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Online Paid Ads and Your Business

*How to Get Customers Through Pay-per-click and other
Online Advertising*

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Get Their Attention

Paid online advertising is quite simply the fastest way to get traffic and possible leads to your business website 99.9% of the time. It can be a tricky game and you can waste a lot of money if you do not know what you are doing.

Like the unique billboard on the title page above, you want to get people's attention with your online ads. Getting attention and getting clicks are what you want to do with your ads, as you are competing for a web user's attention span as they scan the page. If someone clicks your ad, it will likely be a split second decision, so you either have their attention or you don't.

There are many avenues for paid online advertising these days so let's go over the main ones to which you should pay attention.

PPC/Google Adwords

Without a doubt the king of pay-per-click (PPC) advertising has to be Google Adwords. Most people, even if they don't know the name of Google's PPC platform, know about Google ads. Every time you search on Google, to the right of the search results, you will usually see ads displayed on the right sidebar, next to the search results. At other times you will see ads displayed right at the top of the search results.

Big companies know the value of PPC to their business. The biggest spenders spend over \$100 million a year on Adwords. Think they would spend that much if they weren't getting results?

The key to Google Adwords and any PPC platform obviously has to be ROI. If you are spending \$100/day on ads but you only average say,

\$50 in sales from that \$100 ad spend per day, you will end up going broke. Of course, if you know for a certainty that your lifetime value per customer is well over that \$100, it may be worth it to you no matter what you get in sales that particular day, so all this has to be taken into consideration. Whatever the case, you want to be sure to manage your budget with PPC wisely.

Basically, with PPC your ad gets displayed several hundred or several thousand times per day, but you only pay any money for that ad when somebody clicks on it. The cost per click can be as low as a few cents or as high as \$30 (or even more) depending on what keyword you target. Keywords are the particular search terms which bring up your ads. When someone searches for a keyword you are bidding on, it will show in the ad results on the right sidebar and depending on how high you bid for a click, you can be at the bottom or the top of the ad results.

With Adwords, you can laser target what search terms you want to target and bid on ads. With certain keywords, you can really find quite cheap clicks which are like gold for you and your business. It just takes a lot of testing, experimenting and patience.

Let's assume you run a cat grooming business. For example, you may find that from 9pm to midnight every day, you get charged \$0.10 a click for "cat groomers Reno" while from 10 a.m. to 3 p.m. you are charged \$1.00 per click. Because of your testing, you know the best time to get cheap clicks so you may want to schedule your ads to only run in the evening due to your observation.

You can use Google Adwords' own tools to help you determine the best ads to use, best time to run your ads, best keywords, how you compare to the competition, etc. However, there are several websites that offer custom software to manage your PPC ad campaigns, as

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well. Whatever you decide, you must use these tools to get the most bang for your PPC bucks.

One key thing to remember is to try running different ads and experiment with headlines and your short ad descriptions. Try different variations to see which get the most clicks. You have to maximize your ads to get more clicks, so your ad will keep getting displayed.

Besides showing up in the search results, you can also have your ads run on other websites who opt to have Google ads display on their website pages.

Also, you do not have to restrict your PPC advertising campaigns to just Google. You can run PPC ad campaigns with Bing and Yahoo (currently it's the same platform for both) or use specialty advertising sites such as advertise.com, which lets you run PPC ads that are displayed on different websites. There are so many intricacies to Google Adwords' PPC platform that we cannot cover all of them here.

Facebook Ads

Facebook, according to some sites which research web traffic, has actually become the biggest website in the world.

Anyone who watched *The Social Network* (I know, just a movie, but the core story was true!) knows that this website grew at an astronomical rate and continues to grow, with now over 800 million users.

The best part about Facebook ads is that you can target people's interests, locations, ages, etc. to make your ads even more relevant to your target audience.

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Above: example of a couple Facebook ads in the right sidebar which a German speaker on Facebook might see.

You definitely should strongly consider running ads on Facebook as the social aspect makes it such a powerful medium. If you can connect your Facebook ads to your Facebook page where you interact with customers and “fans,” you can solidify your brand and create a stronger bond with your customers.

Media Buying and CPM

Online media buying refers to the process of getting your advertisements, often banner ads, placed on to other websites for a set price.

When designing a banner that you want to place on other sites for advertising, you don't necessarily want to make it look as slick or attractive as possible. Many online banner advertisers have great success with ugly banners that simply draw interest and thus, clicks!

So once you have your banner design, you then simply contact relevant sites and pay to have your banner displayed somewhere on their website. Depending on the site, you can pay to get your banner displayed on their homepage for a set price per month, or you can even pay based on the amount of times your banner gets displayed across the site's pages.

This is known as cost per impression (CPM) advertising and usually an ad price is quoted per every 1000 impressions of your ad. For example, a site may quote you a price for \$5 CPM which means you will pay \$5 for your ad to be displayed 1000 times on that website. So once your ad has been loaded up 1000 different times, it will not be seen again unless you pay for more displays.

Want Instant Traffic?

There are so many different ways to advertise online, and it could fill books to cover them all in detail, but these are the most popular methods being used today. With PPC and banner advertising, you can get traffic to your website fast; almost instantly after starting a campaign.

If you need more advice or want someone to manage your PPC/paid advertising campaigns, just contact me. If you have any questions, you can reach me at:

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