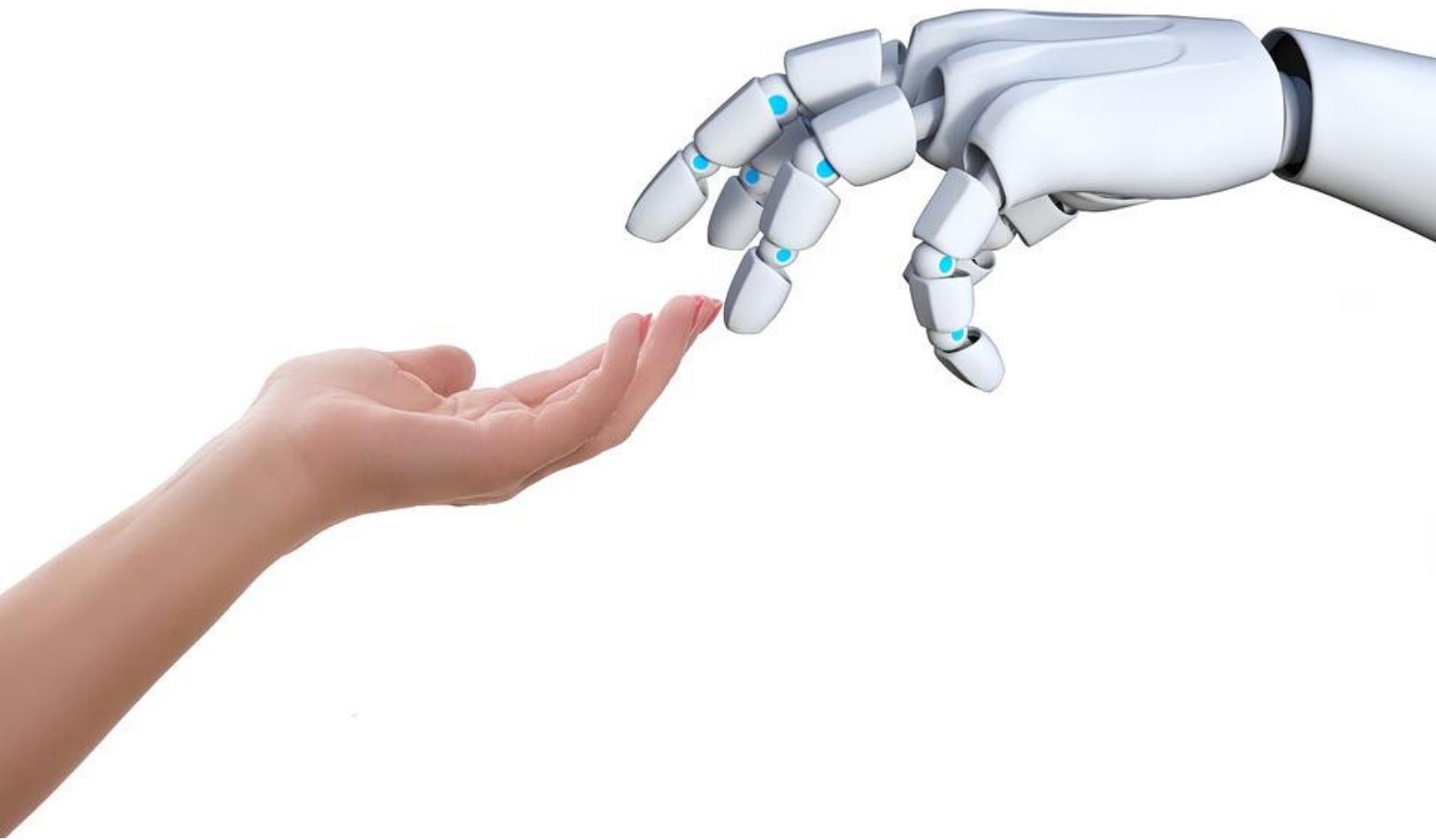


Project small business

From  **NEXUS 6**

Paid Ads Management



Google Machine vs. the Facebook

Don't let the concept of advertising online intimidate you. It's relatively straightforward if you know what you're looking to accomplish, and you set reasonable expectations.

