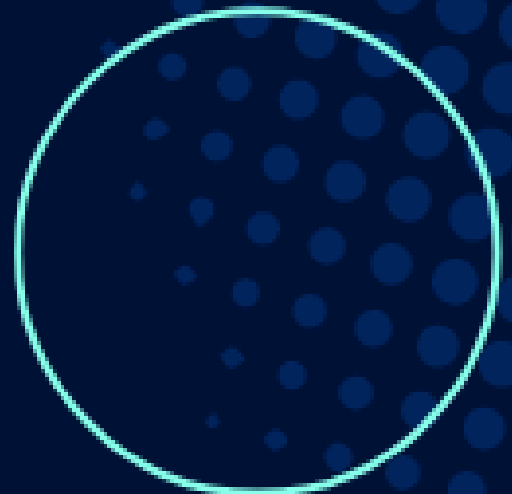




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TOP PPC TRENDS FOR 2023



INTRODUCTION

Pay-per-click (PPC) advertising has been an effective way for businesses to reach their target audience and drive traffic to their website. However, with the ever-evolving digital landscape, it's important to keep up with the latest PPC trends to stay ahead of the competition. In this ebook, we will discuss the latest PPC trends that you need to know about in 2023.

Chapter 1

Voice Search Optimization

Chapter 2

Video Advertising

Chapter 3

Automation

Chapter 4

Personalization

Chapter 5

Social Media Advertising

Chapter 6

Mobile Optimization

Conclusion

1. VOICE SEARCH OPTIMIZATION

As more people are using voice assistants like Siri, Alexa, and Google Assistant to search for information, it's important to optimize your PPC ads for voice search.

This means targeting long-tail keywords and using natural language in your ad copy. Additionally, incorporating voice search-friendly ad extensions like location extensions and call extensions can also help increase visibility and drive more conversions.

2. VIDEO ADVERTISING

Video advertising has become increasingly popular in recent years, and it's not slowing down anytime soon. With the rise of short-form video content on social media platforms like TikTok and Instagram, businesses can now use video ads to reach a wider audience.

Creating engaging video content that resonates with your target audience can help increase brand awareness and drive more conversions.

3. AUTOMATION

As technology continues to advance, automation has become a crucial aspect of PPC advertising. Automating your ad campaigns can help save time and resources while also increasing efficiency and accuracy.

Some of the latest automation trends include automated bidding strategies, ad copy testing, and audience targeting.

4. PERSONALISATION

Personalisation has become a key factor in successful PPC advertising. By creating personalized ad copy and targeting specific audiences, businesses can increase the relevance and effectiveness of their ads.

Some of the latest personalisation trends include dynamic keyword insertion, dynamic ad copy, and personalized landing pages.

3. SOCIAL MEDIA ADVERTISING

Social media platforms continue to be a popular advertising channel for businesses of all sizes. With advanced targeting options and high engagement rates, social media advertising can be an effective way to reach your target audience.

Some of the latest social media advertising trends include influencer marketing, shoppable ads, and augmented reality (AR) ads.

4. MOBILE OPTIMISATION

Mobile optimisation has become increasingly important as more people are using their mobile devices to access the internet.

Ensuring that your PPC ads and landing pages are optimized for mobile devices can help improve user experience and increase conversions.

Some of the latest mobile optimization trends include mobile-first indexing, AMP landing pages, and app advertising.

CONCLUSION

In 2023, it's more important than ever to stay up-to-date with the latest PPC trends to remain competitive in the digital landscape.

By incorporating voice search optimization, video advertising, automation, personalization, social media advertising, and mobile optimization into your PPC strategy, you can increase visibility, engagement, and conversions for your business.

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*“Always be relevant,
create relevant
campaigns, and give
the user the answer to
his query as precisely
as you can.”*

- Marko Kvesic