

# 5 Reasons to Hire a PPC Management Company

## 1. Expertise.

CAN ANYONE RUN AN AdWORDS CAMPAIGN? ABSOLUTELY. CAN ANYONE CREATE A CAMPAIGN, CREATE SOME ADS, AND WORK ON THE CTR? PROBABLY. BUT NOT EVERYONE CAN MANAGE A \$20,000/MONTH CAMPAIGN. YOU NEED SOMEONE THAT CAN IMMERSE THEMSELVES INTO THE CAMPAIGN AND REALLY UNDERSTAND WHAT THE NUMBERS MEAN. YOU NEED SOMEONE THAT CAN GET INSIDE THE CUSTOMERS HEAD AND CREATE ADS THAT WORK. THAT'S THE BIG DIFFERENCE BETWEEN A SUCCESSFUL AdWORDS (AND YAHOO, MSN) PROFESSIONAL AND A PERSON THAT 'BABYSITS' THE CAMPAIGN.

SO, WHAT OTHER REASONS ARE THERE FOR HIRING A PROFESSIONAL PPC MANAGER?

FIRST, A PROFESSIONAL MANAGER IS DEDICATED TO PPC MANAGEMENT. THEY ATTEND AND PARTICIPATE IN SEMINARS, PARTICIPATE IN BLOGS, AND TYPICALLY COMMUNICATE WITH GOOGLE, YAHOO, AND OTHER SEARCH ENGINE PROVIDERS ON A WEEKLY BASIS.

THEY HAVE EXPERIENCE IN A VARIETY OF SITUATIONS, AND A VARIETY OF INDUSTRIES. THEY CAN TAKE A DISCOVERY THEY MAKE WORKING ON ONE CLIENTS ACCOUNT AND APPLY IT TO THE OTHERS. FOR EXAMPLE, WHILE RESEARCHING NEGATIVE KEYWORDS FOR ONE CLIENT, THEY MAY RUN ACROSS A NEGATIVE KEYWORD THAT WOULD APPLY TO AND IMPROVE ANOTHER CLIENT CAMPAIGN AS WELL.

FINALLY, PROFESSIONAL PPC MANAGERS HAVE EXPERIENCE IN ALL PHASES OF CAMPAIGN CREATION, DEVELOPMENT, AND MAINTENANCE. ONE OF THE BEST WAYS TO LEARN HOW TO SET UP A NEW PPC CAMPAIGN IS TO HAVE MANAGED SOME CAMPAIGNS THAT WERE INITIALLY SET UP POORLY. SETTING UP A CAMPAIGN IS WHERE A PROFESSIONAL CAN REALLY SAVE YOU MONEY. A POORLY SET UP CAMPAIGN TAKES LONGER TO MANAGE, TYPICALLY SHOWS POOR RESULTS, AND CAN PUT YOU IN THE HOLE RIGHT FROM THE START.



SITE PRO SPECIALTIES  
4545 SHEA BLVD STE 100  
PHOENIX, AZ 85028

FAX 888-476-1882

[WWW.SITEPROPPC.COM](http://WWW.SITEPROPPC.COM)

PH. 602-314-3479

[INFO@SITEPROPPC.COM](mailto:INFO@SITEPROPPC.COM)

## 2. It's Cost Effective.

PROFESSIONAL PPC MANAGERS ARE TOO EXPENSIVE THOUGH, RIGHT? POSSIBLY, ESPECIALLY IF YOU PICK THE WRONG ONE, BUT MANY TIMES THEY CAN BE LESS EXPENSIVE THAN AN IN HOUSE EMPLOYEE.

IF YOU ARE A BUSINESS OWNER OR A CORPORATE MANAGER, YOU KNOW THE COST OF AN EMPLOYEE IS MORE THAN JUST THE SALARY THEY ARE PAID. YOU HAVE ALL THE OTHER OVERHEAD COSTS AS WELL -- BENEFITS, OFFICE SPACE, VACATION, SICK TIME, ETC.

LET'S SAY YOU SPEND \$30,000 PER MONTH ON PAY PER CLICK ADVERTISING. THAT PUTS YOU IN THE SPEND RANGE WHERE HIRING AN EMPLOYEE TO MANAGE THE CAMPAIGN SEEMS TO MAKE SOME SENSE. LET'S ALSO ASSUME THAT A PROFESSIONAL MANAGER WOULD WANT \$3,000-\$3,500 TO MANAGE THE ACCOUNT.

