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In this competitive world, you have to make sure that you get the best out of your advertising strategies. However, in the domain of the fashion digital marketing company things change at a pace that it gets difficult to keep with the latest tech updates and trends. Well, no need to worry as we have the top 8 pay per click trends that you can't ignore this year. Check them out: PPC Automation Automation has emerged as a helping hand for almost every industry. It is being used in almost everything that can be automated making workflow a lot smoother and faster. A lot of big tech companies have invested a huge amount of resources in the improvement of this tech. Google now even offers PPC automation for its users. However, PPC automation is not easy and to fully utilize this technology you need to be familiar with the algorithm being utilized and how to use it to its full potential. This will really change the way you work, as most of your work is passed on to the machine. This will save a lot of your time, so you can focus on other important tasks. Although automation is really effective and efficient we would recommend not to fully depend on it, as it's not perfect. Consider it as a helping hand. Smart Bidding Just imagine having a companion that can help you out with your conversion rates and another bidding in PPC business. Well with smart bidding is a machine learning system that can help you do all that. It is a machine learning-based software that optimizes itself according to your needs. The more data you feed it the more it gets customized to your needs. There is a lot of smart bidding PPC software such as CPC (Cost-Per-Click), CPA (Cost-Per-Acquisition), ROAS (Target Return on Advertising Spend), etc. Based on your needs and business requirement, you can utilize any software. And as we keep moving towards the future this bidding software, just going to improve and get better. At some point in time, they might even surpass us, in processing effectively. Amazon While everyone knows this tech giant, very few people know that Amazon has set foot in the paid advertising industry. Although Facebook and Google rule this region, Amazon is not so far behind. It has become the world's third-largest and faster-growing advertisers in a very small duration of time. Amazon uses its online shopping platform for displaying ads, due to its popularity and widespread reach. So, if you intend to compete in PPC, then you need to pay attention to Amazon. Social Media Platforms Starting with Facebook, today social media is one of the largest and most-utilized platforms for advertisement purposes. Around 70 to 89 percent of the people on the internet are connected to at least one social media platform. These platforms include Facebook, Instagram, Twitter, LinkedIn, Pinterest, etc. So in case you are not utilizing social media platforms for your PPC, then we would highly recommend reconsidering your strategy. Targetting Audience Well, this is one of the most effective advertising strategies of the modern-day. This targeting audience feature is provided with Google Ads, where you can specifically target the audience based on their requirements. For instance, if someone wants your products then Google Ads will show them your product advertisement. This way people who actually require your product or services will see your ads, improving the click rates redirecting the users to your website. This is a great advertising strategy and Google is improving it to suits the market requirement. As of now, Google allows its users to layer the audience and target them based on keywords and demographics. So, make sure to utilize the target audience feature to improve your PPC. Video Ads Moving graphics or videos is considered the best way of catching someone's attention. And believe us videos are going to dominate the year of 2020, yet again. As of today, if you are not using videos, then you have failed as a marketer. Small video ads nothing less than an absolute win with high efficiency and low cost. Voice Search The world is changing fast and voice search has become the new mode of surfing the internet, with technologies like Google Home, assistant, Siri, Alexa, etc. A lot of data is being processed through voice search. In the year 2020, voice search is going to be the new buzz word in the PPC business, just by the share number of data voice search will process for the audience. SEO As a PPC marketer, you need to keep in mind that SEO (Search Engine Optimisation) and PPC go hand in hand. You cannot expect better results without one another. They are like the ultimate combination that cannot be separated, no matter what and this is still going to be true in the year 2020.

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