



Pay Per Click – An Operational Innovation

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Abstract

To connect prospective customers with various brands Social media is the best platform. Today, it seems like a magic mantra that any marketer chants to make his product reach the customers. When creating social media as a means of marketing we need to understand or rightfully answer the question who is our Target audience and if the answer is the Global market then the route to the same is Social media. Despite the tremendous resources devoted to marketing, Facebook has a great impact on its customers. Facebook has now become the new mantra of every marketer who aims at the Global audience. Specifically, through this study we are going to analyse how the marketer fills his pocket just with the click of the button. To answer this question, we need to get familiarized with the recent Trend in Marketing through Social media which is the Pay per click concept. Pay per click concept is the new advertising model in which an advertiser pays the publisher for every single click on his advertisement.

Firms are devoting increasingly larger portions of their marketing budgets to Facebook. Facebook pages are most effective when used as a traditional advertising platform. As such, marketers should think of the resources they devote to developing and managing Facebook pages similarly to those of any other media tool in the marketing mix. That is, Facebook pages are another effective outlet for paid advertising.