

Checklist for an Effective Manufacturing PPC Campaign



Following this checklist can help you navigate producing your first successful PPC campaign.

- Take the time to define your campaign goals, including the metrics you'll use to define success.
- Use specific targeting criteria to get crystal clear on your target audience.
- Identify long-tail, high-intent keywords that are aligned with your product.
- Develop clear, conversational ad copy that's relevant to your target buyer.
- Use extensions to make the most of your ad real estate.
- Ensure that landing pages are aligned with your PPC ad messaging.
- Use performance data to drive decision-making and continuously improve results.
- Consider bringing in a PPC agency to draw on their expertise and improve profitability.