FRONETICS
STRATEGIC
ADVISORS

Pay Per Click

September 2016

How Pay Per Click advertising works

Pay Per Click (PPC) advertising is a model of internet marketing in which advertisers pay a fee each time a person clicks one of their ads. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

Here is how PPC advertising works:

- An advertiser only pays when an interested person clicks the ad. This is different than traditional advertising offline, where the client pays a set fee for an ad and hopes their target market engages with it.
- An advertiser sets a budget to control costs based on needs. You can put a cap on what you spend daily, and you can change the cap at any time.

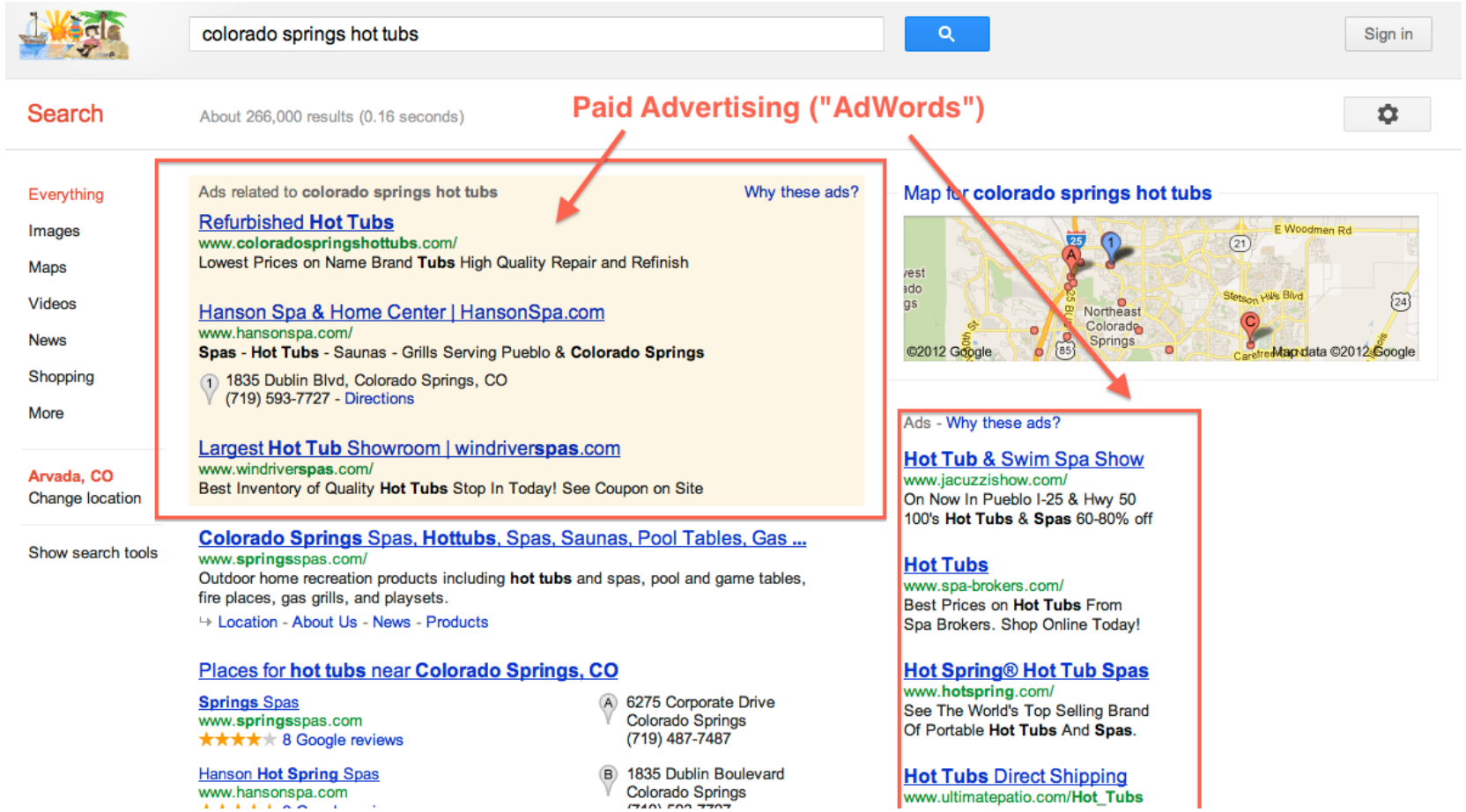
Google AdWords

Google AdWords is a great way to target the people looking for your product or similar products within your targeted area. Potential customers search for a word or phrase on Google, and your sponsored ad pops up in one of the top three search results or on the right side of the search bar.

