



High CPA or low ROAS getting you down?

Download our guide to better PPC results.



Let's team up to fine-tune your PPC campaigns! Our step-by-step checklist will help you evaluate your current strategies, pinpoint areas for improvement, and ultimately drive higher returns on your ad spend while minimizing your costs per acquisition.

The 7 Ps of Services Marketing



Search Volume for Business Name

First of all, let's check the pulse of your brand's search volume. This is like measuring how much buzz is out there about you. A high search volume can be a goldmine for targeted campaigns. It'll help you to understand whether your existing customers are looking for you on google or not.

Investigate why your existing customers aren't finding you through Google search. Implement targeted strategies to improve visibility, such as optimizing your website for SEO, creating valuable content, and partnering with influencers.

The image shows a close-up of the Google logo on a screen. The logo is in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'. Below the logo is a search bar and two buttons: 'Google Search' and 'I'm Feeling Lucky'.

Positive Reviews

Another massive influence in today's market is positive reviews. These are your gold stars; they tell new customers that you're trusted and tested. But gathering them isn't just luck; it's about excellent products and customer service.

Make it easy for customers to leave reviews. Send follow-up emails, provide direct links, and respond to all reviews, good or bad. This interaction not only boosts your visibility but also shows that you care.

Competitive Advantage

Imagine a crowded marketplace – everyone shouting the same thing. How do YOU stand out? That's your competitive advantage. Ask yourself, 'What does my brand do better than anyone else?' Is it faster shipping, better product quality, the most customizable product, or the absolute best customer service?

Let's say you sell handmade candles. Maybe your edge is super unique scents, maybe it's eco-friendly materials, or perhaps it's the personal touch you add to every order. THIS is what makes you different.

Think about your business. Take a minute right now, and try to sum up your competitive advantage in one sentence.

Promotional Offers

Effective promotions aren't just about slashing prices. They're about creating value that attracts and retains customers. Consider offers like buy-one-get-one, special membership benefits, or perhaps early access to new products.

Here's a tip: tailor your promotions to the customer lifecycle. New visitors might like introductory discounts while returning customers might appreciate loyalty rewards.

A person in a dark blue suit and light blue striped tie is holding a stack of four light-colored wooden blocks. The blocks are stacked vertically on a wooden surface. The top block is being held by the person's right hand. The blocks are labeled with the following words in bold, dark brown capital letters: PROMOTION, PLACE, PRICE, and PRODUCT.

PROMOTION

PLACE

PRICE

PRODUCT

High CPA or Low ROAS Checklist

Make sure you can answer these questions:

- ✓ What makes you stand out in a crowded market?
- ✓ What's the 'wow' factor only YOU provide?
- ✓ Can you sweeten the deal with a limited-time offer?
- ✓ Do happy customers rave about you online?
- ✓ Are people actively searching for what you sell?





Contact Us

www.wurrent.com



hello@wurrent.com



Park Blvd, Palo Alto,
CA 94306,
United States



Thank You

For Your Attention



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