

## Lecture 27: Paying For Advertising Strategies

My personal experience with Google ad words is surprising. **It really does work.** My strategy is spend no more than \$50 to \$100 and split test your ads. Once you see which ad works the best , meaning getting a high click through rate (CTR) and a low cost per click (CPC). You can easily get 80 to 100 fresh new daily downloads. Please make sure you use highly targeted keywords and you can also target your device, so you don't wind up wasting your money showing your ads to people not interested in your app.

Facebook is another great place to get people to download and install your app. Facebook costs can be even cheaper to get a person to download and install your app versus Google's Adwords. Always test drive the traffic using a small amount of your money at first until you see what that traffic is costing you per install and then make an educated decision after you test your paid traffic on Adwords, Facebook and Twitter.

Again, always try split testing your ads to see which ad is cheaper for you to run. You'll save money this way! With split testing all your doing is changing 1 thing at a time and seeing how that ad performs against your other ad. Okay, I'll see you in the next lecture.