



Search Overview

Marketing Mastery Session 2



Erin Sagin & Giuli Domingues, August 2018

Giuli

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UPX0842

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Today's agenda

Proprietary & Confidential

Deep dive on Search campaigns

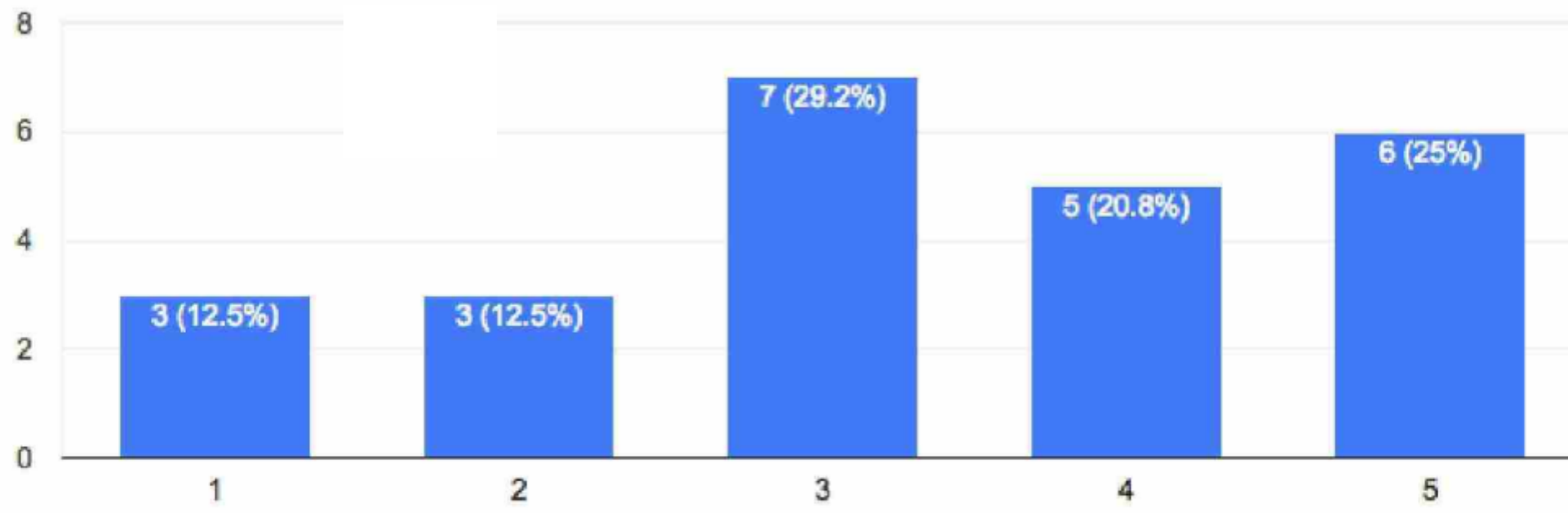
Build your own Search campaign

AMA with Melissa Mackey

Google

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How comfortable do you feel understanding Google's search campaigns?



