



# PAY PER CLICK

BOOST YOUR LEADS AND SALES TO INCREASE ROI

# DRIVE INSTANT TRAFFIC TO YOUR WEBSITE

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 per per click advertising campaign.

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.

Did you know that you are losing out on gaining instant website visitors, potential leads and sales by not doing PPC?

## 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.

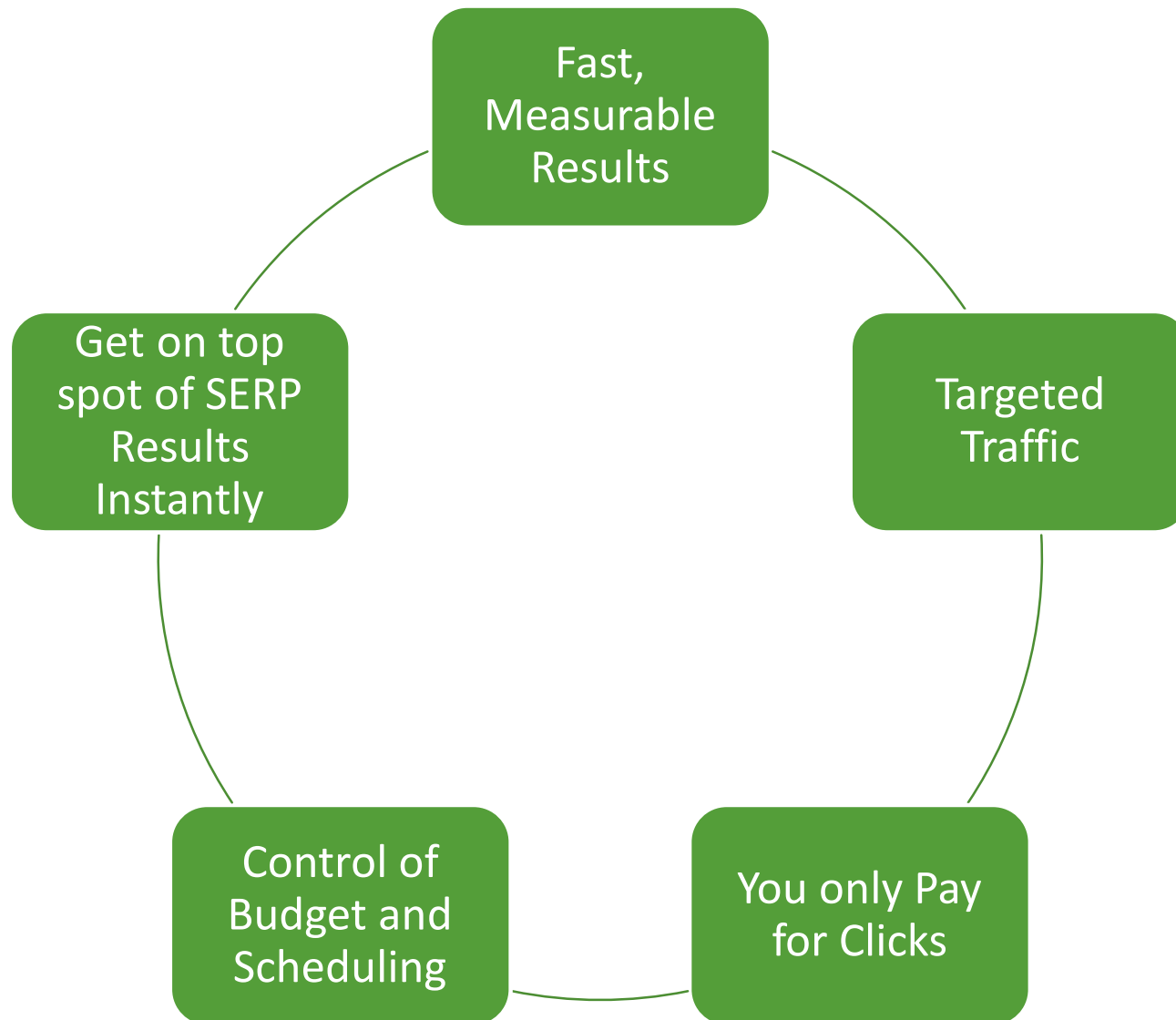
## WHY EMPLOY PPC ADVERTISING?

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 determined 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 utilized 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 optimization are done on a PPC campaign, cost per click to down and traffic translates to conversions at a higher rate.



