How to drive traffic and sales to your website – PPC and Display

April 2020

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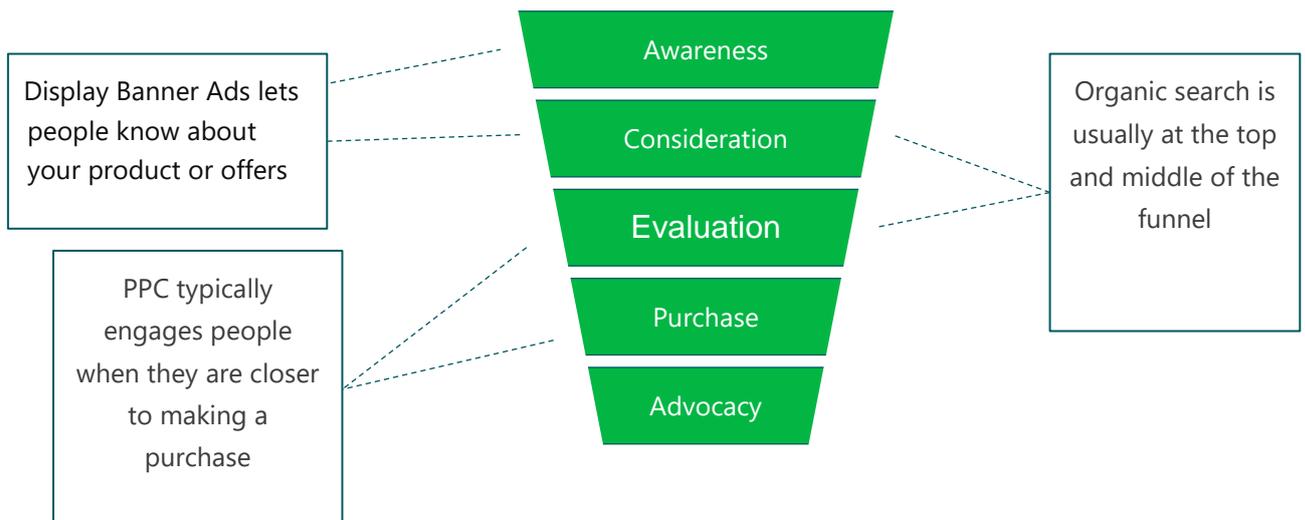IRISH FOOD BOARD

think
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Introduction

Covid-19 presents many challenges to businesses across the world. It is more challenging than ever to connect with the consumer in the physical sense. Over the last number of weeks there has been an increasing shift towards digital solutions as a means of meeting the needs of consumers. Many clients are exploring how they can offer an online solution for their customers. This may be through E-commerce, social media and/or an improved online user experience.

One key challenge that many companies have is getting attracting visitors to a company's website. Pay Per Click and Display advertising is a route to achieve this objective. Will it is an area which needs a certain level of technical competence, the below guide outlines some of the basic understandings needed to set up, and run effective campaigns.

This guide is part of Bord Bia's Think Digital programme, which seeks to enhance the digital capabilities of Irish food, drink and horticulture companies whilst also equipping businesses with the resources and supports needed to deliver best in class digital activation.

Section #1 The Conversion Funnel: PPC & Display Overview

Pay per Click (PPC), Display, SEO, social media, email and the other channels in your digital marketing tool kit work together to target people at different stages of their consumer journey. When we move people along the stages of the purchase journey we typically call this the conversion funnel – which is illustrated below:

Display Banner Ads lets people know about your product or offers

PPC typically engages people when they are closer to making a purchase

Awareness

Consideration

Evaluation

Purchase

Advocacy

Organic search is usually at the top and middle of the funnel
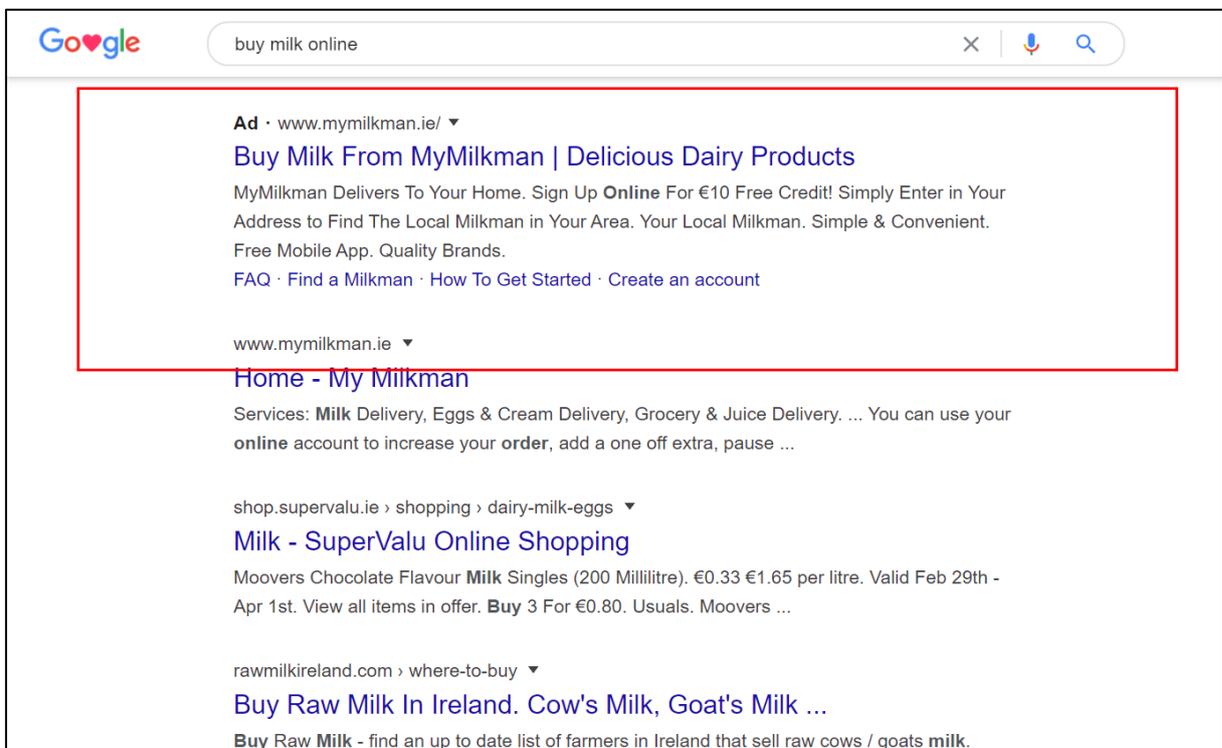
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Some people don't know about your product or offer and how it can help them, these people are at the start of their purchase journey. We say this is the **top of the funnel**.

Other people are doing research on the options out there, this is the **middle of the funnel** while some people have done all their research and are ready to commit and buy: these people are at the **bottom of the funnel**.

In digital marketing, what we've learned is that display ads, banners and images showing products and offers to people work like traditional print ads. They let people know about a product or sale etc. that they might be interested in. As a result, we use display ads when we want to launch a product or offer to let people know about what our brand is doing or to generate **awareness and interest** in your offering.

On the other end of the spectrum, we also have people who know about our product or brand, they have done their research online (as most people do) and are ready to buy or take action. What we've learned is that people use search engines when they want to do something. They have what's called intent. They sit down in front of their computer or on their phone and type into Google what they are looking to do.

PPC ads are on the top of the page which means that many people click them when they are looking. These are highly valuable clicks as they are the people looking to buy or take action. In other words, they are the most likely to be customers. As this is most probably commercial activity, we want to get as many of these sales or conversions as possible and many brands will pay Google to secure these clicks the clicks. This is called paid search or PPC (pay per click).

PPC advertisement for 'buy milk online'

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Setting up a Google Ads account