From there, a potential customer who clicks on the ad will be directed to the advertiser's website or landing page. The advertiser only pays when a user clicks on the ad. The advertiser sets a budget based on needs, so the ad will stop appearing once the campaign reaches the spending cap.

Advertisers are able to reach their targets at the opportune time. With Google AdWords, you can target a person in a specific place at a specific time of day with a specific ad. With PPC's location targeting and delivery options — along with device-specific preferences (like mobile) — you can deliver very specific messages to your target consumer at prime time when they are close by.

Google AdWords



Google Display Network

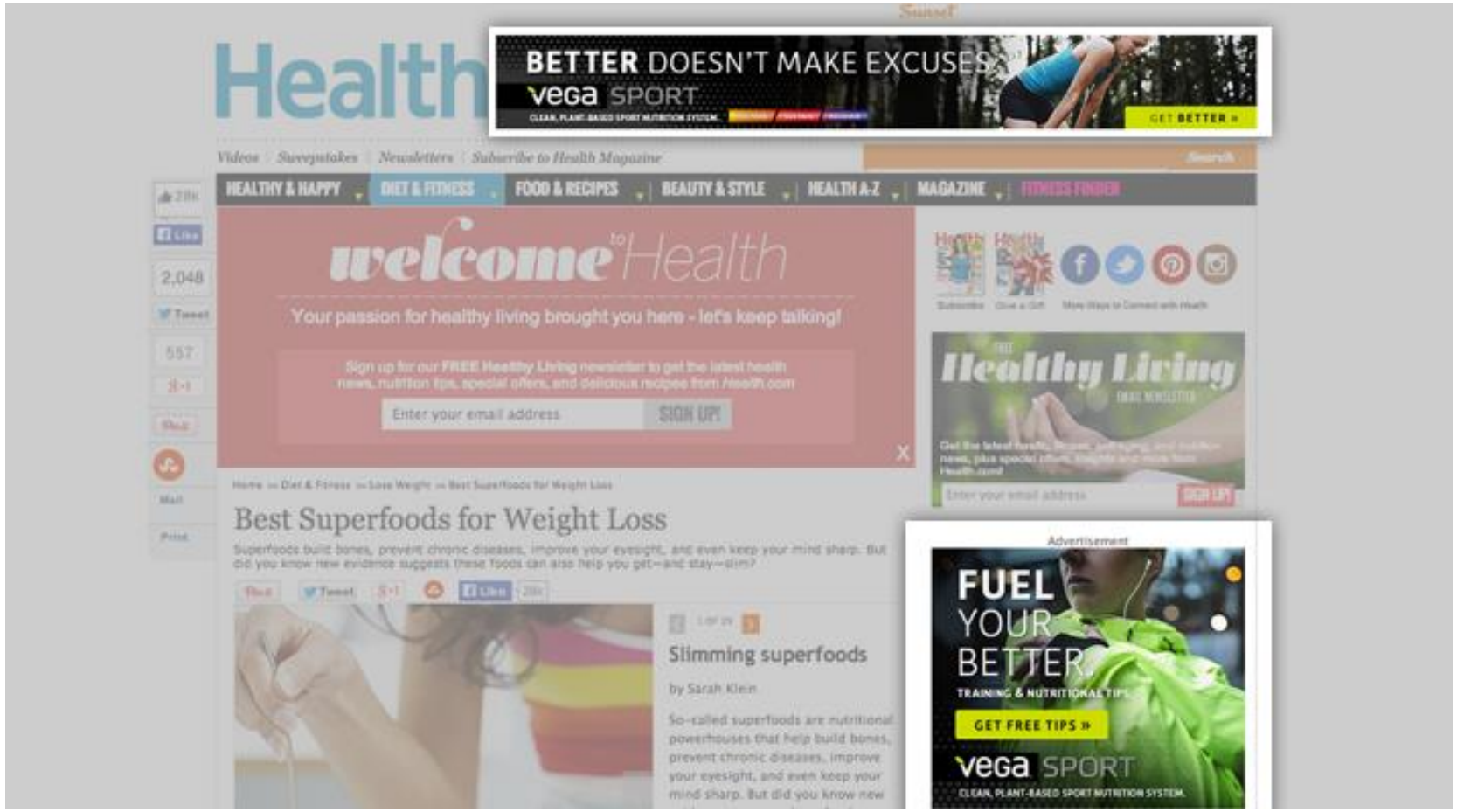
A display campaign is different from Google AdWords. It is an noninvasive way to gain a potential customer's attention while they are browsing other websites, and is a great addition to your pay per click campaign.

