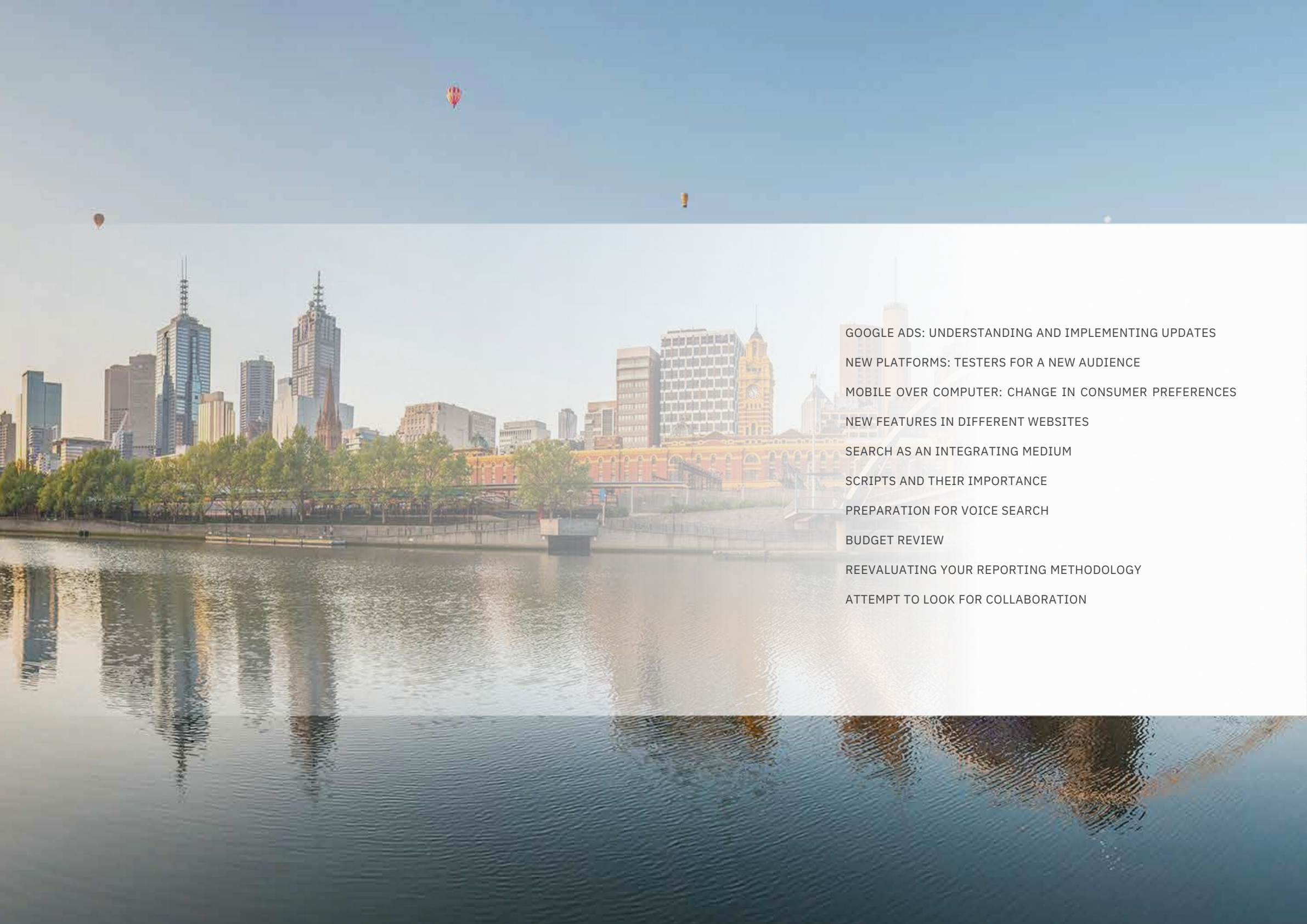




10 BREATHTAKING **PAID SEARCH** & BEST PRACTICES OF **PPC**



GOOGLE ADS: UNDERSTANDING AND IMPLEMENTING UPDATES
NEW PLATFORMS: TESTERS FOR A NEW AUDIENCE
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Pay-per-click, or PPC, as we call it, has become one of the most productive ways of marketing today. With a common ground for social media as well as search engines, it has easily taken over the advertising ground. While its effectiveness depends on the use of keywords and ad landing, there are several ways you can work on your strategies of marketing.

