

Digital Marketing Recipes



A step by step guide to establishing paid media campaigns...

Pay-per-click (PPC) is an effective way of increasing traffic to your website quickly. It allows businesses to rank at the top of the search results above the organic listings. PPC lets businesses control how much they want to spend, clearly track their return on investment and scale up advertising campaigns which are successful.

Objectives

PPC can help you achieve results in Search Engine Marketing more quickly. Businesses that implement PPC can see an increase of visitors to their website in a shorter amount of time than SEO. This also means that businesses will be able to gather more leads and sell more products or services sooner.



Tactical planning & strategy

The first stage of PPC requires a thorough understanding of the objectives and goals of a website. From this, the structure of the PPC campaigns can take shape.



Keyword Research

The proper keywords will allow you to capture the right customers for your website. Keyword research finds the keywords that are likely to help you gain leads or sell products or services.



Competitive Analysis

By analysing the competition for each keyword, we are able to choose keywords that are cost-effective and helpful to your campaign.



Campaign set up

The campaigns can now be populated with the chosen keywords and carefully tailored ads. The ads will be targeted to certain market segments for cost-effectiveness.



Analytics Set up

Your Google Adwords account will be linked with Google Analytics for a better analysis of customer activity on your website.

Digital Marketing Ingredients



Tactical Planning & Strategy	Keyword Research	Competitive Analysis	Campaign Set up	Analytics Set up
<p>Objective</p> <p>Plan out the shape of the online ad campaigns according to the requirements of the customer.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Identified key objectives of the client and website Structure of the campaigns are established <p>Deliverables</p> <ul style="list-style-type: none"> Creation of ad campaigns Configuration of ad campaign settings 	<p>Objective</p> <p>Obtaining the keywords that will provide traffic and conversions for a customer.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Relevant keywords are identified <p>Deliverables</p> <ul style="list-style-type: none"> List of relevant keywords for each campaign 	<p>Objective</p> <p>Cost-effective keywords are identified by analysing the competition.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Cost-effective keywords are identified <p>Deliverables</p> <ul style="list-style-type: none"> List of cost-effective keywords for each campaign 	<p>Objective</p> <p>Configure the campaign settings and populate it with ads and keywords.</p> <p>Measure of success</p> <ul style="list-style-type: none"> The proper campaign settings have been finalised Ads are relevant and appealing to audience Keywords have been properly assigned <p>Deliverables</p> <ul style="list-style-type: none"> Campaign settings are configured Ads have been applied to each campaign Keywords have been applied to each campaign 	<p>Objective</p> <p>Google Adwords account is linked with Google Analytics.</p> <p>Measure of success</p> <ul style="list-style-type: none"> Google Adwords successfully integrated with Google Analytics The relevant goals have been imported from Google Analytics Successful testing of goal/conversion tracking in Google Adwords <p>Deliverables</p> <ul style="list-style-type: none"> Google Adwords linked with Google Analytics Goals imported from Google Analytics Goals appear as conversions in Adwords