



PAID SEARCH TARGETING

IDENTIFYING THE RIGHT AUDIENCE



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INTRODUCTION

In nearly every eBook, blog post, guide and cheat sheet we produce here at Click Consult, one thing stands out – the importance of audience. We constantly tell our readers that you have to understand the audience you currently have and the audience that you wish to attract.

In a similar vein, you have to also understand your marketplace, your business and the products or services you offer and what your competitors are doing. This is easier said than done, but if you have a strategy in place that encompasses all of these components then there is no reason why your business can't excel online.

One area of search and digital marketing where these concepts are particularly important is paid search (PPC). Businesses that use this particular method of marketing as part of their strategy not only have to identify their audience but they have to master paid search targeting. This eBook will look at exactly that, and will cover the most important aspects of formulating a strategy and implementing it to get the best returns from your investment.

WHAT IS PAID SEARCH (PPC)?

It makes sense to start with the basics and give you a quick overview as to paid search (PPC), what it is and what the benefits are.

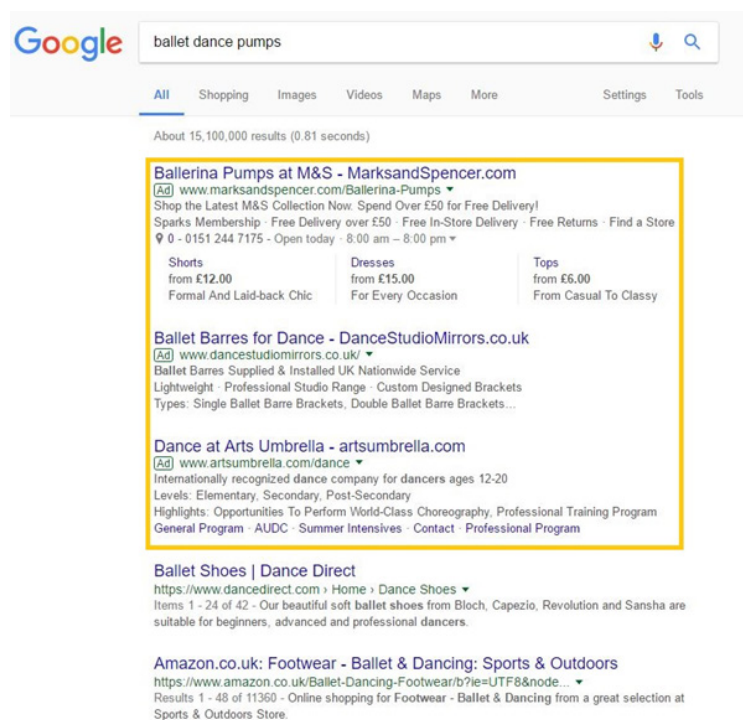
PPC is the model of internet marketing whereby businesses pay a fee every time their ad is clicked on by a potential customer. Placing a PPC advert that correlates with a specific search can help expose your offering to a relevant audience, driving highly targeted traffic to your website.

This exposure improves if the ad links to a fully optimised site, with unique well written content. If this is the case, you should be able to climb the paid results on the search engine results pages (SERPs).

There are four main types of online advertising that play a role in the standard payment model of PPC. They are:

GENERAL PAID SEARCH

Paid search ads are those listings that appear at the top and bottom of SERPs, marked as ads, landing pages or 'sponsored results'. The listings are paid for by the advertiser either on a cost-per-click (CPC) basis when the visitor uses a link to navigate to the landing page, or less frequently, as a cost-per-impression, for being displayed next to the search.



