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PPC Checklist for Explosive Ad Campaigns

Get more out of your PPC ad campaigns. Use this checklist to optimize your campaigns, analyze your results, and create ads that deliver the explosive results you're looking for.

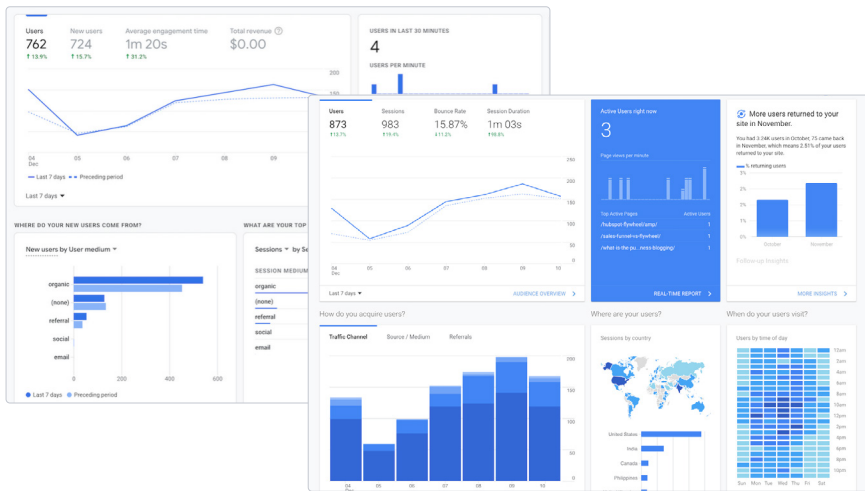


What are PPC campaigns?

PPC campaigns help you get in front of the right leads, right now.

Where other marketing tactics, like content creation, can take time to start generating results, PPC campaigns are immediate. Once deployed, your ads are visible to potential leads querying the search terms you've bid on.

PPC campaigns cost money. Most companies see the benefit of spending a little to make a lot from PPC leads. The trick is to develop ad campaigns that deliver the leads you want.



How this checklist works

This PPC checklist — brought to you by the venerable Spencer Thomas, Evenbound’s resident PPC expert — is a guide you can use to make sure you’re coaxing the highest possible returns out of your PPC campaigns.

Refer to this checklist as you develop each campaign to ensure you’re nailing your goals, keywords, and targeting, and putting out ads that deliver the leads you want.

Start With a Goal

- Develop SMART goals.** Specific, measurable, attainable, relevant, and timely goals define exactly what you want to achieve with your PPC campaign, and when. Do you want clicks, impressions, conversions, etc.? What's your timeline?
- Make sure your SMART goals match your budget.** If you're spending just \$150 a month, you're not going to get hundreds of conversions.
- Share your goals with the team.** Goals aren't much good if no one knows about them. Sharing goals with your entire PPC and marketing team helps ensure everyone's on the same page about what you're working towards.

Complete Competitive Research

- Research your top competitors.** Find out what keywords they're bidding on and how much they're spending. What does their ad copy look like, and is it effective?
- Use tools to help you compile your research.** There are a number of tools designed to help you complete effective research. We recommend options like MOZ, SpyFu, and SEMrush for comprehensive, affordable support.

Plan, Plan, Plan

- Successful ad campaigns start with a great plan.** The more research and planning you do before building and launching your campaign, the more successful you'll be.
- Plan for upcoming promotions and holidays.** Get ahead of events and promotions by starting your planning process a few months before you want to launch your campaign.

Target Ads Intuitively

- Look at how you're targeting ads.** Poorly targeted ads might get clicks and impressions, but are unlikely to deliver leads you want. Take time to target your PPC ads well.
- Demographics.** Have a clear picture of who your buyer personas are. Your PPC campaign's demographics should match those buyer personas as closely as possible.
- Geographics.** Scale your campaign's geographic location to encompass the areas you actually want to market to.

Make Time for Transparent Reporting

- Share reports with both your PPC and marketing teams.** Everyone should understand how your PPC campaigns are doing. Are you reaching those SMART goals you set for this campaign? If not, why?
- Ask your sales team how your leads are converting.** Make sure your ads are delivering qualified leads that sales is able to close. If not, you need to make some adjustments.

Analyze, Review & Optimize Every Campaign

- Analyze.** How did your ads perform? Did they reach your SMART goals? If not, why? Are the leads you're delivering converting? Figure out how your ads are doing, & why.
- Review.** If your ads aren't converting, look at your search terms. Make sure they're relevant, have search volume, and are on par with what you want to show up on Google for.
- Optimize.** Apply everything you've learned from your analysis, and use it to optimize future campaigns and refine existing PPC campaigns.

Assess the ROI of your PPC Campaigns

- What's Your ROI?** What are you spending compared to how much you're making? For B2B industries and big-ticket B2Cs, your ad spend should be 5-10% of what you make from leads who convert.
- Use ROI to determine your PPC budget.** How much do you make per lead? Work back from that number to choose a PPC budget. Remember, you can adjust your budget as the leads start to roll in.

Get the best results

By following this simple checklist — analyzing and optimizing every campaign, establishing closed-loop reporting throughout your team, and using your PPC campaign's ROI to determine your budget — you'll soon have explosive ad results rolling in.

We hope this checklist helps you get the most out of your PPC campaigns! If you have more questions about optimizing your ad campaigns for the best results, the Evenbound team can help!



Have questions about optimizing your ad campaigns? Spencer can help!

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