



Module 5: Pay Per Click Advertising (PPC)



we buy houses houston



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Houston We Buy Houses - Get a Fast Cash Offer for Your Home

(Ad) www.cashofferforhouse.org/

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We Buy Houses Fast. No Fees. Any Condition. Top Price Guaranteed. Call Us Now!

Highlights: Fair All-Cash Offer, Honest Price

Testimonials · Get a Cash Offer · FAQ's How to Sell House · How Sale Process Works

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We Buy Houses Houston- Best Cash Offer In 24 Hrs Or We Pay You- A+ BBB Rated - 100% 5-Star

Reviews Over 10 Years - No Hassle/Commissions - We Buy Any House.

Fast Cash Offers: We Buy Houses Houston ?

www.fastcashoffers.com/

We Buy Houses Houston in any condition, and in any location. Get a fast cash offer today. Give us a call at (713)-635-9000 to learn more.

What is Pay Per Click (PPC)?

It is an ad you place online where you pay nothing to show your ad, but you pay every time someone clicks your ad.

Common examples are:

Google Adwords

Bing

Yahoo

Facebook

Why use Pay-per-click advertising?

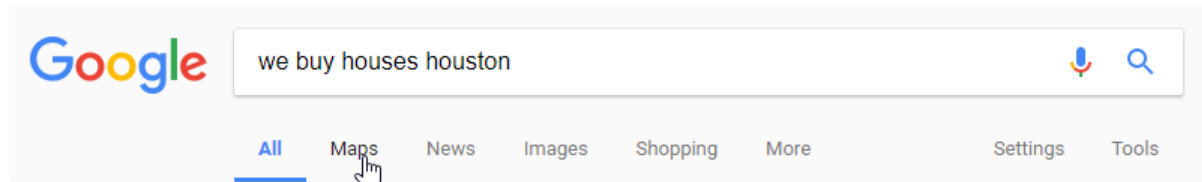
You can tap into people who are searching online for solutions to their real estate problems.

It gives you a way to almost instantly get to the top of the search results. It's like search engine optimization but instead of working hard and waiting a long time, you pay to be in the top spots.

On sites like Google, Yahoo, and Bing, the ads appear above organic search results. That means people will see your ad (and other people's) before they see people's sites who are there because of search engine optimization.

You can put in your budget and only spend what you can afford.

The downside is it can get very expensive. Usually real estate-related keywords are expensive. You can set your budget to whatever you can afford, but if your budget is too low you may not get results.



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Reviews Over 10 Years - No Hassle/Commissions - We Buy Any House.

Fast Cash Offers: We Buy Houses Houston

www.fastcashoffers.com/

We Buy Houses Houston in any condition, and in any location. Get a fast cash offer today. Give us a call

at (713)-635-9000 to learn more.

Google Adwords

Google Adwords is the biggest PPC network, so we'll focus mostly on it. Most of the principles apply to the other Pay Per Click services as well.

