

PAY PER CLICK ADVERTISING

12 Targeting Options
Most Businesses Don't Know About

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Postcard Marketing Experts



PPC

Pay Per Click Advertising

...is a form of online marketing that makes use of sponsored search results, YouTube videos, Google Maps, and the Google Display Network.

The Google Display Network is a collection of millions of websites including high-traffic sites like CNN.com and HGTV.com who allow Google to run ads on their sites in exchange for money. The beauty of pay per click campaigns is the fact that you only pay for them when a prospect clicks on your ad, hence “Pay Per Click.”

In this report, I want to go through 12 targeting options you have with PPC advertising. I’ll show you what each does for your marketing, and who can benefit most from using each option.

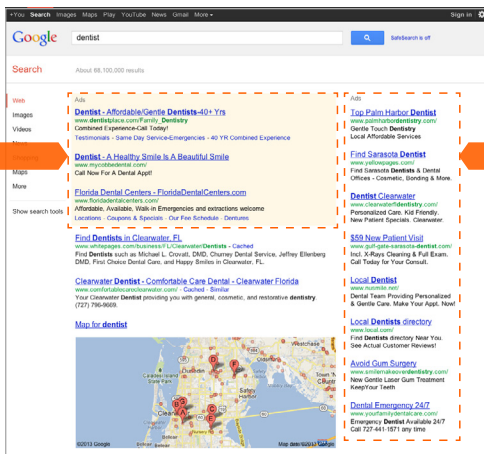
As you read through the options, think about your own business and whether your company could benefit from that targeting method. You can mix and match, or use all of these options if you want to. We’ve broken the options into three categories: ad types, targeting criteria, and targeting settings. We’ll explain what each of those are as we go through them.

Let’s take a look at them...

SECTION 1

AD TYPES

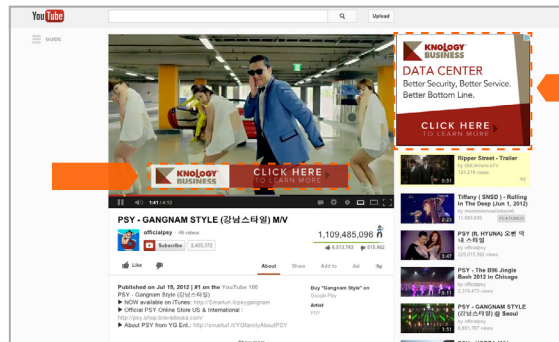
Options 1-3 are the 3 different types of ads you can create with Pay Per Click advertising. There are search ads, image ads, and YouTube ads. Let's look at what each one could offer your company...



Search Ads



Image Ads



YouTube Ads

1. Search Ads

Definition:

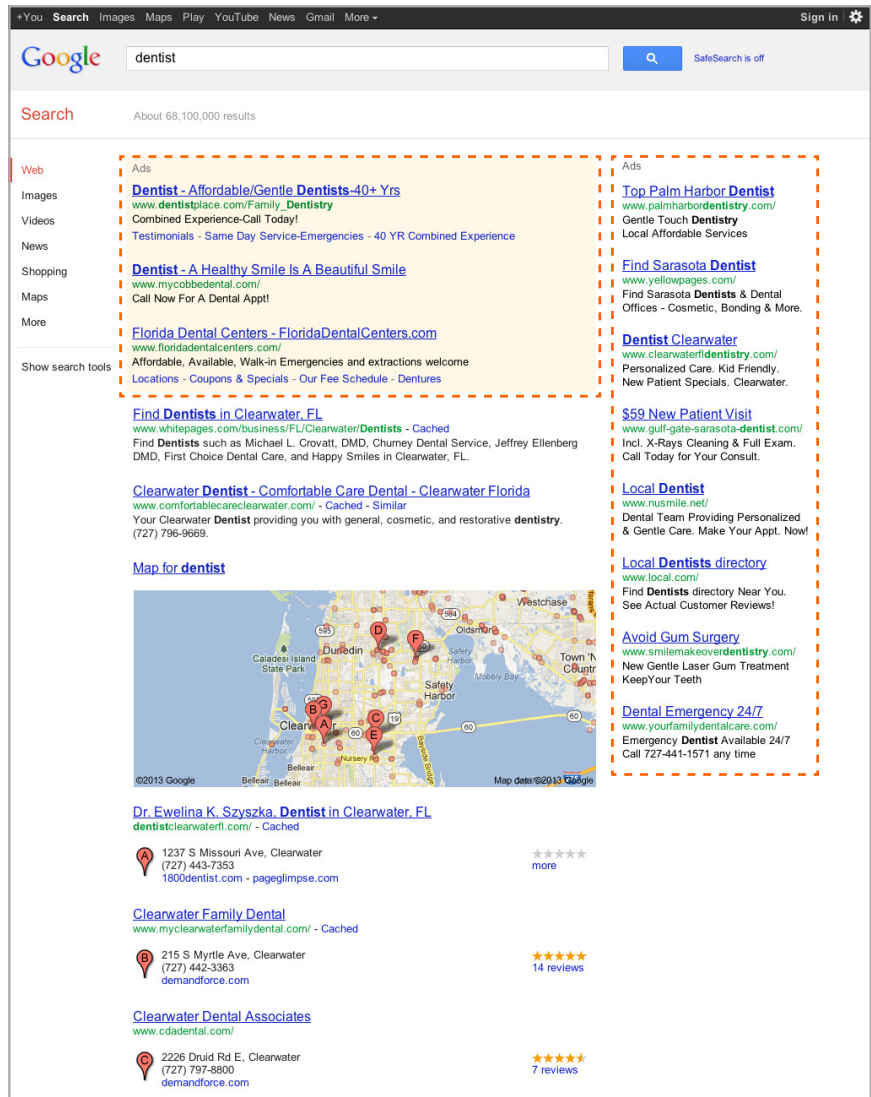
A Pay Per Click advertising campaign that features ads on Google.

These are the ads you see at the top, and to the right of Google search results. They are called often called “sponsored links” or “featured ads.” Using Pay Per Click advertising, you can create ads for your business and set them to be featured in the results of relevant keyword searches.

For example, a roofing company can feature their ad at the top of searches for keywords like “roof repair,” “leaky roof,” or “roof replacement” and can target the ads to only appear for those searchers who are in his service area.

Just about any business can benefit from these ads because they can be tailored to be relevant to whatever your prospects are searching for. Used correctly, these ads are very effective. Check out this statistic about the popularity of “sponsored results”:

They are a great investment, but you are going to need some experience and expertise to use them effectively, so you should look into hiring a PPC expert. We can help you out there!



2. Display Ads

Definition:

A Pay Per Click advertising campaign that features ads on the millions of websites within the Google Display Network in the form of banner ads (graphics or pictures) or text ads.

These ads can be featured on any of the millions of websites within Google's vast Display Network. This includes popular sites like Dictionary.com and HGTV.com, which generate huge amounts of traffic. Your ad will appear as a banner ad on the top of the webpage, or along the sides of the webpage. You can also create text ads as well. Either way, you are gaining exposure that can be incredibly valuable to your company.

