

Making Google Adwords Work for Your Business

This document is provided in conjunction with the talk for the Haslemere and District Chamber of Commerce on the 20th May 2015. It aims to provide the audience with a take-away summary guide to making Adwords success for a business. Due to its length it is not intended to be a full description or a complete 'how to' guide – it aims to inform people of the right steps and the areas they need to cover. For feedback please contact Tim Butler at Innovation Visual Limited.

Establish your goals.

You need to know what you are aiming to achieve with your Google Adwords; simply doing it because your competitors are or you feel you 'need to' are not the place to start. Generally overall business goals can include the following:

- A. Online sales through eCommerce
- B. Offline sales by driving people to a bricks & mortar store.
- C. Obtain sales leads / enquiries.
- D. Drive visitors to your site – content publishers and other.
- E. Increase brand & product awareness.

A. Online sales are the obvious choice for many. Tracking online advertising to sales delivery ensures that wasted marketing spend is minimised.

B. You can also drive people to physical stores with online advertising. Many people research brands and places to buy products online before making a trip. Is your business a bit of a destination retail store? Do you carry brands that few others in the area do?

C. Professional services business? Not just B2B but B2C too. Do you provide a service that has to be quoted for? From accountancy to tree surgery, you don't have a package to 'sell online' but people are still looking for you so you need to be out there.

D. Simply driving people to your website is not an ideal goal for many businesses, but what if you are a content publisher, like a local newspaper? You want to drive people to sections of your site they may not be aware of, from news to classified ads, to build your visitor base and get a return through advertising. There are other businesses that can benefit from driving the right visitors to eye-ball your site. Take estate agents; making sure that your website is front and centre when someone searches for "Houses for Sale Haslemere" isn't simply about selling your existing stock. It's also about getting new vendors to list with you because they are confident in the completeness of your marketing approach.

E. Brand and product awareness are about making your business or product come to mind when someone needs it. The display network can be great for this, targeting people by interest, location, age or gender so that they see your adverts for brand & business. Whilst they may not be out to buy now, they are more likely to think of you when they are ready. Someone seeing an advert for a restaurant isn't going to drop what they are doing and come and have a meal but when they think 'let's go out tonight' they think, 'Your restaurant', rather than 'Your Competitor's Restaurant'.

Attribute a value to your goals

What is your average basket value for an eCommerce purchase? How much is a new customer for your accountancy company worth? How much do people spend on a meal in your restaurant or buy from your shop?

You need to work with gross profit value, not turnover or profit margin. The aim should be to maximise gross profit in absolute terms from your spend. It is also important to look at the lifetime value of a customer and understand the full customer journey on and off the Web. Is there also peripheral value in what you do through word-of-mouth referral and brand value? Spending time to work through your profit figures pays dividends as you can make informed choices as to how much you should be prepared to spend on achieving a specific goal.

Turning Business Goals into Trackable Conversions

You need to track your success in order to optimise. This means that your business goals need to be translated into conversions in your web Analytics package – most likely Google Analytics. Conversions should be split into *Macro and Micro conversions*.

Macro conversions are achieving a primary objective such as an online sale completing, an enquiry form being filled out, phoning you from a mobile.

Micro conversions are measurable online actions that show progress towards a macro goal, these may be visiting 3 or more pages, signing up to an email newsletter, downloading a piece of content, watching a video.

All of these actions are easily tracked in Google Analytics, and this data is then accessed by your Google Adwords account. The importance of this when you are undertaking Google Adwords (and indeed other online marketing activity) is that you will then be able to track back to the single keyword / time of day / location / age group / placement that achieved the conversion. The more conversion data you gather, the more efficiently you can refine campaigns to get more and more profit from your spend. It may be that certain times of day work for you, certain keywords *don't* work for you and some locations / devices / age groups / adverts work best. If you can measure it, you can act upon it.

Enabling Offline Tracking

This is where tracking offline results can become difficult. Let's take the restaurant advertising on Adwords. Unless they have an online table booking system you might think that you can't track the success of the online advertising but you can put things in place to enable at least a degree of offline tracking.

