

Lead Generation Playbook

# Search Engine Marketing



**JOLT**  
DIGITAL

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*Note: The Lead generation playbook is not exhaustive and built to give you enough elements to start a campaign. However, at every stage there are more things to cover for which we would be happy to help you. Just reach out!*  
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# Executive Summary

Internet has been changing the way consumers find and purchase products. Currently people in Asia Pacific spend an average of 6 hours 21 min on internet every day<sup>1</sup>. Search is the most familiar of paid online advertising.

On the search networks, users are in **intent mode** when they are actively searching, which makes their intent to find information about a particular topic, product or service **much more direct**.

If you would like to set up successful lead generation campaigns there are principles that you will need to follow, highlighted into this playbook. For example, it is critical to set up the right search account structure across your keywords and leverage all tools at your disposal, like ad expansion or remarketing.

Your search campaigns will need to be always on which is critical to drive continuous traffic to your website and for your awareness to not be capitalized by your competitors.

<sup>1</sup>The state of the internet in Q4 2018, We are social

# Introduction

In this Playbook we will focus on search engine marketing (SEM) which have become unavoidable tactics for lead generation.

This guide has been written specifically for marketing practitioners in order to help them when using SEM in their lead generation campaigns.

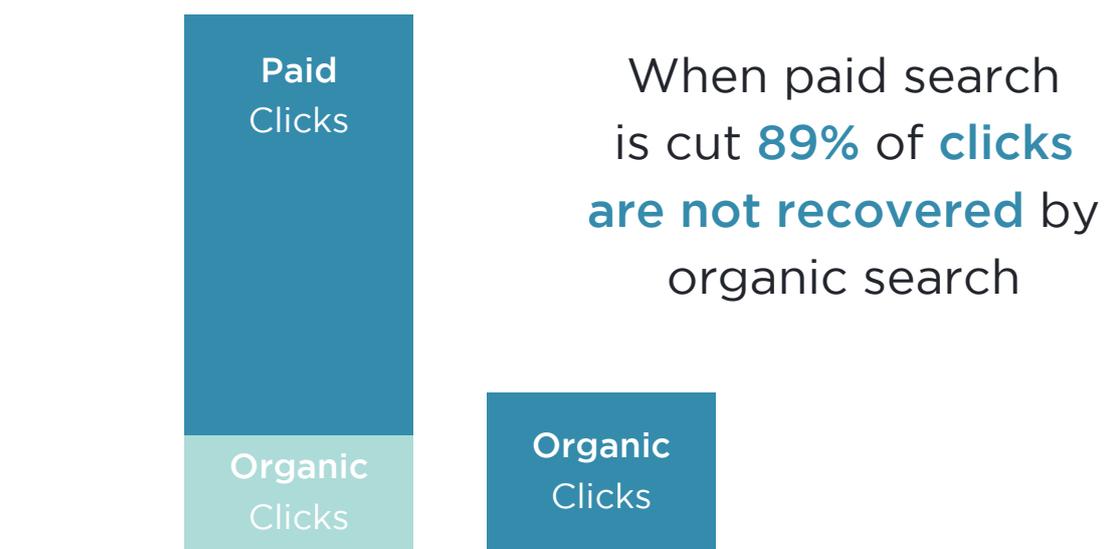
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## Why using SEM for lead generation campaigns?

**The role of search is to increase visibility on category related searches, ensuring your products and content are discoverable by your consumers.**

Because it is not enough to only rely on organic search



Source: Impact of Ranking of Organic Search Results on The Incrementality of Search Ads

