

# WHAT IS A PPC CAMPAIGN?

## 6 SIMPLE STEPS TO SUCCESS

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## FOREWORD

Once upon a time there was a company called Google. Google's mission was simple— find the best possible search engine results for its users.

Over time, Google became good at this. So good that it beat out nearly all of its competitors...

Then, something awful happened. Google was forced to do something that very few companies do... and that was turn a profit.

Being the wise fellows they were, they realized their users spend a tremendous amount of time getting answers to their questions and looking for products and services online. And companies would eagerly compete to hold one of the ten positions on that first page of results.

This was Google's opportunity.

They created Google Ads, a Pay-Per-Click advertising system, also known as PPC.

With this system, Google's users could pay for the best possible real estate on the web and, in exchange, make Google one of the top five most profitable companies in the world.

But that's just the beginning of the story. Now we get to the mystery; what it means for your company, and how to do PPC really, really, really well.

## PPC AND PROFIT: UNLOCKING THE MYSTERY OF GOOGLE ADS

Let's cut to the chase. Google Ads has been around for a while now, and there are a lot of resources available. Over the last 17 years, we've seen PPC change a great deal. For anyone not actively working with PPC on a daily basis, it can get very confusing, very quickly.

So, we wanted to draw from both our expertise and experience to create a comprehensive reference guide to explain the ins and outs of PPC. Our goal is to help you understand the big picture of PPC, how to set up your campaign, and where it fits in a critical overall digital marketing strategy.

To do this, we'll discuss:

- Systematic Goal-Setting Using Cost-Per-Acquisition (CPA)
- Why Do People Use PPC?
- PPC Implementation Plan
  - Setting Goals
  - Identifying Relevant keywords
  - Developing Critical Assets
  - Initiating your campaign
  - Reporting & Testing
  - Getting a second opinion

## SYSTEMATIC GOAL-SETTING USING COST PER ACQUISITION (CPA)

Analyzing your growth goals is important. Once you have clearly assessed your goals, you can start strategizing a plan. We coach our clients to work backwards to figure out precisely what these goals are, create a concise strategy to get there, and implement well-defined steps to the reach—and often exceed—their goals.

### For example:

If you want to grow your business by \$1 million in the calendar year, the first step is figuring out how many sales it takes to get to that \$1 million. Next, establish key performance indicators (KPIs), which are the smaller milestones you'll need to reach along the way.

Ultimately you should end up with a system that looks something like this:

- A. \_\_\_\_ Sales needed to get to \$1 million in revenue
- B. \_\_\_\_ Leads needed to get a sale
- C. \_\_\_\_ Website visitors needed to get a lead
- D. \$\_\_\_\_ Cost per click of a qualified web visitor

Once you know the answers to A-D, I can tell you how much you will need to spend in order to reach \$1 million in revenue. This is a very simplified approach to explain one of the essential elements of a PPC campaign: Cost-per-acquisition (CPA.)

### Pro-tip:

This is a simplified calculator! Your PPC budget will also need to include landing page and critical asset creation.

## WHY DO PEOPLE USE PPC?

Cost-per-acquisition leads us directly into one of the great benefits of PPC; it's predictable. Knowing your CPA, as well as your budget, allows you to predict exactly how much traffic you'll have on a given day. But, when it comes to PPC, this is just one advantage among many.

Here are a few of the other common reasons people include PPC in their digital marketing strategy:

### **Quick Results**

In many cases, when you turn on your ad, you'll start seeing results in a matter of days. There is a fine tuning process, of course, but only through PPC can you guarantee that you'll be on the first page of Google in such a short span of time.

### **Measurable PPC Data**

Google Ads, combined with Google Analytics, provides you with a wealth of analytics to dig into, allowing you to see exactly what's working and what needs to change on a detailed level.

### **Real-time Results**

Your results are measured in real-time on Google Ads. If you aren't happy with something, you can make changes to your campaign immediately. With other forms of advertising, you are not always able to see the real-time results, which makes PPC a goldmine for data-driven marketers.

### Defined Payments

It's right in the name; you only pay when your ad is clicked. So, you don't end up with a hefty bill based on potential results—you are only paying for the actual clicks, and real visitors, to your website.

### Total Budget Control

You have total control of your ad budget, with no hidden fees or surprise additional charges. You set your maximum daily budget, and can have confidence your campaign will stay within those parameters.

### Targeted Message Delivery

The ultimate goal of marketing is to get the right message to the right audience at the right time. Google Ads allows you to do exactly that on your PPC campaign, by targeting your add to the right keywords, location, time, date, device type, and more.