SO YOU HIRE AN EMPLOYEE TO MANAGE YOUR PPC ACCOUNT(S) FOR \$3000/MONTH. IN THE CURRENT MARKET (2009) THAT COULD GET YOU A COLLEGE GRADUATE, BUT STILL AN ENTRY LEVEL EMPLOYEE. WITH A MODEST OVER HEAD CHARGE OF 20%, YOU'RE MONTHLY COST IS NOW \$3,600 FOR THAT EMPLOYEE OR ABOUT THE TOP OF THE PROFESSIONAL PPC MANAGER COST. CHANCES ARE YOU NEED TO TRAIN THIS PERSON TO DO PPC MANAGEMENT, SO THAT'S AN ADDITIONAL COST. OH, THEY NEED A PC, DESK, TECH SUPPORT TOO.

PRETTY QUICKLY THE IN HOUSE RESOURCE COSTS AT LEAST AS MUCH AS THE PROFESSIONAL PPC MANAGER, IF NOT QUITE A BIT MORE. BUT THAT IS OK, YOU CAN USE THAT RESOURCE FOR OTHER TASKS...RIGHT? MORE ABOUT THAT IN THE NEXT SECTION.

UP TO THIS POINT, THE COMPARISON HAS BEEN BASED SOLELY ON THE NUMBERS THEMSELVES AND SORT OF IMPLIES THE IN HOUSE RESOURCE WOULD MANAGE THE ACCOUNT AS WELL AS THE PROFESSIONAL. CHANCES ARE THAT WILL NOT BE THE CASE. IN FACT, EXPERIENCED, PROFESSIONAL PPC MANAGERS CAN OFTEN SAVE THEIR CLIENTS AT LEAST AS MUCH AS THE FEES THEY CHARGE THEIR CLIENT. MANY TIMES A GREAT DEAL



SITE PRO SPECIALTIES  
4545 SHEA BLVD STE 100  
PHOENIX, AZ 85028

FAX 888-476-1882

[WWW.SITEPROPPC.COM](http://WWW.SITEPROPPC.COM)

PH. 602-314-3479

[INFO@SITEPROPPC.COM](mailto:INFO@SITEPROPPC.COM)

MORE. THEY NEED TO DO A MUCH BETTER JOB OF MANAGING ACCOUNTS OR THEY WILL NOT BE IN BUSINESS LONG.

ON TOP OF THAT, MANY PROFESSIONAL PPC MANAGERS OFFER PERFORMANCE GUARANTEES AS WELL. THAT IS CERTAINLY NOT THE CASE WITH EMPLOYEES. WE'LL TALK ABOUT EMPLOYEE STABILITY AND CONSISTENCY IN LATER SECTION.

### **3. Focus**

IT IS SAFE TO SAY THAT MOST IN-HOUSE PPC MANAGERS ARE WORKING AT CAMPAIGN MANAGEMENT ON A PART TIME BASIS. IN FACT FOR MANY IN-HOUSE PPC MANAGERS, MANAGING THE PPC CAMPAIGN(S) IS A SECONDARY ROLE. MANY TIMES THE IN-HOUSE MANAGER CAN BE THE OWNER, THE CEO, THE MARKETING MANAGER, THE BUSINESS DEVELOPMENT MANAGER, ETC.

IF YOU HAVE EVER DONE PPC ACCOUNT MANAGEMENT BEFORE, YOU KNOW THAT IT REQUIRES FOCUS. PPC MANAGEMENT IS A PROCESS AND THAT PROCESS REQUIRES YOU TO TAKE GOOD NOTES, HAVE CONTINUITY OF THOUGHT, AND KNOW WHERE YOU ARE IN THE TACTICAL AND STRATEGIC PLANS. A NUMBER OF OWNERS, MANAGERS, AND EXECUTIVES ARE CERTAINLY CAPABLE OF RUNNING A PPC CAMPAIGN WELL. BUT WHERE A PROFESSIONAL PPC CAMPAIGN MANAGER WILL BEAT THEM EVERY TIME IS IN FOCUS. FOR US, RUNNING THE PPC CAMPAIGN IS THE MOST IMPORTANT THING WE DO, NOT A SIDELINE OR DIVERSION.

