

*Ryan's Note: This is a series of 15 emails that presents the basics of Internet Marketing for a Pay Per Click (PPC) Management Service. Several of the emails describe additional services they offer in an educational format. The recipients opted in an a "squeeze page" for a 15 week course called **Pay Per Click Bootcamp: 15 Strategies for PPC Survival!** They will get one email per week. Note that these emails are not formatted for ease of reading, they are "copy only".

#1 Keyword Research Email

Subject: PPC Bootcamp Part 1 – What You Need to Know About Keyword Research...

Dear [firstname], when it comes to creating an effective Pay Per Click (PPC) campaign (also referred to as a Google Adwords campaign), *keyword research is extremely important*. Keyword research is the cornerstone of any effective PPC campaign, so it is not something to take lightly.

If you (or your PPC management) company are not willing to perform in-depth keyword research, you might as well not bother with PPC in the first place – you'd be throwing away your money.

Our keyword research is among the best in the industry. We gather up to 2000 highly targeted keywords to make sure that you are using the keywords and keyword phrases (also known as "long-tail keywords") *that buyers actually are using for their searches*.

Many of these keywords and phrases are ones that you might not suspect are being used to search for your product or service. But humans are weird creatures and there is an almost endless variation on search terms being used. It is a PPC marketers job to find as many of them as possible, and make sense of them to create a cost-effective PPC campaign.

A great example would be keywords for "biscuits". Those in the UK who want to buy biscuits would search for primary terms such as "buy biscuits", while Americans would probably search for "cookies" instead. But within each country, search engine users might type in a wide variety of phrases such as "biscuits that go well with green tea" or "order the best biscuits with fast delivery."

Certainly these phrases wouldn't be used as often as the primary phrase "buy biscuits", but they are used by many people, and building a robust PPC campaign necessitates using these less popular, but no less valid terms. Why is this important? Because the more popular a search keyword is, the more companies will be bidding on it. And the more people bidding on the keyword, the more you will pay for every click on your ad. Unless you have an unlimited budget and can outspend your competitors, and have a highly effective website that converts a very high percentage of visitors, you will need to approach your market from different angles, and that means knowing all of the possible keywords to use, not just the primary keyword phrases that everyone already knows about.

Our keyword research allows you to truly know and understand what search terms are being used for your product, and we build an efficient and cost effective PPC campaign that takes maximum advantage of these keywords.

With our help, you can succeed on the Internet right now. If you are interested in creating a cost-effective PPC marketing campaign that sell more of your products or services, there is no better way than to take advantage of any of our proven Adwords Management Programs. We have three levels

to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today!

Dedicated To Your Success,

The AdwordsManagement.com Team

#2 Competitive Research Email

Subject: PPC Bootcamp Part 3 – How to Spy on Your Competitors

Dear [firstname],

One of the best things you can do to create a strong Internet marketing campaign is to spy on your competitors PPC campaigns to figure out what they are doing, and how much they are spending to do it.

There are some considerations though, because you can't just blindly copy what your competition is doing and expect to make any money. All that will do is create a bidding war, and you don't want to outspend your competition, you want to outsmart them!

Frankly, some of what your competitors are doing is complete crap, and you never want to blindly follow what other marketers are doing unless they are proven to be really good marketers. What is important is learning what your competitors are doing, and then *borrowing only the best of the best ideas* from them, and then *improving on it*. That is how you beat them at their own game – by being just a bit smarter and more “tactical” in your PPC marketing campaigns.

As you probably already know, not all keywords are created equal. Some convert really well, and others convert poorly. Some are very expensive, and some keywords are “dirt cheap” because there is little competition. Having a keyword list is not enough.

Some of the other things you want to know about your competitors PPC campaigns are their clickthrough rates, how much they are spending on their clicks (on average), and the verbiage of their actual ads.

Tools You Can Use to Spy

There are a number of free tools out there that will help you spy on your competition. The most popular is SPYFU, closely followed by Ispionage. These tools will give you a good overview of your competitors keywords and costs. Ispionage will even tell you information about any “split testing” your competitors may be doing.

There are some drawbacks however to using these tools, which you should be aware of: The data set may be for a limited length of time. You want to know what your competitors are doing over time, not just on the day that the data was captured. Their PPC marketing campaigns evolve and change over time, so you want to make sure you have data over a long a period of time as possible, and keep checking back to look for changes

The other drawback is that not all of these spying services look beyond just Google. You want to know how your competitors are taking advantage of Yahoo and Microsoft search as well. You want to look for “holes” in their marketing strategy where you can take advantage of their weaknesses or oversights. For example, sometimes a competitor ad campaigns that is doing very well on Google isn’t even being run on the other search engines. If you copied their campaign and ran it on Yahoo or MSN, you might be able to make a lot of money, but if the spying service doesn’t look at all three major search engines, you wouldn’t be aware of this “hole”, and therefore couldn’t take advantage of it.

These services also don’t write your ads for you, and don’t tell you how to improve on your competitors existing ad campaigns . This is why you want to be continually monitoring and testing your ad campaigns, to find out what works, and what doesn’t.

Remember that “spy” data is just that – data, and it cannot make decisions for you. Ultimately, you have to make the final decision about how to use the data. That is why for many businesses, the work of gathering competitive research and implementing ad campaigns based on that data is best left to professionals who really understand the nuances of PPC campaigns.

If you are interested in creating a cost-effective PPC marketing campaign that sell more of your products or services, there is no better way than to take advantage of any of our proven Adwords Management Programs. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today!

In the next lesson in this PPC Bootcamp series, we will talk about how to construct your PPC ad campaign using ad groups, and why structuring your ad groups is so important, so stay tuned. Please contact us if you have any questions about how to effectively spy on your competition, and how to capitalize on that information by visiting AdwordsManagement.org.uk.

Dedicated To Your Success,

The AdwordsManagement.com Team

#3 Ad Groups Email

Subject: PPC Bootcamp Part 2 – How to Create Tactical Ad Groups to Make More Money

Dear [firstname],

In the first lesson in this PPC Bootcamp we discussed how to spy on your competitor’s PPC campaigns using spying services like SPYFU and Ispionage. However, once you have raw data about your competitors’ keywords, what do you do with it? What can you do better to make your marketing more effective? Let’s discuss the importance of “Ad Groups”.

First, ad groups are the mechanism by which you control costs and manage your PPC ads by grouping ads that target similar keywords. They are a structural component of a PPC campaign, as illustrated in the hierarchy below:

→ Campaigns

→ Ad Groups

→ Keywords, Negative Keywords, Ad Text

The reason we create ad groups is to drive down costs while driving up performance of your ads, by fine-tuning them. Without ad groups, you cannot properly do this fine-tuning process. Put another way, ad groups are what gives you the ability to make adjustments based on your analytics and campaign performance data.

