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**PRESS RELEASE**  
May 17, 2011, 1:37 p.m. EDT

## '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 via COMTEX/ — 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,

"Unlike traditional media where there's a published rule book, in this case you have to learn as you 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. 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 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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6:54 p.m. EDT, May 18, 2011 from MarketWatch
- "Gasoline inventories rose 100k barrels in the week. Analysts had expected an increase of 550k - 600k barrels <http://bit.ly/Ncmbs>"  
5:59 p.m. EDT, May 18, 2011 from MarketWatch
- "LinkedIn's public offering is expected to raise roughly \$217 million for the company <http://bit.ly/DIGae>"  
5:36 p.m. EDT, May 18, 2011 from MarketWatch
- "Companies increasingly are connecting pay to employees' performance in part as a strategy for growing their business <http://bit.ly/RR60p>"  
5:24 p.m. EDT, May 18, 2011 from MarketWatch
- "Almost four in 10 workers say they'll retire after age 70 — or just keep working. <http://bit.ly/mmg2bd>"  
4:56 p.m. EDT, May 18, 2011 from MarketWatch

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