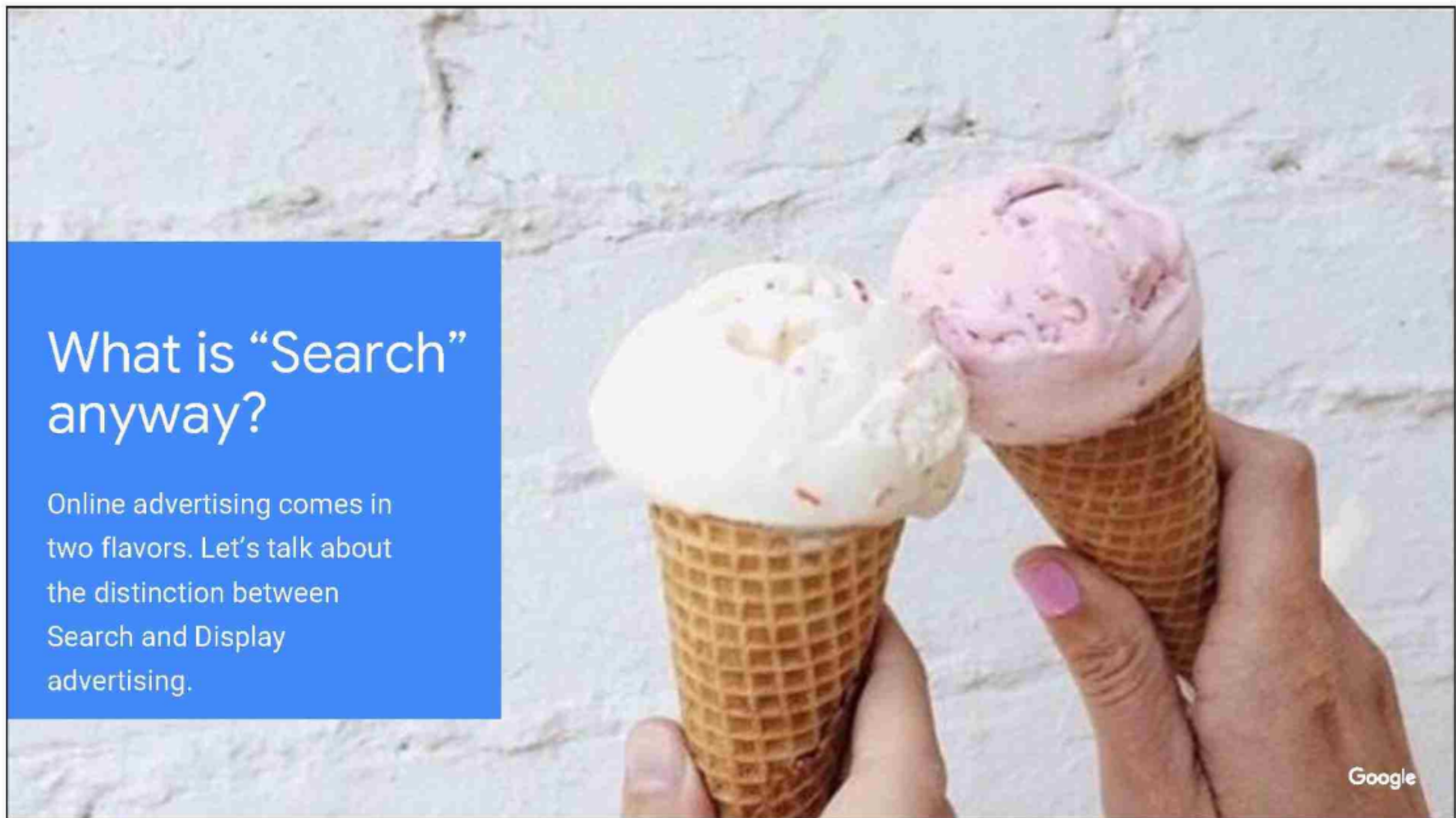
Google

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Deep dive on Search advertising

Google

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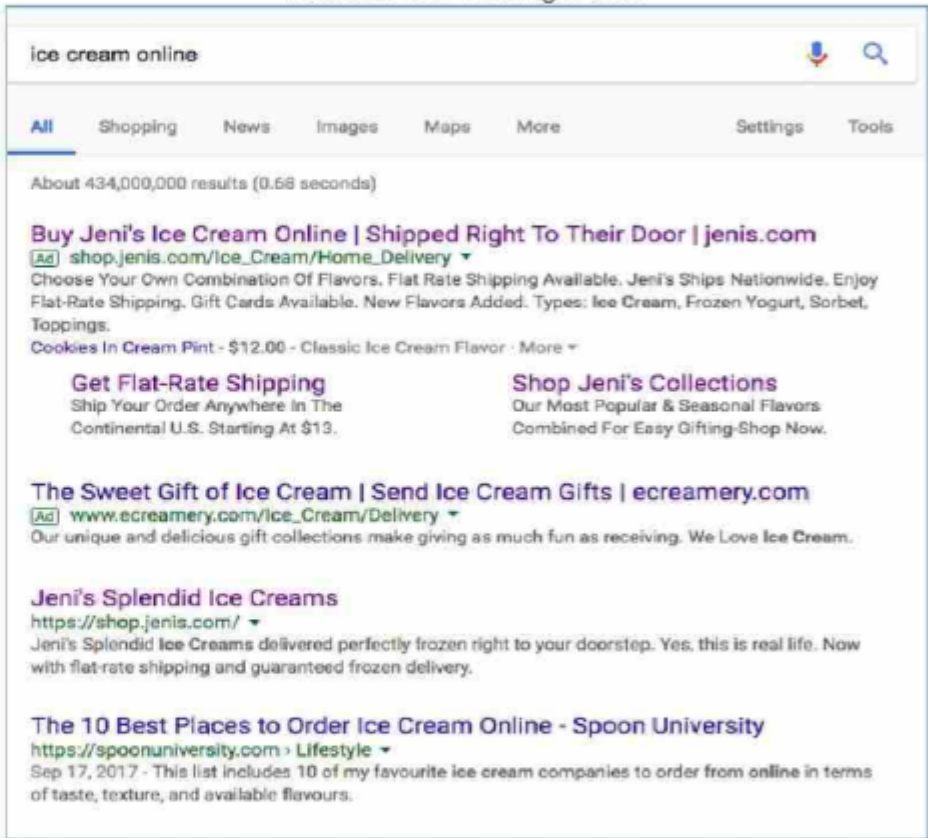
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Side by side comparison of networks

