
Paid search and its role in digital marketing strategy

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Why don't you show me how your PPC works?



Topics

- **What is PPC?**
- Paid Search Strategy
- Fitting into Digital Marketing Strategy

What is **PPC**?

PPC stands for Pay-Per-Click

- It is one of the most **popular** forms of online advertising in terms of return
- They are **easy to launch** and appears on search engines such as Google and Bing
- You only pay for the ad **when the user clicks** on it
- The amount you pay is called CPC or **cost per click**
- It is a **quick** and effective way to impact leads or sales for your business
- Goal is to **maximise clicks for lowest CPCs** (in terms of basics!)
- Lets you to **precisely target audiences** and place your message in front of them

PPC doesn't have to be expensive

- Effective CPCs for your business can be determined by understanding how much are you willing to pay as **cost per acquisition** (CPA) and work backwards
- The above means improvements in Conversion rate or CPCs can increase profits
 - This is where **optimisation** comes into play
- The trick is to improve the relevance of your ads, which Google calls **Quality Score**, and rewards you with better CPCs.
 - Effective keyword research to target the right keywords for your business
 - Making sure your advertising matches what users are searching for
 - Ensuring landing pages match your advertising
 - Targeting audiences by location demographics, intent, interests or retargeting
 - **Test...Test...Test**

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Is PPC **really** worth it?

Is PPC **really worth it?**

- Improved brand awareness and growth in owned traffic
- Increased visits to the site and conversions
- Data and insights

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When done **correctly**, it can be a very effective way to get your brand in front of the **right people**.

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Questions to ask:

- Is your website optimised for PPC and increased traffic?
- Have you considered your current marketing strategy and how PPC fits into it?
- Are you willing to put in time and effort into analysis and optimisation of the campaigns?
- How competitive is your market vs. organic positions?



**Is PPC the
right move
for your
business?**

Pillars of paid search strategy

- Who are we advertising to?
- What is the message?
- How can we reach our target audience?
- How much are we willing to pay?
- How do we measure success?

Know your **customer.**



Who are we advertising to?

- Strong understanding of what a customer looks like
- Targeting the right users through:
 - keyword research, including negatives
 - audiences based on intent, behaviour on site or interest
 - demographics, including location, age and gender
- Monitoring competitor activity and their targeting to understand overlaps in users and opportunities

What is the message?

- Creative, including ad copy and landing pages to highlight the products and services relevant to the user
- Understanding your brand equity and tone of voice
- Be clear, honest and timely in your message

How can we reach our target audience?

- Selecting the platform, such as Google Ads or Microsoft Advertising, which are the most popular ones
- Choosing bid strategy to run the campaigns based on your goals:
 - Smart bidding such as tCPA, tROAS, max conversions can be used for conversions based goals
 - Similarly if the goal is to increase visibility, target impression share or CPM bidding can be used
- Use exclusions and creative to filter out users of no relevance

How much are we willing to pay?

- Analyse the funnel to understand the conversion rates and what is acceptable CPA to reverse engineer the CPC
- Consider resources such as PPC specialists, analysts, data scientists and engineering resource for website improvements when planning optimisation costs
- Set a realistic overall budget for the channel and monitor spend but alongside ROI, so can be scaled up in a profitable environment

**Instead of cutting costs, focus optimisation to increase revenue*

How do we measure success?

- Maximising conversions at a certain CPA/ Improving ROI and profits/
Increasing visibility or impression share/ Improving brand searches/ Growing volume for product or services
- Analyse the path to conversion and compare different attribution methods to understand contribution of PPC to other channels. Geo tests can also help to understand channel interaction
- Use media mix modelling to evaluate long term investment in the channel

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Google are making it increasingly difficult to **differentiate** between paid and organic listings

Digital marketing strategy and PPC

- Paid search cannot have a siloed approach anymore
- PPC is the quickest way to get to the top of the search listings driving volume and awareness, also to other marketing channels
- PPC can be at the forefront of test and learn to roll out improvements to the site and help overall marketing performance
- Incorporating PPC into the digital strategy can help to develop a lifetime value proposition and for more aggressive acquisition.
- Generics PPC can have a direct impact on brand searches or direct traffic in terms of returning users
- Continual analysis to avoid cannibalisation from cheaper channels

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In summary, maximising **return on investment** from PPC is possible by a thorough understanding of interactions between **PPC and other channels.**

Thank you!

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