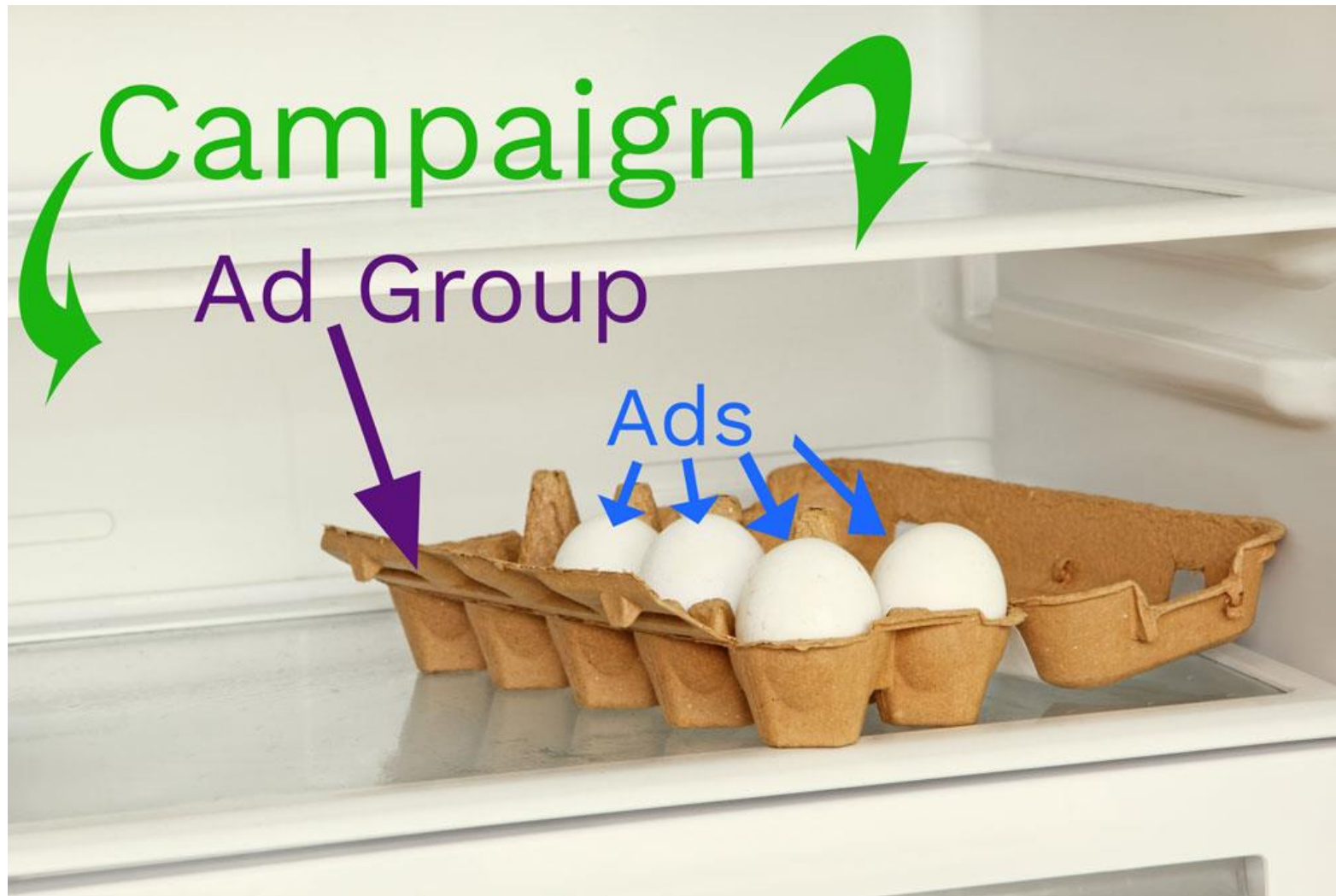
Google Adwords

Google Adwords has tons of options and can be overwhelming. When you can afford it, you may want to hire a professional to set up your ad campaigns for you. This can be expensive, in addition to the advertising costs, so not a good idea if you're starting out.

If you want to try it, be sure to keep a close eye on your campaign to make sure you're not spending more than you intended or that you're not paying for clicks for keywords that aren't relevant.

To get started with Google Adwords, first you'll need to sign up for an Adwords account. Often you can find a promo code / coupon that will give you some free advertising when you're a new customer.

You'll create a Campaign first. Then an Ad Group. Then you create ads that are part of that Ad Group. These are just different levels for organizing things.



Google Adwords

Just to illustrate it, let's compare your Google Adwords account to a refrigerator.

We'll say you have two campaigns: Freezer and Refrigerator (lower). Inside each of those are other containers. These are like Ad Groups. For example, in the Refrigerator (lower) campaign, you have an Egg Carton Ad Group. Inside the Egg Carton Ad Group, you have multiple Ads (eggs).

In the Freezer Campaign, you might have an Ice Tray Ad Group, and inside the Ice Tray Ad Group, you have multiple Ads (ice cubes).

You can think of them as containers that fit inside each other. Campaign is the biggest container, Ad Groups go inside that, and then Ads go inside Ad Groups.

Example of Campaign, Ad Group and Ad

Here is an example of how you might use these:

Campaign 1: Motivated Sellers

Ad Group 1: Fort Worth Area

Ad 1: Sell Your Fort Worth House Fast!

Ad 2: We Buy Houses in Fort Worth

Ad Group 2: Dallas Area

Ad 1: Sell Your Dallas House Fast!