Using PPC, you will enjoy certain advantages over other forms of online marketing methods

# 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

## 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.

## Targeted traffic

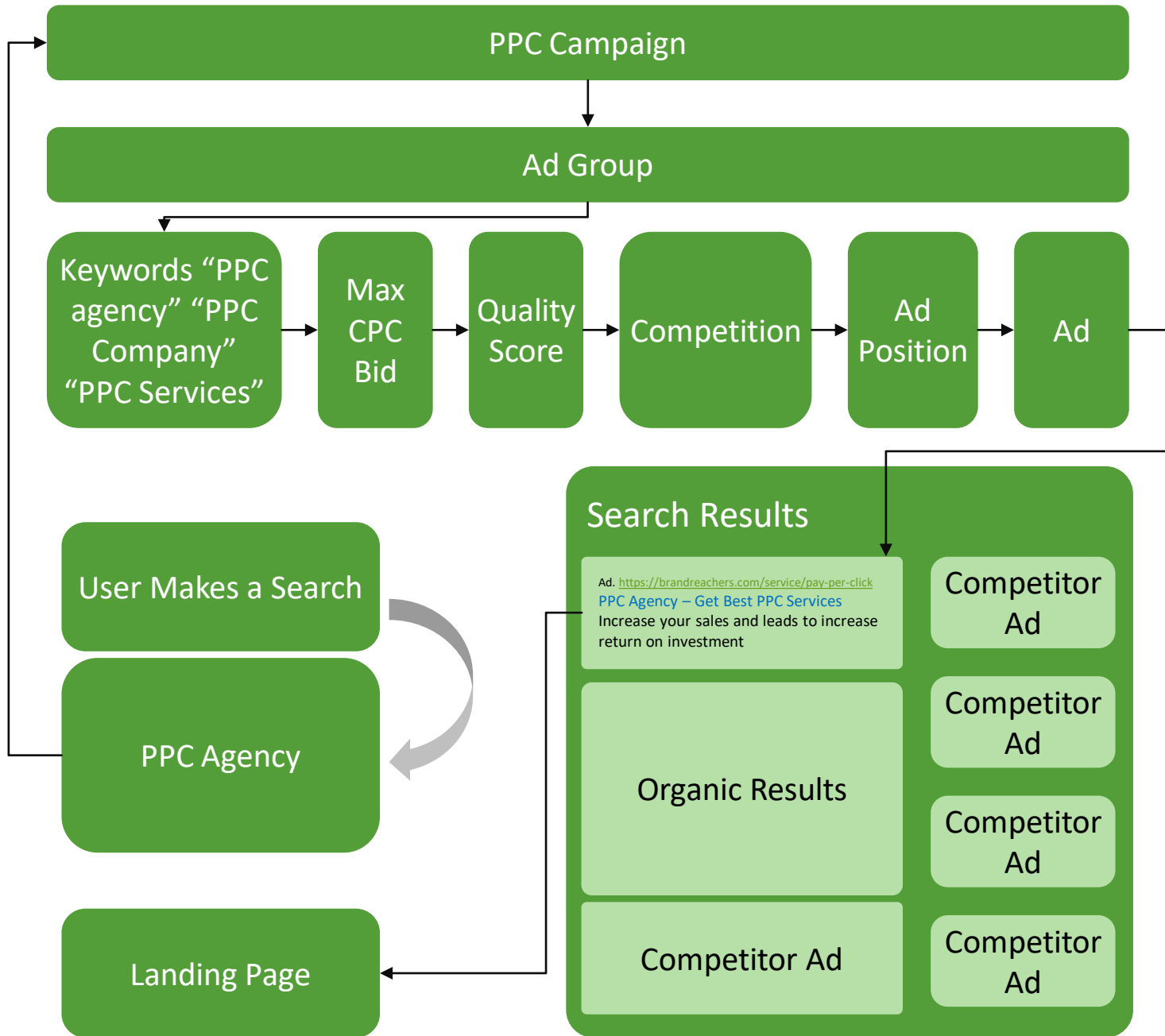
When you use PPC, your ads will be placed on search engine results pages based on the keywords typed by search engine users. You choose the keywords, which you think your customers will use when searching for a product or service you offer. Keyword research and suggestion tools are also available to 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.

## 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 (requires special tracking software), 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 optimization.

## 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 that you offer



# HOW PPC WORKS?

## 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.

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

Increasing  
Website  
Traffic

Increasing  
Lead  
Generation

Increasing  
Online Sales  
Revenue

Increasing  
Measurable  
ROI



# GOOGLE ADWORDS

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.

Ninety-seven per cent of Google's revenue comes from online pay-per-click advertising. While the minimum bid per keyword is 5 cents in AdWords, the high cost keywords are nowhere near that.

