

➔ Pay Per Click Ads - SEM Search Engine Marketing

Market Share

Google Network: 75%

Bing/Yahoo Network: 25%



Internet Users

FACEBOOK SPAIN: 19 Million users

GOOGLE SPAIN: 33,6 Millon users

BING/YAHOO SPAIN: 8 Millon Users

TWITTER: 5 Millon Users



Cons of Google PPC PPC

With popularity and the need to be seen in the first 3 positions of search engine result placement come price. The cost of running an effective PPC campaign may become pricey, and therefore businesses that are competing against already established online businesses, with cash to spend, a Google PPC campaign may not be affordable.

Unfortunately there are businesses that operate using **unethical practices**, and while understanding the cost of advertising, will click on PPC ads in order to break the bank of competitors. There are also those that click through PPC keywords for job positions purposes.

SOLUTION: MONITORING Keywords, every two days. Add Excluded keywords and Placements that never convert a goal/lead and filtering out wasteful, irrelevant clicks.

Also the **Google Account Management Platform** has a tool called: Negative Keyword Tools.

Pros of Google PPC PPC

Google allows advertisers to use a broad matching system to target their ads, meaning that the advertiser's ad can appear to someone whose search query included one of the **advertiser's keywords**. For example, an advertiser who chose the keyword "Mapfre Seguros" might have their ad shown if someone searches using a query like "Insurance in Spain" or "Marbella Insurances" Note that we don't take action in situations where an **ad is triggered by non-trademarked terms**, even though the search query contains a trademarked term.

Ads PPC campaigns has the ability to provide **1st page** exposure in either the first three first positions, along the side and even on the bottom of the page. This is beneficial especially to online businesses that are out of the 1st page of Google and are competing against already established online competitors.

Allows businesses to control the demographics, location: SPAIN OR UNITED KINGDOM, days of the week and times ads are displayed online.

Google PPC provides the tools needed to determine the keywords, traffic and competition levels of relevant keywords.

Google PPC campaigns is also beneficial to search engine optimization (SEO) as it provides valuable keyword research results.

Campaigns can be started or stopped at any time.

Control the advertising budget by choosing the keywords that meet budgetary needs.

Test keywords and ad's through campaign testing. A CTR (click through rate), determined by impressions and number of times an ad was clicked, will help to determine the keywords and ad's that were most productive.

Google reports that utilizing a PPC campaign in conjunction with organic search engine results will help to improve website traffic by 50% or more.

➡ GOALS

- 1) Increase traffic/readers/users in both newspaper print edition and online
- 2) Increase Advertising Leads
- 3) Increase Sign Up readers into **e-newsletter**

if you spend 50€ daily on Google Pay per Click Ads (monthly budget:1,500 €) you will increase approx. 200 unique users daily (6,000 unique users monthly).

CONVERSION RATE ~2% = 4 Leads/day (~120 Leads/Month)

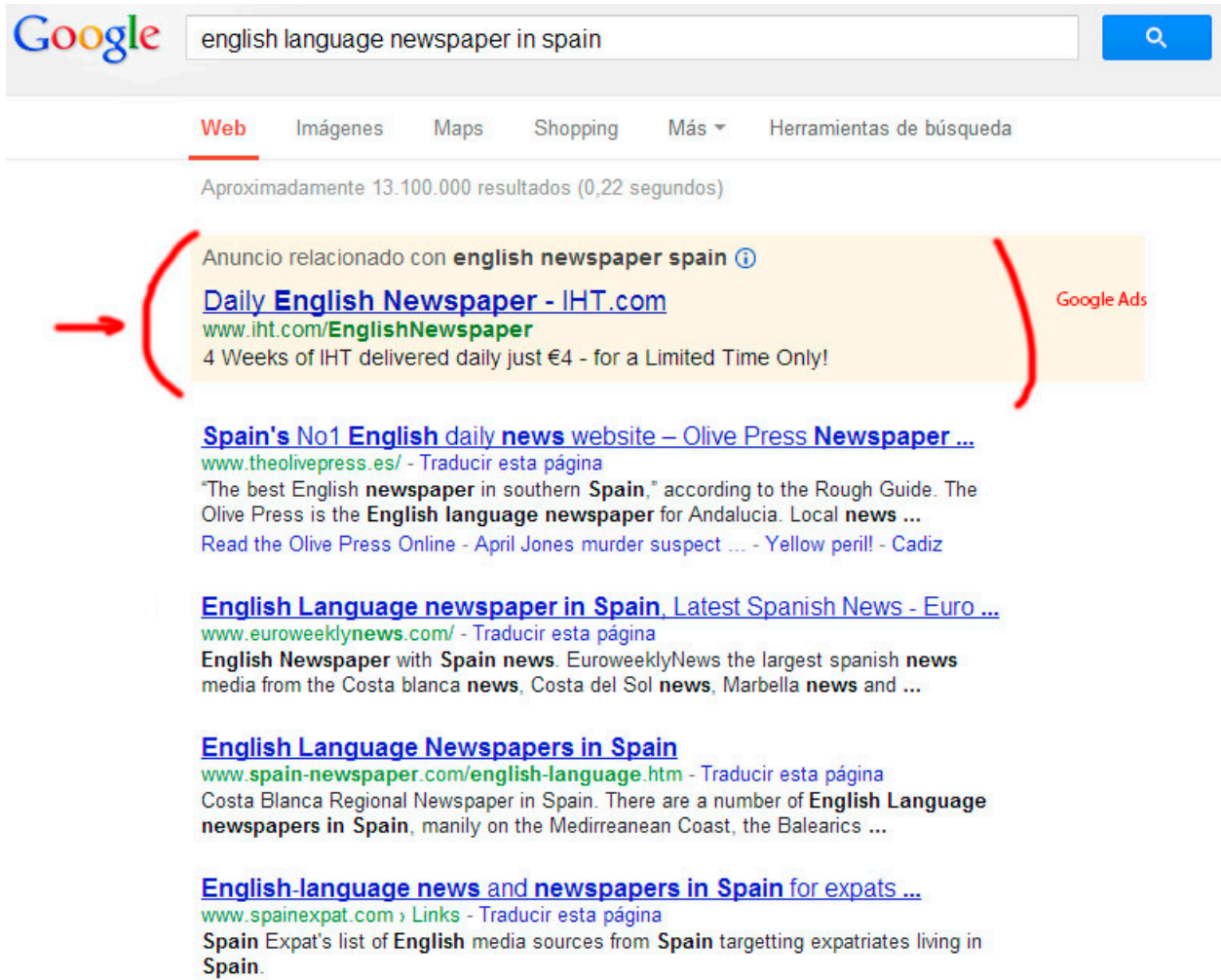
CALCULATION: 200 users/daily x 2% = 4 LEADS/DAILY

How often a click from an Ad Campaign resulted in a conversion/Goal, a meaningful action like a sale, lead, or sign-up.

The **conversion rate** is calculated by simply taking the number of conversions and dividing that by the number of ad clicks you received during the same time period.

➡ KEYWORDS

With the **Google Keyword Tool**, you can see various searchable Monthly statistics, like how competitive a keyword is or the number of people worldwide who searched for each keyword(s).



Google Display Network (Youtube, etc) and Remarketing Included

Your Online Marketing partner!