Ad 2: We Buy Houses in Dallas

Campaign 2: Cash Buyers

Ad Group 1: Fort Worth Area

Ad 1: Ft. Worth Fixer-Uppers For Sale Cheap

Ad 2: Ft. Worth Handyman Specials

Ad Group 2: Dallas Area

Ad 1: Dallas Fixer-Uppers For Sale Cheap

Ad 2: Dallas Handyman Specials

Ads

You can have many different ads. Each ad can have different text. You can create different variations and see which ones get the best results.

Your ads will consist of a headline / title, a URL (link), and a description.

You can create variations that are almost exactly the same, but with just a word or two different if you want. In time you'll see what works best for you and stick with the ones that get the best results. But it's good to always be testing.

Put yourself in your prospects' shoes. If you were in their situation, what would you be looking for? What would appeal to you? What would you click on if you saw it?

Budget

You can put in a daily budget. When you get enough clicks to reach your budget, your ad will stop showing for the rest of that day. Then the next day it will start again.

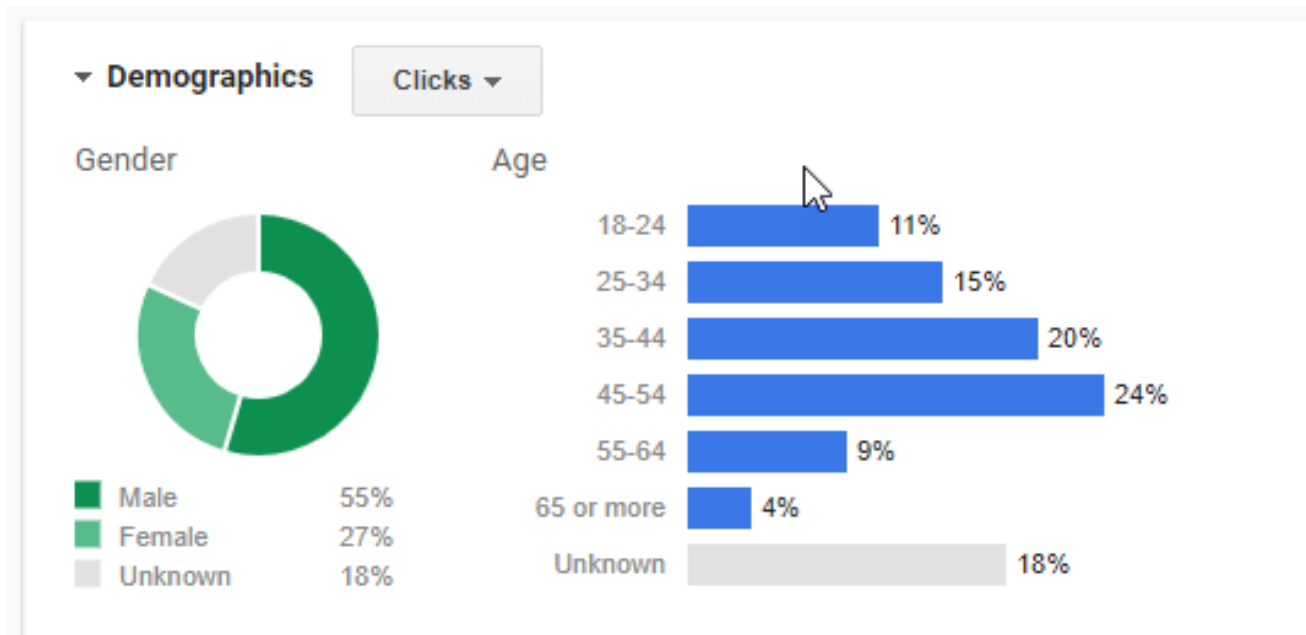
You can also set what you're willing to pay per click, and this can be different for different keywords.

Geo-Targeting and Demographics

You can set it so only people in a certain geographic location will see your ads. That way you're not paying for clicks from people in areas where you're not interested in buying and selling properties.

For example, you can have your ad only show for people in a certain city, or multiple cities, zip codes, or whole states. You have a lot of flexibility.

You can even have your ads show only to males or females, and only to certain age groups. So if you wanted to target males between 55 and 64, you can do that.



Devices

You can also show your ads only on certain types of devices. For example: Computers, Mobile Phones, and Tablets.

