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PPC

*The Basics of Paid Marketing for
Your Online Business*

EMANATE DIGITAL

Paid Advertising

Paid Advertising is where you invest or pay a certain amount of money for advertising space. The amount to be paid for ad space occupied is usually settled in a process of bidding between marketers and the owner.



It is a vast field and should not be taken lightly. In this topic we will be looking at -

- 1. Search Ads**
- 2. Display Ads**
- 3. Mobile Ads**
- 4. Best Platforms for Paid Advertising**
- 5. The Latest Trends in Paid Advertising**

1. Search Ads

Paid search, also referred to as search advertising, search engine marketing (SEM), or pay-per-click (PPC), is the process of advertising on search engines such as Google, Bing, and Yahoo!. Search advertising software serves to automate this process. Search marketers use paid search in conjunction with search engine optimization practices and organic search marketing software to form a comprehensive search strategy.

Search marketers may also utilize other digital advertising channels such as a display, mobile, social, or video as further avenues to reaching their target audience.



Paid search advertising allows advertisers to place their product in front of people who are already looking for it. Because paid search advertising is targeted based on people's searches, ads are only shown to those already seeking out a product or service, increasing the likelihood that they will click on an ad and convert to paying customers. Furthermore, **there are more than 3.5 billion searches performed per day on Google alone**, and not targeting that audience is significant lost potential.

Search Ads are paid for on a pay-per-click (PPC) basis:

Advertisers pay each time someone clicks on their ad. The price per click is determined based on how competitive a given keyword is. The more popular the keyword, the more expensive it is. Price also varies across search engines. As per a study done by [wordstream.com](https://www.wordstream.com), the average CPC for AdWords across all industries is \$2.69 for search ads and \$0.63 on display ads.

2. Display Ads

Online display advertising is the process of advertising a company or product on websites. Display ads come in a variety of shapes and sizes and serve to encourage audiences to engage with the company associated with the ad. Marketers and advertisers use display advertising software in order to target, purchase, manage, and track display advertisements. Along with paid search advertising, display advertising is one of the most used forms of online advertising.



90% of agencies and marketers agree that display ads help with branding and as one of the more common forms of online advertisements, display ads have been made fairly accessible to businesses of all sizes. **Display advertising serves to grow brand awareness, gain more website traffic, and increase sales. Display ads have a broad reach and access to millions of web surfers.** This allows you to comb through the masses to target your ideal audience and improve the likelihood of them engaging with your advertisement.

Display ads can be paid for based on three different metrics:

1. *Cost per thousand impressions (CPM)*
2. *Cost per click (CPC)*
3. *Cost per action (CPA), also known as cost per conversion.*

The average CPM for display advertising is \$2.80, according to MonetizePros' CPM Rate Guide.

3. Mobile Ads

Mobile advertising is the process of advertising on mobile devices such as smartphones, tablets, and (increasingly) wearable technology. Advertising on mobile devices is nothing new, but the focus on the channel is increasing as more and more time is spent on mobile devices. **Mobile advertising software is used by advertisers to buy, manage, and track mobile advertising.**

Marketers may utilize mobile advertising in conjunction with other digital advertising channels such as display, search, social, or video to diversify their advertising strategy.



Mobile Ads typically are purchased on a CPM basis, though more engagement-based metrics such as CPC and CPV are also an option.

The average CPM for mobile advertisements varies by operating system and format but ranges between \$0.15 and \$5.00.

4. What are the Best Platforms for Paid Advertising?

- **Google Adwords**



The grand daddy of Online Advertising. Since Google owns the lions share of the search engine market, it makes their advertising platform **Adwords the biggest platform for Pay Per Click (PPC) marketing.** Adwords lets you create text, image or video based advertisements targeting people who search for specific keywords (you bid on keywords in an auction type market) and terms in the Google search box or through demographic and behavioral targeting via their Display Network. **You can also get very specific in when your ad displays, making your marketing dollars very efficient.** Setting up a campaign can be a bit complicated for beginners, luckily Google offers an easy way for small businesses to get started with Google Adwords Express.

