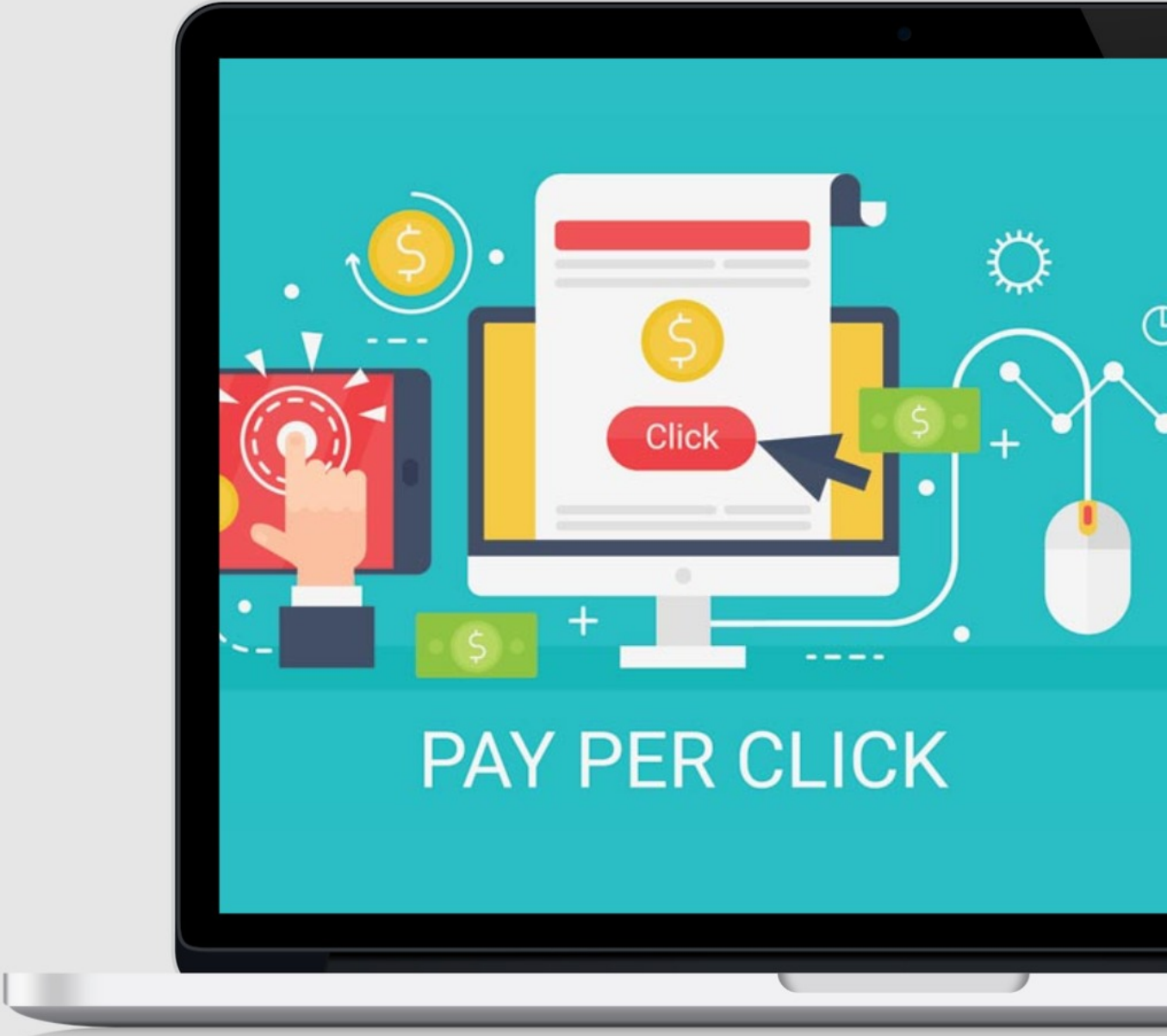


Pay-Per-Click Marketing



INTRODUCTION

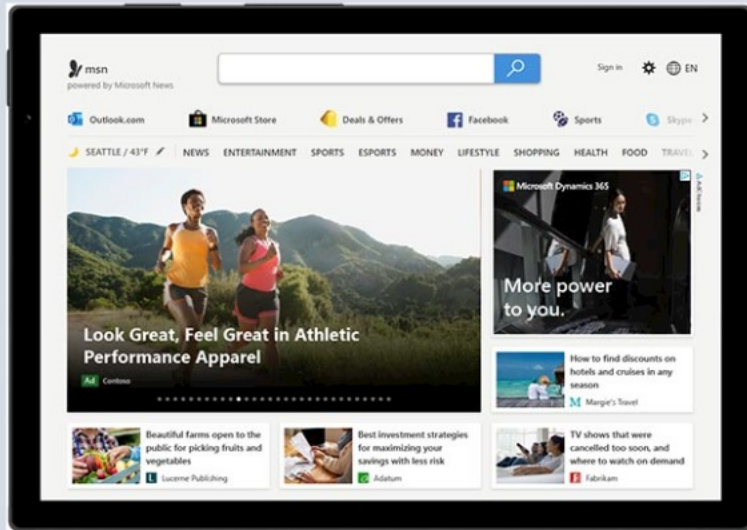
