



PPC MADE EASY

QUICK WINS FOR YOUR CAMPAIGNS

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Paid Advertising Is Everywhere

No matter how you use the Internet, at some point in your day you'll come across paid advertising. These ads were created by a business or their marketing team, targeting a user who fits your online profile.

Paid advertising is a huge business and has been for many years. In modern times we typically refer to this as PPC (Pay Per Click), as we pay each time a visitor clicks on our ad.

There are many different purposes for advertisements online. This ranges from the obvious of selling a product or service, to brand awareness.

Your customers are going to be at different stages of the buying cycle and this will come down to their awareness of their problem... the problem that your product solves.

Depending on the type of customers you have and their stage in the buying cycle, you will want to use different ad copy and a different message.

You may well have dabbled with PPC advertising in your own business at some point. The most likely outcome being that you didn't see a great return on your investment and possibly had no sales from it at all.

That's completely okay by the way. The way that companies like Google and Facebook set up their PPC advertising, is that it's very easy to spend money and get started. However, if you don't target the right audience, with the right message, then you're going to quickly blow through your budget and not have a lot to show for it.

Our free guide is going to teach you:

- How to choose the right product or service to advertise
- How to target the right people
- How to control your budget
- How to craft a great advert
- The importance of your landing page

Throughout the guide, we'll be focusing mainly on Google and Facebook as key PPC platforms. There are many other services that you can use as well, including LinkedIn. If your focus is mainly B2B and your audience use LinkedIn, you can take the same tips and strategies and use them there too.

Our guide won't make you an expert, but it will get you on the right path to generating more success through paid advertising.

Let's get started!

1 What Should You Be Advertising?

The obvious answer is your own products or services - that's a given. But if you offer more than one, which ones should you choose to focus on?

The answer should be quite straightforward. Let's prompt it with a few questions...

- 1) Which products or services do you offer right now that are selling well? This can be your best-selling offer or another that is popular right now.
- 2) Are the products or services seasonal? If yes, are they in season right now?
- 3) Is the product or service available? Can you handle more orders or customers straight away?

If your answers to the 2nd or 3rd questions are yes, then you just need to focus on the product or service that is generating you the most money right now. Of course, you can focus on more than one - that's not an issue.

The reason we're starting with your best-selling offer is simply because you know this is working and that you're converting customers already. It's far easier to sell something that you know your audience want and need right now, rather than create a new offer that you haven't tested yet.

As you can see, there's no rocket science here. You just want to sell more of the things that are already selling, to more people.

Now, if you are a new business or you don't have a product or service ready to offer yet, this is a little different as you don't yet have sales data that will assist you in the knowledge of your best selling offers.

In this situation, you would want to consider the audience that you are marketing your products or services to. You've created products or services that fulfill a want, need or desire.

Your customer has a problem that needs an end result. This could be a need for a new pair of running shoes, a desire for a vacation or a want for better accountancy services.

Focusing on the type of customer you're looking for and the problems you're solving will help you to pick the right offer to put in front of your audience.

TIP: Pick your top 5 products or services and run through the buying process for these. If you're a new business, focus on the problem you're solving and pick the best products or services that solve this problem.

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Know Your Audience

You know your customers, you work with them on a daily basis. You know what they like and dislike about your products and services.

When you start advertising online, you have the freedom to tap into a local, national or global audience. Each platform will allow you to define a specific set of characteristics and interests for your audience.

Taking Facebook for example...

With Facebook, you can pick the age and gender of users that you want to advertise to. You can choose where they are located, whether this is a city, county, state or country. You can even select specific interests that they might have.

If you have a fishing equipment store, you could create an ad for men and women, aged 20-60, located in New York State, who are interested in fly fishing.

The depth of your advertising will depend on the products or services that you sell and your coverage area. If you only work with customers who are within a 20-mile radius of you, that's no problem - you can target them.

If you have an online store that can sell products globally, but you only want to target English speaking countries - again, no problem.

The simplest way to get started is to think about the characteristics that your best customers exhibit and target more customers like these.

