

4 CORNERSTONES OF YOUR PAID ADVERTISING STRATEGY

RESEARCH	COMPELLING AD COPY	OPTIMIZED LANDING PAGES	CONVERSION RATE OPTIMIZATION
<ul style="list-style-type: none"> • Targeted keyword research • Competitor research • Geographical research • Negative keyword research 	<ul style="list-style-type: none"> • Attention-grabbing ad copy to attract users to ads and increase leads • Clear and compelling calls to action • Split test ad copy to establish best performers 	<ul style="list-style-type: none"> • Create roadmap of industry landing pages • Ensure message consistency between ads and landing page • Streamlined design, compelling headlines, and strong calls to action 	<ul style="list-style-type: none"> • Split test landing page design and on-page elements to discover the best performing calls to action • Competitor analysis • Reporting on total conversions, cost per conversion, and cost per acquisition

EXAMPLE STRATEGY PROCESS

