



# Using Pay per Click To Find Customers



## What is Pay per Click Marketing

- Pay per click (PPC) marketing is an Internet advertising model used on the search engines, content websites, blogs and other mediums.
- With pay per click advertising, you bid on keywords or keyword phrases that are relevant to your business. To determine what to bid, we always ask our customers to assess what a customer is worth to their business.
- You pay nothing to appear on the search engine results pages. You only pay when the user actually clicks on the ads to visit your website. The term "pay per click" means just what it says: the advertiser pays each time a visitor clicks on the ad.

# Examples of Pay per Click

Google Pay per Click

Yahoo Search Marketing Pay per Click

The screenshot shows a Google search for "search engine marketing". The search bar is at the top. Below it, there are several sponsored links highlighted with yellow boxes. The first sponsored link is for "Chicago-Search-Marketing.com", which offers SEO & PPC services. Below the sponsored links, there are organic search results, including a Wikipedia entry for "Search engine marketing" and a link to "SEMPO".

The screenshot shows a Yahoo search for "search engine marketing". The search bar is at the top. Below it, there are several sponsored results highlighted with yellow boxes. The first sponsored result is for "Chicago-Search-Marketing.com", which offers SEO & PPC services. Below the sponsored results, there are organic search results, including a Wikipedia entry for "Search engine marketing" and a link to "SEMPO".

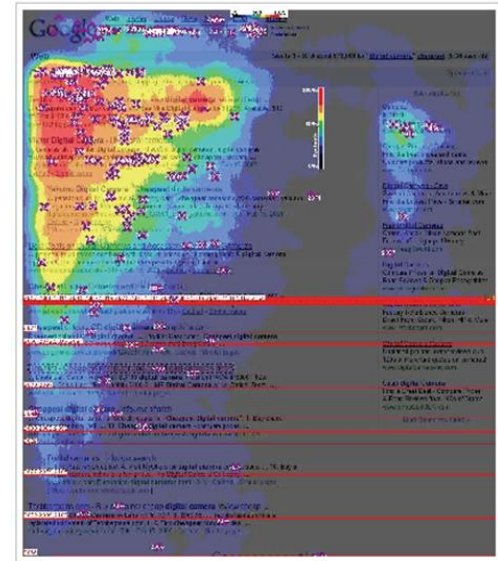


## Myths about Pay per Click Marketing

- Myth: Pay per Click advertising is too expensive.  
Reality: Pay per Click marketing *can be* expensive if it is not managed appropriately. When monitored and adjusted based on performance, pay-per-click can be a very cost effective method.
- Myth: Pay per Click Advertising is only done for large businesses.  
Reality: Some of our clients with the best return on investment are small, family owned businesses. We work with them to define requirements and manage the campaigns on their behalf.
- Myth: I can do Pay per Click advertising on my own.  
Reality: Pay per Click advertising is time consuming and when not done by a professional can end up costing more money than you have budgeted.
- Myth: Pay per Click is not trackable.  
Reality: We can track your advertising down to the keyword you buy. We know which keywords generate leads and adjust your budgets accordingly.

## Why Pay for Click is Important

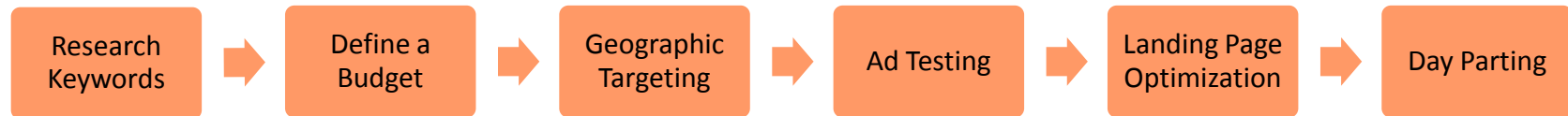
- People generally focus on the top of the search engine results page as can be seen by the map at the right.
- If you do not have good natural placement, you can use pay for click marketing to get placement at the top of the search engines.
- Sponsored ads can be used for your campaigns that demand immediate or seasonal results.
- PPC ads can lead your visitors to the landing pages you (and not the search engines) prefer.



