

A stage with red curtains and spotlights. The scene is set on a wooden stage floor with four spotlights. The background is a large red curtain with a valance at the top. The text is centered on the curtain.

The Magic and Mystery of Google Ads and Facebook Ads



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Podiatry Content Connection

- The #1 Comprehensive Digital Agency for Podiatrist [ONLY!](#)
- Helping private practices [Attract More New Patients from the Web.](#)
- Give back to Podiatry Colleges every month.
- Handle the online marketing(including Google Ads) for Barry University and Kent State.



Google Ads formally known as Google Adwords





You may not be familiar with Google Ads, but you have probably experienced or clicked on them before.

What are Google Ads?

“In the moment” Ads..

Google Ads is Google's online advertising program. Through Google Ads, you can create online ads to reach **new patients exactly when they're interested** in the services that you offer.



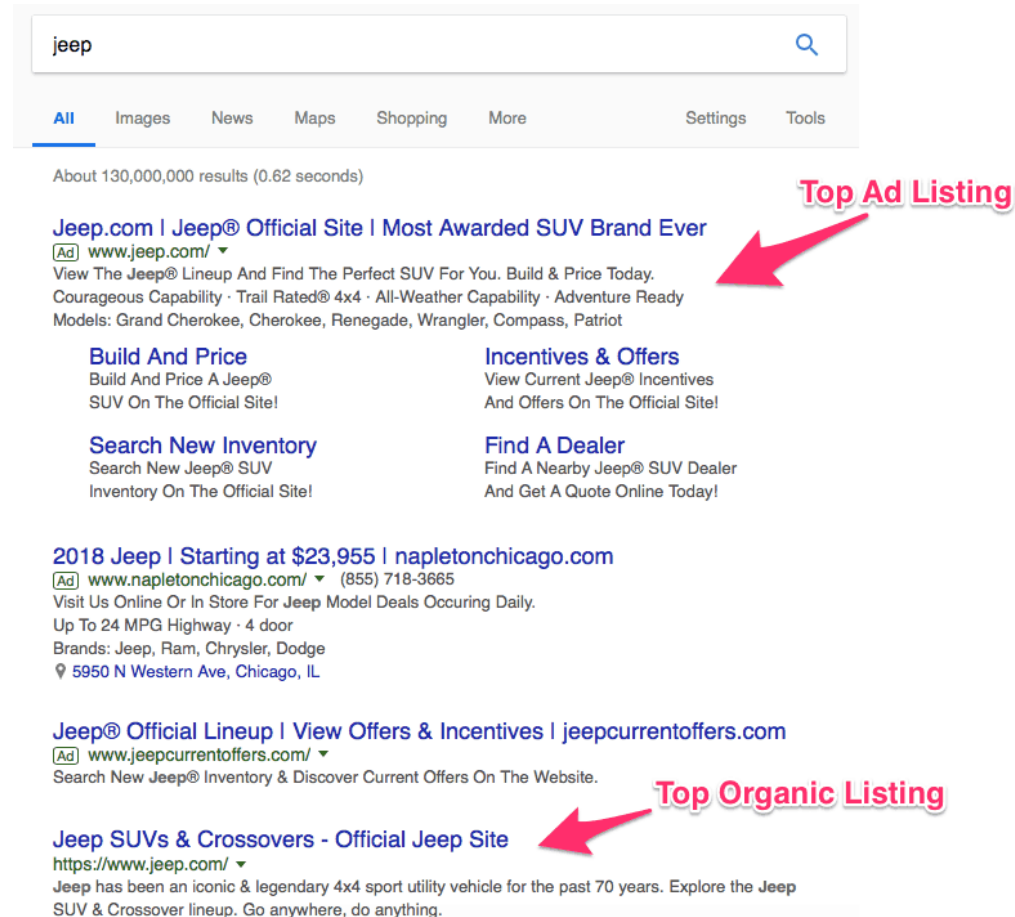
How Do They Work?

- ✓ Jump to the top of Page 1 of Google, where everyone will see you!
 - ✓ Increase \$ Spend = quick results
 - ✓ Win auctions for the best key words.
- ✓ Dominate Local Search with a combo of paid ads + organic listings.

It goes without saying...you want to be on page 1 of Google....But the cherry on top is when you are on the top of page 1. Google Ads get you there quicker!



