



# 5 Questions you must ask your PPC marketer

Internet marketing is still very mysterious. It is difficult to comprehend and often easy for marketers to hide behind fraudulent or misleading web analytic reports and false promises, which ultimately lead to zero delivery. That is why I am here to help.

Here is a list of the 5 questions you absolutely should be asking your Pay Per Click marketer before signing into a business relationship:

**Are you managing my account or overseeing it?** Your PPC firm should not be overseeing your account, but rather actively managing your account on a daily basis. This includes the continuous refining, testing and bidding of new key terms, re-allocation of funds towards producing accounts, creation of new ad campaigns with campaign specific advertisements and the on-going creation of landing pages. The research should never cease and the process should only progress. You WILL experience sustaining growth as a result.

**Are your campaigns being managed daily?** A proper PPC account should not sit longer than 24 hours without active participation. As your industry rapidly evolves, your consumer becomes savvier, and your competition more fierce, and so must your campaign. Losing money or percentage points in CTR or CPC should not be the turning point to provoke change. Your account should be actively monitored, as well as your sites analytic reports, to ensure your success.

**Is the individual managing your account Google Adwords Certified?** Somebody who is not certified should not be allowed near your account. It will be detrimental. The system is far too advanced and requires significant knowledge to manage properly and effectively. Don't allow yourself to be a test study for a new firm or certified individual either. Make sure that the person handling your account has at least 1-2 years of market experience.

**How many other accounts is your representative handling?** 1 person can only handle so many accounts simultaneously. An account takes about 1 hour a day, depending on which stage of development and progression, to properly manage. A full day's work should only allow for 6-8 campaigns being actively managed. If it is any more than that, your account will get neglected and go stale.

**How much money has your representative handled at one given time?** A representative should feel very comfortable handling very large sums of money for clients. The risk involved can be very stressful, so the representative should be confident with your money.

PPC is hands down the most cost efficient and effective form of marketing available to you today. But choosing the wrong firm to handle your account can be detrimental and costly. Hopefully these questions can help you in your hunt.

*Merely to confirm our authority on the topic, run a search for 'Google Adword Certified' on Google and we will rank #3 only behind Google itself(#1 and 2).*