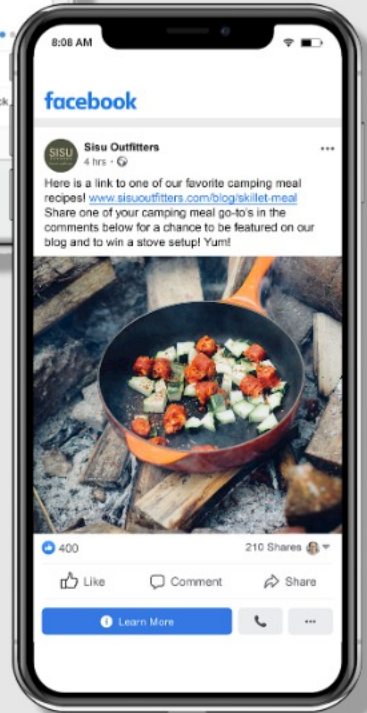
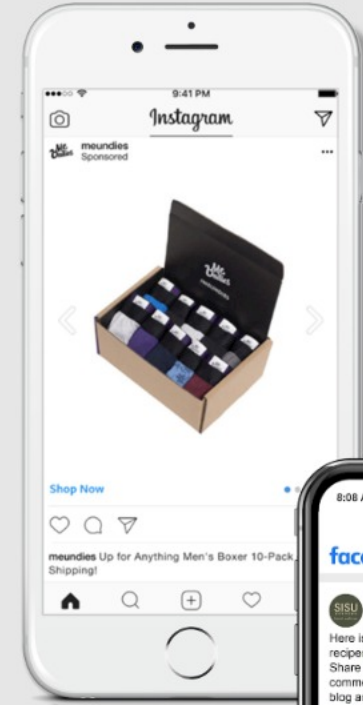
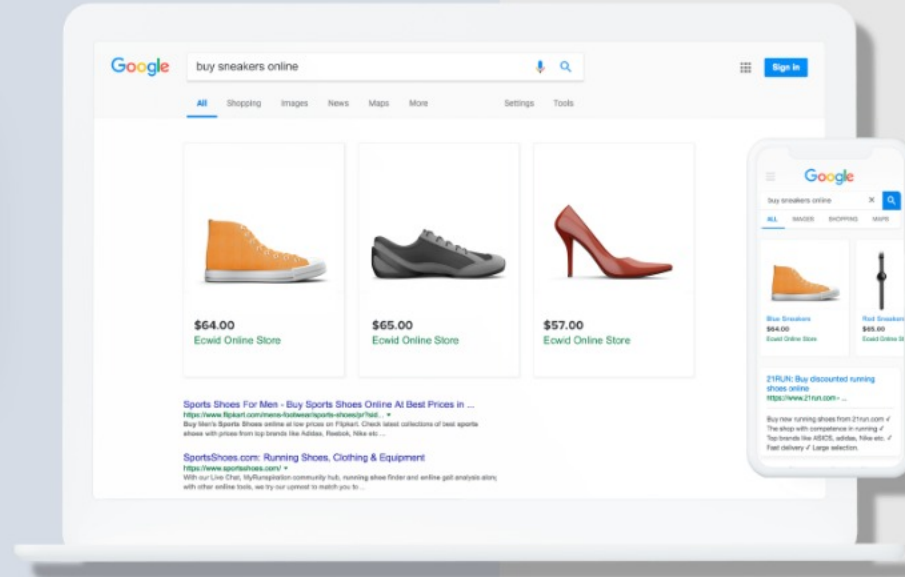
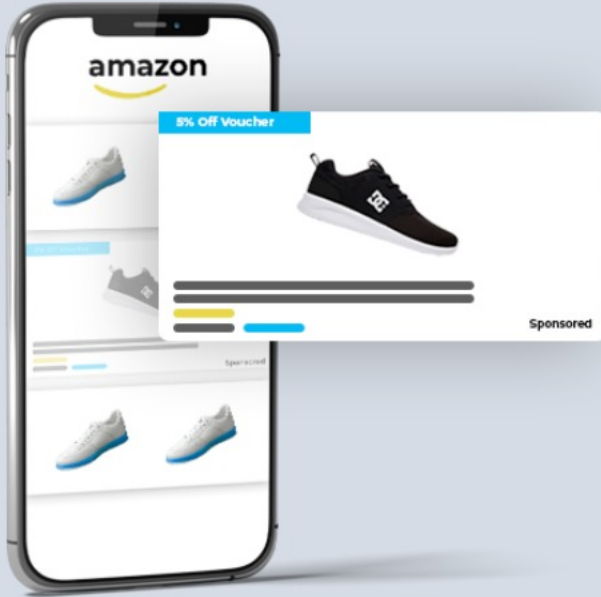