Initially you might want to allow all of them. But maybe you find that people coming to your site on mobile phones usually don't contact you.

First, you might want to double check that your website works properly on mobile phones. If it does, is there some way you could make the page they're landing on easier to use?

If you don't see anything you can improve, but people using certain devices don't convert to leads, you can disable your ads on those devices. Or you can adjust your bidding where you bid lower on those types of devices and higher on the types of devices you prefer.

Keywords

Keywords are similar to keywords with search engine optimization. It refers to what people are searching for.

You can put in keywords you can think of and it will give you suggestions for related keywords. You can select as many as you want. That means your ad will appear when people search for those keyword phrases.

It's best to use keywords that are closely related to your ad. You can use different keywords for different ads. For example, for keywords like "sell my house fast", you may want to use ads that have a headline like "Sell Your House Fast". It should be similar to what someone is typing in so it will sound like exactly what they're looking for.

Keywords

Google Adwords will give you an idea of how many people are searching for a certain keyword every month, and an estimate of how much you might pay for each click on your ad.

Sometimes Google will show your ad to people searching for things it things is related, but these may not be people who would be interested in your services.

To help with that, you can also set “negative keywords”. That means if the search includes certain words, your ad won’t show up.

For example, let’s say you have an ad for motivated sellers. You may not want your ad to come up when people search for “real estate agent”. So you can put “real estate agent” as a negative keyword.

It’s good to keep a close eye on the keywords people are searching for. You might find some you didn’t think of that you want to add to your list of keywords, but you might also find ones that are unrelated that you want to add as negative keywords so you’re not paying for clicks you don’t want.

Content Network

In addition to having your ads show on Google when someone types in a certain phrase, you can also have your ads show across Google's content network.

What this means is that website owners can choose to have Google's ads showing on their websites. When someone clicks those ads, the website owners make a little money. Typically the ads show on a website that is related to your keywords.

These people aren't always as good of leads since they might not necessarily be searching for solutions. They may have just stumbled across the website your ad is on. But on the other hand, sometimes they are looking for solutions and they found an article first, and then they see your ad. So it's worth experimenting with.

we buy houses kansas city



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Ads related to: we buy houses kansas city

We Buy Ugly Houses – No Hassles, No Fees & No Banks [?]

www.webuyuglyhouses.com/KansasCity

We Buy Houses In Any Condition. Receive A Cash Offer For Your Home. Call Today!

Contact

Contact Us Today For A Free, No
Obligation Consultation.

How It Works

Getting Cash For Your House Is Easier
Than You Think.

FAQ

Find Out What People Are Asking About
We Buy Ugly Houses@.

Testimonials

Read Reviews From Recent Sellers.
75,000 Homes In Over 20 Years.

We Buy Your Ugly House - Fast - Sell Your House Fast for Free [?]

www.ExpertHomeOffers.com/Sell_Fast

Fastest Way To Sell, Guaranteed. Any Condition, Any Situation. Sell in 3-days.

Offer in 24-hours · Free Offer, Fast Close · Local Real Estate Pro's

Get a free home selling offer in 24hrs. Sell your house Quick for ...

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All Situations Accepted

Fast, Fair, Reliable

Need 2 Sell Your Home Quickly? - EffectiveAgents.com [?]

www.effectiveagents.com/top-realtors/fast-home-sales

5.0 ★★★★★ rating for effectiveagents.com

effectiveagents.com has been visited by 10K+ users in the past month

Top Realtors Sell Quicker & For More Money. Use Our Data Driven Matching Service

Data Driven Results · Top Ranked Agents Only! · Get Unbiased Results

Buying or selling a home? EffectiveAgents.com can help you find the best Realtor in ...

Find Top Agents Near You

Buyers Start Here

Sellers Start Here

Unbiased & Free Service

Homes For Sale - Huge Selection of Homes In KC [?]

www.kansascityhomes.com/Open_Houses/Locations (913) 981-8921

Huge Selection of Homes for Sale In Kansas City. Start Your Search Online Today.

100% committed · Best real estate company · Full-time professionals

Service catalog: New Homes, Sell your home, Relocating, Financing

In 2004, seven visionary industry leaders set out to create a new, Better kind of ...