Most Internet marketers have dozens, if not hundreds of keywords they are targeting. Some are very general in nature, and some are very highly targeted keywords. If you were to create a single ad campaign with a single ad group, then you would have a very difficult time fine-tuning your ads to improve performance because the changes you make affect every ad for every keyword

Here's a simple example. Let's say you sell fresh fruit online. Your keyword list might contain the words "fruit", "fresh fruit", "apples", "oranges", and "bananas". If someone searches for the keyword of "bananas", how would you ensure that they see your ad about fresh bananas, as opposed to seeing your ad offering "fresh fruit". Ad groups let you create ads just for bananas, or just for apples, without the keywords that target these ads "crossing over" with the other words in your keyword list. Obviously the more closely related the ad text is to the keyword they typed into the search engine, the greater the chance they will click your ad... the higher your clickthrough rate the more traffic you get and the less you pay for each click!

In theory, you could create one ad group for every keyword, and fine-tune your bidding for each and every ad group. However, a balance must be struck. Very similar keywords should be grouped together into logical groups so that you have enough ad groups to fine-tune your campaign, without having so many that your campaign becomes unmanageable. Ad groups give you granularity of control, but you can also take ad group creation to an extreme and make life hard for yourself. With proper ad group structure, you can adjust your cost per click so that you spend more on one ad group without spending more for clicks across all keywords and all ad groups in that campaign.

The smartest Internet marketers really spend a majority of their time analyzing keywords, and managing their ad groups to continually improve clicks and sales. Internet "newbies" usually fail to create ad groups properly, and end up with ineffective ad campaigns that are not cost-effective.

There is not one right way to utilize ad groups because every marketing campaign is unique. Your best bet is to objectively look at your keyword list, group closely related keywords into ad groups, and write ads that incorporate these keywords.

When a user runs a search, when they see your corresponding ad, they will see all of the keywords they used that appear in your ad as **bolded text**. The more words in your ad that are in **bold**, the more likely they are to click the ad.

Also, bear in mind that when they do click, they expect to see a landing page that talks about those keywords. In our example, if they click on an ad about buying fresh bananas, ideally the page you take them to would discuss buying fresh bananas, NOT buying fresh fruit, which isn't what they searched for. This is called "congruency", and it is an important factor that contributes to the overall conversion rate of your landing page or website.

In the next installment of this 15-part e-course, we will talk about "latent semantic indexing", and how we use this secret weapon to blow away your competition. Though it has a boring name, LSI is a powerful weapon that we employ on your behalf to stay one step ahead of your competition.

If you are interested in creating a cost-effective PPC marketing campaign that takes maximum advantage of a great keyword / ad group strategy to sell more of your products or services, there is no better way than to take advantage of any of our proven Adwords Management Programs. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today!

Dedicated To Your Success,

The AdwordsManagement.com Team

#4 LSI Email Subject: PPC Bootcamp Part 2 – Outsmart Your Competition with this Secret Weapon

Dear [firstname], though it's name may make your eyes glaze over, latent semantic indexing (LSI) can be an incredibly powerful secret weapon to help you build money-making PPC campaigns, as well as help your website rank higher with the major search engines.

First, what is LSI and why should you care? LSI is a tool used by search engines to determine the content of a webpage and websites as a whole by looking at all of the terms on the page and examining how and where the terms are used in relation to each other. It looks for word patterns to determine the overall "depth" of a website on any given topic.

This helps the search engine determine the overall quality of a website even though the search engine doesn't understand the meaning of the actual words on your site. LSI is a part of the algorithms that search engines use to determine placement of search results relative to other websites on a similar topic.

A common example would be a website about cooking. Any quality website about cooking would include terms about kitchens, cookware, food, ingredients, kitchen tools, perhaps some food science terms, etc. If a cooking website has too narrow of a focus and lacks some of these other related types of terms, then the search engines penalize the site by ranking it lower than other similar sites that do include a wide variety of these related search terms. You should care because you need to do everything in your power to help the search engines rank your website higher.

But what does that have to do with a PPC campaign? Everything! When we perform keyword research, we use LSI to find other terms that are related to your keywords to find new keyword

combinations that no one else is using. And when no one else is using them, you can completely dominate the paid (sponsored) ads that appear when someone searches for that term.

LSI takes keyword research to another level, finding terms that may at first seem distantly related, but which in actuality can ultimately convert your site visitors into paying customers much better than keywords that are more common.

Incorporating LSI into an effective PPC campaign isn't something for the faint-hearted. This is a powerful tool you can use to become aware of excellent keywords before your competition does, but it is one that is best employed by professional PPC management firms such as AdwordsManagement.org.uk.

With our help, you can succeed on the Internet. If you are interested in creating a cost-effective PPC marketing campaign that sell more of your products or services, there is no better way than to take advantage of any of our proven Adwords Management Programs. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today!

In the next installment of this e-course, you will learn about split testing, and how you can use it to continually improve the performance of your PPC campaign.

Dedicated To Your Success,

The AdwordsManagement.com Team

#5 Daily Split Testing Email

Subject: PPC Bootcamp Part 5 – Split Testing for Maximizing Your Conversion Rate

Dear [firstname],

You are learning Internet marketing so you can make money, right? Well split testing is a critical tool to help you make more money online. First, let's define split testing. Split testing means showing multiple versions of your marketing piece to prospects or customers and measuring which piece performed best. Once you know which one performed best, you keep it, and discard the other. Then savvy marketers create a new split test starting with their best performing piece, and let it compete against a new marketing piece that they hope and suspect will outperform the previous winner.

In this way, continuous improvement is achieved, which will steadily improve you sales or opt-in rates.

The simplest example of split testing would be offering two versions of a pay per click ad, and seeing which one gets more clicks. If you are getting a reasonable amount of traffic, you can get statistically valid results quickly.

And how do you know when you have enough results to come to a conclusion about which ad was the winner? The more data you have, the better, but a quick rule of thumb is that whenever you have at least 30 actions, whether they be clicks or opt-ins or purchases, then you probably have enough data to come to a conclusion.

However, if one ad gets 29 clicks and the other gets 30, there is not a big enough difference to come to a conclusion, but if one ad has 20 clicks and the other has 30, then it's a fairly safe bet that the ad with 30 clicks has conclusively outperformed the other.

