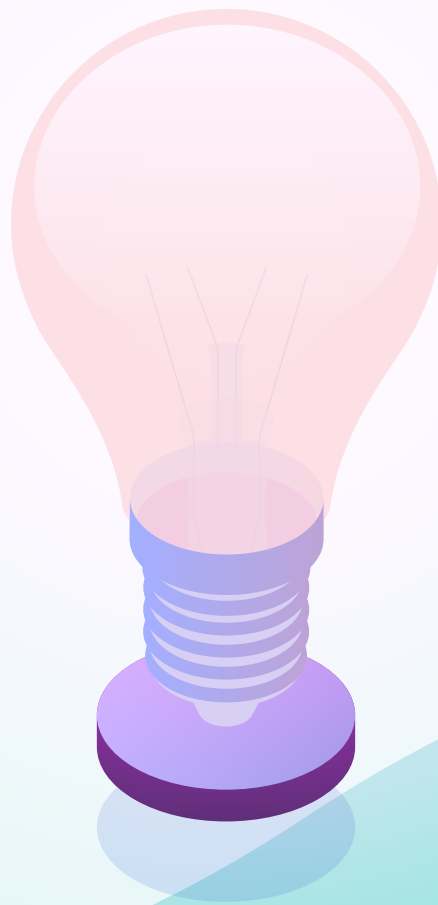


PPC UNCOVERED [REMASTERED]

An Advanced Guide To Paid Search



CHAPTER 3 *Creativity*

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INTRODUCTION

While 'creativity' is not the primary adjective you'll find associated with paid search (PPC), it is becoming an increasingly necessary part of it. As the industry has established itself (since the release of Google Ads way back in 2000), the number of tools available to tweak and enhance campaigns, and the number of skilled professionals has increased (though these are still in high demand). This, combined with improvements to how ads are judged and prioritised on search engine results pages (SERPs), has meant that the standard of paid search campaign has improved throughout the industry.

In order to get the best results, therefore, it has become increasingly necessary for PPC professionals to demonstrate creativity in multiple areas of their PPC campaigns – whether that's how they measure and analyse performance, to the variety of ads, the set-up of campaigns, targeting and more besides.

Click Consult has been building PPC campaigns since its inception in 2003, learning where and when to practice creativity. This eBook should allow you to bring a third dimension to your campaigns – whether that's in the design of imagery or in the assessment of data, there should be something for everyone.

ADS

Creativity at ad level was far more difficult in the past than it is now. Not only are there an enormous variety of potential ad types, but there is now far more space to make an impression – which can be augmented further by ad extensions.

There are big gains to be made here – the reason being that large retailers and other advertisers will tend to fail to offer any kind of creativity with their ad copy. This is because creativity is difficult, though not impossible, to implement at scale.

As such, major retailers – like Amazon, for example – may end up displaying generic ad copy which renders the ad less tempting overall.

The screenshot shows a Google search interface for the query "buy joke book". The search bar is at the top with a microphone and search icon. Below the search bar are tabs for "All", "Shopping", "Images", "News", "Videos", "More", "Settings", and "Tools". The search results show "About 78,900,000 results (0.50 seconds)". Below this is a section titled "Shop for buy joke book" with a "Sponsored" label. Five book ads are displayed in a row, each with a book cover, title, price, and seller. A right arrow button is visible next to the last ad. Below the ads is a link to "Buy Joke Book Kids at Amazon | Shop our latest deals in books" with an "Ad" label and a URL. Below the link is a star rating and return policy information, followed by a promotional message and a list of categories: "Books · Kindle Books · Fiction · Hardbacks".

Book Title	Price	Seller
Jacky Ha-Ha: My Life is a Joke -...	£7.99	Google Play
Smarties Big Book Of Stupid...	£2.10	TheWorks.co.uk
Penguin's Roald Dahl's Marvellous...	£2.99	Book People
Brain Benders - Knock Knock...	£1.00	TheWorks.co.uk
1001 Really Stupid Jokes...	£2.45	World of Books

Buy Joke Book Kids at Amazon | Shop our latest deals in books
Ad www.amazon.co.uk/Books/Joke+book+kids
★★★★★ Rating for amazon.co.uk: 4.6 - Return policy: Most items 30+ days
Browse Our Great Selection of Books & Get Free UK Delivery on Eligible Orders!
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Instead, the eye is drawn to the shopping campaign ads above – but even these rely on their front cover for impact.

What is possible is to provide a more dynamic experience that offers personalisation and creativity at scale.

The way this is achieved is through, among other things, implementation of 'ad customisers' which can use time, demographic, device and location to offer a host of customisation options which can be rolled out at scale and offer a better user experience (UX) to consumers.

These customisers can be scaled up significantly when used in conjunction with data feeds which can increase the ads relevance to consumers based on a host of signals.

