How Pay Per Click Marketing Can Help Your Business

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Simple Steps I.T.
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Introduction

When it comes to driving new traffic to your site – and very quickly – then very few marketing tools compare to pay per click advertising. There are many reasons why this exciting medium continues to gain in popularity, and why you should be using its features to your advantage, especially if you are a small veterinarian practice.

If you find yourself wondering how pay per click marketing can help your practice, then this report should provide you with all the information you need.

To your success,

Michael T. Anderle
What is Pay Per Click Marketing?

The first and most important step to understanding how you can use pay per click marketing to better your business is to learn what, exactly, it is. Here is a brief rundown of how pay per click marketing works and what it is all about:

• **Pay per click.** As its name suggests, you only pay for this type of marketing when someone clicks on your ad. A click on your ad will deliver the user to the website of choice, as indicated in the campaign set up.

• **Bidding.** Not every ad will cost you the same per click. The cost of each click is determined by competition – the larger the number of marketers there is vying for the same audience, the higher the click cost. Generally speaking, you will have to bid on a price for your clicks – the highest bidder wins the ad space – and your pay per click provider of choice will recommend a bid range that will deliver your highest chances of winning. While you don’t have to bid within that range, it is advisable that you bid either within it, or above it, if you want your ad to display.

• **Objectives.** Although the set up execution of pay per click marketing campaigns is virtually the same across the board, there are a variety of pay per click providers – in different mediums – that enable you to speak to your audience in unique ways, dependent on your primary marketing objective. Whether you want to increase brand awareness, improve traffic
flow to your business website, sell a product or service, or relay an important message, pay per click marketing can work for you.

Advantages of Pay Per Click Marketing

Pay per click advertising is unique in comparison to other marketing mediums for a variety of reasons, and you can use the unique features of pay per click to your advantage if you understand what you are working with. Here are some of the advantages of pay per click marketing:

- **Targeted traffic.** Pay per click providers offer targeting options that allow you to deliver your ads to a very specific audience, based on your target market. For example, some common targeting factors include age, geographic location, gender, and language.

- **Real time results.** It is possible to have a pay per click marketing campaign up and running in a matter of minutes. As soon as your ad is live, it starts working for you. There is perhaps no more effective way of achieving immediate results than by way of pay per click advertising.

- **Ability to make real time changes for improved results.** By using analytic metrics offered by your pay per click provider, you can ascertain the most and least effective parts of your advertisements, and tweak them as you go in order to improve your results. This is a great advantage over other
marketing mediums, as you can’t exactly change a print ad or website design that quickly and easily. This does mean, however; that you have to ‘work’ your PPC campaigns each month. You cannot just ‘set them and forget them’. There are companies willing to manage your Advertising campaigns for you for a management fee.

- **Control over budget.** You can also change your pay per click budget as you go. It may be nearly impossible to know how much you will have to spend to get the results you want when you first begin running a pay per click ad, so providers allow you to revise things like bid amount, budget limitations, and pricing model while the ad is running, until you get it right.

**Pay Per Click Providers**

There are a variety of outlets for pay per click advertising, some more popular than others. Google Adwords is arguably the most well-known and highly used pay per click provider. However, some other search engines provide comparable pay per click marketing models – namely Yahoo! Search Marketing, and Microsoft Bing. Social media pay per click marketing has an interesting scene, and it offers some very exciting opportunities for advertisers. Facebook is the leader in this realm.

While search engine and social media pay per click marketing is the most popular, there are a number of independent websites that offer pay per click advertising, which may be ideal for marketing to a specific niche. It is best to
consider all of your provider options, and to choose one or more that are best for you. To give you a better idea of the similarities and differences between the two biggest players, search engine and social media pay per click marketing, the ins and outs of the most notable standouts – Google Adwords and Facebook ads – will be described below.

All about Google Adwords

• **Where your ads display.** When an Internet user enters a term into the Google search bar, Google returns a page of search results. Organic results (or, results that are not paid for by advertisers) display as a left-aligned list on the screen. The results that appear to the right and top of the screen (“Sponsored Ads”) are Google Adwords ads. Additionally, Google has a network of affiliated websites on which Adwords banner ads are prominently displayed along the top of the screen. This network (called Google Display Network) is a separate campaign style offering a huge amount of impressions and clicks.

• **Targeting factors.** When you set up a Google Adwords campaign, you must associate your ads with keyword phrases (the search terms people will use to find your ad). Additionally, you may target your ads to demographic factors like geographic location, language, and age bracket.
• **Components of an Adwords ad.** You must keep Adwords ads short and sweet (within one 25-character title line, two 35-character body lines, and one 35-character URL line, to be exact.