One note of caution, for PPC campaigns, a simple click is not the most important success factor, what is most important is your conversion rate. In some cases, it is possible to have an ad that draws the eye by being more sensational, and therefore get more clicks, but the people who were most likely to click the ad were not your best group of actual buyers. Split testing is still the "solution" to get your conversion rate up, but you have to look at all of your statistics, not just total clicks or clickthrough rates.

You should be split testing all elements of your marketing campaign, from the keywords, to the ads themselves, to the background color of the landing page, the headline, the order buttons, the copy. Every website element is "split testable". However, only test one element at a time. If you change both your ad copy and the copy on your site, you won't know which change resulted in the increase or decrease in sales.

The elements that you will want to test in your PPC campaign are:

- the ad headline
- the ad copy
- the destination URL

Once you start to see how quickly split testing can benefit your campaign, you will get really excited! Split testing over the course of 6 months or so can take a lackluster campaign and polish into a true money-generating machine.

Split testing does take time and effort, which is why it is nice to hire a team dedicated to split testing for you. If you are interested in creating a cost-effective PPC marketing campaign that uses continuous split testing to sell more of your products or services, there is no better way than to take advantage of any of our proven Adwords Management Programs. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit

AdwordsManagement.org.uk to learn more today!

In the next installment of this 15-part e-course, we will talk about how to effectively market your products and services using the "granddaddy" on PPC marketing - the Google search campaign. Don't miss it!

Dedicated To Your Success,

The AdwordsManagement.com Team

#6 Google Search Email

Subject: PPC Bootcamp Part 6 – Using Google Search Effectively

Dear [firstname],

This may seem basic, but a shockingly high percentage of people who are marketing themselves on the Internet don't understand the advantages and capabilities of the Google Search network, and why it is the most efficient and advanced marketing engine on the planet.

Let's cover the basics, briefly, and then we'll get into some advanced information.

First of all, Google has named their search marketing system "Adwords", and the main access to this system is found at <http://www.adwords.google.com>.

When you go to Google and perform a search, what you type into the search box are (from Google's perspective) *keywords*. Google tries to match your search with the most relevant results based on their massive database of websites. Each website is entered into the database based on keyword data, this is also called "indexing".

Google also endeavors to match your search keywords with the keywords of the "sponsored" or paid ads which get displayed alongside the "organic" (regular) search results. The ads that use those keywords (via ad groups) are displayed in order, generally (but not always) ranging from the highest bidder to the lowest bidder.

If you want your ad to be seen, the best way is to bid a high dollar amount for a "click", which gives Google incentive to display your ad.

Bidding high is not the only way to get your ad placed at the top of the sponsored search results. Google also happens to be obsessive about displaying quality search results, so they rank every website on how well they think it matches the keywords listed for that website, for the keywords linked to your ad, as well as on how well it compares to every other website on the same topic.

It uses a secret algorithm to determine the overall "quality score" of your website as it relates to your ads and keywords. This is a massive undertaking, but Google does it very well and that is why they make so much money!

Google always strives to deliver the ads that link to the pages with the highest quality score, and all else being equal, the site with the higher quality score is placed higher in the search results. So to recap: there are two main factors that determine the order of the ads that are displayed, the quality score, and the amount you bid for that placement - both are very important.

If Google really "likes" your site, it will reward you with ad placements (and clicks) at a lower cost than it will provide to your competitors. If it doesn't like your site, you will have to pay more for your clicks, or Google may even outright ban you from using Adwords.

One of the keys to successfully using the Google search network (Adwords) is to make sure that your website is of high quality, as Google defines it. The ads that you write, and the keywords in them,

must be a very close match to the destination site. If there is too large of a difference (a lack of congruity), Google “punishes” you by charging you more for a click, and the difference in cost can be as much as 1000%!

Of course, you can always use another search network such as Yahoo or MSN, but Google is the king of them all, and it gets significantly more traffic than both Yahoo and Microsoft’s networks combined. You definitely want to stay in Google’s good graces, if possible.

Advanced Features of Adwords

The Adwords system is not extremely complex, but what you will find is that success comes with continuous learning of the system, and fine-tuning your ad campaigns to take maximum advantage of the system’s capabilities.

Google offers several types of ads - you are not just limited to text ads. You can also purchase banner ad placements as well, and they used to offer video ads, but have since discontinued the practice, for now. Google owns YouTube so expect video advertising to stay a part of the Google Adwords system in the long run.

You can open up your ad campaigns so that anyone in the world can see your ad, or you can limit it to specific countries, regions of the world, and to certain languages. This is called Geo Targeting.

You may also target men or women, and certain age categories as well. You pay a premium for this specific targeting of your best prospects, but the payoff can be significant. If your product is heavily biased to one age group or one gender, it is almost mandatory that you use this new feature if you want to advertise on Google cost-effectively.

As Google matures and collects more data about its users and their search, click, and buying patterns, these features will only get more robust. Sometimes it can be a challenge staying abreast of Google’s latest features and rules. That is why Internet marketers turn to the services of PPC management companies in the first place.

Unless you are willing to spend ten hours or more per week learning all of this, you probably will have a tough time competing in the marketplace. A PPC management company can keep abreast of all of Google’s changes for you. It is a smart investment, because your time is valuable and you are better off focusing on your core strengths and skills, and outsourcing as much as you can.

If you are interested in creating a cost-effective PPC marketing campaign using Adwords to sell more of your products or services, there is no better way than to take advantage of any of our proven Adwords Management Programs. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today!

In the next lesson in this PPC Bootcamp series, we will talk about the Google Content Network, which is a less expensive (but sometimes less effective) choice to reach your target audience, so make sure you keep on the lookout for Part 7 of this 15 part series.

Dedicated To Your Success,

The AdwordsManagement.com Team

#7 Google Content Email

Subject: PPC Bootcamp Part 7 – Using the Google Content Network Effectively

Dear [firstname],

Are you using the Google content network? Many Internet marketers aren't even sure. The Google content network is available as another marketing tool or marketing medium to reach your target audience. It is accessible from the Google Adwords management interface, but it has a separate set of rules that govern its use.

The Google content network is comprised of any website in which the site owners has enrolled and enabled the Google AdSense platform. This can be a little bit confusing. For marketers (advertisers) you place ads on the content network through Adwords. However, for website owners, (who are also sometimes advertisers themselves) you place ads on your website using the AdSense interface.

Google allows AdSense users to imbed Google PPC ads on their website to match the content of the website, potentially giving these website owners access to another stream of revenue. Google pays the website owner for every click, but of course, in turn, they charge the advertiser even more for that click, and Google makes the difference. It's a classic "man in the middle" strategy.