Source: Marketing Sherpa <http://www.marketingsherpa.com>



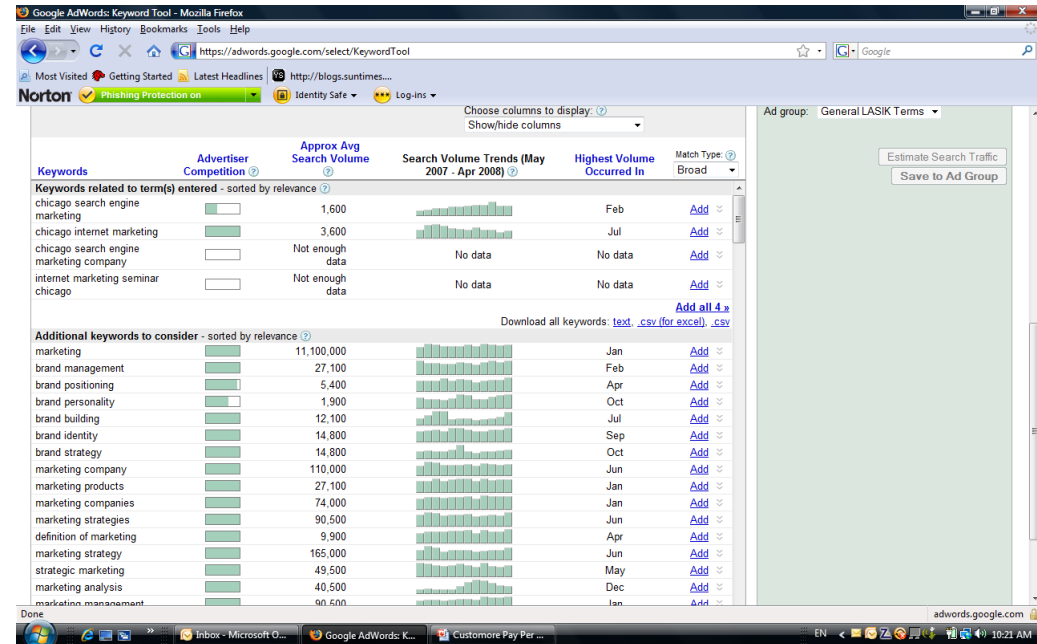
## Customore Pay per Click Methodology



- Our proven methodology has helped hundreds of clients recognize positive results from pay per click marketing.
- Working side by side with your business, we will create a plan which will use Internet best practices to yields positive results.
- We will continuously run tests to make sure we are driving high quality traffic to your website.

