

PPC AD STRATEGY: MOFU SOFTWARE

Theme	Rationale	Approach
MID-FUNNEL		
Education	<p>Buyers in long buying cycles require comprehensive information to navigate their decisions. Education-focused content helps build trust and positions your software as a thought leader. It's crucial to ensure prospects have all the information they need to make a confident decision. Education here focuses on demonstrating the direct benefits and applicability of your software to the prospect's specific situation.</p>	<p>Leverage Common Questions and Challenges:</p> <ul style="list-style-type: none"> • Develop detailed guides and whitepapers addressing common industry challenges. • Host webinars and create video content that delves into complex topics relevant to your software.
Comparison	<p>With longer decision times, prospects evaluate multiple options. Comparison content that highlights your software's unique advantages can significantly influence their choice.</p>	<p>Keyword Targeting for Product Comparison:</p> <ul style="list-style-type: none"> • Create comparison charts and reports showcasing feature-by-feature advantages over competitors. • Utilize case studies to demonstrate real-world success stories and outcomes.
Segue to BOFU	<p>Successfully transitioning leads to BOFU requires clear, compelling offers that make taking the next step irresistible. Free demos or consultations serve as perfect opportunities for prospects to see the value of your software in action.</p>	<p>Campaigns for Purchase-Ready Keywords:</p> <ul style="list-style-type: none"> • Advertise free demos or consultations prominently in your ads and landing pages, positioning them as the ideal way to understand how your software addresses their needs. • Use clear, direct calls-to-action that guide prospects to sign up for a demo or consultation, making it easy and appealing to take the next step. •

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Urgency	<p>Encouraging prospects to take action now rather than later can be achieved by highlighting the immediate benefits of starting with your software. Even with long cycles, creating a sense of urgency can accelerate decisions. Limited-time offers encourage prospects to act within a specific timeframe.</p>	<p>Time-Sensitive Offer Campaigns:</p> <ul style="list-style-type: none"> Announce time-bound discounts or exclusive feature access for early sign-ups. Highlight deadline-driven offers like enrollment periods for premium support or training. Introduce limited-time offers that apply to demos or consultations, emphasizing the value of early engagement.
Risk-Free	<p>Committing to a software solution is significant; offering risk-free trials or guarantees can alleviate concerns and foster confidence in your product.</p>	<p>Risk-Free Offer Promotions:</p> <ul style="list-style-type: none"> Promote "no credit card required" trials or "money-back guarantees" to lower the barrier to entry. Ensure clear communication of the trial's value and support available to trial users. Promote free demos or consultations as no-risk options to experience the software's capabilities.
Key Benefit	<p>Focusing on the primary benefit that sets your software apart addresses the specific needs of businesses looking for long-term solutions.</p>	<p>Highlighting Unique Benefits:</p> <ul style="list-style-type: none"> Tailor your ad copy and landing pages to emphasize the core benefit, whether it's cost savings, increased efficiency, or enhanced security. Use targeted keywords that resonate with the desired benefit, supported by evidence-based demonstrations like ROI calculators or client testimonials.