Because you are paying for each click, we implement only the best practices that include:

- High Quality Scores:** High AdWords Quality Scores can lower your CPC and help you pay less for the most successful keywords. We divide keywords into appropriate campaigns and ads and use targeted ad text to improve Quality Scores and better keyword rankings.
- Specificity:** We don't take a "shotgun" approach to Adwords. We target very specific and limited goals in each campaign.
- Negative Keywords:** Irrelevant keywords result in costly clicks that will never drive conversions, and when bidding on the most expensive keywords, negative keywords are absolutely essential. We use negative keywords to ensure that your ads don't show up for searches that are unrelated to your marketing goals.
- Landing Page Optimization:** While most AdWords conversion rates stay around 2%, we will often see landing pages convert at 20% or even 30%. We design and optimize landing pages for maximum conversion rates.

The primary goals of the Google AdWords campaign are to drive targeted traffic to your site and to generate revenue through increased conversions. Your minimum monthly budget with Google per campaign will be \$1,000.00.

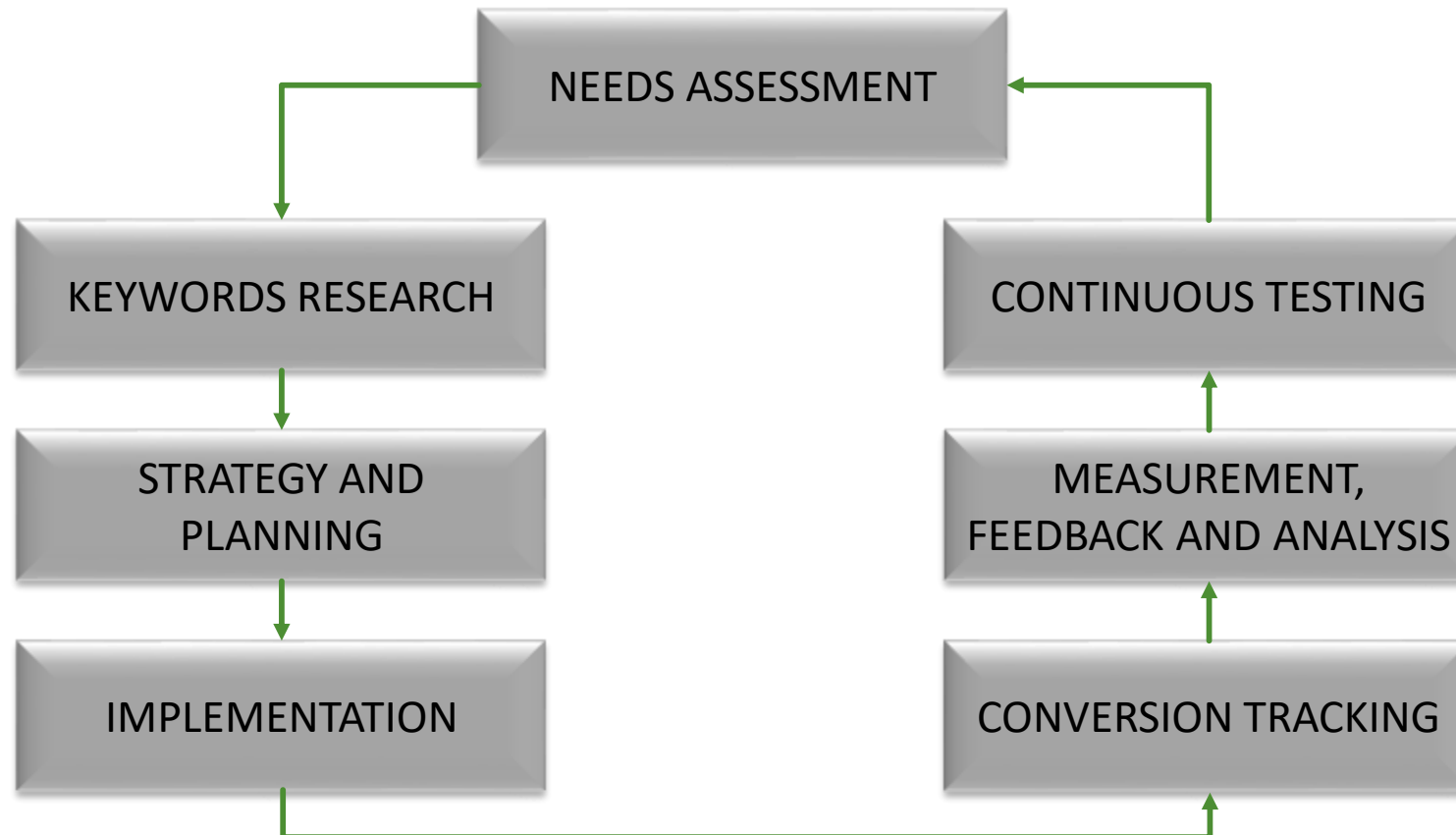
## WHY CHOOSE US?

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 your business 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.

- ❑ No need for you to learn PPC
- ❑ Remain focused on running your business and handling leads and customers
- ❑ We have top notch PPC advertising skills
- ❑ We perform an in-depth consultation with you

# IN-DEPTH CONSULTATION

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



# SUMMARY OF WHAT WE DO

## **Account Setup**

We set up 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 set up 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 your budget for the month.