Procedure - Confidential

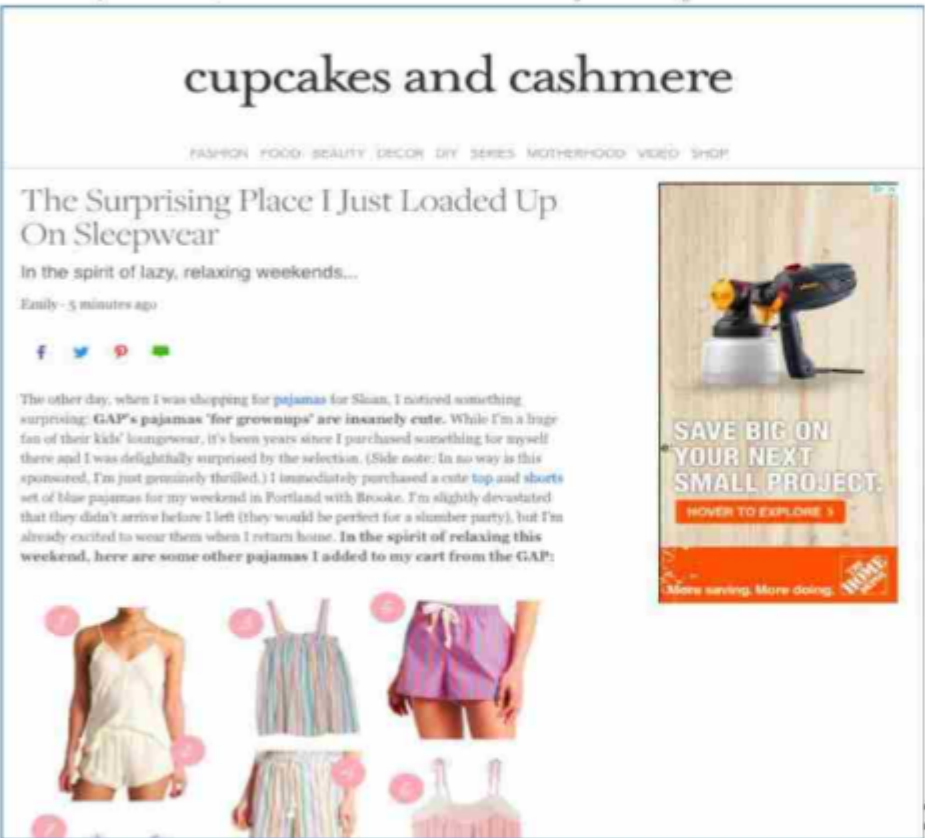
Search

Targets a user who is actively searching for something and is interested in visiting a site.



Display

Targets a passive user who may be interested in products/services but is not actively looking for them.



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The nuts and bolts of Search campaigns

Google

Imagine you own a bakery that specializes in birthday cakes

When would you want your ad to show on the SERP? Imagine the searches for which you'd want your ad to appear.

Devise a list of these **keywords** in your account.

Examples:

- Birthday cakes
- Bakery near me birthday cakes
- Funfetti birthday cakes in SF
- Birthday cake delivery SF



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Assign a bid to each of these keywords

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Pro-Tip

Use the **Keyword Planner** to find new keyword ideas and get a sense for their "going rates"!

Google

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For every search, we hold a split-second, silent auction

- Google's auction is anything but traditional. Rather than solely considering your keyword's bid, we also consider it's **Quality Score**
- Each keyword has a Quality Score from 1-10, it's determined by a top secret formula (combo of landing page experience, ad relevance and expected click-through rate)
- **Ad Rank = Bid x Quality Score**




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Showing an ad is free. If the user clicks on it, you're charged

