



Cyber PR Army
Solutions INC.



How to Get the Most Out of Your PPC Advertising Budget

Looking to
maximize
your ROI
with PPC
Advertising?



A diverse group of four office workers in a meeting. A man with dark hair is on the left, looking towards a woman with curly hair in the center. A woman with short brown hair stands behind her, smiling. A man with short dark hair is on the right, looking towards the woman in the center. They are in a bright office with large windows in the background.

PPC ads are a bottomless bit.

You can send as little or as much as you'd like!



It's great for everything from startups to international brands. But we know you want to **maximize the impact** of your PPC budget so they work for you in a tangible way.



Let's start with a closer look at PPC Advertising.

Pay-Per-Click (PPC) advertising is a powerful digital marketing tool that allows businesses to display ads on search engines and social media platforms, paying only when users click on the ads. How you set up your ad will impact who can see it, so you can tailor it down to your potential customers.



BEST OVERALL PLACES FOR ADS:



Google



Facebook



Instagram



LinkedIn



TikTok Ads



Think about where your audience is,
and advertise there!



You can get incredibly specific with PPC ads.
For example, you could advertise cloth diapers to mothers with an interest in the environment who are aged 30-45 in the greater Toronto area.

Let's pretend you're setting up Google Ads for the first time. PRO TIP: Setting up your ad account and having your first campaign verified takes time, so build that into your timetable.



A woman with shoulder-length brown hair, wearing a light blue and white vertically striped button-down shirt, is seated at a white desk. She is looking down at a silver tablet computer she is holding with both hands. The background is a bright, modern office space with large windows and a blurred interior. On the desk in front of her, there is a closed silver laptop, a white mug, and some papers.

To create your Google Ad, you should have completed some keyword research to identify relevant search terms.

Craft some compelling ad copy that incorporates these keywords.

Then, structure your campaign to align with specific marketing goals:



Brand awareness



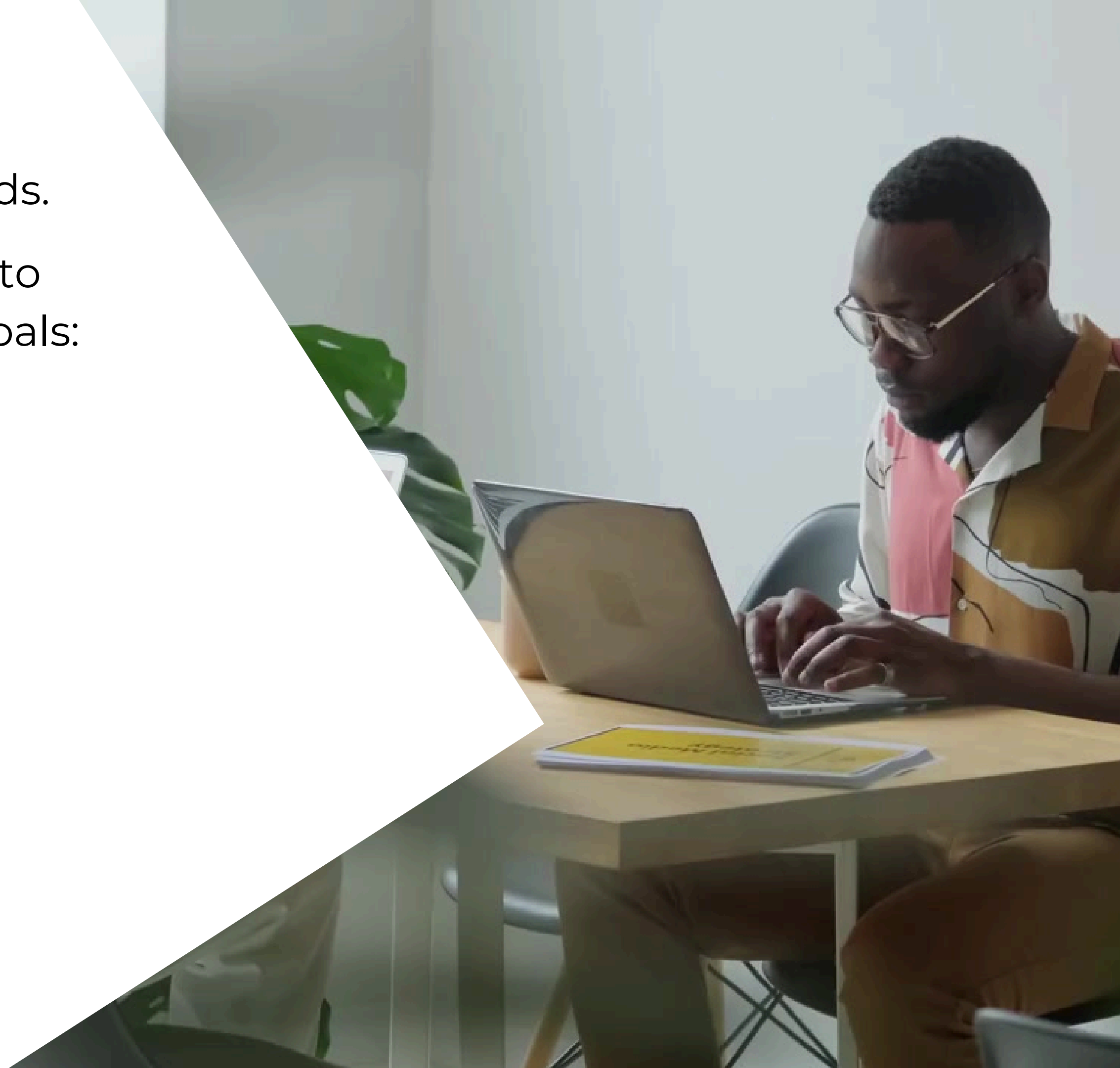
Lead generation



Product awareness



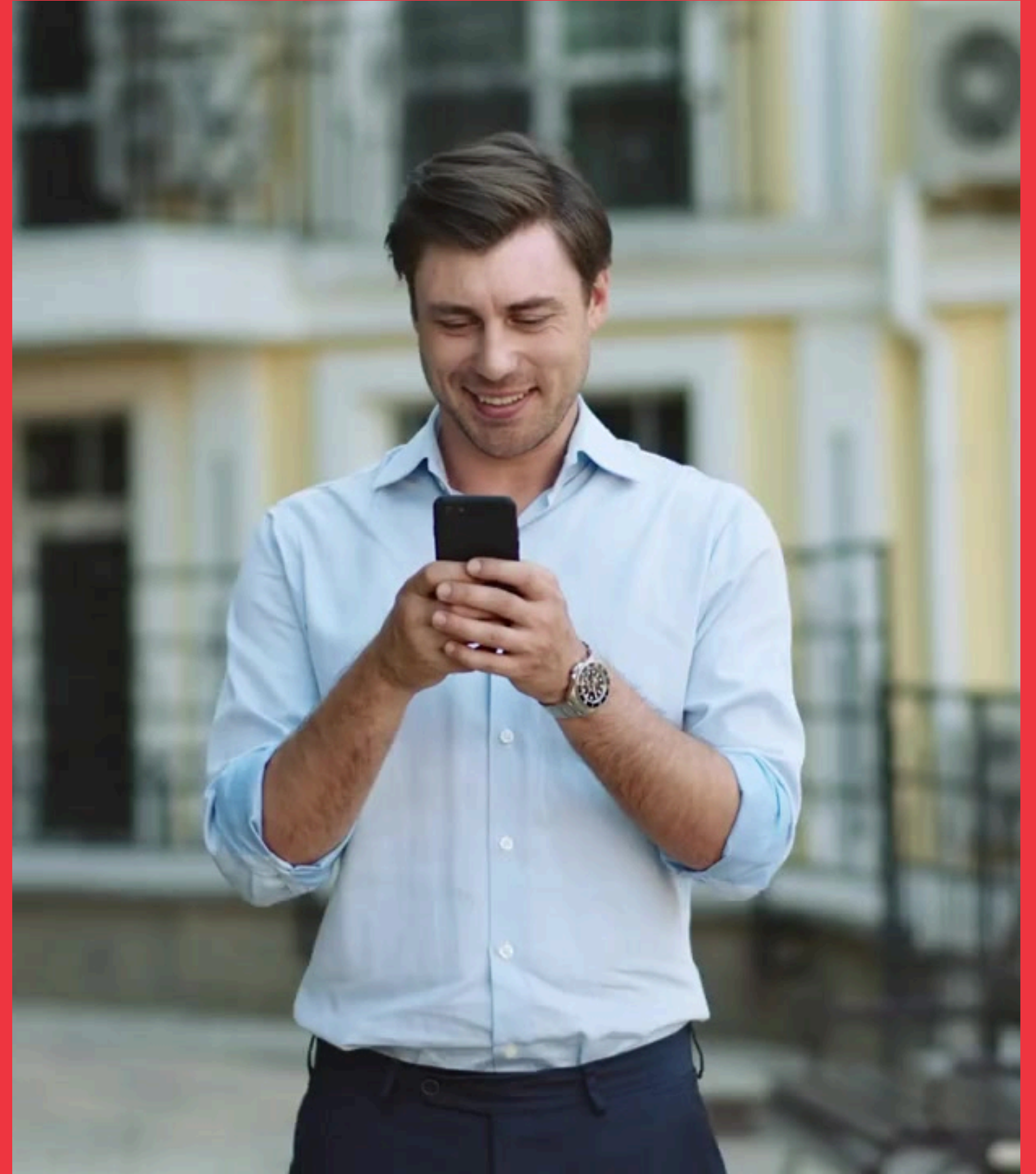
Promotion awareness



Tailor your ad content and targeting to align with your specific objectives to achieve your desired outcome.



Select some attention-grabbing imagery and add a clear call-to-action that is directly related to the URL you are sending ad clicks too.





★ For example, send lead generation campaigns to a lead magnet or quote form.

