

Google AdWords Management Service Summary

Our AdWords Product

- AdWords is Google's advertising platform
- It has two parts, search network advertising (where ads appear on search engines) and display network advertising (where ads appear on Google's partner websites)
- AdWords also has a "remarketing" module where display ads can follow people around the internet following a visit to the website (via the use of cookies).
- We offer services managing campaigns for all these elements of Google AdWords. It can be a highly effective form of advertising as typically, advertisers only pay for the advertising once someone interacts with an ad by clicking through to visit the website.
- So there is an element of "success" built into this type of advertising prior to accruing a cost.
- There is evidence that suggests that AdWords traffic is incremental to SEO traffic and therefore these strategies should not be seen as either/or.
- There is also evidence that suggests AdWords traffic works better than SEO where there is commercial intent behind a search.

AdWords Advertising Purpose

- AdWords is designed to send immediate, relevant search traffic to an advertiser's website.
- The traffic sent is based around keyword parameters to ensure search traffic is relevant.
- The ad copy used in ad campaigns is controlled 100% by the advertiser, so the advertiser's sales story can be effectively started in the AdWords ad.
- The advertising budget is customisable and can be updated in real time, ensuring it stays within the advertiser's budgetary constraints.
- Campaign reporting is very sophisticated ensuring advertisers can see what elements of the campaign are working and which elements are not.
- This provides the opportunity for on-going optimisation of the campaign against the desired outcome.
- Over time it may be possible to run an AdWords campaign so it is simple arbitrage for the business. \$x goes in in advertising and \$x comes out in profit.

AdWords Is Working When:

- AdWords is a service based around an advertising spend.
- Real success is achieved when the ROI of the advertising exceeds the cost. IE. The advertising produces profitable business. To achieve this, the following typically occurs:
 - Your AdWords budget is being fully spent and in a way that your defined objectives are being most effectively achieved
 - Over time, the goal metrics are being more cost-effectively achieved
 - Through relationship management, you recognise a real return to your business, over and above the total spend of the campaign, which includes management fees.

Our AdWords Process

On Initiation

- We send a briefing document for you to fill in.
- We will run an AdWords audit to get a feel for the industry's AdWords particulars.
- Campaign Setup.
- Set up campaign parameters as per the brief.
- Create Ad Groups.
- Create all content and send to you for review. This includes:
 - Adgroups and Keywords.
 - Initial ad copy with split testing.
 - Structured snippets.
 - Extensions.
 - Sitelinks.
 - Images for display campaigns if necessary.
- You review and approve.
- Final elements are setup and go live.
- Management.
- Statistical reviews.
- On-going optimisation of ad copy, keywords selection, negatives, bids.
- Monthly reporting, including advice (around quality, score, etc).
- Implementation of new Google features.

AdWords Our Responsibilities

- Initiate the process to get appropriate information to setup a competitive campaign.
- Setup campaign structures professionally and to brief.
- Prepare campaign content for your review and approval.
- Implement approved campaign copy to specification.
- Setup all conversion functions to ensure clear measurement of results.
- Report results accurately each month.
- Manage/optmise accounts to conversions through the use of.
 - Split testing.
 - Negative keywords.
 - CPC optimisation.
 - Improvement in quality score recommendation.
 - Other AdWords techniques and recommendations.
- Work together with the you to optimise the outcome of the campaign.

AdWords Limitations

- AdWords is search marketing. It only sends traffic to your website.
- Your website is often the key to conversion, changes to which are outside a vanilla AdWords campaign.
- An AdWords campaign is limited to the stock of search volume. While a limit, typically this limit exceeds the budget.
- PPC traffic is cash expensive, usually a business's ability to use PPC is limited by cashflow.

- An AdWords campaign's effectiveness ends once the search traffic hits the website, there is no nurturing of prospects etc.
- There is no residual or enduring benefit of an AdWords campaign. Ads disappear once a campaign hits budget. Listings disappear once a campaign finishes. It just ends.

Successful AdWords. What's Next?

- When an AdWords campaign is successful, the campaign should be achieving successful "actions" for you. Depending on what this is, it can develop into the next strategy:
- Display and remarketing campaigns to develop on success.
- If generating leads on a landing page, you can:
 - Conversion rate optimise the page.
 - Create a more robust ongoing nurturing program through copywriting
- If the campaign is just sending to the home page.
 - Conversion rate optimisation.
- Start SEO for more traffic focusing on the most successful keywords in AdWords for display advertising, upsell remarketing.
 - Look at extending a display and remarketing campaign with Social Media ads and retargeting.