



## Paid Online Advertising Options

by James Watt, VR Internet Marketing

In the past I have written about the benefits of writing content, using social media, and obtaining links back to your site. These are all great online marketing avenues, but in general they take time to have the desired effect. So what if you are looking for a more immediate return? That is where paid advertising shines. Below are some options to consider if you are thinking about spending some marketing dollars online.

### Pay Per Clicks (PPC)

The most successful and furthest reaching PPC option out there is Google Ads. You have likely seen these ads at the top or bottom of the Google search results page. So how do they work? First you need a Google Ads account. You can set it up at <https://ads.google.com>. Then you create a campaign. You can set parameters such as geographical location of the user, interests, gender, age and many more. You then create a list of words that will trigger the ad. For instance, if you have a listing for a restaurant you want to promote in a certain city, you would target everyone in that city who is searching for "restaurant for sale". You then set a spend limit for each day. The system will optimize the bids for each term to maximize your budget. Clicks generally cost anywhere from \$.50 to \$4.00 depending on your parameters and keywords.

There are many more details and options within campaigns, but Google does a good job of making it manageable for the majority of people. And if you don't feel up to it, there are many marketing companies who specialize in creating and running Google ads.

The great thing about PPCs are that you get in front of users right when they are searching for the information. This often results in a high conversion rate.

### Content Ads

There are many companies offering this service, but again Google tops the charts with their Display Network. While PPC ads are shown only when a user searches for a given term; content ads show up on a targeted site consistently, provided the budget allows for it. This type of advertising is used more for branding and exposure rather than to sell a particular good or service and is usually measured in impressions rather than click throughs. With that said, if there is a popular local website who has partnered with Google Ads, it may be easier than you think to get on their home page.

Content ads are also created within your Google Ads account, just as a different campaign.

### LinkedIn Ads

Advertising on social media sites can be a little like throwing mud at a wall to see what sticks. However, out of all the popular social sites, LinkedIn is the best place to get in front of business owners and buyers. Many studies have shown that LinkedIn out performs other platforms when it comes to B2B products and services. To get started you will need a personal profile and a company page. You can then promote the content you share (let's say a business for sale) to a targeted audience. For more information visit <https://business.linkedin.com/marketing-solutions/ads>

### Facebook/Twitter/Instagram

All these networks offer their own advertising platform. But unless you have a huge budget, I wouldn't recommend these over PPCs or LinkedIn ads. They do all have the ability to target your audience, but it may not be as defined as you would want. Much like content ads on Google's Display Network, I would only use this avenue if you are seeking general exposure and brand recognition.



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