

Avoiding Pay-per-click mistakes: Don't drop Winning Ad Campaigns!

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By Daniel Brough

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Here's a fairly common mistake that is made by the newbie to the pay-per-click scene.

So you've started a Google AdWords campaign, and you've registered as an affiliate with several different products, and you've found at least one product that's making you money.

Let's say you've found a toy company that pays you 10% of the sale to promote their products (just for a tangible example we'll refer to it as 'Toy Company #1')

You've played around, tweaked your ads, and you're getting a little success. Bravo! Things are running in the black, and you're making steady profits.

But wait, you're still combing the Internet, looking for new and better opportunities when bam, all of a sudden you find Toy Company #2. Wow, Toy Company #2 looks really great. It pays a 20% commission on all sales, and the landing page seems easier and more intuitive than the landing page for Toy Company #1.

Being the wise and quick-to-evolve pay-per-clicker you are, you swiftly join the affiliate program for Toy Company #2 and set up an ad campaign for it, using many of the same ads and keywords that you've had such great success with in promoting Toy Company #1.

Surprise! Toy Company #2 is a great find! It converts much better than Toy Company #1 and moreover it pays much more per sale! You're ecstatic! Greater success!

And then comes the mistake. Thinking ruefully what a sucker you've been all along for promoting Toy Company #1 instead of Toy Company #2, you pull the plug on your ad campaign for Toy Company #1.

It's only human nature to want to do this. After all, Toy Company #1 wasn't performing as well as #2 is. You aren't seeing nearly as high a profit margin.

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But the hard truth of the matter is this: Toy Company #1 was making you steady money! It wasn't running in the red. It wasn't a drain on your budget or resources. It was a winner.

Profit is profit. Every little bit adds up. Sure, Toy Company #1 wasn't making you much money, but even a little bit of profit is more than you had. Imagine if you found seven more companies that performed like it - at the end of the month, all those 'little' profits would add up to a 'big' overall profit.

The best solution is to keep the ad campaign that's already working, and add new campaigns that show even better profits to it.

But what about the fact that you're now competing with yourself? On the surface it doesn't seem to make sense to promote two different products that are aimed at the same audience.

The answer to this objection is simple. Why shouldn't you compete with yourself? That way, no matter which choice the consumer makes, you win. Some of your audience, for whatever reason, just isn't going to buy products from Toy Company #2. Some of them will only buy from Toy Company #1. Don't you want to make profits from those people too?

The lesson is simple. Don't drop winning ad campaigns!

How to increase the ROI on your PPC campaigns

By Rick Rouse

Pay-Per-Click (PPC) advertising is one of the most cost effective (and just plain effective) ways to get laser-targeted traffic to your website. For just pennies per click you can have your offer placed in front of only those people who are truly interested in what you have to offer.

There is a problem with PPC however. Return On Investment (ROI) can be quite low if your ad campaigns aren't designed properly. In a nutshell, you need to make sure that enough people who click on your ad make a purchase to allow you to end up with a healthy overall profit!

Here are a few tips for maximizing the effectiveness of your PPC ad campaigns:

1 - Write clear and concise ad copy that tells the potential customers EXACTLY what they will find after the link is clicked. Since you have to pay cash for each and every click, you want to limit the clicks to those people who are truly interested in what you're offering!

2 - Be creative with the keywords but be precise in the ad copy. While you want the ad copy to be very precise in describing your offer, you want as many people as possible to see the ad in the first place.

Using several variations of the wording in your key phrases and synonyms for your keywords you can ensure that your ad will be displayed for a wide variety of search terms. Then your laser-targeted ad copy will "weed out" those who just aren't interested in your particular offer.

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3 - Link the ad to the EXACT landing page of the offer described in the ad, NEVER to your home page. If your prospects have to search for a link to the offer, they simply won't do it in most cases. The web is all about instant gratification, and the "back button" is used extensively when people click on a link only to find something that wasn't described in the ad.

4 - Test, test, and then test some more! The key to maximizing the ROI of any ad campaign is testing, and PPC is no different. Set up test campaigns using various keywords/phrases and different ad copy. Analyze the results after a few days, and then drop the ads that perform poorly and expand the ones that do well.

5 - Experiment with the bid prices for your keywords. For example, you might well find that a bid of \$0.35 results in almost as many clicks (and customers) as a bid of \$0.55! This means you save 20 cents on each and every click! Remember, your ad doesn't have to be displayed in the top position for it to be effective.

Rick Rouse is the owner of RLROUSE Directory & Informational Resources, one of the fastest growing

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How to increase the ROI on your PPC campaigns

Pay-per-click - the Ultimate Tool to Boost Affiliate Sales

Internet web site marketing tips – selecting keywords

The Pay Per Click World

An Honest Review Of Perry Marshalls "The Definitive Guide To Google Adwords."

Adwordiser

Secrets Revealed Of A Successful Online Marketer – Willie Crawfo

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Domain Alarm – Is your site working?

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