

Productive Insights

# 129. PPC (Pay Per Click) Advertising - A Holistic Approach with Ilana Wechsler - Part 1 Podcasts



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## Links Mentioned:



- [GreenArrowDigital.com](http://GreenArrowDigital.com)
- [www.YouTube.com/ProductiveInsights](http://www.YouTube.com/ProductiveInsights)
- [www.CallAshRoy.com](http://www.CallAshRoy.com)
- [www.ProductiveInsights.com/129](http://www.ProductiveInsights.com/129)

## Related Episodes:

- 015. Google Adwords Success Secrets Revealed! With Mike Rhodes
- 021. Facebook Advertising with Keith Kranc and Ralph Burns (Part 2)
- 055. Ezra Firestone on How To Use Ecommerce To Take Your Business From Six Figures To Seven
- 073. Darren Rowse – Pro Blogger Founder – Shares His Secrets Around Prolific Content Creation, Podcasting, and Facebook Live
- 082. How To Use Google Display Network Or GDN To Maximise Your Advertising ROI With Mike Rhodes
- 084. How To Use The PEST Framework To Assess Your Industry Landscape
- 105. Improve What You Can Measure: How To Make Your Data Look Sexy (Part 1 of 2)
- 106. Improve What You Can Measure: How To Make Your Data Look Sexy (Part 2 of 2)
- 126. Rand Fishkin (Wizard of Moz) And I Discuss One vs Multiple Domains; One vs Multiple Product

## Key Points and Insights

- 4:37 - Why PPC is an important business growth tool
- 5:23 - PPC allows you to track your ads and improve conversions
- 6:16 - The 2 key metrics to ensure good ROI on your PPC dollars : Average customer lifetime profit & cost per customer acquisition
- 7:10 - Transaction lag times and how they affect your PPC campaigns
- 9:07 - Banner blindness explained
- 10:00 - Google Ads or Facebook Ads? Which one should you choose?
- 13:04 - PPC Advertising a holistic approach. Google Ads and Facebook Ads work in unison (multiple touch points matter)
- 14:44 - On Google Analytics
- 15:11 - Why ads work best with across multiple devices and channels. (Holistic advertising)
- 16:57 - It is a mistake to use PPC ads for lead generation purposes only
- 17:40 - How PCC advertising builds momentum and compounds the benefits of

- email marketing
- 18:20 - Dropping email open rates, and how to address this issue
- 18:54 - Holistic marketing a new approach
- 19:12 - Facebook advertising and Google advertising compared and contrasted
- 20:43 - Does Facebook advertising has more cut through than Google
  
- advertising?
- 24:32 - What role does social proof play in advertising?
- 25:08 - Does Google advertising work effectively in E-commerce business?
- 27:07 - Intro to Part 2



A photograph of a person's hands typing on a laptop keyboard on a wooden desk. The image is overlaid with a semi-transparent blue filter. The text is centered on the screen area.

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