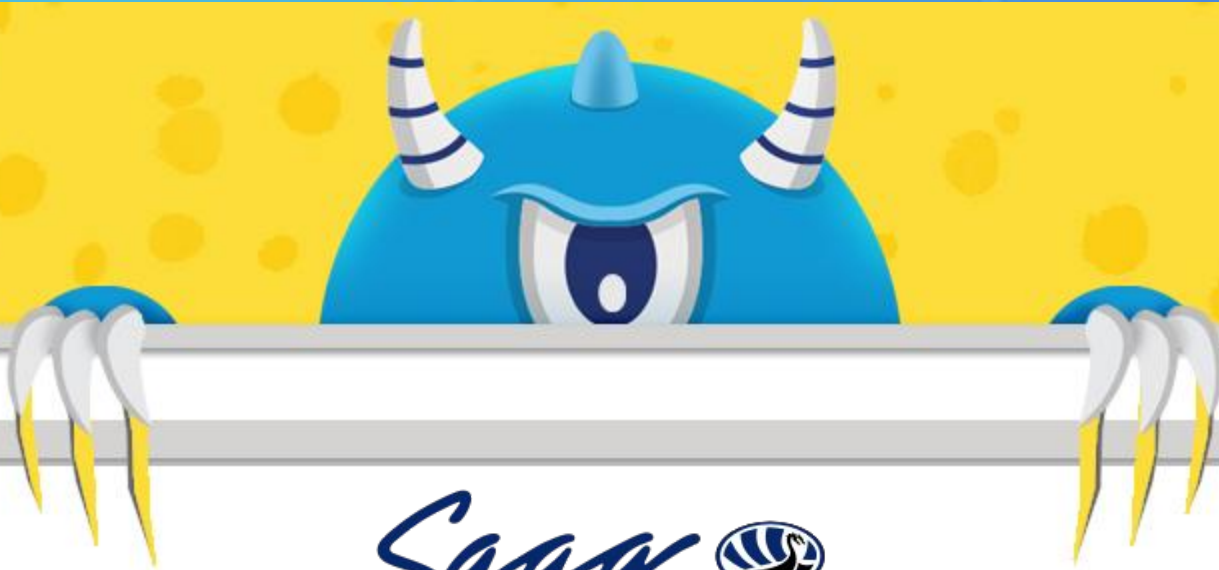


Search Engine Marketing - Getting Started

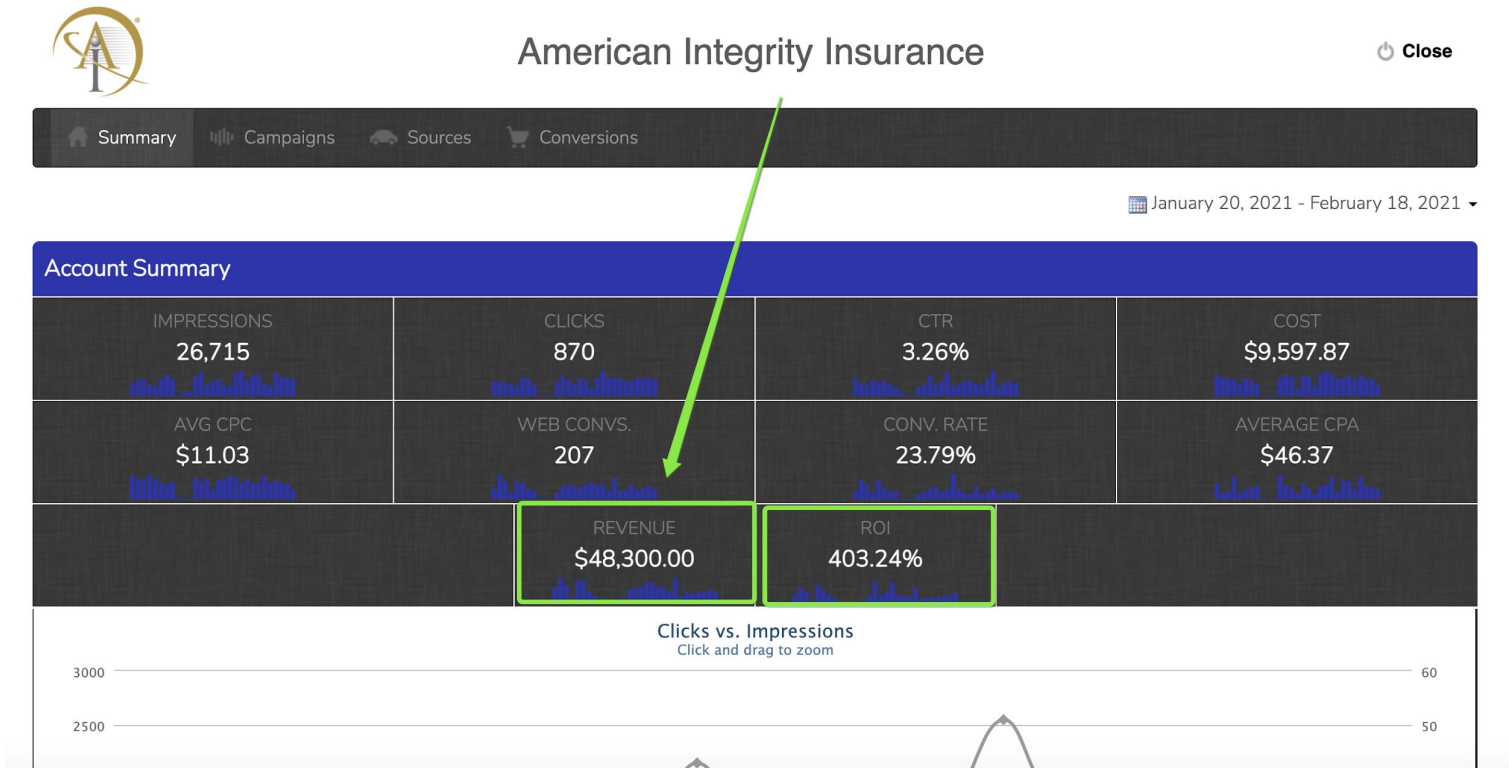
**THE
MEDIABEAST**

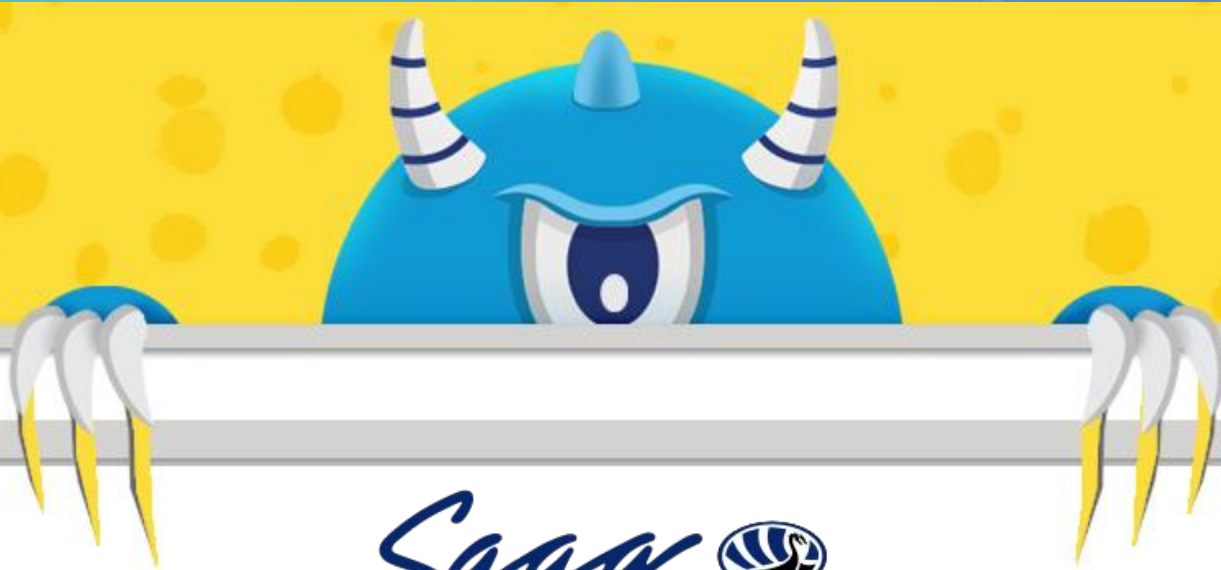


Introduction To Your Market and Client Dashboard

**THE
MEDIABEAST**

Introduction To Your Market and Client Dashboard





Top Categories to Target for PPC (SEM) Advertising

**THE
MEDIABEAST**

Categories with High Customer Lifetime Values



High Customer Lifetime Values

Some industries can afford to spend quite a bit acquiring new leads and customers because the lifetime value of a new client is so high. For example:

- **Dentists, doctors, etc.** – When a [dentist](#) acquires a new client, they can potentially be worth thousands or even tens of thousands of dollars over the course of many years, especially if they go on to refer more clients. [Dental marketing](#) pays off.
- **Colleges & online degree programs** – University of Phoenix, ITT and DeVry spend a lot on PPC because a new student is worth a lot over the course of his/her education. The same applies for other types of training programs.
- **Cable and Internet providers, utilities** – People tend to stick with one provider of phone, cable, or Internet service and pay that monthly bill for a long time. Any recurring service (subscription-based software, for example) could fit the same model.

