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WINNING SEM ON A BUDGET

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



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Avoid These SEM Pitfalls

- 1** Bidding on all keywords: Spreads your budget too thin.
- 2** Ignoring ad copy optimization: Leads to low-quality clicks.
- 3** Not tracking results: Wastes budget on campaigns with unclear ROI.

 **Tip** Focus your efforts on strategy over spend.

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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.

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STEP 3: WRITE COMPELLING AD COPY

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


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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.





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STEP 5: TRACK & REFINE CONSISTENTLY

- Use Google Analytics and conversion tracking to measure results.
- Adjust:
- Remove underperforming keywords.
- Scale successful ads.
- 💡 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.

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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.

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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.

THANK YOU 🙏

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