AD COPY

The copy proportion of a paid search text ad is, at its most basic, limited to two sections – the headline and the description, both of which have a more restrictive character limit than their organic search equivalent, but which are growing all the time.

- **Heading:** - two headlines, each limited to thirty characters
- **Two paths:** - restricted to fifteen characters
- **Description:** - no more than eighty characters

Essentially, a PPC ad is the search marketing equivalent of an 'elevator pitch', it has to have punch, convince and convert in a tiny space.

HEADING

Your ad heading copy can be written in a number of ways (and modifiers added), 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 – i.e. 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.

In the same regard, for a generic ad for a holiday firm, the heading should highlight a unique selling point (USP). As many holiday firms will compete for most of the same keywords, it is important that this copy, the most eye catching section, offers something unique.

1. Your heading is the most visible part of the ad, and must catch the eye
2. Your heading must set you apart from other brands.

In this regard (especially for searches lower in the [conversion funnel](#)), the inclusion of sale terms is a fantastic device.

It is often recommended that any registered or trademarked items or services are marked as such – as the use of special symbols (where appropriate, most of us remember Google's early days, and wouldn't wish to return) can be eye catching.

DESCRIPTION

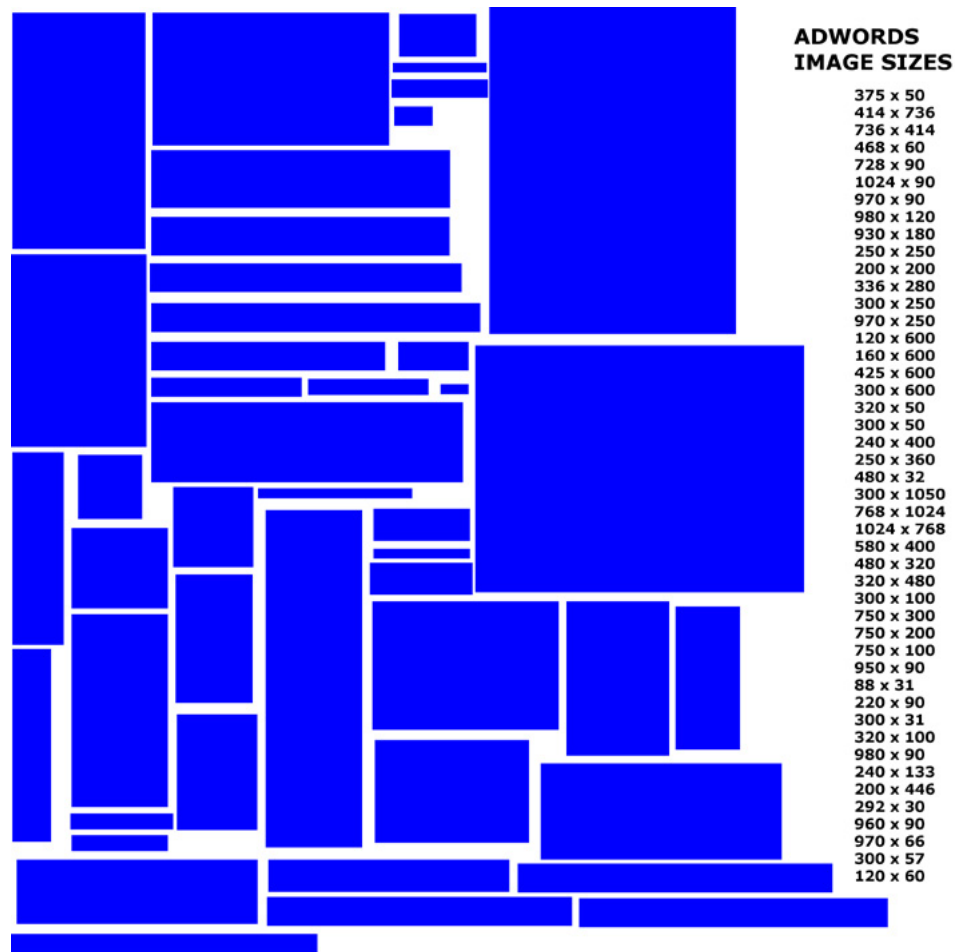
Having snared the consumer with a catchy heading, the description section of your ad offers slightly more freedom in terms of characters, but the brief remains mostly the same as with the heading, except that rather than attract the description seeks to engage.

Anyone that has taken a creative writing class will be familiar with the importance placed on title and opening line – place yourself 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.

IMAGES

Images are a large and growing part of paid search and it's important that they are done properly. The image sizes are restricted to 150kb, so this will require creativity on behalf of the designers – who will need to ensure that the ad retains its impact and does not degrade when reduced to smaller file sizes.

IMPORTANT CONSIDERATIONS



- Is the image the right size for the ad placement?
- Are the image and the image call to action (CTA) clear at that size?
- Will the image stand out among other similar ads from your industry?

