

PPCmateX

Reach business buyers
(B2B)

GUIDE • B2B ADVERTISING

Step by step, with real screenshots of every screen

PPCMATE.COM/GUIDES

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STEP 1 OF 3

Choose Businesses (B2B)

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On New Campaign, pick your goal and switch Who are you selling to? to Businesses (B2B). The suggestions change to channels that work for business buyers.

What do you want from this campaign?
Answer two quick questions and we suggest where to run.

1 Ad Format 2 Campaign

Sales & leads
People who buy or sign up

Website traffic
Lots of visitors, low cost

Brand awareness
Be seen by many people

App installs
Get your app downloaded

Who are you selling to?

1 **Businesses (B2B)** Consumers (B2C)

Daily budget: \$50/day

Our suggestion FOR B2B SALES & LEADS AT \$50/DAY

2 **Google Search Ads** ≈ 131 clicks/day
Catches people already searching for what you sell
8.5B searches/day · \$5 a day

3 **Microsoft Search Ads** ≈ 50 clicks/day
Same intent as Google, strong with business buyers
490M searches/day · \$5 a day

4 **ChatGPT Ads** ≈ 212 clicks/day
Shown when people ask AI for recommendations
17K impressions · \$25 a day

Let the AI Wizard set it up + New Google Search Ad See all 20 formats ?

- 1 **Businesses (B2B)**
Tells PPCmate you sell to companies, not consumers.
- 2 **Google Search Ads**
Catch people already searching for what you sell.
- 3 **Microsoft Search Ads**
Same intent as Google, and strong with business buyers.
- 4 **ChatGPT Ads**
Show up when people ask AI for recommendations.

Tip: In See all formats, every channel with a B2B badge works well for business buyers, including LinkedIn and Microsoft Audience.

On LinkedIn Ads, open Targeting → Audience to reach people by their job.

- 1 Job titles**
Search titles, for example Marketing Manager.
- 2 Job functions**
Whole departments, for example Sales or Finance.
- 3 Seniority**
From entry level up to owner or CXO.
- 4 Skills**
For example Python or Google Ads.
- 5 Years of experience**
One value for a minimum, or two for a range. Company names, education and language are below.

Tip: LinkedIn bidding is Automatic or Max CPC, the budget is at least \$5 a day, and a pre-launch check tests your ad against LinkedIn's rules.

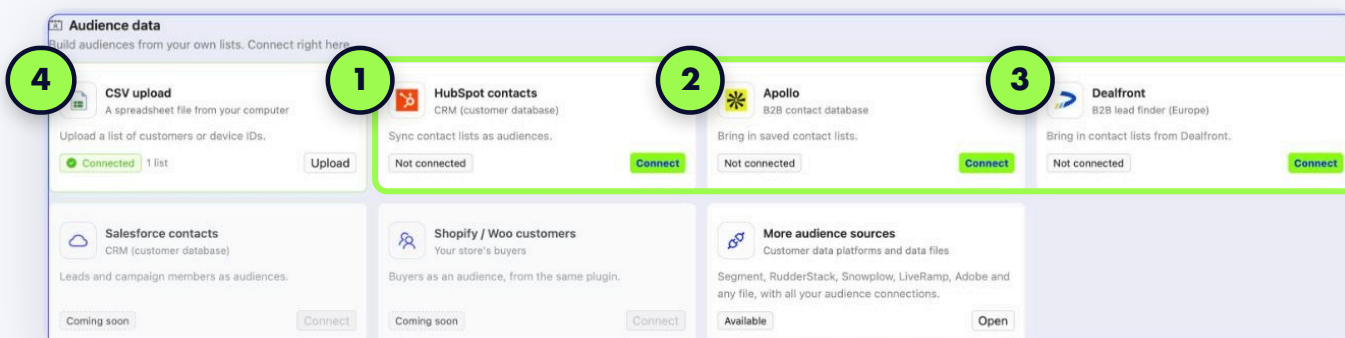
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STEP 3 OF 3

Bring your B2B lists

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In Connected Apps → Audience data, bring in your own prospect and customer lists.



- 1 HubSpot contacts**
Sync your CRM contact lists as audiences.
- 2 Apollo**
Bring in saved B2B contact lists.
- 3 Dealfront**
B2B lead lists, strong in Europe.
- 4 CSV upload**
Or upload any spreadsheet of contacts.

Tip: Use a list to retarget prospects, or exclude your existing customers so you only pay for new ones.

YOU'RE READY

Launch your first B2B campaign

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Help

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