



Dolmen House, Parkway Roundabout, Dublin Road, Limerick

SHANAHAN KINIRONS FITZPATRICK | Tel: 061-310277 | Fax: 061-412906 | Email: [info@skfaccountants.ie](mailto:info@skfaccountants.ie) | Web: [www.skfaccountants.ie](http://www.skfaccountants.ie)

CHARTERED ACCOUNTANTS

"working In Partnership With Our Clients"

PARTNERS: Pat Fitzpatrick BBS FCA | Tom Kinirons FCA  
DIRECTOR: Bryan Donnellan ACA

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# CONSEQUENCES OF



Brexit means Brexit' is the battle cry from Prime Minister May, but what does this really mean? The decision by the British people in the 23 June referendum to leave the European Union (EU) was a watershed in the country's history and a moment of true change.

However, we can begin to make certain assumptions. The long-term economic impact of Brexit on the UK itself will be significant and negative, while demand and supply shocks to the rest of the EU are likely to be milder.

### 1. POTENTIALLY SERIOUS POLITICAL FALLOUT

Brexit risks delivering a serious political blow to the 'EU project' by paving the way for similar referendums in other member states (although June's general election in Spain suggested that this need not necessarily be the case). Indeed, with the anti-establishment Podemos party losing more than one million votes to the mainstream PSOE party since December's inconclusive elections, the Spanish ballot shows that in times of uncertainty voters may turn to mainstream parties which they perceive to be safer. Accordingly, the Brexit vote could lead to a stabilisation of the European political landscape rather than trigger further fragmentation.

The long-term implications of the vote are difficult to assess—especially given that the Article 50 'firing gun' hasn't even been triggered. However, we can begin to make certain assumptions.

### 2. TRADE AND CURRENCY IMPACT MORE POSITIVE FOR EU

The impact of the trade and currency channel is limited and positive for the EU as a whole but negative for Ireland due to our high level of exports to the UK. Indeed, the EU only sends around 6% of its total merchandise exports to the UK. As for the euro zone, the market expects the British pound to depreciate against the single currency less than it will depreciate against other major currencies like the US dollar and Japanese yen, given that the euro itself is likely to be weaker as a result of the Brexit uncertainty. It follows that the drop in EU exports to the UK is likely to be more than offset by an increase in EU exports to the rest of the world (due to a cheaper single currency).

Continued

# CONSEQUENCES OF BREXIT

## 3. CONFIDENCE EXPECTED TO DROP

Potential loss of confidence in the European economy and for an unravelling of the project of European integration, which has ceased to be perceived as everlasting. A prolonged period of uncertainty and market volatility is set to weigh on companies' investment decisions, and thus on GDP growth.

## 4. WIDESPREAD COMMERCIAL IMPLICATIONS

The Brexit vote has led to a depreciation of the euro against the dollar and other major currencies, increasing the price competitiveness of European companies. Business opportunities are likely to arise in the financial sector in particular, as the UK may lose its EU-access 'passport' for many financial services. Reduced growth and low interest rates are set to hurt insurance companies: low rates increase the discounted value of their liabilities, while lower growth will weigh on their assets' value. Tourism could be affected by a weakened British pound. Brexit could further undermine the Transatlantic Trade and Investment Partnership negotiations. Northern Irish food companies

will look to the Republic Of Ireland for trade with a currency gain but what happens in the future when negotiations begin – tariffs /border ?

## SOME RECOMMENDATIONS.

Expect the euro to remain weak against the dollar and the other major currencies in the quarters ahead. Factor in lower growth when planning business decisions for the 2016-17 period. From a supply chain perspective, assume no major changes within the EU (at least in the next two years), and that the UK will continue to have access to the EU's common market. Assume Irish companies who export to the UK need to find UK based suppliers to negate the stronger euro against GBP, this will affect the Irish Economy as the Irish supply chain will contract. Assume a prolonged period of market volatility: at least until the terms of the UK's relationship with the EU are settled. From a trade perspective, be aware that both the EU and the UK want to maintain close relations, increasing the likelihood that both sides will eventually agree on some form of economic co-operation.

