

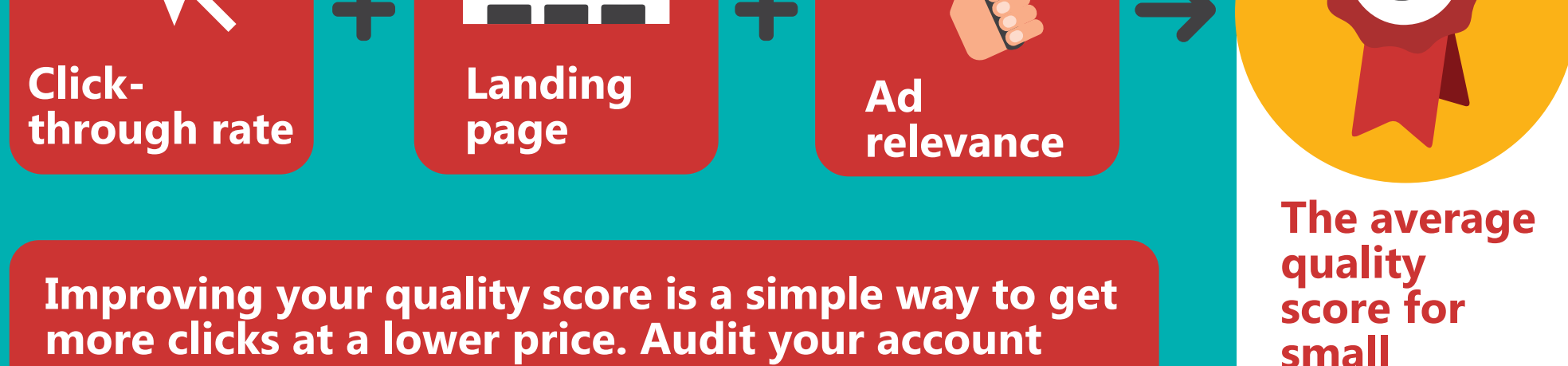
Strapped for cash?

Six ways to make your PPC marketing budget go further

PPC can be one of the most cost-effective weapons in your marketing arsenal, when done well. A few tricks can ensure you're directing your budget to the areas where you'll get a real impact on conversions.



1 | Establish a high quality score



Improving your quality score is a simple way to get more clicks at a lower price. Audit your account structure, making sure that ad groups only contain tightly related keywords. These, in turn, need to be highly relevant to your ad copy and landing page.

The average quality score for small businesses is 5.

Scenario: You sell women's bags...

✗ You bid on keywords, such as "ladies handbags", and "womens handbags". You use the **same copy** for all your ads.

✓ You write a separate ad for "ladies handbags" and "womens handbags", using the **keyword in the ad copy** to raise your quality score.

2 | Geo-qualify your ads



Google's search and display networks reach over **80%** of internet users around the world.

Adding relevant locations into your keywords can cut your competition, and hence your cost-per-click. It will result in more qualified traffic, giving your conversion rate a helping hand too. You can also use Google or Bing's location targeting features to determine who sees your ads, based on device location.

Scenario: You are a boiler repairer in Chester...

✗ You bid on unqualified keywords such as "boiler repair", resulting in your ads showing to many people **based too far away** for you to travel to.

✓ You bid on "boiler repair chester", as people searching for this are likely to be **based in your area**.

3 | Analyse when your clicks happen



Look at the conversion rates of your ads by time of day or day of the week, and you're likely to find sharp variations at different times. By setting automatic bids that account for these, you can fine-tune your spending to maximise conversions.

Scenario: You are a heating engineer in Chester...

✗ You find that your ads are **less likely to convert between 7-11pm**, meaning that you waste a lot of money during those hours on clicks that don't convert.

✓ You set a bid adjustment of **-50%** between the hours of **7pm and 11pm only**, halving your maximum bid during those hours and improving your cost of sale.

4 | Tap into the mobile market



70% of mobile business call a business directly from search results.

