

The Definitive Guide to Building a Powerful PPC Campaign

Meta description: Knowing how to build a powerful PPC campaign is easy with the help of experts. Here's a definitive guide to get you started.



A Per-Per-Click (PPC) ad is an effective way to expand your business reach. This is why big brands and even small businesses are learning to develop powerful PPC campaigns.

If you're just considering setting up a PPC campaign now or have done many in the past but failed, this guide is for you.

Reasons to Start a PPC Campaign

With different online strategies available for businesses, a PPC campaign isn't always the first choice of many entrepreneurs. Here are reasons a PPC campaign is better than other options:

- **It's cost-effective** – Many people think a PPC campaign is expensive. It isn't – if you know how to run a PPC campaign properly.

- **It drives targeted visitors** – With the right keywords for your campaign, your ad will only be shown to people who are searching for products or services similar to yours. Setting up a PPC campaign ensures you'll have quality leads interested in your products or services.
- **It supports your other marketing strategies** – PPC campaigns can run together with your other online marketing campaign. You can set one up to improve your email marketing efforts or even a social channel campaign. PPC campaigns can also help with A/B testing so you can determine the right content and layout that is most effective for your market.
- **It's a great way to test market interest in a product** – If you're launching a new product, running a PPC ad can help gauge how your target market would respond to it.

Running a PPC ad has three phases: preparation, implementation, and evaluation.

Preparing a PPC Campaign

The first thing you should do is to build a solid foundation for your campaign. You can do this by determining goals, choosing your target market segment appropriately, and having a list of carefully selected keywords.

- **Goals** – While the result of your campaign is to increase your sales, keep in mind that this is too broad of a goal that is difficult to track. Make your goals SMART (Specific, Measurable, Attainable, Relevant, and Timely).
- **Target Audience** – Similar to goals, selecting your target audience properly is important. Use criteria for developing audience segments and choose one that suits your campaign.
- **Keywords** – Once you've determined your goals and audience, it's time to get into keyword research.

If you're new to SEO and digital marketing, you're probably wondering what keywords are. These are words or phrases that people use to search for your products or services.

Put yourself in your customers' shoes. What words or phrases would you use to search for your products or services? Start with a short list of keywords. Don't be afraid to include branded phrases as branded keywords often have higher conversion rates. It's also recommended to include synonyms and phrase variations in your list.

Don't use keywords that are too general as they often have high competition and costs. However, you should also avoid keywords that are very specific as this could limit the exposure of your ads.

After preparing your initial list, use a keyword research tool to know how your keywords have performed in the past. Important data you should check are average monthly searches, competition, and cost.

Many businesses choose to start with a set of keywords that have low cost and competition but high average monthly searches. From there, it's easy to tweak your keyword list based on your ad's performance.

Implementing a Campaign

Implementing a PPC campaign has three factors: content, campaign setting, and landing page.

- **Content** – Your ad copy and the content of your landing page are essential in triggering a response from your target audience. Make sure the tone and style of your content fit your audience. Think of your market's needs and how they can benefit from your products or services.
- **Campaign Settings** – Location and language are important things you shouldn't forget to set. These are especially helpful when you're targeting a specific region. If your store is in NYC, it only makes sense to set NYC as the location of your campaign. In addition, if you're targeting other languages –Spanish for instance—don't forget to make the necessary adjustments in the language setting.

The device setting lets you choose on which devices your ads will be shown. If you don't have a mobile-ready website and aren't in the process of developing one, consider limiting your ads to computers (desktops and laptops). Showing your campaign on mobile devices might have a negative effect on user's experience, particularly when they can't view your landing pages properly.

The Search and Content Network setting lets you decide whether you want your ad shown only on Google.com or also on their ad partner sites.

- **Landing Page** – Knowing how to improve your PPC campaign also means understanding the characteristics of a good landing page that drives results.

An effective landing page has engaging, high-quality content that is free of grammar errors. It is also easy to use and helps visitors perform actions with as few clicks as possible. Another important factor you should consider is your page's load time. A page that loads slowly often has a high bounce rate as visitors would rather move on to another site than wait for yours to load.

Evaluating Results

Running a PPC campaign is an ongoing process. Regular monitoring can help you manage your bids more effectively. This way, you can identify the right conversion rates to break even and have a positive return on investments.

Skipping the evaluation phase is a common mistake among many entrepreneurs. When they feel like they're losing money from the ad, they pull the plug immediately without getting the numbers and looking at the weaknesses of the campaign.

Knowing how to improve your PPC campaign can help you make the most of your marketing budget and efforts. Ask experts to help you in setting up a PPC campaign.

There is no room for second guesses in creating a digital marketing strategy. Start a PPC campaign with confidence and enjoy its rewards. Contact us to know how to build a powerful PPC campaign.