



WHAT IS PPC? LEARN THE BASICS OF PAY-PER-CLICK MARKETING

MARCH 29, 2022

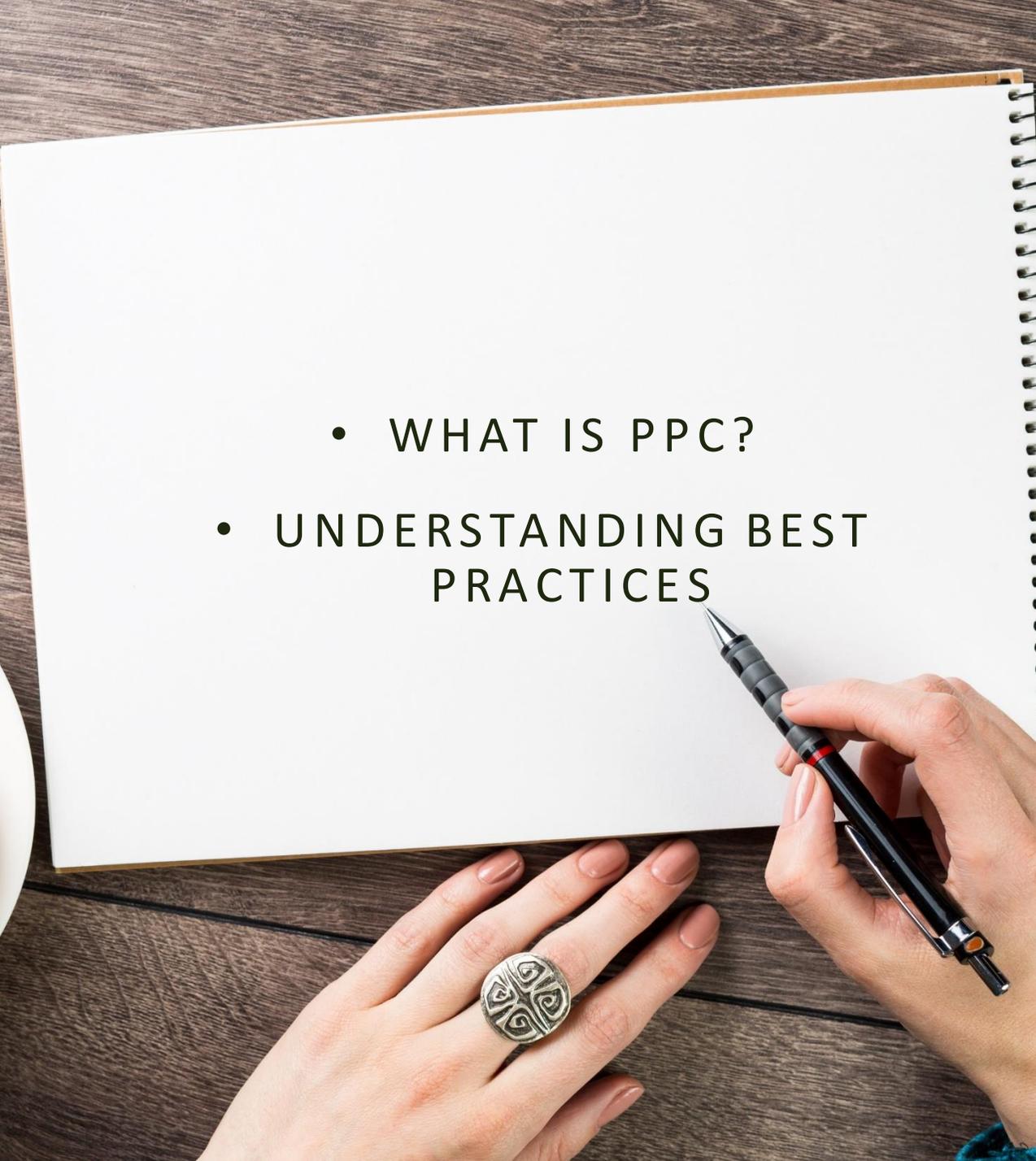
INTRODUCTIONS



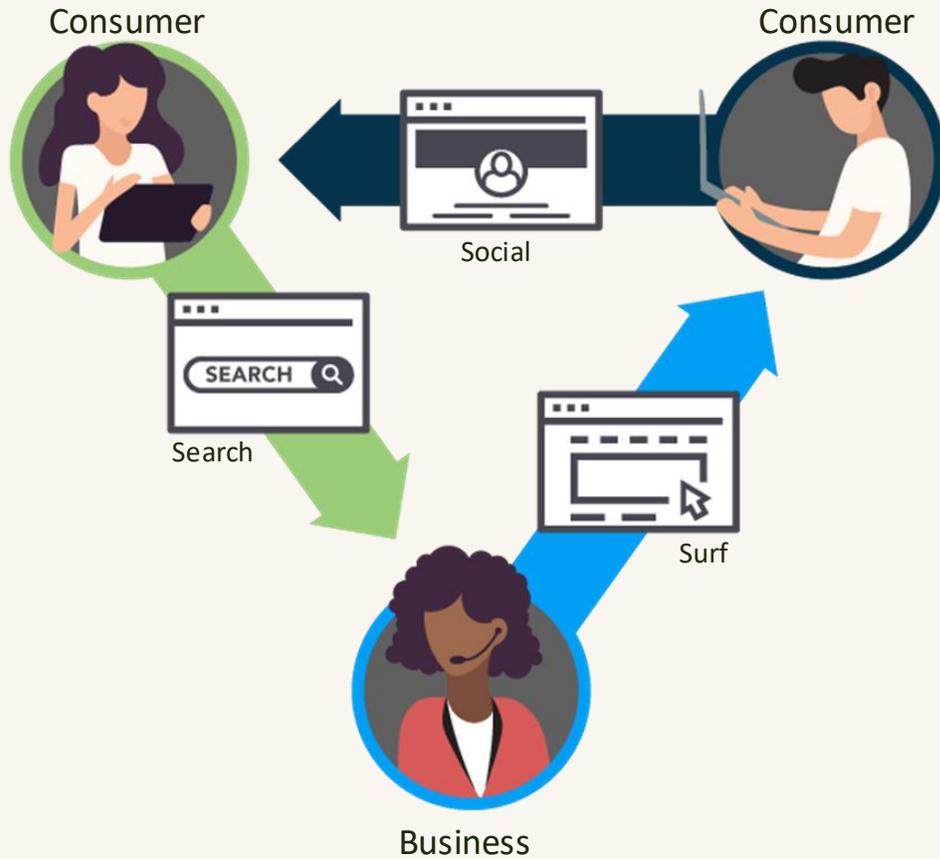
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- A top-down view of a person's hands writing on a spiral-bound notebook. The left hand is resting on the notebook, wearing a large, ornate silver ring. The right hand is holding a black pen with a red accent, positioned over the text. The notebook is open to a blank page with two bullet points written in black ink. The background is a dark wood-grain surface.
- WHAT IS PPC?
 - UNDERSTANDING BEST PRACTICES

