



CONTENT MARKETING AND PAID MEDIA A UNIFORMED STRATEGY



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INTRODUCTION

When we discuss building a strategy for a client in terms of search and digital marketing there are many areas that we look at. We know that by having a highly targeted approach to fulfilling the customers needs whilst making sure the client has a balanced strategy delivers the best results.

There are many different areas to building the perfect strategy and over the course of this eBook we'll look at how you can merge two of the most popular and rewarding elements of search to ensure your business flourishes online. This eBook will clearly explain what content marketing and paid media are and inform you the best way to merge them together to make a truly uniformed strategy.

WHAT IS CONTENT MARKETING?

Content marketing is a strategic marketing approach involving the creation and sharing of materials – both online and offline – including blogs, videos, reports, whitepapers and social media posts among others with the intention of earning links, business and exposure and building consumer relationships.

WHY IS CONTENT MARKETING IMPORTANT?

Content marketing is a vital form of communication between your business and potential audience. With competition at an all-time high and the way individuals take in their information so varied, content marketing allows you to connect with as large an audience as possible and over an ever expanding number of formats.

There is a well-known saying that 'content is king' and whilst that is true, in that you need to produce and promote your content, a better phrase would be 'good content is king'.

If as a business you are able to create, publish, distribute and promote materials for your target audience which will in turn lead to new business then this is a strategy you have to explore. The content and assets which you can create cost relatively little to nothing and the return on the effort of creating them can be very lucrative. If you can then make the content engaging and sharable then you are on a path to even greater exposure at a relatively low cost.

CONTENT MARKETING STRATEGY

When it comes to deciding on a content marketing strategy it is important to consider two things:

- Who forms your current market?
- Who are you trying to target?

If you are able to answer both of these then you are halfway there. Knowing your current market allows you to understand how they receive their marketing information and the platforms with which they are most receptive. Applying tactics based on these findings therefore gives you a better chance of adding to your readership by highlighting the key formats to use.

Once you have the formats decided, you can answer the second question. Understanding who you are targeting allows you to focus on the content of the material produced, eg, are they more likely to want the answer to industry specific questions or are they looking for promotions? Another consideration here could be the tone of voice, do they expect an authoritative voice that informs and that represents a thought leader or is the brand friendly and humorous looking for social shares?



WHAT IS PAID MEDIA?

Paid media refers to any exposure for which you have paid – including PPC ads, native content, remarketing etc.

The paid media offering, however, is far from simplistic – it has developed an awful lot, as you would expect from a service that has now been around for almost 20 years.

The levels of personalisation and the varieties of ads that can now be served to consumers are so great, and native advertising and sponsored content so well embedded in the mainstream media (and invulnerable to ad blocking software) that the paid media offering is capable of reaching people effectively at all stages of the buyer's journey.

Paid media can be viewed as the best method for converting your current audience. It offers a substantial number of opportunities to be present at each of their levels of purchase intention and, while it obviously has the capacity to reach consumers far beyond your own, the ability of conversion rate optimisation to improve efficiency, or remarketing and other cookie based personalisation make it a powerful tool for earning the most from your present consumer base.

THINK ABOUT KEYWORD STRATEGY

Choosing your keywords might just be the most important consideration to make when it comes to creating a successful ad campaign. If you are looking to make impressions that convert into sales you have to make sure that you're bringing the correct audience to your page. If a user makes a general internet search for a product that you specialise in yet you don't feature as an ad or in SERPs you are missing out. Cover your bases and perform thorough research.

Good keyword research will reveal gaps in the market and highlight areas your competitors are not competing in, or competing only marginally. If your brand is new to a marketplace, the chances are that competitors will be well established for some of the prize keywords, whereas industry specific long tail gaps might not be covered. A good strategy means you can exploit these gaps to get ahead with your ads. As you can see from the above chart, getting the balance right is key if you are to identify a good keyword strategy. The words that form the strategy will be based on internet searches, your content and the competition for keywords in your industry.

People often forget that there is a link between the content that you produce in terms of your campaign and in terms of the ads that you write. If you are producing paid search ads for a number of different audiences then it is vital that you not only think about the keywords but also the audience that you are targeting. Paid social is also another area to consider. Ask yourself where your audience is currently, the social platform that they are using and the tone of voice and content length for the various platforms.

