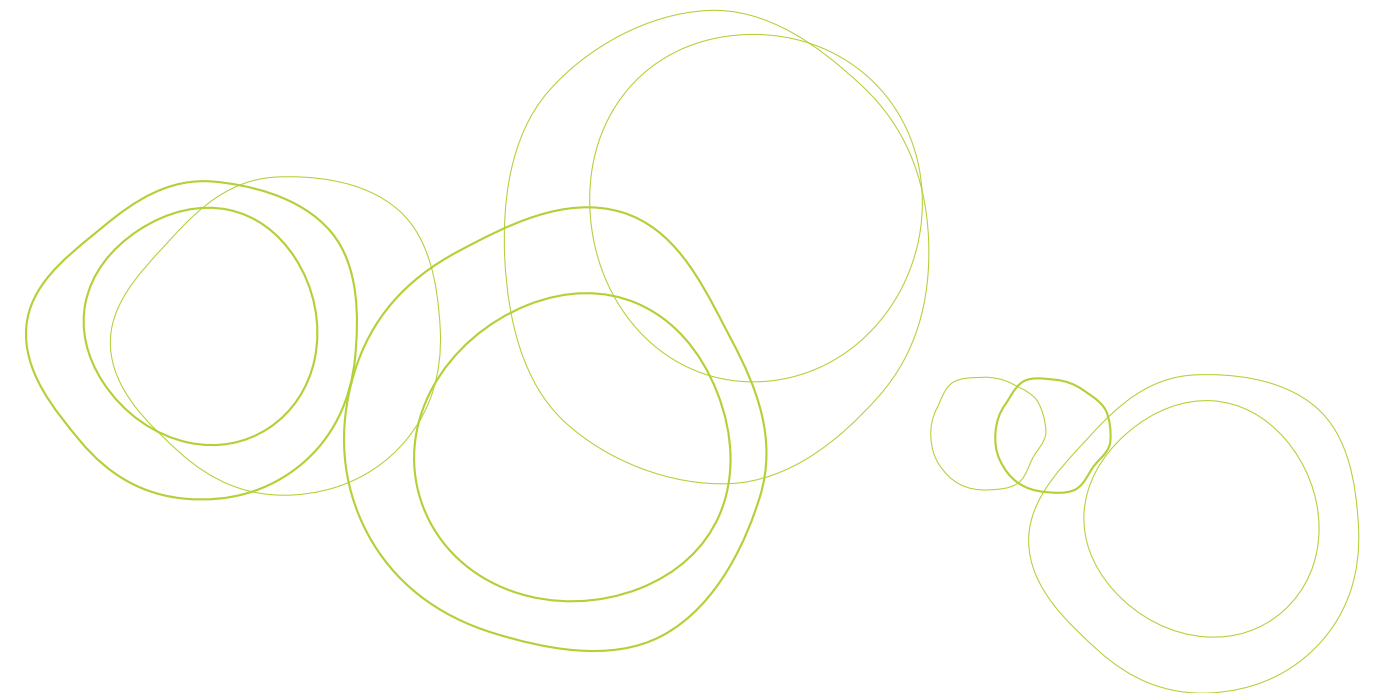


How much is this going to cost me?

A lot of businesses think PPC is going to be too expensive. They are afraid of sticker shock. While it will cost money, it isn't a waste of money. If you do it right, a small investment can have a great return, and you can work with whatever budget you have—\$50, \$500, \$5000, or more.

Think beyond the value of the lead, or that single click. Consider the lifetime value of your customers. You profit from that first sale, but the value also comes from how much a customer will spend over the lifetime of their relationship with you.

Your ads are there to get you new customers, but their value doesn't end there.



What else do I need?

A killer landing page. You are paying for people to click on your ads, so you want to make the best first impression possible once they've done that.

Don't make the mistake of sending ad traffic to your homepage. A relevant landing page will create a seamless experience for your customers and will lead to more conversions while also improving your ad quality score.

If you don't have a landing page, don't worry. We can work with what you do have, make suggestions to improve what is there, or build you a shiny new one.

It's much easier to double your business by doubling your conversion rate than by doubling your traffic.

— **Jeff Eisenberg** Marketing optimization expert and New York Times best selling author

Create an experience





Congrats~

You've just learned
a whole lot about
Pay-Per-Click Advertising!

Need more
expert guidance?

*We're here
for you!*



Stand out. Be seen.

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