



PAID SEARCH

## EXECUTIVE SUMMARY

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Pay-per-click ads are a driving force for brand recognition and sales across search engines, mobile apps, display networks, and streaming media platforms. Paid ad reach on the Google Ads Display network alone includes more than 2 million sites and reaches 90% of the global audience.

Another advertising platform that we see offering a great return on investment is AdRoll, a data-driven multi-channel marketing platform that leverages more than 500 different sources to create a true online marketing ecosystem. By using AdRoll, Efferent Media is able to combine your website analytics, more than a decade of data, and machine learning to create a cross-channel experience that allows us to keep your brand in front of prospective clients at various stages of the sales funnel until they become paying customers.

Pay-per-click ads are a powerful tool when leveraged as part of a complete marketing strategy. At Efferent Media, we analyze your business goals, create an ideal buyer/customer persona by leveraging a multitude of sources, and customize a paid ad campaign to meet those objectives. Efferent Media's in-house paid media specialists focus on crafting campaigns utilizing the latest strategic information to achieve your business goals. Since 2011, Efferent Media has been working with companies of all sizes and a wide range of budgets, to enhance their online reputations, gain more customers, and achieve or exceed their yearly goals.

# TABLE OF CONTENTS

## **1 INTRODUCTION**

What Is Pay Per Click?

Why Is Pay Per Click Important for my Business?

What is Remarketing?

## **5 BENEFITS OF PAID SEARCH/PPC ADS**

## **6 GOALS & OBJECTIVES**

Campaign Goals

Campaign Objectives

## **7 OUR STRATEGY**

## **9 ONBOARDING**



## WHAT IS **PAY PER CLICK**?

Pay per click (PPC) is a method for driving specifically targeted website traffic by utilizing text, image, or video ads. Our PPC specialists establish a list of search keywords that will trigger a relevant ad to be displayed to the user. The ideal scenario would involve the user clicking on an ad that was relevant to their keyword search, being taken to a specific landing page, and completing an action referred to as a conversion. Examples of conversions are purchasing a product or service, filling out a form, or signing up for a newsletter. By analyzing a host of metrics, our PPC specialists can determine what ads, keywords, and landing pages convert the most users.

PPC Management is a continuing process of strategically creating and maintaining campaigns created for Google Ads, Bing Ads, AdRoll, and/or Facebook Ads, analyzing the results and modifying the campaign as needed. While highly effective, these platforms are also highly complicated and ever-changing, offering a wide range of unique advertising methods. More than a million businesses around the world spend billions of dollars on PPC advertising. Expert PPC management is necessary to ensure that money is spent well. Efferent Media's PPC specialists have many years of experience generating results for companies of all sizes and in a wide variety of industries.



## WHY IS PPC IMPORTANT TO MY BUSINESS? 9 KEY STATISTICS



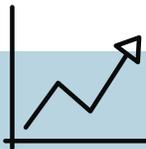
The Google Display Network reaches **90%** of Internet users worldwide. (Google, 2019)



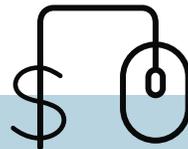
Text ads are the most popular with **49%** of users clicking them. (Search Engine Land, 2019)



PPC visitors are **50%** more likely to purchase something than organic visitors. (Unbounce, 2019)



Search ads can increase brand awareness by **80%**. (Google)



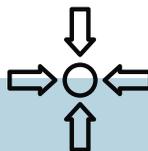
On average, **41%** of clicks attend the highest 3 paid ads on the search results page. (Wordstream)



**72%** of companies haven't looked at their ad campaigns in more than a month. (Neil Patel, 2019)



**70%** of all paid search impressions are on mobile. (Mobile Marketer, 2019)



**52%** of PPC clicks come from mobile. (WordStream, 2019)



**76%** of people who search for something nearby on a smartphone will visit a business within one day (Google).



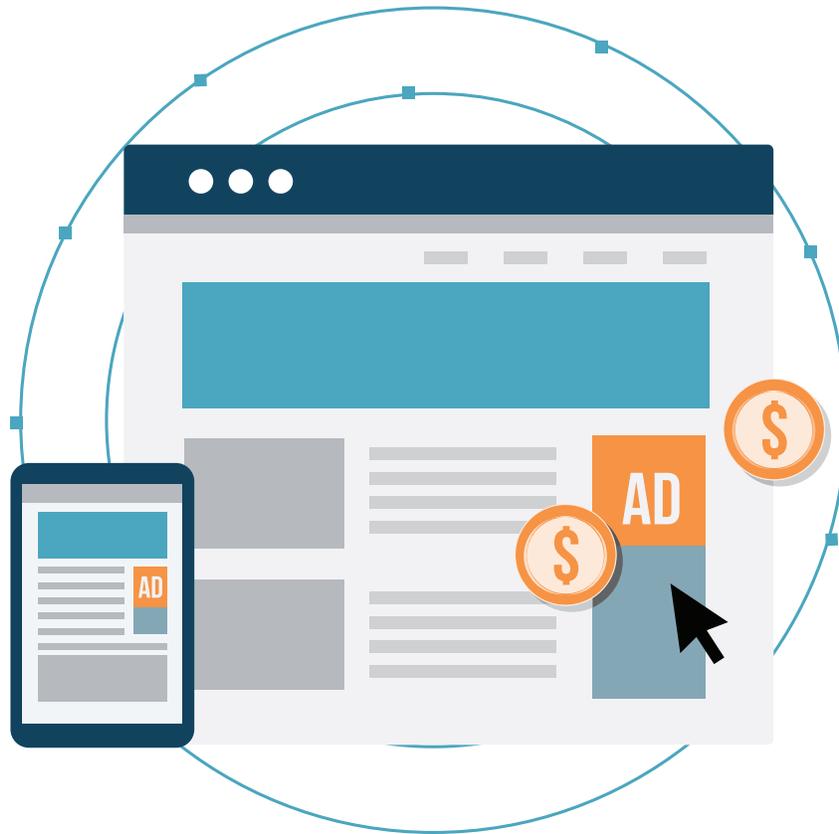
## WHAT IS REMARKETING?

Remarketing is the practice of serving ads to users who visit your website, do or do not complete an action, and then leave your website. Relevant ads matching the journey on your website are subsequently shown on another website that the user visits, keeping your company, your brand and your product or solution front of mind. Even better, with remarketing, exposure can lead to more efficient ad cost. On the Google Display Network, a 0.1% click through rate (CTR) increase can translate to a 20% decrease in cost per click (CPC).

Utilizing data from Google Analytics, your dedicated PPC specialist defines qualifications for ad placement, such as new or previous visitors, paid or non-paid visitors, and time parameter-defined visitors. Then targeted ads are placed across websites included in the Google display network. Remarketing ads are shown on standard websites, mobile apps, and YouTube channels.

## SAMPLE GOOGLE DISPLAY NETWORK SITES

- ▶ YOUTUBE.COM
- ▶ GMAIL.COM
- ▶ NYPOST.COM
- ▶ YAHOO.COM
- ▶ NYTIMES.COM
- ▶ DOODLE.COM
- ▶ WEATHER.COM
- ▶ ACCUWEATHER.COM
- ▶ AOL.COM
- ▶ ZILLOW.COM
- ▶ SPARKNOTES.COM
- ▶ WASHINGTONPOST.COM
- ▶ LOOPER.COM
- ▶ PAGESIX.COM
- ▶ POLITICO.COM
- ▶ REDDIT.COM
- ▶ PARADE.COM
- ▶ MOTHERJONES.COM



## ADROLL

AdRoll is a remarketing platform that places ads on many websites that are not part of the Google display network. AdRoll's network is independent of Google, so it allows for some flexibility when running certain types of display campaigns. Therefore, an AdRoll campaign can reach users that regular Google campaigns would not. AdRoll utilizes its own proprietary artificial intelligence and provides valuable insight into multi-channel attribution.