[richard.morrissey@moneycorp.com](mailto:richard.morrissey@moneycorp.com)

# PAYMENT SERVICES DIRECTIVE 2

The Payment Services Directive (PSD) was a significant piece of EU legislation, adopted in 2007. The purpose of the legislation was to provide the legal foundation for an EU single market for payments in order to make cross-border payments as efficient and secure as domestic payments within an EU member state. Largely directed at banks, the PSD resulted in cheaper and faster payments throughout the whole EU with enhanced information available to consumers.

In 2013 the European Commission decided to update the PSD to take into account new developments within the payments industry. The objective of the update (known as 'PSD2') was to push towards a more competitive, integrated and efficient European payments market. In essence, this means opening the provision of traditional banking services to non-bank entities.

For example, Payment Initiation Service Providers (PISPs) typically help consumers to make online credit transfers and inform the merchant immediately of the payment initiation. For online payments they constitute a true alternative to credit card payments as the consumer only needs to possess an online payment account. These service providers establish a payment link between the payer and the online merchant via the payer's online banking platform. Until now these providers were not regulated at EU level but PSD 2 will cover this, and address issues such as confidentiality, liability and security of such transactions.

For PISPs to be efficient, access to a payment account maintained by a credit institution (i.e. a bank account) is vital for the operation of their business. PSD2 provides specifically that member states will have to ensure that credit institutions, such as banks, do not block or hinder access to payment

accounts. This means that non-bank entities can, with permission from the account holder, get direct access to their bank account balances and statements.

PSD2 also gives opportunity to Account Information Service Providers (AISPs), who already exist today, to offer tools that allow companies and consumers to have a consolidated view of their financial situation. PSD2 provides a common framework, with clear conditions, under which these providers can access the financial information on behalf of their clients. PSD2 will allow these service providers to operate without hindrance and to reach a broader audience which normally does not make use of such account managing services.

Irish banks have already seen a number of cloud accounting firms seeking to directly access their clients' bank account data to assist the bank reconciliation process. This development also positions such providers to offer 'value-added' services such as Payroll and Supplier Payments. With possession of valuable bank account data, other opportunities, also beckon.

Overall PSD2 will benefit consumers in its objectives to-

- ➔ Contribute to a more integrated and efficient European payments market
- ➔ Increase competition
- ➔ Make payments safer and more secure
- ➔ Protect consumers
- ➔ Encourage lower prices for payments

[niall.b.mccarthy@aib.ie](mailto:niall.b.mccarthy@aib.ie)

## ON LINE PAYMENT OF TAXES FOR NON- ROS CUSTOMERS

With effect from 11 June 2016, Revenue is providing a new on-line payment facility via myAccount. The new facility will enable non-ROS customers to make on-line payments of tax, interest and penalties for a wide range of taxes and 'other payments'. The new system will also facilitate the on-line payment of liabilities arising on foot of Audit and where a customer has been served with a Notice of Attachment.

## LEASES OF FARMLAND FOR SOLAR ENERGY PURPOSES

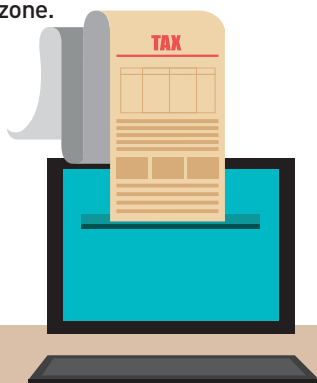
Revenue has recently clarified that the current exemption from income tax for income received from certain leases of farm land does not extend to a lease of land to a solar energy company for the purposes of installation of solar panels.

## REFUNDS OF TAXES

From 3 May 2016 refunds will only be paid electronically to individuals/companies who are obliged to efile their Revenue returns. Taxpayers should check that the correct bank details are filed on ROS to ensure they receive a speedy refund.

