

# Example PPC Campaign Plan

## Advertisement

Offering	Box 'O Bunny Food
Keyword	"bunny food"
Headline	Box 'O Bunny Food
Description	Most balanced bunny food system on the market.
Image	Picture of a bunny running to eat with Box O Bunny Food in the background.
Key Terms	\$25/24oz bag. Plus shipping and handling.
Call-to-Action	<a href="#">Learn More</a>
Urgency	50% OFF! while supplies last

## Landing Page

Website	BunnyRabbits4U.com
Target Landing Page	/box-o-bunny-food
Keyword	"bunny food"
Headline	Best Bunny Food
Description	Box O Bunny Food is the most balanced bunny food system on the market.
Image	Same picture as the ad.
Call-to-Action	<a href="#">Buy Now!</a>

## Campaign

Ad Location	Google
PPC Bid	\$2.34/click
Monthly Limit	\$100/month
Minimum Goal(s)	20 clicks/month & 5 sales conversions.

# Create Your Own PPC Campaign Plan

## Advertisement

Offering	
Keyword	
Headline	
Description	
Image	
Key Terms	
Call-to-Action	
Urgency	

## Landing Page

Website	
Target Landing Page	
Keyword	
Headline	
Description	
Image	
Call-to-Action	

## Campaign

Ad Location	
PPC Bid	
Monthly Limit	
Minimum Goal(s)	

# Homework: Test Your PPC Campaign

Select three people to interview, show your campaign plan, and ask:

- Is the ad engaging and memorable? Any suggestions?
- Does the ad have all the right information? Any suggestions?
- Is the ad compelling enough to click? Any suggestions?

## PPC Campaign Survey

<b>Interview 1</b>
Engaging and memorable?
Has all the right information?
Compelling enough to click through?
<b>Interview 2</b>
Engaging and memorable?
Has all the right information?
Compelling enough to click through?
<b>Interview 3</b>
Engaging and memorable?
Has all the right information?
Compelling enough to click through?
<b>Reflect on What You Learned</b>