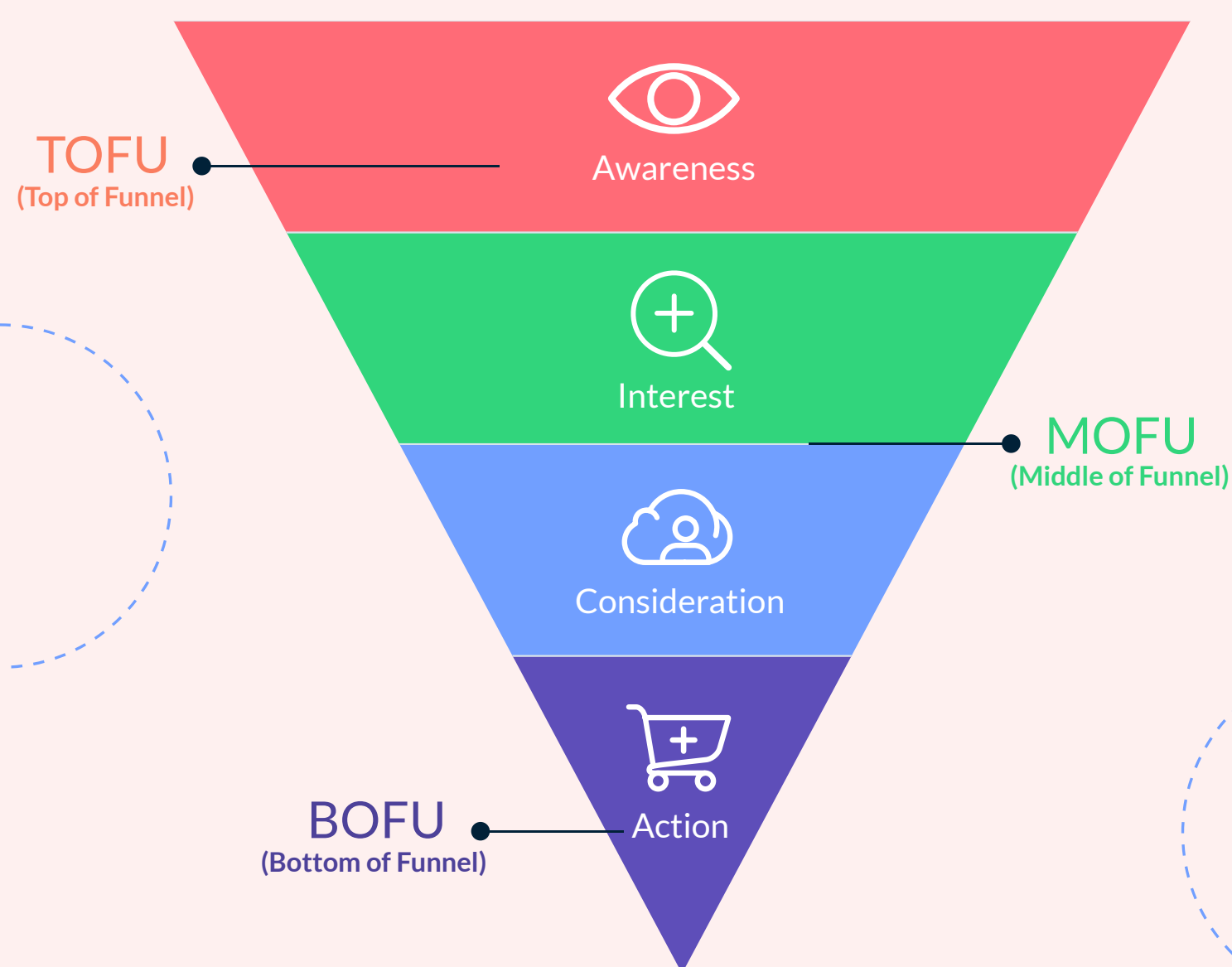


The Art of PPC Campaign Alignment

PPC MARKETING FUNNEL 101



TOFU: Awareness

Make people aware of your service or product by increasing ads across search, display, video, social media and shopping channels using broad interest targeting. Use YouTube, Facebook & Instagram to generate awareness. Use non-branded product or service search terms like "high-def television". Utilise topic and interest targeting or in-market audiences for video and social ads, and create lookalike audiences on Facebook.

TOFU KPIs: Reach, Impressions, Time Spent on Site, Bounce Rate, CPM.



MOFU: Interest & Consideration

Here, customers show interest and consider making their decision so you need to give them specific info. Use the same channels as TOFU. Serve ads which narrow down their search e.g. "high-def television with 4K". For display, serve ads to specific audiences based on interests and create custom intent audience segments or custom affinity. Create RLSA from video engagement and retarget visitors to your website.

Call-To-Actions: 'Find Out More', 'See More', 'Learn More'.

MOFU KPIs: Clicks, CPC, Views, New User Conversions, New User Conversion Rate, New User avg. CPA, New User ROAS.



BOFU: Action

The final push to that all important conversion. Using our television example, customers will be searching brand terms at this stage e.g. "Samsung 4K TV". Keywords should include purchase/contact related terms such as buy, call, quote. Remarketing efforts should now focus on the stage of the customer's purchase journey e.g. abandoned carts, payment details drop outs etc.

Call-To-Actions: 'Free Shipping', '10% Off', 'Free Trial' etc.

BOFU KPIs: ROAS, Transactions, Sales, ROI.



Don't Forget Retention

Build loyalty among your valuable customers by encouraging them to convert more often and promote your brand. This is key to your success. Include remarketing to anyone who has bought from you before. Use their data to create lookalike audiences. With this lookalike audience targeting, you return to the top of the funnel.



TOP TIPS

- Keep your adverts relevant, make your buyer feel as if you know exactly what they are looking for.
- Keep testing the message, recycle and reuse content but be careful it hasn't reached advertising fatigue.
- Use Google Analytics and use it to build remarketing audiences for Google Ads.
- Keep testing and referring to your KPIs.