Even though PPC is effective and ideal, it is not necessarily recommended for all businesses. A solid budget and an effective PPC manager are both important to get as much out of the deal as you put in.

With a new year filled with new approaches towards the ever-increasing market, it's important to first review the moves you have already implemented and see how they can be more effective than they already are. Ad testing strategies, mobile preferences and geotargeting are all part of what goes on behind the stages of good PPC marketing.

Further elaborating on these terms:



Google Ads

GOOGLE ADS : UNDERSTANDING AND IMPLEMENTING UPDATES

Google is known for its consistent and steady additions for marketers. Last year, they accommodated their feed onto mobile apps and managed to increase the total number of clicked-on ads by 78%. Some new features of Google Ads include:



Life events targeting for Youtube and Google Ads:

With an increased precision in the search for daily purchases to those for once-in-a-lifetime events, Google will now allow you to use Life Events as a targeting option. This has been tested to review improvements in both ad recall and search intent.

Google surveys 360:

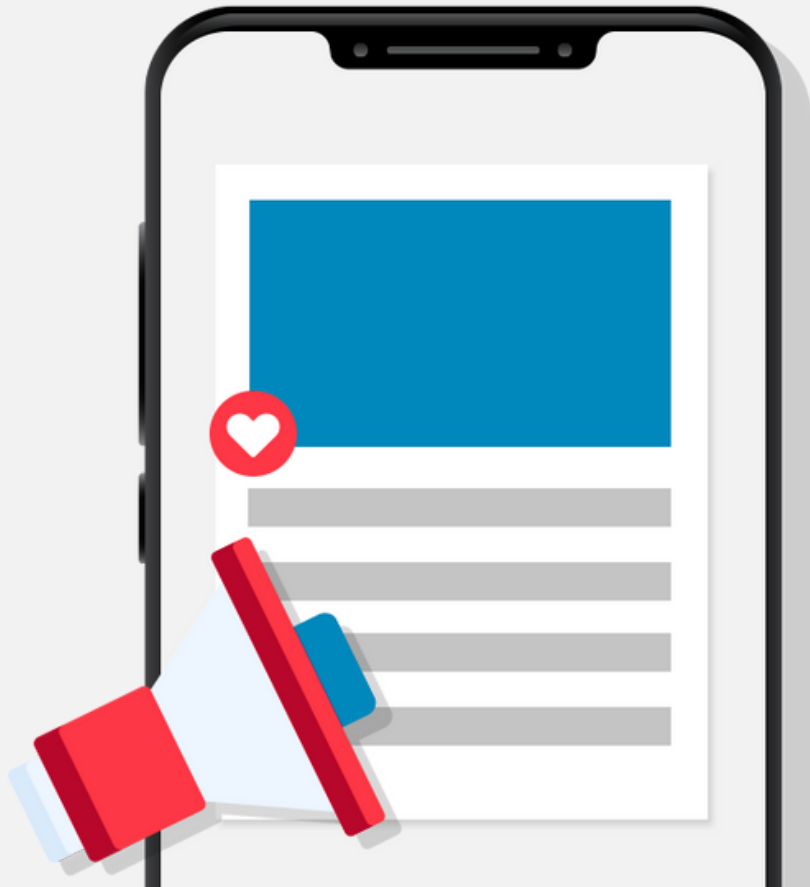
Surveys 360 allow you to do a quick survey with your targeted audience, making it much easier to follow up on A/B testing rather than going through the extensive procedure of doing it practically. This not only makes it easier to know how your customers feel towards your current product but also helps in understanding how you can improve on your next sale.

Smart bidding - how AI and humans collaborate :

Seasonality adjustment is the most important new tool which allows the algorithm to follow up when a sale or other notable event is in order. This helps pinpoint where exactly your sale is creating an impact. Data Exclusion allows you to exclude previous sales from the database to allow the algorithm to bid with a realistic conversion in mind.

NEW PLATFORMS: TESTERS FOR A NEW AUDIENCE

Even though Google has been one of the main portals for PPC so far, several new advertising platforms are trying to catch up by providing a scope of new-found market in other forms of social media. Bing and Facebook have been catching up with Google in terms of Adwords, followed by:



With a wide audience of businessmen and women, LinkedIn can be considered a go-to webpage if you're targeting a group of professionals.



