

Pay Per Click Management Services – Monthly

If you have a new web site, or do not promote your existing web site, then Pay Per Click advertising (PPC) is often the easiest, quickest and cheapest route to ramping up visits to your web site without much expenditure.

The very point about PPC is that you only pay when somebody actually clicks on your advertisement and therefore reaches your web site. In *those* terms, it has a 100% success rate.

Of course the skill is to make your adverts appear in front of people you think are interested in your product or service. If your advert is clicked on by somebody who doesn't really want what you offer, then your money has been wasted because your adverts are not 'relevant' enough.

PPC campaigns therefore have to be established, managed, monitored, tweaked and tinkered with - and more than anything this is a time consuming process to learn and execute. While small business owners *can* take on the management of their own PPC campaign, they often have too little time or too few skills to do an effective job - and this is where we can help.

When we manage your PPC campaign there are *two* chargeable elements to consider:

1 - The Monthly Management Charge - £295 (The 8 Hour Plan)

Most clients with new, small web sites will pay for 8 hours worth of PPC management each calendar month. How that time is 'used up' can be agreed in advance, but in your first month we would normally spend around half a day (4 hours) creating the ad campaign. The 'spare' time is then spent on monitoring the mid-month performance of your advertising. In subsequent months we might then spend an hour or so each week just concentrating on specific parts of your web site. At the end of the calendar month we can spend half a day performing a site-wide review and report to show how our efforts have been concentrated and to show how they have been effective in driving visitors to your web site. *(These charges are paid in advance by standing order mandate).*

2 - The Advertising Charge - £0 to £2,000 (You decide this amount)

In addition to the monthly PPC Management Charge, you will need to tell us how much you are prepared to spend each month on PPC advertising. For the smallest of sites this could be as little as £50 per month, but typically we would suggest a spend of at least £200 per month to see some useful results within the first month. The actual price you pay on PPC can vary from month to month, but once you have agreed a budget, we will not go over this amount. Many clients start off very tentatively by agreeing to spend just a few pounds per day, but small campaigns grow into large campaigns once PPC advertising has proven it's worth. *(These charges are paid in advance by standing order mandate).*

The main thing to remember is that while PPC can be a great way to drive visitors to your web site, there are a number of factors that can mean it's not right for your site:

1 - Is your web site actually any good? There is no point in us driving visitors to your web site if, once they arrive, they leave as a result of a poorly designed site. Make sure your site is up to scratch first.

2 - Can you commit to a regular spend on PPC? While we can give you a reasonably quick result if you are spending a couple of hundred pounds per month, your PPC becomes more efficient as we learn about how your web site performs against given search terms. The longer we're involved, the better results you'll get.

3 - Do you need PPC? This may sound like a silly question, but if you are extremely busy with your existing clients, do you need any more? We just want you to take a look at your business and decide if you can handle the extra enquiries that PPC may generate for you.

If you'd like to talk to us about PPC for your web site, please call us on 01603 781902, or email stuart@aitm.co.uk