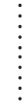


Sanger & Eby



Making Pay-Per-Click Search Marketing Work for Your Business

Sanger & Eby
Cincinnati I-Marketing Group
20 July 2011

About Sanger & Eby

- Strategic design & technology firm focused on specialized business communications
- Services Include:
 - Strategic planning and research
 - Social media strategy and execution
 - User experience planning
 - Print and interactive design
 - Interactive and multi-channel marketing
 - Content development
 - Search marketing (SEO & SEM)
 - Website development, custom business and web applications
 - Mobile applications & sites
- 700+ Sites designed and developed in 15 years
- Clients include:
 - Macy's
 - Fifth Third Bank
 - Luxottica
 - AT&T



About The Cincinnati I-Marketing Group

- Internet marketing agency founded in 2004 to serve both small firms not large enough to take on a full-time Internet marketing manager and other marketing agencies.
- Online Marketing Services Include:
 - PPC Advertising Campaign Management (Google AdWords, Microsoft AdCenter)
 - Online Marketing Strategy Development Consulting
 - Search Engine Optimization (SEO) Programs and Consulting
 - Website Traffic Analysis
- Clients include:
 - Jones The Florist
 - Brooklyn Battery Works
 - Cincinnati USA Regional Chamber
 - NuVo Technologies
 - Nixco Plumbing



What Is Search Marketing?

- Search marketing is leveraging search engines such as Google, Bing, and Yahoo to market your company, brand, or product via paid and editorial search engine results
- Ensuring your company is featured prominently in search results when people enter keywords or phrases related to your business.
- Two Primary Components
 - Search Engine Optimization (SEO)
 - Pay-per-Click (PPC)

SEO, Defined

- The process of improving the visibility of a website or specific page in search engines through natural or organic search
- Uses search engine algorithms to elevate sites to top rankings
- Considers how search engines work and what people search for
- Thousands of criteria in algorithms, with constant change
- Trend toward more human-oriented results
- Key techniques include:
 - Editing content and HTML within a site
 - Increasing relevance for specific keywords and phrases
 - Removing barriers to search engine indexing
 - Building inbound links
- What NOT to do: Black Hat SEO

PPC, Defined

- Search advertising model in which advertisers pay the search engine when a featured ad is clicked.
- Advertisers bid on keywords and phrases relevant to their business to achieve visibility within paid search results.
- Search engines display an ad when a user keyword query matches the advertiser's keyword list.
- Ads are called sponsored links or sponsored ads
- Appear separately from organic search results

Why Search Marketing Matters

- 57% of Internet users search the web every day
- 46% of daily searches are for info on products or services
- 20% of Google searches are for local companies
- 50% of consumers start purchase with online research
- 63% of B2B buyers start with online research
- 85% of B2B buyers do online research during purchase cycle
- To buy from you, they have to find you
- 1 trillion+ websites
- 75% don't look beyond the first page of results
- Rankings 1-5 10 times more likely to be clicked on than 6 & 7
- 70% of links clicked on are on organic (natural) links

If 70% of clicks are on organic links...

...why use Pay-Per-Click?

Why PPC?

- Flexibility
- Immediate results
- Control over when and where ads appear
- Google Content Network displays across multiple sites
- Test keywords for SEO
- Test call to action for landing pages
- Reduces need for content-rich sites
- Merit-based ranking (it's not just about the bids)
 - Quality score and relevance
 - Clickthrough rate and relevance

How SEO and PPC Work Together

- Test and leverage top-performing keywords
- Optimize for search terms you're not bidding on
- A/B testing of landing pages
- Test response rates to various calls to action
- Multiple appearances on page increases credibility
- Appearance of PPC ads drives organic clicks (70%)

PPC Overview

- Text ads on search engine pages as well as text, banner and video ads on the Google Display Network
- Accounts are opened and managed via secure website. Changes can be made 24/7
- Ad position based on bid * Quality Score, which is made up of an ad's click rate, account performance, landing page optimization and other factors
- Advertisers only pay for clicks, not impressions
- A daily campaign budget is set to control costs

PPC Overview

- Reports can be viewed online, downloaded in Excel and emailed to specified recipients
- Campaigns can be geo-targeted by: country, state, city, metro area, or radius around a ZIP code
- Campaigns can be targeted by device to: desktops & laptops, cell phones / network or tablets
- New Call Metrics feature in Google AdWords enables advertisers to track phone calls generated

PPC Advertising “Pros”

- Very effective, ads are relevant and tend to convert well
- Easier to precisely measure traffic, sales, ROI, Cost Per Sale (or Sales Lead)
- Reach: Place ads in search results & thousands of sites
- Higher level of control, more immediate than SEO
- Great data for refining your SEO effort
- Purchase content site advertising at a reduced rate
- Good way to help protect your brand, establish market leadership & ensure people can find you

PPC Advertising “Cons”

- Account management can be time consuming (writing good ads for each group of keywords, evaluating results, making changes, etc.)
- PPC works so differently than other forms of advertising that “do it yourselfers” are often lost and get poor results

Keyword Research

Home Campaigns Opportunities Reporting and Tools Billing My account

Tools > Keyword Tool Product survey

Tools

- Keyword Tool
- Traffic Estimator
- Placement Tool
- Contextual Targeting Tool

★ Starred (0) [Show](#)

Include terms [?](#)

Exclude terms [?](#)