EVEN THE PERSON THAT IS HIRED TO BE A FULL TIME RESOURCE IS PROBABLY GOING TO BE GIVEN OTHER TASKS IN THE ORGANIZATION TO COVER IDLE PERIODS IN THE CAMPAIGN. AND AS YOU KNOW, PRETTY SOON THOSE 'FILLER' TASKS TAKE ON A LIFE OF THEIR OWN AND BECOME A DISTRACTION.

### **4. Objectivity**



SITE PRO SPECIALTIES  
4545 SHEA BLVD STE 100  
PHOENIX, AZ 85028

FAX 888-476-1882

PH. 602-314-3479

[WWW.SITEPROPPC.COM](http://WWW.SITEPROPPC.COM)

[INFO@SITEPROPPC.COM](mailto:INFO@SITEPROPPC.COM)

OBJECTIVITY IS ANOTHER VALUABLE ASSET A PROFESSIONAL PPC MANAGER CAN BRING TO THE TABLE. WHAT DO WE MEAN BY OBJECTIVITY? LET'S GO BACK TO ONE OF OUR IN-HOUSE SCENARIOS...THE NEW HIRE MAKING ROUGHLY \$30K PER YEAR. LET'S SAY THIS PERSON'S NAME IS BEV. BEV IS HIRED AND BROUGHT IN TO MANAGE THE COMPANIES PPC CAMPAIGN. BEV REPORTS TO MARY, WHO IS THE MARKETING MANAGER. MARY HAPPENED TO BE THE CLIENT LEAD ON THE COMPANY'S WEBSITE DESIGN. SO, WHERE IS THE PROBLEM?

THERE IS, OR SHOULD BE, A VERY SYMBIOTIC RELATIONSHIP BETWEEN A COMPANY'S WEBSITE AND THEIR PPC CAMPAIGN. LANDING PAGES SHOULD BE MATCHED TO KEYWORDS FOR THE MOST EFFECTIVE RESULTS AND THE MOST EFFICIENT CAMPAIGNS. THE PPC CAMPAIGNS SHOULD BE ORGANIZED AROUND THE WEBSITE TO HELP ANALYZE WHICH AREAS ARE EFFECTIVE AND WHICH AREAS NEED IMPROVEMENT.

SO LET'S GO BACK TO BEV. BEV STARTS TO MANAGE THE COMPANY'S PPC CAMPAIGNS. LET'S CREATE A SCENARIO WHERE ALL THE ADS IN THE CAMPAIGN HAVE A DESTINATION URL THAT IS THE COMPANY'S HOME PAGE. NOW DEPENDING ON HOW SHARP BEV ACTUALLY IS, BEV MAY OR MAY NOT NOTICE THIS. LET'S SAY SHE IS PRETTY SHARP AND KNOWS SHE HAS TO OPTIMIZE KEYWORDS AND LANDING PAGES IN TANDEM. SHE NEEDS TO FIND NEW LANDING PAGES AND IMPROVE OR ADD NEW CONTENT TO MAKE THEM MORE RELEVANT. NOW WHAT?

WILL BEV KNOW HOW TO COMMUNICATE THAT INFORMATION TO HER BOSS, MARY? WILL SHE BE MOTIVATED ENOUGH TO BE PERSISTENT IF SHE RUNS INTO RESISTANCE FROM MARY? HOW MUCH CREDIBILITY DOES BEV HAVE WITH HER BOSS? AFTER ALL BEV IS JUST OUT OF COLLEGE AND ONLY HAS A COUPLE OF YEARS OF WORK EXPERIENCE.

SO, HOW WOULD A PROFESSIONAL PPC MANAGER HELP THIS SITUATION? ASSUMING YOU HAVE HIRED A SEASONED PROFESSIONAL PPC MANAGER, CHANCES ARE VERY GOOD THEY ARE MORE EXPERIENCED THAN YOUR IN-HOUSE PERSON (BEV IN THIS SCENARIO) AND ARE LESS LIKELY TO BE INTIMIDATED BY MARY (THE BOSS) IN THIS TYPE OF CONVERSATION. THE PROFESSIONAL IS VERY MOTIVATED TO IMPROVE THE COMPANY'S RESULTS FOR THE OBVIOUS REASON THAT THEY WANT TO KEEP THE ACCOUNT AND GET REFERRALS. THE EMPLOYEE MAY BE MORE COMFORTABLE JUST STAYING BELOW THE RADAR.