## SAMPLE ADROLL NETWORK SITES

- ▶ CNN.COM
- ▶ ESPN.COM
- ▶ MLB.COM
- ▶ WEATHER.COM
- ▶ NASDAQ.COM
- ▶ THECHIVE.COM
- ▶ WUNDERGROUND.COM
- ▶ PEOPLE.COM
- ▶ REALTOR.COM
- ▶ MAPQUEST.COM
- ▶ EXPEDIA.COM
- ▶ TMZ.COM
- ▶ DEFINITION.ORG
- ▶ BARSTOOLSPORTS.COM
- ▶ SNOPE.COM
- ▶ USATODAY.COM
- ▶ STAPLES.COM
- ▶ DEADSPIN.COM
- ▶ NBCSPORTS.COM
- ▶ MLSLI.COM
- ▶ BBC.COM



INCREASED WEBSITE TRAFFIC AND SALES



PPC ADS ARE IMMUNE TO GOOGLE ORGANIC SEARCH ALGORITHM CHANGES



HIGHLIGHTS YOUR BRAND



PROVIDES A SECOND CHANCE AT CUSTOMERS WHO DON'T CONVERT IMMEDIATELY



YOU'RE ONLY CHARGED FOR THE AD WHEN THEY CLICK



## CAMPAIGN GOALS

Every dollar is important to you so getting the most value for your dollar is critical to us. To achieve that, your paid ad campaign is regularly optimized and monitored. Our goal is to get conversions for the lowest cost possible, whether the conversion is a form fill out, a phone call, or a download. The only way we can do this is ensuring the right ads are seen by the right people. We also ensure that the pages they visit after those clicks are relevant and help them solve a problem or need. This is a win-win for everyone.

## CAMPAIGN OBJECTIVES

### 1. PPC CAMPAIGN STRATEGY

Your strategy is custom tailored to your needs.

### 2. PERSONA IDENTIFICATION

Your dedicated PPC specialist and account manager will work with you to identify and target your product or service's ideal persona. We will leverage analytics data to create a well-rounded persona with custom crafted ads.

### 3. COMPETITOR ANALYSIS

We analyze the competitive paid landscape via the **SWOT** technique – evaluate competitors' **Strengths**, identify their campaigns' **Weaknesses**, gauge **Opportunities**, and measure potential **Threats**.

### 4. KEYWORD SELECTION

We choose highly relevant keywords based on your specific business, industry, and service(s) provided.

### 5. AD CREATION

We create optimized ads, based on the type of campaign that is best for your product/service. These could include text ads, image ads, or video ads. We also ensure all ads are mobile friendly.

### 6. MAINTENANCE & OPTIMIZATION

A successful PPC campaign requires regular maintenance and optimization.

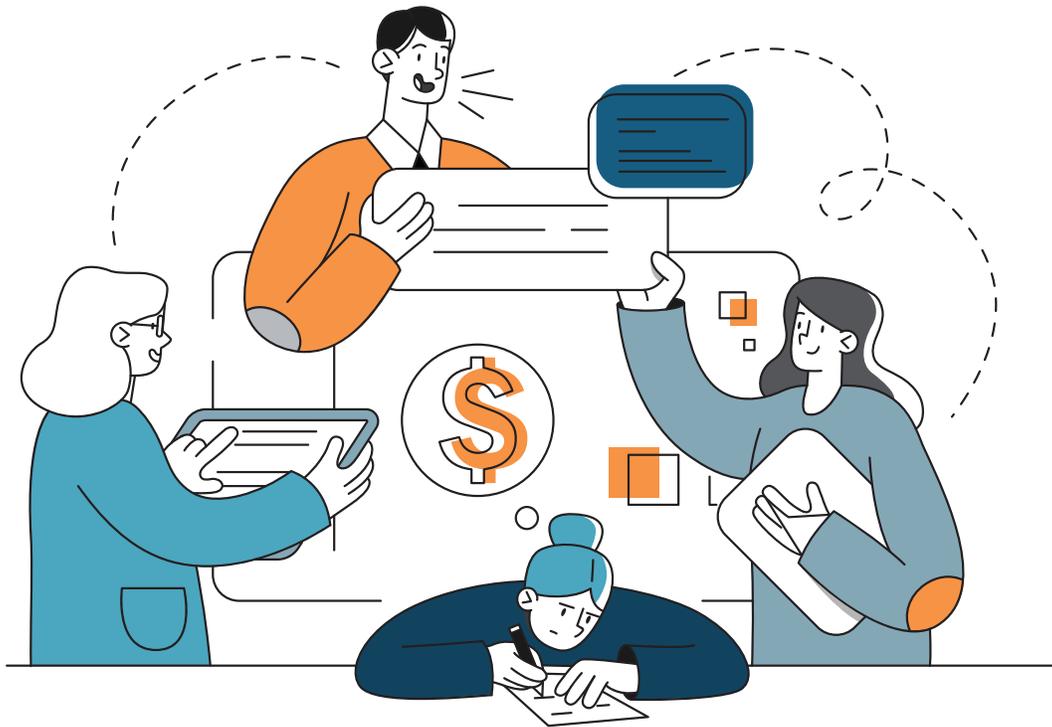
Some companies use a “set it and forget it” approach. Neilpatel.com, a well-respected website reported in 2019 that 72% of companies haven't looked at their ad campaigns in more than a month. Your dedicated paid ads specialist will regularly review your keywords and your ads, ensuring that they are optimized, and will make adjustments as needed. Google and Microsoft have constant rolling updates to their search algorithms, new brand competitors emerge constantly, and ad auctions are continuously renewing, all of which necessitates regular ad campaign evaluation.