Compared to desktop, mobile tends to convert poorly, so take a look at your conversion rates by device. You can apply a negative bid adjustment, or work to make your landing page more mobile-friendly. Consider call extensions, a feature which makes it easy for customers on their mobiles to call your company, just by clicking a button on your ad.

Scenario: You run a takeaway...

✗ Customers who view your ads need to **click on the ad and find your phone number** on your website, before they're able to call you.

✓ You add call extensions to your ads. A button appears on your ads, which customers can **click to start calling you straight away**.

5 | Use negative keywords strategically



1 in 5 small businesses have not added any negative keywords.

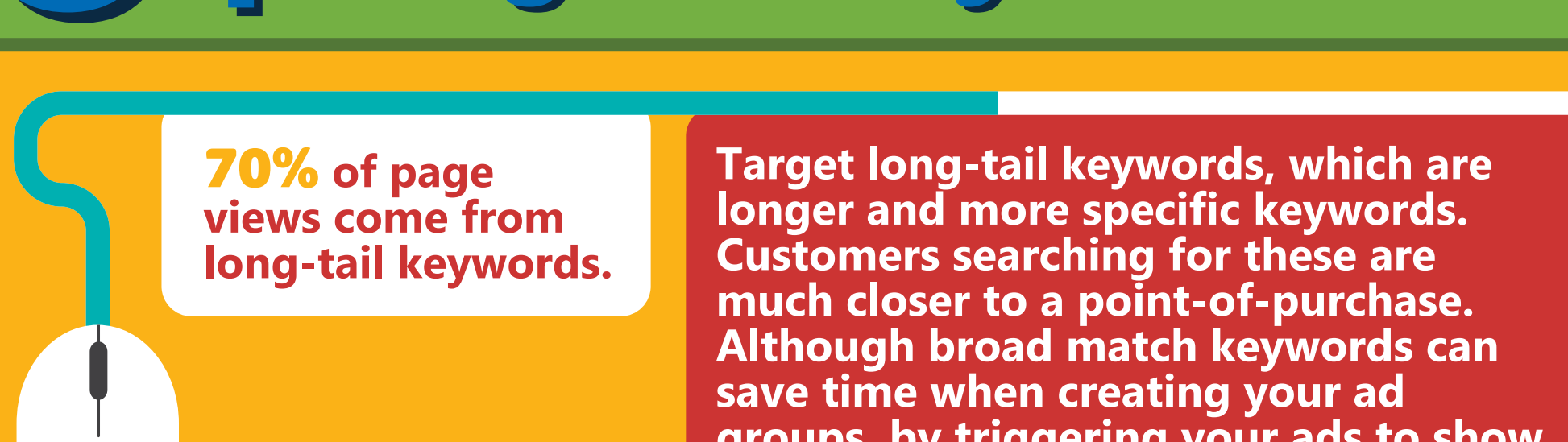
It's important to regularly run search query reports to identify which search terms are wasting your budget. Negative keywords not only help to eliminate waste, but can be used more tactically. Use them to funnel traffic to the ads you want visitors to see, by blocking any closely-related ad groups from showing them.

Scenario: You run a crane hire company in Yorkshire...

✗ Through a search query report, you find that you are paying for searches for "crane sanctuary yorkshire".

✓ You add "sanctuary" as a **negative keyword to avoid incurring costs** from people searching for the crane sanctuary.

6 | Use exact match and long-tail keywords



70% of page views come from long-tail keywords.

Target long-tail keywords, which are longer and more specific keywords. Customers searching for these are much closer to a point-of-purchase. Consider broad match keywords can save time when creating your ad groups, by triggering your ads to show for related terms, you will need to build out your exact match keywords to cut costs and gain control over your spend.

Scenario: You sell orthopaedic mattresses...

✗ You bid on the broad match keyword "double mattress". Your ads show for terms such as "single mattress" and "double bed", which you may not be relevant to your landing page.

✓ You bid on the exact match keyword "[orthopaedic double memory foam mattress]". Your ads only show to customers searching for that term.

For more marketing tips and how-tos from the promotional experts, visit 4imprint.co.uk.

Sources

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