How Much Will Pay Per Click Campaign Cost Me?

by Crest Media

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How you invest in pay per click campaign is anchored on two elements: the number of people who click on your sponsored ads and the amount you pay whenever they click. This is known as CPC or cost per click. Again, there are two elements that determine the CPC. Thereâ€™s the fixed price or flat rate and then the bid rate. Just like an auction, you place the highest bid for your ad to appear first on keyword-specific searches. Again, you only pay when people click on the ad.

Outsourcing the PPC campaign

For most businesses with no extensive experience in online marketing, outsourcing the task is the most logical option. Some providers offer free site analysis if you schedule a consultation. The process is very flexible. SEO companies can either tell you how much a PPC campaign will cost or you tell them the amount that you can spend on the maximum so they can work around your budget. The budget may be time-bound or average charge per-click. Donâ€™t scrimp on your budget though because your money would be worthless if your campaign falls a few dollars short of reaching out to your target audience.

Why not manage your PPC campaign yourself?

You may think that if you manage the pay per click campaign yourself, it will lead to savings. Perhaps, a good analogy would be selling ice to an Eskimo.Itâ€™s extremely redundant and utterly useless to spend money if you are not going to convert your investment into sales or brand recall. Now, if you sell an igloo to an Eskimo, then you have a business. The process that goes into each PPC advert is much more that creating a GIF. The right keyword is the, well, the key to generate clicks. And this is where an SEO company can help. Obviously, people canâ€™t click your ad if they canâ€™t find it.

How a PPC company can help

The cost per click has increased three-folds since 2005 even if accounting for inflation. Apparently, more businesses now see the value of top ads and SEO and are behaving appropriately: putting their money where their mouth is. An experienced SEO solutions company can provide you the best penny-for-dollar value for each keyword, the most efficient words that can best attract potential customers and where to place these advertisements to ensure maximum exposure. If possible, insist from the company that you hire a detailed report of the pay per click campaign for future reference.

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Crest Media - About Author:
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