To update bank account details on ROS, go to **Manage Bank Accounts** on the My Services homepage and Select **Manage EFT** in the Refunds section. Customers or their agents will need to input the BIC and IBAN of the bank account and the account must be in a bank within the Single Euro Payments Area (SEPA) zone.

ROS provides the most secure way of updating bank account details. In this regard Revenue will never request customers to send bank account details via standard email.



## EMPLOYER PENALTIES

Revenue has announced that penalties of between €500 and €3,000 will now be applied to an Employer who fails to return Local Property Tax (LPT) to Revenue. Revenue can instruct Employers to deduct LPT from their Employees through the payroll system. Employers are usually notified via the P2C system on ROS. Revenue will now apply penalties to Employers where they do not deduct and return LPT to Revenue. Employers should ensure that they regularly check the P2C on ROS throughout the year to ensure all Revenue updates are dealt with on the payroll system.



## PAY AND FILE SUMMARY

The following is a summary of upcoming pay and file dates:

### INCOME TAX

Filing date of 2015 return of income (self-assessed individuals)	31 October 2016
Pay preliminary income tax for 2016 (self-assessed individuals)	31 October 2016
On-Line pay and file date for 2015 return of income	10 November 2016

### CAPITAL GAINS TAX

Payment of Capital Gains Tax for the disposal of assets made from 1 January 2016 to 30 November 2016	15 December 2016
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### CORPORATION TAX

Filing date for Corporation Tax returns for accounting periods ending in December 2015	21 September 2016
Balancing payment of Corporation Tax for accounting periods ending in December 2015	21 September 2016

## LOAN INTEREST DEDUCTIONS

Taxpayers who have rented residential properties are entitled to a deduction of 75% of loan interests paid in respect of borrowing employed in the purchase, improvement or repair of such property in arriving at taxable income provided the property is registered with the Private Residential Tenancies Board (PRTB). Revenue has recently announced that landlords who undertake to rent residential property for a period of 3 years to tenants in receipt of social housing supports may, notwithstanding the general 75% interest restriction, deduct the balance of the interest accrued in each year of the 3 year period as an expense in computing subsequent taxable rents. The rolled-up interest balance (i.e. 25% for each of the 3 years) will be treated as accruing on the day after the end of the 3 year period.



# IMPORTANT NOTICE TO EMPLOYERS & PENSION PROVIDERS

## Taxation of Paternity Benefit

Statutory paternity leave of 2 weeks together with a new Paternity Benefit has been introduced in respect of births and adoptions on or after 1 September 2016.

Paternity Benefit (including any increases for adults and child dependants), payable by the Department of Social Protection (DSP) is liable to tax. USC and PRSI will not apply.

As part of the on-going exchange of information arrangements between the DSP and Revenue, Revenue will receive details of the benefit payments which will be updated onto Revenue's records.

Individuals who pay their tax through the PAYE system will, where possible, automatically have their annual tax credits and rate bands reduced by the amount of the Paternity Benefit payment. Employers/pension providers will be advised of the adjusted tax credits and cut-off points on employer tax credit certificates (P2Cs).



As Paternity Benefit is being taxed by reducing employees' tax credits and cut-off points on P2Cs, employers/pension providers are not to include figures for this payment on forms P45, P60 or P35L.

All queries relating to the payments should be directed to the DSP.

## MyEnquiries

MyEnquiries is a structured online contact facility that allows customers to securely send and receive correspondence to and from Revenue instead of using email. (MyEnquiries replaced Secure eMail).

Business customers access to MyEnquiries is through ROS.

The Employer Customer Service Unit provides information and support to employers.

## Contact details as follows:

Telephone: 1890 25 45 65 (+ 353 1 7023014 if ringing from outside the Republic of Ireland)

E-Mail: [employerhelp@revenue.ie](mailto:employerhelp@revenue.ie)

## BE SMART TO REDUCE ENERGY PRICES AND ENERGY USAGE



As you have probably heard, global prices for Oil and Gas have fallen significantly in recent times which means it is a great time to review and reduce your Energy Costs. The ultra-low oil prices (as per Brent crude, the international energy benchmark), are back under the \$50 mark for July since the significant falls from November 2015.