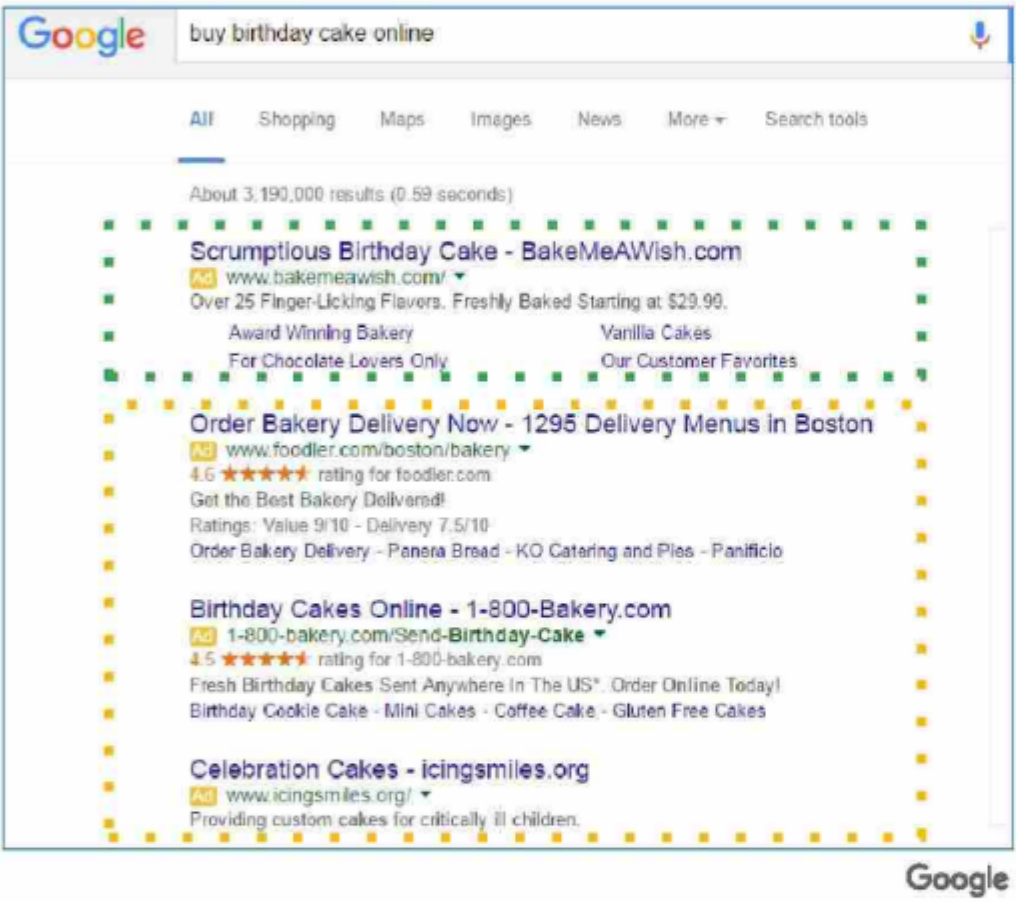
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How do we decide how much you should pay? Let's think back to the auction:

Your price = Ad rank of the person below you / your Quality Score + \$0.01

 **Pro-Tip**

Save some serious cash and boost ad visibility by focusing on Quality Score!



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What happens after the click?

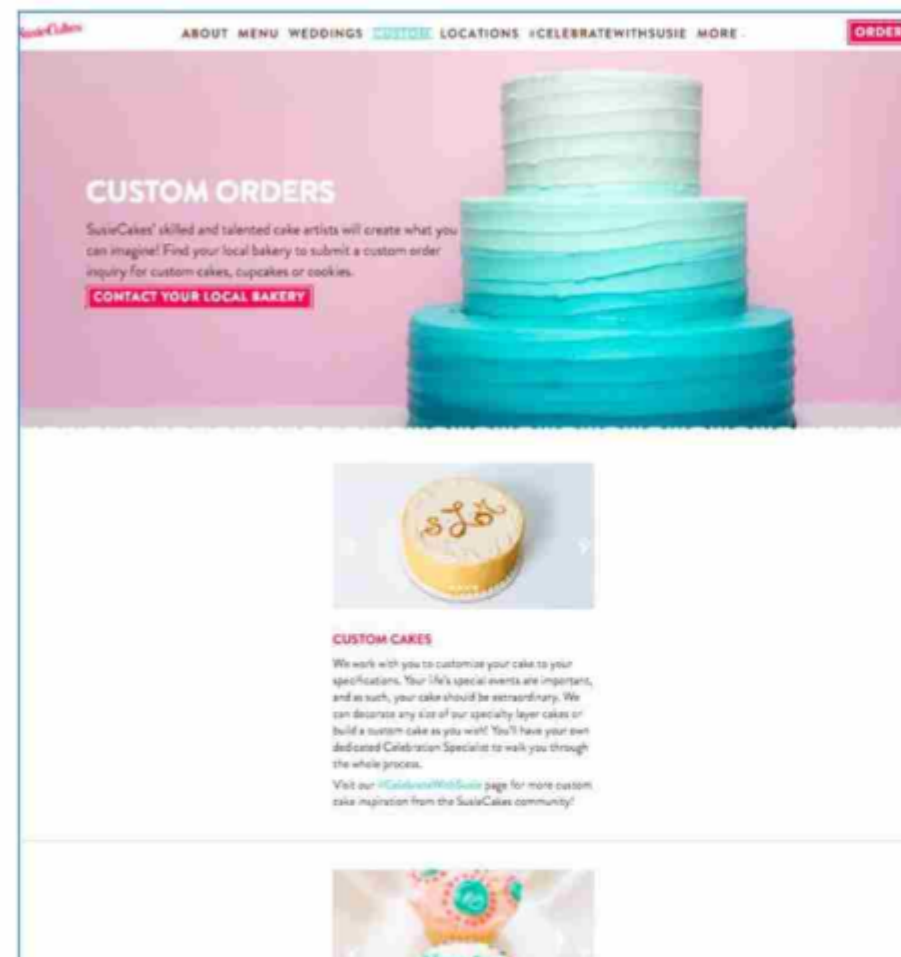
Procedure - Confidential

Once a customer clicks through to your ad, Google's work is done.