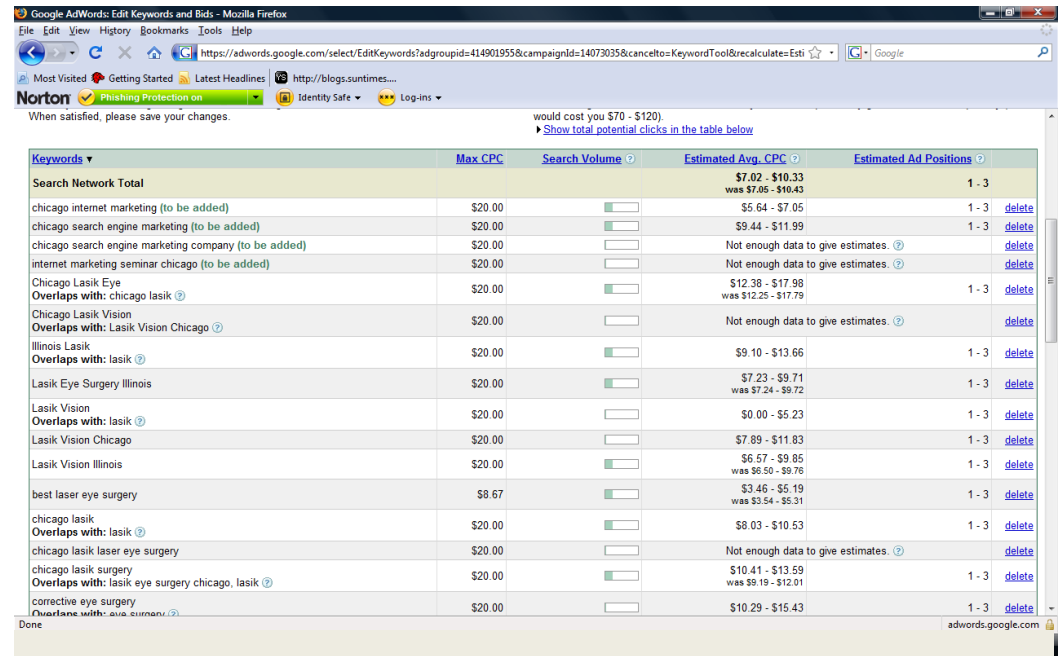
## Research Keywords

- We use rich keyword tools to help find terms which relate to your business. We work with you to narrow down the list of keywords pertinent to your business.
- Based on the initial keywords we define for your business, we can determine any associated terms which may expand your reach.
- We suggest you start broad and refine the list based on performance.



## Define a Budget

- Based on the keywords selected, we estimate the traffic that your site will receive.
- We define monthly budgets and manage your campaigns to ensure you receive a positive return on investment.
- We review your progress against your monthly budget and make suggestions to improve the effectiveness of your campaigns.



Google AdWords: Edit Keywords and Bids - Mozilla Firefox

https://adwords.google.com/select/EditKeywords?adgroupid=414901955&campaignId=14073035&cancelto=KeywordTool&recalculate=Esti

Most Visited Getting Started Latest Headlines http://blogs.suntimes...  
 Norton Phishing Protection on Identity Safe Log-ins

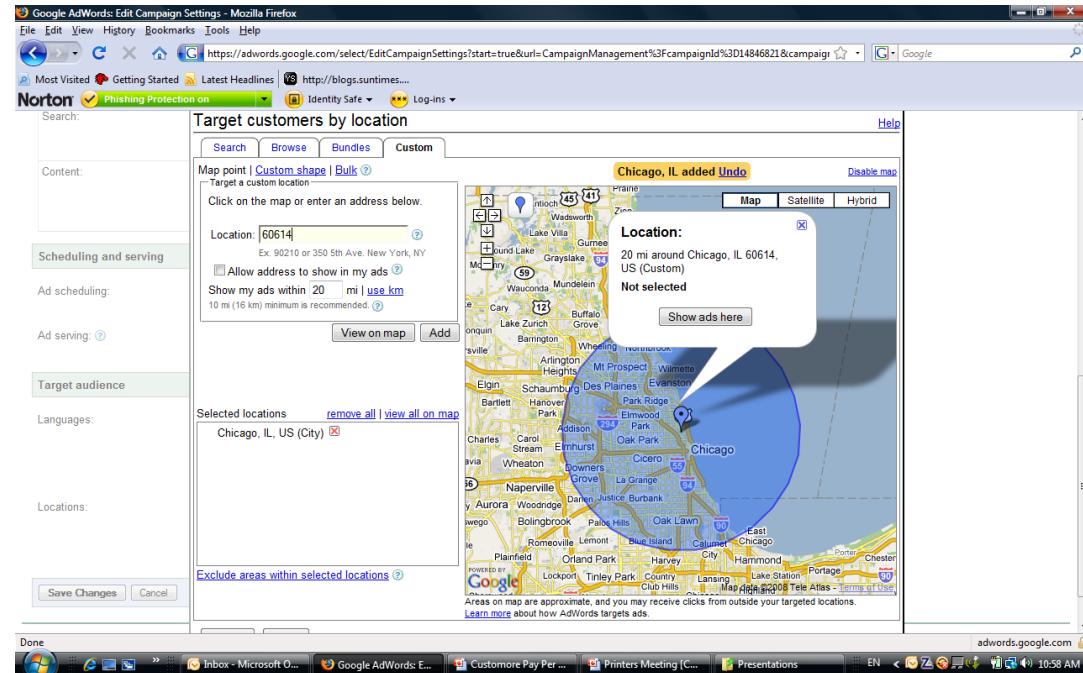
When satisfied, please save your changes. would cost you \$70 - \$120  
 Show total potential clicks in the table below