### Simultaneous Multiple Targets

Google Ads allows you to segment your campaign into various ad groups. These ad groups can be specialized to target a specific product, service, or persona. You never have to worry about an irrelevant ad being displayed for the wrong user.



### Immunity to Google Algorithm Changes

Unlike SEO's organic search listings and content optimization, PPC is not affected by Google's algorithm changes. Once you create a profitable

campaign, you don't have to worry that Google will move the target and cause you to lose ground.

### **Seamless Fit with All Marketing Strategies**

Whether you're utilizing SEO or a social media campaign, PPC pairs well with any marketing strategy. PPC helps with each part of the buyer's journey. We'll unpack this concept in greater detail later on in this eBook.



## IMPLEMENTATION PLAN:

Now that you know more about why PPC is such a useful tool to generate leads and nurture existing opportunities, let's review how to implement a plan that will work consistently and dependably.

### Step 1—Setting Goals

Farotech has been doing digital marketing for nearly 20 years. We've learned a lot of lessons, but probably one of the most important lessons is simple but commonly overlooked. Campaigns need goals! They need to be written down and reviewed often.

The number one KPI of all marketing goal setting is clearly identifying what your CPA is.

Once you figure out what your CPA is and how many leads you need to reach your revenue objectives, you can then determine how many visitors you will need to get those leads.

Next, with the help of Google Ads or similar programs you can select keywords that reach your website visitor goal for your ad spend.

It's important to note that not all companies goals are the same. Maybe your company's goal is to raise awareness or expand your company's brand.

OR, maybe it is to identify and reach people who are looking to purchase your specific products or services. For the remainder of this whitepaper, we will be assuming you will be using PPC for this latter initiative—identifying and reaching people looking to purchase your products or services.



## Step 2—Identifying Keywords

Keywords are words, or phrases, users type into search engines to answer specific questions they may have or to look for specific products or services. They are also the heart and soul of your campaign.

So the mission, if you choose to accept, is to identify what keywords will affordably drive enough qualified traffic to your page that will ultimately convert website visitors into leads and conversions.

This is commonly done through a program like Google Ads. On this program, Google has assigned a dollar value for each level of engagement for that prospective keyword.

So how does this work?

PPC stands for pay-per-click. It's a form of digital advertising that was been mastered by Google and other search engines. Every time a user searches a keyword on Google and 'clicks' on your ad, you're charged a cost-per-click (CPC) rate in regards to the cost of that keyword or keyword phrase.

### For example:

Farotech did a PPC campaign for one of our clients with a scheduling software. These are the keywords and CPC for each. Notice, we lumped our keywords into ad groups and campaigns, each with their own predefined budget. Here we were able to measure clicks, impressions and click-through-rate (CTR.)

## What Not To Do

The easy thing to do when starting out your PPC campaign is to target keywords that have the highest search volume. That seems like a “no brainer”. Unfortunately, this approach is commonly ineffective and can be quite expensive.

Let me explain;

Commonly, keywords that have the highest search volume tend to be broad keywords. And while they often do drive a lot of traffic to your website, this traffic is usually unqualified and too far away from making a decision. Unqualified traffic can lead to either a poor user experience or even worse, it can lead to users coming to your website and immediately leaving because your website doesn't match their intended purpose. This is called your bounce rate.

Dictionary

🔍

# bounce rate

*noun*

the percentage of visitors to a particular website who navigate away from the site after viewing only one page.

"a rising bounce rate is a sure sign that your homepage is boring or off-putting"

⏴
Translations, word origin, and more definitions

Visitors that leave right away have a dramatic impact on the success of your campaign. If your bounce rate is too high it lowers your quality score, which is the key ingredient you need to keep your advertising costs low.

## Primary Focus—Relevancy

Your main focus when choosing keywords may be to select keywords that have the highest search volume, but are highly relevant.

At Farotech, we use an equation called Visibility Over Difficulty (VOD), which means we look for keywords that have the highest visibility that can be secured with the least amount of difficulty (fewer competitors.) These keywords tend to be highly qualified AND commonly less expensive.

For a successful Google Ads Campaign, there are three different search options that you can choose from when selecting keywords:

1. Broad Match
2. Phrase Match
3. Exact Match

This gives you a variety of options to make sure your keywords are relevant and reach your engagement goals.

1. **Broad Match keywords** are when you are using a search engine and type a general word/phrase into the search query. The results you receive are considered “broad,” because you are getting the largest number of results.

An example of a broad keyword would be “shoe”; when searching this, you will get boots, dress shoes, sneakers, boots, etc.

