

Designing the Paid Campaign Structure

Understanding and navigating through customer's journey



THE ESSENCE

"Give them quality. That's the best kind of advertising." – Milton Hershey (Founder and owner of the famous Hershey's Chocolate)

The above quote signifies the importance of 'quality' in advertising and marketing strategies. 'Them' are the customers towards whom every marketing activity is targeted. Although the reference and meaning of this 'quality' can differ from marketer to marketer, it is an integral part of any marketing strategy.

In Pay-Per-Click (PPC) Advertising, quality comes alive with a definite campaign structure and an accurate content presentation. An ideal PPC campaign structure should be designed to mirror the website's structure. This aligns ad groups and landing pages and delivers similar marketing messages to potential customers across platforms. So, a potential customer landing on the company website from a PPC campaign, finds similar website content matching the ad copy. This identical presentation helps build trust among the customers. Hence, quality plays an important role.



THE PLATFORM

With a market share of about 75% (as of July 2015), Google AdWords is marketers' preferred paid search platform. This platform primarily helps brands reach new customers and expand their businesses. It helps attract new website visitors, increase online sales, get direct calls from customers, and encourage customers to come back to the website. Google AdWords has multiple variations of campaign types that enable marketers to target prospective customers. The variations are as follows:

- Search Network with Display Select
- Search Network only
- Display Network only
- Shopping
- Video

Besides, marketers can also have campaign sub-types based on their requirements, such as:

- Standard
- All features
- Marketing objectives

To get successful with AdWords, it is very important to understand how the platform works. The understanding of these 'know-how' concepts is very crucial for marketers to deliver successful campaigns. These concepts are as follows:

- Keywords
- Placements
- Ad Rank
- Bid
- Quality Rank

Keywords are responsible to trigger ads on Google. Primarily, the keywords are chosen as per the services offered and it is very important to use specific keywords, instead of general keywords, to increase the visibility of the ad when someone is searching for a particular service or product. The usage of the right keywords maximizes the click opportunities, which can lead to the final conversion.

Along with the keywords, placements are also an important part of the Google AdWords structure. Placements are majorly used in display campaigns. Google determines these placements by matching keywords to websites in the Display Network. Google provides marketers greater control over their placement ads by enabling them to choose specific placements of their choice.

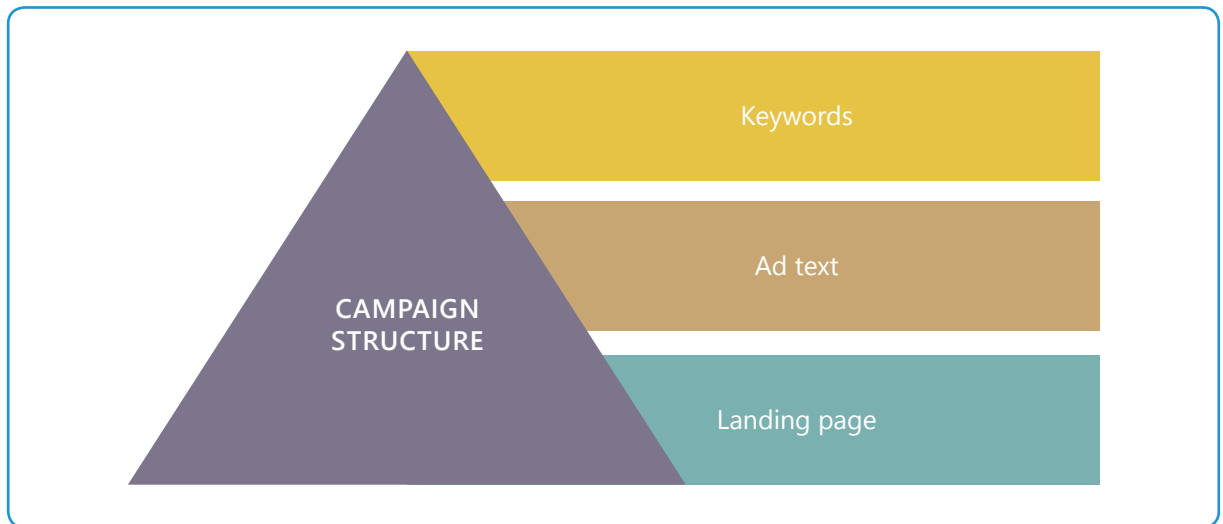
Ad Rank is a value that Google uses to determine the ad's position. Several factors such as the bidding amount of marketers, the components of the quality score, the expected impact of ad extensions, and other ad formats are considered while calculating the Ad Rank.