Keywords	Max CPC	Search Volume	Estimated Avg. CPC	Estimated Ad Positions
<b>Search Network Total</b>			<b>\$7.02 - \$10.33</b> was \$7.05 - \$10.43	1 - 3
chicago internet marketing (to be added)	\$20.00	<input type="text"/>	\$5.64 - \$7.05	1 - 3 <a href="#">delete</a>
chicago search engine marketing (to be added)	\$20.00	<input type="text"/>	\$9.44 - \$11.99	1 - 3 <a href="#">delete</a>
chicago search engine marketing company (to be added)	\$20.00	<input type="text"/>	Not enough data to give estimates. ?	<a href="#">delete</a>
internet marketing seminar chicago (to be added)	\$20.00	<input type="text"/>	Not enough data to give estimates. ?	<a href="#">delete</a>
Chicago Lasik Eye Overlaps with: chicago lasik ?	\$20.00	<input type="text"/>	\$12.38 - \$17.98 was \$12.25 - \$17.79	1 - 3 <a href="#">delete</a>
Chicago Lasik Vision Overlaps with: Lasik Vision Chicago ?	\$20.00	<input type="text"/>	Not enough data to give estimates. ?	<a href="#">delete</a>
Illinois Lasik Overlaps with: lasik ?	\$20.00	<input type="text"/>	\$9.10 - \$13.66	1 - 3 <a href="#">delete</a>
Lasik Eye Surgery Illinois	\$20.00	<input type="text"/>	\$7.23 - \$9.71 was \$7.24 - \$9.72	1 - 3 <a href="#">delete</a>
Lasik Vision Overlaps with: lasik ?	\$20.00	<input type="text"/>	\$0.00 - \$5.23	1 - 3 <a href="#">delete</a>
Lasik Vision Chicago	\$20.00	<input type="text"/>	\$7.89 - \$11.83	1 - 3 <a href="#">delete</a>
Lasik Vision Illinois	\$20.00	<input type="text"/>	\$6.57 - \$9.85 was \$6.50 - \$9.76	1 - 3 <a href="#">delete</a>
best laser eye surgery	\$8.67	<input type="text"/>	\$3.46 - \$5.19 was \$3.54 - \$5.31	1 - 3 <a href="#">delete</a>
chicago lasik Overlaps with: lasik ?	\$20.00	<input type="text"/>	\$8.03 - \$10.53	1 - 3 <a href="#">delete</a>
chicago lasik laser eye surgery	\$20.00	<input type="text"/>	Not enough data to give estimates. ?	<a href="#">delete</a>
chicago lasik surgery Overlaps with: lasik eye surgery chicago, lasik ?	\$20.00	<input type="text"/>	\$10.41 - \$13.59 was \$9.19 - \$12.01	1 - 3 <a href="#">delete</a>
corrective eye surgery Overlaps with: eye surgery ?	\$20.00	<input type="text"/>	\$10.29 - \$15.43	1 - 3 <a href="#">delete</a>

Done adwords.google.com

## Geographical Targeting

- Geographic targeting allows us to target your ads to customers within a given radius of your business.
- We can target by city, state, metropolitan area, or within a given mileage of your offices.
- By targeting your campaigns geographically, we reach local customers who are more inclined to buy a product or service.





## Ad Testing

- As part of our methodology, we run different ads simultaneously to see which drives a better customer response rate.
- The Internet provides real time reporting on how consumers react to your ads.
- We revise underperforming ads and retest response rates with consumers to drive a positive return on investment.