We'll start off slow and talk about some of the fundamental marketing lingo.

Once we understand the basics, we can talk about the larger picture around paid online advertising.

Google Ads

A perfect start for those that don't know the exact demographics of whom they are targeting but know what those people are searching for. We use a list of keywords and phrases to grab their attention when they are using Google to search for them. These show up on the top, side, and bottom of a Google search and have the label of 'Ad' attached to them.

Typically, this targets people that have an intent to purchase and because of this the cost associated with this can be quite a bit higher when compared to Facebook ads.

Cost Per Click (CPC) is all dependent on location and the relative competition in that area. A plumber in NYC has a higher CPC than a snake charmer in Deadwood, South Dakota.

Google Ads is a pay per click (PPC) model.

Facebook Ads

Since Facebook already knows everything about everyone, it's the perfect place to go when you know all the traits of your audience you're trying to target. Want to focus on people that recently broken up, got it, or how about people that have an interest in the air-speed velocity of an unladen swallow, well, that's getting a little narrow.

Generally, these people are not actively looking to purchase now, but given the incredibly affordable nature of Facebook Ads, it doesn't take a whole lot of money to cover some serious ground.

Unlike Google, when you give Facebook your intended budget for running an ad, you will spend it regardless of clicks or interactions.

Search Engine Marketing

SEM is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through paid advertising.

Search Engine Optimization SEO is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural," "organic," or "earned" results.

Click Through Rate

The CTR of an advertisement is defined as the number of ad clicks divided by the number of times the ad is shown (impressions).

Landing Page

Sometimes known as a "lead capture page," "lander," or a "destination page," a landing page is a single web page that appears in response to clicking on a search engine optimized search result or an online advertisement.

Bounce rate

Bounce rate refers to the percentage of visitors to a website who navigate away from the site after viewing only one page. This is important because if you're paying for traffic to your website and they are leaving after just seeing the landing page, then the campaign may not be paying off.

Boring, yes, but relevant, so stick with me.



What does an SEM Campaign look like?

With time and effort, people will find your company site online organically via SEO. Even if this is the case, SEM is a great way to bolster inbound traffic to your site, promote a specific offer, or generate awareness for your business.

We look at maximizing your CPC and CTR or Reach by deliberately selecting keywords and building ads that will generate interest.

Rather than stopping here, we'll work with you to make sure that the ad is doing its job and is turning clicks into leads. We'll do this by linking the campaign with Google Analytics and/or Facebook Pixel* so that we can track people beyond just the initial click.

*(if we have access to the site to install Google Analytics and/or Facebook Pixel)

By working with us, we'll make sure that you're optimizing your advertising dollars to get the results you're looking for.

What does a Paid Ads Management plan with Nexus 6 look like?

Each month we'll provide you with reports that will highlight your CTR, the most popular keywords, and possible suggestions based on campaign history.

We also understand that these are just numbers on a spreadsheet and the real benefit is when we connect you with another human being so that your business generates business, not just clicks.

Therefore we'll touch base each month to see what's happening, in the real world, not just assume things are fantastic and we are awesome.

It's all a part of our 'don't suck' initiative.





So, what does it cost?

I'm sure that I don't need to tell you, but everyone is unique, like a snowflake, or those weird sculptures that you see in art museums.

Because of this, the first thing we do is an in-depth deep-sea dive chat to find out your budget, needs, expectations, feelings about pineapple pizza, and ultimate goals.

From here we can build you a custom quote that will help you realize your lifelong goals of running ads online.

Don't worry, another part of our 'don't suck' initiative is to not charge you some outrageous fee for setting it up and managing it for you.

We think you'll be pleased.