- **Bing Ads**

Over the past few years Bing Ads has made great strides in improving their ad network as well as making it easy for business owners to run their own campaigns. Bing Ads offers free advertising credits but they can be hard to come by. If you go to the link below and submit your site to their search engine, they will offer you an advertising credit for trying it out.

4. What are the Best Platforms for Paid Advertising?

- **Facebook Ads**

Advertising on Facebook can be a gold mine for small businesses and their ad platform has come a long way the past few years, both in effectiveness and ease of use.



Facebook ads work similar to traditional Pay Per Click advertising (pay only when someone clicks on your ad), but the great thing with Facebook is that you can add an image or video along with your text. Even if people don't click on your ad, you're still getting lots of great exposure to a targeted audience for free.

While platforms like Adwords and Bing Ads typically target user behavior (searching for a product or service), Facebook lets you target according to demographic makeups and user interests.

- **LinkedIn Ads**

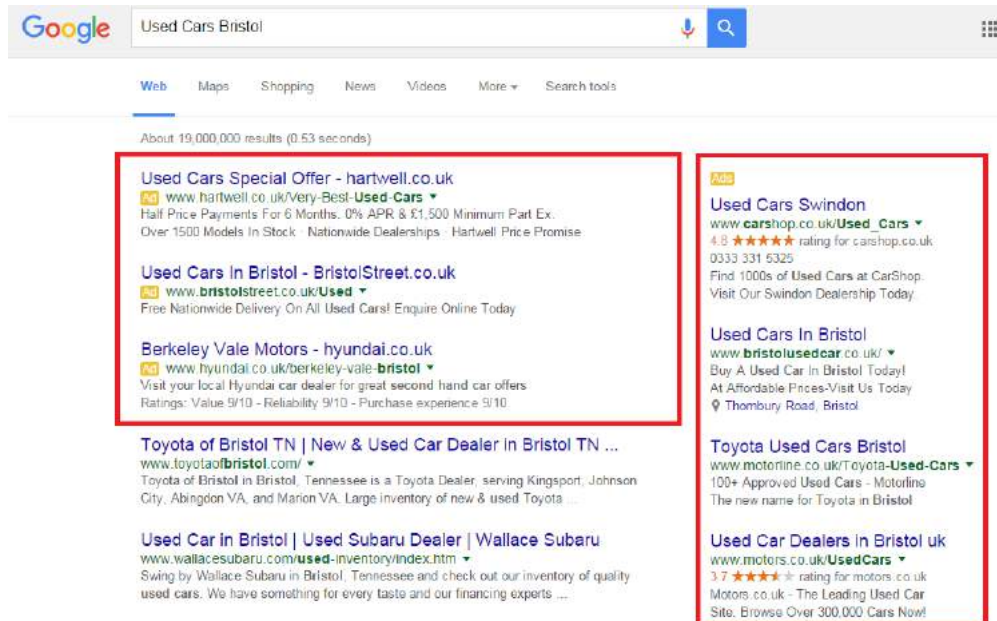
If you're in the **B to B or professional services industry**, LinkedIn Ads may be exactly what you're looking for. **LinkedIn can serve highly targeted ads to other professionals and businesses on LinkedIn.** The Cost Per Click (CPC) is higher than pretty much any other platform listed here, but you can target your ads to very specific people.

We would recommend this if you are B to B or offering professional services and you are looking to acquire high value clients. The advertising platform is pretty easy to use and with so many highly detailed user profiles, offers incredibly detailed targeting choices.

5. Latest Trends In Paid Advertising

With the arrival of 2018 comes the madness and frantic planning of your digital Marketing strategy. If you haven't planned it out yet, it's not too late. here are...

Here are 5 digital marketing trends that you'll want to watch out for in the new year.