Now the work is in your hands. Make sure your landing page:

- Has content that is reflective of what you've been advertising
- Is simple to read and easy to navigate
- Provides an easy path to **conversion** and has **conversion tracking code** implemented, so all conversions are registered in Google Ads

*Don't forget to optimize your mobile website, too!



Google

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3 tips to build optimal Search campaigns

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#1 Map your account structure to your website/targeting needs

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#2 Build strong ad creative assets

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- Be a marketer! Build ads with **strong USPs** that are **highly relevant** to the keywords in the ad group you're building them for.
- Write **at least three distinct ad creatives within the same ad group**, which will help you test and understand the specifics of well-written ads.

What can you gain from writing three ads in the same ad group?

When you rotate your ads to optimize for clicks or conversions, ad groups with three or more high-quality ads may receive **up to 15% more clicks or conversions***, compared to ad groups with only one or two ads.

Women's Shoes for Fall - Example.com
Ad www.example.com/shoes/fall
Huge Selection and Amazing Prices. Free 2-Day Shipping. Easy Returns.

Fall Sale Get Up to 60% Off - Find a Store Near You
Ad www.example.com/fall/sale
Up to 60% off all fall styles - all sizes and colors! Visit us today.

Example Shoe Boutique - Example.com
Ad www.example.com/shoes/fall
Fast free shipping & returns 365 days a year! Styles for fall available now.



Google

#3 Use negative keywords

Negative keywords are terms that you explicitly do *not* want your ads to show for. These may be items you don't sell or concepts you don't want associated with your brand.

For example, a broad keyword like vanilla cake could cause you to show for:

- Vanilla cake recipes
- Cake wars episode 3
- Naughty bachelorette vanilla cakes

...you get the picture. Setting negative keywords is important!



Pro-Tip

Review your **Search Query Report** regularly to develop a good understanding of what your ads are currently showing for that may not be a good fit for you!



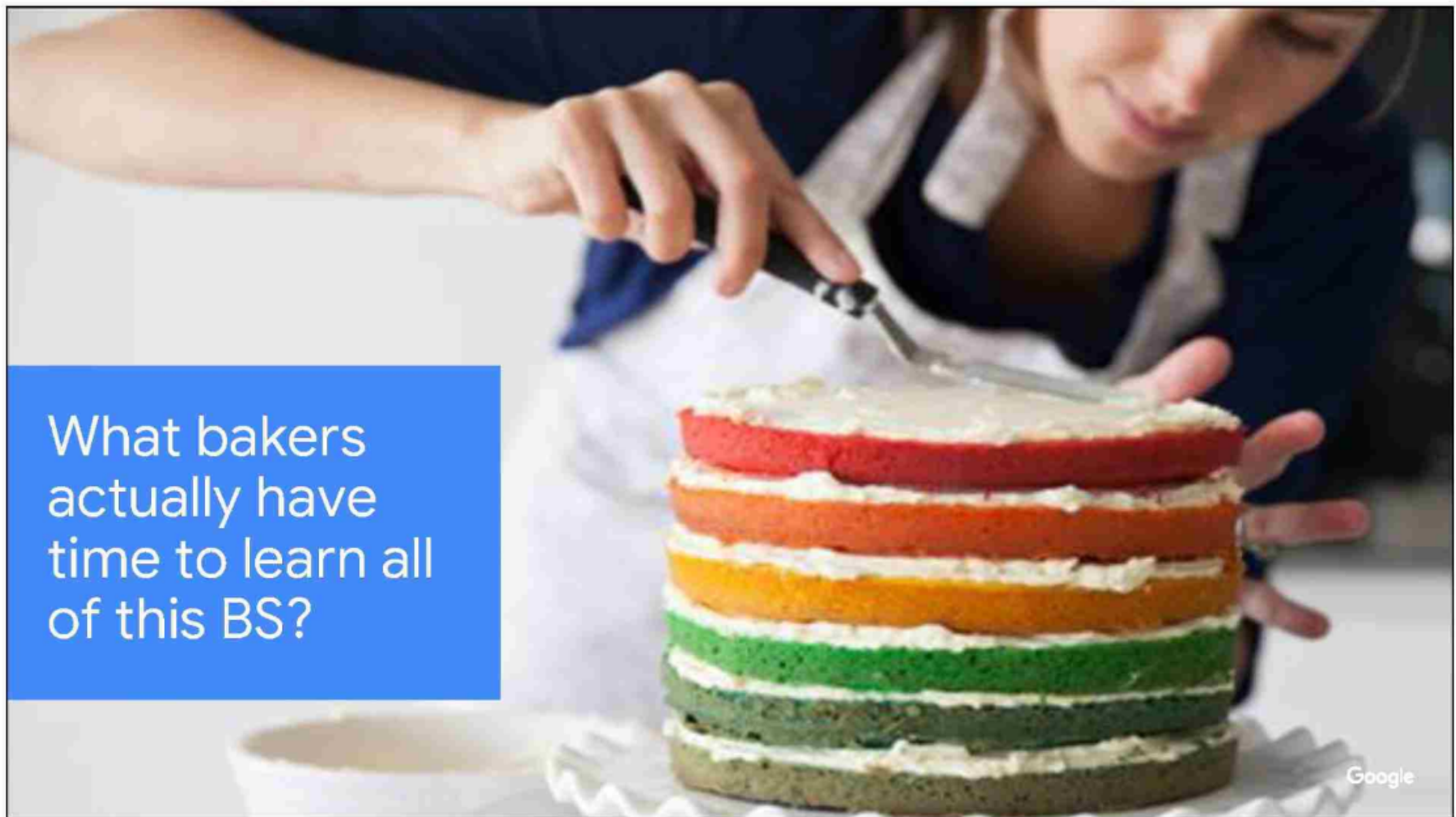
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HOLD UP