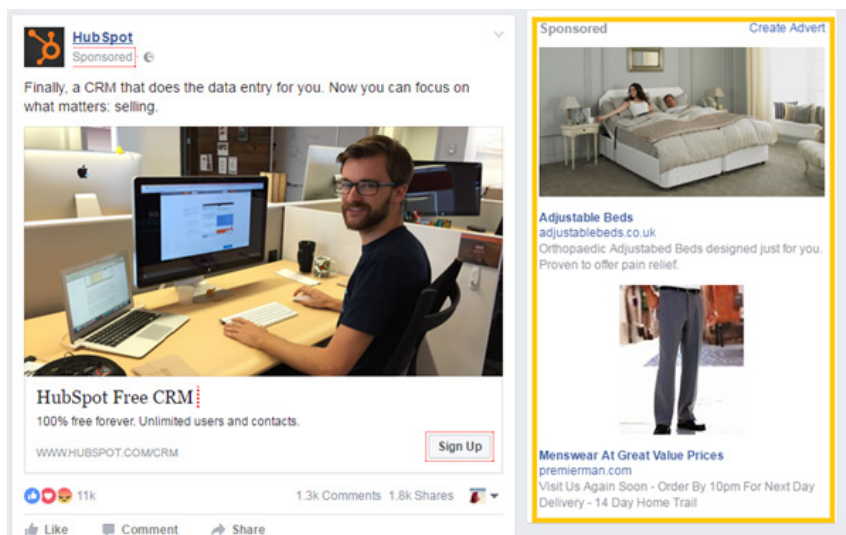
DISPLAY ADVERTISING

Display advertising is advertising on third party websites. It includes many different formats and contains items such as text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.



SOCIAL ADVERTISING

Social advertising relies on social information or networks in generating, targeting, and delivering marketing communications. The advertising platforms provided by Google, Twitter, and Facebook and other social platforms involve targeting and presenting ads based on relationships articulated on those same services. Social advertising can be part of a broader social media marketing strategy designed to connect with consumers.

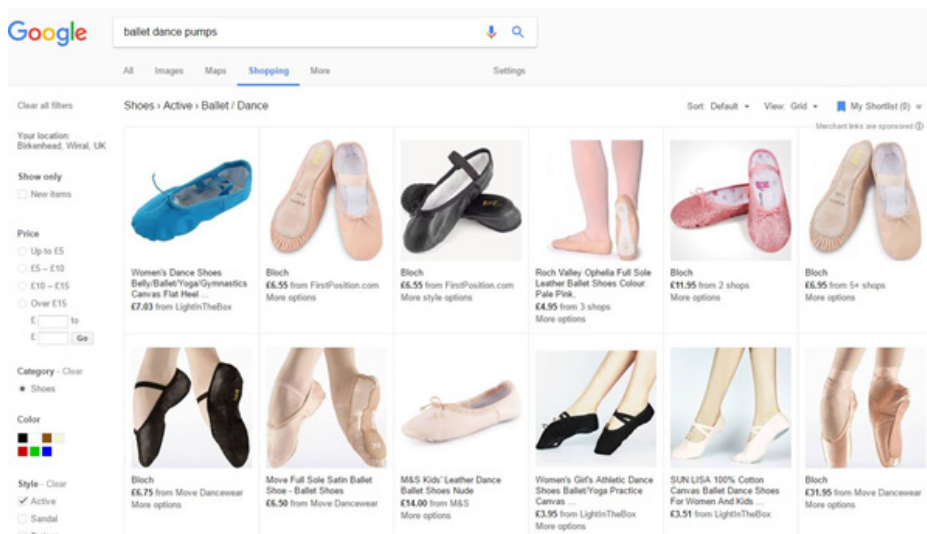


SHOPPING CAMPAIGNS

Shopping ads offer a different experience for those searching for a product, mainly because they display more than the ad text. Shopping ads show users a photo of the item as well as the title, price and retailer. The overall concept of a shopping ad gives the user a stronger perception of what you are offering them and this can lead to more conversions.

It goes without saying that there are many benefits to running digital ads as part of a search marketing strategy. The first main benefit is that well-crafted and highly optimised ads can raise brand awareness and exposure. They put your immediate details into the public domain at the time they are searching for products in your sector. Your ads get your message out to a highly relevant audience which ultimately increases the potential of extra traffic.

If your ads are correctly placed and optimised to appear next to certain searches then they can improve your unique visits. If the content on the landing page is specific to the user search and includes a clear call-to-action (CTA) such as a downloadable brochure, an email subscription or a call back request, you are another step along the marketing path. These leads direct customers to your online store where they can convert from browsing to purchasing.



