PPC Overview

Aka Performance Marketing or Paid Media

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Pay Per Click Marketing

Search Engine Marketing (SEM)

- Sponsored keywords (search terms)

- Google putting more emphasis on quality score over the past few years

- Good for established categories where people know what they are searching for

- Susceptible to overly-broad keywords

Social Advertising

- Allows targeting based on data or matching email list

- Does not require the target to know about you or search for your category

- Facebook can be much more cost effective than Google, Twitter, and LinkedIn

Retargeting

- Form of display advertising that targets previous site visitors

- Add a cookie to website that Google uses to serve ads on websites in their advertising display network

Google Adwords Funnel

Google Adwords

Attract prospective leads through context driven ads appearing during relevant search queries

$3.58

Landing Page

Direct searcher to relevant landing page to further educate and drive awareness and lead acquisition

Lead Capture

Encourage visitor to complete registration form, qualifying user as official lead

$81.07

Follow-up

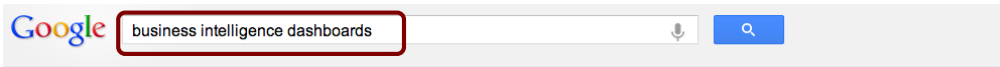Call or email prospect to qualify interest and set meeting with sales

Search Engine Marketing Mechanics

Context is Critical

The best ads match the context of the keywords to the ad copy and the landing page

Landing Page

Search terms

Ad

business intelligence dashboards

Interactive **Dashboards**
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Easily Monitor Your Ops Performance
With a Single All-In-One Interface

When the context doesn't fit between keywords and ads the searcher gets confused and results suffer

corporate risk management

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SEM Checklist

❑ Select keywords
- ○ Think about things people search for
- ○ Google will suggest keywords based on your website
- ○ Competitors names will show your ad when searchers type their name
- ○ Google quality score: how well keywords match website content

❑ Create text ads
- ○ Headline + Copy
- ○ Should be aligned with keywords and landing page content

❑ Create landing page
- ○ Find a way to track the Call To Action (video, white paper, webcast, etc)
- ○ Keep your eye on the demand funnel -> culminates in $$$

❑ Budget

Things that affect ad position

1. Keyword bid amount

2. Quality score (relevance)

3. Performance of the ad