




Steps for Building a Successful Paid Advertising Campaign



Many companies utilize a Pay Per Click (PPC) campaign as a tool to gain visibility with a wider audience. The success of a PPC campaign is dependent on the accuracy of your goals, the skill of your PPC manager, and the competition within your market. Here are some questions that need to be answered before you invest money in your paid advertising endeavor.



What are your campaign goals?

Be specific about the outcome you want to achieve – and record it. Having practical goals will enable you to track the effectiveness of your campaign. Consider what goals will best suit your business growth.

Phone Calls vs Online Forms - what is your ideal number? How many leads turn into qualified customers? Track the cost per lead to find new ways to streamline your marketing budget.

Brand Awareness - do you need to gain brand awareness within your community? Developing a positive local reputation decreases the amount of spend required further down the road.

Time-sensitive Services - is there an upcoming event that you would like to concentrate your marketing efforts on? Time-sensitive services such as weekend deals, storm damage repairs, etc. often receive amplified attention through paid advertising.

Work closely with your PPC expert to choose the most effective methods for your business needs.

What is your budget?

It is easy to spend money. In a PPC ad campaign, you will pay for every time someone clicks on your ad.

In all reputable paid marketing campaigns, you are given the freedom to set a daily/ monthly limit in place before the advertising begins.

The cost per click fluctuates drastically and is dependent on the keywords you are using, the geographic location, competition, and many other variables.

Which keywords are you going to use?

Keywords are the words and phrases people type into the search box to find anything online.

A PPC campaign must bid on certain keywords to target. The more popular keywords can be extremely competitive and tend to be costly.

Targeting 3-4 word phrases that are commonly to describe your goods or service can get higher exposure with your target audience and may result in a better return on investment.



Who is your audience?

PPC campaigns have great flexibility and may be designed to reach any group of people, from elderly homeowners to college-age travelers.

Determining who those people are and what they need will set the foundation for the keywords and location targeted in your campaign.

Are you going to use geotargeting?

Blasting your ad to the right audience can be challenging. Fortunately, there are features that enable you to set a geographic region to target.

Research the amount of reach your ad will receive in any given region and make alterations from the projected number.

For example, trying to display ads in front of all of Chicago with a small budget will not be effective. On the flip side, saturating a small target audience with an excessive amount of ads is also ineffective. Find a happy medium.

Which pages will your visitors land on?

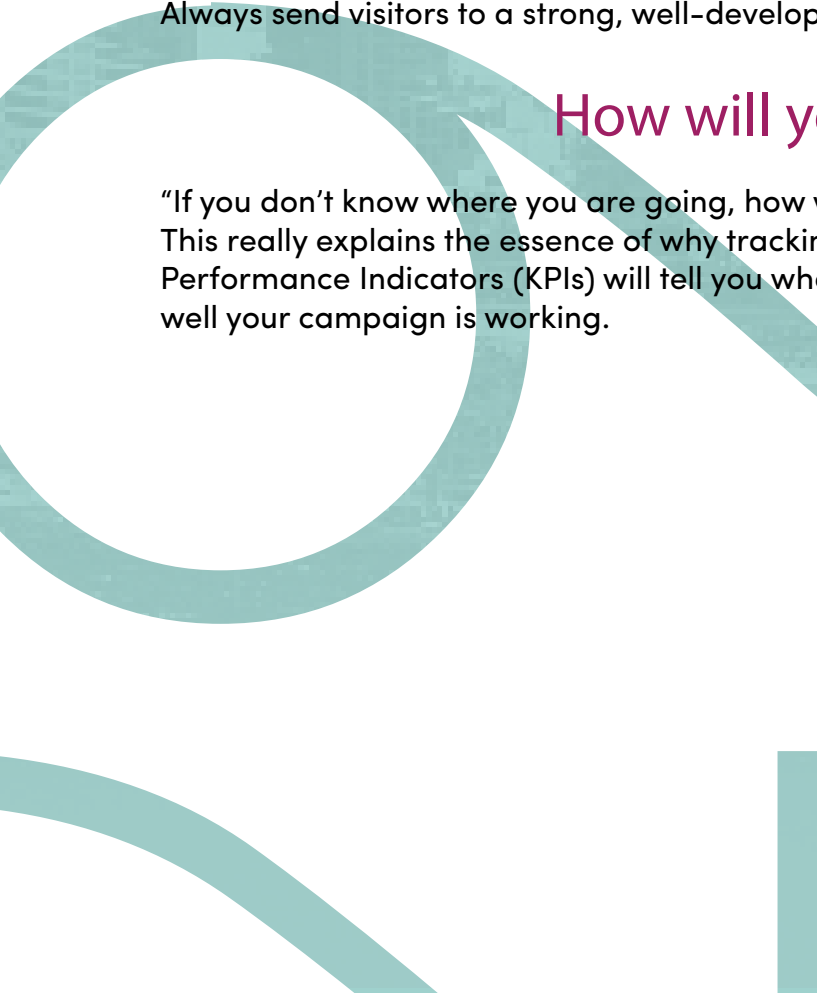
By tying your PPC campaign to specific landing pages, you will be able to determine which campaigns are working for you and where you might need to make adjustments.


Always send visitors to a strong, well-developed landing page for optimal results.

How will you measure your success?

“If you don’t know where you are going, how will you know if you’ve arrived?”


This really explains the essence of why tracking metrics are so important. Setting your Key Performance Indicators (KPIs) will tell you what you need to monitor to determine how well your campaign is working.





How are you going to test and improve your campaign over time?

As campaigns age, they need to be tweaked. Regularly testing your campaign and improving on its strengths should allow you to see a PPC that improves over time.



How does your PPC campaign relate to and support your other marketing activities?

The best practice is to tie all of your marketing together: using your colors, graphics, logos, and tag lines consistently across all of your platforms help to convey who you are as a company. Creating a campaign stretches beyond simple PPC: it can include a blog series, Facebook posts, and a Pinterest board as well.



How long do you want this campaign to run?

Your budget will in part determine this, but sometimes you only need it to run a short period of time (i.e. if you are promoting an event). Other factors that may prompt you to end a campaign: you've determined that your audience is responding to another medium, a product or service is being discontinued, or it's time to do something different. Consider your exit strategy throughout the process as you test your campaign.



Take time to answer these questions to save time and energy in your next PPC campaign.

