# 4 Reasons Why You Should Consider Utilizing Paid Advertising

When it comes to driving more traffic to your website, there are several strategies that you can employ that won’t cost you a dime. From SEO and social media to emails and contests, you can essentially gain enough traffic from these free methods to make the return on your investment well worth it. However, if your business has a budget for marketing expenses, you may want to consider putting it to good use and utilize the various online paid advertising options available.

Paid marketing has proven to be extremely useful in many instances, and will be sure to bring you a ton of traffic. Here are four reasons why you should consider utilizing paid advertising to drive more traffic to your site.

**Faster Results**

SEO and other free marketing tactics are quite effective, but they don't provide you with instant results. It can take months, and sometimes years to build up an online presence and see a substantial boost in your website traffic. When you opt to utilize the paid advertising options available your target audience is urged to click through to your site immediately. That means, that once your ad campaign is live, you can expect to see an immediate boost in traffic to your website.

**Budget Friendly**

No matter what kind of marketing budget that you have, you are sure to find a paid advertising solution that will fit your needs. With lower budget offerings, you may have less of a reach, than with a higher budget, but it will still bring a significant amount of traffic to your site. Make sure you do your research to determine the best option that will fit within your budget.

**Mostly Automated**

For the most part, a majority of the paid advertising options are automated. The only thing that you will need to spend time completing is the initial setup of your campaign. After you set your campaign up, make the payments, and finalize how long it will run, the program will take over, and you can just sit back and watch the traffic flow.

**Predictable Growth**

With the other forms of marketing, there is an unknown element. There is no guarantee that people will find your site through social media or search engines. With paid advertising, there is a higher degree of predictability, and you have ensured a good return on your investment.

As you get more traffic to your site and increase your conversion rate, you can start to increase your budget and see a better return on your investment.