COURSE TITLE: Internet Marketing Basics

UNIT TITLE & NUMBER: Paid Advertising

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What Is Paid Advertising?

• Paying for exposure in exchange for a specific result (sales, leads, likes, etc)
• Very cost effective with the proper targeting
• Profitable when combined with organic search and other forms of internet marketing
Important

• Every action can be tracked (clicks, leads, sales, registrations, etc)
• Results depends on the size of your budget and your targeting
• Growth can be exponential depending on your return on investment (good ads with proper targeting)
Types Of Paid Traffic

- Google Pay Per Click (Adwords)
- Google Display Network
- Social Paid Advertising: (Facebook, Twitter, Instagram, LinkedIn, etc)
- CPA Advertising
- Etc
Types Of Advertising Models

• Cost Per Thousand: Charged by how many people viewed per thousand/clicked advertisement

• Cost Per Click: Charged by how many people viewed/clicked advertisement
Performance

• High CPC = Poor Performing Ad
• Low CPC = Higher Performing Ad

• Measure by ROI first
  – Example: Low CPC; no conversions
  – Example: High CPC; conversions
Finding The Right Audiences

• Results largely depend on targeting, advertisement, and landing page
• Research on audiences should be the most important and time consuming process of paid advertising
• Test multiple audiences
Tools

• Facebook Audience Insights Tool
• Google Display Banner
• Spyfu
• Online communities
Creating Ads

• Advertisement must be congruent to where you are directing traffic
• Copywriting should be the same as where you are directing traffic (two birds, one stone principle)
• Design must stand out within it’s native platform
Testing & Experimentation

• Test different audiences individually
• Run small $5 per day campaigns and scale up when results are successful
• Split test everything (headlines, images, body copy)
Return On Investment

• Results and profits are all based on performance of each campaign
• Amount spend does not matter if campaign is profitable and converting
• The size of your budget depends on the size of your results
Improving Poor Campaigns

• Wrong Keywords, Targeting
• Bad or Boring Copywriting/Advertisement
• Not Enough Tracking, Experimentation
• Sending Traffic To A Poor Landing Page (Or No Landing Page)
• Bad Offer
Improving Poor Campaigns

• Poor campaigns get expensive
• Use this information to improve and get more intensive with your testing
• Not as bad as long as you have a return on investment
Advanced

• Reverse engineering other campaigns
• Building your own swipe file
• Re-targeting with your email list (using Facebook Custom Audiences)
Action Steps

• Go to Spyfu.com and type in the keywords that are for your industry
• How much are your competitors spending on paid traffic?
• If possible, design and run a small $5 campaign and see the results. Did you get any clicks? Did you get any leads? What was the goal? What was the performance?