Agenda



SEARCHING

We need to capture

SOCIALIZING

We need to engage

SURFING

We need to attract and remind

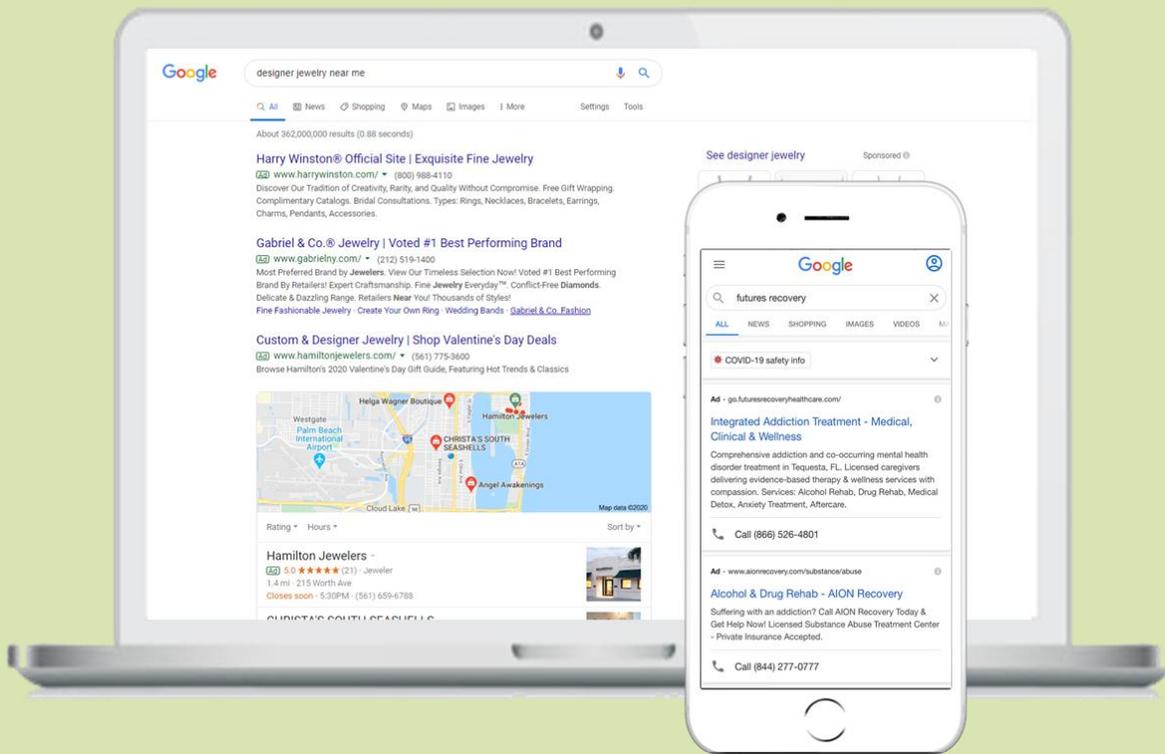


SEARCH MARKETING

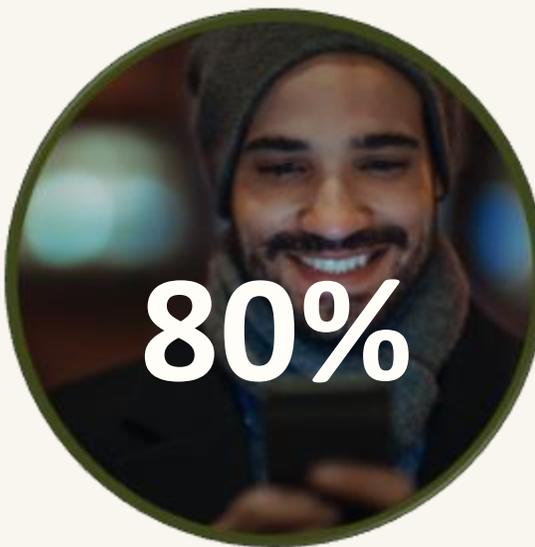
What it is...

PPC stands for Pay-Per-Click advertising. It is also referred to as Search Engine Marketing (SEM), or just Search Marketing.

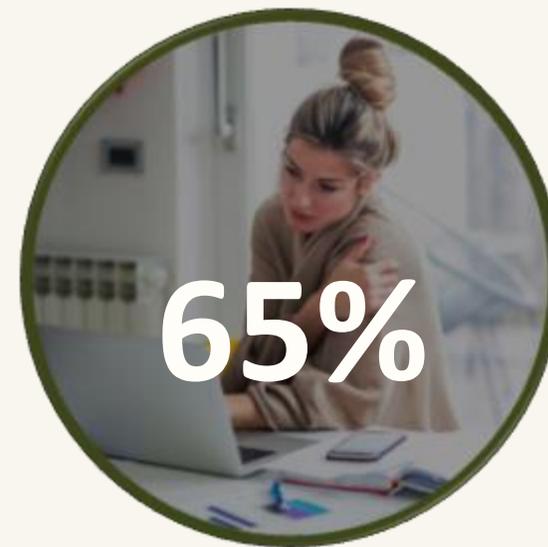
Search Marketing Ads promote your business the **moment** customers are making buying decisions.