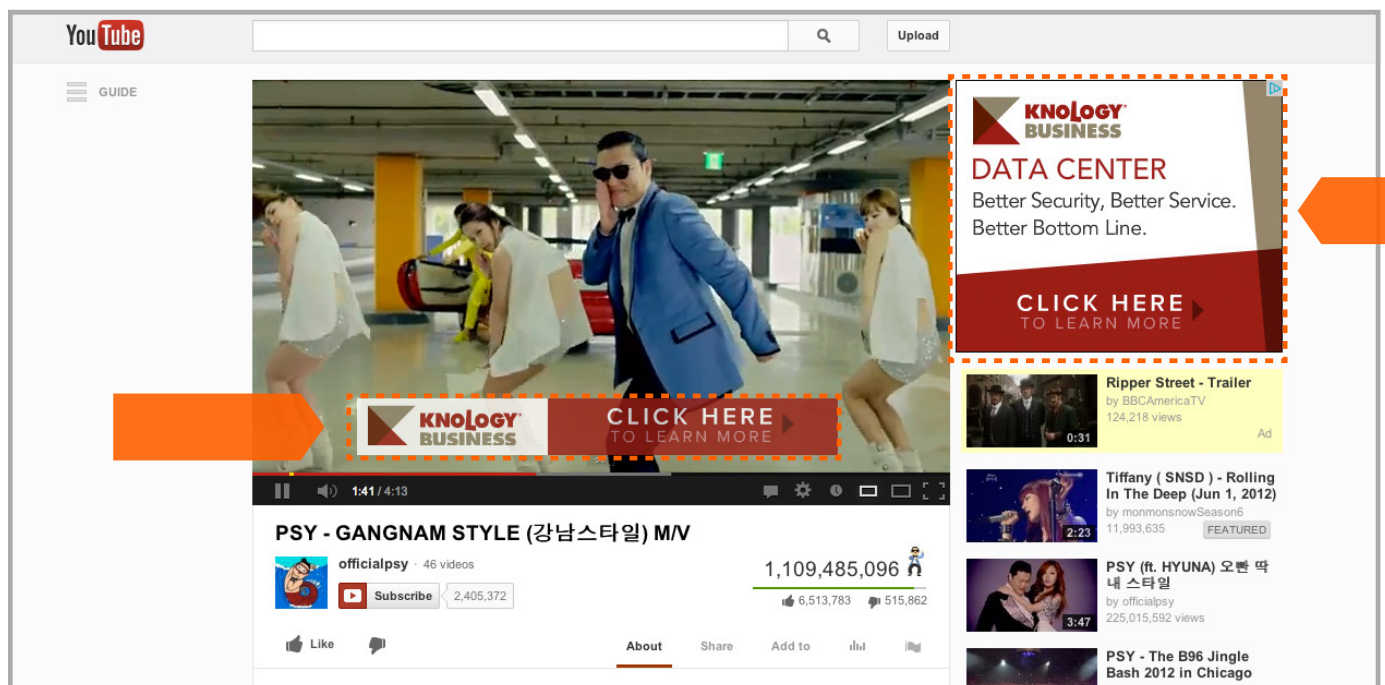


3. YouTube Ads

In case you've been living under a rock, YouTube is a site that houses millions of user-uploaded videos. YouTube generates a ridiculous amount of traffic, and allows you to display your ads at the bottom of videos. This is great for small businesses because you can feature your ads in videos with content that's relevant to your business. You can also target specific types of prospects and play your ad on any videos they watch, regardless of whether or not those videos are related to your business.

InVideo ads are believed to be the most effective form of YouTube advertising, with click-through rates that are 8 to 10 times higher than other ad formats.

For example, let's say a prospect of the roofing company mentioned earlier searched YouTube for the keywords "How to Fix a Leaky Roof." The roofing company can set their ads to appear in videos related to those keywords, and can even target only those that are in the company's service area.



If you have any questions about which ad types will be best for your company, give us a call at 1-800-628-1804.

SECTION 2

TARGETING SETTINGS

These 5 options are different settings that you can customize according to your marketing needs. These won't necessarily affect where your ads are displayed, but rather who they are shown to and when. Let's take a look...

Who

1. Demographics: Age and Gender

Here is where your PPC marketing offers you the ability to really hone in on your ideal prospect. You can tailor your PPC campaign according to specific demographics, like age and gender. While Google doesn't have exact information on this, they make educated guesses based on the user's previous browsing history.

2. Type of Device

You can also target prospects who use specific devices. You show certain ads to those using laptops, and a different ad to those using desktops. You can show an ad to a smartphone user that is different than the ad you show to a laptop user. This is another resource at your disposal to make your ads as relevant as possible to your prospects' individual circumstances. Every business using PPC should have separate campaigns that are tailored to the device they will be seen on. Internet browsing is different on a mobile device than it is on a computer. There is less space for ads, so your campaign has to be highly targeted in order to be featured. Mobile searchers also tend to use shorter keywords, so you should be aware of that when choosing your targeting keywords for mobile PPC campaigns.

What

3. Operating System of Mobile Devices

This targeting option allows you to see which operating systems are generating the most traffic for you, so that you can optimize your ads for them. For instance, let's say iPads generate a majority of mobile browsing traffic. You can then make a specific iPad optimized ad campaign to convert all those iPad browsers more effectively. This is another setting that businesses can use to finely tune their PPC advertising to be as relevant as possible to their prospect.

