

# SEM

## SEM Fill-in-the-blank

### Answer the following

Are you using SEM to your advantage?

Are you using Google marketplace for your business? If not consider using it as your product will appear in the search result.

Did you know you can link your online store to Google Marketplace, eBay store, Amazon marketplace, Facebook shop, Instagram Shop?

Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs).

While the industry term once referred to both organic search activities such as search engine optimization (SEO) and paid, it now refers almost exclusively to paid search advertising.

Search engine marketing is also alternately referred to as paid search or pay per click (PPC).

In search engine marketing, advertisers only pay for impressions that result in visitors, making it an efficient way for a company to spend its marketing dollars. As an added bonus, each visitor incrementally improves the website's rankings in organic search results.

Since consumers enter search queries with the intent of finding information of a commercial nature, they are in an excellent state of mind to make a purchase, compared to other sites such as social media where users are not explicitly searching for something.

Search marketing reaches consumers at exactly the right time: when they are open to new information. Unlike the majority of digital advertising, PPC advertising is non-intrusive and does not interrupt their tasks.

Results are immediate with SEM. It is arguably the fastest way to drive traffic to a website.



### Marketing Tips

- You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.
- Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.

SOURCE: GIRLFRIDAYZ

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.