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Writing PPC Ad Copy That Pulls The Reader In

Writing good ad copy that converts is important if you want to earn long term profits with pay per click marketing. The right keywords are essential for your campaign but if you don't have good ad copy, they are next to useless. Your ad needs to attract and grab the attention of your target audience. Keep reading to learn how you can start writing effective PPC ad copy.

Get used to the fact that your audience will always be skeptical when they read any ad. When you're looking for a solution to a desperate problem, you are willing to try anything and everything, but you're also cautious as to not choose the wrong option. There is nothing you can do about it right away, but you can make a reference to testimonials in your ad.

Be Timely: If your campaign focuses on the current trends and holidays, then you should make sure your ad copy is timely and shows your readers what's available, right now. You don't want to run out of inventory while your campaign is still running. You need to update your ad copy anytime there is a change. Many advertisers lose boatloads of money by simply not focusing on this one factor. You can keep it timely by pausing your campaign and making any necessary changes. If you're selling that has an unlimited supply, like an eBook, however, you don't need to worry about this.

Sometimes, pay per click campaigns tend to give better results when you include the word 'free' in them - it works like magic. But if your offer is truly free, then by all means use it in your ad copy but just be aware of the quality of people you get. Freebie seekers are famous for not buying, so you have to evaluate the risk/reward situation. When you're utilizing a platform such as Google AdWords for your PPC campaign, it's really important that you make yourself different from the competition, because ultimately your returns depend on how many clicks convert to a sale/lead.

Follow the AIDA formula: The age old copywriting formula of Attention, Interest, Desire and Action can be applicable to your PPC ad copy too. Even though you don't have much space to work with, you can still apply the AIDA formula. You want to grab your target audience's attention, generate interest and desire with your copy and wrap it all up with a call to action. It's not difficult to get right but it may take some time to perfect if you're new to copywriting. If you utilize this proven formula, it will help you craft good ad copy.

Every ad copy that you write for your PPC campaign plays a role in helping you understand your product better, know your audience well and give you the knowledge needed to write better ads, because after all no one's a better teacher than experience itself.

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