# 1. Plan

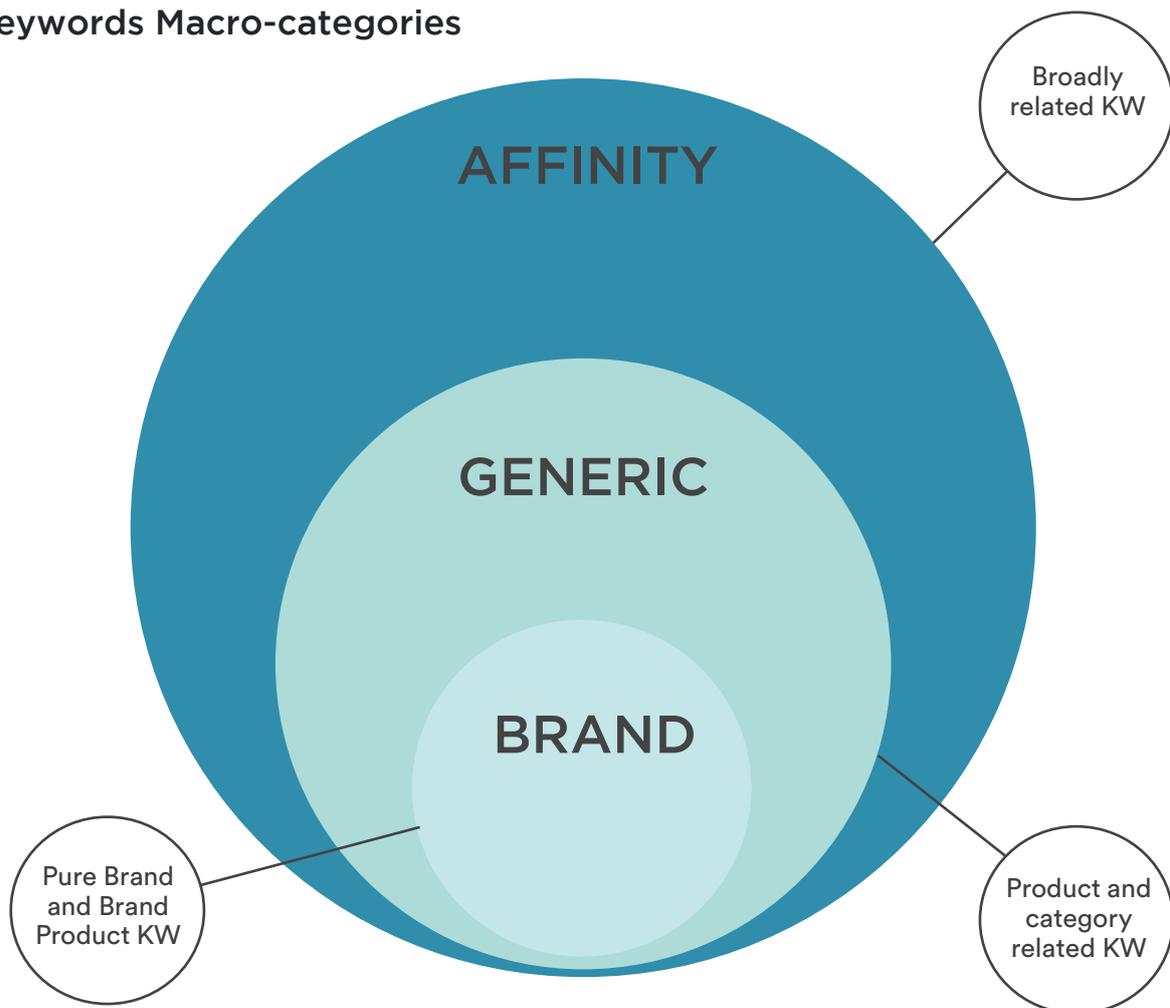
## Principles

### Recap of what SEM is

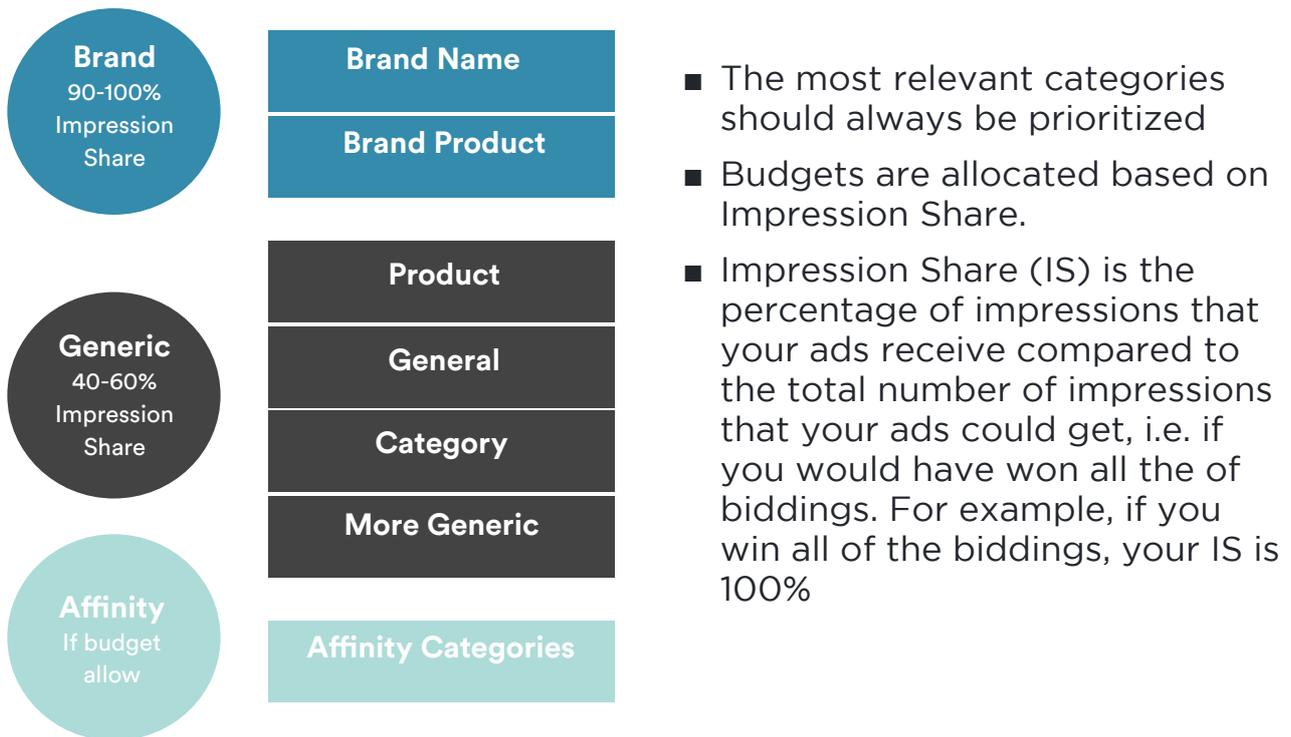
SEM or Search Engine Marketing is also referred to as Paid Search or PPC (Pay Per Click). SEO or Search Engine Optimization is the activity that helps improve Organic Search.

Before you start planning your search keywords and allocating your budgets, it is important to understand how keywords are organised. There are three macro-categories for keywords.

### Keywords Macro-categories



## SEM budget is allocated based on Impression Share



### Account Structure

SEM account structure should be customized with your agency and Google/ others for your country. Start from Brand keywords and create the relevant campaigns and then Ad groups for your country. Then put some priorities in terms of which ones are the most important for your country. Allocate budget according to the IS and then prioritize. It is normal that the lowest priorities might not get any budget as it's been already allocated to biggest priorities.

Each Ad group will contain a list of keywords and an advertising copy for each keywords.

### *Always on approach*

Ensure you have an *always on* approach for each of your campaign. Even if your budget is limited, it is important that you stick to an *always on* approach. When planning your campaigns at the beginning of the year, take this into consideration and prioritize accordingly.