If you're looking for a female-focused target audience, this is your haven for products and services.



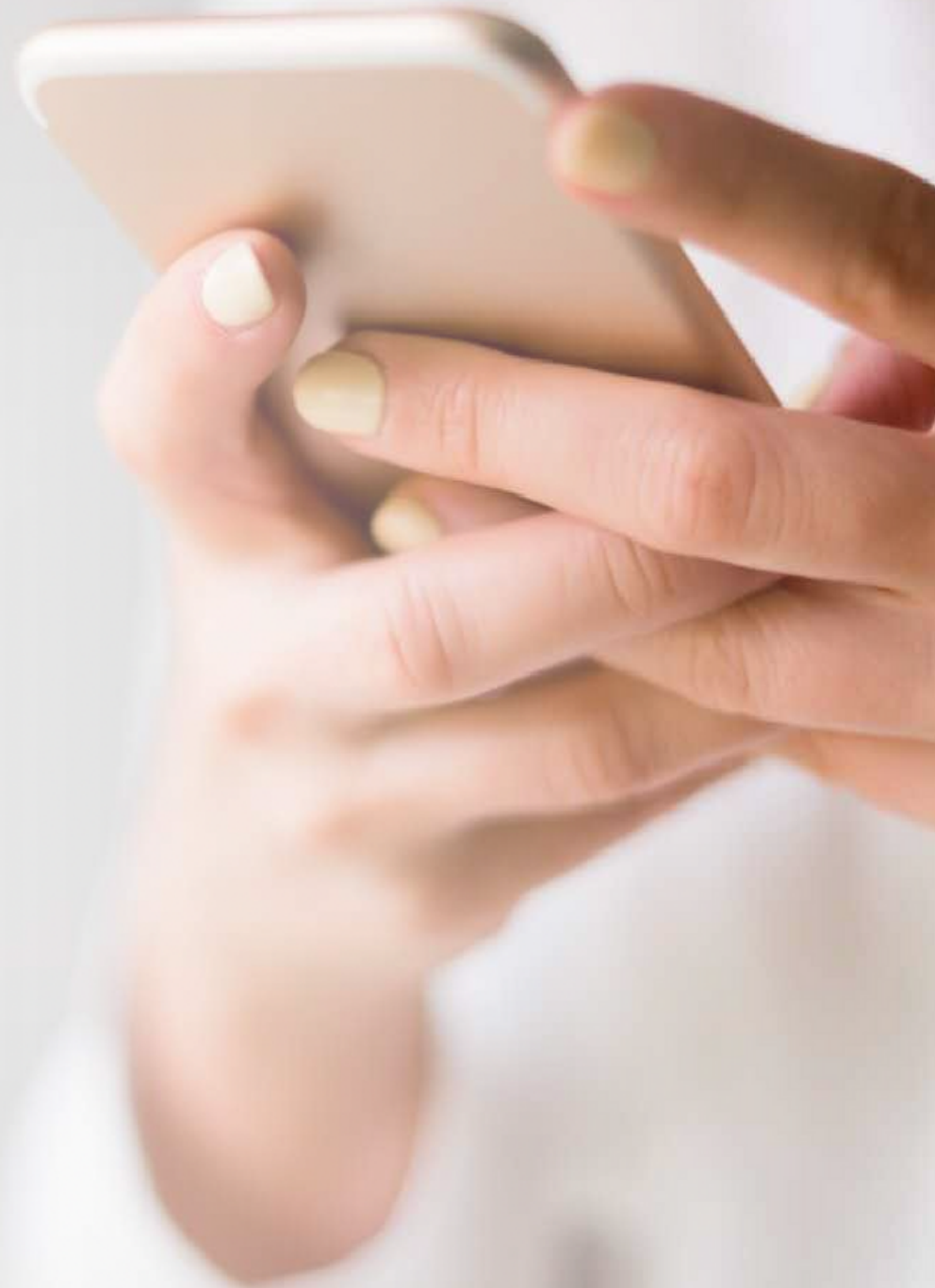
With a younger audience ranging from 18-35, video ads, filters and even linked pages are the ideal ads for this group.



