

# Search Engine Marketing (SEM) PPC Information Sheet

## What Is SEM and PPC?

Search Engine Marketing (SEM) is a type of online marketing that involves promoting websites through paid advertising and optimisation techniques.

- SEM includes Pay-Per-Click (PPC) advertising, where advertisers bid on keywords to have their ads appear at the top of a search. Google Ads is one of the most popular platforms for PPC advertising.
- The average small to midsize business spends **anywhere from \$1,000 to \$10,000+ per month** on their Google paid search campaigns.
- Your Google AdWords budget depends on your industry, current market trends, your customer's lifecycle, and—of course—how you manage your Google Ads account.

Note: Google is not the only search engine where you can invest in PPC.

## PPC vs Search Engine Optimisation (SEO)?

One of the primary benefits of PPC advertising is its ability to **generate traffic quickly**. Unlike SEO, which can take weeks or months to produce results, PPC ads can start driving traffic to your website as soon as they're approved. This can be especially useful for businesses that need to promote a time-sensitive offer or event.

With PPC, businesses can choose the keywords they want to target, set their budget, target specific audiences, and even choose the time of day their ads appear to generate leads and conversions.

Another benefit of PPC advertising is its ability to provide measurable results. This data can help businesses refine their ad campaigns and **make data-driven decisions** to improve their overall performance.

# The Truth About PPC: Separating Myths from Reality

PPC has become a popular digital marketing strategy in recent years, but there are still many misconceptions about it. Here are some of the most common myths about PPC, and the reality behind them:

## **Myth: PPC is a quick fix.**

**Reality:** While PPC can deliver immediate results, it still requires ongoing monitoring and optimisation to achieve sustainable success. A good PPC provider will work with you to create a long-term strategy that balances short-term wins with long-term growth.

## **Myth: PPC is only effective for high-ticket items.**

**Reality:** PPC can be effective for businesses selling products or services at any price point. With the right targeting and messaging, PPC can help generate leads and sales across a range of price points.

## **Myth: PPC is all about bidding on keywords.**

**Reality:** While keyword targeting is an important part of PPC, effective PPC also requires ad copywriting, landing page optimisation, and audience targeting. A good PPC provider will use a holistic approach to optimize all aspects of your campaigns.

## **Myth: PPC is a one-time project.**

**Reality:** PPC requires ongoing monitoring and optimisation to remain effective. A good PPC provider will work with you to create a long-term strategy that evolves with your business and the changing digital landscape.

## **Myth: PPC can be managed on your own.**

**Reality:** PPC can be complex. There are many tools and resources available to help businesses manage their campaigns. However, it's important to note that PPC requires ongoing optimisation and monitoring to be effective, which is why many businesses choose to work with a PPC agency or consultant.

Remember, PPC can be a powerful tool for driving traffic and leads to your website, but it's important to approach it with a clear understanding of its potential benefits and challenges.

At **5 Twelve**, we are committed to providing transparent, ethical, and results-driven PPC services to help businesses achieve their online goals.

## Why Should I Opt For An Agency And What Is The Cost Associated?

An agency management fee for PPC covers the cost of the agency's services to manage and optimise your entire PPC advertising campaign.

This fee is generated as a percentage of the total ad spend. The management fee covers tasks such as:

- Keyword research
- Ad copy creation
- Bid management
- Campaign optimisation
- Reporting

5 Twelve utilises quality tools to improve your return on investment (ROI). Continuous optimisation and tracking allow for our specialists to identify strategies for lowering costs per click whilst improving conversions.

The cost of hiring a professional to manage your advertising is **covered in your ad spend savings, plus more.**