Why you need it...



of consumers turn to search engines when looking for a local business.



of people click on Google ads when looking to buy an item online.

SEARCH MARKETING



Google roofer quincy, ma

Web Maps News Shopping Images More Search tools

About 143,000 results (0.27 seconds)

#1 PAID RESULT (SEM)
#2 PAID RESULT (SEM)

GOOGLE GUARANTEES
MAP (NEAR ME)

ORGANIC RESULTS

#3-5 PAID RESULTS (SEM)

Google flower delivery

All Maps Shopping News Images More Tools

About 1,470,000,000 results (1.02 seconds)

Ad · <https://www.urbanstems.com/> · (855) 614-2779
UrbanStems™ Official Site - Seen On Good Morning America
Making Gifting Quick & Easy. Send Stunning Bouquets & Curated Plants Fit For Any Occasion. Few Things Spell Spring Like Tulips & Peonies Do. Choose The Perfect Arrangement Today. 15% Off w/Code SAVE15. Styles: Valentine's, Birthday, Sympathy.
The Firecracker - \$70.00 - A Fiery Arrangement · More

Flower Delivery in DC
We Make It Easy To Send Flowers In The DC Area. Same-Day Delivery!

Send Fresh Flowers
Fast Delivery With Every Order. Modern, Unique Arrangements.

Send Sympathy Flowers
Thoughtfully Curated For Those In Need Of Comfort. Fast Delivery!

Thoughtful Birthday Gifts
Bouquets & Plants To Celebrate The Big Day. Be There, Even From Afar.

Ad · <https://www.1800flowers.com/> ·
1-800-FLOWERS.COM® - Same Day Delivery Available
100% Smile Guarantee! Shop Elegant Flowers & Gifts for Any Occasion. Shop Our Favorites Collection Today! Same Day Delivery Available. Deliver to 190+...

Ad · <https://www.fromyouflowers.com/> ·
\$19.99 - Same Day Flowers - Flower Delivery Today: 20% Off
Best Value Flowers & Gifts - Share Your Love & Support - 100% Satisfaction Guarantee!

Florists : Rating Hours

Stop & Shop Florist
No reviews · \$5 Florist
740 Middle St · (781) 337-2782
Open · Closes 5PM
In-store shopping · In-store pickup

Diersch Flowers
4.8 ⭐ (45) Florist
545 Broad St · (781) 335-8100
Closes soon · 2PM
Their website mentions flower delivery

Hartstone Flower
4.8 ⭐ (6) Florist
1275 Main St · (781) 337-3132
Open · Closes 5PM
In-store shopping · Curbside pickup · Delivery

More places

Ads - Shop flower delivery

Flower Delivery: Same Day Flowers Delivered | 1800Flowers
Choose flower delivery same day, delivered on-time by the best local florists! Our fresh crafted same day flowers near me deliver as soon as today.
Can my flowers be delivered today?
How will my flowers be delivered?

