

Introduction to Paid Marketing

Introduction to Paid Marketing

Paid marketing means promoting your business by paying money to show your ads to people on the internet.

Whenever you see:

- Ads on Google
- Sponsored posts on Instagram
- YouTube video ads
- Facebook ads
- Ads on Amazon
- Banner ads on websites

→ **These are all paid marketing.**

In simple words:

You pay the platform → your ad is shown to the right people → you get traffic, leads, or sales.

Why Is It Called “Paid” Marketing?

Because unlike SEO (which is free/organic), here you **pay** for visibility.

Example:

- SEO takes 3-6 months to rank a website.
- Paid ads show your website in minutes.

So, paid marketing = **fast results**, but requires budget.

Real-Life Examples of Paid Marketing

1. Google Ads Example (Search Ads)

You search:

“Buy running shoes online”

The first few results show:

- Myntra (Ad)
- Ajio (Ad)
- Amazon (Ad)

These companies **paid Google** to show their website at the top.

If you click the ad, they pay Google money.

This helps businesses reach customers instantly.

2. Instagram/Facebook Ads Example (Social Media Ads)

You browse Instagram and see:

- A cake shop promoting “Midnight Cake Delivery”
- A clothing brand showing “50% OFF Sale”
- A fitness trainer showing “Join My Online Class”

These businesses paid Meta (Facebook + Instagram) to show you their ads.



CBSE



ICSE



NTSE



Banking &
Insurance



Central Govt.
Service



State Govt.
Services



LAW
Entrance



MBA
Entrance



Railways & Metro
Services

...many more

abhyasonline.in



Course
&
Test Series

Introduction to Paid Marketing

3. YouTube Ads Example

Before a video starts, you see:

- Zomato's quick 5-second ad
- A coaching institute promoting a course
- A mobile brand launching a new smartphone

These companies pay YouTube (Google) to show their message to millions of viewers.

4. E-commerce Ads Example (Amazon Ads)

You go on Amazon and search:

"Bluetooth headphones"

The first products you see are marked "Sponsored".

Brands like Boat or JBL paid Amazon to show their product first.

5. Display Ads Example

You visit a news website and see:

- A banner ad for laptops
- A pop-up for a travel sale
- Side ads for clothing stores

These are **display ads**, paid for by companies.

Why Do Businesses Use Paid Marketing?

Paid marketing is extremely important in digital marketing because:

1. Instant Visibility

SEO takes time.

Paid ads give results **within minutes**.

Example:

A new bakery launching in Mumbai can run "Cake Delivery Near Me" ads and get customers *the same day*.

2. Highly Targeted Audience

You can choose:

- Age
- Gender
- City
- Interests
- Income
- People who visited your website
- People who follow similar pages

Example:

A gym in Delhi can show ads only to *people aged 20-40 within 5 km area*.

CBSE

ICSE

NTSE

Banking & Insurance

Central Govt. Service

State Govt. Services

LAW Entrance

MBA Entrance

Railways & Metro Services

...many more

abhyasonline.in

Course
&
Test Series

Introduction to Paid Marketing

3. You Pay Only When People Click (PPC)

In Google Search Ads (PPC): You pay only if someone clicks your ad.

Not for showing it.

This makes ads cost-effective.

4. Helps Increase Sales Quickly

Paid marketing is the fastest way to boost sales.

Example:

An online fashion store during Diwali sale runs ads.

Sales shoot up in 24 hours.

5. Helps New Businesses Compete with Big Brands

A small cake shop can still appear above big brands on Google by running ads.

Paid marketing gives equal opportunity.

6. Amazing for Launching New Products

Brands use ads to create instant buzz.

Example:

When Apple launches a new iPhone, they run:

- YouTube ads
- Google ads
- Instagram ads

Millions of people see it immediately.

7. Easy to Track Results

You can check:

- How many people saw the ad
- How many clicked
- How many bought
- Ad cost
- Profit

This helps businesses optimize budget.

Types of Paid Marketing

1. Google Search Ads
2. Display Ads (banners on websites)
3. Facebook & Instagram Ads
4. YouTube Ads
5. Shopping Ads (Google/Amazon)
6. Remarketing Ads (ads shown to people who visited your website earlier)
7. App Install Ads

 CBSE

 ICSE

 NTSE

 Banking & Insurance

 Central Govt. Service

 State Govt. Services

 LAW Entrance

 MBA Entrance

 Railways & Metro Services

...many more

abhyasonline.in

Course
&
Test Series

Introduction to Paid Marketing

Real Life Example of a Paid Marketing Campaign

Business: SweetTreats Bakery, Mumbai

Goal: Get more birthday cake orders.

Paid Marketing Strategy:

✓ Google Search Ads

Ad shows for keywords like:

- “birthday cakes near me”
- “cake delivery Mumbai”

✓ Instagram Ads

Show cake photos to:

- Women aged 20-45 in Mumbai
- People interested in baking, celebrations, food

✓ YouTube Ads

Short video:

“Order Fresh Cakes Delivered in 60 Minutes”

Result:

- Increased website traffic
- 200+ orders in 10 days
- Brand awareness in the local area

Assignment

Ques 1: Which of these is an example of Paid Marketing?

- A) Sending a personal WhatsApp message to a friend
- B) Posting a photo on your private Facebook profile
- C) Seeing a “Sponsored” post on Instagram
- D) Writing a diary entry

Ques 2: A gym in Delhi wants to show ads only to people aged 20-40 within a 5 km radius. This is an example of which benefit of paid marketing?

- A) Instant Visibility
- B) Highly Targeted Audience
- C) Easy to Track Results
- D) Increased Sales Quickly

Ques 3: Which type of paid marketing involves showing ads to people who have already visited your website earlier?

- A) Display Ads
- B) App Install Ads
- C) Remarketing Ads
- D) Shopping Ads

Banking &
Insurance

Central Govt.
Service

State Govt.
Services

LAW
Entrance

MBA
Entrance

Railways & Metro
Services

...many more

abhyasonline.in