

Hi there and welcome to the Paid Advertising Kickstart Workshop. In this workshop we're going to cover everything you need to know to get started with using paid advertising in your business.

Before you do any paid advertising what so ever though you need to decide what it is that you want to happen. More often than not you should be advertising a squeeze page or landing page so that you can get people on to your list. By having people on your list you can continually market to them. If you're just sending people to a page to buy something you're going to lose a lot of those visitors.

Let's do some math...

SHOW WHY USING PAID ADVERTISING TO BUILD YOUR LIST IS IMPORTANT

The second thing you need to do is of course educate yourself about the paid advertising methods out there and if they'll work for your business.

To name just a few you have...

1. PPC Advertising – The leader here of course is Google Adwords, but there are other options out there like Bing and Yahoo and many more.
2. Social media advertising – This has been HUGE for a few years and seems to be getting bigger by the day. Facebook of course being the leader, but you've also got Twitter, Instagram, StumbleUpon, LinkedIn, Reddit, YouTube, Pinterest, and a whole lot more.
3. Retargeting – This is basically a way to bring people back to your website. Most people don't buy or take any action the first time they hit your site. By getting in front of them again you can bring them back and get them to take your desired action again. Be it buy your product, signup on your list, or whatever. If you're new to this I recommend reading up on it, and then using a service like
4. Display ads/Banner advertising – A lot of people like to talk bad about banner advertising, but the correct banner design on a targeted site can get you a lot of good traffic! Don't discount this method.
5. Email advertising – Now there's a ton of ways to do email advertising. The most widely used is buying solo ads from people who already have lists in your niche. For example if you're in the Internet marketing niche and you

find someone who has an email list in that niche you could pay them to send an email to their list about your offer.

Alright those are the 5 big ones and I'm sure there are more and different forms of each, but my point here is that you **MUST** educate yourself about your options. I recommend picking **ONE** form of paid advertising, learning all about it, and using it to see if it works for your business. Yes, it is a gamble, but when you find that perfect "thing" you'll be amazed at how much traffic you can get.

Now once you start using paid advertising you will want to track your efforts. I mean if you're putting \$100 into one thing and getting nothing in return you want to know right. Just like if you're putting \$100 into one thing and it's making you \$1000. Tracking is going to show you what is and what is not working.

And just like with everything else there are a ton of options out there for tracking, but you need something that shows your conversions too. Let me show you what I mean.

EXPLAIN CONVERSION TRACKING

Now Google Analytics is free, but there's a heck of a learning curve with it. If you want to use that then prepare to spend several long days learning the ins and outs of it, but you **MUST** learn to use it. I recommend spending some time on YouTube and searching for tutorials on it. That's where I've found the best tutorials.

Now if you want to spend a little money and not totally break the bank then I recommend Ad Trackz Gold. I've put a link to it in your resources document, but let me show it to you.

SHOW ADTRACKZ

Now there are many solutions out there and many of them will cost you a lot of money, so do some research, ask around, and pick the best solution for you! Whatever you pick though make sure you **FULLY** educate yourself on how to use it!

Okay so far... We've covered that you need to know what your goals are in using paid advertising, educating yourself about your paid advertising options, picking one and using tracking to ensure it works!

The last thing we need to talk about here is focusing and continually using what works.

The problem that most people have when it comes to using paid advertising is if it doesn't immediately work they're ready to throw the towel in. You can't just do something once and expect the money to roll in. Using paid advertising is a strategy that you must continually work on.

If you try a few methods and none of them work you may need to work on what you're offering to make it better and get people to take the actions you need them to take. You might even need to bring in a marketing coach to help you too.

But as I've said repeatedly... Once you find the combination that works it'll all be worth it.

So right now you need to...

1. Decide what you want to advertise and the goals you have in mind for it. Build your list, sell a product, whatever.
2. Make sure that you have a good offer that will convert.
3. Decide on one paid advertising method and track the results.
4. Keep what works and keep using it.
5. If you get stuck seek outside help from experts.

So there you go... You're now ready to go out and take on the world of paid advertising. I wish you much success and if you have any questions about what I've covered here please let me know.