Where You Find Google Ads VS Organic Listings



The screenshot shows a Google search for "jeep". The search bar at the top contains "jeep" and a magnifying glass icon. Below the search bar are tabs for "All", "Images", "News", "Maps", "Shopping", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 130,000,000 results (0.62 seconds)".

The first result is a paid advertisement for Jeep.com. It is marked with a small "Ad" icon in a box. The headline is "Jeep.com | Jeep® Official Site | Most Awarded SUV Brand Ever". Below the headline is the URL "www.jeep.com/" with a dropdown arrow. The description reads: "View The Jeep® Lineup And Find The Perfect SUV For You. Build & Price Today. Courageous Capability · Trail Rated® 4x4 · All-Weather Capability · Adventure Ready Models: Grand Cherokee, Cherokee, Renegade, Wrangler, Compass, Patriot". To the right of this ad, a red arrow points to it with the text "Top Ad Listing".

Below the ad are four links arranged in a 2x2 grid:

- Build And Price**
Build And Price A Jeep® SUV On The Official Site!
- Incentives & Offers**
View Current Jeep® Incentives And Offers On The Official Site!
- Search New Inventory**
Search New Jeep® SUV Inventory On The Official Site!
- Find A Dealer**
Find A Nearby Jeep® SUV Dealer And Get A Quote Online Today!

The second result is an organic listing for "2018 Jeep | Starting at \$23,955 | napletonchicago.com". It is marked with a small "Ad" icon in a box. The headline is "2018 Jeep | Starting at \$23,955 | napletonchicago.com". Below the headline is the URL "www.napletonchicago.com/" with a dropdown arrow and the phone number "(855) 718-3665". The description reads: "Visit Us Online Or In Store For Jeep Model Deals Occuring Daily. Up To 24 MPG Highway · 4 door Brands: Jeep, Ram, Chrysler, Dodge 5950 N Western Ave, Chicago, IL".

The third result is an organic listing for "Jeep® Official Lineup | View Offers & Incentives | jeepcurrentoffers.com". It is marked with a small "Ad" icon in a box. The headline is "Jeep® Official Lineup | View Offers & Incentives | jeepcurrentoffers.com". Below the headline is the URL "www.jeepcurrentoffers.com/" with a dropdown arrow. The description reads: "Search New Jeep® Inventory & Discover Current Offers On The Website." To the right of this listing, a red arrow points to it with the text "Top Organic Listing".

The fourth result is an organic listing for "Jeep SUVs & Crossovers - Official Jeep Site". The headline is "Jeep SUVs & Crossovers - Official Jeep Site". Below the headline is the URL "https://www.jeep.com/" with a dropdown arrow. The description reads: "Jeep has been an iconic & legendary 4x4 sport utility vehicle for the past 70 years. Explore the Jeep SUV & Crossover lineup. Go anywhere, do anything."

Google Ads vs Organic SEO

Organic SEO, Google dictates how far your SEO reach is.

Google Ads enables you to target outside of your Geo-Targeted area.