The clickthrough rates for Google content ads are usually lower than for search network ads, because the people who see these ads may just be browsing or reading online, they are not necessarily actively looking to buy a product or to find new sources of information. However, if your content network ad catches their eye, they may click the ad to visit your site.

Because of this dynamic, the conversion rates are also much lower for the content network. Fortunately, Google does not factor in the clickthrough rates of content network ads when calculating your costs per click on the search network.

Taking advantage of content network ads is similar to the search network, but there are some differences. For starters, the Adwords interface lets you place a different bid for a content network ad – even though it may be the same ad that runs on the search network. In fact, every ad you create in the Adwords interface can be set to run in one or the other network, or both.

Because of this dual pricing structure, a marketer needs to pay careful attention to the bid rates so you don't overpay for these content network clicks.

The content network has two options – contextual targeting and placement targeting. Contextual targeting simply means that Google will automatically place your ad (assuming you click bid is high enough to beat out your competitors) next to any website that has similar content.

Placement targeting allows choosing specific websites that you believe are ideal for your search ads (assuming that site is enrolled in the AdSense program). This can be a very powerful tool. Google allows marketers to determine which AdSense enabled websites their content ads will show on. By looking closely at the data, you may find that some websites give you outstanding traffic. Advanced marketers can then create ad groups and corresponding ads that only run on those sites, and only on

the content network. As you can imagine, this takes some time and effort- requiring careful analysis of your PPC results, and your bidding process, but it can be very rewarding.

A PPC management company can handle all of this for you. If you are interested in creating a cost-effective PPC marketing campaign using the Google Content Network to sell more of your products or services, there is no better way than to take advantage of any of our proven Adwords Management Programs. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today!

In the next lesson in this PPC Bootcamp series, we will talk more about the Google Content Network and how to make more sales using site placement marketing, so make sure you keep on the lookout for Part 8 of this 15 part series.

Dedicated To Your Success,

The AdwordsManagement.com Team

#8 Google Placement Campaigns

Subject: PPC Bootcamp Part 8 – Using Google Site Placement Campaigns Effectively

Dear [firstname],

In the last installment of this 15-part Internet Marketing Bootcamp, we talked about using the Google Content Network effectively. The content network lets you set different bid prices completely separately from the search network. Another great feature is that you can tell Google which websites you want your ads to be displayed on, as long as that website is enrolled in the Adsense program and is displaying content ads or your keywords. This is called a Placement Campaign, and it doesn't get nearly as much buzz as it should, therefore not many Internet marketers know about it.

This is an extremely powerful tool that you can use to generate traffic to your website inexpensively.

The primary benefit is that it allows you to find and target websites that are an extremely close match to what you are selling, and specifically tell Google to place your ads on that website. You could even go so far as to create an ad group for each and every website that you want to target, and create ads that match the targeted site most closely. That is taking the idea to an extreme, but it would give you the ability to set a specific bid price for each and every ad you want to target.

What most website owners do is let Google determine for them what sites to place their ads on, then monitor the results. Some websites will send you much more qualified traffic than other sites. Once you find sites that send you top-quality traffic, you can then create an ad group for these sites, and create customized bids and ads to further improve your results on these sites.

Another useful way to take advantage of this site targeting is to find sites that get a very high amount of very good traffic that is a perfect match for what you do. Normally your ads may not appear on

this site because on average, your bids are insufficient to rank you high enough to be included on this site.

But by creating a new ad group where you bid higher than normal, and targeting this website, you can be sure to get your ad included in their rotation without having to raise your price per click across the board.

Another seldom discussed features is that not only can you target specific websites, but now you can target specific pages within that website. For example, let's say you sell ebooks to college students about how to write a research paper, well now you can target college student oriented websites and only display ads on their "writing tips" pages, not on the main pages.

That way, you will get clicks from people actively seeking writing tips, not from people who just get curious about your ad and click on it even though they are not actively seeking writing help at that time. The quality of your clicks could go way up if you take advantage of this option.

Site Placement Campaigns are not generally know to generate a huge volume of traffic for your site, at least not compared to the search network. But the upside is that your cost per click can be just a few cents for a highly qualified click.

Of course, the downside to this very high level of control over matching your bids to specific websites using Site Targeting is the amount of management it takes to research, implement, and manage all of these variables. PPC management in general can become a time consuming affair.

Most people don't have the time available to properly implement and manage a site placement campaign. But for those who do, the payoff can be great.

However, a PPC management company can handle all of this for you. If you are interested in creating a cost-effective PPC marketing campaign using the Google Content Network to sell more of your products or services, there is no better way than to take advantage of any of our proven Adwords Management Programs. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today!

In the next lesson in this PPC Bootcamp series, we will talk more Yahoo Search campaigns and how it differs from Google's and how to make more sales using site placement marketing, so make sure you keep on the lookout for Part 9 of this 15 part series.

Dedicated To Your Success,

The AdwordsManagement.com Team

#9 Yahoo Search Campaigns

Subject: PPC Bootcamp Part 9 – Using Yahoo Search PPC Campaigns

Dear [firstname],

In the last installment of this 15-part Internet Marketing Bootcamp, we talked about using the Google Site Placement in the Google Content Network. This week we are going to take our eyes off Google and put them on Yahoo. The Yahoo Search network isn't nearly as popular as Google's but using it is something that you should strongly consider to make more money online:

Remember this axiom: *a qualified click is a qualified click, no matter where it comes from.* As a marketer, you shouldn't care if that click comes from Google, or Yahoo, or any other of the hundreds or thousands of smaller search engines. As long as the click is from a valid prospect, then it doesn't matter how they found your ad.

The primary advantage of considering advertising on the Yahoo search network is that it is less crowded than Google, so there isn't as much competition. Therefore, the average cost per click can be much lower. All else being equal, the lower your click costs the more people you can reach, and the more money you will make.

Another consideration is that it is important to "diversify" and not have all of your marketing eggs in one basket. If for some reason Google had a major technical malfunction or significantly raised their costs, you want to have a second source of affordable traffic to fall back on.

The primary disadvantage of adding the Yahoo search network in addition to Google's, is that you will now have two completely separate campaigns to manage using two different interfaces, and this can be time consuming. So what most Internet marketers do is just run with Google for a few months, and figure out exactly what is working and what isn't. Once they have a good feel for what works, they just clone that ad group or campaign and port it over to Yahoo, and run it there. The only real difference is the amount you have to bid for each click. These you will want to customize. If you keep the same bid amount as you did for Google, then you might get higher placement than on Google.

Alternatively, you can lower your bid price to save more money, or to get more clicks spending the same amount of money. Again, it doesn't matter where your clicks come from as long as they are valid. Yahoo is very good at preventing click fraud so that is not something you have to worry about like it is with some of the very small search engines or search networks.

