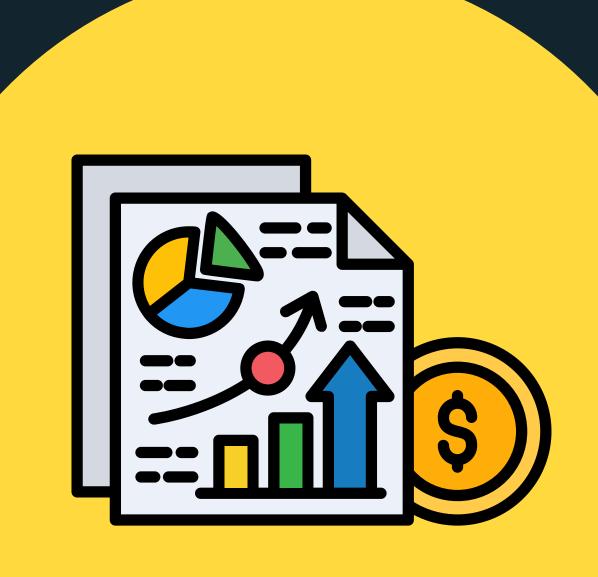


WINNING SEMONING SEMO

Small
budget? Big
impact!
Swipe
through to
learn how to
create
campaigns
that convert
without
overspending





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AVOID The SEM Pitfalls

- Bidding on all keywords: Spreads your budget too thin.
- 2 Ignoring ad copy optimization: Leads to low-quality clicks.
- Not tracking results: Wastes budget on campaigns with unclear ROI.
- Tip Focus your efforts on strategy over spend.





Step 1: Start with Precise Targeting

Use Google's Keyword Planner to find high-intent, low-cost keywords.

Prioritize long-tail keywords like:

→ "Affordable accounting services for startups"

Tip: Narrow your audience by location, demographics, or interests.

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Step 2: Set a Realistic Budget

- Start small: Test campaigns with \$10-\$30/day.
- Focus spending on high-converting keywords.
- Hack: Use bid adjustments for better control over your spend.





STEP 3: WRITE COMPELLING AD COPY

- Speak to your audience's pain points.
- Example:
 - X "Best accounting services."
 - "Save Time & Money with Accounting for Startups."
- Run A/B tests to optimize click-through rates (CTR).

Swipe ->



Step 4: Optimize Landing Pages

- Ensure your page aligns with your ad promise.
- Pro Tip: Use tools like Unbounce or Instapage for simple, high-converting designs.
- Tip: Add clear CTAs like "Get a Free Quote" to boost conversions.





THE STEP 5: TRACK & REFINE CONSISTENTLY

- Use Google Analytics and conversion tracking to measure results.
- Adjust:
- Remove underperforming keywords.
- Scale successful ads.
- • P Hack: Track metrics like Quality Score to lower cost-per-click (CPC).

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Bonus Hack Think Beyond Google Ads

- Explore platforms like Microsoft Advertising (Bing Ads):
- Less competitive.
- Lower costs per click.
- Pro Tip: Bing still reaches 1/3 of U.S. desktop users.





LAUNCH YOUR WINNING SEM CAMPAIGN

- Build campaigns that focus on strategy, not just spend.
- Use precision targeting, compelling ads, and consistent tracking to maximize ROI.

Swipe ->



WHAT'S YOUR BEST SEM TIP?

- Share your go-to SEM strategy in the comments I'd love to learn from you!
- Repost if you're ready to master SEM on a budget.

Follow me for proven digital marketing strategies.



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