Social media platforms such as Facebook, Instagram, and LinkedIn provide extensive options for running PPC ads. Craft engaging ad creatives and make use of the precise audience targeting, leveraging platform-specific features to maximize your ad performance and audience engagement.



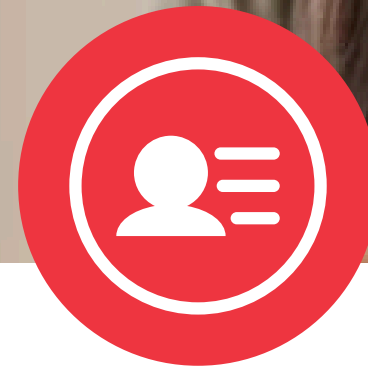
Some Quick Tips for **Image Selection!**



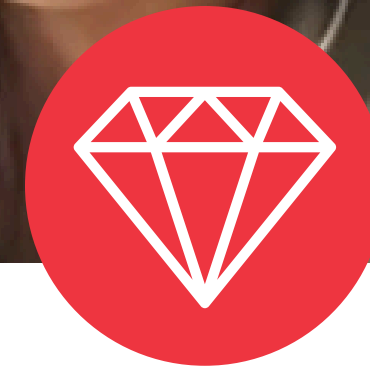
Imagery used should be visually appealing