Of course, the Yahoo interface is going to be a little bit different from Google's but it is not complicated and you can quickly get the hang of it. We strongly encourage all Internet marketers who are running PPC campaigns on Google to take advantage of the Yahoo search network, particularly if you are "maxed out" on the amount of traffic you can get from Google, which is sometimes the case.

Again, the challenge is finding time to manage the second interface of Yahoo. Most people simply don't have the time to devote to this to do it properly. However, a PPC management company can handle all of this for you. If you are interested in creating a cost-effective PPC marketing campaign using the Yahoo Search Network to sell more of your products or services, there is no better way than to take advantage of any of our proven Management Programs. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today! Don't let the name fool you, our PPC expertise is second-to-none for any and all major search networks!

In the next lesson in this PPC Bootcamp series, we will talk about how to run reports and how to use the data to improve your campaigns, so make sure you keep on the lookout for Part 10 of this 15 part series.

Dedicated To Your Success,

The AdwordsManagement.com Team

#10 Client Reports

Subject: PPC Bootcamp Part 10 – How to Use Reports to Your Maximum Strategic Advantage

Dear [firstname],

In the last installment of this 15-part Internet Marketing Bootcamp, we talked about using the Yahoo Search Network as a less expensive alternative to just using Google, and why it is important to have a “fallback” source of PPC traffic. This week we are going switch gears completely and talk about running reports, and how to use PPC reports to your maximum strategic advantage.

When people first start using PPC campaigns, there is a certain “novelty factor”. It is fun to get into the Adwords management interface and stare at the numbers, trying to figure out what they mean, and making the changes that we think will help us. If your volume of clicks is low, then it can take a long time to gather enough information to come to strong conclusions about the dynamics of your campaign. You may make a change but not know if it is helping or hurting for several days or weeks, until enough data is gathered from which to draw conclusions.

From a big picture perspective, you want to drive as much qualified traffic to your websites as possible, as cheaply as possible, and this is a “numbers” game. But as your traffic grows, and the number of clicks you get grows, the novelty factor wears off, and you’ll come to realize the immense value of having data on which to make decisions. The decisions you make to change your PPC campaigns have real financial effects, so you need to make the best decisions possible to maximize your revenue. And you can’t make these kinds of decisions “in the dark”. You need data, and you get that data by running reports. But the question is - what are the most useful reports to run?

Consider this: Every analysis of the performance of your PPC campaign must be done with conversions in mind. Before you run any reports, you must understand that your goal is to convert your clicks into actual signups (optins), or sales. What good does it do to know how much you are paying per click for each keyword, if you don’t know how well each keyword (and resulting click) *leads to an actual sale*? If you have not setup your conversion goals in the Google or Yahoo interface, you really don’t have useful data at all. *Conversion data is everything. Google Analytics (analytics.google.com) is what provides you the detailed information you need to understand your data in terms of conversion rates.*

With that in mind, if you are trying to build a leads database where optins are the main goal, you will want to run reports that give you a true picture of your cost per acquisition. Which keywords lead to an optin? What is the average cost per optin per keyword? What is the average cost per optin for

each ad you are running? When you know this information, you can make changes to try to squeeze every last bit of efficiency out of your ads to improve conversion rate.

If your primary goal is converting your clicks to sales, then you will need similar information – what is your cost per sale for each keyword, and what is your average cost per sale per ad? These are important reports to run and understand.

But there are numerous other pieces of data to consider. For example, Google allows you to slice and dice your data in many ways, one of which is to display which days of the week are most profitable for you. To use an extreme example, if you run an adult oriented website, you might notice that your conversion rate on Sundays is particularly low compared to every other day of the week. This could be for any number of factors, not the least of which is the association people have between Sunday and the Sabbath, which makes worldly pursuits like adult sites less important. Do you stop advertising on Sundays, or maybe instead, you just run a different set of ads that overcomes the additional resistance people have to converting into a customer of your on Sunday? There is no right answer, but indentifying trends by time of day and day of week can yield you some important insights that can lead to additional sales and profits.

The challenge is in knowing what is the most relevant data to run reports against. To be able to get this data, you must have set up your conversion goals properly, and frequently to get in-depth metric data (particularly for multi-step marketing campaigns) you will need third-party software and analytics tools.

This is where PPC management companies really hold an incredible amount of value. They know exactly which reports are most useful for your niche, industry, or product, and they can make sure you have your campaigns set up properly so that detailed analytics can be performed.

AdwordsManagement.org.uk excels at providing our clients reports they can use to make the necessary changes to maximize their optin or conversion rates. We offer reports weekly, monthly, or quarterly depending on the management plan you subscribe to. We have three levels to fit any budget, and our PPC expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today

In the next lesson in this PPC Bootcamp series, we will talk about how Search Engine Optimization (SEO) fits in with PPC campaigns and how to use SEO to boost your revenue, so make sure you keep on the lookout for Part 11 of this 15 part series.

Dedicated To Your Success,

The AdwordsManagement.com Team

#11 Search Engine Optimization

Subject: PPC Bootcamp Part 11 – How SEOptimization Complements your PPC Campaign

Dear [firstname],

In the last installment of this 15-part Internet Marketing Bootcamp, we talked about setting up conversion goals and running reports so that you have valuable data. You can then make changes to your PPC campaigns to take advantage of the insights that this data provides you, to increase your conversion rate and thereby increase your profits. In this week's bootcamp lesson, we want to discuss how SEO fits into the picture, and whether or not you should even bother if you have a good PPC campaign that is performing well for you.

The short answer is YES, you should be performing SEO to improve your websites ranking in the organic search results. Let's discuss some marketing fundamentals. There are two main types of traffic you can get: free, or paid. These are also called "organic" or "PPC". PPC campaigns are to drive paid traffic to your site. But wouldn't you rather get free traffic? Of course you would, but it's not a matter of choosing one or the other. *All savvy internet marketers do both.*

So what is SEO exactly? SEO is nothing more than changing the contents and/or the "metadata" information about your site so that the search engines consider it to be a "high quality" site, and therefore give it a high ranking relative to other websites that are on a similar topic. Google in particular has a strong commitment to helping Internet users find the most relevant websites, and they spend an extraordinary amount of time and money to define what they consider a high quality website, and then promote those websites over lower quality websites.

The problem is that Google only provides general guidelines on what they consider "high quality" because they don't want webmasters to exploit weaknesses or loopholes in the algorithms that they use to determine the quality. SEO is both a science and an art form, because Google and the other major search engines constantly change what their algorithms factor in as "important". Therefore, SEO is an ongoing practice; you cannot just focus on it for a brief period and expect to be done with it forever.

