

Marketing Bites – Monthly Talks:  
**Running Profitable Paid  
Marketing Campaigns**

Tuesday, April 24, 2012



## Resource List

### Paid Marketing Options

There are a range of online paid marketing options. Google Adwords and Microsoft AdCenter provide robust systems that allow you to show ads, respectively, on the Google and Bing search engines.

- Google Adwords – <http://adwords.google.com>
- Microsoft AdCenter – <http://adcenter.microsoft.com>

Many shoppers now use Comparison Shopping Engines (CSEs) to shop for products. Many of these CSEs offer pay-per-click options where you can participate.

- Shopzilla – <http://www.shopzilla.com>
- Shopping.com – <http://www.shopping.com>
- Become – <http://www.become.com>
- Nextag – <http://www.nextag.com>

### Online Education

- PPCHERO – <http://www.ppchero.com>
- Marketing Experiments – <http://www.marketingexperiments.com>
- Pay Per Click Ecademy - <http://www.payperclickacademy.com>

# Kick Start Your Ecommerce Business

Monday, February 27, 2012



## Resource List – Continued

### Books

#### **Pay Per Click Search Marketing: An Hour a Day**

by David Szetela and Joseph Kerschbaum

#### **Always Be Testing: The Complete Guide to Google Website Optimizer**

By Bryan Eisenberg, Brett Crosby, John Quarto-vonTivadar

### **Commercial Automation Tools and Management Resources**

We are not endorsing these services but they are widely used.

- Wordstream - <http://www.wordstream.com/ppc>
- Channel Advisor – <http://www.channeladvisor.com>

### **From HEROWeb**

- HEROWeb Learning Center – <http://www.heroweb.com/learn>
- The materials from this presentation are available at:  
<http://www.heroweb.com/ppcprimer>