Relevant to the ad's message



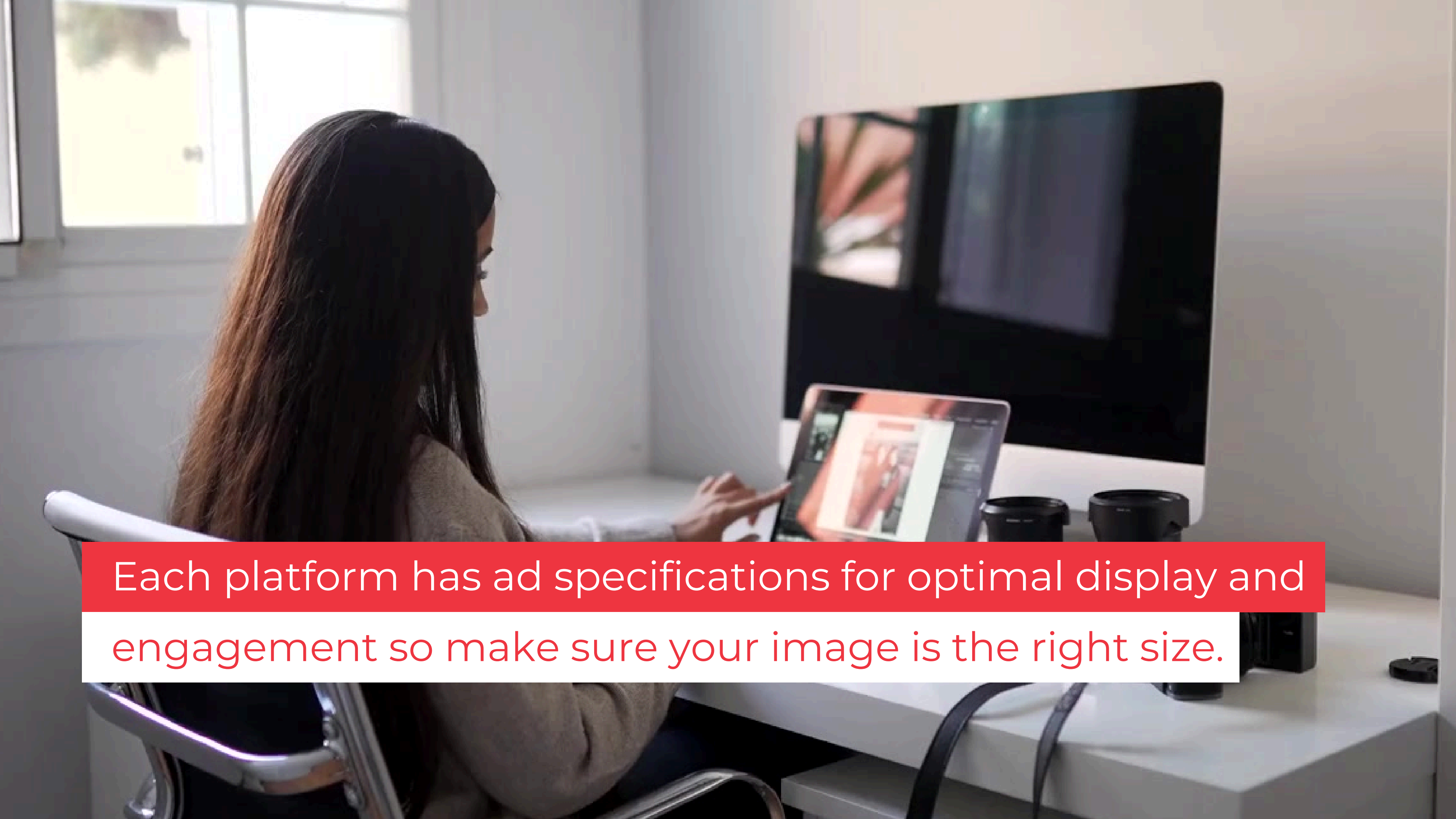
Aligned with the brand's identity



High-quality



Commercially licensed or created in-house



Each platform has ad specifications for optimal display and engagement so make sure your image is the right size.



How do you choose your campaign duration?

There's no set answer here. The duration of your PPC campaign depends on your campaign objectives, budget, and industry trends.





Regularly monitoring
your campaign
performance is essential
to gauge effectiveness.



Short campaigns may require daily monitoring (think events, sales etc.)



Longer campaigns may only need weekly or bi-weekly assessments, allowing for timely adjustments to maximize results.



PPC ads can be a great way to drive traffic to your business, even if your budget is small. Make sure to pay attention to whether you have set your budget to per day or campaign total. (It's easily missed!)



Like many digital marketing tools,

PPC advertising is a combination of art and science.

Keyword research, audience targeting and data analysis will cover the science element, but you'll find that you need to feel your way through the first few campaigns to see what gains traction.





Getting the most out of your PPC advertising budget requires a **strategic approach.**



Align your ad objectives with business goals



Set up and optimizing your ads



Leverage A/B testing



Determine your campaign duration



Monitor your results and amend as necessary



Diligence and proper setup are key to your success!

Dot the I's, cross the t's and enjoy the results.

