# **Promotion Sequence**

No. of steps: 4 (including post-webinar playback link)

**Part 1**

Subject: Join our webinar: 12 Steps to More Leads, Customers & Growth From Pay-Per-Click!

{YourName / YourCompanyName} invites you to attend …

# **FREE WEBINAR: *12 Steps to More Leads, Customers & Growth From Pay-Per-Click!***

Join us for a FREE Webinar on {INSERT DATE, TIME AND TIME ZONE} and we’ll show you how to improve the performance of your campaigns by 25% or more!

[Click here to register for this webinar](http://#)

Join us for an educational webinar on Pay-Per-Click Marketing!

## PPC is still one of the best uses of your advertising budget

We’re huge fans of pay-per-click advertising like you see on Google and Bing. Not only will your ads show up near related search content results, but you control how much you spend, how often you want your ad to run, and who you want to see it. PPC, in a word: targeted!

Register now for: *12 Steps to More Leads, Customers & Growth From Pay-Per-Click!*

In this free webinar we will discuss:

* **Mind-blowing** statistics why PPC matters to your business
* **Why PPC is still the best advertising investment you can make, with the greatest return**
* Simple strategies for **targeting the right audience**
* **Key metrics** to watch, **common pitfalls** to avoid and **best practices** to follow

In my conversations with business owners, I’ve learned that a lot of you are simply not using PPC because you think it is dead, or too expensive, or that it doesn’t have a good ROI.

Find out why these reasons are MYTHS. PPC is alive and well, and when you attend this webinar, you’ll find out why!

[Click here to register](http://#)

**Part 2**

Subject: [Upcoming webinar] Grow Your Business Fast Using PPC!

There's still time to sign up and learn how to improve the performance of your campaigns by 25% or more!!

Join us for a free webinar on {INSERT DATE, TIME AND TIME ZONE}:

***12 Steps to More Leads, Customers & Growth From Pay-Per-Click!***

Are you taking full advantage of pay--per click advertising to market your business?

If not, don’t worry. You’re certainly not alone. But it’s time to get off the sidelines. NOW is the time to use PPC in the most strategic way possible. What’s the strategy? 4 words: Go Deep, Not Wide. We’ll focus on how to insure you’re the king of the hill for the keywords you choose to give you the best ROI for your PPC efforts.

[Click here to register for this webinar](http://#)

In this free webinar you’ll learn:

* **Mind-blowing** statistics why PPC matters to your business
* **Why PPC is still the best advertising investment you can make, with the greatest return**
* Simple strategies for **targeting the right audience**
* **Key metrics** to watch, **common pitfalls** to avoid and **best practices** to follow

[Click here to register for this webinar](http://#)

We hope you can make it!

**Part 3**

Subject: Last chance to sign up for today’s webinar on pay-per-click advertising

Last chance to join us for today's webinar!

Register now for: *12 Steps to More Leads, Customers & Growth From Pay-Per-Click!*

Join us today at {INSERT DATE, TIME AND TIME ZONE}!

[Click here to register for this webinar](http://#)

NOW is the time to use PPC in the most strategic way possible. What’s the strategy? 4 words: Go Deep, Not Wide. We’ll focus on how to insure you’re the king of the hill for the keywords you choose to give you the best ROI for your AdWords.

Here’s what you’ll learn:

* **Mind-blowing** statistics why AdWords matters to your business
* **Why AdWords is still the best advertising investment you can make, with the greatest return**
* Simple strategies for **targeting the right audience**
* **Key metrics** to watch, **common pitfalls** to avoid and **best practices** to follow

PPC isn’t rocket science, but it’s not an effortless path to riches either. We’ll show you proven strategies to improve the performance of your campaigns by 25% or more!

Get signed up for our upcoming webinar and we’ll teach you the 12 steps to make PPC work for your business.

[Click here to register for this webinar](http://#)

**Part 4**

Subject: Missed our webinar? Watch it now.

Webinar recording now available!

Watch it now: *12 Steps to More Leads, Customers & Growth From Pay-Per-Click!*

Thanks to everyone who joined our webinar! If you missed the presentation, or if you want to view the recording, click the link below:

{INSERT LINK TO WEBINAR RECORDING}

Have questions? Contact us today!