Phone calls – now easy to track. By the end of the year, Google estimates that 50% of all searches will take place on mobile devices, so it is easy for customers to simply call you straight from search. Adwords allows you to track both calls directly from adverts where customers don't even go to your website (good for search terms like 'emergency electrician/plumber') and also place code on your website that dynamically changes the phone number that people call. This makes the calls from your website traceable too, again down to individual keywords within an Adgroup. This system is smart enough to recognise visitors that first came from Adwords but then returned at any point over the following 30 days, from any other sources.

For other offline actions you have to devise smart ways to track, for example:

Download / printable vouchers – if you provide a voucher on your website then you can tag the download of this with event tracking as a micro conversion. Then, when customers bring the voucher to your restaurant to redeem it, you just need a system to feedback that a macro conversion has been achieved. Asking 'How did you find us?' is a great way to understand what parts of your marketing are working anyway!

Top Tips For Setting Up a Successful Adwords Account

If you work with a Google Partner Agency (like Innovation Visual!) then you get the benefit of all their experience and expertise that ensures that things are done in the optimum way. However, in the same way that you can pay for a solicitor to do your Will or decide to do it yourself, you can also do Adwords yourself - some people like to do things themselves!

Therefore here are our top tips for setting up a Google Adwords account.

Structure it logically

- Separate 'display' from 'search'
- **Campaigns** manage locations, budgets, devices, ad schedules
- **Adgroups** manage targeting by keywords, audiences & the specific ads
- Use the settings like time of day, days of week & devices

Chose your keywords carefully

- Research what people are looking for
- Think of the intention of the searcher
- Select the match type carefully (broad, phrase, exact & broad-match modifier)
- Include long-tail keywords
- Group them by language in Adgroups
- Negative keywords are VITAL, use them!

Good adverts are vital

- Always try more than one ad variant
- CTR isn't everything
- Use text to qualify people out
- Make your offer clear & honest
- Include text ads in display campaigns for coverage
- Use *Ad Builder* for display campaigns for speed & keep creative costs down

Use the Extensions functionality provided because:

- Extensions increase visual impact
- Extensions increase your communication
- Extensions improve CTR

When using extensions:

- Display **call extensions** when the phone will be answered
- Be clever about using sitelinks – the text can vary to get your message across
- Link your Google+ account to get review information and more

Set your geography appropriately

- Advertise on searches **in** your area
- Advertise on searches **for** your area
- Use the settings appropriate to you - radius, location names, postcode AND use location exclusions
- Remember the tighter the targeting, the greater the margin of error

Use Remarketing as Returning visitors are usually more valuable to a business

- Use remarketing to add an incremental bid on search campaigns
- Display remarketing can be cost efficient to drive visitors back
- Segment your remarketing lists & tailor your messages
- Target abandoned baskets with offers

Don't Ignore Display Advertising

- Use display tactically to achieve goals
- CPC for display are typically much lower than CPC for search
- Use 'in-market' audiences & demographics to hone in on your targets
- Geographic, scheduling & devices settings are all still important
- Use frequency capping

Advertise on YouTube.com

- You don't need to use video
- Acknowledge that the audience is engaged in a different activity
- Use the targeting options available on YouTube to deliver an effective campaign
- Keep things fresh to maintain engagement

Measurement & Refinement is Vital

- Campaigns should always be reviewed and optimised
- 2 to 3 weeks of initial data needed to measure performance usually
- Periodic reviews appropriate to spend / traffic / conversions
- Quality score is your friend
- Use optimisation tools provided
- Things change – competition, profit margins, seasons, bids, trends, customers, products, Adwords!

Do your Adwords Advertising properly to make it profitable

- Look to lifetime customer profit
- Look outside the single purchase
- If you can't, or don't have the time, then ask people that 'really know' Adwords
- Google Partners have to meet a range of criteria to maintain their status to prove they are based placed to help you make Adwords work!
- So why not call Innovation Visual on 0203 287 7202 or email tim@innovationvisual.com