### 7. MEASURED RESULTS & REPORTING

Efferent Media provides detailed reports with clear, easy-to-understand summaries that document PPC metrics, explain key points and changes, and help you to track your ad campaign's progress. Your dedicated PPC specialist and/or your account manager will review this report with you if needed.

### 8. ACCOUNT MANAGEMENT

You will be assigned a dedicated account manager. He or she will speak with you regularly, at your convenience, to discuss any new products or services you're offering, upcoming promotions or sales you're offering, and to ensure your account is moving in the right direction. Your account manager will work with you to create a seasonal calendar to help define strategy and goals, both short- and long-term.



## PAY-PER-CLICK AD RANKINGS

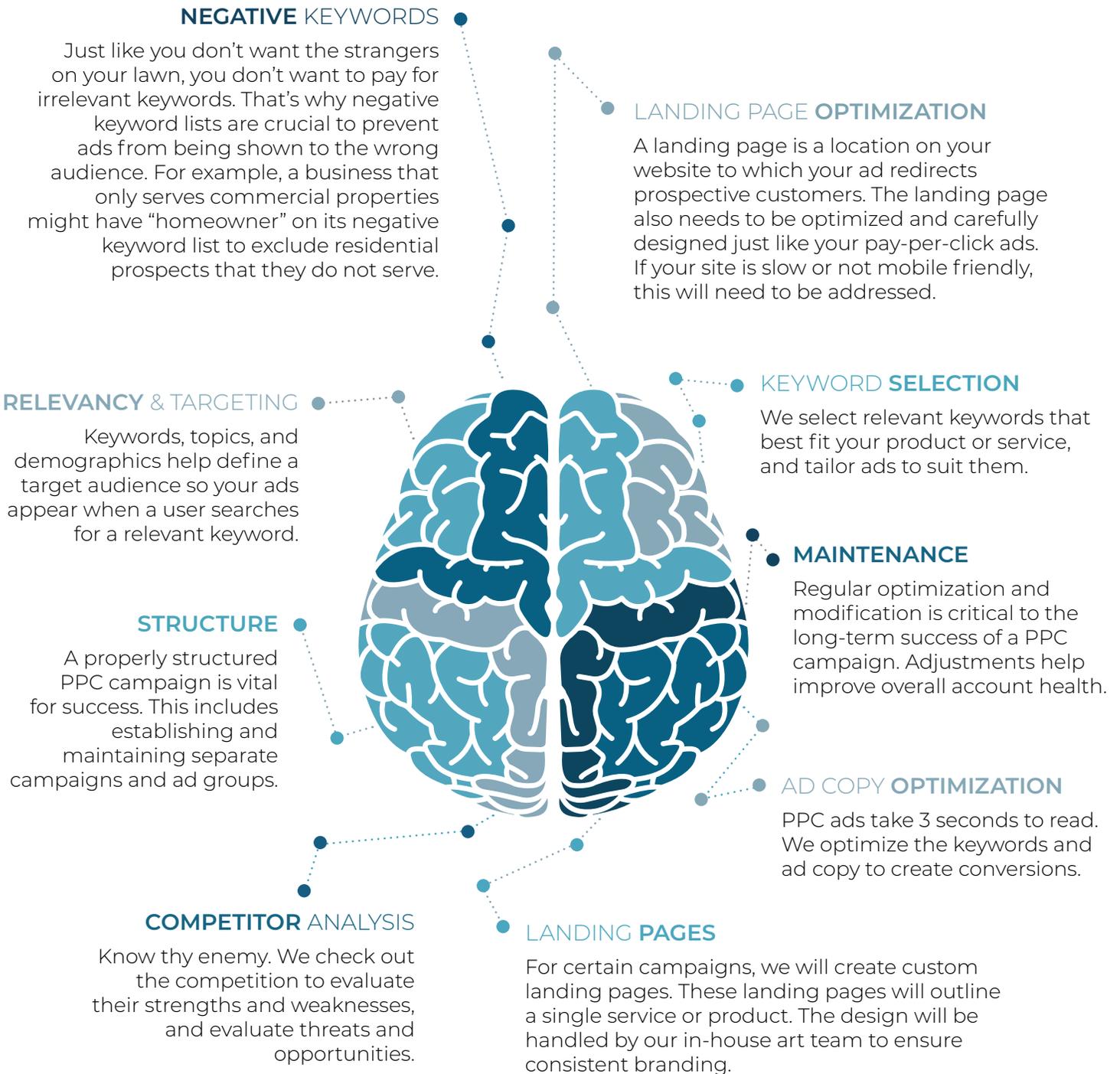
A multitude of factors determine how well a particular keyword or ad performs. Separate from that is Ad Rank, the algorithm for Google Ads used to determine your ad's position and whether your ad is eligible. Ad Rank is recalculated every time your ad is eligible to appear and competes in an auction.