Similar to Google feed ads, Twitter allows you to target anyone from a wide curated group of people to even an individual account.

MOBILE OVER COMPUTER: CHANGE IN CONSUMER PREFERENCES

Technology doesn't stop for anyone, marketers or consumers. With over a 50% increase in the rate of conversions of mobile phones over computers, it is important to remember to cater to the larger audience first. PPC marketers who fail to realise the importance of mobile targeting are doomed to fail their objective with a complete loss in budget and not enough returns to even cover the costs. With constant updates, sites like GoogleAds and BingAds allow you to see the lowest cost per conversions between mobiles, tablets and computers. Complete analysis will allow you to understand whether the bid should be adjusted based on the device





NEW FEATURES IN DIFFERENT WEBSITES

Since GoogleAds covers up a majority of the market for PPC, it is common to forget what the rest have to offer. For instance, Microsoft Ads exclusively provides for advertisements for Yahoo's search traffic. You can look for the search partners by digging into reporting and settings. Reporting allows you to keep a tab on what the performance looks like while settings can help you opt-out of the search partners if you think their performance is poor. Bing allows text ads to improve their visual excellence by providing the option of using different images. The new ad extension of Bing allows you to showcase a set of five images on the mainline only. This is a newly released feature and may not be visible to all as of now.



SEARCH AS AN INTEGRATING MEDIUM

Even though search engine optimization was a victim of the use of keywords for the longest time, that limitation has now been nullified. Keyword campaigning has now been refined for audience targeting by allowing you to optimise your required demographics. Audiences are formed with a sense of unity and common ground and can easily be pandered with the help of this advancement.

Demographics:

Age, Marital status, employment status, education, income, etc

Persona Identification :

Online behaviour allows tracking of likes and dislikes, providing a buying cue

Remarketing:

Tracing activities on other platforms and re-advertising on others like Youtube.