On the other hand, there are some specific things that you or your SEO management firm can do quickly to ensure that Google understands what your website is about and how to properly "index" your site. Indexing means to add it to their database of websites based on your keywords and content.

Stepping back and looking at your overall website marketing strategy is important. Some websites spend considerable amount of money on ongoing SEO to get their websites ranked on the first page of Google's search engine results pages (SERPs). The traffic that comes to you as a result of free SERP listings is called "organic" traffic. Website owners who do this successfully can get an extraordinary amount of free traffic to their website. In fact, you can get so much traffic that you don't even need a PPC campaign to make a great profit.

However, many website owners have also been shocked and disappointed when Google makes a change to their quality algorithms, and overnight their sites go from page one, to being buried on page 20 of the SERPS. Their traffic literally vanishes overnight. That is why it is important to do both PPC and SEO. You never want to have all of you marketing eggs in one basket. You need multiple traffic sources, and you don't want to be reliant on PPC, or organic (free) traffic exclusively. Nor do you want to rely on a single search engine. You should be using all three major search engines to send you both PPC and organic traffic.

So back to SEO: now that you know why you should be doing it and the value it can have for your Internet business, what should you do to maximize your search engine ranking? As we said before there is no single correct answer, but without a doubt you should be defining what your site is all about by defining which keywords are most relevant to your site. You should make sure that these keywords are contained in your keyword metatag. You also need to make sure that these keywords, and similar contextually relevant keywords appear on your site frequently. Google search bots actually calculate your keyword “density” and if it is too little or too much, you will be penalized for it.

You also want to make sure that you have your pages properly named, with a keyword rich title. You need to have a good search engine friendly site map. In addition, you need to make sure you set your metatags to tell the search engines how frequently to re-index your website, and which pages within your website should or should not be indexed.

The truth is that there are literally thousands of SEO methods and techniques to make your website more attractive to the search engines, and the “to do list” is always evolving, so the work is never complete. What most website owners do is spend a few months focusing on SEO to try to do as much as possible in a short period, covering all of the basics. Then they spend less time and money after that, but doing SEO upkeep to fine tune their SEO practices, usually purchasing an ongoing monthly SEO contract with a qualified SEO management company.

AdwordsManagement.org.uk excels at providing cost-effective SEO management for our clients. We are your “one-stop-shop” for all of your Internet Marketing needs, not just PPC management. Our SEO expertise and management skills are second-to-none, so visit AdwordsManagement.org.uk to learn more today

In the next lesson in this PPC Bootcamp series, we will talk about the merits of redesigning your website so it is both visitor friendly, and search engine friendly, so make sure you keep on the lookout for Part 12 of this 15 part series.

Dedicated To Your Success,

The AdwordsManagement.com Team

#12 Website Overhaul

Subject: PPC Bootcamp Part 12 – Can You Benefit from a Website Overhaul?

Dear [firstname],

In part 11 of this 15-part Internet Marketing Bootcamp, we talked about Search Engine Optimization and why as a website owner you should be focusing on both PPC traffic and organic traffic. In this week’s bootcamp lesson, we want to discuss whether or not you should change the platform your website runs on, and how this may benefit you.

The first thing that you need to know is that the platform your website runs on is very important to the search engines. If you just have a few static pages that rarely change, with mostly sales pitches

and no real content, the search engines will never rank your website high in the organic search results. Google and Yahoo understand that these types of websites exist just to sell a product, not to educate the visitor on a particular topic. It usually ranks these sites low, but with the right platform, the content limitations can be overcome.

On the other hand, if you create a very rich, robust, and in-depth site that educates visitors on numerous topics by having lots of original, great content, then you are much more likely to be ranked higher in the SERPS. However, this is only a general guideline, and not an absolute rule.

We have seen numerous cases where a salesletter website very thin on content outranks a website that has an incredible amount of content, and this is due to the platform that the site is built upon.

The reason is that when search engines spiders “crawl” (analyze) your site, it analyzes *not only the content* for keywords, but it analyzes the *site structure and design* to try to determine its function. It gives a fairly considerable weight to well-organized websites that provide good metadata about the contents of the site. Metadata is simply “information about information”.

In the last few years, there have been some website platforms known as “content management systems” (CMS) that were created specifically with search engines in mind. The best of these CMS systems is called Wordpress. Wordpress actually has two variations, a hosted version at wordpress.com, and a “host it yourself version” found at wordpress.org. The self-hosted version is the most robust and flexible CMS ever created, and the search engines really like it, and therefore give Wordpress websites high ranking fairly quickly compared to other platforms.

The real beauty of Wordpress is that the source code is open to anyone and everyone, so a community of tens of thousands of programmers has sprung up to design themes and plugins for it, to enhance Wordpress functionality. Many of these plugins are related to social networking sites and SEO, so with the right plugins, a Wordpress website can be extremely powerful for search engine ranking and driving traffic from social networks. They can also look very good without a lot of custom programming or design work.

It is definitely worth investigating whether or not converting your website to the Wordpress platform will help you drive more traffic to your site to make you more money. Converting your content over isn't very difficult, and because Wordpress is a content management system and blogging system, your pages can be reorganized to be search engine friendly. You can “tag” every page with the relevant keywords, add search engine summary excerpts, and many other functions that the search engines value.

Probably the single greatest feature of Wordpress sites is that every time you make a change or update content on the site, when the content is saved, Wordpress will automatically update a long list of blog directories, notifying them that you have added new content. This contributes significantly to your search engine rankings. It has been referred to as “post and rank” – as in get better page rankings and SERP listings.

If you do not have a lot of content on your website, that is ok, it is easy and inexpensive to get content written for your site. The more content you have, the more Google will like your site, and the more likely it is that other websites link to your site, which is a common and significant SEO tactic.

There are also ways to organize the content on your site into “silos” to improve SEO and avoid a common problem of “duplicate content”. This is a tactic that is specific to the Wordpress platform, and is a way of taking maximum advantage of the organizational structure of Wordpress.

If you would like to investigate whether or not switching over to a Wordpress platform is right for you, contact AdwordsManagement.org.uk today. We have Wordpress and SEO experts on staff who can implement Wordpress affordably and get great SEO results. Our SEO expertise and Wordpress management skills are second-to-none, so visit AdwordsManagement.org.uk today to learn more.

In the next lesson in this PPC Bootcamp series, we will talk about the importance of strong copywriting and how it can significantly increase your conversion rates, so keep your eyes open for Part 13 of this 15 part series.

