

# 5 Quick Tips to Help You Get Started With Paid Advertising



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## Create an Advertising Checklist

Before you start running a campaign, you should take the time to plan your strategy, goals, software you'll use and budget. Make a checklist so you know exactly what you need for your campaign!

## Build Your Keyword List

Any good paid advertising campaign starts with relevant, expansive and exhaustive keywords. Do your research and choose keywords that accurately describe your business and what you do for your target market.



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## Test and Evaluate Your Ads

Paid advertising can be complicated, but luckily everything in PPC is measurable. Once your ads have been running for a month or so, evaluate your results and make any small tweaks to improve your performance.

## Don't Forget About Your Ads

If you forget about your campaign, you risk losing a lot of money, and you'll probably get some lackluster results. Set a calendar reminder to review your business's ads a few times each week.



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## Make Sure to Optimize Your Ads

Maximize your ad's effectiveness by performing ongoing ad optimizations. If your ads aren't performing well and you're not sure what you can do to improve them, it's time to talk to an advertising expert.