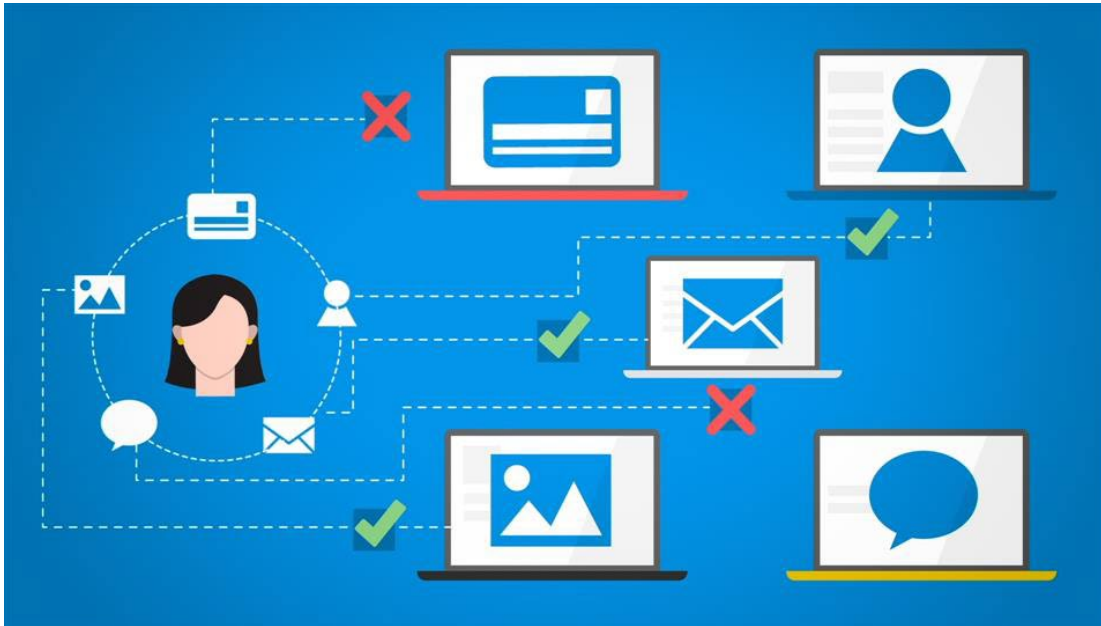


Why are Google Ads Effective

Google receives over
63,000
searches per second.

Searches for Healthcare providers are the
3rd most popular search term.





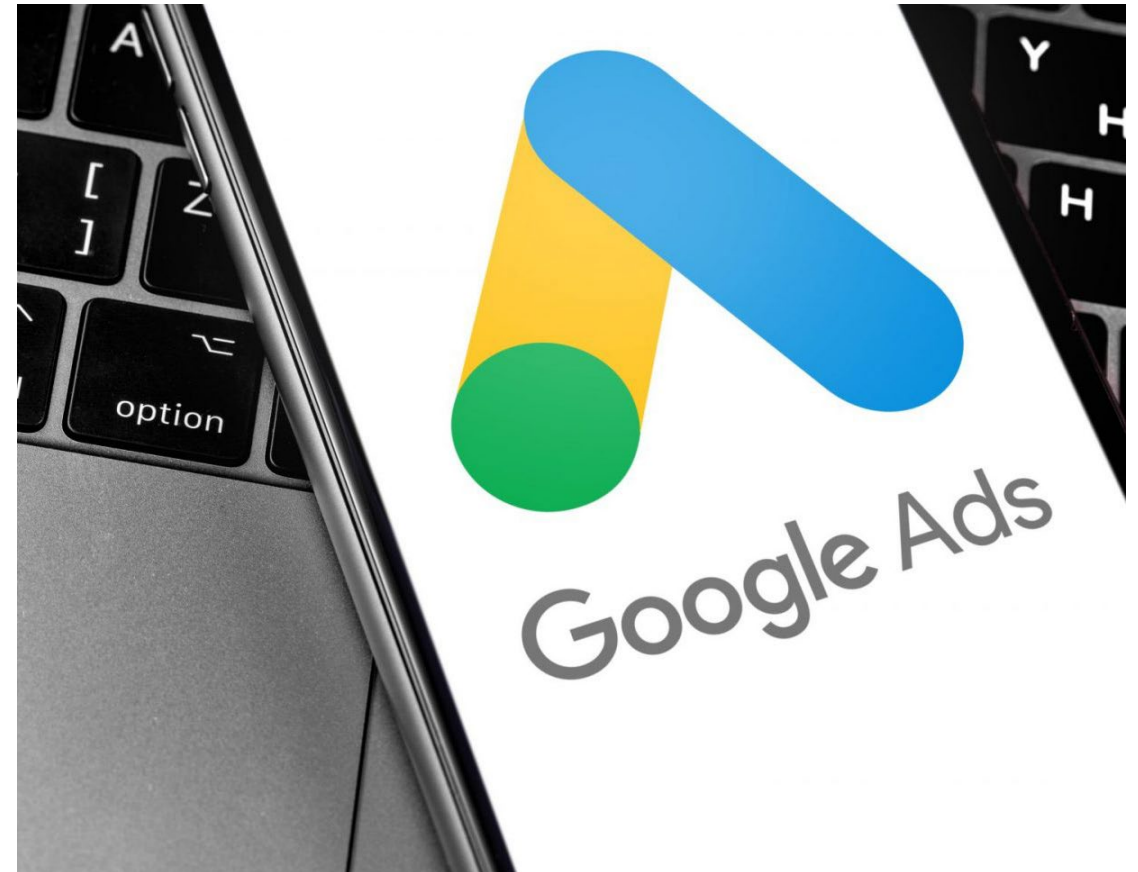
Our Google ads work because we employ Agile Marketing. PCC uses data from podiatry SEO and marketing reports. We see what has been working, and identify and replicate efforts that consistently produce high-value results.