### Advertisement A

#### [Chicago Internet Marketing](#)

Search Engine Marketing Specialist

Pay per Click and SEO

Customore.com

Chicago, IL

210 Clicks | 2.7% CTR | \$1.04 CPC

Percent Served 38.3 %

### Advertisement B

#### [Customore Marketing Services](#)

Marketing Professionals

Build Your Online Brand Now

Customore.com

Chicago, IL

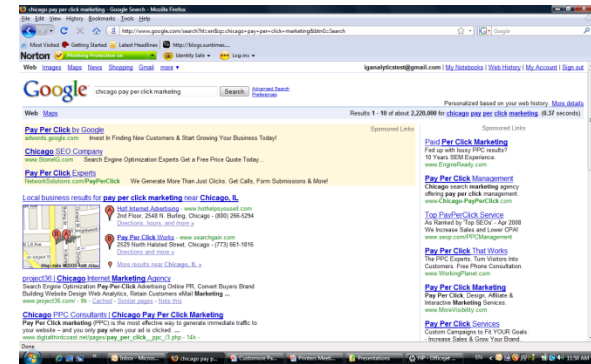
110 Clicks | 2.1% CTR | \$1.34 CPC

Percent Served 31.7 %

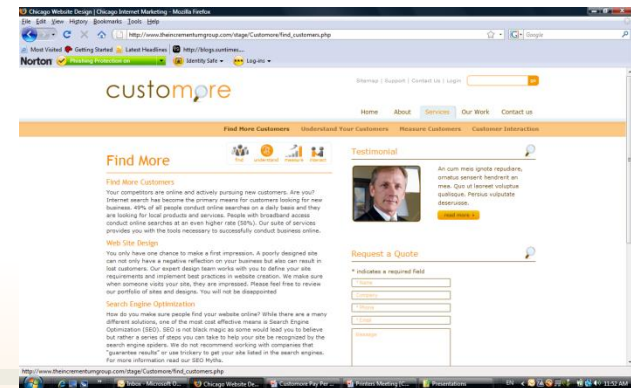
- When someone clicks on your ads, we make sure that your ad delivers the page most relevant to your customers search.
- Similar to ad testing, we will also test multiple landing pages to see which have the highest response rates.
- If we feel your landing pages could be improved or you need different landing pages, we will also make recommendations as part of our methodology.

## Landing Page Optimization

### Someone searches for Pay Per Click Marketing

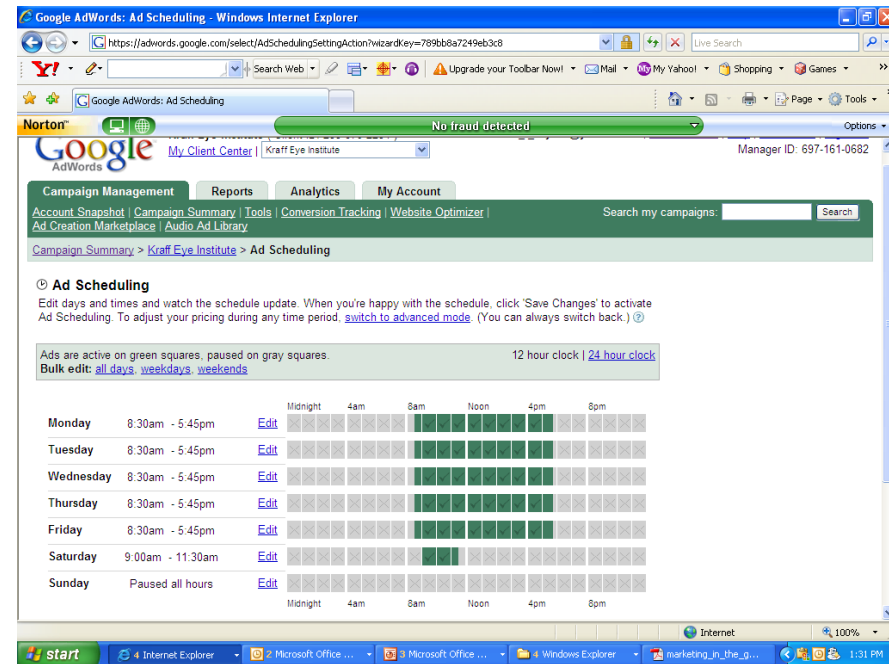


### When they click, they land on a page that talks about Pay Per Click, not your Home Page



## Day-Parting

- To help manage your budget, we implement day-parting schedules. This allows us to display ads during the day of the week and time of day quality people are most likely to search.
- As we track your day-parting strategy, we will look for the time of day when you get highest quality not the highest quantity of traffic. The fact that there is more traffic at certain times does not correlate to your highest return on investment.
- Bottom Line: we show your ads when people are most likely to make the purchase.





## Quality Partner = Quality Traffic

- When you are looking to drive additional business, Pay per Click marketing can be a viable option when done effectively.
- Having the time to test market and measure the results is critical to the success of your campaigns.
- Most small to medium sized businesses do not have the time or the tools necessary to manage these types of campaigns. We help you by providing resources to effectively advertise online.
- We work with over 100 different clients to manage their Pay per Click marketing and ensure they are getting a positive return on investment.
- We would be glad to help you as well. Call us at 312-640-0635.