Where

4. Geographic Location

You can target your PPC ads to only appear to prospects within a particular geographic location. This is great for local businesses who will have no use for leads outside of their service area.

For example, a local restaurant in Spokane, Washington, isn't going to bring in revenue by displaying their ads to online prospects in Denver. In that situation, the restaurant should simply target their city, or their surrounding zip codes. That way, they present their business to quality prospects without wasting money.

5. Time: Hours of the Day and Days of the Week

Another targeting option is restricting your ads to certain times of the day or certain days of the week. This could be a good option for businesses that only want to generate phone calls while they are in the office. They would set their ads to appear from 9 to 5, Monday through Friday. This is also particularly useful for Business to Business (B2B) companies, because their most qualified prospects would be those looking while they are in their offices.

For example, a medical supply manufacturer would benefit from limiting their campaign's hours to the average business hours of a medical practice. Their customers are hospitals and general practitioners, who for the most part only look for medical supplies when they are at work. So, that company can save some money by not showing ads at night or on weekends.

When

Let's look at three examples:

1. A company that sells baby and toddler products wants to use PPC marketing. The owner does some research and discovers that the business's ideal prospect is a mom from the ages of 25-35. Knowing this, the owner can adjust the ad campaign to only target prospects that fit that description.
2. A sports bar finds that its ideal prospect is generally a male from the ages of 18-35. Narrowing their ad campaign to this demographic helps them target likely customers more effectively.
3. A jewelry store discovers that most of their customers are women between 24 and 54 years old. He can now limit his PPC ads to target only that demographic, which gives them a better chance of attracting the attention of someone who wants to buy from them.

SECTION 3

TARGETING CRITERIA

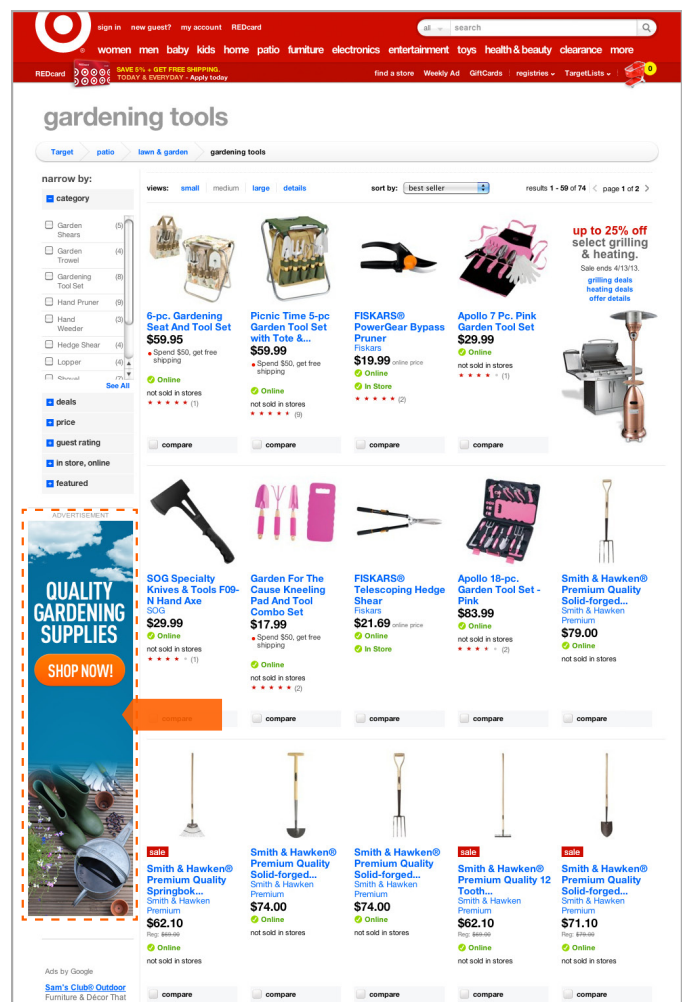
These options are the different criteria by which you can choose where to feature your display ads. Do you want to show them only on sites that have relevant content? Do you simply want to show them to qualified prospects on whatever page they visit on the internet? These are the questions you want to ask yourself when you are setting up your PPC campaigns. Let's look at the 4 criteria you can use to target the location of your ads...

