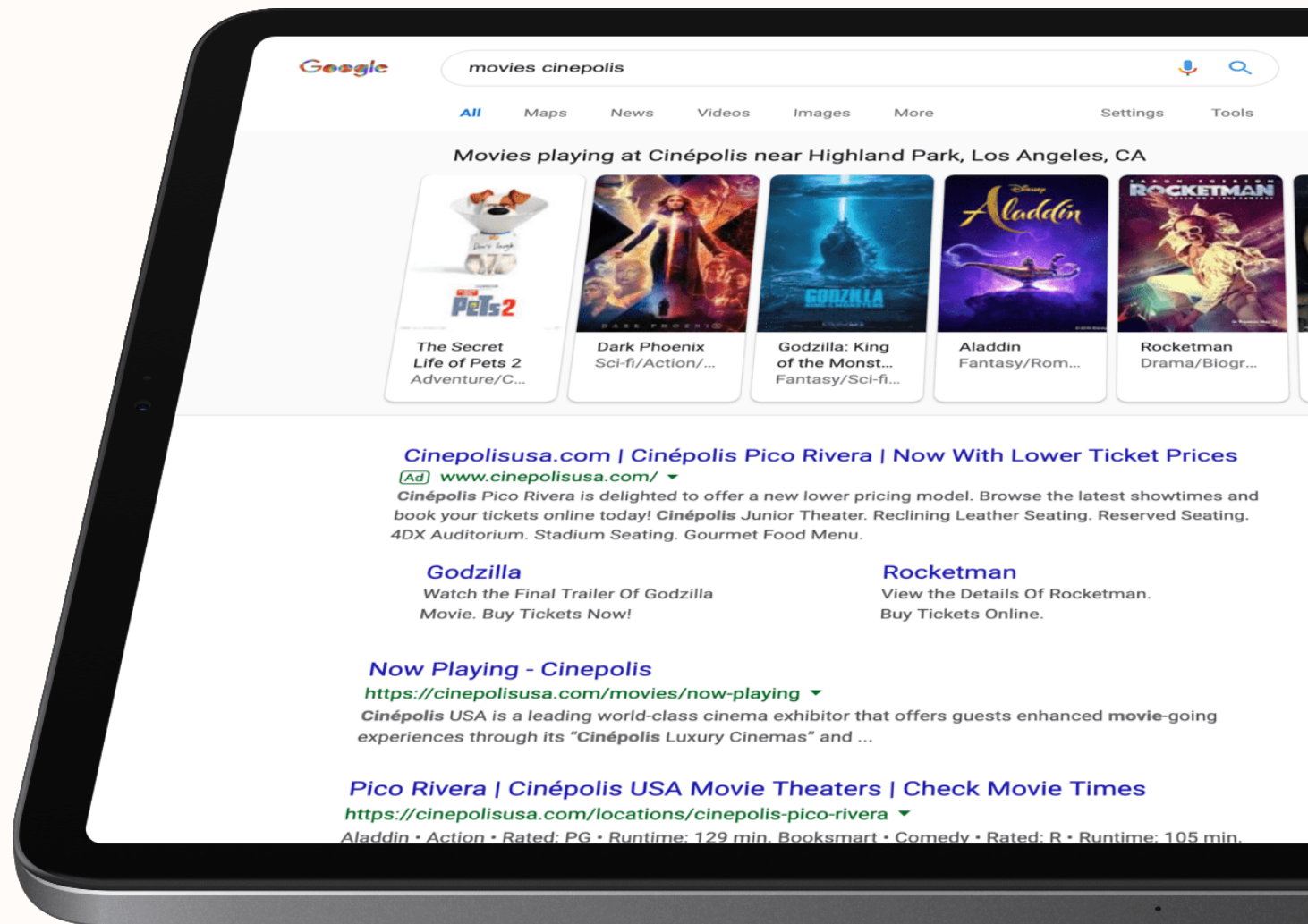


## **BOOST** PPC (Pay per click)

PPC is the perfect compliment to a sound SEO strategy, allowing your brand more visibility, data and most importantly sales.

- ✓ Receive instant results
- ✓ A wealth of optimization opportunities leading to better results over time
- ✓ Complete control over the budget. Spend as little or as much as you like
- ✓ Our ads reach the right audience at the right time

To learn more visit [webediamoviespro.com](http://webediamoviespro.com) or contact one of our sellers at [sales@webedia.us](mailto:sales@webedia.us)



## **BOOST** PPC (Pay per click)

### **Why PPC?**

PPC is one of the most profitable and scalable digital marketing channels offering instant and measurable results.

Unlike SEO which can take time to see results, PPC allows us to appear at the top of the search results almost instantly for any keyword in any location that we desire.

Webedia can also track every keyword, ad and penny spent which allows for accurate ROI and continued improvement.

### **How does it work?**

PPC is a simple concept which allows us to define exactly how much we want to pay each time a user clicks on one of our adverts.

Our aim for PPC is to drive users to complete a specific type of action – in most cases this is to buy a ticket, however it may also be to book an event or generate an enquiry.

One of the great advantages of PPC is the ability to segment our audience that will see our campaigns based on factors including: age, gender, location, interests and behaviours. This provides a wealth of information for further optimisation opportunities and results in less wasted spend.

### **Our PPC Services:**

- ✓ Keyword research
- ✓ Campaign planning and creation
- ✓ Ad copy creation
- ✓ Implementation of strategy
- ✓ Campaign optimization (keywords, ads and bids)
- ✓ A/B Testing
- ✓ Reporting on reach, engagement and ROI