If you don't yet have any customers, you can draw up a fictional customer and think about the type of person they are, what they do, where they live, what interests they have. We often refer to these as a Customer Avatar or a Client Avatar. You can have as many of these as you like.

The most important thing to remember when it comes to targeting the right audience is that you don't want to have too broad a selection. Whilst it might seem great that you can potentially target 30 million people in the world with your advert, realistically a very small fraction of these people are ever likely to interact or engage with it.

Creating a smaller target audience and being more exact with your targeting allows you to focus on a smaller set of potential customers who are more likely to engage with your ad and take action by clicking on it.

TIP: Look at your favorite customers in your business. What characteristics do each of these have? If you're not sure, is there a survey you can create and send out that would get you more information from them?

For those not in business yet - work through your first Client Avatar. Think about what is important to these users. Remember you can have as many Avatars as you feel you need.

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How To Control Your Budget

One of the biggest fears that we ever hear from clients who are interested in paid advertising is over the budget and how they worry that things can be expensive.

While it's true that you can very easily spend a lot of money on paid advertising, each platform will give you ways that you can manage your budget.

The most common way of setting a budget is to select an amount that you are prepared to pay each day.

When you set your daily budget, the advertising company will display your advert to your chosen audience until your budget has been reached, or the end of the day - whichever comes sooner.

Having this limit in place will help you to control your budget spending. As you start to generate results, you can easily increase the amount you are spending on adverts that are performing well.

As with many things in business, the larger the budget that you have available to your business, the greater the results and the amount of data that you'll be able to return.

This doesn't mean that if you spend 10x more than your nearest competitor that you're going to out-sell them, as you need to have the right offer presented to the right audience. What it does mean is that you'll have more visibility with your advert. A larger budget will mean that your advert is shown more times in the day.

When you're running PPC adverts, you'll usually want to be running a number of different ads and variations, which we'll go into in the next section of our guide.

For each variation and campaign, you can assign a budget. So each of the options that you set up will contribute to the overall budget that you want to spend.

Now, it's worth remembering that if this is your first campaign or you don't have any PPC experience at all, that you will likely want to consider writing off the first few weeks of your advertising budget so that you can test your adverts and see how your target audience engages with them.

It's not uncommon to want to do this. Even the top advertising agencies are routinely testing adverts and assigning advertising spend to testing alone.

Once you have some data in place from testing your adverts, you can adjust the advert copy and your budget to suit.

TIP: Pick an amount that you'd like to spend per day on advertising, which will form your initial budget. Something around \$5 - \$10 per day is a good starting figure.

4 Crafting Your Ad

Bad ads will deliver poor results for your business. It's really important that when you are creating ads, you are speaking directly to your potential customer, in the language that they use.

Your PPC ad is going to be focusing on one specific product or service. When the user clicks on the ad, they will go through to your landing page - where they'll find out more information on what you're offering. We'll talk more about landing pages in the next section.

It's really important that what you are saying in your ad is mirrored in the page that the user visits. So if you're promising or offering something in your ad copy, it needs to be immediately obvious on the page they visit after clicking your ad.

So before you do anything else, make sure that the message you want to share in your ad makes sense when you consider the destination that the user will go to after they click.

The best adverts are written with the goal of the end-user in mind. Let's consider someone who is locked out of their house right now. If you're an emergency locksmith and you offer 24-hour services, this needs to be the first thing that the user sees. They could be stood outside their home, in the rain, with an IMMEDIATE need for a service like yours.

A powerful method that you can use in your ads is to use emotional copy or triggers. This is where you're writing something that has a powerful emotional trigger for the user as they read it.

The desired emotional response will vary depending on what you're offering. For example, if you have a particular offer available for a limited time only, then users may experience FOMO (Fear Of Missing Out). This is an extremely powerful trigger that you can use in your business and when actioned effectively can bring many extra sales to your business.

When you're creating an ad, don't think about the features that your product or service offers. No-one wants to know about a specification list when they're searching for the type of offer that you have. What you want to do is focus on the benefits that you offer.

Remember, that the one question people will need to answer before they purchase or sign-up for something that you sell is... "What's in it for me?". We live in a world where people are impatient and can be considered somewhat selfish. You need to answer this question and you do this by talking about benefits.