2. The second option for keywords is **Phrase Match**, which adds some description to the general term of the broad keyword.

Instead of just using the keyword “shoes”, you would select “Black Shoes”. The rule of thumb is that the more descriptive you are with your keywords, the more likely you are to convert. The challenge is that the

more descriptive you are with your keywords, the lower search volume you will often have.

3. The third option is the **Exact Match**. Exact keywords are longer descriptive phrases. These keywords have a lower cost and risk, but a higher probability of conversion, because you are really dialing into what your consumers are looking to find.

Let's say you use the keyword, "blue women's running shoes." Now you have an exact keyword, very specific to that buyer persona.

For each product and industry, you will need to find a balance between Broad, Phrase, and Exact Match keywords. This will help you determine both visibility and difficulty for your VOD equation.

### Step 3—Developing Critical Assets

When a visitor clicks on an ad, they are directed to your landing page. A landing page is any page on the web that 1) has a form and 2) exists solely to capture a visitor's information through that form. A common mistake companies make is to direct all of their PPC ads to their homepage. This can be a tremendous loss of revenue for the company.

Directing ads to a general homepage can lead to a higher bounce rate (when someone visits your page and then immediately leaves.) It's better to direct ads to pages that specifically relate to the ad topic and have products, downloadable information, or opportunities tailored to that topic. The more relevant your page, the lower your bounce rate is likely to be.

So what makes a really good landing page?

First, as we discussed previously, you need to have a clearly defined goal. Do you want visitors to download an eBook, sign up for a newsletter, or fill out a

form to contact you?

With the goal in mind, make sure your landing page speaks to the keyword the user searched for and for which your ad is appearing. The more specific landing pages you have, the better your conversion rate will be.

According to HubSpot research, businesses with 31 to 40 landing pages generated 7x more leads than businesses with only one to five landing pages.

A great landing page will have an uncluttered layout and sleek design, pointing your website visitors exactly where you want them to go. Most of the time this will be the call-to-action or CTA.

For example, if the goal of the landing page is to get the user to download a copy of an eBook, you would have the user fill out their personal information (i.e. email address, name, location) on a form located on that particular landing page. This gives you valuable information in order to send the website visitor more information or reach out to them as a potential lead.



Your site and landing page's quality score is a big part of a PPC campaign. Your quality score correlates with the the price you will pay per click and how well your ad performs.

Think of quality score as a credit score. Just as a low credit score would prevent you from buying a house or car, a low quality score would prevent you from buying high ranking keywords, which would increase your website's visibility. Your quality score is used to dictate your cost-per-click (CPC) and multiplied by your highest bid to establish your ad rank in the auction process Google Ads uses.

How do I get a high quality score?

1. Keyword Research
2. Keyword Organization
3. Landing Page Optimization
- 4 .Ad Text Relevance
5. Adding Negative Keywords

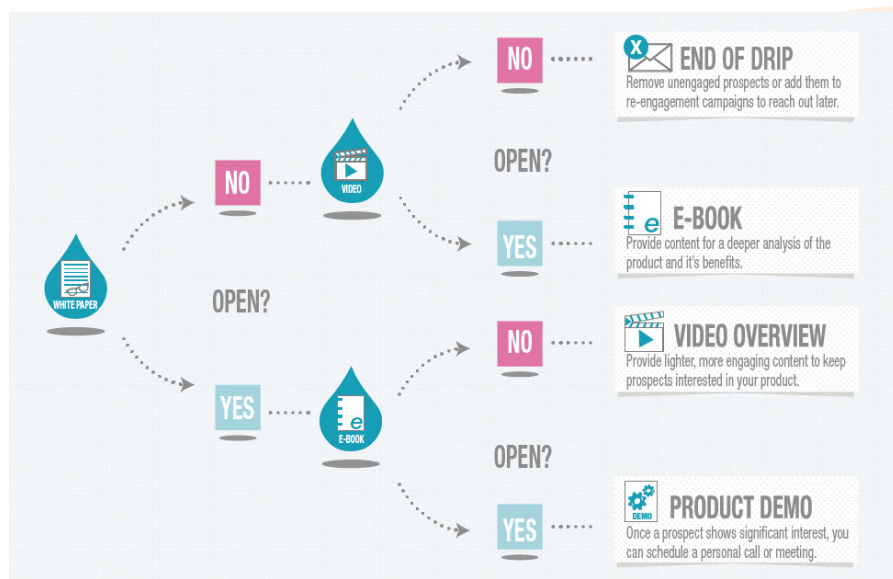


## Marketing Automation

While your quality score is important, it is not the only factor in your cost per conversion. To understand the total CPC, you need to think about what happens to leads after they visit your landing page. This leads us directly to marketing automation, also called drip marketing.

