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Smarter

## PPC Strategies

to Maximize Your ROI

Presented by



MARKETING ANGLE

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# 1

# Nail the Basics

Strong PPC starts with sharp copy, relevant landing pages, and precise targeting.



- Write clear, compelling ad copy (not just catchy-relevant).
- Test different ads (A/B test headlines, descriptions, CTAs).
- Make sure your landing pages match your ad intent.
- Ensure your keywords and ad copy work together.



**TIP:** *If it's not converting, it's probably not aligned – revisit your message-match.*

# 2

# Let PPC **Boost** Your SEO

PPC and SEO shouldn't compete—they should work together.



- Use PPC data to find keywords that convert – then build SEO content around them.
- Run ads on the same keywords you're ranking for organically (this boosts visibility and click-through rates).
- Combine learnings from both to refine your content strategy.



**TIP:** When your paid ads and your website's organic listing both show up in search results, your chances of getting clicks can increase by as much as 77%.

# 3

# Think Beyond Conversions

PPC isn't just for sales – it's for awareness, content promotion, and nurturing.



**Build Brand Awareness**  
Introduce your business to new audiences and stay top-of-mind with consistent visibility.



**Educate Early-Stage Buyers** Use PPC to share helpful content that builds trust before they're ready to make a decision.



**Promote Timely Offers**  
Reach ready-to-buy customers with targeted ads that highlight your latest deals or promotions.



**TIP:** Target users across the funnel – not just at the end.

# 4 Reach New Audiences

PPC lets you test markets and ideas fast.



- Use trending topics or seasonal events in your copy.
- Target adjacent audiences with crossover interests.
- Try unique campaigns and monitor results quickly.



**TIP:** *Some of your best-performing audiences may not be your “ideal” ones on paper.*



# 5

# Target Anywhere, Everywhere

Location, behavior, device,  
interest – you can target it all.



- Use geo-targeting to get hyper-local.
- Run remarketing ads to stay top-of-mind.
- Create special campaigns for returning visitors.



**TIP:** *Remarketing ads boost conversion by reminding users who already know you.*



# 6 Spy on Your Competitors

Competitive research = PPC gold.



- SpyFu, SEMrush, Google Auction Insights
- See which keywords they're bidding on
- Monitor their ad copy and landing pages
- Spot gaps or patterns you can capitalize on



**TIP:** *Learn what's working for them – then do it better.*

# 7

# Measure What Matters

Clicks are nice – conversions pay the bills.



- Know which keywords convert (not just attract traffic).
- Use call tracking and form tracking to connect the dots.
- Optimize based on performance – not assumptions.



**TIP:** *Fast response times = more conversions. Speed counts!*

# Great PPC is about

- **strategy**
- **testing**
- **alignment**

It's not just "set it and forget it."  
Keep optimizing, stay curious, and  
use data to guide every move.



# Need Help with PPC?

At Marketing Angle, we build campaigns that convert, support your SEO, and target the right people with the right message at the right time.

If you're ready to make your ad dollars work harder, let's talk.



[www.marketing-angle.com](http://www.marketing-angle.com)

785-557-2939