The display network is a group of more than a million websites, videos, and apps. When a user is on the Google display network, they are not necessarily in "shopping mode," but typically going about their daily routine of internet browsing (news sites, blogs, watching videos, etc.). A display campaign places your ads throughout the display network. You can:

- Create all types of ads: text, image, interactive, and video.
- Place those ads on websites that are relevant to what you're selling.
- Show those ads to the people that are likely to be most interested.
- Manage and track your budget, campaigns, and results as you go.

Only users who are interested in the ad will click on it and be redirected to your website.

Google Display Network



Google Display Network

Facebook Ads

Facebook Advertising is a great way to reach a specific audience that might be interested in your product or services. Advertisers can target users according to location, age, gender, education, relationship status, interests, buying habits, language, income, and more.

Advertisers also can target potential customers they already know, as long as they have the phone numbers or e-mail addresses associated with the users' Facebook accounts.

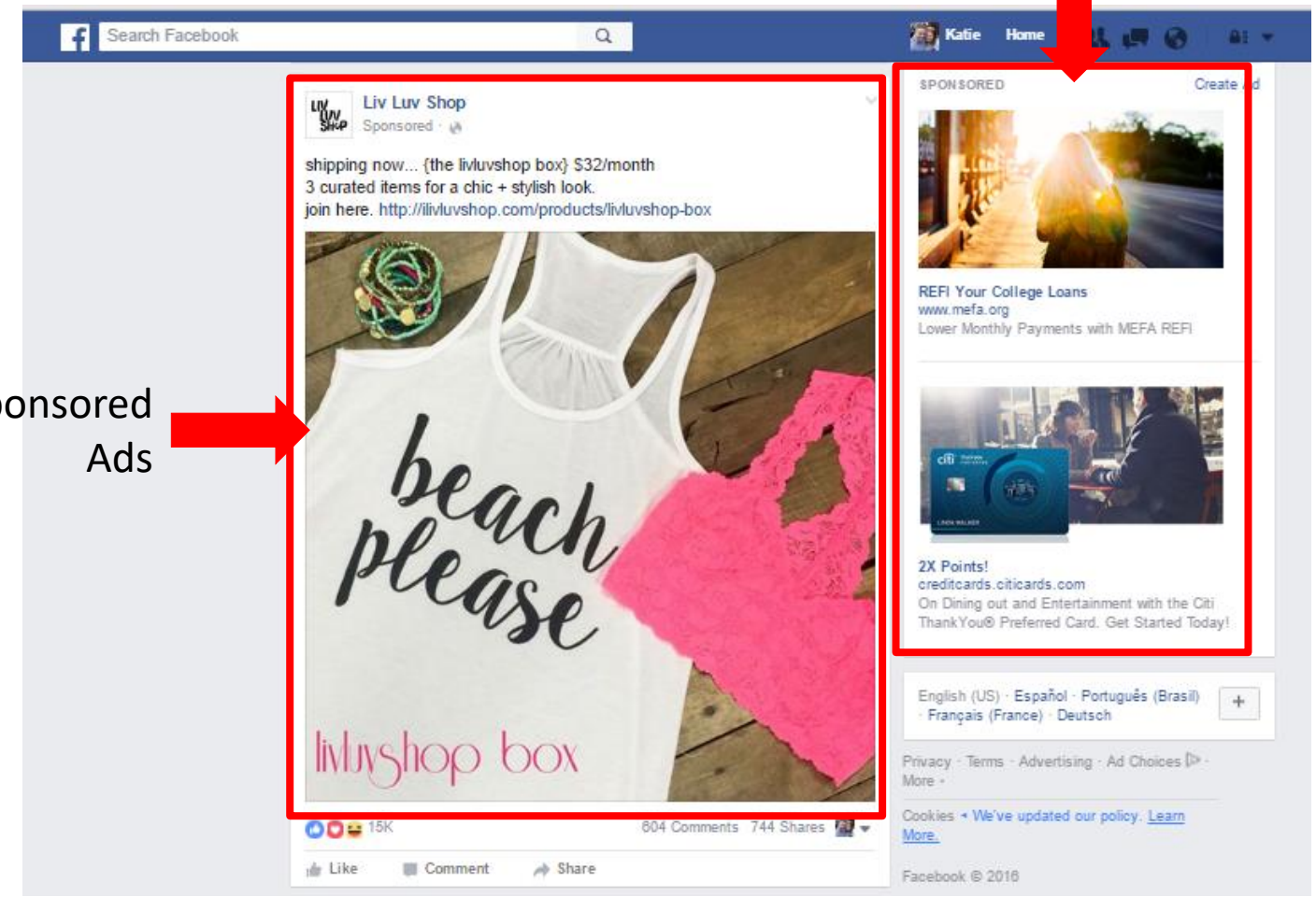
Facebook ads incorporate a call to action based on your business goals. The ad can direct users to visit your website or company Facebook page, to install an app, to claim an offer, and more.