High Margins



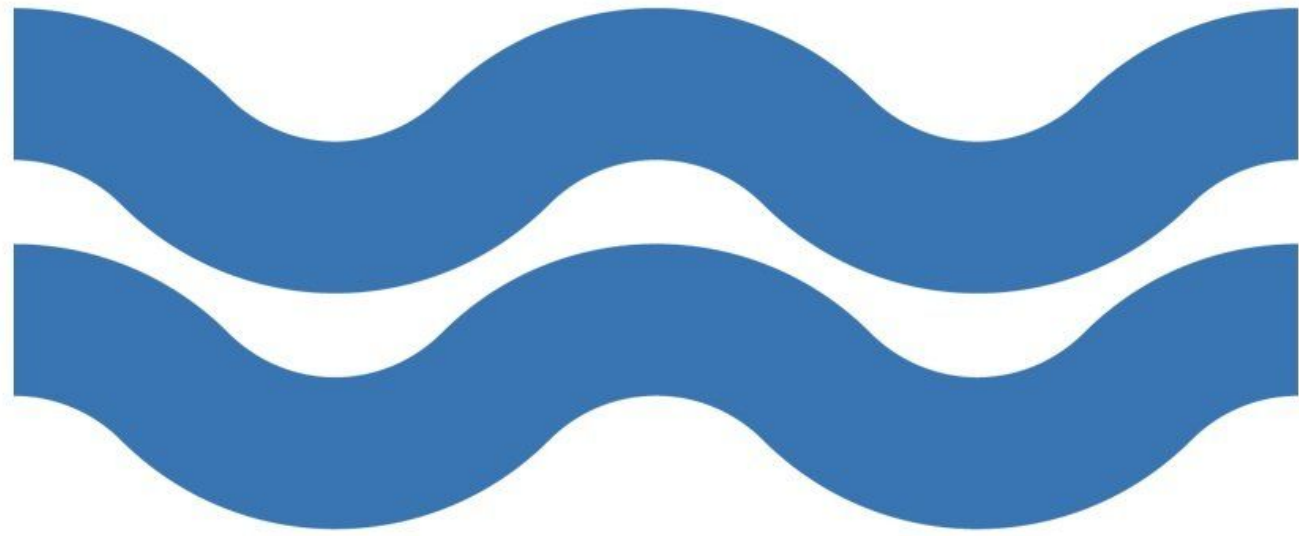
High Margins

Sometimes it's not about "lifetime value" so much as the high margins on a single purchase. Think relatively big ticket items like:

- **Lawsuits** – A lawyer can make a lot of money off a single case, which is why keywords like "personal injury lawyer" are so expensive – even if that client only needs your services for the one lawsuit, the margins can be very high.
- **Repair jobs** – Some kinds of home repair can be very expensive (roof repair, new pipes, etc.), so catching someone who needs this kind of work done can be a big win.
- **Computer equipment** – Servers, copiers, etc.
- **Home Appliances** – These days people usually comparison-shop online before buying something like a washer and dryer. Same goes for purchases like mattresses and large furniture.

MORE INDUSTRIES TO TARGET FOR ONLINE

- Home Services:
 - HVAC
 - Plumbing
 - Garage door repair
 - Arborist
 - Home Remodeling
 - Kitchen remodelers
 - Bathroom remodeling
 - Roofing
 - Damage restoration
 - Pool companies / Spas
 - Pest Control
- Florist
- Fitness Gyms (seasonal)
- Automotive
 - New Car Sales
 - Used Car Sales
 - Service
- Carpet Cleaning
- Cleaning Companies / Janitorial Services
- Events (Concerts, Sporting Events, etc.)
- Home Inspections
- Legal
 - Personal injury
 - Family law
 - Bankruptcy
 - Estate planning
- RV Sales/Rentals
- Boat Sales / Rentals
- Facial Plastics & Surgery



WordStream

How a Full-Service Marketing Group Stays Ahead of the Game with WordStream Advisor for Agencies



Mary Lister

Last updated: June 6, 2018

Customer Spotlight

When you're in the business of fixing pipes, installing HVAC systems, or baking cupcakes, keeping your marketing in tip-top shape can be burdensome. Imagine if your business involves marketing for yourself AND businesses fixing pipes, installing HVAC systems, and the like.

Sound overwhelming? Definitely. Time consuming? Absolutely.