So what does that mean for your business? Smart Procurement and Smart Technologies are providing a range of solutions to help businesses reduce their Energy Costs such as;

- 1 SMART PROCUREMENT:** Correct your MICs/Tariffs, Avail of Time of Use Tariffs, Group Buy to leverage scale or hedge your energy demands with flexible energy contracting to ensure you effectively lower your energy unit rates in 2016. Smarter Energy Procurement leads to instant cost savings, while proactive businesses will then invest the savings in Energy Efficient Equipment (as follows).
- 2 SMART LIGHTING:** Installing light-emitting diode (LED) fixtures is the first step but technology has advanced so choose LED's with built-in intelligence – occupancy sensors, daylight harvesting and scheduling to achieve savings of up to 90% on lighting. These solutions can be funded from your future savings, ensuring minimal-to-no CAPEX requirement.

- 3 SMART BOILERS:** Most Hot Water boilers are not smart i.e. they are inefficient, unmaintained and expensive. However, intelligent retrofit boiler controls exist that optimise the efficiency of each individual boiler with guaranteed 10% savings available.
- 4 SMART LEGISLATION:** From SEAL's Energy Auditing Scheme to the Energy Efficiency Obligation Scheme (EEOS) to the Accelerated Capital Allowances scheme for Energy Efficient Equipment, many incentives exist to reduce your Energy Consumption. In addition to these incentives, opportunities exist to sell your reduced carbon credits to energy suppliers and obligated parties, which unearths additional funds for your Energy Conservation projects.
- 5 SMART ALTERNATIVES:** With Bio, Solar, wind and water alternative Energy sources becoming readily available with appealing businesses models, there has never been a better time to start considering cost effective solutions such as Rented Energy, where savings in the region of 30-50% are the norm.

So what SMART Energy Solution interest you? We welcome any queries you may have with regards the above Energy efficient solutions and we look forward to reducing your Energy prices and usage in 2016.

[www.arvo.ie](http://www.arvo.ie)

## NEW EU STATE AID TRANSPARENCY RULES: PUBLICATION OF INFORMATION RE INDIVIDUAL TAXPAYERS

From 1 July 2016, Member States are required to publish information regarding certain State Aid granted to individual beneficiaries on a central EU website. Under these new rules, when a Member State grants such aid to a beneficiary and it is above a specified threshold, it will publish the relevant information, which will include:

- ➔ the identity of the beneficiary,
- ➔ the amount of aid granted, and
- ➔ the date on which it was granted.

For aid that is a tax relief, the information will be published within 12 months of the tax return filing date for the relevant tax year. Many Irish tax relief schemes constitute State Aid and, for now at least, tax relief granted under six such schemes are subject to the new transparency requirements, as follows:

- ➔ CGT entrepreneur relief. Threshold: €500,000
- ➔ Employment investment incentive scheme (incorporating seed capital scheme). Threshold: €500,000
- ➔ Relief for investment in films. Threshold: €500,000
- ➔ CGT relief for farm restructuring. Threshold: €60,000
- ➔ Stock relief for young trained farmers. Threshold: €60,000
- ➔ Stamp duty relief for land transfers to young trained farmers Threshold: €60,000

For those with the time and inclination to seek out this information, it should be another good source of material for newspaper articles or just plain old gossip!

If you have any queries on this, contact us. Alternatively, the Revenue contact is [EUbranch@revenue.ie](mailto:EUbranch@revenue.ie).

## COMPANIES ( ACCOUNTING ) BILL 2016

The Companies (Accounting) Bill 2016 was published on Friday August 5 2016 and it introduces the "Micro Company" which will have less disclosures in the financial statements.

The Bill gives effect to the provisions in the Accounting Directive and amends Part 6 of the Companies Act 2014 regarding Financial Statements, Annual Returns and Audit.