Jay Johnston
Pay-Per-Click Manager
Running Robots

I analyze client's digital data and help create a strategic plan to get their products or services in front of the right people at the right time.

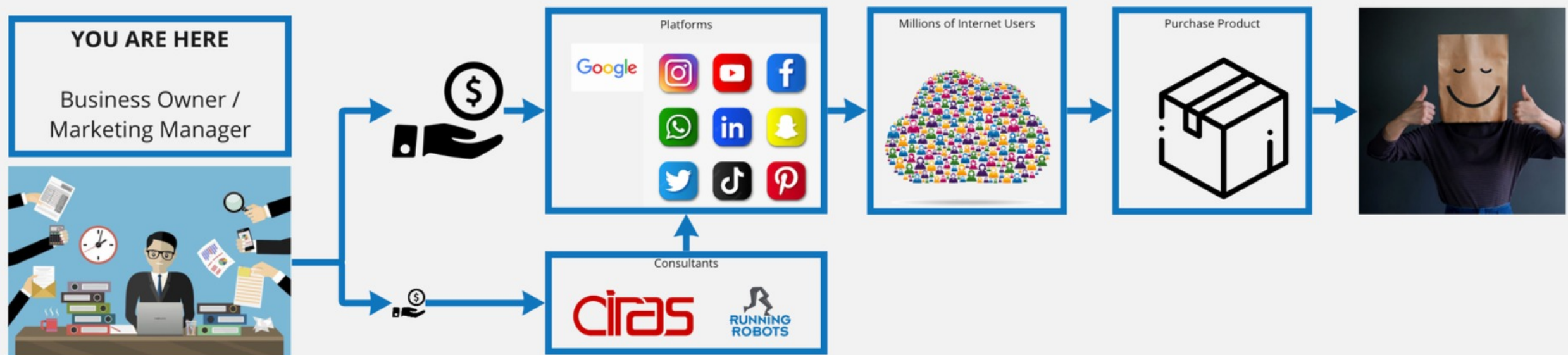
AGENDA

- **What is Pay-Per-Click Marketing?**
- **Why use Pay-Per-Click for my business?**
- **Determining a Pay-Per-Click budget**
- **How fast does Pay-Per-Click get results?**
- **What is the ROI?**
- **Case study**
- **Questions**



What is Pay-Per-Click Marketing?

Model of digital marketing where the advertiser pays a fee each time one of their ads is clicked.