You can set up your own Google Ads Manager account here. (Account creation is free, but you will need to pay Google a Media Fee to run the campaigns.) Then you can create an advertising account for your business or product lines. You can start creating campaigns and serving ads to people once you have entered your billing details.
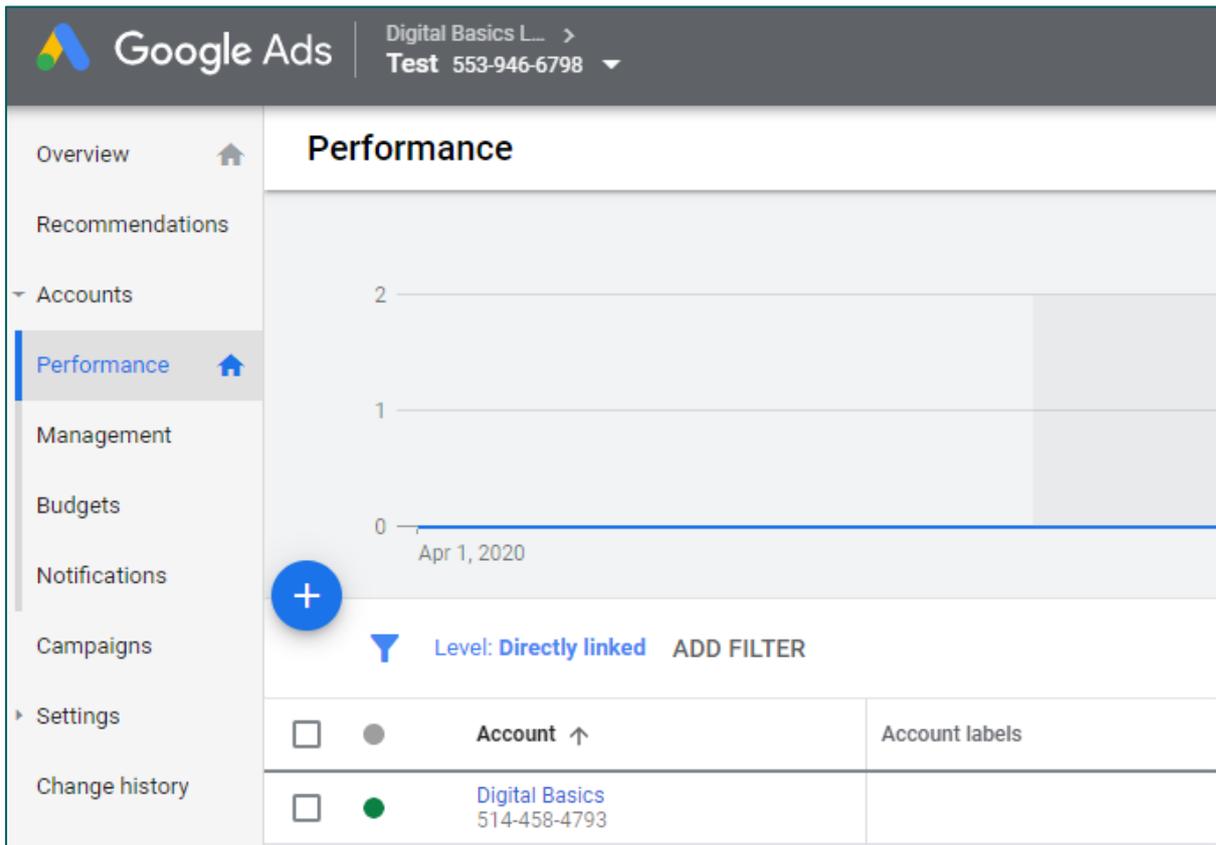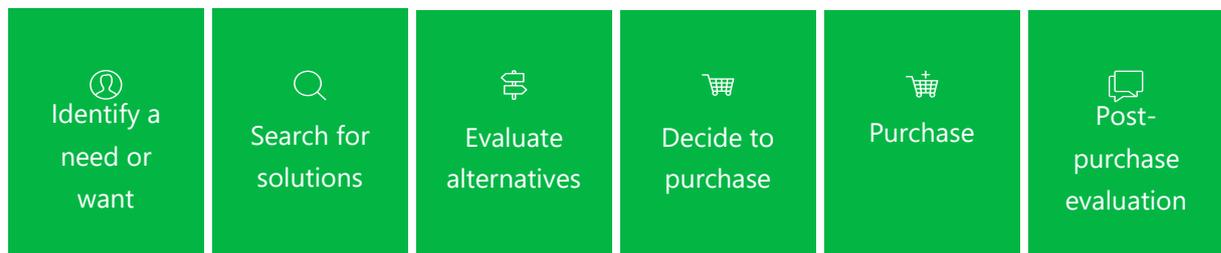
A Google Ads Manager account allows you to manage multiple advertising accounts in one view. It's good for businesses with multiple sub companies or very different product lines. When you set up your manager account, press the big blue "+" on your screen to set up an advertising account. You will run your campaigns in an advertising account.

Section #2 Introduction to PPC

Understanding the consumer decision making process

People typically go through 6 stages when making a decision and search features in 5 of those stages.

The only one it does feature in is stage 1: identify a need or a want. This is typically an internal decision that a person comes to terms with, e.g. they realise that they need to order food online because it's more convenient for them. They then start looking for information, assessing the options, they decide to purchase to take action, they go ahead and buy/take action and finally they go back to see if they made the right choice.