The Bill contains various miscellaneous provisions to amend company law issues in the Companies Act 2014. This includes the ability for a company that files the first 6 month annual return late to retain audit exemption.

The increase in the size thresholds of a small company means the audit exemption thresholds have also increased to the new thresholds.

### Micro Company

The Bill provides for the new Micro Company and amends the size requirements for company types and to qualify for a category, a company must not exceed 2 out of 3 thresholds:

	MICRO COMPANY	SMALL COMPANY	MEDIUM COMPANY
Net Turnover	€700,000	€12,000,000	€40,000,000
Balance Sheet Total	€350,000	€6,000,000	€20,000,000
Average No. Employees	10	50	250

- ➔ It provides that the financial statements of micro companies will be deemed to have given a true and fair view of the assets, liabilities and financial position of the company if they follow the minimum requirements of the Act.
- ➔ It provides that micro companies are exempt from the requirement in section 305 to disclose directors' remuneration. Micro companies are exempt from disclosing arrangements and transactions with a director.
- ➔ A statement that the financial statements have been prepared in accordance with the relevant regime (i.e. "small company" or "micro company") should be included above the signatories on the balance sheet. It includes a definition of "minimum requirements of this Act" with regard to micro companies.
- ➔ Exempt from the requirement to prepare a directors report



# HOW TO PROTECT YOUR BUSINESS FROM BECOMING INVOLVED IN VAT FRAUD

The purpose of this notice is to raise awareness of the risks of participating in transactions connected to a VAT fraud and to provide guidelines to help you avoid becoming involved in such illegal transactions. Most importantly, it also spells out the consequences of becoming involved in a set of transactions connected with a VAT fraud, even if the transactions in which you are involved are not themselves unlawful. In particular, you should be aware that you could lose your entitlement to a VAT input credit or you may be liable for Irish VAT on previously zero-rated intra-community supplies where the related transactions are connected with fraud.

## Due Diligence

It is good business practice to undertake due diligence when entering into a business transaction, particularly with an unknown party. Revenue expects that as legitimate traders you will, on an ongoing basis, assess the integrity of your supply chain and the suppliers, customers and goods within it.

## Risk Indicators

You should be particularly alert to practices that deviate from normal commercial practices within your industry. To minimise your risk, you should, in addition to the due diligence checks, consider:

- ➔ The nature of the supply;
- ➔ Payment arrangements and conditions; and
- ➔ Details of the movement of goods involved.

Revenue has powers to cancel VAT registration numbers and may, in some cases, notify suppliers and/or publish those cancellation details. You are therefore advised to check that a VAT registration number is valid and current not only when you commence business with another party, but to also do so on an ongoing basis.

## VAT registration numbers may be checked online.

Where Revenue has satisfied itself that a trader involved knew or should have known that a transaction was connected with fraud, it will deny the input credit relating to that transaction or deny zero-rating of the intra-community supply to identified customers, as appropriate. Therefore, it is up to you to be diligent in the conduct of your business and to ensure that appropriate checks are undertaken and recorded.

If a commercial proposition looks too good to be true it probably is and you need to undertake whatever enquiries are necessary to establish the bona fides of the transaction or transactions concerned and the trading partners involved. If you have concerns or questions about a proposed transaction, please contact your local Revenue District.

Revenue Operational Manual , June 2016

## COMPANIES ACT 2014: INTRODUCTION OF FORMAL VOLUNTARY STRIKE-OFF PROCEDURE

What can often be a nightmare scenario for a shareholder (or their advisor!) is correspondence from the CRO advising that the company is strike-off listed. Not only does this mean the statutory audit exemption is gone, it also means costs associated with regularising the CRO filings which, if not attended to, could then lead to the costly High Court reinstatement process.

