

Competitive Edge to Internet Marketing

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The World Wide Web (the Internet) is becoming an increasing avenue for research on the products and services that you sell. Establishing an on-line Pay Per Click (PPC) campaign is an affordable and effective marketing strategy that poses very little risk.

Regardless of whether you have a Web site you can participate and gain a competitive advantage.

If your company is not using the Internet to advertise and sell your products and services locally you are missing out. A PPC advertising campaign will increase the quality of your leads as well as reduce your investment risk. With the traditional Yellow Page ad for instance, you will pay regardless of the success of the ad. Worse yet, if your ad is not working you have to wait until the next publication before you can change it. With on-line PPC advertising you can adjust as necessary until you find the right formula that works!

There are many benefits to on-line advertising that you do not get with traditional print advertising. What other form of advertising do you know about that you only pay when it works? Besides that benefit; which is tremendous, there are several more advantages associated with a PPC campaign that are not available with print ads. A few of those include:

- Tracking emails and phone calls that are a direct result of the ad
 - Your report also includes the phone number to further delineate your ROI.
- Target your ad to a specific demographic area, a city, specific mile radius, etc.
- Dynamic key word insertion; the actual search phrase typed in will display in your advertisement.
- Much lower cost than traditional advertising. With PPC advertising the only time you pay is when someone looking for your products or services finds you.

PPC advertising has proven successful for specific vertical markets. For example, in October 2006 the term "auto repair" was searched on 2,529,163 times. Those searches were done by real people seeking that specific service. If you have a product or service that is searched on and you currently do not have an on-line advertisement you should reconsider where you are spending your marketing dollars. Even if your marketing budget is low this is a worthwhile experiment because you can bail out if it is not working!

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