

Maximizing Your PPC Effectiveness

10 Point Checklist

Brad Geddes

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"When you talk scale, it's about the basics and then replicating it infinite times and not losing your consistency."

BRAD GEDDES

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- Track all transactions occurring on my site. This provides valuable (and necessary) customer behavior information.
- Focus on detailed audience targeting. For example, if someone abandoned their shopping cart, advertise to them with products from their shopping cart.
- Use lookalikes to target potential audiences with more specific, tailored, relevant advertising.
- Spend some time taking a close look at the Analytics for my website. It takes only 50 people over a 6-month period to get enough information to successfully market back to your audience.
- If I don't have 50 relevant visitors to my website during this 6-month period, focus on building my web presence instead of targeting to my existing audience.
- When I decide to scale, examine whether I'm able to get more out of my current keyword set before I consider shifting to new keywords.
- Make a new display ad by using Google's HTML5 tool to make a draft. Once I'm happy with the concept, hire someone from 99designs, Upwork, or similar to make it look professional.
- Use my data to assess when in the day (or week) people are looking for my services. Use dayparting to bid up during those times.
- Start using negative keywords to rule out searches that aren't relevant to the products or services I'm actually providing.
- If I buy my brand name as a keyword, don't send traffic to my home page. Instead, send them to a page I wish more people knew about (such as a newsletter sign up or new products page).