PPC:
an important component in Digital Marketing

July 2021 Edition

PPC, which stands for pay-per-click, is an online advertising model where advertisers run ads on a platform such as Google Ads and pay a fee every time someone clicks on it. Most people are slightly confused or unaware of how PPC works in Digital Marketing.

Let us break it down for you:

What is PPC:

Run almost any search on Google (or Bing), and you will see ads displayed at the top of the results page.

Businesses use PPC to drive traffic, sales, or inquiries from their target audience. Common PPC platforms allow an outstanding depth of targeting, meaning that you can serve ads in front of those only who you deem to fit your customer demographic.

PPC offers you an opportunity to reach your audience and gives you immediate results with good quality leads. We ourselves have helped our clients our clients increase their sales with digital marketing with an average of 37%

How Does Pay-Per-Click Advertising Work?

PPC as a marketing channel covers a number of different ad platforms, with the most common of these being Google Ads and Bing Ads.

And within each of these platforms are different ad formats, including:

Search Ads	Shopping Ads	Display Ads	Video Ads	Gmail Ads
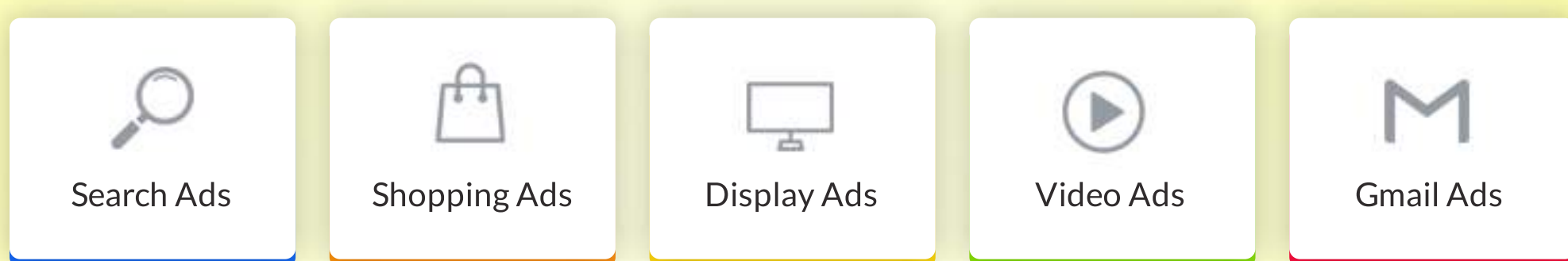
Keywords play a very important part while preparing a PPC ad. The keywords should be aligned with your service/product and target audience.

What are the major metrics you should look at, to measure the results of the PPC ads?

A report can be generated at the end of a campaign from the Google Adword account. The various metrics can be overwhelming to for you as the business owner.

How do you measure the reports your agency sends you?

- We have got you covered!
- Below are few metrics that you can look at and take a call on how each keyword is performing:
- CTC: Cost Per Click(depends on your budget)
- Quality Score(should be above 5)

Some of our clients who have benefited from Digital Marketing:

K R LYNCH & CO	INSTITUTE OF FETAL MEDICINE	ElderEase Expect More With Ease
ap TEACHER TRAINING INSTITUTE	Cosmetic Surgery	ANURADHA ANANDA

You can contact us for an in- depth understanding and management for your Digital Marketing needs.

To know more about the solutions, visit our website or call at

📞 +91 905 105 5574

✉ info@lnsel.com   🌐 www.lnsel.com