
How to Maximize Your Pay Per Click Campaign

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Unlike most of the web marketing tools I've discussed in my previous articles, pay per click is not for free. And since you have to actually spend on this type of campaign, you have to have a plan on how to use it to your advantage and gain you more profits than what you are spending.

As I've mentioned before, there are various kinds of tools which you can employ for the ultimate success of your business. Each of the tools must be studied thoroughly and sampled to recognize which one is beneficial for your business and how to appropriately execute the corresponding tools.

When starting out in web marketing or with any business for that matter, you have to take advantage of the opportunities and tools which you can use without having to spend big bucks in building a name for your business. It is better to initially use the marketing tools that are available to you for free such as blogging, article submissions, video marketing, forum participation, and some other tools.

At this point, you can start creating micro sites and landing pages in preparation to your pay per click campaigns, e-mail marketing and several other fee-based tools and software. In this manner, you can build a reputation within your niche market and at the same time study your target audience- what they need, what they want, what they are looking for, and what else you can introduce to them that would benefit them and yourself.

In article marketing, video marketing, and even blogging, keyword use is essential in order for your site to become more visible to search engines and rank high in the result pages. These same keywords are to be used in bidding for your ad placement.

On the other hand, the content of your articles, videos, blogs, as well as the statements that you contribute in the forums will help you build a good reputation as an expert in your niche. Moreover, you can use the articles, press releases, editorials, and product pages in your micro sites as your landing pages.

And since you already know what keywords really work, then you are confident that your PPC ads will be visible to the larger portion of your target market. Yet, if you still want to make sure that you can get the best out of your PPC campaign, you can actually use several pay per click ads using various PPC service providers. Then you can test these ads against each other and find out which one is most effective for your business. Once you have determined which ones, then you can retain them.

Also, since you actually pay every time a visitor clicks to your ad, you are likely to pay for the ads that do not actually convert into sales. Moreover, some of your competitors may possess the habit of clicking on the ads of their competitors. Thus, make sure that the service providers you use have automated systems that can keep you from being charged for these fraudulent clicks.

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