Bidding is what marketers are willing to pay to get clicks on their ads. In AdWords, marketers can have two types of bidding—automatic and manual. Based on their budget; marketers can choose their bidding type.

Quality Score is very important to determine the positioning of the ad in Google search results. Quality Score is an estimate of ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions.

THE STRATEGY

Several factors have to be considered to implement a successful AdWords strategy. However, it is the campaign structure that matters the most. Primarily, this campaign structure comprises keywords, ad text, and the landing page. If all of these components are in sync, marketers can expect better results from their AdWords campaign with the maximum Return on Investment (RoI).



Keywords: Any PPC campaign comprising the right set of keywords is bound to yield good results for the marketers. A precise keyword strategy involves a step-by-step process, including the following:

- Thorough keyword research
- Understanding of customer behavior or past experience
- Analysis of the landing page content
- Choice of the right match type
- Ad copy content review
- Right bidding

Understanding this process and its successful implementation lays the foundation for a successful AdWords structure. While selecting the keywords, it is important to think from the customers' point of view. Understanding the requirements and

addressing them with the right keyword selection is essential for every marketer who is using AdWords. To drill down a little, keyword selection can be grouped into four categories such as the following:

1. Selection of specific keywords to target specific audience. It comes in handy for marketers with niche offerings.
2. Choice of broader or general keywords to enhance the reach of the campaign. With the selection of general keywords, marketers may find it difficult to reach potential customers because ads can appear for irrelevant searches also. Hence, marketers need to perform keyword testing before zeroing in on general keywords.
3. Group similar keywords into the right ad groups. This is very important for showing relevant ads to the right audience. Generally, keywords are

grouped on the basis of products, services, or categories.

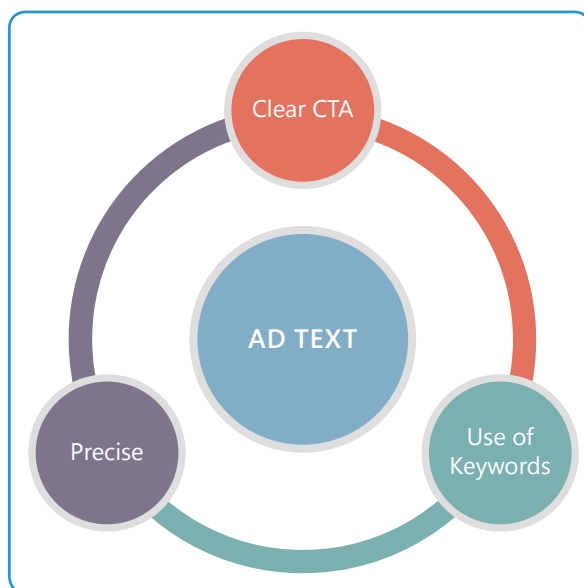
4. Having the right number of keywords in ad groups also makes sense from the conversion view point of the ads. AdWords recommends grouping of 5-20 keywords per ad group to make the entire experience relevant to customers.

Ad Text: Relevance is paramount when using Google AdWords. The recommended strategy is to include your targeted keywords into ad text, which helps in reaching the right kind of audience. While making the text relevant, it is also important to include a clear call-to-action (CTA) in the ad copy, which simplifies the ad objective for the customers. Use of CTAs such as “Buy Now”, “Download Today”, or “Register Now” yields better results, because users clicking on these CTAs have a clear idea about the actions they are supposed to perform when they land on the website page or the landing page. This also eliminates any confusion a customer may have after seeing or clicking the ad.