## BENEFITS OF SEARCH

Users actively “seeking” vs. passively consuming media

Website visits driven via Paid Search, which are incremental to organic

Offline advertising encourages users to search



## WHEN PAID SEARCH IS PAUSED

Missed consumer reach

Decreased website traffic and engagement

Awareness capitalized on by competition

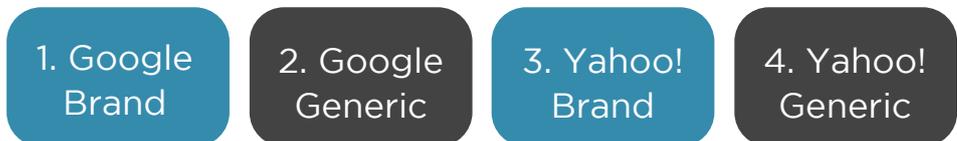
## Search engines

How shall we plan when a country has more than one search engine?

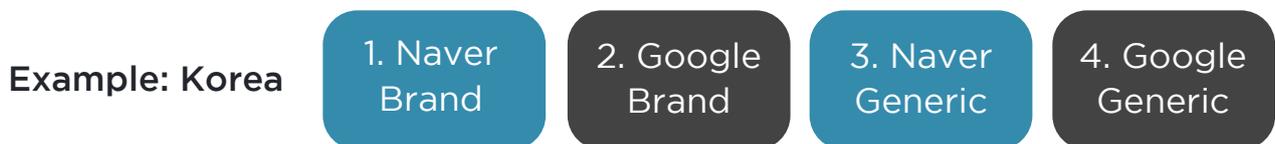
Where a search engine represents more than 70% of search market share, it should be prioritized across **all categories**:

### Example: Japan

- Google: 75%
- Yahoo!: 22%

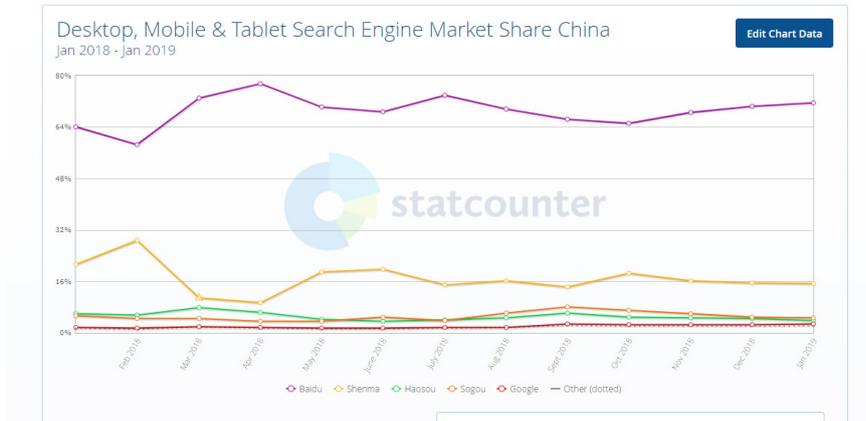


If market share is lower than 70% for the leader, **brand** should be prioritized across the top search engines before allocating budget to other categories