1. Twitter May Tumble While LinkedIn Rises:

While other social media platforms are seeing steady or rapid growth, Twitter has failed to grow its user base in 2017. Recently, the platform tried to revive its reach by expanding its traditional 140 character count to 280 characters. Meanwhile, LinkedIn has made a number of improvements to its advertising platform in 2017 and presented a refreshed user interface, offering new opportunities for B2B and B2C brands. Instagram, for its part, continues to grow at an incredible rate.

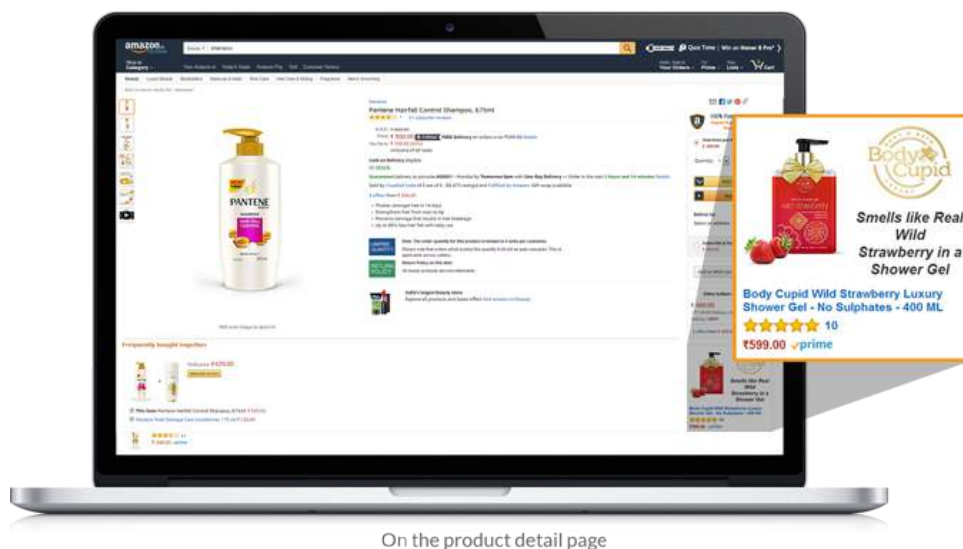
2. AI & Behavioral Marketing Will Make Strides Together:

Adobe predicts that machines will start making strategic marketing decisions. In such a situation, the software will analyze data to build segments, start and stop campaigns across various channels, and create custom copy that will target perceived personalities. **Because customers are more loyal when they see marketing that specifically targeted to them based on their behaviors**, these advances in AI and behavioral marketing in 2018 will allow marketers to more effectively engage with their prospects and customers.

5. Latest Trends In Paid Advertising

3. Brands Will Invest Heavily in Influencer Marketing:

According to Inc.com, 84% of marketers planned on executing at least one influencer marketing campaign during 2017, and businesses generate \$6.50 for every \$1 invested in influencer marketing. Clothing and beauty brands have had great success with using micro influencers and major celebrities for a while now, but now brands like Amazon are getting in on the action.



4. New Advertising Formats will Circumvent Ad-Blocking Technology:

Google is working on a Chrome tool that mutes autoplay videos, which might be good news for consumers, but not such great news for advertisers.

So how are brands getting around these types of ad-blocking and silencing features? Smart advertising platforms like Facebook have found ways to disable ad-blocking on their sites, allowing businesses to know their content will be seen. Others are moving to new platforms.

5. Privacy Protection Will Be a Major Priority Across the Globe:

With the onset of new privacy regulations across the globe, brands that sell to customers in Europe and beyond must be prepared to comply. **The new European Data Protection Regulation (GDPR)**, in particular, will redefine what online privacy means for all organizations, as they're faced with requests (and requirements) for the permanent erasure of customer information through the "right to erasure" and restrictions about how prospect data is collected and used for marketing initiatives.