EDWARD EATON MARKETING • PDF COURSE

Marketing Principles for Paid Ads

How paid advertising really works, from intent and offers to budgets and measurement

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Who it is for

Business owners, marketers and anyone who wants to understand paid ads before spending on them.

What you will be able to do

- Explain how paid advertising works and why some campaigns work and others waste money
- Match the right channel to the right customer intent
- Build an offer and a message that people respond to
- Set a budget from the numbers that matter, not from guesswork
- Measure results honestly and know what to change

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	Why paid ads work, and why they fail
2	Intent: the idea that decides everything
3	The offer and the message
4	Budgets, costs and the numbers that matter
5	Measurement, testing and getting better

CHAPTER 1

Why paid ads work, and why they fail

Paid advertising buys attention in front of people who might want what you sell. It works when three things line up: the right person, the right message and an easy next step. It fails when any one of those is missing, however big the budget.

Most failed campaigns do not fail because the platform is broken. They fail because the business sent the wrong people to a weak page, could not tell which clicks became customers, or stopped before the account had learned enough to improve.

The paid ads loop

1. **Reach:** show the ad to the right people.
2. **Respond:** get them to click, call or enquire.
3. **Convert:** turn the enquiry into a customer.
4. **Measure:** find out what each customer cost.
5. **Improve:** change one thing and go round again.

Everything in this course is a way of making one part of that loop better.

> **TRY THIS**
> Write down, for your business, what happens after someone clicks an ad or calls you. Where could a person drop out? That is where the loop is weakest.

A worked example (illustrative)

A tiler spends £600 a month on ads and gets 20 clicks a day but few calls. The loop shows the problem: the ads reach the right people, but the page asks for a long form and the phone number is not tappable. Fixing the page, not the ads, lifts enquiries. The numbers are illustrative to show how the loop finds the weak link.

Common mistakes

- Fixing the ads when the problem is the page.
- Judging the loop by clicks.
- Giving up before there is enough data to learn from.
- Not recording what happens after an enquiry.

Chapter checklist

- [ ] I can describe each step of the loop for my business.
- [ ] I know where people drop out.
- [ ] I have picked one weak link to fix first.

Want the full course?

This is a free sample of **Marketing Principles for Paid Ads**. The full course has 5 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/marketing-principles-for-paid-ads and you will hear first when it launches.