PPC - SETTING LOCATION & LANGUAGE

A pay-per-click ad that targets mass market is seldom successful. Setting appropriate target locations for advertising allows an ad to reach the consumer precisely with specific needs and demands. In the long run, it benefits the business, as it allows to take better strategic marketing decisions.

For higher number of impressions, more CTC, and in turn higher ROI from the PPC ad, you need to analyze the target locations beforehand.

A target market can be segmented on the basis of:

- Geographic location of users

- Demographics of users

- Language of users

Geographic Location of Users

Publishing an ad for the customers where they are located elevates the popularity of the product and the possibility of higher ROI.

The method of determining the geolocation of the visitor with respect to country, state, region, IP address, or device ID of the user's device, and showing ads as per the user's location is termed as **Geo Targeting**.

The geographic location can vary from within a few kilometers distance from the seller's business to faraway countries. If the business serves in several areas, the seller might wish to create separate ads for each location to track the performance separately.

Demographics of Users

User demographics are an important factor while targeting a market. Demographics include age, gender, income, occupation, marital status, literacy, and lifestyle of the ad recipients.

You need to consider the following demographics while creating an ad:

- **Age** - Users' needs and demands change with age.

- **Gender** - Male and female users react differently towards consumer products, jewelry, magazines, etc.

- **Income** - Users' affordability varies depending upon their income levels.

- **Occupation** - Users' occupation affects their lifestyle which in turn affect the product or service they opt for.

- **Marital status** - Experts say, single customers buy a specific product frequently than those who are married. Also, married people are inclined to pay more price. Marital status is an important factor.

- **Literacy** - Awareness and comfort level of the users with handling internet activities affect PPC ads and in turn the seller's business targets.

- **Lifestyle** - The acceptance of a product is highly driven by the people's day-to-day lifestyle.

Language

You might get into a tough situation if the ad itself falls short of conveying the right message across its consumers. In case of PPC advertising, you want the ad to show up for the customers who can comprehend and convert them.

Language targeting allows to choose the language of the websites that you would prefer the ad to appear on. For example, if an ad is in French, you probably would want it to appear it on French sites too.

For creating an ad in a target language, you need to:

- Analyze the local terms, phrases, and dialects of the language.

- Have access to the translators and native speakers.

- Keep a list of carefully researched English keywords, but use them only as a starting point.

- Brainstorm with translators for alternative keywords and test the effectiveness of those keywords using the keyword suggesting tools.

- Keep a dictionary handy but get to understand the context and culture of natives beforehand.

Every foreign language PPC campaign has its own unique challenges. With a little anticipation, caution, and planning, it can increase sales and can tap into new foreign markets.