PPC Platforms

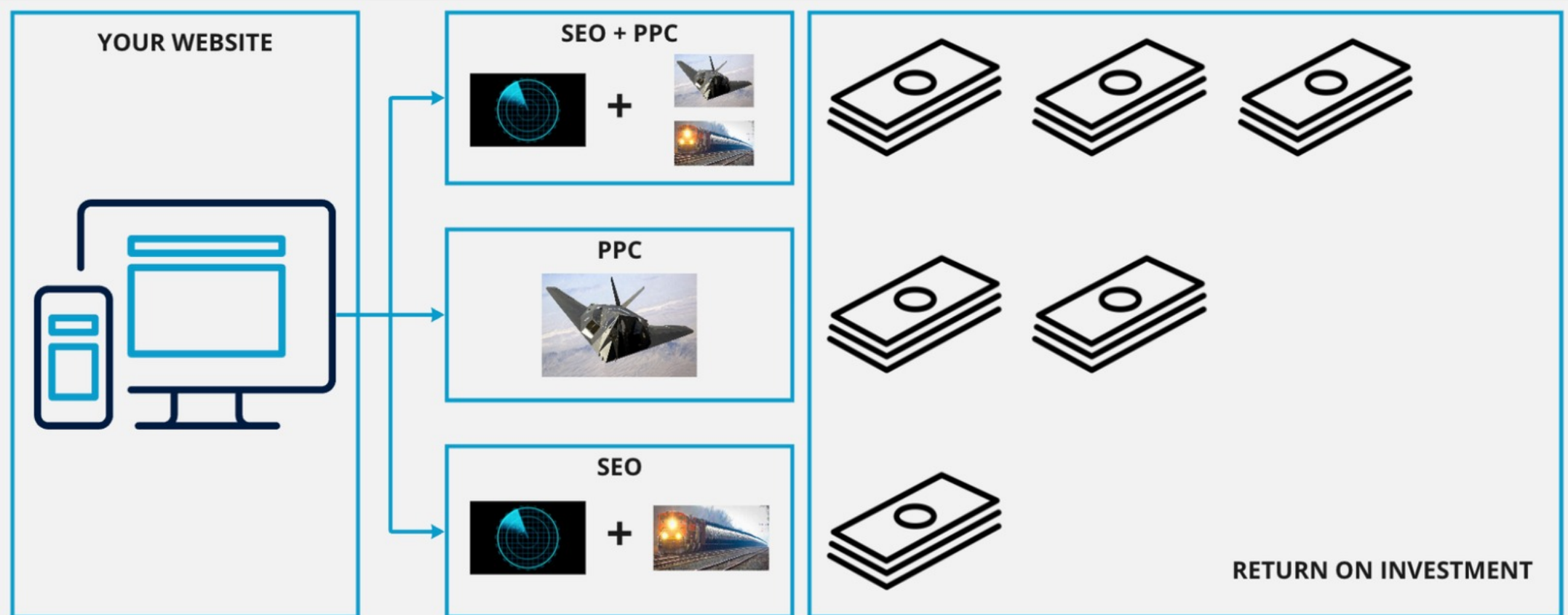
Google's overall search engine market share is 83% as of July 2022 - Statista.com

- Choose the platform based on your goals and your audience.
- Google analytics will help with your most popular traffic channels.
- Start simple and scale up.



When to use Pay-Per-Click

What is needed to run an effective PPC campaign?



Why use Pay-Per-Click for my business?



Measurable Results

Get access to reliable marketing data for specified targeting



Quick Audience Access

Paid search ads can boost brand awareness by 80%



Reach Business Goals

Enhances performance for all marketing channels

Pay-Per-Click Marketing Pro Tips



Platforms

What is the right ad platform to use?



