

PPC ADVERTISING: YOUR TOP FIVE QUESTIONS ANSWERED

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WHAT IS PAY PER CLICK ADVERTISING?

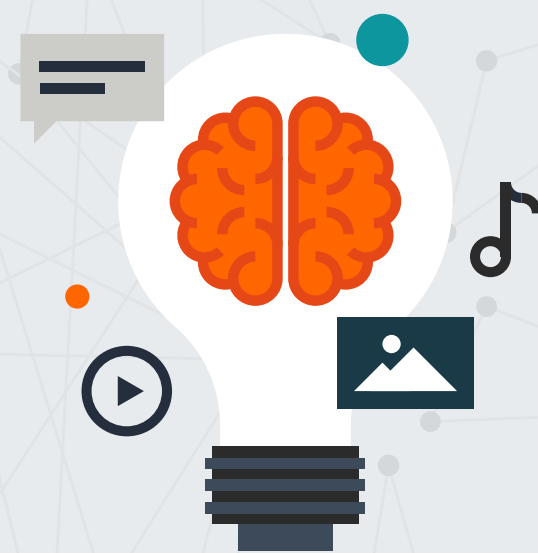
PPC or pay-per-click, is a type of digital advertising in which companies pay a set fee when one of their ads is clicked.



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WHAT MAKES PPC MOST EFFECTIVE?

Setting goals, a budget, and developing a strategy to meet those goals makes PPC campaigns most effective.



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HOW MUCH DOES PPC COST?

Costs for PPC Marketing will be based on your specific and unique PPC Marketing goals. PPC costs can be adjusted to fit within budgets and changed as you move forward in your campaign.

Social PPC and Traditional PPC (Google Ads) require separate setup steps and fees.



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WHEN WILL YOU SEE RESULTS IN PPC?

Immediate results can be seen in days:

- Raise in Brand Awareness**
- Increase in Visibility**

A comprehensive and carefully planned and executed PPC campaign will produce greater gains in sales and profitability which will continue to improve over several months. The more you invest, the more substantial ROI you'll see.



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HOW CAN YOU INCREASE ROI?

- Refine and Expand Keywords
- Focus on Top Products and/or Services
- Create High-quality Supporting Content
- Develop Remarketing Campaign
- Increase Your PPC Budget
- Improve On-site Optimization