TYPES OF TARGETING

There are three core categories when it comes to targeting through PPC. They are audience targeting, content targeting and device targeting. We'll cover the last two a little later but for the purposes of this resource we'll concentrate on audience targeting.

TARGETING YOUR AUDIENCE

Audience is everything when it comes to marketing. You want to reach a targeted audience who are much more likely to convert if taken to the correct page or products. In order to choose the right audience for your advert, there are a number of factors to consider and questions to ask. You could use a user targeted approach for those that have shown a particular behaviour or interest, or you could use inventory targeting whereby you focus on a type of content that is often visited by individuals within a particular demographic.

You could also choose to create ads that will occur based on the searches of an individual or on factors like gender, age, income, location, marital status etc. Above is an example of the pages within Facebook that allow you to choose a location specific campaign. Here you can use a preset or saved audience, or can make a bespoke strategy for your campaign.

You can also gather information from competitors and see what your followers might also be looking at, via their likes on social media. Above is an example from Facebook. When picking an audience based on behaviour you may decide to look at dayparting – the practice of targeting individuals at a certain time of the day or day of the week. You may also wish to retarget past visitors to your site.

Depending on the aim of your ad there are a number of different ways you can track these interactions and measure their performance; all you need to do is establish your goal and what you would consider the key performance indicators (KPIs). If you are looking to use the ad to generate leads, then this can be measured in terms of the cost per acquisition (CPA). Your plan could be to generate a certain number of leads from a predetermined budget, eg, 250 leads for £2500 or £10 per lead.

When your aim is to encourage brand awareness and exposure, then the success of a campaign will be based on the number of views and then the click through rate (CTR) from this. If you were to receive 20,000 clicks and had a landing page CTR of 5%, you put yourself in a solid position to convert a high percentage of these to sales.

The index that most businesses want to talk about however is the ROI, in terms of PPC this is often referred to as return on ad spend (ROAS). The KPI could be to generate 100 sales with a return of £5 per £1 spent.

OTHER TARGETING FORMATS

As I mentioned a little earlier, there are two other types of targeting that businesses have to consider, content targeting and device targeting.

CONTENT TARGETING

Content Targeting gives you the opportunity to reach a huge audience. The Google content network has thousands of publishing partners from widely known websites to small blogs. Google will automatically deliver your ads to content network sites based on the relevancy of your keywords and ads to the site publisher's content and themes.

Content Targeting gives you a chance to increase brand awareness and you can expect to receive thousands of impressions per day. But the Google system is not perfect and this type of campaign must be watched and managed closely. Here are the different types of targeting:

- **Topics:** Target one ad to multiple pages about certain topics at once. Topic targeting lets you reach a broad range of pages on the Display Network. Google Ads analyses web content and considers factors such as text, language, link structure and page structure. It then determines the central themes of each web page and targets ads based on your topic selections.
- **Placement:** Target websites on the Display Network that your customers visit. If you select this type of targeting, Google Ads will only look at your chosen sites (managed placements) when searching for relevant sites. Unlike contextual targeting (automatic placements), placement targeting doesn't require keywords. A placement might be an entire website or a subset of a website.
- **Content keywords:** Choose words that are relevant to your product or service to target users making searches using those same terms. You can tailor a set of keywords to manually reach certain demographics or meet specific goals. For instance, you can change your keywords to reflect seasonal interests or make the most of a sale.
- **Display expansion for search:** Let Google Ads find users for you with a combination of automated bidding and smart targeting. Display expansion works for both Search and Display campaigns, targeting high-performance moments for the best results.

DEVICE TARGETING

For Display and Video campaigns, you can target specific device types, operating systems, device models and ad inventory (spaces where publishers allow ads to run), as well as operators and wireless networks. Some of these advanced mobile and tablet options aren't available for other campaign types. Google Ads gives the following example – Say that you sell accessories for mobile phones and you want to show your ads to people who own a Mobile Device X. With device model targeting, you can create a message in your ad that's a lot more focused: "Customised Cases for Mobile Device X".