After choosing target-audience demographics and a daily budget, your ads will be shown to potential customers within their newsfeeds or on the right-hand side of the page.

Facebook Ads

Sponsored Ads

Sponsored Ads



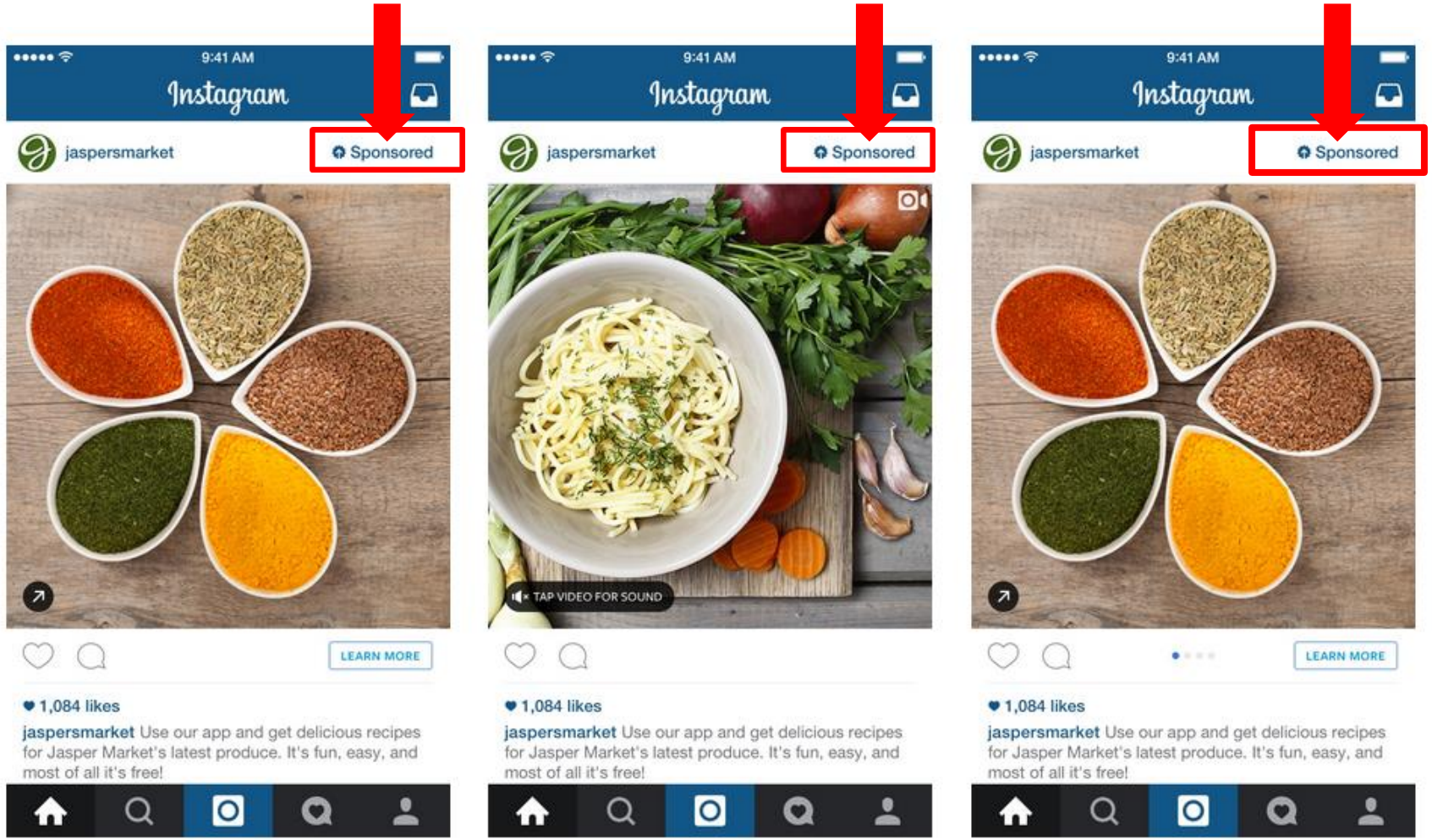
Instagram Ads

Instagram Ads are a visual way to target potential customers. They can drive traffic to your website, drive website conversions, encourage people to install your mobile app, and/or build brand awareness.

There are three types of Instagram Ads.

- **Photo ads** tell a story through beautiful imagery. Whether it's inspiring people to see your brand differently or to take action, they offer a highly visual means to reach your audience.
- **Video ads** offer the same visually immersive quality as photo ads with the power of sight, sound, and motion. You can now share videos up to 60 seconds long and in landscape format.
- **Carousel ads** bring an additional layer to photo ads. People can swipe to see additional images, and a call-to-action button takes them to a website to learn more.