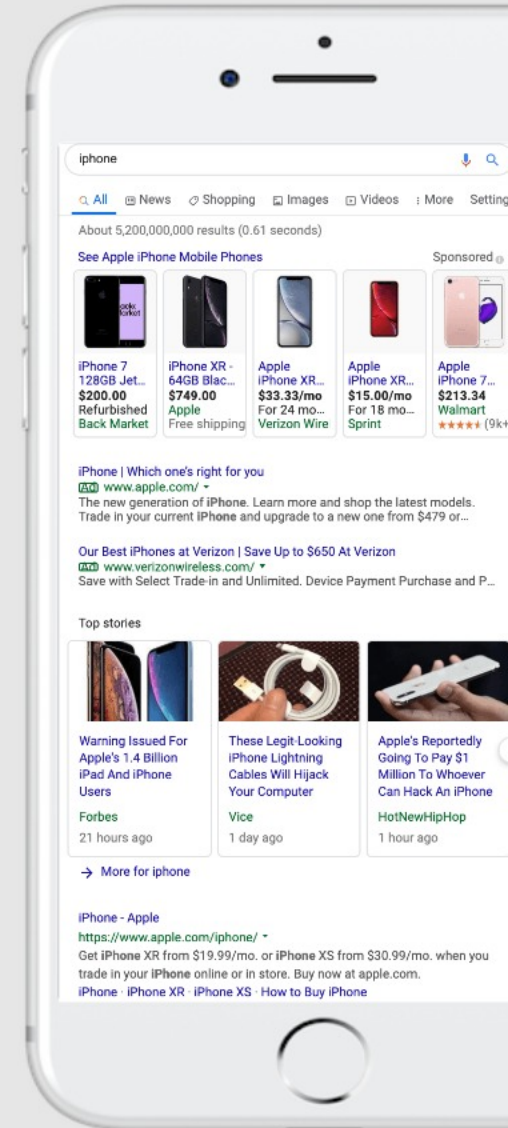
Ad Types

Which ad type is going to engage your audience?



Metrics

Have clear goals been selected to reach your business goals?



What does Running Robots (Account Manager) do?



Find Your Budget

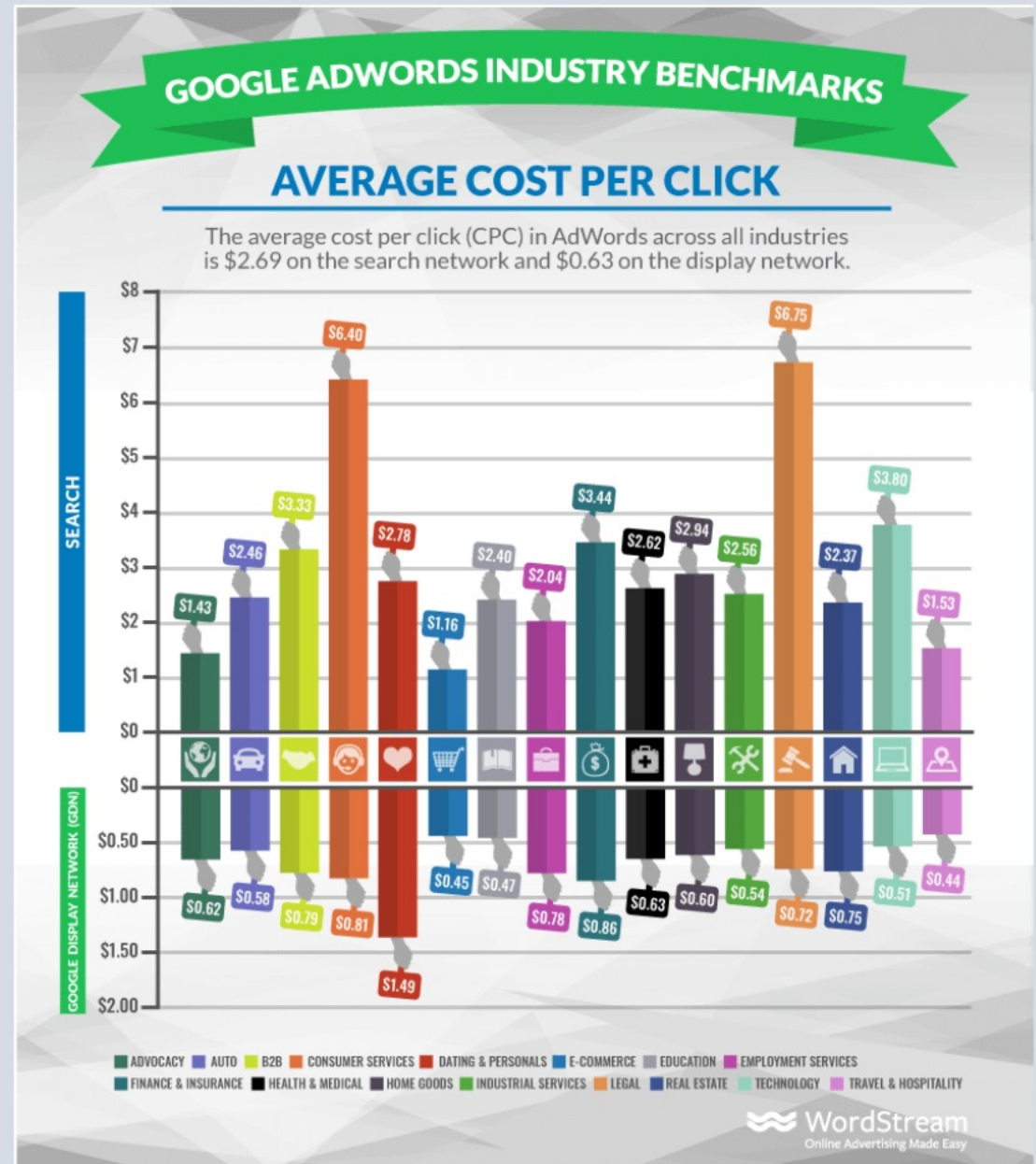
1. Choose a budget number based on internal business metrics or make a number up to get started with. (\$600/month ad spend min.)
2. Find average cost per click for your industry.
3. Divide the budget by the average cost per click to get a rough monthly estimate of clicks.
4. Is that going to be enough traffic to reach the desired business goals?

