

# Digital Marketing Recipes



## A step by step guide to growing your search engine visibility...

Following the set up of a paid media campaign, continual optimisation must be carried out to maintain effectiveness and efficiency. This is a cyclical process of improvement that relies on the analysis of the performance of your paid media campaigns over a defined period of time.

### Objectives

Due to the constantly changing behaviour of customers and online technologies, paid media campaigns require continual optimisation over time to maintain maximum effectiveness. Additionally, refinements to the campaigns will help increase the traffic and conversions.



# Digital Marketing Ingredients



Performance Review	Keyword Research	Competitive Analysis	Campaign Optimisation
<p><b>Objective</b></p> <p>Report on the performance of the campaigns by gathering, analysing and commenting on the results.</p>	<p><b>Objective</b></p> <p>Identify keywords that will provide a source of traffic to the website for the purpose of increasing conversions.</p>	<p><b>Objective</b></p> <p>Analyse competition of relevant keywords to further refine the list.</p>	<p><b>Objective</b></p> <p>Settings of the campaign will be adjusted to optimise targeting of the customers. Ads will also be adjusted to be more appealing to customers.</p>
<p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>The correct results have been gathered</li> <li>Opportunities have been identified via performance analysis</li> </ul>	<p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>List of relevant keywords for each ad campaign</li> </ul>	<p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>Refined list of relevant keywords for cost-effectiveness</li> </ul>	<p><b>Measure of success</b></p> <ul style="list-style-type: none"> <li>Campaign settings optimised</li> <li>Creation of new appealing ads</li> <li>Edit existing ads based on results</li> </ul>
<p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>Performance overview of the paid media campaigns</li> <li>List of recommendations based on results</li> </ul>	<p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>List of relevant keywords</li> </ul>	<p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>Final keyword list of relevant and cost-effective keywords</li> </ul>	<p><b>Deliverables</b></p> <ul style="list-style-type: none"> <li>Updated campaign settings</li> <li>New ads created</li> <li>Existing ads updated</li> </ul>