Flower Delivery: Send Flowers Online | FTD

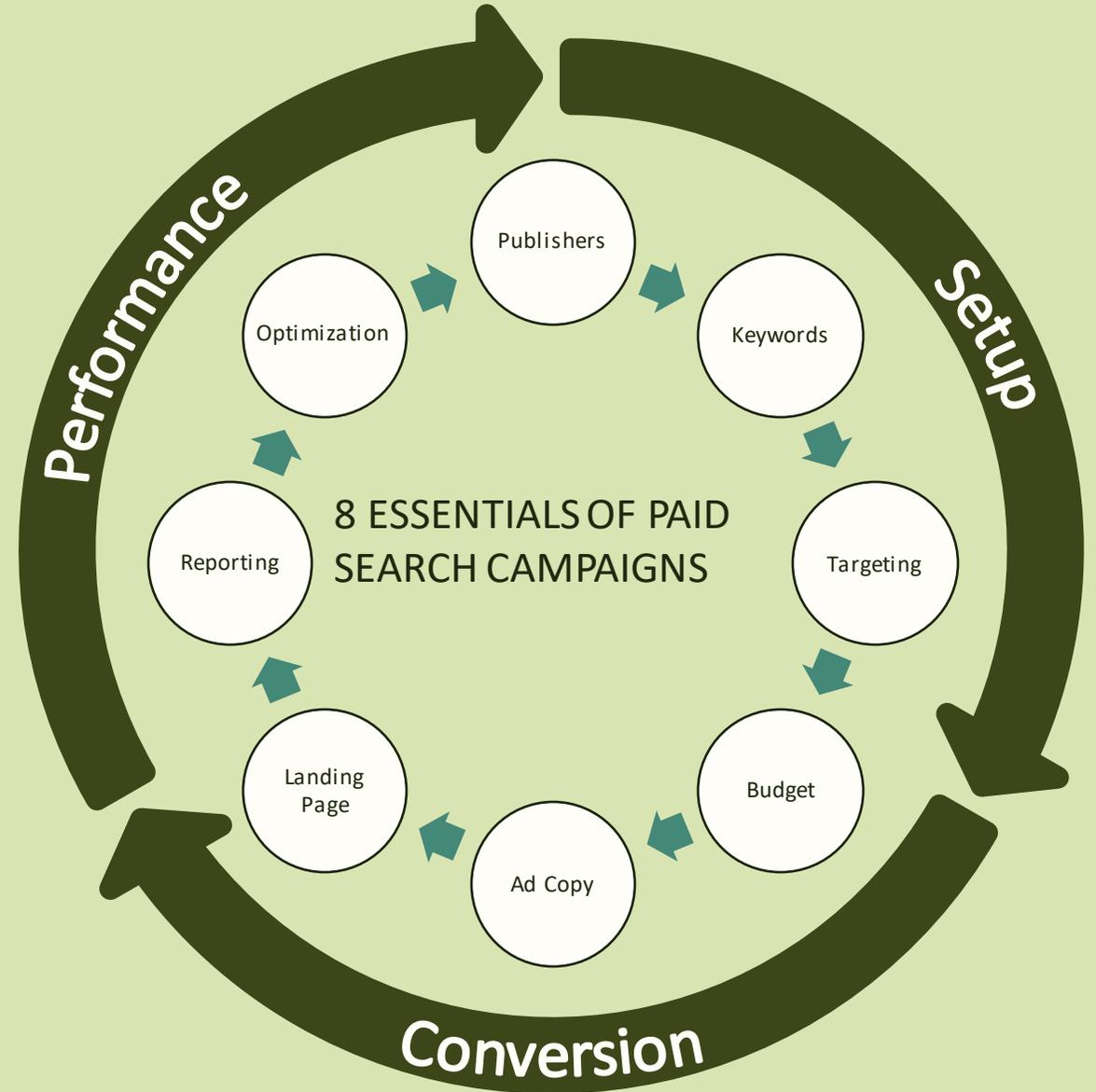
	SALE
The Firecracker ... \$70.00 UrbanStems	1-800-Flowers Flower... \$29.99 \$45 1800Flower...



How it works ...

Every time someone types a search into their browser, the publisher holds an “auction” to determine which **Ads** will be shown, and the order in which they will be shown.

*Before launching a Search Marketing campaign, it's important to have a **website** that is optimized for mobile searches.*



Your Consumers are Searching
Even If Your Physical Location Is
Closed Your Online Storefront
Should Be Open





BRANDED VERSUS IN-MARKET KEYWORDS

Branded Examples:

- Maria's Florist Worcester
- Zone One Florist
- Ballard Blossom Seattle

Branded Keywords play an important role in keeping your brand top of mind and the Cost Per Click is typically low.