Dedicated To Your Success,

The AdwordsManagement.com Team

#13 Copywriting

Subject: PPC Bootcamp Part 13 – How Great Copywriting Can Boost Your Results

Dear [firstname],

In part 12 of this 15-part Internet Marketing Bootcamp, we talked about how your website could benefit from being upgraded to a Wordpress platform, helping you manage both content and improving your SEO results. While this will help immensely for your organic search engine rankings, one of the single best things you can do, no matter where your traffic is coming from is to make your website as compelling as possible with really strong copy.

Some of you may wonder exactly what that means. Copy is simply text used in marketing. Copywriting is the writing of marketing materials. *Saleswriting* is copywriting done with the specific intent to get the reader to take an immediate action to generate a sale. And when it comes to Internet marketing, you generally want your conversion as soon as possible, not months in the future.

Most website owners write the copy for their site themselves, but effective copywriting is both a science and an art form that takes years of practice. Here are a few tips on the most important things you need to know to write persuasive copy that convinces people to buy.

Don't Skimp on Words

First, write enough words to make a sale, even if that means you use a twenty “page” sales letter (there is only one page when you scroll a website, but you get the idea). The longer your copy can hold the interest of the reader, the more likely you are to get them to respond. Somebody who is not interested in your message will not read any of your copy anyway, so shortening your copy to a length that everybody will read is counterproductive. Instead, focus on the small minority of readers who will be interested in your message and write to them. In other words, *write for the buyer, not the non-buyer.*

Grab Attention

Second, you have to get people to read your copy, and you must grab their attention to do that, so a very strong headline is used to pull them into your copy. Think of the headline as the “ad for the ad” and if it is good, they will start reading the first paragraph. Each line of copy must hold value for the reader, either by discussing their problems, leading towards a solution to their problems, or by being entertaining. Avoid “corporate” writing which is usually boring writing that attempts to appeal to every single person and as a result is flat, lifeless, and uninspiring. Corporations try not to offend anyone, and as a result, inspire no one to action. To be afraid to shock, confront, challenge, or even offend your site visitors. If you eventually present a compelling solution to their problems, they won’t mind (and if you think you cannot offend and still sell, opt-in to www.richjerk.com for a real eye opener).

Write As If Speaking Directly to the Reader

Write as if you are speaking to one person, not a group. Don’t address it to “people” or “Business owners”, address your copy to each reader by addressing it to “YOU” (e.g. “For business owners who want to improve sales” should read “Do YOU want more sales?”).

When presenting your message, it is important to *avoid confusing the public at all costs*. This means do not try to be funny, clever, highbrow, or “Zen-like”. Tell it straight, plainly, conversationally, just like you would if you were trying to sell your best friend something.

Write in a way that appeals to the readers’ emotions

Here’s why: It is proven that people buy any product or service based on *emotion*, but they justify their purchase with *logic*. That is why you should always make your copy focus on the emotions that a person is feeling (or will feel) when they purchase your product or services as a solution to their problem. That means talking about BENEFITS (feel great, look ten years younger, attract the opposite sex, etc.)

There are two types of emotions people respond to, negative and positive. An example of a negative emotion is *fear* (the fear of looking older, losing a mate, fear of never finding a mate, being passed over for job advancement, etc). By pointing out to the reader how they can avoid, reduce, or eliminate their fears as a result of using your products or services - you will have a successful website.

After you have discussed the numerous benefits of your product, you can then discuss the features, which are the logic that people use to rationalize the decision to themselves and to their spouse (e.g. 250 pages, available in 6 colors, has a padded seat, made of anodized alloy, etc.).

Make a Direct and Specific Irresistible Offer

You must ask the reader for the sale. But what are you selling? Answer that question with your offer. A direct offer is (one or more) specific offers – an exchange of services or goods in exchange for a set price. It is carefully created and packaged in a specific way to appeal to the reader to make them immediately realize what an incredibly unique or high value offer you are presenting, and want to pull out their credit card immediately to get it. This is what we mean by *an irresistible offer*. This takes time and effort to create an irresistible offer, but it is well worth the effort.

Provide a Reason to Respond Quickly - Urgency

You must give your site visitor a *reason to respond NOW*, otherwise your prospect will simply forget about your offer altogether as more pressing issues garner their attention. Generally speaking, people are lazy, so if you do not create a sense of urgency, their inertia will prevent them from taking action. Here are two ways to instill a sense of urgency into your prospects:

Deadlines - If we didn't have deadlines, most of us would procrastinate and get very little done – and so it is with your website visitors. You want the reader to feel compelled to buy now or feel like they will miss out.

Reward for Rapid Response - All people respond well to positive reinforcement. When creating your offer on your site, include a reward for rapid response by offering a special gift or report or bonus upgrade.

Include “Social Proof” - a.k.a. Testimonials

You should gather testimonials from your customers and use them in all of your marketing materials, especially on your website. The reason for this is that *what someone else says about you* is ten times more believable than what you say about you. Think of it as positive peer pressure. Testimonials are extremely effective, so use them liberally.

These tips are just the “tip of the iceberg” when it comes to writing compelling copy. There are many more things you can do to make your website more compelling with strong copywriting, but these tips will give you a taste for the mindset that you must have when you write copy for your site.

AdwordsManagement.org.uk has some of the best Internet marketing copywriters on its staff. If you would like to boost your sales by taking a fresh look at your web copy, but don't want to have to rewrite it all yourself, then you should strongly consider outsourcing this function to us. It is an investment that always pays off with a very high rate of return. If you would like to learn more about the benefits of improving your copy, contact AdwordsManagement.org.uk today.

In the next lesson in this PPC Bootcamp series, we will talk about backlinking strategies, and how to get better search engine rankings using backlinks, so keep your eyes open for Part 14 of this 15 part series.

Dedicated To Your Success,

The AdwordsManagement.com Team

#14 Backlink Strategies

Subject: PPC Bootcamp Part 14 – Backlinking Strategies to Boost Search Engine Ranking

Dear [firstname],

In part 13 of this 15-part Internet Marketing Bootcamp, we talked about how overhauling your website with really strong sales copy could boost your bottom line significantly. In this lesson, we

return to SEO strategies to discuss how getting high quality backlinks can boost your search engine rankings.

In the early days on Internet marketing, the algorithms used by the major search engines to determine a website's overall quality score (and resulting SERP rankings) were much simpler than they are today. One of the main factors that they used to determine a site's quality was the number of inbound links the site from other websites. In other words, if Website A discusses and/or links to Website B, then Website B gets an increase in ranking (all other things being equal).