500 clicks on the wrong keyword = garbage or wasted money.

Ecommerce industry search example:

Budget/Avg. CPC = Monthly Clicks

\$600/\$1.16 = 517 Monthly Clicks



What is PPC Management?

1 Ad type - Search, Display, Shopping, or Youtube

- Weekly PPC check
- Check all systems (see below) and ensure everything is functioning correctly
- Review metrics: Clicks, Impr., CTR, Conv., CPC, Keywords, Bounces, Pages/Sessions, Impr. Shr, Impr. Share Lost to Budget, Impr Share Lost to Rank, Keyword Bid Adjustments, PPC strategy, Ind. Benchmark Comparison, Time Comparisons, and Campaign Trends
- Review and apply applicable Google suggestions
- Review Hotjar
- Create monthly report
- Complete an assessment of the current project status
- Implement any necessary optimizations after the review of the metrics
- Biannual Creative Updates

All Systems:

- Google Ads
- Google Analytics
- Google Tag Manager
- Search Console
- Hotjar
- Semrush
- Google Data Studio
- Website/Wordpress

Running Robots management fee is 20% of total ad spending or \$400/month (A higher total of the two options).

Example: \$3000/month PPC Ad Spend = \$600 management.

Minimum budget: \$500/Month

****minimum of 6 consecutive months needed****

How we build a Pay-Per-Click budget



When to expect results from Pay Per Click

"Could we turn on PPC ads and instantly get amazing results?"

I'm not saying that can't happen because the opportunity for **getting conversions starts as soon as the ads are turned on.**

Some things to consider...