In-Market Examples:

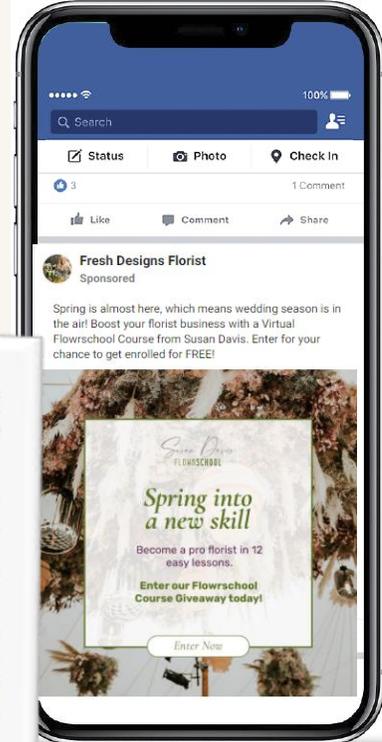
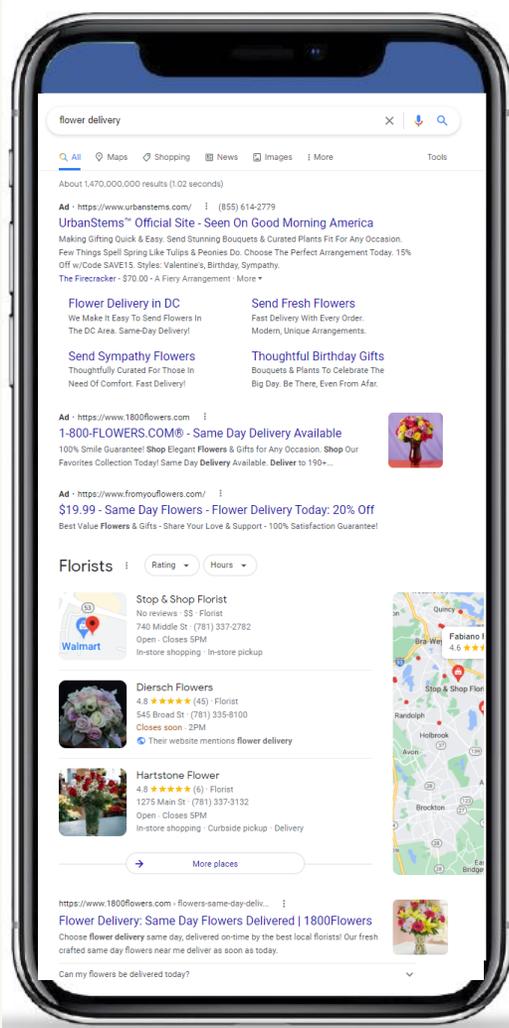
- Flowers near me
- Florist shops
- Local florists
- Floral delivery
- Local flower delivery
- Same day flower delivery
- Send flowers

In-Market Keywords will help identify and secure new or undecided clients. The Cost Per Click is more Competitive.



DOMINATING THE MARKET

Is Your Business Everywhere Your Customers Are?





LESSEN YOUR LOAD

Take never-ending marketing to-dos off your list by letting us do the work

PAY ONLY FOR WHAT YOU NEED

Pick and choose only the marketing services that make the most sense for your business

DRIVE YOUR DIGITAL STRATEGY

Once the minimum is reached, each service can be tailored to meet your budget and priorities

GET ACTIONABLE INSIGHTS

Use monthly metrics reporting to track trends and make informed decisions about optimizing your business

With Search Marketing, when people search for the services you provide, you become one of the first results they see. We optimize your marketing budget by driving more **leads** to your business.

Nearly 25% of internet searches occur outside of Google, our technology moves your budget across multiple publishers to maximize performance and reach more potential customers.*

*(WebFX, 2019; PowerTraffick, 2019)

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