

5 Tips to an Effective PPC Program

1

Plan Long Term: 6 month minimum is ideal, however PPC should be a part of your overall marketing strategy. It can fill voids where you may have challenges with a specific goal or service, for your inbound marketing program.

2

Plan an appropriate budget: If you underfund your PPC program you won't get fair and accurate results. Keep in mind that your budget does not go to your agency who is helping you, it goes directly to the ad delivery source, like Google or Bing.

3

Get assistance with a qualified PPC firm: Many people think that they can do this on their own. To be honest you can, but you may likely make a huge mistake that an agency wouldn't make and you can expect an agency to know the current changes and trends in the PPC marketplace.

You're an expert in your field, and you should hire an expert in this field. If you want a referral to a qualified ppc agency, let us know!

4

Understand your goals: Have a reasonable plan. Know what the goal is. Know that you can measure the goal, and be sure to drive all your actions in your campaign to that goal.

Remember that not all goals are a sale. Sometimes it can be a registration for a free event or a free download.

5

Review the results: You have to take time and review the reports that come in from your agency to see what is working and what isn't working. This affords you the opportunity to ask questions and dig deeper with your agency. It is necessary for you to see the results incase you need to make modifications, or change direction to an alternate goal.