It is also very important to avoid making grammatical errors while creating the ad copies. The objective is to make the entire ad text professional and appealing to the customers. Today’s customers are tech-savvy and they will not get involved with a brand that does not take care of its marketing message. This might seem unimportant, but it can have a deep impact on the overall brand presentation.

LANDING PAGE

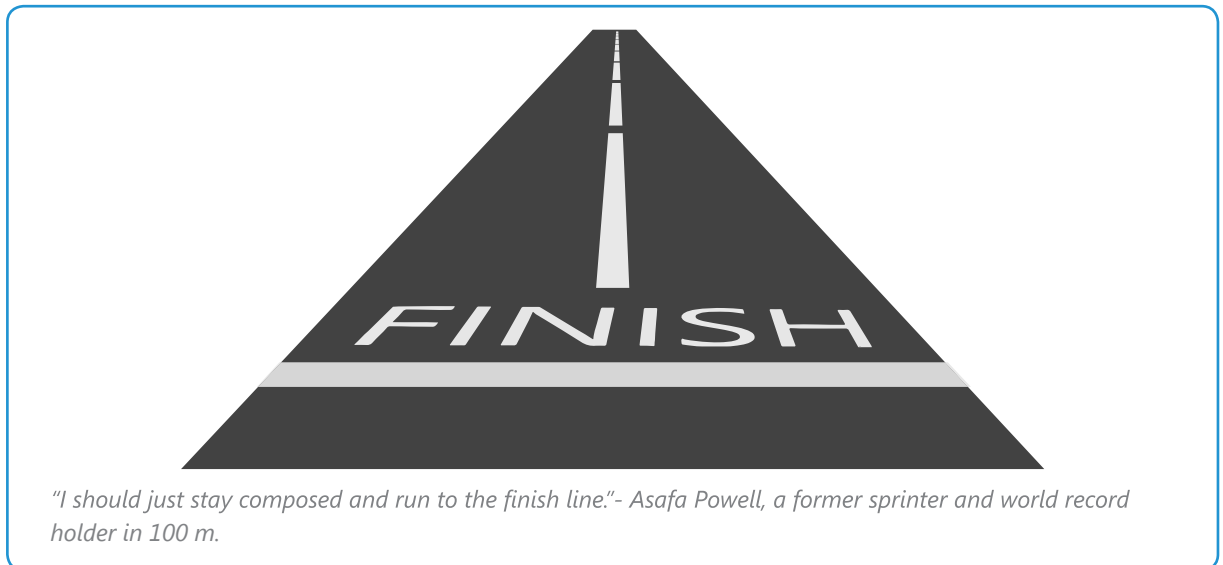
Properly tuned and neatly presented landing page is likely to get a better response from the customers. A precise landing page will have three components—content that addresses the visitors’ requirements, well-positioned CTA, and user-friendly navigation. For the first-time visitor, the landing page serves as a completely new experience of the brand, its services, and its online existence. Hence, it is crucial to deliver a stable and clear message through the landing page. A well-packaged landing page also brings customers again and again to the website. This is important for creating brand loyalty through paid ads.



Some points to consider while creating an ideal landing page are as follows:

- Relevance of the landing page to the ad text and keywords
- Visibility of a clear marketing message
- Presence of call-to-action above the fold
- Correct positioning of content such as Contact information or About Us
- Presence and visibility of complete business information to build trust
- No pop-ups
- Display of USP through content

THE FINISHING LINE



It is important to be composed and consistent during the AdWords journey, which begins with precise structuring of the campaign and ends with the maximum conversion and improved RoI.

Running PPC campaigns through AdWords emphasizes the need for precision, quality, and consistency from the marketers. AdWords lays emphasis on creating relevance for customers and influencing their action in favor of the business. Google AdWords is one of the useful ways to generate instant traffic to the website;

however, it does not mean that marketers don't have to take any action from their side. A lot of research, process, and execution go into a successful AdWords structure.

In AdWords, everything is measurable; however, marketers need to understand what to measure, how to measure, and when to measure. Every point of action has its own metric, which runs through the entire life cycle of the campaign. Any marketer who has answers to these questions can deliver a successful AdWords campaign with neatly designed structure.



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