

PPC Paid Ads

Why PPC Paid Ads? 98% of the 4.3 trillion annual searches on Google end up on the first page, because Google is trusted as a reference source.

The **ONLY** way to be in the first four **PAGES** results on the first Google page is a PPC paid ad.

- Increased Sales Instantly

PPC is the fastest way to higher profits

The ad is displayed in the search results only to the target group looking for a product or service from your industry. It is important is that you only pay Google for the ad if someone clicks on the ad and goes to your site or landing page, or directly calls you.

For these reasons, increasing your sales is guaranteed. It's proportional to the size of your budget, which you can easily control, allowing you to track results achieved. If you don't run the ad, you basically **LOSE MONEY** as you leave a part of the online market to your competitors.

PPC Benefits For Your Business

A few of the many reasons why PPC is very important for success

- The Fastest Way to Higher Profits

Google ads can only be seen by the target audience, i.e., people who need your service or product right at that moment. This is the most important difference to traditional advertising channels, because in this case, only the right people, at the right time, and in the right place see the ad!

- Perfectly Accurate Results

Ability to measure each segment of the campaign. How many clicks your ad has received (CTR), how many times your ad has been shown (impression), number of direct calls, and number of purchases you have achieved.

- Option to Precisely Target Audience (Local & Global)

You decide who you are **TARGETING** with your ad. Google allows you to choose who will see your ad, based on factors such as keywords, interests, place of living, city, country, certain distance to your business, etc.

- Cost Control

You only pay for ads when someone clicks on them! You have control over your costs at all times, so you can decide on a daily, weekly or monthly budget.

- What's the Price of a Paid Ad

The price to reach new clients depends, on the one hand, on the density of the niche market you are operating in, and the ability of people who place your ad, on the other hand. Your CTR (click-through rate) and CPC (cost-per-click) depends on how well your paid ad is ranked and how it is optimized.