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How do advertisers met customers' growing needs?

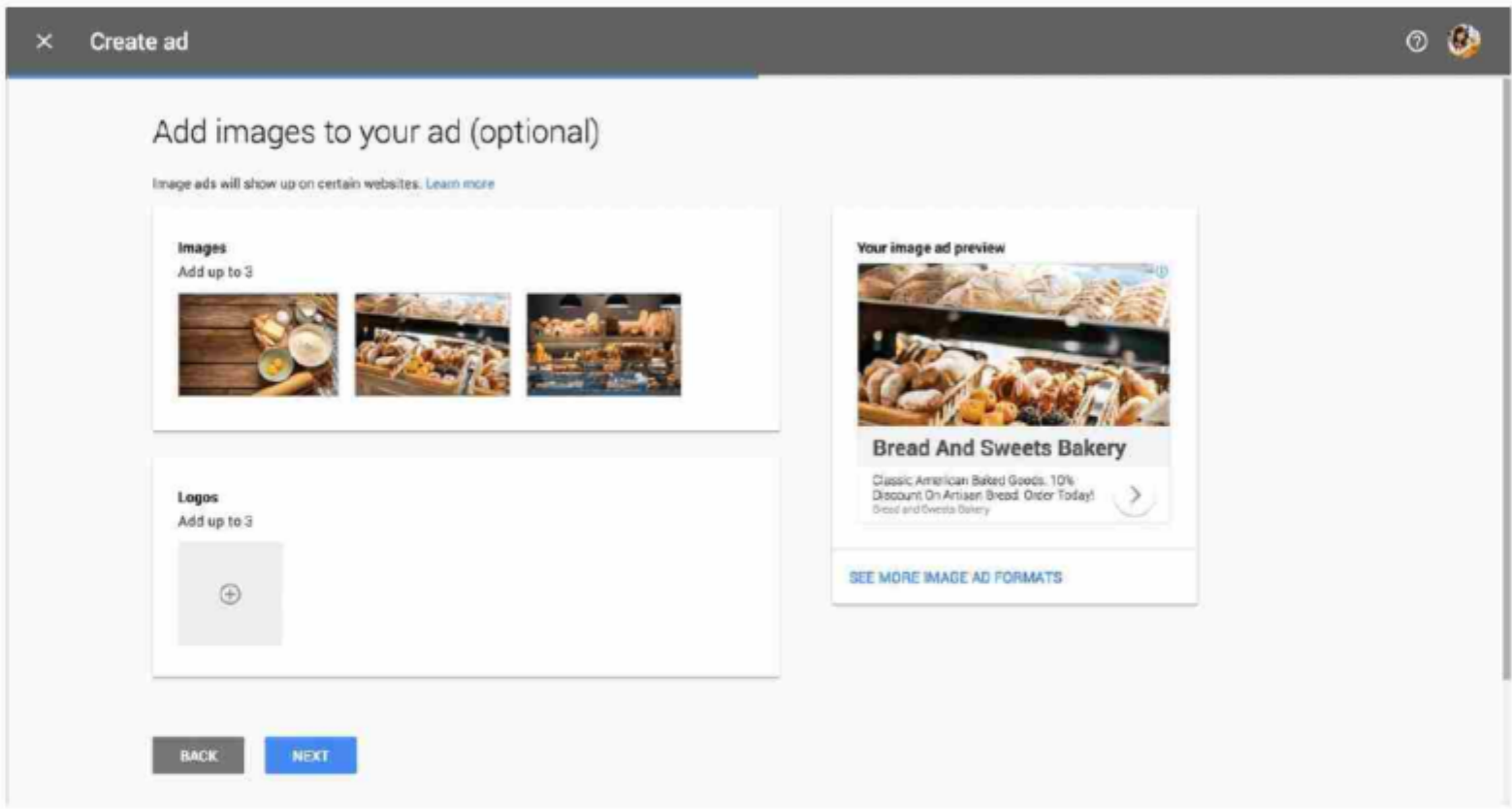


What bakers
actually have
time to learn all
of this BS?

