

Paid search marketing

What is paid search marketing?

- Pay per click
- PPC marketing
- Cost per click
- Sponsored advertising

Paid search marketing
www.hma.co.uk/services/pay-per-click/
 Paid search marketing is where you advertise within the sponsored listings of a search engine or partner site by paying either each time your ad is clicked (pay-per-click - PPC) or less commonly, when your ad is displayed (cost-per-impression - CPM)

One of the most effective ways to get consistent traffic from relevant search results and other websites.

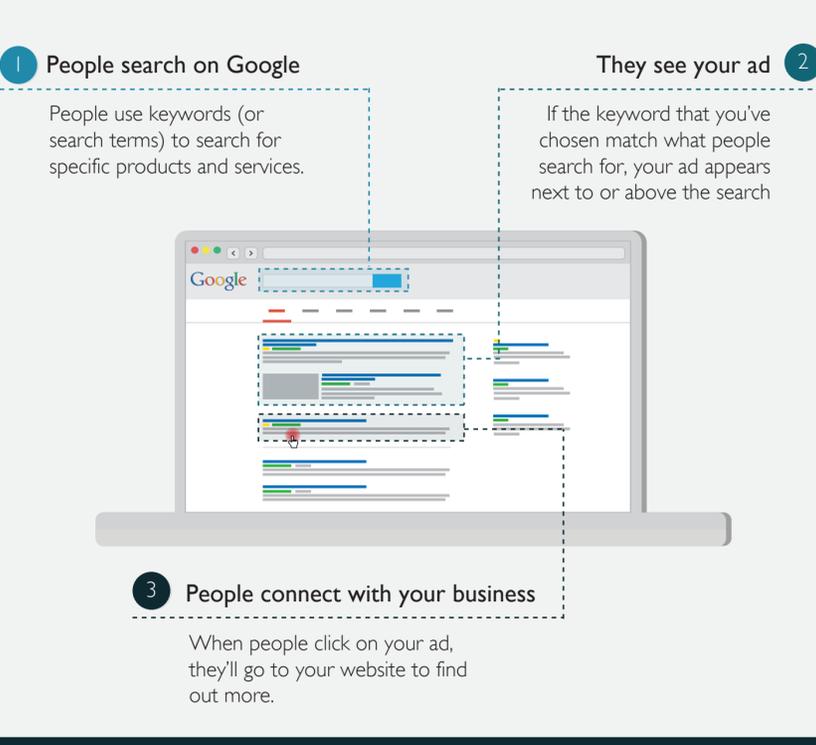
\$50.68 billion

The predicted global market for search engine marketing (SEM) by 2015 [1]

25%

of online shoppers visit a website via search engines [2]

Google AdWords How does it work?



Why is it important?

- FAST** The fastest way to get to the top of SERPS
- TARGETING** Ads can be changed, edited, optimised and tracked.
- RELEVANCE** Ads are weighted on relevancy allowing advertisers to refine and target, qualified traffic.
- TRACKING** Every ad, every keyword, and best of all, every penny spent can be tracked.
- CONSISTENT TRAFFIC** Traffic can be controlled according to budget.
- TESTING** Vast amount of features and data available to test campaigns.
- REACH** Reach prospects through search and the Google Display network.
- BRAND AWARENESS** Cost effective branding of your business/product/service and company name.
- GEO TARGETING AND AD SCHEDULING** 24/7 Cost effective branding of your business/product/service and company name.

Social networks with Pay Per Click options

Advertising options on social networks are not strictly related to search engine marketing, but are another form of content network for which Pay Per Click options are available:



BUSINESS BENEFITS

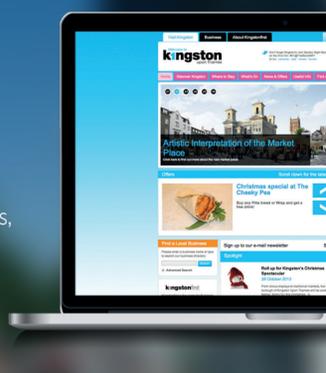
- It works for businesses of all sizes/budget
- Highly measurable
- Customer loyalty**
Customers/referred from search engines tend to stick around for longer.
- Findability**
Allows you to be found even for snippets of information, e.g. company name.
- Customer acquisition**
Search is demand-driven, so referrals may well become your next customer.
- Search is demand-driven and therefore non-intrusive
- Immediate route to a targeted market
- Brand visibility
- Credibility**
Consumers expect big brands to be prominently placed in Google.

CASE STUDIES

KINGSTON FIRST

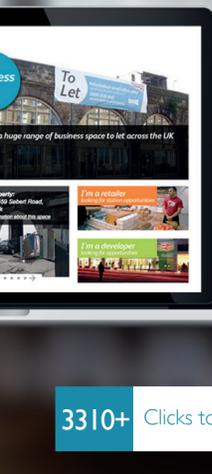
Objective
Lead generation strategy following website relaunch

Solution
PPC lead strategy to raise the profile of two prize draws, with a focus on Google and Facebook advertising. Targeted, relevant and specific ads were crafted for the different target audiences.



- 5000** Competition entries
- 500%** Increase in website visitors during the month of activity
- 8%** Increase in Facebook likes

- 47%** Increase in engagement
- 1692%** Increase in social reach



NETWORK RAIL

Objective
Drive high quality traffic to its property listings and generate more enquiries

Solution
Google Adwords campaign focussing on driving relevant prospects to the website, as well as a remarketing campaign to pull previous website visitors back once they had left.

- 3310+** Clicks to the website

- 2.5%** CTR

- 1353+** Telephone enquiries

- 114K+** Impressions

Fiona is Senior Marketing Manager at HMA and experienced in all aspects of digital including SEO, PPC and social media marketing.

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Sources

Global Industry Analysts Inc.
eCommera
Econsultancy Paid Search Marketing Best Practice Guide

www.hma.co.uk

