



# PAY PER CLICK

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Directing Your Market Towards Goal Fulfillment



**ALCONMARKETING**  
ONLINE MARKETING MANAGEMENT

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# INTRODUCTION

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Pay Per Click is a model of advertising where you pay each time your ad is clicked, rather than earning clicks organically.

Online marketing is more effective and efficient when your marketing strategies are targeted towards the right audience. With Adwords and pay per click marketing, you can easily segment your market and directly target and optimize your paid ad campaigns.

The numbers show the efficiency of PPC in online marketing campaigns.

## CHECK OUT THESE STATS:



U.S. internet advertising revenues hit \$15 billion in the 3rd quarter of 2015, making it the highest quarter on record with a 5 % increase from Q2 2015, which came in at \$14.3 billion.



Global total Internet advertising revenue is forecast to grow from US\$135.42B in 2014 to US\$239.87B in 2019.



Digital advertising was the fastest-growing category in 2014, with a 16.1 percent increase in spending.



Marketers spent \$4.4 billion on mobile advertising in the U.S. in 2012. That figure doubled to \$8.5 million in 2013; and that figure is projected to quadruple to \$31.1 billion by 2017.



In 2015 more than a third of CMOs said that digital marketing will account for 75% or more of their spending within the next five years.

We give you the power to control your traffic and reach audiences at the right touch points. In this guide, you will learn how we maximize your PPC campaigns to bring in new leads and increase conversion rates at different touch points, giving you a higher ROI.

# PPC MANAGEMENT

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Ensuring the campaign is set up correctly from the start is critical. Let's go through the process below.

## Campaign Goals

It's very important that we start the campaign by gaining critical insights regarding the goals of the campaign.

### Critical questions to ask include:

- How will we know the campaign was successful?
- Do you want to build brand awareness?
- Do you want to increase traffic to the website?
- Do you want to increase sales?
- Do you want to increase leads?

Asking these critical questions gives us the foundation we need to build a successful campaign.

## Research & Analysis

### Keyword research:

In order to target the correct audience, we need to choose keywords that they would use in order to find your products and services. It's a time consuming exercise, but absolutely necessary in order to build the foundation for a successful PPC campaign. Even though keyword research is one of the starting points for any campaign, it's a process that we revisited regularly in order to yield the best possible results for our clients.

### Competitor & industry analysis:

By completing a competitor and industry analysis, we can determine how your business stacks up against competitors in your industry. We need to determine:

- Who is dominating the ad space? Why?
- Where can we improve on what your competitors are doing?
- What strategies are they using?

This process allows us to identify threats that need to be addressed or opportunities we can take advantage of.

## Ad Copy Optimisation

The next step is creating and optimizing the copy to be used for the campaign. During this process we utilize the keywords we identified and create various permutations of the same ad.

This allows us to test various ads against each other in order to determine which ads yields the best ROI. Ad Copy Optimization never ends as audience and industry trends keep changing.

## Landing Page Optimization

Your landing page may either be an existing page on your website, or a dedicated landing page with content tailored towards a specific promotion you are running.

We optimize the content based on what part of the marketing funnel your target audience is in, keeping your campaign goals in mind every step of the way.

Landing page optimization includes both design and copy to ensure consistency between your website, brand message and ad copy.

## Bidding Management

Managing and monitoring bids is essential to maintaining a healthy PPC campaign. We use proven methodologies in order to define bidding strategies for our clients.

The bidding strategy is largely determined by the goal of the campaign as each goal requires a different bidding strategy.

### **Important considerations:**

- Recommended budget for the entire campaign
- Cost per click (CPC) of each PPC ad
- Estimated gains from the ad campaign

These values play into the strategy to where we can get the keywords we want at the best price.

## **Campaign Tracking & Reporting**

We monitor and track campaigns continuously in order to gain insights on how our strategies are performing. We use the following as a base:

- Overall number of clicks & CTR (click through rate), which tells you how effective your copy is;
- Bounce rate and time spent on the landing page, both indicators of how effective your engagement and call to action is;
- Goal conversions, whether it is a sign-up, a download, or a purchase; and
- Return on investment, which shows how much your client made from the PPC ad campaign.

