



PAY-PER-CLICK

Directing Your Market Towards Goal Fulfillment



SKY TIDE DIGITAL

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INTRODUCTION

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 Google Ads 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:



50% of search users who click on a PPC ad are more likely to make a purchase than users who click on an organic result.



Text ads remain the top choice for being the most effective PPC channel for businesses.



PPC can help boost brand awareness by 80%.



53% of clicks on paid ads come from mobile devices.



60% of advertisers spend more on text ads and mobile ads.

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, increase conversion rates, and drive more ROI to your business.

PPC MANAGEMENT

Proper campaign set up is crucial. Let's go through the process below.

Campaign Goals

It's very important that we start the campaign by getting insights about your goals.

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 us these questions will give us the foundation to build a successful PPC campaign.

Research & Analysis

Keyword research:

To target the right audience, we choose keywords that users are likely to include in their queries when searching for your products and services. It's a time consuming exercise, but absolutely necessary for a successful PPC campaign. While keyword research is one of the starting points for any campaign, it's a process that we revisit regularly 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 the competition. We will be looking at the following aspects:

- 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 Optimization

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 to determine which 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 creation 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 follow a methodology 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 right cost.

Campaign Tracking & Reporting

We monitor and track campaigns continuously 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 revenue was generated from the PPC ad campaign.

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

FUNNELS OPTIMIZATION

Using the funnel method to lead search engine users towards your desired goal is one of the most efficient marketing methods today. This strategy is effective in driving visitors and directing 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

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:

1

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 faster and more efficiently.

3

Lead Scoring

To achieve the highest ROI for your budget, we follow a process of scoring your ad group segments. The scores are based on a combination of explicit factors (demographics, click rates and CPCs from past campaigns, and other quantifiable data) and implicit factors (conversion history, purchase history, sales-readiness, data quality, and sentiment marketing efficiency).

REMARKETING

Remarketing may be done as part of a funnel strategy 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. Remarketing also 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 to reach the most relevant people with appropriate retargeting ads. We segment your audience based on the pages of your site abandoned, such as a specific product page.

HAVE A CLEAN DESIGN & CLEAR CALL TO ACTION

As 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 recommend offering 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 on 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

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