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How to Run a Success PPC Campaign by Anuj Singh

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PPC advertisement is one of the most popular marketing methods among internet marketers. You get your money back in your pockets if someone clicks on your PPC ad. With effective pay per click campaign.you can attract more target audience and can convert them into your core customers. PPC program is one of the cost effective and proven forms of online advertising. Here weâ€™ll talk about how you can run a successful PPC campaign.

Set objectives

Setting objectives is the foundation your PPC program. You need to have clear, defined and assessable objectives to run a successful campaign. Before you start PPC program spend time to set goals and objectives to start the campaign. For instance, do you want to drive more traffic, generate leads, conversions or anything else? What do you expect your PPC program to achieve, has to be very clear before you begin.

Keywords

So many things have been said about keyword research, but still some internet marketers skip this important step. Try out different types of keywords that match userâ€™s intent. Some internet marketers donâ€™t understand how important is it to match userâ€™s intent and this may cause failure to your campaign. Your PPC ad should match up with search queries.

You can also try out negative keywords. These keywords will help you accomplish the future prospects of your advertisement. It decreases cost per click and increases return on investment.

Writing PPC ad

No matter how many other businesses are using the same keywords, as long as you are presenting a well-written ad, your PPC ad will stand out. It should have a unique selling idea. For instance you can add, â€œBuy our products and you get a bonus.â€•

Donâ€™t forget to include call to action in your ad element. Your ad must have call to action words like â€œbuy nowâ€•, â€œorder nowâ€•, â€œvisitâ€• and â€œreadâ€•.

Landing page

When a user clicks on your PPC ad, a landing page appears. Landing page is an extension of your PPC ad. It must be relevant to your ad, users should feel connected. Provide them specific web pages instead of your websiteâ€™s homepage. Users donâ€™t want to dig too deep to look for informatio Include necessary call to action in landing page. Remind users why they have come to visit your website.

Monitor

Monitoring your pay per click campaign is the most important factor to measure success. Make sure you are getting high conversion rate and return on investment. If your ROI is less than what you have invested then you need to re-examine the whole campaign to find out what is not working. A conversion tracking system will help you know how many conversions you have in a day or week or a month.

A well written and well planned pay per click campaign can be a turning point in your business. You can get a huge response through an effective PPC ad. Implement accurate keywords and include a call to action in your ad that encourages visitors to click.

At Galaxy Weblinks we provide PPC campaigns. Our pay per click program is aimed at delivering the maximum ROI for your PPC expenditures with an eye on high conversions, higher Click Thru Ratio (CTR) and lower cost of customer acquisition. For details please visit us at http://www.galaxyweblinks.com/services/internet-marketing/pay-per-click-campaigns/.

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