To take advantage of this, many website owners created reciprocal agreements to link to each other, and "link farms" were the result, where websites cross linked to each other regardless of whether or not the content on the two sites were related. These links lost any real sense of value, and the search engines had to get smarter, which they did.

But at its core, the strategy is still valid, because the websites that are the most useful to consumers get talked about, reviewed, get linked to, and become very popular. Search engines cannot just discard this factor altogether. Search engines are right to look at the quantity of inbound links, its just that quantity of links has been replaced by quality as the primary factor in the ranking algorithms.

The search engines are also very good at detecting reciprocal links. So if site A links to site B and vice versa, the links in effect "cancel" each other out, and the search engines give them very little weight. It is getting very difficult to "game" the system.

With that said, one-way inbound links (not reciprocal) which are also called "backlinks" (because they link back to your site), can still be a very worthwhile SEO strategy if the site that contains the link is of very high quality. For instance, if you website is linked to by Microsoft.com or Adobe.com, which are ranked about as high as websites can be ranked, you site would definitely get a boost in search engine rankings. The trouble is these "supersites" rarely link to any other sites except their own Internet properties. But further down the quality scale, there are numerous sites with moderate to high ranking that you can get to link back to your site.

Sometimes people pay for these high quality backlinks, a practice that is not often openly discussed. But on occasion, you can get a site to link back to your site just by asking the website owner to do so. This strategy is time consuming, but with some persistence, it can really pay off in the long run.

If you would like to consider using a backlinking strategy to boost your site's search engine ranking, we can work with you to identify your top keywords, then identify the highest ranking sites with similar keywords and content, and work with them on your behalf to try to create as many one-way backlinks as possible. It is important to identify the best sites based on the content of your site, your keywords, and the backlinking site's content and keywords, and we negotiate on your behalf to get them to link to your website.

AdwordsManagement.org.uk has some of the best backlinking SEO experts around who are standing by to help boost your site's search engine rankings. If you would like to boost your rankings and resulting revenues, contact AdwordsManagement.org.uk today to discuss your options.

In the next lesson, the last in this 15 part Pay Per Click Bootcamp series, we will talk about how creating powerful newsletters and e-courses can be a great strategy to get traffic to your site and

build your email list, which is a critical lead generation and marketing function that should not be overlooked.

Dedicated To Your Success,

The AdwordsManagement.com Team

#15 Newsletters and E-courses

Subject: PPC Bootcamp Part 15 – Boosting Your Sales with E-newsletters and E-courses

Dear [firstname],

In part 14 of this 15-part Internet Marketing Bootcamp, we talked about how getting high-quality backlinks to your site is a great way to boost your website's overall search engine rankings. This week we will be discussing how to boost your websites sales by using e-newsletters and e-courses.

If you manage to drive a visitor to your website to take a look at your website – congratulations! That is what PPC, SEO, and all Internet Marketing is about. However, what happens if that site visitor doesn't decide to contact you or decides not to make a purchase during that first visit? For most Internet businesses, that lead is gone - lost forever. That is because the site owner focused on "driving traffic" and not on generating leads. The difference is that a site visitor is a one-time event, whereas a lead is someone you have a chance to sell to over and over again. A site visitor only becomes a lead if you have a way of getting that person to give you their contact information and their permission to continue to market to them over time.

The fact of the matter is that it takes seven to ten "touches" before most consumers are ready to buy something, including visitors to your website. The chances are fairly low that you will convert them into customers on the first visit, so if you aren't capturing their contact information, you are letting a huge number of future sales escape. Even the best websites in the world only get about a 20% conversion rate, meaning four out of five visitors leave the site without buying.

The single best strategy to increase your sales to these "non-buyers" is to give them a powerful incentive to opt-in to a prospect database, which many website owners refer to as their "email list" (because most website owners choose to only communicate with these prospects via email). But once you have captured their contact information, there is no rule that says you can only communicate with them online. If you capture mailing addresses or phone numbers, you could send them voice broadcasts, letters, postcards, etc. But the simplest and most cost effective is email marketing.

Now that you understand why you should do it, the question becomes "how" to do it. And the best way that has been discovered is by offering your site visitors highly relevant information, such as special reports, e-courses, e-newsletters, etc. for free, in exchange for their contact information and permission to market to them.

This PPC Bootcamp e-course is a perfect example of this strategy in action. We are providing you valuable, free information on how to be a better Internet Marketer, and in exchange for this information, you agreed to allow us to send you emails periodically. That gives us a chance to build a relationship with you, inform you of our services, and hopefully convince you that we can offer you incredible value as PPC and SEO management experts (if and when you are ready to outsource those tasks to experts).

This is a fair trade, and most Internet users are more than willing to give you their contact information in exchange for valuable information. The trick is to identify what it is that people most want, and endeavor to provide them value. You must use the right bait to catch any specific kind of animal. You can't use cheese to catch a lion, right? As Dan Kennedy phrases it - "match critter to bait!". That means put some energy into figuring out what your visitors want, and give it to them, free. Newsletters and e-course are the perfect way to do this at very low cost.

The actual forms that people fill in (and the database their contact information is entered into) are a function of autoresponder services or software, such as AWeber or Constant Contact. The technical side of how to implement autoresponders isn't difficult. What is more difficult and time consuming is creating the valuable communications that you will send to people, while subtly marketing your services or products. You must strive to strike a balance between "marketing" and "informing" your leads. If you "overmarket" and under inform, they may opt-out of your list. If you "overinform" but "undermarket" they may never buy your product.

One way to strike a great balance is with e-newsletters. E-newsletters are simply emails in a newsletter template, usually containing several short articles and a few low-key marketing blurbs. They are usually sent weekly or bi-weekly, but you can send them out at any frequency you desire using the autoresponder service. You only have to set this up in the autoresponder service one time. After that, the communications go out automatically (your email "responses" to their opting in to your email list are sent automatically, hence the name "autoresponder").

N-newsletters and email series can be of any length, from three to a hundred. The length and frequency depends on your subject matter. Some topics demand a lot of information in a brief period of time, but other topics can be sent with less frequency but over a longer period of time. It all depends on what type of information your website visitors will find most valuable. If you are unsure of what they would want to read, ask them – conduct a survey or email some of your past customers and solicit their opinion.

AdwordsManagement.org.uk has some of the best copywriters and Internet marketers who can help you implement autoresponders and create e-courses and e-newsletters for you. Don't let your website visitors slip away forever. It is worth your time and attention to capture their contact information and market to them for as long as they are willing to stay on your email list. Let the AdwordsManagement.org.uk team help you increase your revenue by implementing e-courses and e-newsletters. Contact us today to get started!

Dedicated To Your Success,

The AdwordsManagement.com Team