Ads related to: we buy houses kansas city

We Buy Houses - Find Out More and Save More. [✓]

find.mail.com/IBuyUgly

Discover everything about We Buy Houses and start saving now!

Buy Houses Kansas City - Helpful & Professional [?]

housebuyerskc1.tru-m.com

Buy The Perfect Home. Spacious & Affordable Listings!

We Buy Houses [✓]

WeBuyHouses.atlasprice.com

Get Expert Advice From We Buy Houses. Get Top Dollar For Your Home.

We Buy Houses Kansas City -

Webcrawler.com [✓]

www.webcrawler.com

Search for We Buy Houses Kansas City With 100 of Results at WebCrawler

We Buy Houses Kansas City – Get the Top 10 Results Now [?]

www.smarter.com/Find

Smarter Search for We Buy Houses Kansas City. Browse & Discover Usefull Results!

Buy Houses For Sale -

BankForeclosedListings.com [?]

BankForeclosedListings.com/Houses

Just Enter Zip Code, City or State & View Foreclosed Houses For Sale.

Bing and Yahoo

Bing and Yahoo are also search engines like Google and work the same way.

Ads show up above the organic search results, and you pay each time someone clicks your ad.

Facebook

Facebook also has opportunities for Pay Per Click advertising. Some investors have had good results with this, but like all Pay Per Click advertising, you have to be careful and monitor it very closely.

Facebook allows you to show your ads to people who are on Facebook.

You can choose who to show your ads to based on their interests, age, gender, etc.

Suggested Post

 **Highest Cash Offer - We Buy Houses Fast** Like Page ...
Sponsored · 

Any Condition 0 Fees 0 Hassles. Get cash in as a little as 3 days.



Need To Sell Fast?

Cash for Homes Done Fast
Start Here For a FREE No Obligation Offer! WE Buy Houses For The HIGHEST CASH OFFER!

HIGHESTCASHOFFER.COM Learn More

 5

 Like  Comment  Share 

Facebook

If you set up a Facebook Page for your business you can also turn things you post on your business page into an ad by “boosting” it. You’ll see a link to “Boost Post”.

You can use this to get likes for your page, or to direct people to your website.

Getting people
back to your site

Retargeting

What is Retargeting?

You've probably seen it before. You're shopping for something online but you decide not to buy it. Then a day or two later you're looking at some other website and you see an ad for the product you were looking at the other day. Maybe you thought, "Wow, what a coincidence!" or maybe "That's scary! How did they know what I was looking at?"

It's no coincidence. It's retargeting.

YAHOO!

Sign in



Mail News Finance Sports Politics Entertainment Lifestyle More...

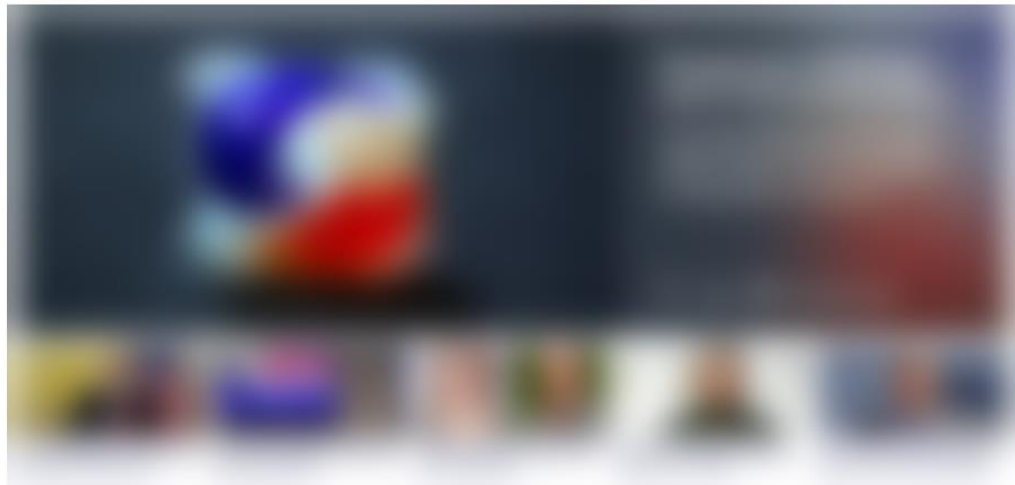
PRIVATE MONEY LENDING

CALL TODAY

LEARN MORE

- 1, 2 & 4yr terms-interest only
- No FICO requirements
- Stated income, bank statements only
- 7 day close, fund your project faster

Close Ad | x



Trending Now

1. Carrie Underwood
2. Niecy Nash
3. Kijuana Nige
4. Stacey Dash
5. Josh Duhamel
6. SUVs Crossovers
7. Cindy Crawford
8. Kia Sorento
9. Venus Williams
10. Laptop Computer ...