TEST STRATEGIES, NOT KEYWORDS

It is common in paid search to test the performance of various keywords in order to maximise return for a campaign. However, it is possible that brands are going to miss out on potential gains as traffic simply migrates from one keyword to the next.

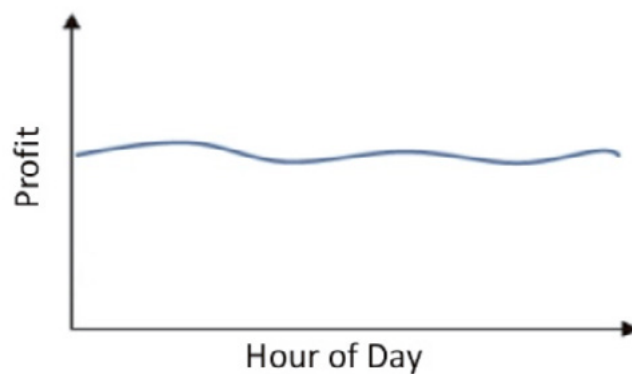
Instead, there should be multiple competing strategies with a constant process of competition between the victor and the next strategy. While there is still ample scope to learn from the successful parts of unsuccessful strategies, this larger competition can increase the speed of iteration and ensure that the best solution is reached far more quickly.

For example, if there are two strategies aiming to improve cost per acquisition (CPA) – one which looks to control cost per click (CPC) by refining CPC while one places controls on target CPA versus current CPA and pushes and pulls budget dependent on the deviation between the two. While both are looking to improve the same metric, they do so in different ways – and can therefore give you far greater understanding of the position of your individual account, than pushing through minor iterations of the same strategy.

DATA ANALYSIS

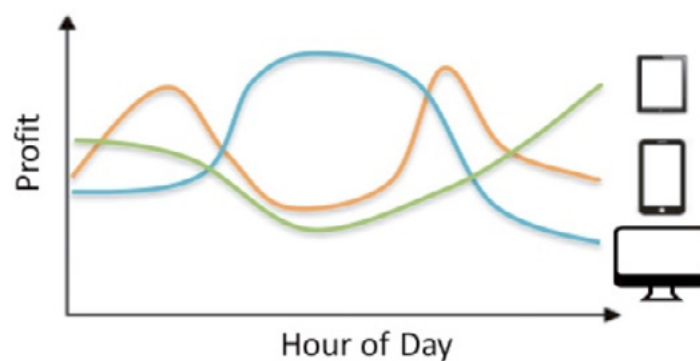
If creativity and paid search are seldom heard together, then creativity, data and analysis must surely be rarer still. Yet a creative approach to data can lead to unexpected discoveries and, then, to the possibility of fantastic ROI.

Take the following daily performance chart. On the surface, it represents a steady flow of revenue – something not to be sniffed at.



However, if you dig deeper – are more creative in your methodology, you can find trends that expose this fairly static performance as misleading and, in fact, masking a very different story when one looks at performance, for example, by device.

By discovering these trends, it becomes possible to cater to them using device specific campaigns,



adding bid modifiers for specific devices at specific times of the day. This can be done similarly with demographics, with segmentation implemented to reach the right targets, on the right devices, at the right time of day.

DIG DEEPER

The important thing to remember when applying creativity to data and analysis is that it is vital that you don't simply accept the data on face value. By applying a mixture of common sense and various testing tools, it is possible to uncover trends that can be actioned, allowing you to improve your performance and ROI.

CONCLUSION

While it is as close as search marketing gets to a scientific practice, PPC requires creativity not only to outperform competitors, but also to exceed your own goals. For this reason, there are ten key points to bring a creative approach to your paid search.

1. Apply common sense to find actionable trends
2. Split campaigns by device to leverage different trends
3. Add in Google Analytics data segments as RLSA audiences
4. Test big with Google Ads Experiments – testing strategies, not keywords
5. Be creative with ad copy where possible
6. Use data feeds for ad customisers rather than IF statements for scalability
7. Personalise ads with location, time, device and audience signals
8. Use your own brand's data to help personalise ad copy
9. Always be on the lookout for new ways to analyse data
10. Hire for creativity to future proof against the changing PPC landscape

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.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

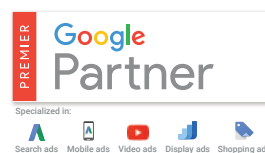
Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

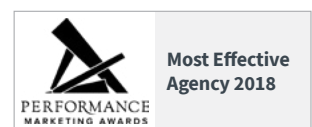
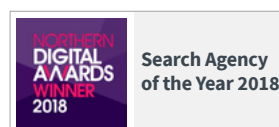
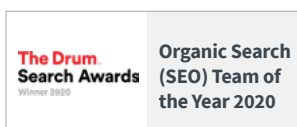
Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

OUR ACCREDITATIONS



OUR AWARDS



OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**