New Campaigns

on all platforms will have a 90 day ramp up period



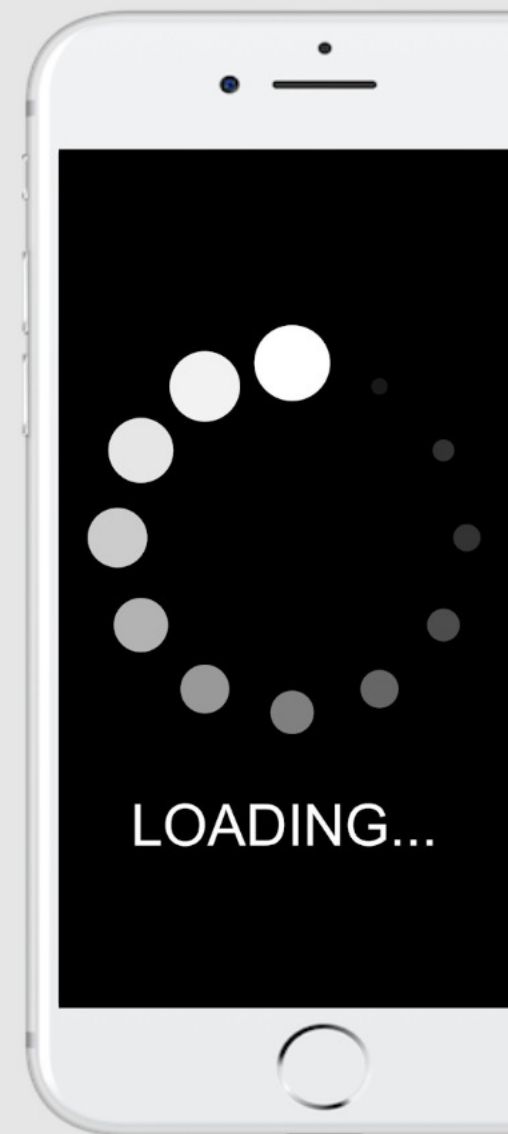
Campaign Tracking

should be accurately set up and tested to ensure max performance



Campaign Relevance

Makes sure people are getting to the right place to convert



What is the Return on Investment (ROI)?

- Increased Sales and conversions
- Valuable marketing insights on your customer base for decision making
- Scale and target campaigns over time to improve return on investment

"A business spending \$1 on ads through Google Search makes \$8 on average in profit."

-<https://99firms.com/blog/google-search-statistics/#gref>

$$\text{ROI} = \frac{(\text{Profit} - \text{Cost})}{\text{Cost}}$$

$$\text{ROAS} = \frac{(\text{PPC Revenue} - \text{PPC Cost})}{\text{PPC Cost}}$$

CASE STUDY

Overview

The Pay-Per-Click client had a goal of increasing the amount of sales coming in through their website.

They had recently updated their website and were looking to increase their advertising efforts.

They were already running a shopping campaign and several search campaigns on Google.



Pay Per Click Client

Outdoor furniture manufacturer for municipalities, businesses, restaurants, parks and camp grounds etc...