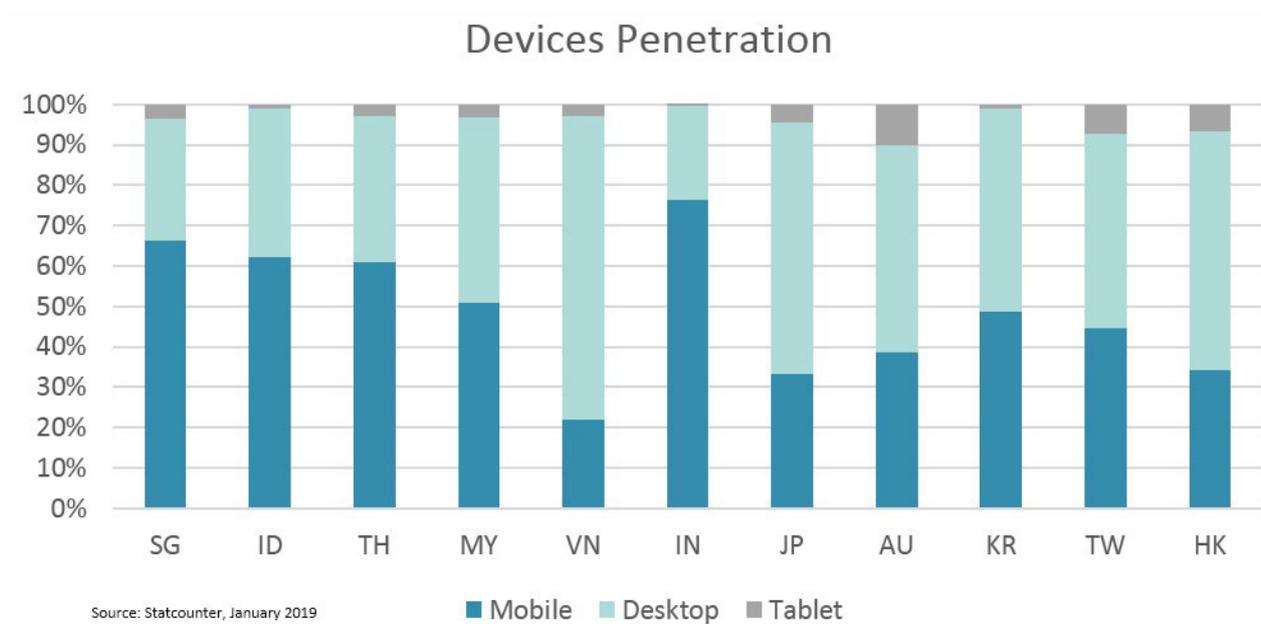
In Korea it is not confirmed who is the search market leader but what is certain is that Naver has been declining in the past years and Google increasing importantly. Look at volume of search queries specifically for our keywords across both search engines and then make an informed decision on prioritization.

On the other hand, in China, it's been very clear that Baidu is still dominant and by far.



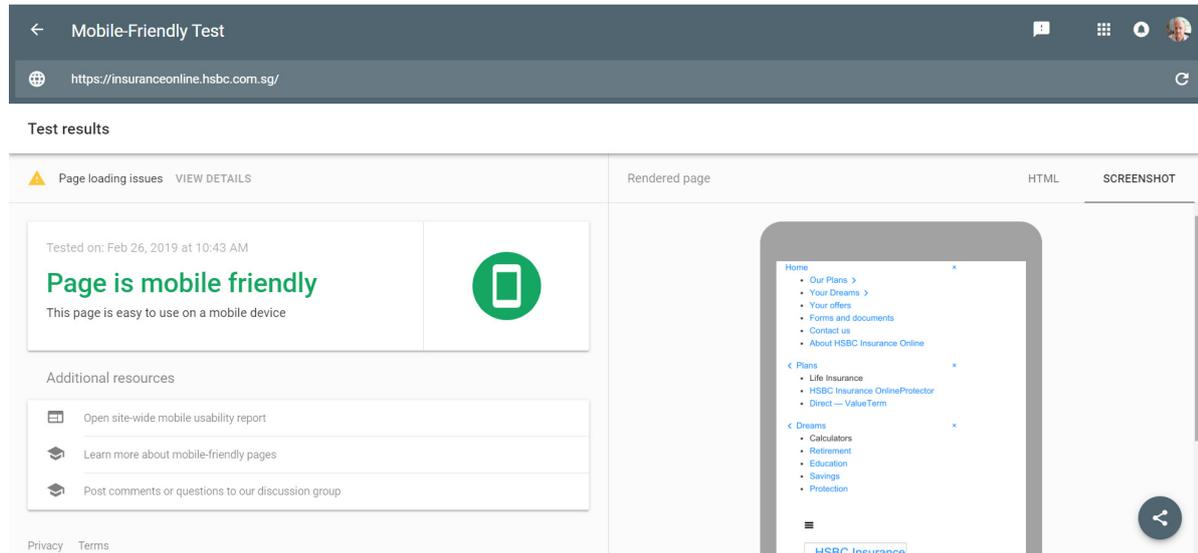
# Mobile

It is important that you prioritize your budget according to the devices that are most used in your market, especially mobile as we all know that in Asia mobile is critical to consumers.



