

Fort Lauderdale PPC Agency & Google Executive Discuss Advertising Opportunities for Travel

Dustin Miller January 16, 2015



Advertising Opportunities During Peak Travel Season

Fort Lauderdale-based Pay-Per-Click Agency, PPC Professionals, speaks with Google Travel Executive about advertising opportunities during the annual travel spike happening January through Spring.

([Newswire.net](#) -- January 16, 2015) Fort Lauderdale, FL -- PPC Professionals, a Fort Lauderdale, Florida Pay-Per-Click (PPC) Agency interviews Marco Reginelli, a Google Travel Executive, in a podcast that examines advertising strategies

for major online travel agencies and independent travel companies alike. The increase in consumer travel interest from January to April is primarily due to ski season, spring break and an overall desire to escape to warmer climates. All-inclusive vacation packages and cruises are a popular choice for consumers during this time of year.

The interview can be heard on [Episode 27](#) of the weekly podcast, PPC Playbook by PPC Professionals, analyzes strategies like destination level geo-targeting, comprehensive keyword coverage, mobile targeting, remarketing opportunities and exploring international markets. Travel advertisers should be aware of possible extended booking windows due to the nature of a longer research period for more extensive vacations. Google Hotel Finder and Google Flight Search are also discussed as a possible added solution for some travel advertisers.

PPC Playbook is a weekly podcast for both new and seasoned pay-per-click managers to help expand and improve their existing skill set. Listeners can find a complete list of PPC Playbook episodes at [PPCProfessionals.com](#), including the latest episode: "[January Advertising Opportunities for Peak Travel Season](#)."

About PPC Professionals LLC

Pay-per-click experts Shane Ryans, Maria Perilli and Dustin Miller founded PPC Professionals in May 2012. They are dedicated to increasing their clients' business through the strategic use of Pay-Per-Click (PPC) and Search Engine Marketing (SEM). PPC Professionals is a result and target-driven company that believes in establishing online marketing campaigns that will not only pay for their services, but will also increase their client's bottom line profit. If you are looking for a PPC Agency that listens to its clients, communicates with its clients and implements tailored strategies, contact PPC Professionals for a complimentary consultation.

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