



Pay Per Click Marketing Specialists

INTRODUCTION

Welcome to Ocatio's Pay Per Click overview! We have produced this brochure in the hope that it will show you how Ocatio operates once we have taken over the management of your Pay Per Click (PPC) campaigns, and how we go about achieving the results that we do. Our belief is that a campaign can always be improved upon, so regardless of whether your company is just starting out with PPC marketing or you have been successfully using the system for years, we can make PPC work harder for you.

So how does our account management work? Below, we detail the main areas that your dedicated account manager will focus on from the minute we take on your campaign.



Limited Availability - Adwords Account Management

Starting from the 6th October, Ocatio is **offering 10 Adwords Market Leader account management packages for** the low and all inclusive price of **£249.00**

Please call 0845 299 7701 or fill in an insertion order to take advantage of this offer.

1. Goals and tracking strategy

If a campaign has no goals, then how can you track its effectiveness? Without goals or tracking, you will have no idea if your campaign is giving you the type of return on investment (ROI) you require, whether it's for profit or branding purposes.

Goals

Once you have decided to use Ocatio's PPC account management services, your dedicated account manager will discuss with you the goals of your campaign. There is no limit to the number of objectives we set; in fact, the more the better. However, we recommend an overall goal for the whole campaign, along with separate goals for groups or products within the campaigns.

Your goals also include the objectives of your campaign in terms of:

- Overall cost
- ROI for particular products
- Brand awareness

Tracking strategy

PPC marketing is most likely the most measurable form of marketing we have ever seen, and it is important that we take advantage of this. The simplest way to track the effectiveness of a campaign is by monitoring:

- Impressions
- Clicks
- Click through rate (CTR)
- Average cost per click (CPC)
- Quality score (the term for this differs between search engines)
- Average advert position

All these factors can be easily monitored through the relevant search engine's interface. However, it is important to go deeper than this and to take advantage of the many reporting tools provided. Furthermore, using software such as Google Analytics that tracks activity on your website is imperative. Such a system will tell you what customers are doing on your site, and if they are purchasing, contacting or simply spending the time reading your content.

FREE AdWords Account and Campaign Review

Any advertiser is eligible to take full advantage of our Free account and campaign review service. One of our Adwords Qualified Analysts will give a full review of you campaigns and accounts, free of charge.

Please call 0845 299 7701 or email freereview@ocat.io

2. Campaign level settings

When setting up a campaign or editing an existing one, the campaign level settings must be set up to suit the specific campaign. Campaign level settings include:

Campaign name – In order to make sure your campaigns are easily identifiable, each should have a unique name.

Locations – This is where we are able to target geographically. If you are selling in a specific area, such as the UK or an area within the UK, then your ads should only be displayed to searchers located in those areas.

Languages – If your website and products are only marketed at English speakers then it is a waste of time displaying your ads to Norwegian or Chinese searchers.

Networks – The area in which your ad appears, or the medium that is utilised i.e. computer or mobile (networks are explained in more detail later on).

Budget – Here you can set how much you are prepared to pay on a daily basis and also set the campaign CPC level. It is also possible to set CPC levels for individual keywords within the Ad Groups themselves.

Position and delivery method – Allows you to refine and adjust your ad's potential position within the results; in some cases it is preferable and offers a better return to not be the number one listing. You can also choose to deliver your ads evenly or as fast as possible; in most cases a more measured approach to delivery is best.

Scheduling – Allows you to start and end a campaign in advance and also allows your ads to only be displayed at certain times of the day or night (better known as dayparting).

Ad rotation – In order to properly understand which of your adverts receive the highest CTR and give the best ROI, it is important to rotate your ads (assuming you have more than one for each group, as we recommend) to ascertain which works best.

Are you new to Pay Per Click Marketing?

If your company is new to PPC Marketing, then our free proposal will help give you an idea about whether PPC marketing is for you. All we require from you is some basic information about your company and the services or products you provide, and what your objectives are. We can then produce a proposal detailing if PPC marketing can work for your company, and how.

We also able to help out new advertisers with a **FREE 80.00 Adwords coupon**, to begin advertising with. This is only available to adwords accounts which are new or have only been active for less than 2 weeks.

3. Keyword and phrase analysis and selection

The keywords or phrases a searcher would use to find your website are key to the campaign. If this isn't setup correctly you may not receive any traffic or, worse still, you may receive a lot of poorly performing traffic - traffic that does not provide any ROI - and still pay for it.

Your keywords and phrases must be relevant to your business or website. There are likely to be thousands of keywords and phrases that could be deemed relevant to your campaign. Some will be more relevant than others, and some will produce better results than others.

Finding the right keyword list will make or break your campaign so it is important to use the right tools to create this list. With our experience, we are able to do this for you quickly and efficiently using software to analyse **keyword search volumes, keyword competitiveness and keyword relevance.**

Searching for potential keywords and phrases starts with single keyword searches, but quickly needs to move onto two, three or more words together which are keyphrases. We also take into account alternative keyword and phrase analysis which includes the following variations:

- Singular and plural
- Apostrophes
- Hyphens
- Misspellings
- Synonyms
- Reverse word orders
- US/UK spelling variants

By doing this we are able to build a comprehensive list of keywords and phrases giving the campaign the best opportunity of success and visibility on the PPC networks.