All the above metric form part of our monthly reporting to our clients.

# FUNNELS OPTIMIZATION

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Using the funnel method to lead search engine users towards your desired goal is one of the most efficient marketing methods today. This strategy lets you lead visitors by the hand and direct traffic where you need it to go, when your audience is ready to move forward. This four-step process includes the following:

## KEYWORD CONTEXTUAL TARGETING

Our keyword selection process involves looking at keyword competition, popularity among your target audience, and contextual relevance to your brand.

## PLACEMENT TARGETING

It's important to know where to place your ads to reach the widest audience possible. We look for space in the websites of online influencers, industry leaders and high-traffic, high-authority pages.

## INTEREST CATEGORY MARKETING

In this step, we will help you develop PPC marketing collateral based on your target audience's interests and placement in the marketing funnel. The conversion goals set for each market category will differ based on the funnel as well.

## REMARKETING

This method lets you trail and target previous site visitors who have exited your page without fulfilling a goal conversion. It will be discussed in detail later on in this document.



# AD GROUP SEGMENTATION

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Reaching out to specific niche markets effectively through PPC requires carefully planned targeted marketing. This is best achieved through a combination of keyword-based and profile-based ad group segmentation. Keyword research is described comprehensively in our other Keyword Research Guide. Profile segmentation, on the other hand, is a process that involves the following:

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## Selecting Profile Parameters

The first step is identifying the possible ad groups we can create. For example, we can group your target audience based on their needs and interests, their location, their culture, or traffic source, among others.

2

## Finding Viable Custom Segments

Sticking to the basic marketing group (one based on their product/service interest) and on demographics as our only profile parameters will cause us to hit major challenges in terms of competition. We drill down into your audience's behavior by studying Analytics data and analyzing your audience's behavior. Information such as which page converts the most or which pages your visitors go to before completing a conversion goal allows us to group your audience accordingly and create targeted campaigns to lead them across their standard purchasing habits much faster and much more efficiently.

3

## Lead Scoring

In order to Maximize your budget to achieve the highest ROI we go a process of scoring your ad group segments. The scores are based on a combination of explicit factors, such as demographics, click rates and CPCs from past campaigns, and other quantifiable data, and on implicit factors like conversion history, purchase history, sales-readiness, data quality, and sentiment marketing efficiency.

# REMARKETING

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Remarketing may be done as part of a funnel strategy, as previously mentioned, or as a standalone marketing strategy to control and direct traffic accordingly. It is one of the most effective strategies at funneling and directing traffic as it promotes brand recall each time your visitors see your ad, and it leads your audience back to your site when they are ready to complete a conversion goal.

## Our Methodology

### SEGMENT AUDIENCE

In all of the pay per click campaigns, it's important to segment your audience in order to reach the most relevant people with appropriate retargeting ads. We segment your audience based on the pages of your site abandoned for example a specific product page.

### HAVE A CLEAN DESIGN & CLEAR CALL TO ACTION

Because retargeting ads are not plain text ads and can be designed, we modify the look and feel to represent your brand more accurately. Keeping the message direct and urgent, making the layout clean, and ensuring the call to action stands out immediately are important parts of the process.

### OFFER YOUR BEST PRODUCTS & SERVICES

We keep your message in line with your conversion goals. We look to offer promos, free downloads, packages, and new services, and highlight your unique selling points in the copy.

### OPTIMIZE YOUR LANDING PAGE

If your landing page is an existing page in your website, we make sure it is well-optimized for both search engines and for visitors. If we find your pages unable to convert, you may need better copy, visuals, and stronger calls to action.

# CONCLUSION

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PPC marketing is tangible and 100% data driven. It is the fastest method to grow your customer base and gain leads and should form part of your online marketing strategy.