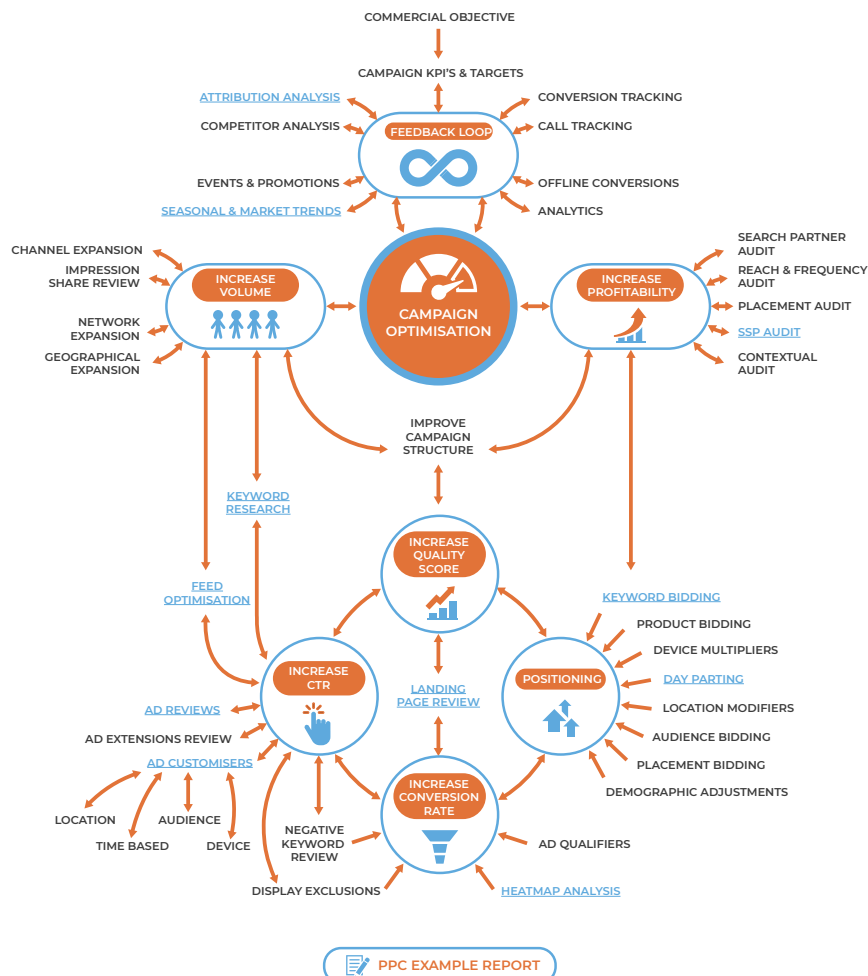
PAID MEDIA OPTIONS AND MESSAGING

Brands should also think about the type of message they want to convey to their audience. What is the aim of the content? Are you trying to raise brand awareness or are you trying to make a sale?

There are a wide variety of options open to those that are embracing a paid media strategy and the most important thing to remember is that different businesses need different strategies.

It is vital that you take from these tips and understand the nuances of the different options to build a bespoke strategy. The options that you choose when you build your strategy are such that you need to consider your goals. As a brand, are you looking to increase brand awareness with your paid media strategy, or are you looking to increase sessions or conversions?

Others may want to invest more in leads that they are already nurturing with remarketing and if customer loyalty is high then some may wish to target existing customers with 'items they might like'. When we undertake paid media projects we know that everyone has a different objective. We also know that this has to be aligned with your content marketing strategy to get the best results. We made the following chart to show the PPC flow and the tactics and tools we use depending on the goals of the business. There are many areas in this chart where content needs to be a consideration



Display advertising allows you to reach your target audience more accurately and in a more cost effective way than with traditional advertising channels like press or TV.

Moreover, with online display advertising you are able to monitor the user response and engagement with your brand more closely than when using traditional advertising methods.

Display is a type of PPC advertising where ads appear on third party websites next to content that's relevant to your product, or of interest to your target audience. Ads can take the form of banners, text, images and video. The potential audience reach is huge, and the range of targeting methods available enables the development of focused campaigns in which ads appear to a very specific, highly relevant audience.

Here are some of those examples:

- **Contextual** – targets pages that have specific keywords in the content.
- **Placement** – targets specific websites or pages.
- **In-market audience and interest categories** – targets users based on their recent search and web browsing activities.
- **Topics and demographics** – targets audiences based on the information Google has gathered from its users.
- **Mobile apps** – targets apps that allow ads.
- **Remarketing** – targets users who have previously interacted with your website to encourage them to return.

Most campaigns will have a combination of standard text ads, image and rich media banner ads and video ads. Each type is available in various shapes and sizes and a combination of each is required to gain optimum performance.

Display advertising offers great control over your image, message and design to create striking ads - but you need clear, crisp images to have a real impact.