Instagram Ad Formats



Twitter Advertising

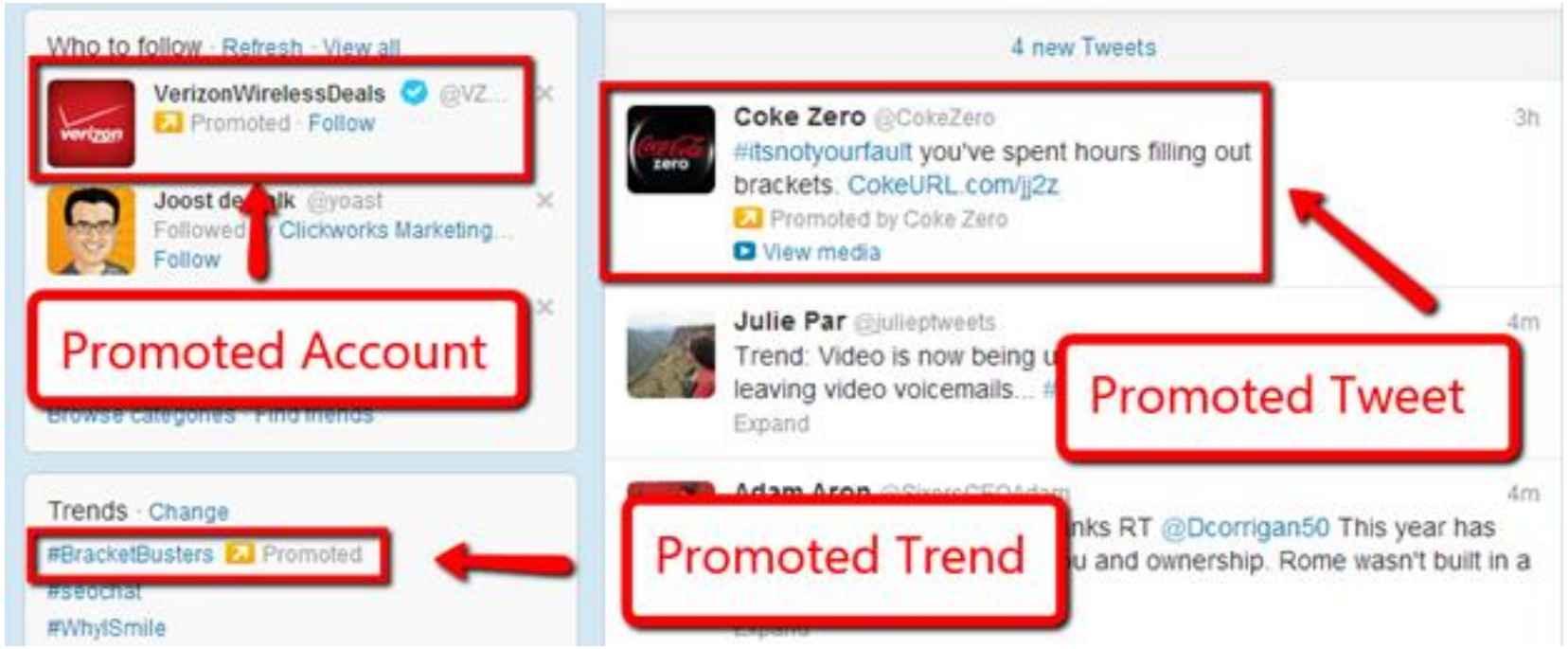
Through Twitter Advertising, companies build brand awareness and promote their content to a tailored audience based on information collected by Twitter and provided by the user. This helps Twitter display ads about things the user has shown interest in. A user can see these through:

- **Promoted Tweets**
  Promoted Tweets allow advertisers to reach a wider group of users or to spark engagement from their existing followers. Basically, an advertiser pays to have one of their normal tweets appear in the feeds of potentially interested users. The Promoted Tweets can be retweeted, replied to, liked, and more.

- **Promoted Twitter Accounts**
  Through Promoted Accounts, Twitter encourages users to follow different accounts that they may find interesting but don't currently follow. You can promote your account to become more discoverable to people who are likely to love your business.

- **Promoted Trends**
  With Promoted Trends, users see time-, context-, and event-sensitive trends promoted by advertisers. These paid Promoted Trends appear at the top of the Trending Topics list and are clearly marked as "Promoted." They will also occasionally show within users' timelines.

