

Top tips on how to run a successful B2B PPC campaign

PPC visitors are 50% more likely to purchase what you're offering than organic website visitors. However, the world of PPC can be daunting; the ever changing technology can catch you out.

Read on for 5 top tips on how to make your B2B PPC campaign the best it can be, and consult our free eBook **"Effective multi-channel models for marketing and sales"** for more information.



1 Don't rush it

A large number of PPC campaigns don't reach their full potential because they are rushed to publish before a deadline. When every click costs you money, make sure they're the right clicks. Take an extra moment (and use these following steps) to ensure everything is 100% the way it should be, or you won't see the ROI you're looking for.



2 Get keywords right

Keywords are the key to a great PPC campaign (no pun intended!); but it's easy to do too many – aim for 10–12 keywords per group. Don't forget to set up negative key words as well, so you're only drawing clicks from people with a genuine interest in your product. To get keywords ultimately perfect- take them off broad search! Set them to "phrase match" or "broad modified" instead.



3 Bid on yourself

Many businesses forget to bid on their own brand name as it can seem foolish – surely you'll appear through organic SEO? Think again. Bidding on your own brand not only stops your competitors stealing your top spots, but also costs less, boosts your brand's presence and gives you full control over your PPC in all areas.



4 Gather and use the right data

A great aspect of PPC marketing is the flexibility of the campaign; you can easily go in and change things whenever you like! However, the smallest change can alter your Quality Score and rankings. All changes to your PPC campaign must be driven by data instead of time – set targets based on clicks and conversion, then make changes based on those figures, not on how long the campaign has been running.



5 Check on it regularly

A PPC campaign needs constant attention – give it the time it deserves by keeping a daily record of success and rankings. This may seem like a hassle, but it will pay off when your PPC campaign is a success!

So whether you're new to PPC, or you've done it 100 times, these tips will guide you through your next B2B PPC campaign. Don't forget to brush over our guide to "**Effective multi-channel models for marketing and sales**", it's free and will give you tons of ideas about integrating PPC into your marketing strategy!

Why wait? Take the free demo and trial today...

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