



## Checklist 16: Marketing Your Tripwire Through Paid Advertising

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Paid ads are among the leading customer acquisition strategies for small and large businesses. Search engines such as Google, as well as social media platforms such as Facebook and Instagram have created environments that foster the success of paid ads for myriad objectives including driving traffic, boosting conversion and sales. Paid ads and PPC are mostly used to drive traffic to a website and in this case, paid ads and PPC will be instrumental in driving traffic to your tripwire offer. The popularity of PPC has fostered the growth of platforms offering paid ads and as such, it is important to analyze the legitimacy, as well as features of such platforms before buying ads for your tripwire. Here are factors to consider when marketing your tripwire offer through paid ads.*

### Part 1 – Keywords

- 1 Aim for keywords that are relevant to your tripwire offer.
- 2 Aim for the long-tailed keyword over short ones.
- 3 Use tools such as Ubersuggest and Google's Keyword Planner to search for relevant keywords.
- 4 Consider investing in paid per click advertising (PPC).

Notes

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- 5 Set your tripwire keyword match types for SEO optimization.
- 6 Consider creating negative keywords for your tripwire.

### Part 2 – Selecting your Paid Ads

- 7 Analyze the different types of paid ads platform.
- 8 Options include Google Ads, Banner or Display Ads, social media Ads.
- 9 Understand the pros and cons of each type of paid advertising.
- 10 Implement ad extensions into your chosen paid ad.

### Part 3- Writing the Ads and Adjusting Targeting Settings

- 11 Include a call to action in your CTA.

*Notes*



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- 12 Determine which information to include in your paid ads regarding your tripwire offer.
- 13 Decide the demographics of your tripwire's target audience.
- 14 Select your preferred features such as device type and geographic location for your ads.

### Part 4 - Creating a Landing Page

- 15 Create a landing page that is relevant to your tripwire offer.
- 16 Ensure your landing page is tailored for the keywords targeted by the paid ads.
- 17 Check that the landing page contains important information regarding your tripwire.

### Part 5 – Tracking the Results of your Paid Ads

- 18 Use tools such as Google Analytics to track the performance of your Ads.

*Notes*



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19 Set KPIs to measure the impact of the paid ads on your tripwire.

 

20 Assess the relevance of the ad groups.

 

21 Track your click and conversion counts.

 

22 Track other relevant metrics such as impressions, costs per acquisition, and cost per click.

 

*Notes*