Once a list of keywords and phrases has been compiled, we must consider the performance of those keywords. There is little point in having 10,000 keywords within your campaign, when 90% have little or no impact; this can do a huge amount of damage to your overall statistics.

Once we have identified your keyword list, we then need to make sure that the keywords themselves are set up properly, using keyword matching. The four main options are:

Exact Match e.g. keyphrase "video game" will display ads for this exact phrase only

Phrase Match e.g. keyphrase "video game" will display ads for this keyphrase with other words – e.g. "new video games" or "ps3 video games" - though will not show for plurals or if in reverse

Broad Match e.g. keyphrase "video game" will display the ad for this keyphrase, plurals, any part of the keyphrase and with other words i.e. "video" or "video games uk"

Negative Match e.g. if you add a negative keyphrase such as "free", then the ad will not be displayed when the keyword "free" is searched for

4. Networks

Most of the top PPC search engine networks, such as Google's AdWords, have different networks through which you can display your advert:

Search - This is the search engine network's own site. These results tend to provide the best traffic.

Partner search - Your adverts are integrated into a third party's search results.

Display network - Your adverts on third party websites. This option does not return the best statistics but, if monitored correctly, it can work for your business.

Depending on the set-up and situation of your campaign, your dedicated account manager is likely to suggest we begin by optimising 'search' first. The reason for this is simply that the traffic from search is generally better and, unless you are fully optimised and spending as much as you can on 'search', why introduce extra traffic that could potentially not convert? There are many instances when we might immediately optimise all three networks; however, for smaller companies in particular this is generally the best route.



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5. The ads themselves

There are several ways in which your advert can be presented:

- Text
- Image
- Video

At Ocatio, we are able to offer and create the very best ads within each medium. All our account managers have full access to copywriters for text ads, designers for image ads and we also have an in-house video production unit that can be used to create video adverts on behalf of our clients. Text ads do deliver the most traffic, however we provide all three services so our clients can take advantage of each medium.

Since text ads are the most common, we will use this as an example of what we do to make sure the ads work. The main points of focus are:

Attention - Capture the attention of your audience with adverts that differ from others. For example, capitalise where possible, create snappy headings, use keywords that relate to the search and include calls to action.

Desire - Your advert shows the searcher what they will find on your webpage, so the ad description should give the expectation of a worthwhile visit.

Interest - If the ad is of no interest to the user they won't click, so make sure it's completely relevant in all areas. The headline, description and destination URL should all warrant their interest.

Action - This refers to the process of the searcher clicking through to the site, and then of purchasing or contacting once on your webpage. This process needs to be straightforward and efficient. We do not dictate to you how your website should operate, but your account manager can help improve your pages should there be a need to do so. We also have programmers available should you not have access or be able to change pages yourself.

Now your advert is set up, you need to make sure that it delivers the searcher to the correct page on your website. You can send them to your home page which may be relevant to the search, but there is likely to be a more relevant page to direct them to. Ocatio's account managers will always set up your campaign to be as specific and relevant as possible to the searcher. Any account managed by Ocatio is likely to contain many different ad groups and campaigns which are all set up to be highly targeted and relevant.



6. Summary

Although fairly comprehensive, the Ocatio Pay Per Click overview covers just a fraction of the expertise needed to maximise any PPC campaign. While we would prefer that you use one of our PPC experts to manage your campaign, we understand that some companies or individuals would prefer to manage their own and are simply reading this for further enlightenment. Regardless of your reason for reading our brochure, we would like to impart one final piece of knowledge. Monitor, Test and Evolve.

Monitor, Test and Evolve, and when you think you've finished, then Monitor, Test and Evolve some more. Once you take your eyes off a campaign, it will begin to deteriorate immediately. That's not a scare tactic; it's simply the reality of running a PPC campaign. While you stand still, others will be Monitoring, Testing and Evolving their campaigns, and taking the traffic away from you!

If you would like to find out more, or to discuss your new or existing campaign, then just call or email us. We look forward to hearing from you soon.

FREE OFFER

If you already have a PPC campaign up and running then we will conduct a FREE PPC account review for you (see below). If this is your first time then we will provide you with a FREE PPC proposal (see below).

FREE PPC account review

One of our dedicated account managers will review your PPC accounts, discuss your current strategy with you and finally follow up within 48 hours with a full review of your accounts.

FREE PPC proposal (new to PPC marketing)

If your company is new to PPC Marketing, then our free proposal will help give you an idea about whether PPC marketing is for you. All we require from you is some basic information about your company and the services or products you provide, and what your objectives are. We can then produce a proposal detailing if PPC marketing can work for your company, and how.





Ocatio Limited
Levant,
Vellanoweth,
Ludgvan,
Penzance,
Cornwall
United Kingdom
TR20 8EW

TEL: 0845 299 7701
FAX: +44 (0)20 3002 7276

WEB: www.ocatio.co.uk
EMAIL: info@ocatio.co.uk

Company No. 6965703

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