## **Targeting Options**

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

## **Conversion Tracking**

We set up 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 Optimization**

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

# OUR APPROACH

## **Find affordable keywords used most often by consumers searching for your products or services**

We find keywords used most often by potential customers searching for your products or services are tied to keywords that individuals use in searches. The more popular (frequently used) a keyword, the more it costs to display an ad linked to that keyword in a favorable position on search results pages. We strike a balance between keyword popularity and your campaign's budget. Also, some keywords may attract clicks from users who are actually searching for something else. We implement negative keywords and careful keyword selection are necessary to eliminate these unprofitable clicks.

## **Continuous optimization of ads to achieve the highest click-through rates**

We continuously optimize ads to achieve the highest click-through rates. Getting the best results requires managing keyword bid price and relevance to achieve the most cost effective ad position, as well as modifying ad copy and test multiple ads to attract more clicks.

## **Measurement to guide site enhancements that improve conversions**

We measure performance to guide site enhancements that improve conversions. Google Analytics will be used to measure visitor behavior tied to conversions. These measurements will help guide changes to the site over time to increase conversions.

# KEYWORD RESEARCH

Keywords used for advertising will be derived from a thorough analysis of the online space for your products or services. The deliverables for this phase of the project are:

## Campaign goals & budget

Campaign goals are the metrics you want to achieve in terms of click-through rate, cost per lead, conversion rate, and cost per conversion. A maximum monthly ad spend budget will be defined

## Conversion strategy

The conversion strategy defines what a conversion means for you - e.g. a specific type of contact that results from clicking an ad. It also entails defining the specific pages of a site which will serve as landing pages for these ads and the steps a visitor takes to effect the conversion after landing on the web site

## Keyword list

Keywords used for ads will be derived from an analysis of searches used for the types of products or services provided by you. This includes monthly search volume and estimated bid prices. This list will serve as the foundation for the keyword ad groups defined during campaign setup.

# CAMPAIGN SETUP

During campaign setup, we will do the following:

Configure campaign parameters - We will configure:

- Campaign name
- Campaign budget limits
- Client general and billing information
- Keyword bids and preferred placement on the page for each ad
- Geo-targeting for each ad in alignment with the appropriate geographical range
- Ad placement in the Google Content Network and Search Network
- Time of day and days of the week keyword ads will be scheduled to run
- Ad rotation
- Keyword combinations in the ad group
- Keyword ad headlines
- Keyword ad copy
- Keyword landing pages

# CAMPAIGN SETUP (CONT'D)

## Keyword Types:

- Short-tail keywords (also known as head, broad, or generic keywords)
- Mid-tail keywords
- Long-tail keywords

## Keyword Match Types:

- Broad Match
- Phrase Match
- Exact Match

## To write your ads, you will notice a bunch of different factors in the anatomy of a Google ad:

- Final URL:** the destination that searchers will land on when clicking your ads. Otherwise known as a landing page.
- Headline 1:** First headline space
- Headline 2:** Second headline space
- Display Path:** 15 characters to customize what your URL looks like to searchers
- Description:** 80 characters to describe your offer



# CAMPAIGN MANAGEMENT

To be effective, keyword advertising requires frequent monitoring and adjustment. As part of campaign management, we will perform the following:

- ❑ **Bid price adjustments** - This plan defines the specific goals are the principal actions you want visitors to take on the site, which show increasing levels of interest and commitment. For example, such actions could include downloading a document, signing up for a newsletter, etc.
- ❑ **Ad adjustments** - Ad copy may need to be changed from time to time to increase response for given keywords. Multiple ads will be run in rotation and the under-performers will be replaced by new ads. In this way, ads in the campaign will consistently increase their effectiveness at generating clicks from prospects.
- ❑ **Landing page adjustments** - A keyword's relevance score is calculated by Google and can affect the price you must pay to achieve a favorable position for an ad associated with that keyword. Relevance is defined in large part by the alignment of copy on the landing page for the ad with the keywords and copy used in the ad. We will periodically adjust the landing page copy to ensure a high relevance score from Google for each keyword.
- ❑ **Reporting** - A report will be provided monthly to allow you to track visitor conversions over time. We will provide a monthly report with an analysis of important trends.

## THE FUTURE



The growing marketing of mobile users made PPC extend its use from desktop and laptop computer users 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, local search and mobile are growing big and are being incorporated into PPC advertising

# WHAT IS THE NEXT STEP?

Engage our services and get the following:

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

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

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

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



## Location

India



## Contact

+91 99405 54037

+91 99949 02694



## Email

[enquiry@brandreachers.com](mailto:enquiry@brandreachers.com)



# THANK YOU!