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Catching New Note Holders



By Jeff Armstrong

If you want more bang out of your marketing buck but, like most small note business owners, you are short on time, patience, and spare cash in your marketing budget, then pay-per-click (PPC) might be right for you to add to your existing marketing plan.

Pay-per-click is a form of online marketing. When you type specific search phrases or words into search engines such as Google, Bing, or Yahoo, they show the paid results separately from the unpaid results.

Pay-per-click advertisements are the paid-for ones. They appear at the top and down the right side of the Google results page.

But – and here’s the big difference from other advertising – you pay only when someone clicks your ad. Here are some things you should know about pay-per-click advertising.

HOW DOES IT WORK?

Pay-per-click is all about key words. Once you’ve set up a pay-per-click account with one of the search engines, you choose keywords or phrases that are related to our note buying services.

You then create a simple ad with a title, heading and short description. When someone uses that search engine to look for your services using the keywords you’ve specified, your ad will be displayed.

The position of your ad depends on how much you bid for the keywords.



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You fix your bid price before your ad goes live, and the higher your bid, the higher your spot in the results listings will be.

For example, “note buyer” may be one of the terms you want to target.

When someone searches for “note buyer” (and if you bid high enough) your ad will appear first in the listings, giving you higher visibility and potentially more clicks.

Each time a note holder then clicks on that ad to get to your site, you will pay your pre-set bid price.

HOW MUCH DOES IT COST?

Some search engines may charge a set-up or account fee.

After that, you only pay your pre-set bid price each time someone clicks on your ad.

THE MORE SPECIFIC YOUR KEYWORDS THE CHEAPER THEY’LL BE AND THE MORE TARGETED TRAFFIC YOU WILL GET

When you set up your ad, you will probably be bidding against other advertisers for keywords you want to use.

You can specify your maximum spend on any given day, so it’s fairly easy to budget.

WHAT CAN I DO ON A TIGHT BUDGET?

Pay-per-click gives small note businesses with modest marketing budgets an opportunity to beat the big spenders.

Usually the more specific your keywords the cheaper they’ll be and the more targeted traffic you will get.

TWEAKING YOUR KEYWORDS TO REFLECT RECENT DEVELOPMENTS CAN HELP YOU CAPTURE A NEW AUDIENCE

For example, if you have a small seller financed note business you might think “note buyer” is enough, but in fact it is way to general; something more specific like “California seller financed note buyer” will give you much more relevant click-throughs.

Try adding qualifiers like your state, city, or area.

Small note business owners are wired to respond to market conditions much more quickly than bigger, more established competitors.

Tweaking your keywords to reflect recent developments can help you capture a new audience or respond to a newly discovered demand.



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Larger competitors would have several levels of sign-off and approval to go through before enacting such a measure.

WHY MARKET ONLINE?

A cash flow or note business is a nationwide business. However, we do stress on building local or regional business as well.

GEO-TARGETED PAY-PER-CLICK IS A GREAT WAY TO FIND NOTE HOLDERS IN A SPECIFIC REGION

Most pay-per-click services offer geo-targeting, which allows you to show your ads only to browsers located in the area(s) you've specified.

Geo-targeted pay-per-click is a great way to find note holders in a specific region only.

You could tap into a completely new segment of note holders who are not seeing your other marketing efforts.

CAN PPC WORK WITH OTHER MARKETING METHODS?

Yes, and it must. It is not a stand-alone marketing method. Remember what I say, you must have 3-5 lines in the water at all times and this is just one of them.

Pay-per-click is a very controllable form of online marketing. You can turn it on and off in a flash. This makes it a flexible marketing tool that can help fill in any quiet or slow periods.

You can turn your ads off any time you like, allowing you to match your stream of leads to your ability to fulfill them.

HOW DO I KNOW IT'S WORKING?

When you have set up your pay-per-click account and kicked off with a keyword or two, you can immediately see which ads are bringing results. You will know how many people clicked your ads.

If you track visitors on your own website, you can see if they went on to fill out your worksheet or contact you to ask questions.

HOW DO I GET STARTED?

Most major search engines accept paid listings but Google AdWords, Microsoft adCenter and Yahoo Search Marketing are the ones you have likely heard of.

ONCE YOU FIGURE IT OUT IT CAN BE A GREAT SOURCE OF NEW NOTE HOLDERS FOR YOU IN THE LONG RUN

Try each with a small budget and find which set up suits your note or cash flow business best!



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This is another marketing method that is a huge numbers game and there is lots and lots of testing that goes with it to get targeted responders.

But once you figure it out it can be a great source of new note holders for you in the long run.

Remember, success demands action, keep on marketing, it's going to work!

TWITA! (That's **W**hat I'm **T**alkin' **A**bout!)

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