HostGator

Still Need Hosting?

Get started for \$3/mo

Buy Now!

Example of Remarketing

This screenshot is from Yahoo.com. There are 2 Remarketing ads on this page.

The big ad at the top of the page for a Private Money Lender is a page I visited recently.

Down lower on the page there is an ad for HostGator. I visited their website recently too. Notice it says "Still Need Hosting?" That means they know I was looking at their hosting before.

Why use Remarketing?

Typically, most people who visit a website don't contact you.

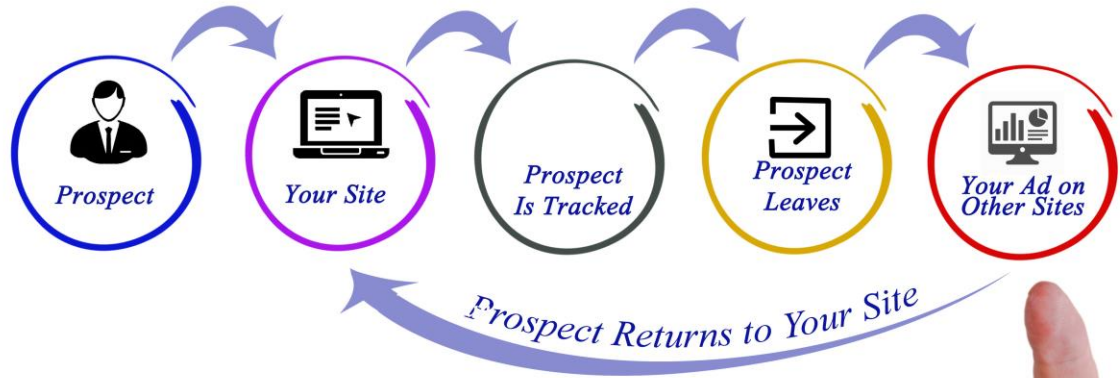
With Remarketing, you can get some of those people who were interested in what you offer but didn't contact you to come back to your site. Of course, you're hoping when they come back they will contact you.

Maybe when they first saw your ad they weren't sure about it, or maybe they were short on time.

Also, generally a person has to see an ad multiple times before they act on it.

With Remarketing, you have an opportunity to get your ad in front of people again.

Remarketing



How does it work?

Many Pay Per Click companies offer Remarketing. For example, Google Adwords and Facebook have options for this.

You first create a campaign in a site like Google Adwords or Facebook and they will give you some code that needs to be installed on your website.

Then when someone visits your site they are tracked with a “cookie” in their web browser. They leave your site and visit other websites that have ads displayed. Those sites use the cookie on their computer to show them ads related to things they visited before.

It’s a little complicated to set up so you may want to hire a tech expert to help you with this.

Key takeaways

Pay Per Click advertising is a great way to quickly tap into sites like Google to get people who are searching for solutions online to visit your website. It can get expensive and a little complicated to set up.

Google Adwords is one of the most popular options, but Facebook is also very popular. There are other options like Bing and Yahoo.

Remarketing is a way to get people who have visited your website before to come back.

Where should I start?

1. Do some basic search engine optimization on your website, especially focusing on making it localized. Make sure everything works properly and is ready for visitors.
2. Do some free online marketing with Craigslist and be sure to update your email signature and social media profiles with your website link.
3. If you're going to use Pay Per Click, set up your campaign and get it started.
4. Get set up on Google My Business and a handful of citation sites.
5. Do offline marketing using as many different methods as possible – business cards, flyers, signs, etc.
6. Make connections with other people who are involved with real estate.
7. Once you get these things rolling, go through the training again and add to what you're doing.



MAGNETIC

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