When you target mobile devices, first ensure that your site is mobile friendly and that all your pages are mobile responsive.

You can run a test on: <https://search.google.com/test/mobile-friendly>



Let's look at the little things in the execution which will make a big difference in your SEM performances.

## Remarketing

Remarketing List of Search Ads (RLSA) is a feature that lets you customize your search ads campaign for people who have previously visited your website, and tailor your bids and ads to these visitors when they're searching on Google and search partner sites.

## Other parameters for planning

**High quality relevant keywords to reach the right customer**

**Identify new keywords**

You have defined your list of keywords based on your account structure (Account/ Campaigns / Ad Groups/ keywords) but you should leverage some tools available to reach more customers and discover new keywords. These tools are available in Google Ads.

## Identify New Keywords

### Match Types

Use broad match modifier & phrase match keywords to understand how people are searching for terms related to your keywords clusters

### Search Term Report

Use the Search terms report to identify new keywords with high potential and add them to your campaigns.

### Keyword planner

Use the keyword planner tool to find new keyword ideas to add to your campaigns

## Negative Keywords

### Purpose

Prevents ads from showing to people searching for terms no relevant to your brand

### Impact

Can help you reduce costs by making sure that your ad shows just to the audience you want

### Further Opportunities

To drive efficiency, create a central negative keyword list that can easily be applied to all campaigns

**Utilise keyword match types to give you a greater control over who sees your ads**

### Match type usage

Each match type will trigger your ad to show for a customer's search in different ways. When building out your keyword list in your Ad groups, you should utilise exact match to start for maximum efficiency, and then expanding across phrase and broad match modifier for scoping out additional relevant keywords.

**Exact Match:** your ad will only appear when a user searches your exact keyword.

**Phrase Match:** your ad will only appear when a user searches your keywords in the exact order you enter them, but there might be other words either before or after that phrase.

**Broad Match Modifier:** your ad may appear on searches that contain the modified term (or close variations, but not synonyms), in any order.

### Use Ad Extensions to maximise opportunity and drive further engagement

Make sure you leverage the Ad Extension to increase visibility and convince users to click with extra information. There is no extra cost to it.

Before you jump on this free of charge opportunity, think of the type of extension you want to add based on your objectives.

For example, if your goal is to get customers to convert on your website, then use some Call to actions to do so, e.g. Buy now.

If you want them to capture business leads that need help, products or information fast, then add the phone number into the Snippet.

Snippets can be customized by keywords.

## Implement bid strategies to maximise efficiency

Leverage these tips to drive efficiency.



### Average Position

#### What is it?

Aim for certain keywords to always appear in a specific average position based on maximum CPC barriers

#### Why Use?

Allows automated bid optimization for high/low priority keywords terms



### Device

#### What is it?

Mobile bid adjustment allow control over mobile device exposure and cost

#### Why Use?

Ensure mobile ads appear or do not appear in the mobile search result & manage mobile spend based on performance



### Geo-location Targeting

#### What is it?

Understand which regions and cities are received the highest search volumes and tailor bids accordingly

#### Why Use?

Generate cost efficiencies by bidding higher/lower in regions with high/low intent



### Time of Day Scheduling

#### What is it?

Understand peaks in search volume across days of the week and hour of the day and utilize bid strategies to upweight/reduce exposure

#### Why Use?

Generate cost efficiencies by bidding higher/lower in regions with high/low intent

## Budget threshold per day and max Cost Per Click (CPC)

Ensure you set up a maximum budget per day you are willing to bid for and a max CPC above which you don't want to bid anymore. Your agency will help you define these two parameters but make sure you do so as it's been seen before, many times, that annual budget got depleted in few months because these guardrails were not set up.

## Link Search queries

One of the foundations of Google is to provide to their users the best experience ever from searching to then landing on websites.

This means when a user enters a search query, Google wants to provide

the most relevant answers (in paid search and organic search) and then the most relevant experience on the website after the user clicks on the link.

This is why it is critical that your SEM ad copies are highly linked to user's search query and then make user land to the content explained in the ad copy.