Twitter Advertising



twitter Advertising

LinkedIn Advertising

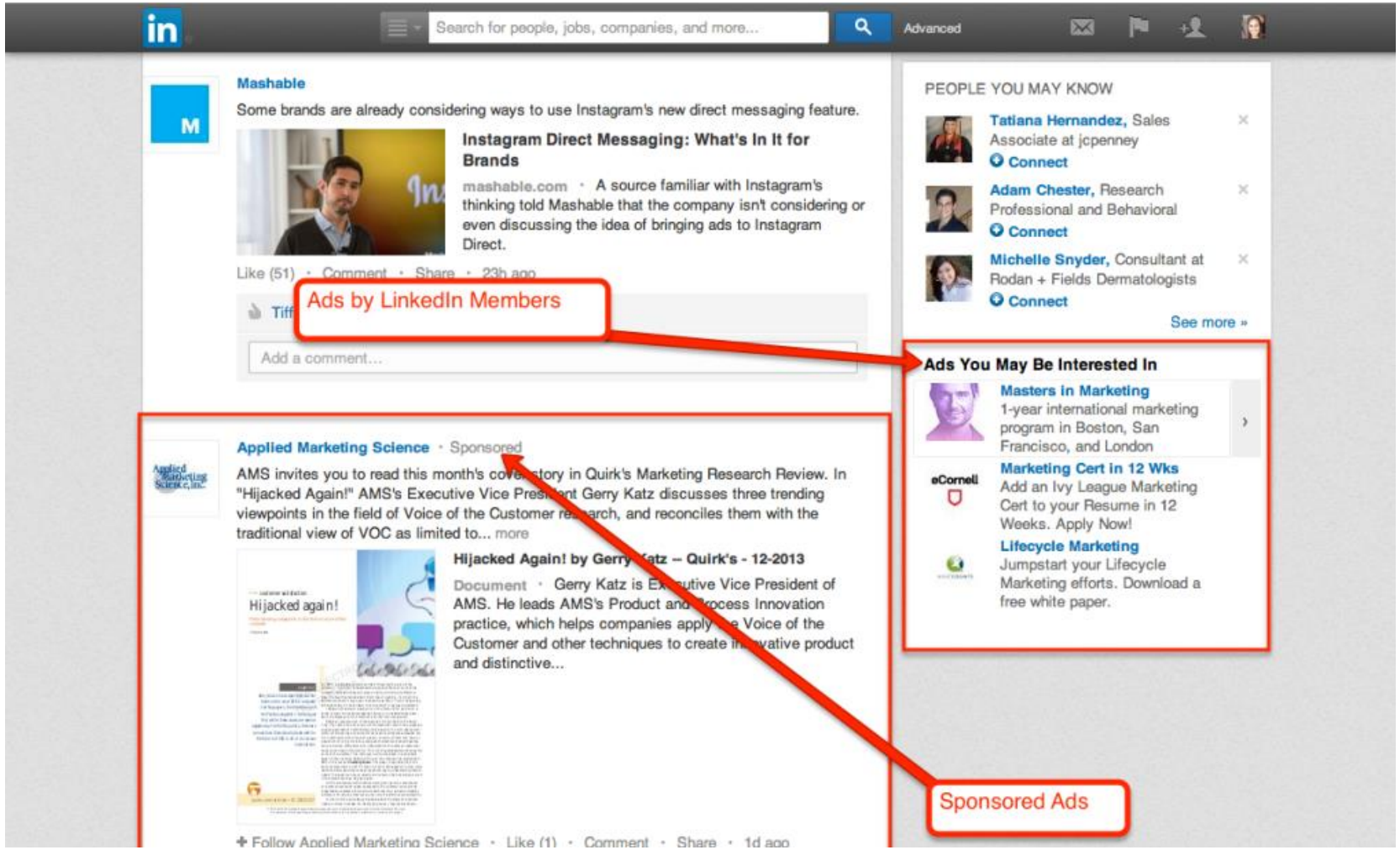
Through LinkedIn advertising, companies can build brand awareness, develop relationships, and shape public perception — all while marketing products and connecting with the world's largest audience of active professionals.

LinkedIn provides two advertising options:

- **Sponsored Updates** boost your existing content so they reach more people and attract new followers. These updates appear in each user's newsfeed on the homepage.

- **Text and Image Ads** target the customer's ideal audience through targeted objectives. These ads appear on the right-hand side of the page.

LinkedIn Advertising



LinkedIn Advertising

About Fronetics

Fronetics is a boutique marketing firm focused on the logistics and supply chain industries. We work with our clients to create and execute digital and content marketing strategies that drive success and elevate brand position within the industry. Unlike other firms, we align marketing programs with business objectives and, through a data-driven approach, are able to deliver results.

Additional Services

- Content Management
  - Blogs
  - Whitepapers
  - E-Books
- Social Media Management
  - Twitter
  - Facebook
  - Instagram
  - LinkedIn
- Pay-Per-Click Management
  - Google AdWords
  - Google Display Network
  - Facebook Advertising
  - Twitter Adverting
  - LinkedIn Advertising
- Website Development

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