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Smart campaigns, helping small businesses do more

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Build your own Search campaign

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Team breakdowns

Procedure - Confidential



Team 1	Team 2	Team 3	Team 4	Team 5	Team 6	Team 7
Kasia	Kwee	Kristin	Henry	Amy	Brynna	Chew Wee
Susi	Jorge	Jackie	Pavel	Ally	Nicole	Anubha
David	Reshma	Cece	Kira	Bess	Tabitha	Dinesh
Hannah	KO	Alex	Davang	Shirley	Renata	
Iris	Jake	Amaury	Rodrigo	Gabrielle	Jessica (mat leave)	
	Vanessa	Madison				

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MadHippie
advanced skin care

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Vitamin C Serum
Mad Hippie
\$33.99



Antioxidant Facial Oil
Mad Hippie
\$24.99



Exfoliating Serum
Mad Hippie
\$34.99



Vitamin A Serum
Mad Hippie
\$32.99

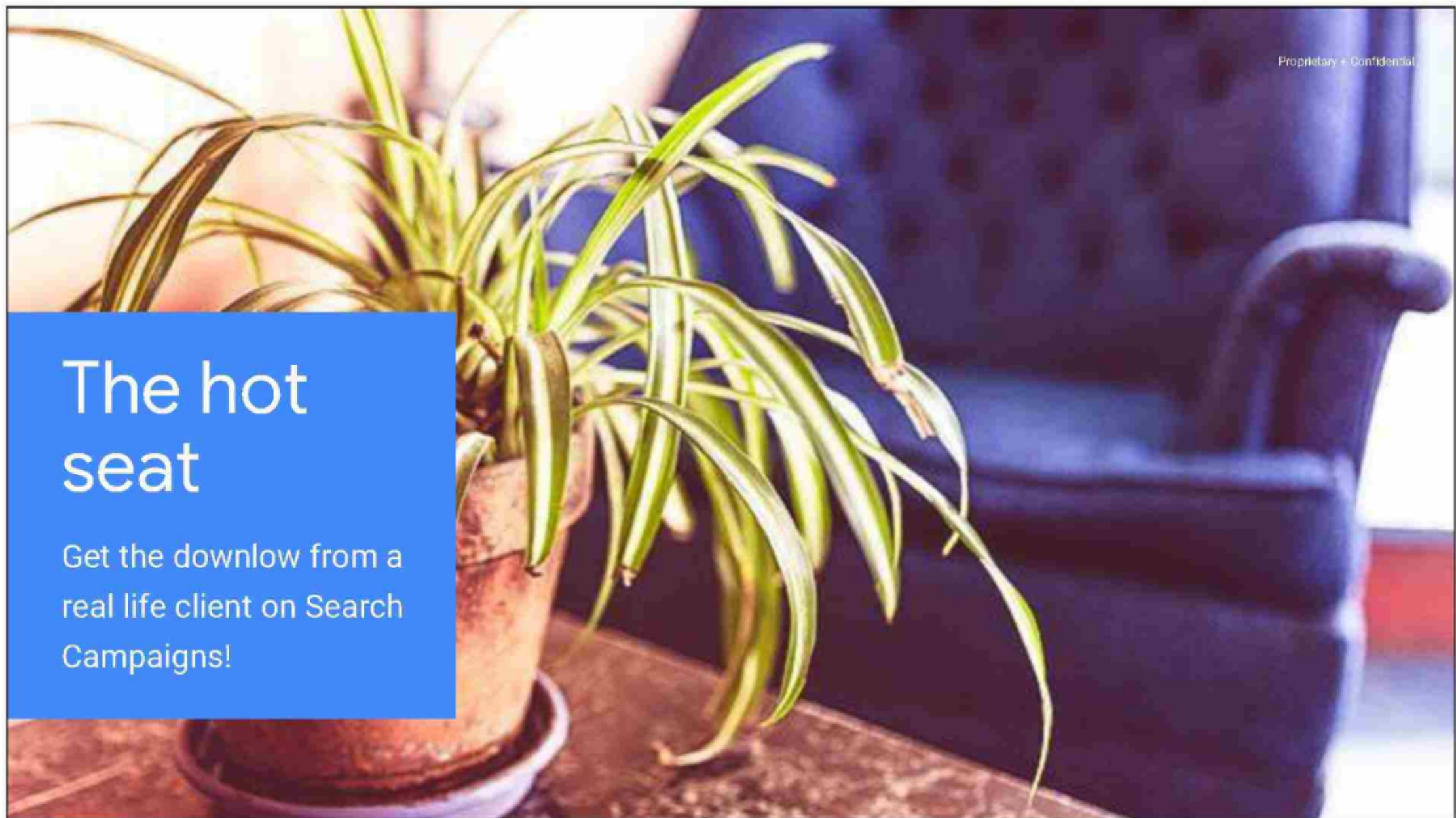
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AMA with Melissa Mackey