Categories

All Categories

- Apparel
- Arts & Entertainment
- Beauty & Personal Care
- Business & Industrial
- Computers & Consumer Electronics
- Dining & Nightlife
- Family & Community
- Finance

Match Types [?](#)

- Broad
- [Exact]
- "Phrase"

Help

Find keywords

Based on one or more of the following:

Word or phrase (one per line) Website

Only show ideas closely related to my search terms [?](#)

[Advanced Options and Filters](#) Locations: United States Languages: English

[About this data](#) [?](#)

[+](#) Add keywords

Search terms (1)				
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	Approximate CPC ?
<input checked="" type="checkbox"/> ☆ dayton pizza	<input type="checkbox"/>	6,600	6,600	\$1.58

Go to page: Show rows:

Keyword ideas (107)				
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	Approximate CPC ?
<input type="checkbox"/> ☆ pizza factory dayton	<input type="checkbox"/>	480	480	\$1.02
<input type="checkbox"/> ☆ dayton street pizza	<input type="checkbox"/>	480	480	\$1.39
<input type="checkbox"/> ☆ dewey s pizza dayton	<input type="checkbox"/>	390	390	\$1.06
<input type="checkbox"/> ☆ cousin vinny s pizza dayton	<input type="checkbox"/>	480	480	\$0.52
<input type="checkbox"/> ☆ pizza hut dayton	<input type="checkbox"/>	720	720	\$1.04
<input type="checkbox"/> ☆ marions pizza dayton ohio	<input type="checkbox"/>	210	210	\$1.16
<input type="checkbox"/> ☆ marions pizza	<input type="checkbox"/>	6,600	5,400	\$0.67
<input type="checkbox"/> ☆ pizza factory dayton ohio	<input type="checkbox"/>	91	91	\$1.71
<input type="checkbox"/> ☆ pizza hut in dayton ohio	<input type="checkbox"/>	480	480	\$1.08
<input type="checkbox"/> ☆ pizza dayton	<input type="checkbox"/>	8,100	8,100	\$1.42



Setting an PPC Advertising Strategy

Establish your strategy by answering some key questions:

- What is the call to action going to be? / What do we want people to do on our website?
- Does the landing page and the rest of the site direct people to that action?
- How do we convey our benefits (Unique Selling Proposition) and/or call to action in the ad copy?

Setting an PPC Advertising Budget

Use Return on Investment Goals and Research to Set the Budget

- How much is each sale or sales lead worth?
- Use the Google Keyword Tool to estimate the level of search volume and cost per click
- Estimate your conversion rate and multiply by average cost per click to get cost per sale/lead

Case Study: Macy's Recruiting



The screenshot shows a web browser window with the URL macysjobs.com/districtplanner/. The page features a large image of a smiling woman with her arms crossed on the left. The main heading is "★ macy's JOBS" followed by "District Planner Development Program" and the tagline "Get out of the cubicle and 'own the business!'". A prominent red button says "Yes, I'm Interested". Below this is a "Printer Friendly" icon. A navigation bar includes "Overview", "Key Accountabilities", and "Skills Summary". The "Overview" section contains a paragraph about the 14-week program and a bulleted list of details. The footer includes the Macy's logo, copyright information, and various navigation links.

★ macy's JOBS

District Planner Development Program

Get out of the cubicle and "own the business!"

[Yes, I'm Interested](#)

Printer Friendly

[Overview](#) [Key Accountabilities](#) [Skills Summary](#)

Throughout the 14-week development program, you will learn the roles of our planning organization, which will lay a solid foundation for your career at Macy's. During the course of the program, we will teach you the skills necessary to deliver sales, margin, and stock turnover results through rigorous analysis of the business. By identifying local opportunities by store and market, you will learn how to communicate assortment-related actions to the central planning organization.

- Following the completion of the 10-week program, you will shadow a Regional Planning Manager for 4 weeks to hone your business and leadership skills based on your development plan. Upon placement as a district planner (dependent on positional availability and your readiness), you will have direct responsibility for a family of business within a district that includes approximately 10 stores.
- Travel requirement: In stores 2 days per week. Visit multiple stores in 1 day when possible. Visit each store at least once per month.

★ macy's JOBS

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Case Study: Macy's Recruiting

- PPC Search campaign started in October, 2010 to recruit for District Planner Development Program
- Text ads running on relevant terms like “buyer jobs”, “retail planner”, “fashion buyer job”
- Ads direct people to specially-designed landing page with button to information request form
- Conversion tracking was added to the form to track requests coming from the ad campaign
- Campaign is continuously optimized to maximize results

Case Study: Macy's Recruiting

Results

- Macy's is reaching people interested in a retail planning career when they are researching information
- Campaign is driving several hundred people to the landing page each month
- Over 1,800 information requests generated thus far

Combine SEO & PPC for Optimized Results

- Increased visibility and awareness
- Strengthened credibility and leadership perception
- Powerful branding
- Long-term visibility
- Increased targeted traffic
- Increased conversion rates for call to action
- Decreased cost per lead and cost per sale
- Increased sales
- Measurable
- Powerful testing and analytics



Want to Know More?

Kat Jenkins
Vice President, Strategic Planning
Sanger & Eby
kjenkins@sangereby.com
www.sangereby.com
[Twitter.com/sangereby](https://twitter.com/sangereby)

Rob Bunting
Czar
Cincinnati I-Marketing Group
robbunting@gmail.com
www.CallTheCzar.com
[Twitter.com/robbunting](https://twitter.com/robbunting)