1. Content Targeting

This option lets you use keywords to display your ads on websites that have content that is relevant to your business.

You use the same keywords to target them that they are using to search the internet, so you can create ads that present themselves as the answer or solution they are looking for.

For example, a landscaping company would use the keyword phrase “gardening supplies” to show its ads on websites that sell or discuss gardening supplies. The visitors of those websites clearly have a lawn, and are maintaining it themselves. Now, you use your ad to present them with a discount, which offers your services to take care of their lawn for them at a great price. You can target those visitors further based on geography so that you only get those people in your service area who are reading about gardening.



You are getting the right audience. You know exactly what the prospect is looking for. So, you can create a highly effective ad to convert them into a customer. This option could be used by just about any business, because it can be customized to fit any prospect type.

2. Topic Targeting

This next option allows you to differentiate which types of websites you would like to use for your PPC marketing. This is different from the Content option above because you are choosing sites based on the entire subject that the site is about, rather than targeting specific pieces of relevant content on sites that may or may not be fully related to your topic. You can choose certain categories of websites on which you can display your ads. This option allows you to target more broadly while still remaining relevant and reaching a quality prospect base. For businesses with a broader target audience, like doctors, gyms, and restaurants, this would be a great option to use.

For example, a chiropractor can choose to show his ads only on websites that are categorized as health and wellness, or even as specifically as chiropractic health. He can then additionally target to only show his ad to people on these sites who are in his geographical service area.

3. Interests Targeting

Interests targeting allows you to target prospects with specific web behavior. You can choose to show your ads to prospects who visit websites that are relevant to your business. You are targeting them based on their browsing history, not necessarily based on the site they are currently visiting. A prospect who visits lots of health and beauty websites can be targeted effectively by a company selling cosmetic products, or a local spa or salon.

For example, an auto parts store or an auto detailer can target prospects who visit a lot of websites about cars or who participate in automobile discussion forums. Those people can then be further targeted geographically so that you are only targeting those people in your service area.

4. Placements

This is an option for making your company a fixture on certain websites. Placement targeting lets you feature your ad on a specific website. If you can see that a particular website is an ideal target for quality prospects for your business, you can specify that you want your ads on that website. You are basically placing your ads in a specific online location. This option can be used by any business who finds that their prospects flock to a particular site that participates in the Google network.

For example, the auto detailer business from the earlier could specifically target ads on “Cars.com,” or on “AutoTrader.com.” He can then narrow his targeting even further by targeting only those people on those sites that are in his geographical service area.

If you have any questions about which targeting options will be best for your company, give us a call at 1-800-628-1804.

SECTION 4

ACTION ITEMS

Here's what you should do now...

- Go through each of the 12 options like a checklist and mark which ones would help your business get its PPC ads to the highest quality prospects.
- Take each of the options and write out a few ideas of how you would use that option to target the types of prospects you are after. What kind of web behavior should you look for in a prospect? What kind of content would qualified prospects be reading? Ask yourself these kinds of questions for each option.
- Find out who your ideal prospect is by looking at your current customer base. Is there a pattern in their demographics, location, interests, etc?
- Update or build your campaign using the criteria you determined is best for your company.

Pay Per Click advertising is an incredibly effective and profitable form of online marketing when done correctly. Because of all of the options, it can also be expensive and ineffective if you are not familiar with how to do it properly. If you feel like you don't have time to add this to your plate, give us a call and we can tell you about how we can handle the whole process for you. You get the new customers without the hassle.

Here are results from one of our clients!

"We just signed a contract off of one of our PPC leads. Here's an update on our projected return on this marketing investment:

Cost of PPC Campaign for 12 months: \$8400

ROI Calculation: $42,800/8400 = 5.09 = 509\%$

- Tom Beaton, CFM Services Corp

Call us today for a free analysis of the best PPC targeting options for your business. **1-800-628-1804**

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