When an advertiser achieves that, Google will reward it with **higher quality score** and **lower CPC**.

# 2. Measure

There are multiple KPIs that are relevant to SEM and that you should regularly analyse and review with your agency as a team.

Benchmarks for these KPIs are a very well-guarded treasure and therefore rarely available. The best benchmark is always your historical performances that you constantly try to beat, even if you are just starting, your first set of results should form your first benchmarks.

## ■ Visibility

✓ **Impressions Share (IS):** percentage of impressions that your ads received compared to the total number of impressions that we bid on

» **Ask yourself:** Is the IS in line with the account structure we have defined across the three macro-categories (Brand, Generic, Affinity)?

## ■ Engagement

✓ **Click-Through-Rate (CTR):** Number of clicks as a percentage of impressions served

» **Ask yourself:** Is the CTR aligned with your benchmark?

✓ **Conversion Rate (CVR):** It is the number of conversions the campaign received divided by the total clicks.

» **Ask yourself:** Is the CVR aligned with your benchmark?

✓ **Quality Score (QS):** It tells how relevant your ad content is, using metrics like CTR and other performance variables like landing page experience.

» **Ask yourself:** A good QS (+8 on Branded KWs and +5 on Generic KWs) means you pay less money for your SEM. A bad quality score means you pay more money. Remember the highest the QS the lower your CPC and CPA.

## ■ Efficiency

✓ **Cost Per Click (CPC):** Cost of each click on a paid search ad

» **Ask yourself:** Is the CPC aligned with your benchmark?

✓ **Cost Per Acquisition/ Conversion (CPA):** Cost to acquire a new customer related to paid search ads served.

» **Ask yourself:** Is the CPA aligned with your benchmark?

## ■ Presence

✓ **Average Position:** The average position of all our ads.

» **Ask yourself:** Is Desktop Average Position between 1-3? Is Mobile Average Position between 1-2?

## ■ Behaviour

✓ **Bounce Rate:** Percentage of visitors from search only visiting one page.

» **Ask yourself:** Is Bounce Rate Below 70%?

