

## YOUR ESSENTIAL CHECKLIST FOR PLANNING AND DEVELOPING YOUR PAY-PER-CLICK CAMPAIGN

We wouldn't even *dream* of pretending that pay-per-click (PPC) advertising is an easy, one-dimensional digital marketing strategy. The truth is, PPC is pretty complex and will greet your online marketing team with just as steep of a learning curve!

Fortunately, we've compiled a simple checklist to help you master the basics of planning, developing, and launching a PPC campaign.

### STRATEGY & MESSAGE

- Identify your market, customers and competitors.
- Determine the message and calls-to-action you're trying to convey. Consider how you will convince customers to choose you over your competitors.
- Determine your campaign goals and KPIs. More importantly, ensure they align!

### EFFECTIVE TARGETING

- Identify the demographic of your target market. Consider where they are, their gender, age, income, when and where they spend their time online etc.
- Determine if your campaign will include display and/or remarketing tactics.
- Determine if your campaign will target mobile devices as well.

### CAMPAIGN DEVELOPMENT

- Conduct basic keyword research.
- Develop creative, enticing ad copy that highlights your product/service offers and benefits.
- Confirm all display URLs and destination URLs
- Generate list of negative keywords to deter the wrong type of visitors.
- Determine and set your daily monthly budget.

### LANDING PAGE DEVELOPMENT

- Create a landing page customized to your campaign message, goal and KPIs.
- Ensure consistent messaging between keywords and your landing page to generate a higher Quality Score.
- Ensure your landing page is responsive if you plan on targeting mobile users.

### MEASUREMENT & TRACKING

- Conversion tracking **MUST** be implemented.
- Identify extra URL parameters you might need to add for tracking purposes.
- If you're incorporating remarketing, be sure to implement the remarketing code in AdWords.
- If you're incorporating phone calls, be sure to implement phone call tracking in AdWords.
- TEST** your tracking!

DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with your local WSI Consultant at [info@wsidigitalimpact.com](mailto:info@wsidigitalimpact.com)