SITE PRO SPECIALTIES  
4545 SHEA BLVD STE 100  
PHOENIX, AZ 85028

FAX 888-476-1882

PH. 602-314-3479

[WWW.SITEPROPPC.COM](http://WWW.SITEPROPPC.COM)

[INFO@SITEPROPPC.COM](mailto:INFO@SITEPROPPC.COM)

## 5. Stability and Continuity.

THIS ONE MAY SEEM A BIT COUNTER INTUITIVE, BUT A PPC CONSULTING COMPANY COULD ACTUALLY PROVIDE MORE STABLE AND CONSTANT MANAGEMENT THAN YOUR OWN EMPLOYEES. HOW CAN WE MAKE THAT CLAIM? WELL, REMEMBER THAT PPC MANAGEMENT TAKES A PLAN, TESTING, NOTES, KEEPING THINGS THAT WORK, AND TOSSING OUT THE STUFF THAT DOESN'T.

SO LET'S GO BACK TO THE SCENARIO WHERE YOU HIRED A PERSON FOR ABOUT \$30,000/YR TO MANAGE YOUR CAMPAIGNS. ASSUMING YOU HAVE HIRED AN INTELLIGENT, PRO-ACTIVE PERSON TO RUN YOUR CAMPAIGN, HOW LONG DO YOU THINK THEY WILL WANT TO STAY IN A \$30K/YR POSITION? THERE IS BOUND TO BE A GREAT DEAL OF TURNOVER. IN ANY POSITION TURNOVER IS EXPENSIVE, BUT IN PPC MANAGEMENT IT IS EVEN MORE SO. THINK OF THE ANALOGY OF A DETECTIVE. EVEN IF THE DETECTIVE KEEPS EXCELLENT NOTES, IF YOU CHANGE DETECTIVES IN THE MIDDLE OF A CASE, A LOT OF THE WORK WILL NEED TO BE REPEATED UNTIL THE NEW DETECTIVE FEELS THEY ARE UP TO SPEED AND HAVE ALL THE FACTS. THE SAME THING HAPPENS IN PPC. HAVE WE TRIED THESE KEY WORDS? HAVE WE TRIED THIS AD? HAVE WE TALKED ABOUT NEW LANDING PAGES? EVEN WITH GREAT NOTES, CHANGE IN THAT POSITION CAN BE EXPENSIVE.

WELL, WHY IS A PPC CONSULTING COMPANY ANY MORE STABLE? THE ANSWER IS TO LOOK AT THE MOTIVATIONS. A PROFESSIONAL PPC MANAGEMENT COMPANY WANTS TO KEEP YOU AS A CUSTOMER. THEY ARE NOT GOING TO MOVE ON AND DUMP YOU AS A CLIENT. AS OPPOSED TO AN EMPLOYEE THAT WANTS TO CHANGE JOBS, LOCATIONS, RAISE A FAMILY, ETC.

THE KEY, OBVIOUSLY, IS TO FIND A GOOD PPC MANAGEMENT COMPANY THAT IS EXPERIENCED, RELIABLE, AND DEPENDABLE.



SITE PRO SPECIALTIES  
4545 SHEA BLVD STE 100  
PHOENIX, AZ 85028

FAX 888-476-1882

[WWW.SITEPROPPC.COM](http://WWW.SITEPROPPC.COM)

PH. 602-314-3479

[INFO@SITEPROPPC.COM](mailto:INFO@SITEPROPPC.COM)



SITE PRO SPECIALTIES

4545 SHEA BLVD STE 100

PHOENIX, AZ 85028 [WWW.SITEPROPPC.COM](http://WWW.SITEPROPPC.COM)

PH. 602-314-3479

FAX 888-476-1882

[INFO@SITEPROPPC.COM](mailto:INFO@SITEPROPPC.COM)