From Clicks to Customers:
The Only PPC Money-Making Guide You Will Need

Looking to claim a prime spot in search engine results and boost your traffic, conversions, and sales?

PPC in digital marketing, also known as Search Engine Marketing (SEM), is the key to achieving rapid visibility. In essence, Pay-per-click services involve bidding to showcase your business above organic search results. You bid on specific keywords, and each time someone clicks on your ad, you pay for that click.

Sounds simple, right? Not quite. PPC marketing is very intricate and demands a comprehensive understanding before diving into ad creation and campaigns.

What is PPC in digital marketing?

PPC in digital marketing is an online advertising method where advertisers incur costs when users click on their ads. Advertisers bid based on the perceived value of a click, considering keywords, platforms, and audience type.

Let's delve into the basics of PPC in digital marketing:

PPC marketing serves various campaign goals, including boosting sales, generating leads, and enhancing brand awareness. The core principle of pay-per-click services is relevance—showing a targeted ad when users are actively searching for specific products or services.

Major platforms of PPC in digital marketing

In this subsection, we'll explore major platforms used to execute pay-per-click services:

- **Google Ads:** The largest pay-per-click services platform, running on Google, Search Partner sites, and Display Network sites. All types of businesses can benefit from it.
- **Microsoft Advertising:** Similar to Google Ads, it displays ads on the Microsoft and Yahoo networks, primarily utilising keyword-based advertising.

Account Structure of PPC Marketing

As we've understood what PPC marketing stands for, this subsection uncovers the account structure of PPC in digital marketing:

- **Campaigns and Ad Groups:** Start by selecting keyword themes and creating campaigns. ad groups, like "Coffee Tables," further categorise themes with subcategories such as "Oval Coffee Tables" or "Long Coffee Tables."
- **Keywords:** Each keyword is assigned a match type, influencing when ads appear. Match types include exact, phrase, broad, and negative keywords to filter out irrelevant traffic.
- **Audiences:** Segmented user groups are often used in remarketing. Bid on audiences based on specific page views, time spent on site, and more.

Steps to compile effective Ad copy in PPC in digital marketing:

Utilise Expanded Text Ads, incorporating targeted keywords, value propositions, and a compelling call to action. Google Ads text ad structure includes headlines, description lines, and paths.

Additional Ad Formats in PPC in digital marketing:

- **Product Listing Ads (PLAs):** Square units in eCommerce PPC campaigns featuring product titles, images, and prices.
- **Image Ads:** Displayed within the Display Network, offering flexibility in size and format.

Settings and Targeting in Pay-per-click services:

- **Campaign Types:** Choose from Search Network, Display Network, or a combination of both (Search Network with Display Opt-In).
- **Device Targeting:** Ads can be shown across desktops/laptops, tablets, and mobile devices, with bid modifiers for mobile.
- **Location Targeting:** Granular targeting down to the zip code level, with bid modifiers for specific locations.
- **Ad Scheduling:** Run ads during desired times, with bid modifiers for days and hours.

Budget and Delivery:

- **Daily Budgets:** Set for each campaign, aligning with account goals.
- **Delivery Method:** Choose between standard and accelerated, controlling how ads are delivered throughout the day.

Technical Aspects of PPC in digital marketing:

- **Conversion Tracking:** Gauge account performance by creating conversion goals and tracking actions like clicks turning into conversions.
- **Google Analytics Integration:** Link Google Ads and Google Analytics for comprehensive post-click behaviour analysis.
- **Google Merchant Center:** Essential for running PLAs connecting with Google Ads to showcase product feeds.
- **Remarketing:** Utilise remarketing code to target users who've visited your site, increasing ad relevance.

Ad Extensions in PPC marketing:

Enhance PPC marketing ads with additional information through manual or automatically generated ad extensions:

- **Sitelink Extensions:** Provide additional links for searchers to navigate deeper into your website.
- **Location Extensions:** Display business addresses, ideal for brick-and-mortar establishments.
- **Call Extensions:** Enable click-to-call on mobile devices or display phone numbers on desktop ads.

Tools for Effective Campaign Management in PPC in digital marketing:

- **Change History:** Catalog past updates, aiding in tracking modifications over time.
- **Keyword Planner:** Plan campaigns, discover keywords, and estimate performance data.
- **Ad Preview and Diagnostics:** Identify reasons for ad non-display for specific search terms.
- **Opportunities:** Explore potential optimisations suggested by the platform.
- **Labels:** Organise campaigns, ad groups, and keywords for easier assessment and analysis.
- **Automated Rules:** Set rules based on performance criteria for automated account management.
- **Shared Library:** Manage changes across multiple campaigns efficiently.
- **Audiences:** Add audiences to various campaign types, including Display and Remarketing.
- **Bid Strategies:** Implement automated bidding based on predetermined goals, such as Enhanced CPC or Target CPA.
- **Budgets:** Use shared budgets for efficient management across campaigns.
- **Filters:** Apply filters for a more organised review of large campaigns.
- **Reporting:** Leverage search query reports, placement reports, and auction insights to refine strategies.

Display Network Insights in PPC marketing:

Display Network Targeting: Utilise contextual targeting with keywords matching ad themes or manual placement selection.

- **Display Keywords:** Broad-match keywords act as themes for Display ads.
- **Placements:** Choose between automated or manual placement selection, optimising performance based on site performance.

In conclusion, this guide provides a solid foundation for entering the competitive field of PPC marketing. Remember, continuous testing is key. Every business is unique, and investing in an experienced PPC agency in Gurgaon, such as Ants Digital, is crucial for ongoing success in the dynamic world of PPC marketing.