

# Pay-Per-Click (PPC) Advertising



# Topics

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- What is Pay-Per-Click Advertising
- Google Ads
- Other Pay-Per-Click Platforms
- Pay-Per-Click Best practices



A close-up, shallow depth-of-field photograph of a person's hands typing on a white computer keyboard. The person is wearing a white long-sleeved shirt and a black smartwatch on their left wrist. In the background, a silver computer monitor is visible, and the scene is set on a light-colored desk. The overall lighting is bright and natural.

# **What is pay- per-click advertising?**

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# Pay-Per-Click Advertising

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- Pay-Per-Click (PPC) advertising is a digital marketing model where advertisers pay a fee each time one of their ads is clicked.
- Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.
- It's commonly used for search engine advertising, where advertisers bid for ad placement in a search engine's sponsored links when someone searches on a keyword related to their business offering.

# Pay-Per-Click (PPC) Advertising

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- The most commonly used platform for PPC advertising is Google Ads.
- This platform allows businesses to create ads that appear on Google's search engine results pages and its extensive Display Network.
- Google Ads operates based on a bidding system where advertisers compete for keywords relevant to their target audience.



# Google Ads

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Exploring the best tool for  
search and display advertising



# **Google Ads explained and benefits**

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# Google Ads Overview

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- Google Ads is an online advertising platform developed by Google
- where advertisers can display brief advertisements, service offerings, product listings, or videos to web users.
- It is a flexible advertising solution that enables businesses to reach their target audience ...
- on Google Search, YouTube, and websites that are part of the Google Display Network.

# Benefits of Google Ads



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The following are the benefits we can get from using Google Ads as part of our digital marketing effort for our brand:

- Targeted Advertising
- Measurable Results
- Cost-Effectiveness
- Flexibility
- Broad Reach
- Quick Setup
- Local Advertising

# Benefits of Google Ads

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- **Targeted Advertising** - Allows businesses to reach specific groups of people based on interests, demographics, and specific keywords.
- **Measurable Results** - Provides detailed insights and analytics about ad performance, allowing advertisers to adjust strategies and budgets effectively.
- **Cost-Effectiveness** - Operates on a pay-per-click (PPC) model, meaning businesses only pay when someone clicks on their ad.
- **Flexibility** - Offers various ad formats like text, display, shopping, video, and app ads, allowing customization to suit different business needs.

# Benefits of Google Ads

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- **Broad Reach** - Ads can appear on Google's search engine results pages and across millions of websites in the Google Display Network.
- **Quick Setup** - Campaigns can be set up quickly and can start generating traffic and leads almost instantly.
- **Local Advertising** - Useful for local businesses as it allows targeting users in specific geographic locations.



# **Campaign creation and management**

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# Campaign creation and management



- Creating and managing a Google Ads campaign involves several key steps to ensure it is effective and reaches the target audience.
- The following are the key steps:
  1. Define goals
  2. Keyword research
  3. Choose campaign type
  4. Set budget and bids
  5. Create ad groups and ads
  6. Target audience
  7. Ad extensions
  8. Launch and monitor campaign

# Campaign creation and management

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<b>Steps</b>	<b>Activities</b>	<b>Examples</b>
<b>Define Goals</b>	Determine what you want to achieve with your campaign, such as increasing website traffic, generating leads, or boosting sales.	A local bakery may want to increase online orders for its newest product line.
<b>Keyword Research</b>	Identify keywords relevant to your business and potential customers. Tools like Google's Keyword Planner can help find popular and relevant search terms.	The bakery might focus on keywords like "fresh bread delivery," "artisan pastries," or "local bakery specials."
<b>Choose Campaign Type</b>	Select the right campaign type based on your goals – Search, Display, Shopping, Video, or App campaigns.	The bakery might choose a Search campaign to appear in search results for local queries.