## AD RANK FACTORS

- ▶ **Bid amount.**
- ▶ **Auction-time ad quality.**  
This includes super high click-through rate, ad relevance, and landing page quality.
- ▶ **Search context.**  
This includes user location, device, time of search, and nature of search term.
- ▶ **Ad Rank thresholds**, or the minimum bid needed for an ad to show in a particular position. Other factors in Ad Rank threshold include bid and auction-time ad quality.
- ▶ **Expected impact of extensions** and other ad formats.



## WHAT GOES INTO IMPROVING GOOGLE AD RANKINGS?





During your first two weeks with Efferent Media, we will onboard your account, which means discussing your goals so we can establish and align them with a PPC strategy tailor made for your business. This includes setting up your campaigns in our tool sets and monitoring applications. We will work with you to identify your ideal customer/client persona, based on key demographics, interests, and other custom information.



## ESTABLISH CAMPAIGN GOALS

Review business goals, priority products or services, and locations. Our PPC strategies and ads revolve around your business objectives, seasonality, and timelines. After your onboarding discussions, your dedicated account team will establish meaningful conversion goals based on the needs of your specific business, such as form fills, phone calls, and clicks to set appointments, so that you can monitor your return on ad spend (ROAS) and your return on investment (ROI).



## COMPETITIVE LANDSCAPE

We analyze your competitors and discuss the vision you have for your business so we can create PPC ads that will make you stand out from the crowd. This helps uncover their weaknesses, additional areas of need, priority, opportunity, and most importantly, it helps identify their strategy.



## WELCOME CALL

Your dedicated Account Manager and dedicated PPC specialist will ask you a series of questions to clarify your needs, identify your ideal client/buyer persona, and match it with a strategy for your ultimate success.



## PPC STRATEGY

Using your business objectives and the results of our consultation, your dedicated PPC specialist will present you with campaign strategies that work in harmony with the rest of your marketing campaign to position for success.



## REPORTING

You will receive regular reports detailing the progress of your campaign. Additionally, your Account Manager and dedicated PPC Specialist will periodically have meetings with you to discuss the results further and make suggestions for strategy realignment.