When it comes to the format of your ads, there is a wide variety. Here are the main ones that we use:

Text ads - Text ads are built using lines of advertising text; often the same format as paid search ads shown on search engine results pages (SERPs). You can tailor your messages with dynamic remarketing and increase click-through-rates using dynamic keyword insertion.

Image ads – Image ads can be used to capture people’s attention as they browse websites, enticing them to your site using a combination of graphics and text. The different networks contain thousands of sites and apps on which image ads can be displayed. Image ads can be static or contain moving elements to highlight your message.

Rich media ads – These ads contain images or video and involve some kind of user interaction. The initial load of a rich media ad is 40K or more. While text ads sell with words and display ads sell with pictures, rich media ads offer more ways to involve an audience with an ad. The ad can expand, float, peel down, etc. And you can access aggregated metrics on your audience’s behaviour, including number of expansions, multiple exits and video completions.

Video ads – Video ads can be placed across the web, but YouTube is the most popular platform. Unlike with TV, your video ads don’t have to be short; you can take as long as you need to tell a story – just keep it engaging. As YouTube is such a great advertising channel for almost any type of business allowing you to reach your audience in a creative and engaging way one of the

Dynamic remarketing ads – These are the most personalised ads showing users the exact products users have been viewing during their visit to your site. Despite the requirement to run a merchant centre, this type of ad can also be utilised by certain lead generation business sectors.

Google Lightbox ads – This is a rich media display ad format that brings a fullscreen creative to engage users with your brand’s story. The ad can contain high definition content including YouTube videos, games or a catalogue shopping experience. When a user engages with the banner the ad expands taking a dominant position in the forefront creating a dimming effect on the page underneath which gives great opportunity for brand exposure.

Gmail Sponsored Promotions (GSP) – This is a standalone ad format that appears in a user’s personal Gmail account in the promotions tab and looks like a regular email message. Once a user clicks on the teaser message, the ad expands showing full creative. The ad can feature products, an image creative or a html ad that can contain multiple links or contact forms for direct engagement.

SO WHY DO THESE AD TYPES MATTER?

The biggest question that you should be looking at are why these ad types matter and in truth that comes down to the fact that it means you have to tailor your content accordingly. Each of the paid search examples requires copy of different lengths and for different audiences. The considerations that you need to think about include the heading text and the description, both of which are highlighted below.

HEADING TEXT

Your ad heading copy, as with that highlighted above, can be written in a number of ways, but should always consider what you want to achieve and whether that is compatible with the keywords for which you are competing.

For example, if you are looking at placing an ad for your business which is pitching fairly low in the conversion funnel – ie at a point where the consumer is settled on the item or service they wish to buy, but not yet from where to buy it – your heading needs to cater to that level.

DESCRIPTION

Having snared the consumer with a catchy heading, the description section of your ad offers slightly more freedom in terms of characters, but the brief remains mostly the same as with the heading, except that rather than attract the description seeks to engage. In AdWords, the character limit is spread over two lines – description line 1 and 2.

Anyone that has taken a creative writing class will be familiar with the importance placed on title and opening line – but as a metaphor for ad copy, those who do not need only place themselves in the shoes of someone looking to purchase a new book. While the heading, like the title of a novel, seeks to draw the reader in, the description, like the opening line, needs to create the desire to see more.

Other considerations include:

URL – this does not necessarily have to be the URL of the page they will eventually land on (though it does have to have the same domain name), but a compact URL featuring either the searched keyword, ‘offers’, ‘sale’ or ‘clearance’. A short, descriptive URL can be reassuring to the consumer that they are choosing the right link.

Landing page copy – though not a part of the ad itself, the landing page copy is a part of the ad experience and could make the difference between a positive or negative consumer interaction with your brand. Don’t let your ad down with irrelevant or sloppy copy at their destination. This is especially true if you are tying in a content campaign to your paid media.

GET IN TOUCH WITH US TODAY

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 Organic Search (SEO) Team of the Year 2020, 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.

HOW CAN WE HELP YOU?

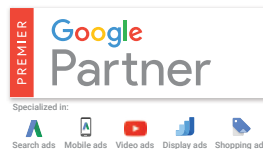
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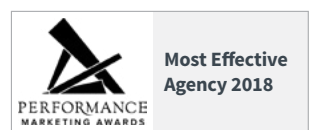
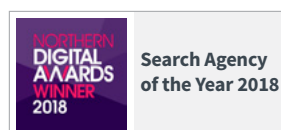
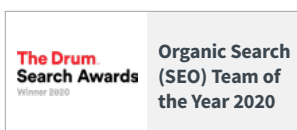
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OUR ACCREDITATIONS



OUR AWARDS



OUR TECHNOLOGIES

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