# Campaign creation and management

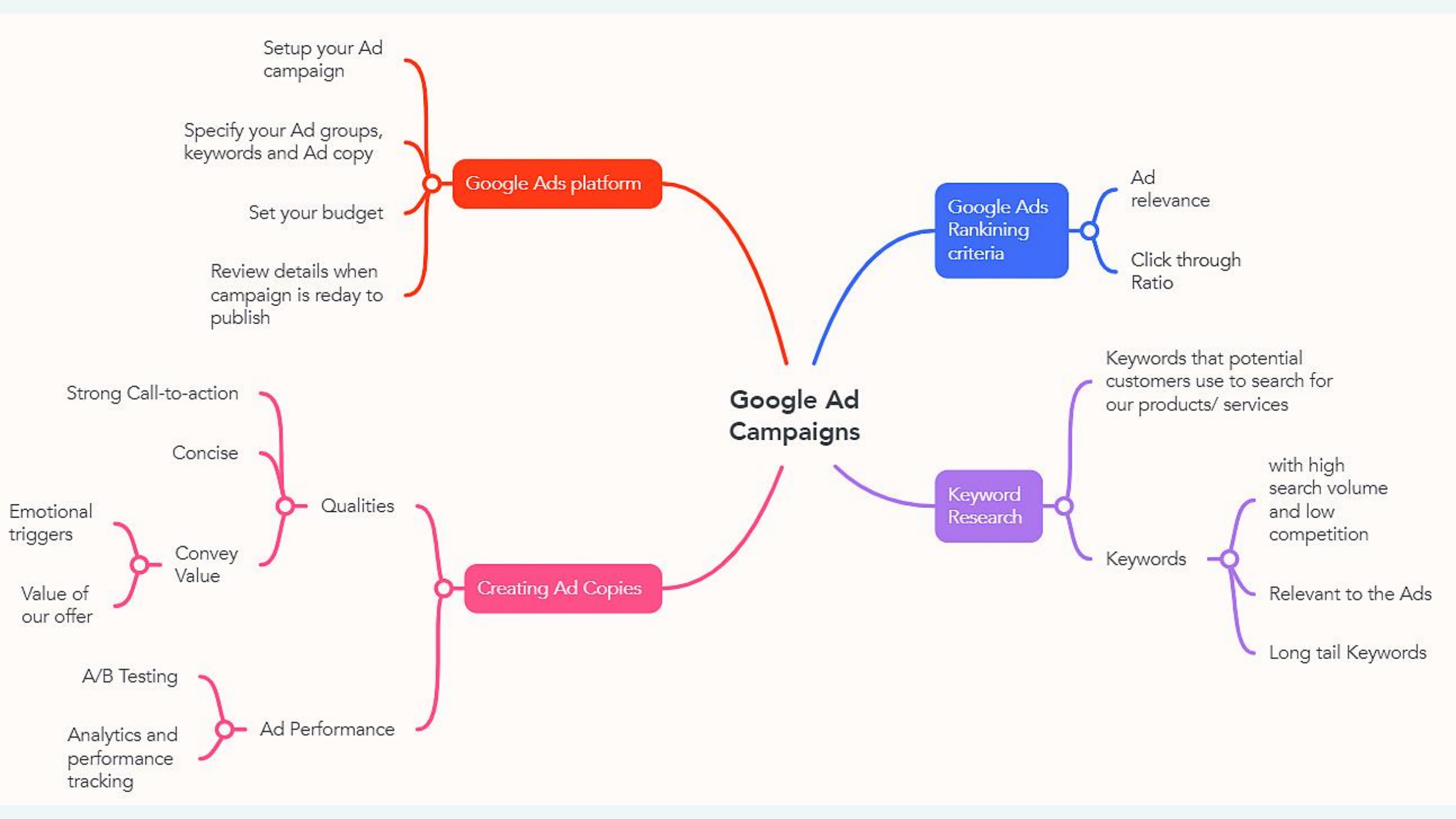
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<b>Steps</b>	<b>Activities</b>	<b>Examples</b>
<b>Set Budget and Bids</b>	Decide on a daily budget and bidding strategy.	The bakery might use a cost-per-click model and set a budget of \$20 per day.
<b>Create Ad Groups and Ads</b>	Organize ads into groups based on common themes. Write compelling ad copy and include a strong call-to-action (CTA).	One ad could highlight "Get 10% off your first order with code BAKERY10."
<b>Target Audience</b>	Customize geographic targeting, demographic settings, and interests.	The bakery could target users within a 10-mile radius of its location.

# Campaign creation and management

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<b>Steps</b>	<b>Activities</b>	<b>Examples</b>
<b>Ad Extensions</b>	Use ad extensions to include additional information that can enhance ad visibility and effectiveness.	Can be location, phone number, or site links.
<b>Launch and Monitor Campaign</b>	Once everything is set up, launch the campaign. Monitor performance through Google Ads metrics.	Metrics like click-through rate (CTR), conversion rate, and return on ad spend (ROAS).
<b>Optimize and Adjust</b>	Use insights from ongoing reports to tweak ads, adjust bids, and refine keywords to improve performance.	The bakery might notice that ads perform better during working hours and adjust scheduling accordingly.
<b>Review and Report</b>	Regularly analyze the overall performance and strategize for future campaigns.	Impressions, clicks, click through rates (CTR), conversions, cost per click, return on ad spend (ROAS) ...



# Thank you



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Recap and summary of topics discussed

Time to answer questions.