



Running Profitable Paid Marketing Campaigns

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Introduction

- Welcome
- Our Goal: Give you a basic understanding of how to get started running a PPC campaign and whether you should do it!
- Have on-topic questions? Don't be shy!
- Slides and supplementary materials are online at
 - <http://www.heroweb.com/ppcprimer>

Next up - Building Effective Content for your Website



What is PPC?

- Paying for advertising based on the number of users who click through to your site.
- The pro: it is so easy to track
- The con: it is so easy to spend money that doesn't convert.



Some of the options to participate in PPC

- **Google Adwords**
 - Search network
 - Content network
- **Microsoft AdCenter**
- **Shopping Engines**
- **We will focus on Google Adwords**



What does it take to be successful?

- Understanding
- Time
- Budget
- The right niche and product line
- A systematic process



The PPC Workflow

- Setup
- Build
- Test
- Monitor
- Adjust



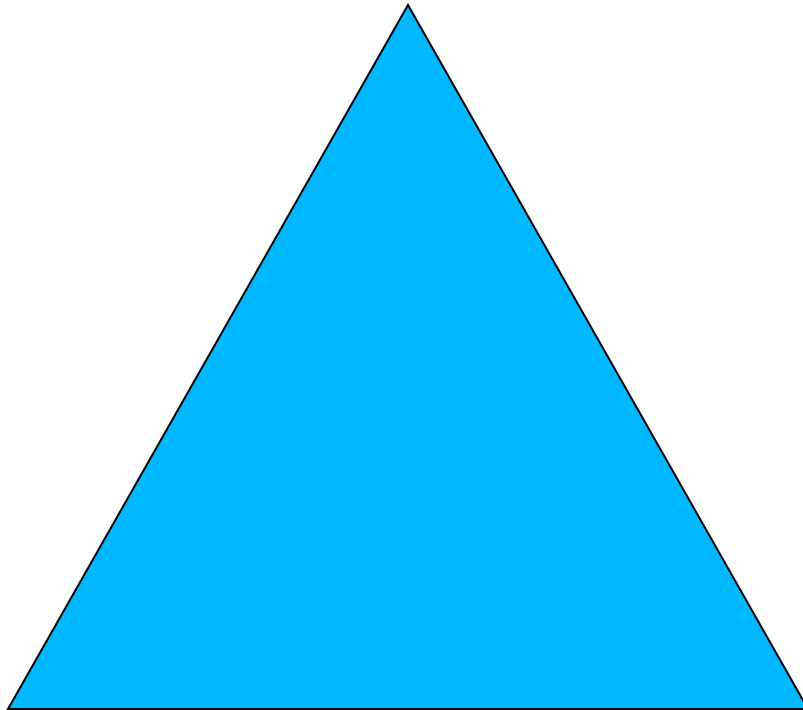
Important Terminology

- Conversion Rate
- CPC (cost-per-click)
- Click Through Rate
- ROI/ROAS
- Quality Score



The PPC Success Triangle

- Keywords
- Ads
- Landing Pages





Structuring your Account

- Campaigns
- Ad Groups

Campaigns are for thematic or structural groupings. Ad Groups are focused around keyword sets and specific ideas you are testing.



Creating Ads

- Limitations
- Key Elements
- Tips



Selecting Keywords

- Research
- Match Types
- Quantity
- Recommendation - tightly grouped



Setting Budgets and Bidding

- Campaign budgets
- Ad group bidding
- Keyword bidding



The Conversion Funnel

- Landing page
- Next step
- Final conversion - Tracking Code



Monitor and Adjust

- Tracking results within Adwords
- Tracking results in Google Analytics



Getting Started

- Set up your account
- Create one campaign
- Establish campaign settings
- Create two ads
- Set up a small closely-knit set of keywords
- Run your ads for a day and check your spend
- Run for a week
- Evaluate your success and adjust



Resources

- PPC HERO - <http://www.ppchero.com>
- Google Adwords help system
- Book: Pay-Per-Click Search Marketing - An Hour a Day
- Management System: Wordstream - <http://www.wordstream.com>



What's Next

What you can do now:

- Evaluate whether PPC could be profitable for you
 - Consider going it alone or having a pro manage the account. (There is also PPC management software)
 - Set up a test account/campaign
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- Find the materials for this presentation at:
 - <http://www.heroweb.com/ppcprimer>