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Erin (20+ min)

Guest introduction - Melissa Mackey

- Years in digital marketing: 22
- Experience: Has worn every hat in the marketing department, most notably SEM and SEO
- Hobbies: Writing for Search Engine Watch, speaking at industry events like SMX Advanced, participating in #PPCchat, rooting for Michigan State Football (and their band!)
- Twitter handle: @Mel66



Melissa Mackey
Search Supervisor at gyro

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Q&A

Google

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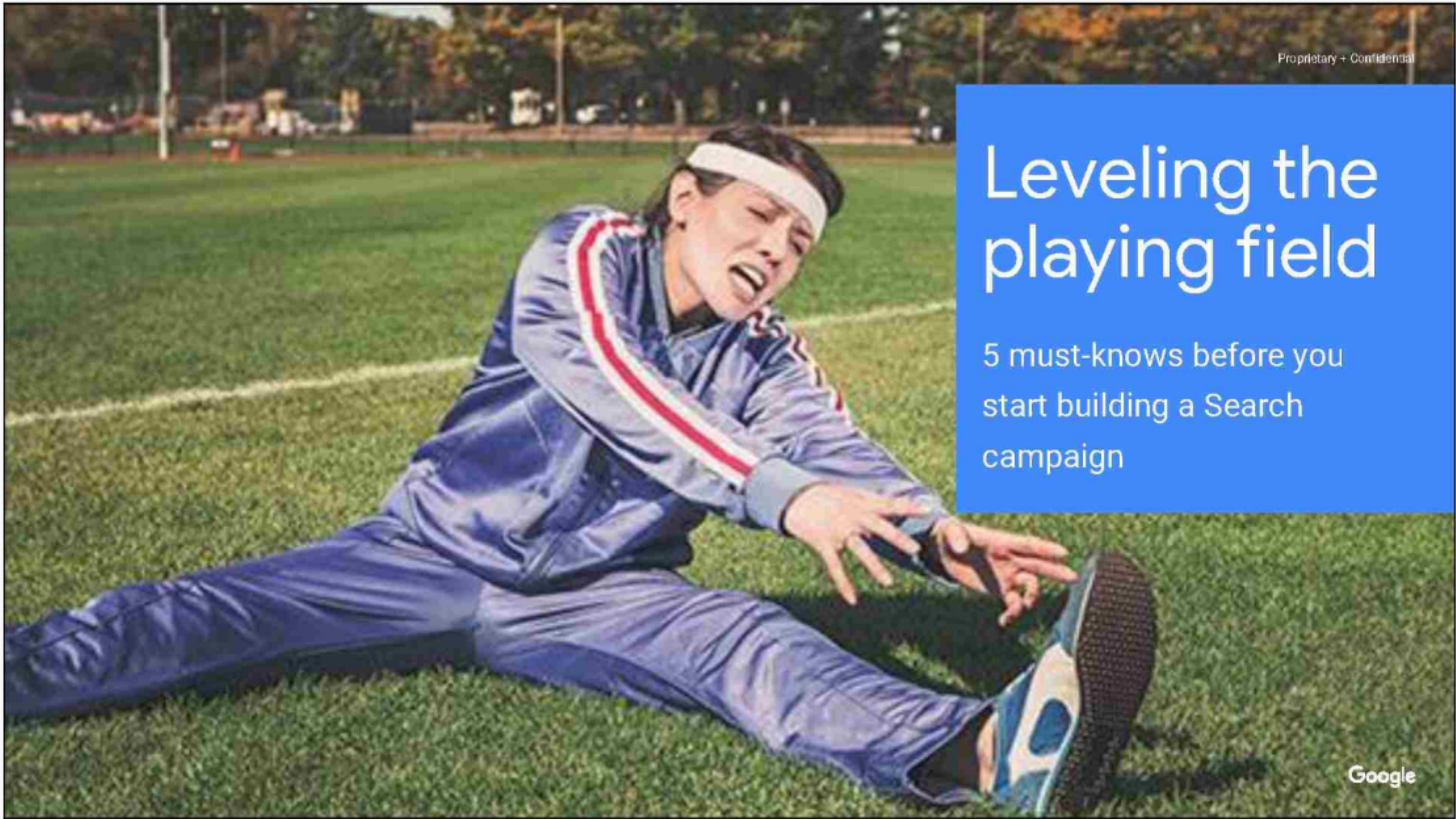
Thank You!

To learn more, head to go/marketingmastery.

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TRASH

Google



Earmuffs if you dont give a shit