

Paid Search Marketing Web's best search optimizer

With more and more people turning to the Internet for research and information, paid results is one online marketing tool that is rapidly gaining popularity. One such study reveals that not only are 38 percent of searchers aware of the distinction between paid and unpaid results, around 54 percent are aware of the distinction on Google, widely seen as the most popular search engine.

Paid search marketing signifies placing your ads for the products or services you want to promote or sell via search engines and also on the content sites across the internet. These ads are typically small snippets of text linked to your products pages. You pay when someone clicks through to your site from the paid ad.

While search engine optimization is a clear choice, for those looking at quick results with a low budget, a paid search marketing campaign is the answer. While results from pay-per-click advertising are immediate, on the other hand, an organic search engine optimization campaign may take up to three months or more for results to be apparent. In this case, pay-per-click is helpful for those who are looking to promote a campaign that will go live in a short time, or for those whose business is seasonal in nature and only engross in promotions during seasonal months of the year.

A typical budgeting strategy with many Pay Per Click (PPC) search engines like Google Adwords, Yahoo Search Marketing, and MSN AdCenter is to spend 'X' number of dollars per day/month. If the cash register rings loud enough, means the campaign is a success. Evolving to a more advanced strategy would begin by understanding that for every paid click of 'X', the profit is 'Y'.

Some best practices in paid search marketing:

- Important keywords aren't always cheap. There is always a cost for setting up, bidding, writing ads, creative, landing pages and management.
- People are ever more using search as a routing method. So it makes sense to bid on your brand phrases and keywords.
- If using more keywords is appropriate, use tools ranging from keyword suggestion tools to concatenation of phrases, thesaurus and log file mining to uncover supplementary phrases to bid on.
- If not doing fairly well with the keywords, try:
 - changing landing pages
 - changing price points
 - changing the creatives
 - maybe changing your expectation - everything cannot be measured in terms of leads generated.

Paid search marketing is one of the most important customer acquisition opportunities for online endeavors today.

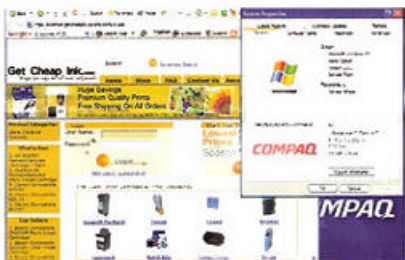
Below are some of today's most common paid search engine marketing terms.

Keywords - Terms that users enter into the search box of a search engine. Therefore, these are the word(s) you should choose to use in your pay-per-click campaign. Depending upon the company and the size of the campaign, the number of keywords used can range from a few to thousands.



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Impressions - Also known as ad views. 'Impression' is the term used to describe the viewing of an ad by the user's browser.

CPM - Cost per 1000 Impressions: For impression based media, like banner ads are sold in this fashion. Effective CPM of a PPC campaign can be calculated as: Total cost / Total Impression

multiplied by 1000.

CTR: Click Thru Rate: One of the fundamental numbers in PPC advertising. This is one of the factors determined by Google for positioning of the ads. It correlates to relevant, well written Ad copy. CTR can be calculated by dividing 'Clicks' upon 'Number of Impressions'.

CPC - Cost per Click: CPC is the price that an advertiser is willing to pay for one click.

CPL - Cost per Lead: This number is very important for lead generation web sites, ecommerce sites, or the ones with long buying cycles. CPL is calculated by dividing 'Ad spent' by 'Number of Leads'.

Conversion Rate: Is the rate at which the clicks delivered to a website convert to a desired action. Conversion rate % = 'Total number of conversion actions' / Total Ad Click Thru's multiplied by 100.

Here is an illustration of a super specialty hospital chain, a leading pharmaceutical and healthcare company based out of India. This serves as a contemporary example of paid search marketing success.

Medical tourism is the main source of revenue for this super specialty hospital chain and the internet presents an extremely attractive medium to attract this segment of high-value customers from Europe and the US. Having set up its website, the company was faced with the challenge of suitably marketing itself on the web and maximizing lead generation.

This hospital chain identified Google PPC as the key channel for online marketing and engineered a successful pay-per-click advertising model, keeping these rules in mind.

1. Right visitor forecasting.
2. Setting a sensible budget
3. Identification of niche keywords.
4. Good/relevant ad copy writing.
5. Regular monitoring of the ads.

As a result, the conversion rate went up by 90% and the cost per lead (CPL) dropping sharply. More importantly, the patient queries (leads) from the website increased a phenomenal 600%!

Paid search marketing, to a great extent can pay you expected returns from a particular price, position, keyword, engine, creative, and landing page combination.

It attracts the right consumers at the shortest possible time and is the most cost effective way of marketing products or services. You can also monitor the customers who visit your site, what they are looking for and what they are buying. With this art of using the right search phrases, right people who are willing to do business with you can be directed to your website.

To achieve that, it is important to analyze ones business objectives and consider segmenting the business based on customer value, and use all the data at your disposal to run an optimal, profit-maximizing portfolio campaign.

If your company or business is not yet using 'paid web marketing' as a new channel, run a test to see if this can work for you.

Feedback on the article could be addressed to
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