

Businesses Scaling PPC Campaigns as Marketing Budgets Tighten

Seven in ten CMOs say their budgets are insufficient to meet goals; three-quarters are scaling PPC campaigns to make up the difference.

TORONTO, ONTARIO, CANADA, April 23, 2024 /EINPresswire.com/ -- [PPC Agency Guide](#) says businesses are increasingly stretching their digital marketing budgets by scaling pay-per-click (PPC) advertising campaigns. Additional coverage of the topic is available in "[Scaling PPC Campaigns: Growth & Expansion Strategies](#)," now live on [PPCAgencyGuide.com](#).



PPC Agency Guide

The report comes on the heels of a Gartner chief marketing officer (CMO) survey, which shows marketing budgets are flattening. Seven in ten say they don't have the necessary budget to execute their strategies. As a result, they're rethinking how to apply their budgets for maximum impact. Three-quarters are allocating additional resources for PPC.

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Spokesman for PPC Agency Guide

“PPC returns an average of \$2 for every \$1 spent, with some brands reaching an \$8 return or more,” a representative from PPC Agency Guide says. “We're seeing an uptick in PPC use because it's one of the most effective strategies available.”

While the survey is arguably biased to express the strategies of larger companies because only the opinions of CMOs we sought, PPC Agency Guide contends that the approach is equally effective for small and mid-sized

businesses, provided they meet specific criteria before scaling their PPC campaigns.

“Expanding can be as simple as boosting your PPC budget or broadening your keyword strategy,” the representative explains. “However, it’s important to ensure you’re already meeting benchmarks and receiving ROI from your initiatives before scaling.”

The representative notes that an [experienced PPC agency](#) can help fill knowledge and time gaps for businesses looking to improve their

results or scale effectively to level the playing field for smaller companies. By bringing in professional PPC help, businesses can boost brand awareness and sales without having to hire and train an internal team or purchase specialized tools. This shortens the length of time it takes to start generating results and often reduces the investment without sacrificing quality.

Those interested in learning more about selecting the right PPC agency for their needs and running effective PPC campaigns are encouraged to visit [PPCAgencyGuide.com](#).

About PPC Agency Guide

PPC Agency Guide is a leading provider of digital advertising solutions for businesses of all sizes. In addition, the portal offers various informational resources, including PPC advertising, social media ads, and other brand advertising recommendations. With a team of experienced professionals focused on delivering measurable results, PPC Agency Guide is committed to helping its users succeed in the competitive world of online advertising.

Representative for PPC Agency Guide

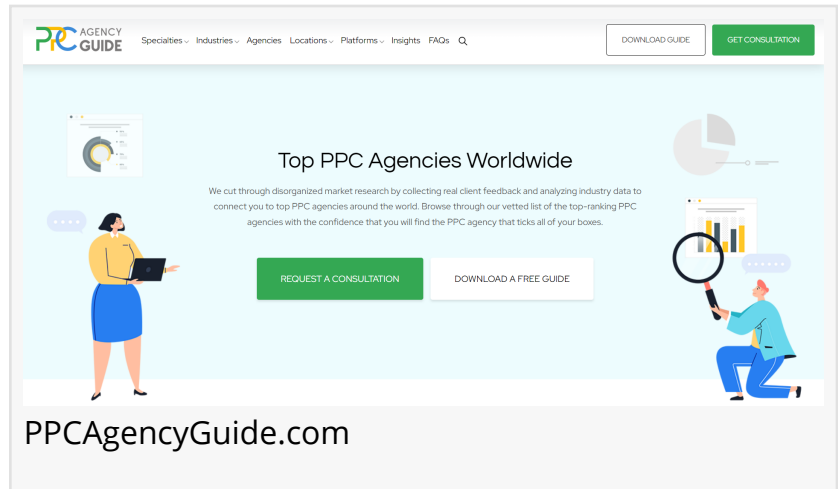
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pr@ppcagencyguide.com

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