However, strike-offs are not always involuntary. The shareholders may voluntarily decide to remove the company from the Register and, under Section 731 Companies Act 2014, this voluntary strike-off procedure has been placed on a formal setting. A company can only avail of this if it can be shown it has ceased to trade, or has never traded, and does not have any assets or liabilities exceeding €150. In addition, all CRO filings must be up to date and any late filing (or similar) penalties paid. Assuming these criteria can be met, the procedure set out in Section 731 is as follows:

The shareholders pass a special resolution that an application be made for the company strike off and that, pending that, no further business will be carried on by the company. The resolution should be filed with the CRO via Form G1-H15 and be within three months prior to making the formal voluntary strike off application.

Form H15 should be filed with the CRO confirming there is no current or pending litigation and that the company does not have any assets or liabilities exceeding €150.

A "no objection" letter should be sought from Revenue and then submitted to CRO.

An ad should be placed in a national paper confirming the strike-off intention and a copy given to CRO. The ad must be placed thirty days before the strike-off application.

In terms of timelines, it varies from case to case but a successful strike-off application is generally concluded within six months.



## LIFTING THE CORPORATE VEIL

A directive by the EU, namely the Fourth Anti-Money Laundering Directive (EU 2015/849) ("the Directive"), will require Member States to establish and maintain central registers of information on the ultimate beneficial owners of corporate and other legal entities, as well as trusts. The Directive, which must be implemented before June 2017, will have significant consequences for the privacy of beneficial owners of companies, other legal entities, and trusts.

Whilst it is acknowledge the Directive will have far reaching consequences for the Irish corporate landscape, the form and operation of the proposed changes are yet to be determined. Ireland is one of forty countries (including the UK, Germany and France) which have committed to an initiative of automatically exchanging information on beneficial ownership. As a first step, a pilot scheme is being launched with the goal of developing a system of

interlinked national registries of beneficial ownership information.

At present, companies are only required to record and make public, details of legal ownership, enabling the use of corporate and nominee structures to protect the identity of beneficial owners. At a minimum, Irish incorporated entities will be obliged to obtain and hold "adequate, accurate and current information on their beneficial ownership" to be stored in a central register, accessible to a range of competent authorities, which is likely to include the Revenue Commissioners. Similar provisions will apply to trusts and unincorporated entities.

There is strong resistance from some quarters in respect of the Directive, therefore it remains to be seen what action will be required in advance of its implementation.

## COMPANIES ACT 2014 – KEY DATES IN 2016

The Companies Act 2014 (the "Act") came into force on 1 June 2015 and provided for an 18 month transition period during which existing private companies will need to decide which type of new entity best suits their needs.

The deadlines for compliance with the requirement to convert Irish private limited companies to new company types and certain other obligations will occur during 2016. Irish companies need to be aware of these provisions so that they can take any actions required to achieve compliance. All existing Irish private companies limited by shares, being the vast majority of Irish companies, must convert to one of two new company types below by the deadlines noted below:

New Company Type	Abbreviation	Conversion Deadline
Private Company limited by shares	LTD	30 November 2016
Designated Activity Company	DAC	31 August 2016

The new model form of private limited company ("LTD") is the centrepiece of the Act. It is designed as a simplified form of company and can have a brief one-page constitution, unlimited objects, one director and a simplified corporate governance structure.

The designated activity company ("DAC") more closely resembles the previous private company structure in that it has a two document constitution akin to the previous Memorandum and Articles of Association and its capacity is limited by a defined set of objects. Also, while most of the provisions governing LTDs apply equally to DACs, not all of the simplified corporate governance innovations are available to a DAC. For instance, it must have a minimum of two directors and it is not entitled to dispense with physical AGMs unless it is a single-member company. The company name of a DAC will be required to end with the words "DAC" or "Designated Activity Company" (with potential knock-on effects for company stationery, website, signage, seals, packaging etc).

## PATERNITY LEAVE

The Government gave recent commitments to the introduction of a Paternity Benefit Scheme and on the 20th June 2016, the Paternity Leave and Benefit Bill 2016 ("the Bill") was published. The legislation was passed by the Dáil on the 13th July 2016 and it is expected the commencement of this important piece of legislation will occur in early September.