A buyer doesn't really care that you've existed since 1901 or that you have the largest blue widget in the world. They care that you can solve their problem. That's it - the simple secret to success!

TIP: Take some time to review ads from other companies in your niche. Imagine you're a potential customer. What are they doing that would make you click on that ad? What are they doing that would make you never click on the ad? Be objective here and ignore any positive/negative feelings you have about competitors, just focus on the ads.

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Your Landing Page Matters

When we talk about PPC advertising, the landing page is the page that the user “lands on” after they click on your ad.

Before we go any further, I just want to state... Your homepage is NOT a landing page. If you take nothing else away from this free guide, remember this one. It's one of the most important things we can share with you.

With your ads, there are various metrics and systems that work behind the scenes that judge exactly how and when your ads appear. This can include quality scoring on the language you've used in your advert, the quality of your landing page and the amount you wish to pay per click.

A homepage is a low quality landing page because it's not focusing on the topic of your advert. Users will likely not engage with your content because they're not seeing what they expected to see after clicking on your advert.

So, what should you use as a landing page?

For the best results, you'll create a specific page for your offer. You may already have an existing page on your website that would be suitable. For example, if you're an accountant and you want to focus on offering bookkeeping services to small businesses, you may have a page that talks about your bookkeeping services already.

Your landing page should have the following items on it:

- **Headline** - A clear and compelling headline that reaffirms to the visitor that they are in the right place to get the solution to their problem.
- **Hero Image / Video** - A supporting image or video at the top of the page that is related to the product or service that you're offering.
- **Text Copy** - The main text on the page itself. This can be separated into different sections over the page, to break up large chunks of text. You should be aiming for over 500 words on the page.
- **Benefits** - As we've discussed before, you want to talk about benefits and not features. Look at the features of your product or service and think about how you can re-frame these as benefits.
- **Images** - Use images with your text sections to break up the text and enhance your message.
- **Social Proof** - These are testimonials, accreditations, membership logos, etc. Someone who first visits your page doesn't yet know, like or trust you. Show them that other people trust you already and start building a relationship.
- **CTA (Call To Action)** - Every page on your website should have a purpose and a single CTA. This is the desired action that you want the user to take. This could be making a purchase, submitting a form, making an inquiry or something else.

TIP: Look at your existing content and see if you have a suitable page that you can use/adapt as a landing page. If you don't, you can start putting one together using our tips above.

PPC Doesn't Have To Be Overwhelming

As you can hopefully see in the guide, PPC doesn't have to be overwhelming. If you can craft the right message and get it in front of the right people, at the right stage in the buying cycle... then you can profit from paid advertising.

Paid advertising is one of the best ways to advertise your business as it's something that can deliver immediate results. You may have a slight wait for an advert to be approved by an advertiser such as Google or Facebook, but typically you'll be live within 24 hours.

When you're getting started you want to be focusing on the products or services that you know are already selling well in your business, as it's much easier to sell more of these than it is to create a new offer.

Focus on your existing customers and their characteristics. When you're targeting a wider audience, you want to be showing your ads to users with similar characteristics, interests, and desires.

Set yourself a reasonable daily budget that is affordable for your business and be prepared to spend a little on testing initially, whilst you perfect your advertising message.

Crafting the right ad is a combination of tapping into the emotional wants and needs of your audience, as well as clearly explaining the benefits of your products or services.

Remember that you should never be sending anyone that clicks on your ads through to your homepage, as this will not convert well into a sale or inquiry. Make sure you send visitors through to a landing page that is relevant to their problem and helps to solve it!

In our free guide, we've focused on how you can get started with PPC if you want to do it yourself (DIY). For business owners who have less time or want to get a better return on their investment, we recommend working with a suitably qualified PPC expert. If you'd like some more information on this, please contact us using the details below.

We'll be sending over some additional tips and suggestions over the next few days that you can take and action in your business. Keep your eye out for these as the first one should be arriving tomorrow.

In the meantime, if you have any questions, please feel free to get in touch!

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