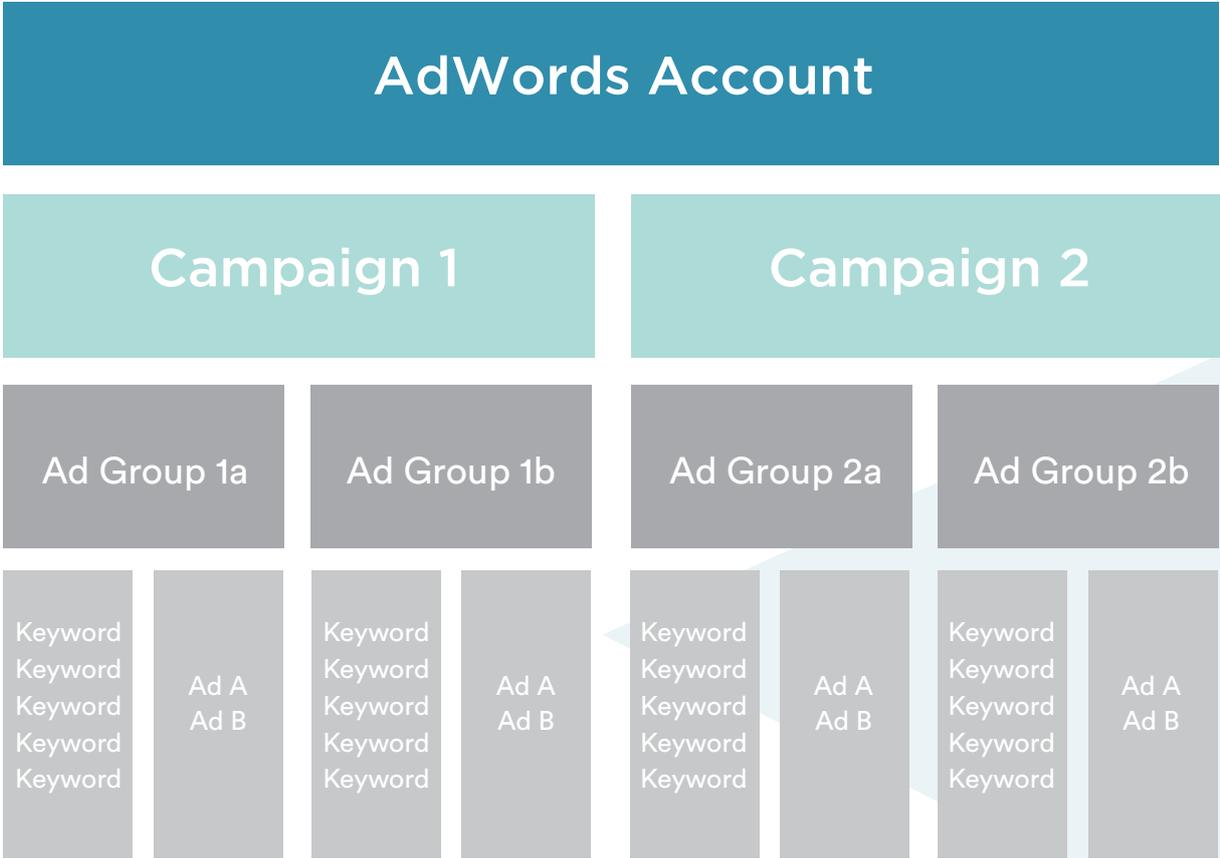
# 3. Optimize

In order to optimize your campaigns, it's important to look at your KPIs and see where you are compared to your own historical benchmarks or industry benchmarks.

## Best Practises

Another thing to look at when optimizing campaigns, are best practises. Here we have listed few best practises that you can refer to.

### Account Structure.



## Ad extensions.

Snippets are here to reinforce your copy and gives another opportunity to convince. Ad extensions links gives more opportunities to click.

### Pool Supply World - Choose From 40,000 Products

[Ad] [www.poolsupplyworld.com/](http://www.poolsupplyworld.com/)

Expert Staff Available to Answer Any Pool or Spa Question That You May Have

Spring Black Friday Sale · In-Stock · Fast Shipping · A+ Customer Service · 40,000 Items Online

Brands: Preatco, Unicel, OEM, Filbur, Sta-Rite, Jandy, Pentair, Hayward

Pool Perfect + PhosFree - \$44.99 - 3 Liter Natural Chemistry · More

Replacement Parts

Pool Cleaners

Above Ground Pool Kits

Contact Us

Adding your phone in the Snippet and Ad extension can be good but focus on keyword related to getting a quote and on mobile search where users can click directly on the link to call.

### Inground Pool Design - Call For Quote

[Ad] [www.poolboys.com/inground-pools](http://www.poolboys.com/inground-pools)

Cool Off This Summer With A New  
Inground Pool For Your Home. Start A  
Design Now!



CALL

The copy below has great “message match” with the corresponding landing page.

### Home Remodeling Estimates - Immediately Get 4 Free Quotes

[Ad] [www.localremodelingquotes.com/](http://www.localremodelingquotes.com/)

Step 1: Enter Your Zip Code. Step 2: Find Up To Four Local Pros.

100% free estimate · See contractor reviews · Find local professionals · Compare up to 4 bids

Services: Office Renovations, Commercial Remodels, Other General Remodels

Contractors · General · Basement · Bathroom · Kitchen · Cabinets

**Home Remodeling Estimates From Local Pros**  
Also see ratings, reviews, job pictures and more!

Start Here, It's Free!  
Enter your zip code to start.

Zip  SEARCH >

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## Landing Pages

It's important to have landing pages that match your ad copy but equally important to have engaging landing pages that can capture leads more effectively.

When you test your landing pages, use the following framework:

- ✓ Objective
- ✓ Hypothesis
- ✓ Methodology
- ✓ Success Metrics+

**Please get in touch with us for more information on: Keywords, Account structure, Ad extensions, Landing pages.**

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