You can set targeted bid adjustments for tablets, mobile phones and desktop computers. In the previous AdWords experience, you can set your ads to target specific devices and ad space under "Settings" in the "Devices" section. In the new Google Ads experience, you can set your ads to target specific devices and ad space by clicking Devices in the page menu.

The differences in device are as follows:

- **Computers:** Target users viewing content on their desktop and laptop computers with a minimum screen size of seven inches.
- **Mobile:** Target users on smartphones.
- **Tablet:** Target users on mobile devices that don't necessarily include phones.
- **TV screens:** Target users on devices that stream TV content such as smart TVs, gaming consoles and connected devices like Chromecast. TV screen targeting is for video campaigns only.

Device targeting is done at the campaign level, and you have the option to either opt in or out of targeting any platform from the Settings tab for any campaign. However, a campaign must be opted in to appearing on at least one device platform.

Be warned however, you should be familiar with how your organisation's customers search to find your business. Do most of your customers find you by mobile phone? If so, you will want to target your text and image ads to mobile devices in order to achieve the highest conversion rate.

REMARKETING

Remarketing is a way to engage with users you've come in contact with before.

According to Search Engine Land, there are many ways you can put these lists together and leverage them in your PPC accounts, they are:

REMARKETING PIXEL AUDIENCES

A remarketing pixel is a small snippet of code placed on your site that cookies users who visit your page. This cookie allows advertisers to create lists of users to target again in ad platforms. Additionally, you can create criteria for these lists to only include a certain subset of your audience.

One very common list created is a converters list, meaning anyone who made a purchase from your ecommerce website or submitted a lead on your lead gen site will be retargeted. These types of post have a much higher conversion rate as they are tailored to an engaged audience. Once formed this list can then be used as a target audience for a campaign or as an exclusion list, meaning you don't want these users to see your ad even if they fit all the other targeting criteria of a campaign.

CUSTOMER UPLOADS

The second kind of remarketing list is a Customer Upload, or a list of customer emails you import into Google, Bing, or Yahoo etc.

The ad platforms will then match the email addresses you provided with the users on their email provider and allow you to target them.

This list type is great when you want to retarget users in your CRM or those who might not have been 'cookied' with your pixel.

GOOGLE ANALYTICS IMPORT

In Google Ads, we have the ability to link our Google Analytics and Google Ads accounts together and import audiences based on Google Analytics metrics.

Google Analytics has a much more powerful set of audience criteria, allowing us to leverage site engagement, sequencing, and other indicators to create our lists. Unfortunately, this type of remarketing audience is only available for Google Ads.

Remarketing audiences can be applied to campaigns as the sole group of users to target or as a bid modifier layer, now called Observation.

They can also be applied to all campaign types within a given network, such as both Search and Dynamic Search Ads on the Search Network.

BENEFITS OF PAID SEARCH

If you get your targeting right then these are the main benefits of running a paid search campaign:

1. Paid search is quick to implement
2. Paid search is a good channel for controlling messages and highlighting brand values and identity. These can be updated easily too and new offers can be added quickly.
3. Customers are highly targeted because they are actively searching for products or services that you sell.
4. Tracking the ROI for every keyword, ad, ad group and campaign is possible, which is ideal for your online evolution.
5. Traffic is predictable with paid search and you can use the available tools to research past volumes for your keywords and get an idea of what volumes to expect. You can also set budget limits to control the amount of traffic you receive and how much you spend.



FINAL THOUGHTS

If you are able to identify your potential audience and think constructively about the types of people that you wish to engage with then you are in the best possible position to see a positive ROI. Paid Search unlocks many possibilities and if you are showing the right ads, to the right people at the right time your conversions should go up.

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ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

YOUR BESPOKE PAID SEARCH (PPC) ANALYSIS AND REVIEW

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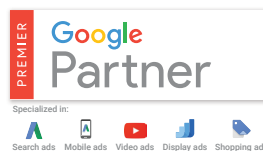
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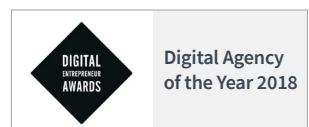
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