
PPC Advertising For Beginners Who Don't Know What They're Doing But Wanna Play With The Big Guys!



April 17, 2012
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AGENDA

12:00 pm - 1:00 pm: Training

1:00 pm - 1:20 pm: Q & A

1:20 pm - 1:40 pm: BREAK

1:40 pm - 2:45 pm: Training

2:45 pm - 3:00 pm: Q & A

3:00 pm - 3:15 pm: BREAK

3:15 pm - 4:00 pm: Wrap up

Searching Twitter: Go to <http://search.twitter.com>

1. Who's an expert in your niche?

2. What are people asking about the most?

3. How could you help (this is not the time for flattery)?

4. What words come up the most?

Google Search

1. Your top 6 keywords:

2. Write down top 6 ads per keyword:

Create a Google AdWords Account

1. Enter your keywords into the Google AdWords Keyword Tool.

2. Enter 6 suggestions Google gives you:

3. What will your daily budget be?

Big key: Do not be obsessed with pricing, seek response:

High pricing: _____

Average pricing: _____

Low pricing: _____

Create a Facebook Ads Account

1. Top 6 keywords:

2. Top 3 businesses your clients visit:

3. Demos:

4. Psychos:

5. Daily budget:

High pricing: _____
Average pricing: _____
Low pricing: _____

Retweets and Shares

1. Top 3 most shared topics/posts on Facebook:

2. Top 3 retweeted posts on Twitter:

Comments

1. Top 4 posts on my blog (traffic and engagement):

2. Top 3 questions asked:
