



Pay Per Click

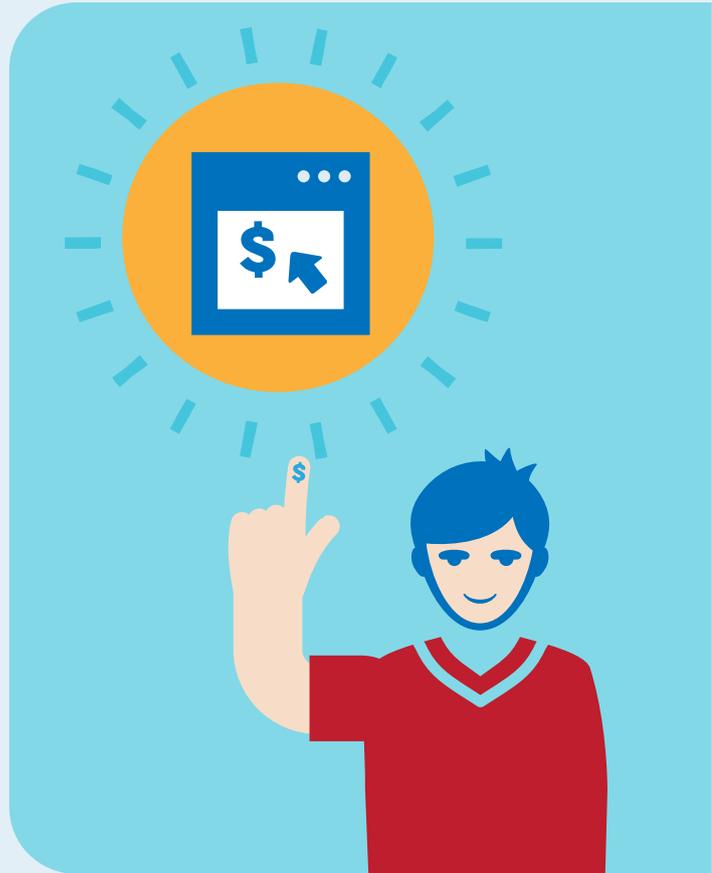
Directing Your Market Towards
Goal Fulfillment



Definitive Guide

Table of Contents

- I. Introduction - Page 2
- II. PPC Campaign Management - Page 2
- III. Funnels Optimization - Page 4
- IV. Ad Group Segmentation - Page 5
- V. Remarketing - Page 8



Introduction

Online marketing is more effective and efficient when your marketing strategies are targeted towards the right audience. With pay per click marketing (aka PPC, Paid Search), you can easily segment your market and direct targeted and optimized paid ad campaigns.

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



Statistics

The numbers show the efficiency of PPC in online marketing campaigns. Check out these stats from the first quarter of 2014:

- Global search ad spend rose 18% in the first quarter of 2014 compared to the previous year.
- Click-through rates increased by 62%, and year-over-year clicks increased by 21%.
- U.S. ad spend rose 24%, with CPCs averaging \$0.44.
- Mobile devices are responsible for 26% of all paid search clicks & 17% of total paid search ad spend in the US, and 28% of paid search clicks & 25% of total ad spend in the UK.

PPC Management

The average paid search campaign wastes 20% of ad spend due to poor quality scores and/or over bidding on keywords. Managing a pay per click campaign is a daily challenge. This guide will give you the tools and insights you need to understand how paid search works. Whether your a PPC veteran or a business owners trying to learn, this guide will help you understand PPC Management.

Research & Analysis

Choosing the right keywords is paramount to your paid search success. But it doesn't stop there... You also need to create high quality, engaging and relevant ads that will turn searchers into conversions. Research is a critical part of any pay per click initiative. Make sure you take the time needed to stufy the marketplace and your competition. Choose your keywords carefully!

TIP: Start with 10-15 keywords, not 100!

Ad Copy & Landing Page Optimization



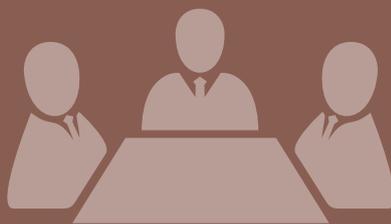
Once the keywords have been selected, you will need to create and optimize the copy to be used for the campaign. This can be divided into two parts: ad copy optimization and landing page optimization. The focus of your ad copy will vary based on your keyword research and on what audience you are targeting for that specific ad. Remember the following stats:

- 25 characters (spaces included) for the title
- 35 characters (spaces included) for each ad campaign line, two lines per campaign
- Keyword should be part of the title whenever possible
- Only one of each is allowed: period, comma, dash, and exclamation point

Your landing page may either be an existing page on your website, or a dedicated landing page with content tailored for your audience. You will need to optimize the content based on what part of the marketing funnel your target market is in. Landing page optimization includes both design and copy to ensure consistency with your website and your brand message.

Use tools like [unBounce.com](https://unbounce.com) to get up and running quickly! If you need help, call us!

Bidding Management



Analyzing PPC value and managing keyword strategies is critical to generating ROI. It helps to monitor existing campaigns and assessing their returns, if you have any. If this is the first time you are using PPC for online marketing, you will have to provide estimate values for the following:

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

By computing these values, you can develop the ideal bidding strategy for your campaign(s). But, it doesn't stop there... Bids must be closely monitored and adjusted weekly, daily if needed.

TIP #1: Do not let Google AdWords select or control your bidding! They do not have your best interest in mind, they have one thing in mind - to make a profit. When selecting bids for your keywords, always choose manual, never "auto" bidding.

TIP #2: Never delete campaign data, only pause them. You could lose valuable keyword data!

Campaign Tracking & Reporting



Each campaign we manage here at EBWAY is tracked closely to provide better insight on what PPC strategies are working and what needs work. We measure the following KPIs:

- Overall number of clicks, 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;
- Return on investment, which shows how much profit was generated from the campaign.

Need Help? EBWAY Creative offers PPC Audits that can un-cover campaign issues and help to get your pay per click back on track. Whether you need help with a new or existing campaign, we can help!

Funnel 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 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 is our four-step process we use with our clients:

Keyword Contextual Targeting

1

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

Placement Targeting

2

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

Interest Category Marketing

3

In this step, we develop PPC marketing collateral based on our client's 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

4

This method lets you track 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. Profile segmentation is a process that involves the following:

Selecting Profile Parameters - You need to think about the possible ad groups you can create.

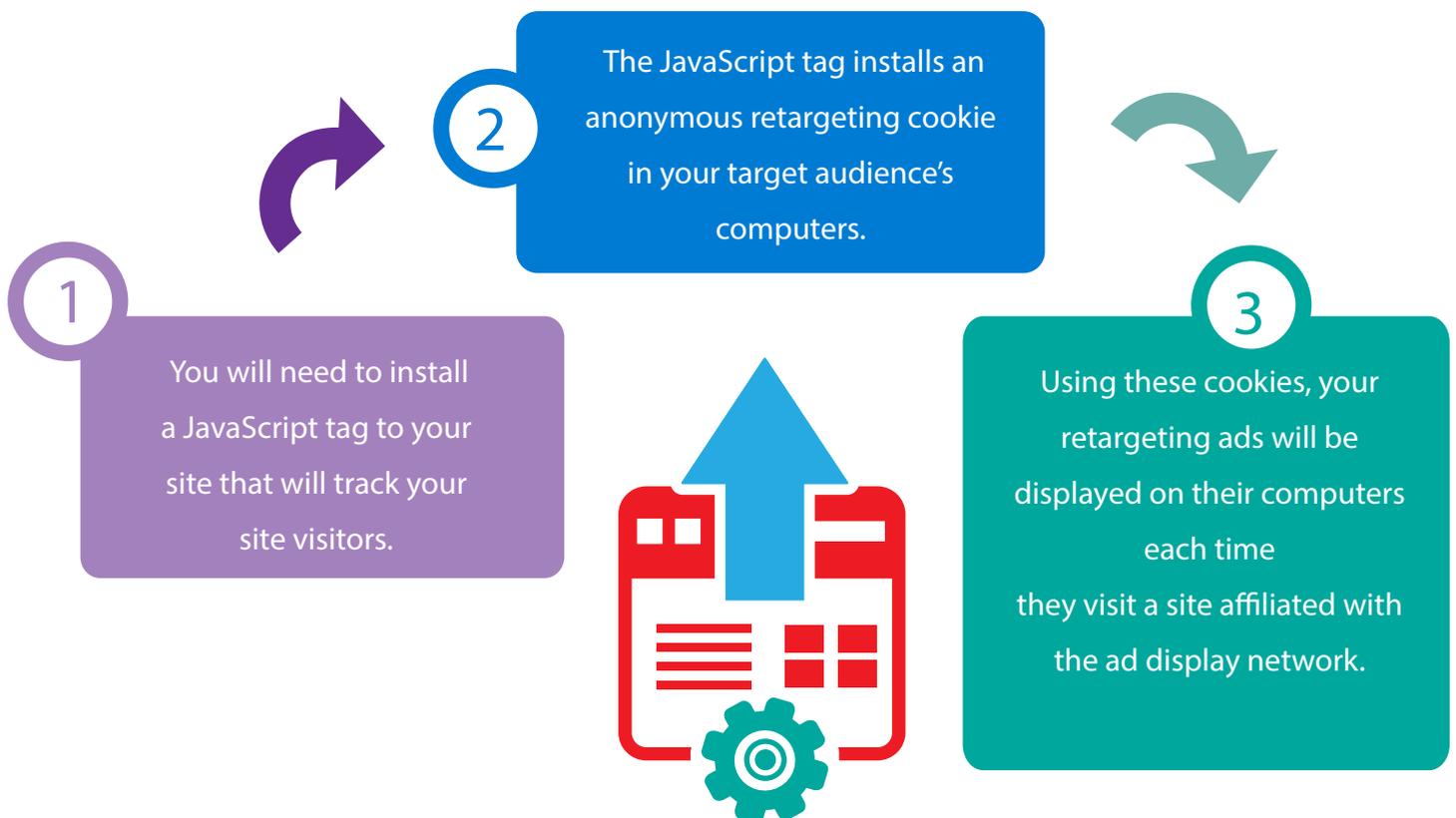
For example, you can group your target audience based on their needs and interests, their location, their culture, or traffic source, among others.

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

Lead Scoring - Allot your resources properly and maximize your PPC budget to achieve the highest ROI by scoring your ad group segments. The scores will be 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

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 because 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.



The Setup Process

RECOMMENDED PRACTICES

SEGMENT YOUR 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. In this case, we segment your audience based on the pages of your site abandoned.

HAVE A CLEAN DESIGN & CLEAR CALL TO ACTION

Because retargeting ads are not plain text ads and can be designed, you can modify the look and feel to represent your client's brand more accurately. Keep the message direct and urgent, make the layout clean, and ensure the call to action stands out immediately.

OFFER YOUR BEST PRODUCTS & SERVICES

Keep your message in line with your conversion goals. 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 another page in your website, make sure it is well-optimized for both search engines and for visitors. If you find your pages unable to convert, you may need better copy, visuals, and stronger calls to action.

Questions? Need Some Help?

Toll Free: (888) 329-2926

Phone: (970) 310-0993

Email: uberseo@ebwaycreative.com

www.ebwaycreative.com

