
PPC For CCC Industries 3/10/07

PPC is great for cutthroat, competitive and crowded industries particularly if we can help manipulate high conversion rates.

As mentioned in earlier posts, see 'when are cpc's too expensive?' cost per click or cpc can vary wildly and can be as high as £10+ per click. When though conversion rates (enquiry/sale) are high, or can be made high, pay per click can be an incredibly powerful sales tool for businesses even in the toughest markets.

We have several clients in the finance industry whose competitors include high street banks and insurance companies .They are able to up to in 1 in 10 (in some cases) of web site visitors in to paying customers, and as is usually the case with these sorts of markets, regular, monthly, long term paying customers .This therefore means paying £10 per web site visitor is therefore very much with the cost.

We have other clients, for example in the recruitment industry, see 'ppc for recruitment companies' who pay relatively 'cheap' cpc's but because of margin per sale/lifetime value must still return high conversion rates. Even in such a crowded marketplace ensuring the variables affecting conversion (keyword selection, web copy/structure & bid strategy to name a few) are well managed the smallest company can get to the top of the tree i.e. Google et al and compete with household names and beat them!

-Andy

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