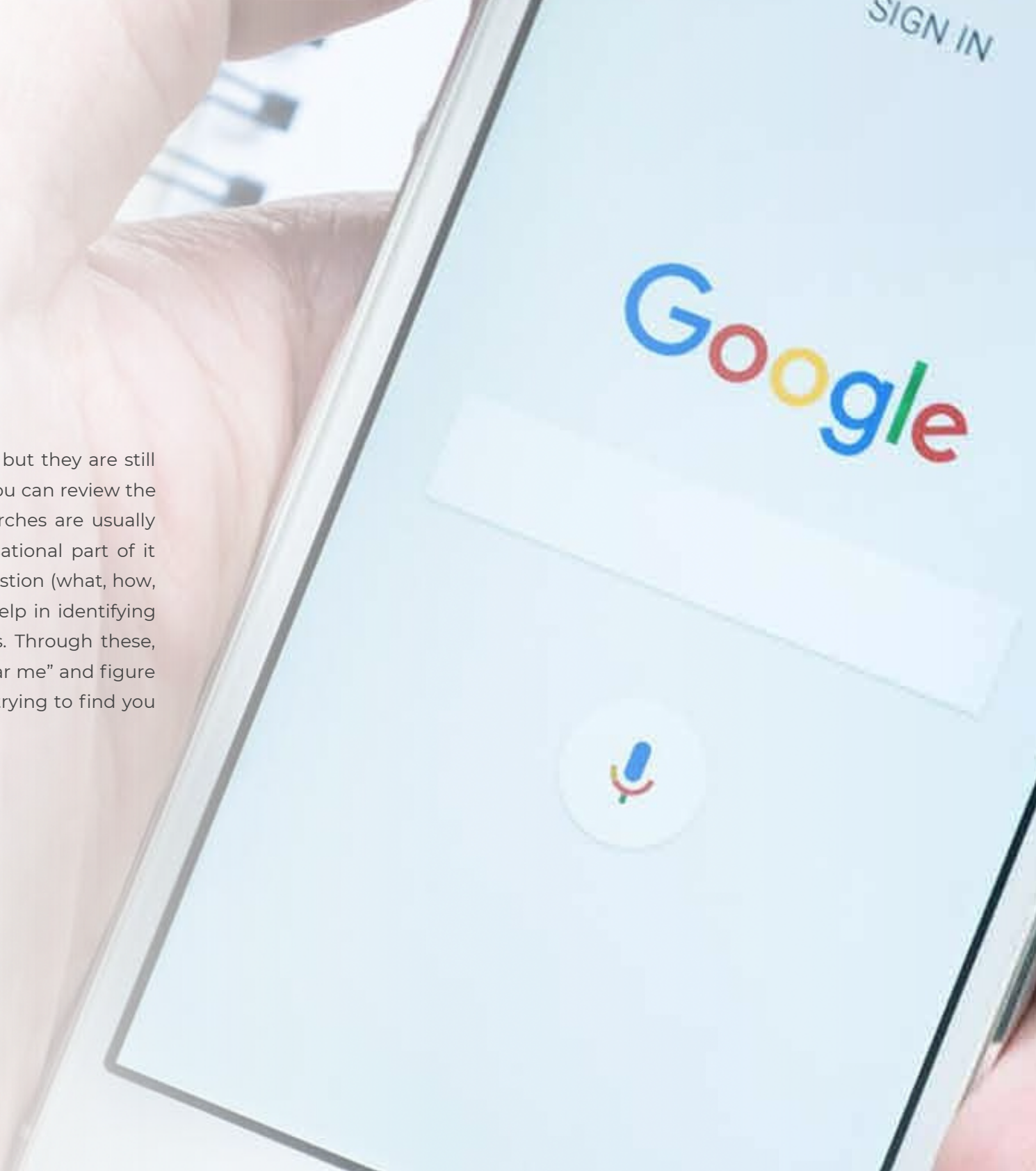
SCRIPTS AND THEIR IMPORTANCE

Although PPC scripts can seem quite terrifying, they help in improving reporting and avoiding repetitions by a very large scale. Scripts are snippets of JavaScript code that help you better your campaigns. Even if

you don't know too much about it, online workshops are easily available to help you understand the concept a little better. A major benefit of using PPC scripts is that it can help you save up a lot of time. By automating the tedious part of the job, you can concentrate on optimizing the actual performance without thinking about it twice. There are many different types of scripts, for example, Bid Modifiers, Pausing and Deleting, Tools, Alerts, Reporting etc. Depending on how big your campaign is and how elaborately you've set up your account, you will end up leaning on some more than the others.

PREPARATION FOR VOICE SEARCH

Voice searches aren't in excessive demand as of now, but they are still present. Whilst checking the trends of your account, you can review the keywords being used for your ad interface. Voice searches are usually longer, with an average of 5 to 6 words. The conversational part of it causes most of the searches to be in the form of a question (what, how, who, when). Keywords like "Ok Google" or "Hey Siri" help in identifying those who might be using voice automated searches. Through these, you can individualise on searches like "Pizza places near me" and figure out how to AdLand by hyper-targeting all the people trying to find you with easy access to your contact information.





BUDGET REVIEW

It is common for an advertiser to go overboard and forget the ground where he or she started from. Through every part of the process, it is important to consider the cost of every move you take whilst keeping in mind

- ✓ Which part of the campaign was impactful, and which wasn't?
- ✓ Is it possible to gain more out of the campaign than what has already been received?
- ✓ Is it possible to assign additional budget by cancelling out a faux pas of the campaign?

REEVALUATING YOUR REPORTING METHODOLOGY

As times change, so should your report. It is important to stay up-to-date with better and different ways of PPC KPIs. The most important KPIs you should be tracking include Clicks, CTRs, Quality score, Cost per Click etc. Some of the KPIs are interrelated and shouldn't be probable to different outcomes. For example, you can't be expected to have a high CTR with a low-quality score since they are both parts of the same story. While keeping this in mind, it is important to not get caught up in a single number and have an overall look at your KPIs to know the actual success rate of your report. Your questions while reviewing should be inclusive of the following:

- ✓ Are you still using this data?
- ✓ Is the information still accurate and pragmatic?
- ✓ What new metrics could've been but haven't been used?



ATTEMPT TO LOOK FOR COLLABORATIONS

If you have been trying to work with the different methodologies of PPC but still haven't found a glimmer of success, it might be time to step away and think about different solutions for it for a while. You could attempt to look for secondary friendly resources or a form of PPC management to help guide you through the process. Even though PPC is usually considered an individual process, it is important to remember that there are always different ways to approach a situation.