The remit of the Bill is not confined to the father of the child and the Bill provides for same sex couples on an equal basis with other couples. The Bill provides a "relevant parent" with two weeks' continuous statutory paternity leave from his or her employment, to be taken within 26 weeks of the birth/adoption of a child. A relevant parent is defined as someone other than the mother of the child who is (a) in the case of a child to be adopted, the spouse, civil partner or cohabitant of the adopting mother or the sole male adopter of the child or (b) in any other case, the father of the child, the spouse, civil partner or cohabitant of the mother of the child or a parent of the child within the meaning of section 5 of the Children and Family Relationships Act 2015.

The Bill provides for the postponement of paternity leave in certain instances such as the sickness of the relevant parent or the hospitalisation of the child. The Bill also sets out various protections for employees on paternity leave in line with existing employment protections for those on maternity.

In addition to this statutory paternity leave, a relevant parent will be entitled to receive a social welfare payment of €230 per week, the same rate as maternity benefit. The paternity benefit will be paid to relevant parents who are self-employed and employed provided they satisfy the requisite PRSI contribution requirements. Similar to maternity leave, an employer may decide to pay an employee during the two week period; however they are not required to do so.



# DOES ONLINE PAID ADVERTISING WORK?

We are living in an age in which advertising takes place predominantly on digital platforms, and online paid advertising can be a very successful method of growing your business and revenue. However, it is sometimes tricky to get your advertising right, and if you do not implement it properly, you could find yourself making a very expensive mistake.

If you're looking for the most effective advertising for your money, you should be sure that you know what paid advertising offers you, and which of the different types of advertising will work best for your business. The ability to analyse your advertising and make changes can make the difference between a successful advertising campaign and a waste of resources, so it's important to understand the options available to you.

## What Types Of Online Paid Advertising Are Available?

Online paid advertising covers any form of marketing that brings promotional material to potential customers via the Internet. It can range from Google AdWords to pop up adverts and promotional videos, and can be made available on various online platforms. There are many different types of online paid advertising, including:

- 1 **PAID SEARCH ADVERTISING.** Paid search advertising, also known as pay-per-click (PPC), refers to advertising via sponsored listings within a search engine, for which you pay each time your advert is clicked or displayed. It's important to understand exactly what you're paying for here, and why this may be a good solution for your type of business. It is worth remembering that you tend to get what you pay for in this field.
- 2 **GOOGLE CONTENT ADVERTISING.** This method of online advertising allows you to display your advertising to potential customers on related web pages. This is a great way to target your advertising, growing the scope of your audience and developing specific target demographics based on those who have shown interest in similar products or services.

3 **SOCIAL MEDIA ADVERTISING.** Social media has taken the world by storm, and Facebook advertising alone has a potential audience of 1.4 billion people. Facebook advertising requires strategic targeting and design, but if you get it right, an ad that goes viral on social media can promote your business like nothing else.

4 **RETARGETED ADVERTISING.** Retargeting is a bit like preaching to the converted, and as such, it has a good rate of conversion to sales. Making your advertising available to an audience who have already expressed interest in your company allows you to build on your satisfied customer base and interest like-minded contacts in your products or services.

## Making Your Online Advertising Pay

The key to successful online paid advertising is to constantly evaluate and re-frame your advertising, according to what is working well and what is not. There are many options for analysing your advertising, including analytics programmes which will enable you to see what your audience are looking at, which of your landing pages are offering the best user experience, where you are making conversions and, ultimately, which marketing investments are giving you the best returns.

Online paid advertising offers unparalleled opportunities to grow your business and increase your revenue, but to make it pay, it is vital to get it right. Paying attention to the quality and uniqueness of your advertising, and taking the time to understand how to target your ads, can enable you to formulate an effective and successful advertising campaign. Analysing and measuring the way in which your advertising performs can take your campaigns to a whole new level and make the most of the exciting potential of online paid advertising.

john@depresence.ie