Email drip marketing campaigns should be a central part of your PPC campaign. Why? Marketing automated email workflows can give you an average 20% increase in sales opportunities.

Automated Marketing Emails are composed of a pre-written set of messages to customers/prospects over time. They are called drip marketing emails because they “drip” emails in a sequential order, in a timely fashion. They can also be set up to initiate different sequences based upon the visitor’s response to each email.



From Salesforce Pardot



So, when would you use a drip marketing campaign? Below are two possible scenarios:

- If someone filled out a form to download a 'how-to guide' from your website, then you would then send them a sequence of emails highlighting the features and benefits of the service described in that eBook.
- If a potential client completed a "Contact Us" form, you would have a different email sequence sent out to them, because they have expressed direct interest in your services.

Drip marketing email campaigns allow you to give people the right information at the right time, without being overzealous. It saves you time and still allows you to personalize the emails with your contact's name, company information and interests.

Automated marketing allows you to engage with and nurture leads. Say you sell shoes and someone has abandoned their full shopping cart; you can build a drip marketing campaign to reach out to those prospective customers to get them to come back to your site and finalize the purchase. This can be done by sending an email with an exclusive offer or discount. Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost (Forrester Research.)

### Remarketing Ads

Another important part of PPC is remarketing or retargeting ads. So, what is remarketing? Google Ads remarketing allows websites to show targeted ads to users who previously visited that website. Essentially, remarketing allows brands to keep their name, product, or service at the top of mind for potential or current customers.

How do you remarket or retarget ads?

Step one, of course, is to set up your Google Ads account. If you're already advertising on Google, then you just need to insert Google's remarketing code, commonly referred to as a tag or pixel, to your website. This code can be customized for different pages on your site. The code tracks visitors through browser cookies, which is collected once a user visits your website. After you get this "cookie" on the visitor's computer, you can retarget ads on the Google Search Network, where your website visitors will be browsing.



An example of remarketing is when you look at shoes on Amazon, and then you keep seeing an ad other websites for that same pair of shoes. These are remarketing ads. These are the ads you are paying for in your PPC campaign.

**Pro-tip:**

*Imagine all of your assets are a work in progress. This means that, when you set these up and run ads, you need to be mentally prepared that you are going to spend money, and it's not always guaranteed to work.*

#### **Step 4—Initiating Your Campaign**

Once you've chosen the best keywords, a starting budget, and have written and designed your ads, all that's left is to turn on your campaign.

You have the ability to enable, pause, or stop PPC campaigns on Google Ads at any time. However, it's important to note, if you remove the campaign, you stop it permanently and you will not be able to resume it.

Although this may seem like the final step, in reality the real work is just getting started! A PPC campaign requires constant management, assessing what works, and testing solutions for what doesn't.

#### **Step 5—Reporting and Testing**

A vital part of any successful marketing campaign, including PPC, is to check and recheck the data so you can make adjustments as needed. This will optimize your PPC campaign's success.

At Farotech, we commonly use Google Analytics and Search Console to identify what keywords are working and which ones are not. It's very important that the numbers you are seeing correlate to your conversion and revenue goal.

The goal in this process is to create data-driven decisions about how to re-optimize content. At times it may feel like you're constantly trying to build a better mousetrap, but I can guarantee the guy who said "don't sweat the small stuff" was never in marketing. That's our job: to sweat the small stuff and look at the tiny details!

Depending on your industry, just a 2% increase in conversion rate can mean

the difference between a massive success or massive failure.

**Pro-tip:**

*Companies who have the “set it and forget it” approach lose 99% of the time. If that’s you just set up your campaign and then let it run on its own, then you are throwing away money that could be used for a multitude of other business initiatives.*

**Step 6—Getting a Second Opinion**

Sometimes, one of the biggest challenges we run into is when people work for a company for so long that they don’t recognize what their team or they themselves could be doing differently to increase sales, production, or efficiency. Having an outsider or another team look at your situation or current model and offer suggestions, is often very beneficial.

For more than 17 years, Farotech has been helping companies nationally and internationally develop digital marketing strategies that help generate leads, nurture leads into clients, and convert those clients into brand ambassadors. We do this through a unique process of strategies, including PPC, that, when done in synergy with one another, turn into a system that is consistent and dependable.

We would love to talk with you about your marketing goals and strategies! To schedule your complimentary consultation, contact us today at **267-387-6620.**