• **Pricing and budget.** Your cost per click (CPC) is based on the amount of competition there is for the keywords you want to rank for. Google suggests a range in which to bid if you want to ensure your chances of being displayed for your particular keywords (although it is recommended that you bid above that range if you want to place first in the ad results). Additionally, Google allows you to set a budget limit – or, maximum amount of money that you are willing to spend within a set time frame for your campaign – and Google will only run your ad until you have reached your limit.

• **Setting up an Adwords ad.** The Adwords set up process is relatively fast and easy. Simply access Adwords from your Google account home page, click the button to begin a campaign, and then fill in the blanks. Once you are satisfied with your ad content, targeting factors, and budget settings, you submit the ad to Google for approval and wait for it to go live. Unfortunately, the ‘ease of use’ hides some of the basic choices which, if you get them wrong, will cause you to spend your ad budget with no results.
All About Facebook Ads

• **Where your ads display.** Facebook ads run vertically along the right side of the screen on either user home pages or newsfeeds, depending on the type of ad you choose.

• **Targeting factors.** One of the great advantages of Facebook is the ability to target a very specific segment of the population. Facebook aggregates all of the data it collects on its members in order to provide advertisers with the unique opportunity to narrow down their target market in terms of not only age, gender, and location, but also things like relationship status, employer, likes, and interests.

• **Components of a Facebook ad.** To create a Facebook ad, you will need to write a title of 25 characters or less and a body of 135 characters or less. Additionally, you can upload a graphic of your choice (for no extra charge).

• **Pricing and budget.** Like most other pay per click models, Facebook ad costs are bid-based. The level of competition there is for displaying to the specific audience you are trying to target will determine what your cost per click is. Facebook also provides you with a suggested bid range, and allows you to set either a per day budget or a per campaign budget.
• Setting up a Facebook ad. To set up a Facebook ad campaign, you will first need to log into your Facebook account. From there, navigate to the “Facebook Ads” home page, and then click on the “Create an Ad” button in the top right corner. Fill in the blanks to create your ad, choose your targeting, pricing, and budget options, and then submit the ad for approval. It will go live within a matter of hours, once it gets a seal of approval from the Facebook staff.

Choosing a Pay Per Click Provider

It is impossible to say that one pay per click provider is better than another. Each has its own set of strengths and weaknesses, and your individual needs and circumstances will determine which is the right pick for you. Need some help choosing a pay per click provider? Here are some factors for you to consider:

• What do you want to accomplish? If you are trying to sell a specific product or service with your ad (by driving traffic to your website), then search engine ads may be best for that purpose; however, if getting a message across or strengthening your brand is your primary objective, you should consider social media ads.

• Who is your target market? As previously mentioned, each pay per click provider allows you the opportunity to target your ads to a segment of the population, based on a number of different factors. Some providers allow
for more specific targeting than others. Consider your target market and which forum you are most likely to find that audience in.

• **What is your budget?** Most pay per click providers charge per click on a bid basis, so you need to take into account the strength of your bid dollar with each provider. Also, consider the budgeting options you have with each provider; for example, do they allow you to choose between a per day budget and a per campaign budget?

• **How experienced are you at pay per click advertising?** Remember that there is a number of pay per click providers out there – including search engine, social media, and independent website pay per click – and each one has its own user interface for account set up, ad creation, and campaign monitoring. While anyone can set up a pay per click campaign rather easily using these interfaces, creating ads that are effective is something different altogether. You will need to be knowledgeable and proficient with your chosen provider’s user interface in order to create the most effective campaigns possible.
Conclusion

Successful pay per click marketing is the result of extensive data analysis, creative problem solving, and testing through trial and error. To get the most return on your investment, you may want to put your pay per click marketing campaigns into the hands of experienced professionals like us, Simple Steps I.T. We can be reached by phone, at 909-705-6362, or by email: manderle@SimpleStepsIT.com.
About The Author

Michael Anderle is the Owner / Founder of Simple Steps I.T. specializes in consulting with local businesses build a meaningful online presence and integrate digital marketing with sales processes.

With over 20 years in the computer field, and over 15 years in the related marketing / sales field, Mike has consulted with companies in the Information Technology, Automotive, Mortgage, Blinds & Shades, Online Sales, Manufacturing, Dentistry, Sales Consulting verticals and multiple digital marketing projects for small businesses.

You can hear Mike on [The Google Marketing Podcast](http://itunes.apple.com) on iTunes if you would like to learn more about Adwords.

Mike has spoken to multiple groups related to Google and YouTube advertising.