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'What Makes or Breaks a Successful Pay-per-Click (PPC) Ad Campaign?'



60 experts crowdsource the answer in two-minute sound bites, distill best advice for outranking competitor ads while avoiding costly fails

CHICAGO, May 17, 2011 /PRNewswire/ -- While Internet advertising surpassed \$26 billion in 2011 (second only to TV in dollars spent), due to its relative immaturity the factors of ad campaign success are not well-known outside a small group of expert practitioners. Beginning on May 19 at 11:00 a.m. (ET), sixty of these experts will "crowdsource" the answer to what makes or breaks a successful Pay-per-Click (PPC) advertising campaign at the PPC Mindmeld (<http://PPCMindmeld.com>).

"Buying ad 'clicks' is so addicting even experienced advertisers blow their budget on worthless web traffic," said PPC Mindmeld speaker Perry S. Marshall, Co-author, *The Ultimate Guide to Google AdWords*. "I refer to it as the AdWords 'stupidity tax.' The 'click' is just one element in the system."

Leveraging the power of crowdsourcing, within their allotted two-minute time slot each PPC expert shares their best tips for achieving online advertising success and avoiding failure. Advice is confined to online advertising platforms: Google AdWords, Facebook, YouTube, LinkedIn, Twitter and Google's Display Network.

"Unlike traditional media where there's a published rule book everyone has access to, the key advertising platforms are making it up as they go," said David Szetela, CEO of Clix Marketing, President of NoNoyz.com and a PPC Mindmeld speaker. "It's like the NBA changing the 3-point arc halfway through the season and then again after Game 3 of the Finals."

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You have to constantly be in learn-mode."

Other speakers include Andrew Goodman, Author, *Winning Results with Google AdWords*; Kevin Lee, Author, *The Truth About Pay-Per-Click Search Advertising*; Howie Jacobson, Author, *Google AdWords For Dummies* ; and Bryan Eisenberg, Co-author of the WSJ, Amazon, NYTimes bestselling *Waiting for Your Cat to Bark?*

"I guarantee there is no better way to get access to such real-world advice from 60 of the most influential people in online advertising than with the PPC Mindmeld," said Brad Geddes, Author, *Advanced Google AdWords*, and founder of Certified Knowledge, an online paid search training and toolset provider.

After free registration at <http://PPCMindmeld.com>, visitors may download the mp3 file containing all 60 audio clips.

The PPC Mindmeld microconference is sponsored by [Clix Marketing](#), [Certified Knowledge](#), [PPC Associates](#), [The Search Agency](#), [Kenshoo](#), [SpyFu](#) and [PerryMarshall.com](#).

Attention: Journalists and Bloggers -- Early access to a pre-release edition of all the audio files (mp3) is available to you by registering at this Press Pass link on May 17 at 2 p.m. (ET): <http://bit.ly/ppcPressPass>

About Venture Marketing

[Venture Marketing](#) is a marketing consulting firm, headquartered in Chicago and led by John Fox, President. It focuses on revenue generation for SMB firms.

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