And then we do it again.

- Empirical data
- Uncover high value results
- Identify and replicate
- Repeat

For instance, we've pivoted our Google Advertising because we tracked a shift in Google keyword searches. As trends and searches change, we adapt and shift to accommodate those changes in the Google Ads market.

Our crafted ads are proven to reach patients looking for you.



The Secret Sauce for Google Ads.....Tracking!

Google Ads Success is no accident, tracking must be involved. Do you know your Pay-Per-Click rate? Your conversion rate? At PCC we manage it all for you and review all the analytics with you on your Review Calls!



PCC is a Certified Google Partner

Our Account Managers are Google Certified.

WHAT DOES THIS MEAN?

Our Account Managers have passed a series of Google Ads competency tests and assessments.

They have to recertify **EVERY YEAR**.

We also have our own Google Representative.



What Sets Us Apart....

We use proprietary bid software and we have tools to get the most clicks at the best rate. This helps maximize your Google budget to go farther. So between our Reviews call, tracking conversion rates and proprietary software we are Google Ad Magicians.

All of the above come together and bring our customers impressive Return on Investment (often 8 – 10 ROI).





For Our Next Act...



FACEBOOK ADS



Facebook for Business?

The first thing that comes to mind, for most people, when it comes to Facebook is that it is a **HUGE** social media network. From wishing “friends” Happy Birthday, to posting vacation pictures and memes, Facebook has many functions. As a business, you can have a business profile for your podiatry practice and can **leverage Facebook in your favor to attract new patients through social media.**



What Are Facebook Ads....

Facebook Ads run exclusively through Facebook's advertising platform. They not only appear on Facebook feeds, but they also can show up on messenger and even non-Facebook apps and websites.





Facebook has about **3 BILLION** users.

Over 68% of adults in the US have Active Accounts.

96% of Social Media Marketers believe that of all the platforms out there, Facebook provides the best ROI.

How They Work

- ✓ Interruptive Marketing
- ✓ Call to Action Ads
- ✓ Share via email, messenger, and Friends on Facebook



Why They Are Effective

You get to adjust your target audience to be as broad or well-defined as you like, based on the following criteria.

Location

- Advertise in the cities, communities and countries where you want to do business.

Demographics

- Choose your audience based on age, gender, education, job title and more. You can keep track of the types of people your ads are reaching, but Facebook will never share personally-identifiable information about them.

Interests

- Add interests and hobbies of the people you want your ad to reach—from organic food to action movies—and make your targeted ads more relevant.

Behavior

- Target your ads based on consumer behaviors such as prior purchases and device usage.
- Connections
- Choose to include people who are connected to your Facebook Page or event, or exclude them to find new audiences.



\$\$\$ Cost \$\$\$

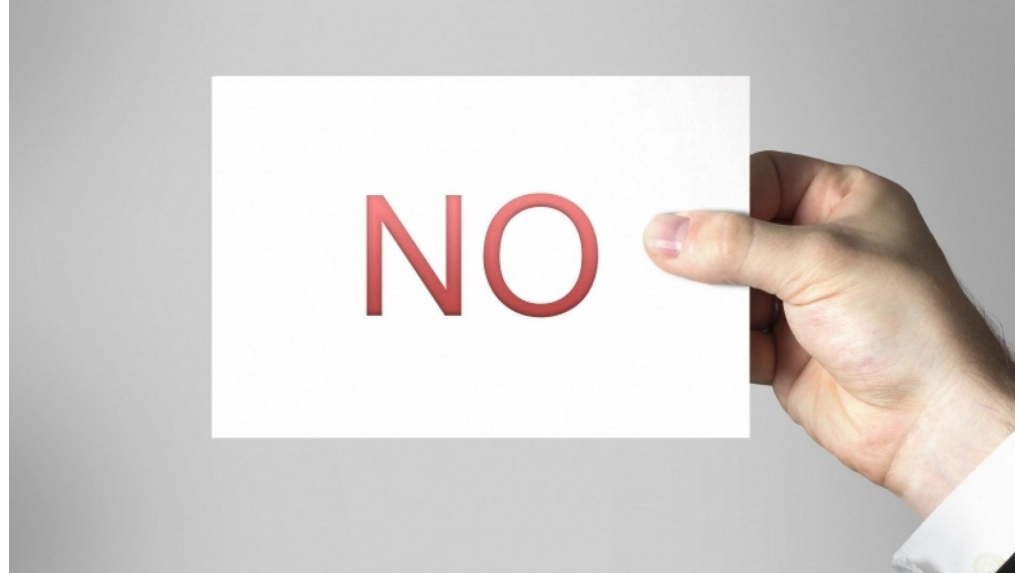
You Get to Specify on How Much You Want to Spend:

1. The Overall Amount
2. Daily Budget
3. Your Cost Per Result

How to get the most out of Facebook Ads

- ✓ Know the algorithms and changes
- ✓ Track (trends, what is working, what is not working, social changes)
- ✓ Choose Campaign Goals (Brand awareness, engagement, lead generation, post engagement)
- ✓ Make Adjustments to Accommodate Goals

Are Facebook Ads
and
Boosting a Post the Same thing.....

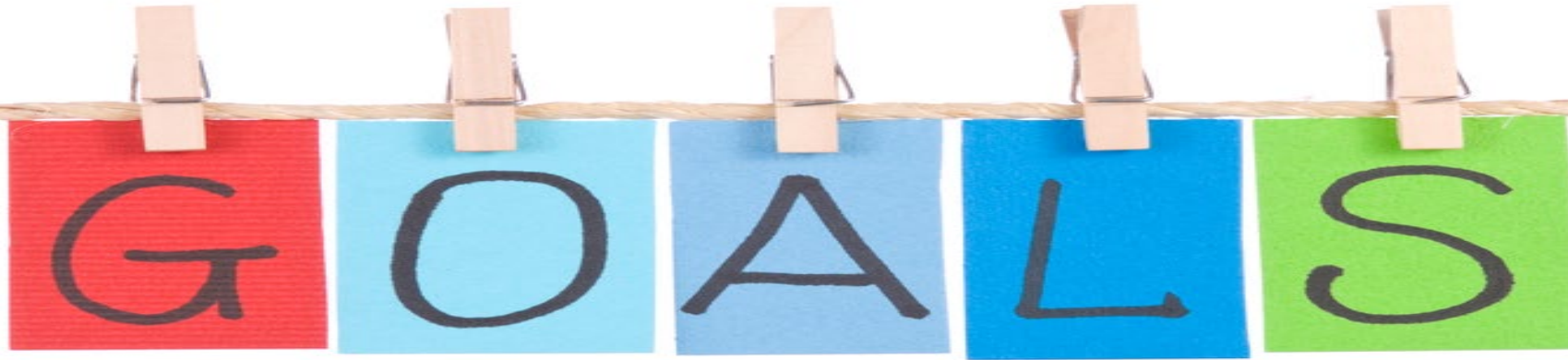




What is the difference?

A [boosted post](#) is simply a current post on your brand's Facebook page that you would like to put money behind to reach an audience of your choosing.

A [Facebook ad](#) is a more thought-out campaign created within Facebook Ads Manager that allows you a wealth of options to choose from that are not available when just boosting a post.



Increase Patient Engagement on Facebook = Boost Post

New Patients and Website Focused = Facebook Ad

What Does All this Mean for My Practice?



GOOGLE ADS:



Get you to the TOP of PAGE 1 of GOOGLE



More Visible Online

FACEBOOK ADS



About 3 Billion Users

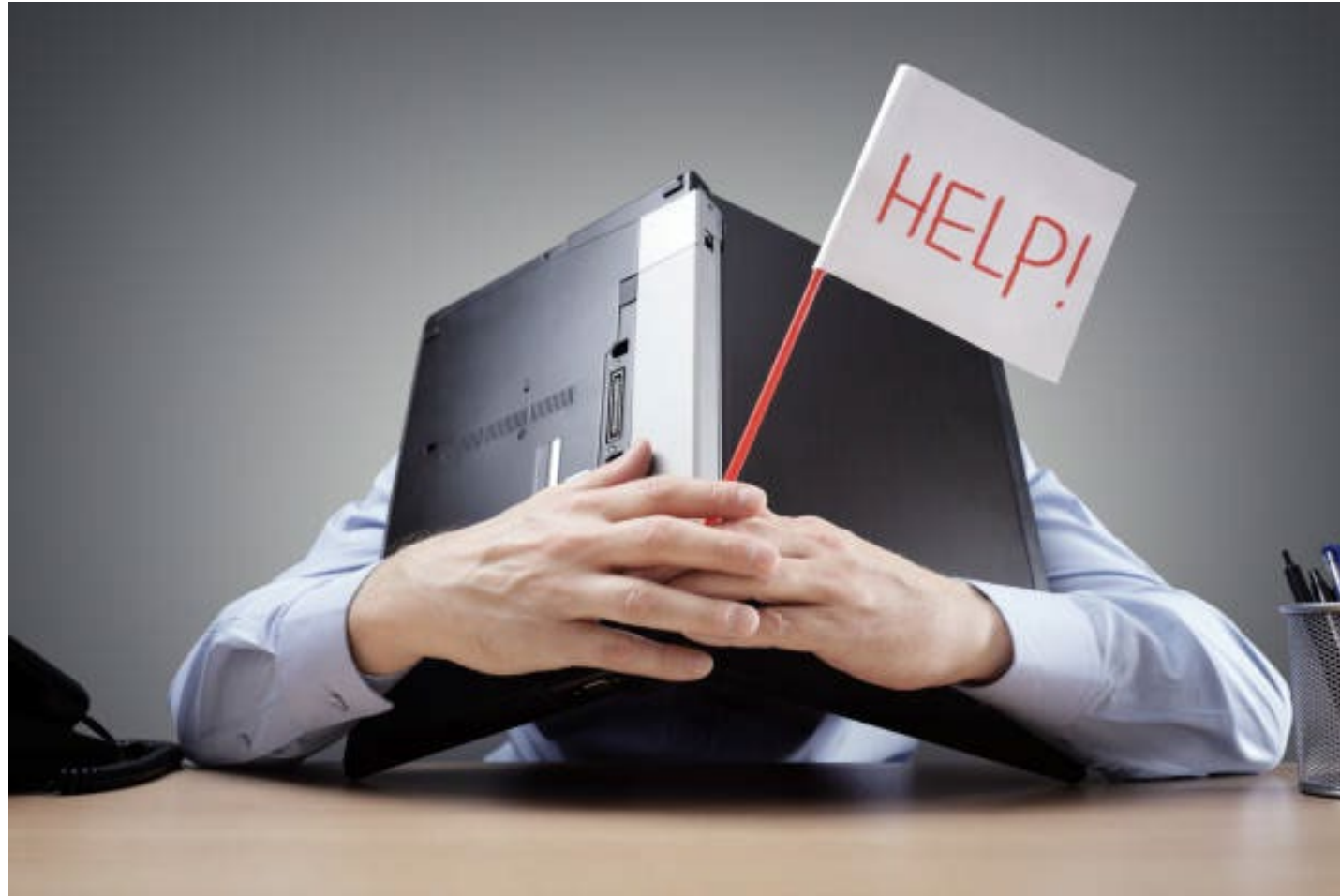


Target Audience

GOAL

Drive More Potential Patients to Your Website
and
Schedule an Appointment with YOU!

Feeling Overwhelmed?



CAUTION

Don't Try This At Home

All Successful Leaders and Businesses



Have you...

Ever tried to do Google Ads or Facebook Ads on your own and
“crashed and burned?”



Sat on the sidelines
watching your competition
use Google Ads
and Facebook Ads to grow
their practice?



Curious about them,
but have not “taken the plunge” yet.



OR...

Did we *pique* your interest
and **open your mind** to a
new marketing channel that
could benefit your practice?



If any of those describe you,
it makes sense for us to **schedule a Web Strategy Session!**



You don't need to be an expert on this because we are! We have 'Cracked the Code" on how to use Google and Facebook ads to Grow Your Practice.



How PCC helps you WIN:

- ✓ Proprietary Software
- ✓ Tracking
- ✓ Analytics
- ✓ Clarity of Goals
- ✓ Review Calls
- ✓ Adjust to trends and Your Goals
- ✓ Certified Google Partner



Schedule your Web Strategy Session TODAY
and get a \$50 Amazon Gift Card after your session!

TEXT:
"WEB STRATEGY SESSION"
to
917-572-5088



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