Timeframe: **1 year**

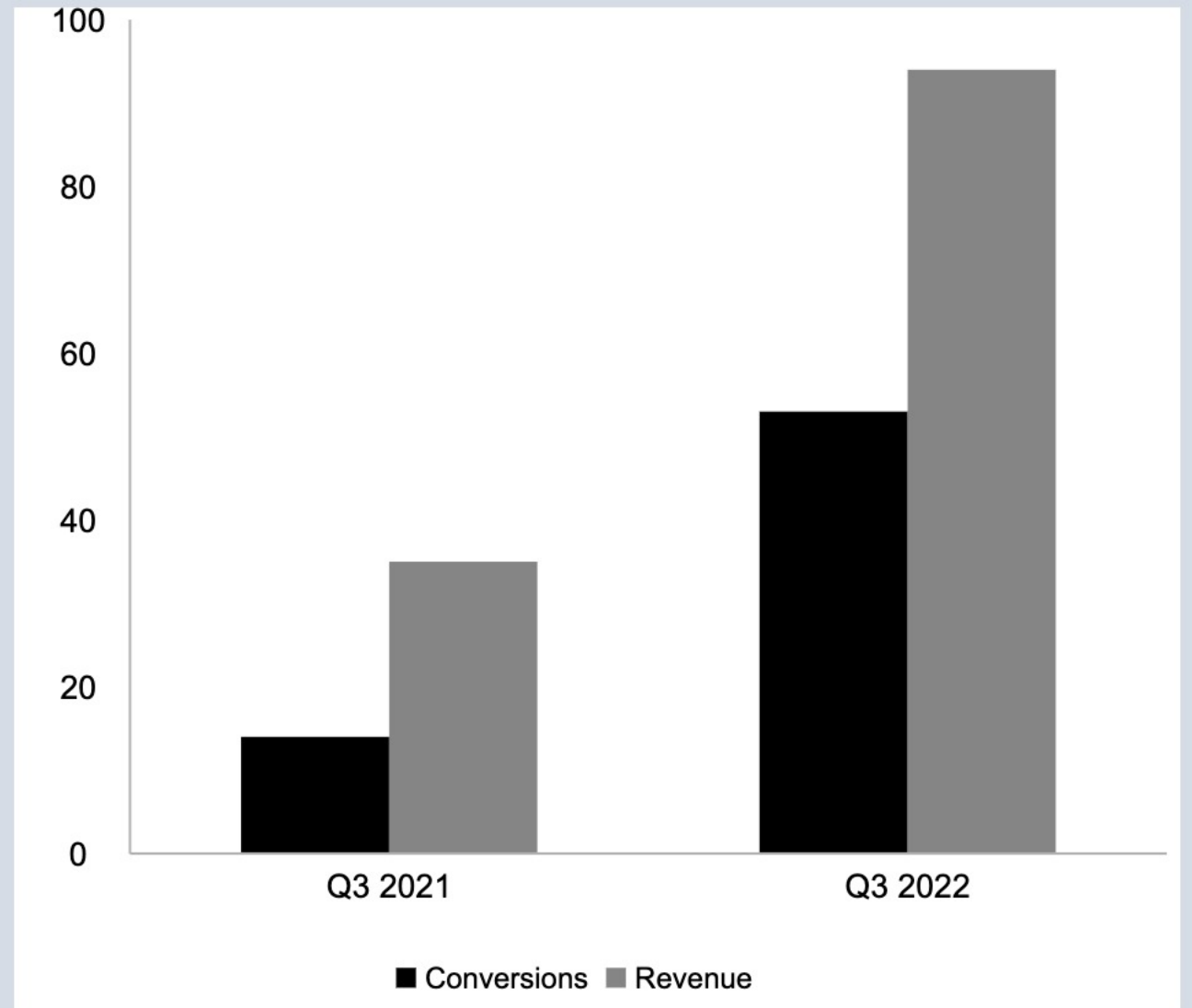
Q3 2021 to Q3 2022

Case Study Overview

Challenges	Objectives	Approach
Reduce Wasted Spend	Optimize keywords in the campaign directing budget towards higher performing keywords	Remove all underperforming keywords, research and identify the best keyword opportunities, restructure keywords into new and more relevant ad groups
Fix conversion tracking and increase conversions	Double that amount of sales through the Pay-Per-Click campaign	Set up conversions tracking to ensure conversions and conversion values are accurate. This improves decision making ability and performance.
Restructure campaign to increase relevance and performance	Ongoing management and Scaling of Pay-Per-Click advertising efforts	Allow Google to review and analyze the changes being made, analyze the data collected and ongoing optimization for better performance.

Results

- Conversions increased 66%
- Conversion rate up 34%
- Clicks up 23.6%
- Impressions up 92.2%
- Return on a spend (ROAS) is \$5 dollars for every \$1 dollar spent.



CONCLUSION

- Successfully restructured the campaign and reduced the amount of wasted spend. This freed up budget to flow in to higher performing areas of the campaign.
- Still managing the campaign and have increase the amount of sales through the website to 15% of total sales.



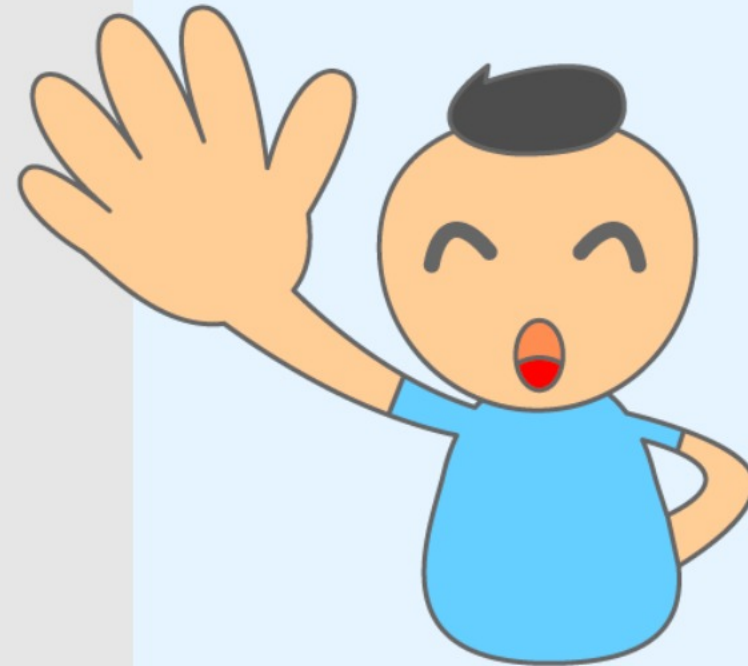
**Reached clearly
defined business
goals**



**Continue to update the
strategy and drive
performance**

THANK YOU!

QUESTIONS?



CONTACT

website

www.runningrobots.com

phone

(319) 491-6183

mail

jay@therunningrobots.com