Knowing how search features in all of these moments to help people decide shows how important it is for commercial activities as people decide to buy from us and how we can use PPC to get things over the line.

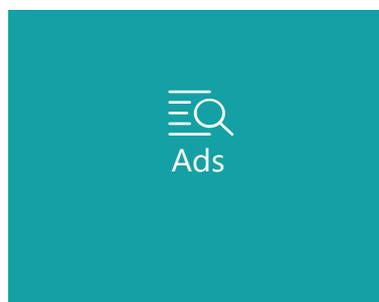| Identify a need or want	Search for solutions	Evaluate alternatives	Decide to purchase	Purchase	Post-purchase evaluation

What are the elements of PPC?

There are 3 fundamental elements of PPC, there are numerous other pieces that help with campaign performance but the three most basic elements of PPC are as follows:

| Keywords	Ads	Landing Pages
Keywords refer to what people are looking for, and what questions they are asking Google.	What users will see when they search on a search engine	Where the user lands after they click an ad

These three elements typify a search journey. The person asks Google a question, they see your ad and click to your landing page. We should consider how these three items relate to each other and link up to ensure your campaign is relevant to searcher intent, i.e. what they are looking for.

Remember, we need to uncover the questions people ask Google (Keywords). We need to give an answer to their question (Ads). Then we need to position our brand or product as the solution to their needs (Landing Pages). All must work together to achieve a good result.

Keywords:

Think of keywords as the questions people ask Google. You can use the Google Keyword Planner to research what people are asking. You can access the Google Keyword Planner by clicking on the tools icon in the top right corner of Google Ads. Then choose the most appropriate keywords relating to purchase or conversions and add these keywords to your PPC campaign.
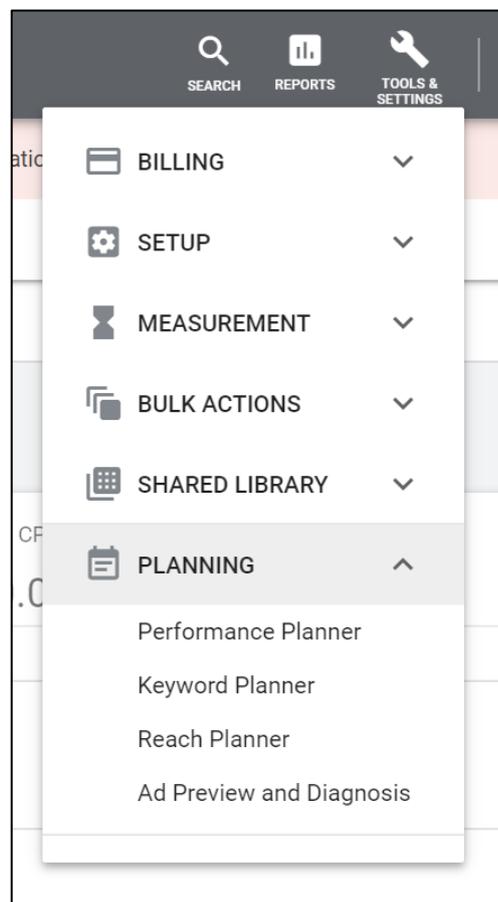
Ads:

Think of your ads as an answer to a question. You know what people are looking for, so you need to write an ad that answers their need. Good ads should have the following elements:

> **1. Relevant**: The ad should relate to what people are searching for and use the language of the consumer

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2. Attractive: You are competing against lots of other food producers for clicks – try to include an attractive offer to make your ad stand out and become clear on your value proposition.

3. Directional: It's best practice to tell people what they should do when they land on your page, e.g. buy now/order online etc.

Landing Pages:

A landing page serves as the entry point for your website. It should follow on from what the person is looking for and what your ad says you can offer, i.e. it should be closely linked to your ads and keywords, and to user intent. It should also contain directional **Calls-To-Action** (CTAs) that drive towards your business objectives.

A landing page does not have to be your homepage. It's important to make the consumer journey as easy and seamless as possible so direct users to the exact product page where they can buy or take action. This could be a website shopping page for example.

Always think, what does the person want to see on my page and how can I create the conditions on the page to take them to the next level to purchase or convert. If they don't find what they are looking for easily and quickly they will leave your site.

How are PPC Campaigns Structured?

How can I set up a PPC campaign?

Now that you have an understanding of the basics of PPC, we can set up a campaign by clicking into your Google Ads **advertising account** following these steps
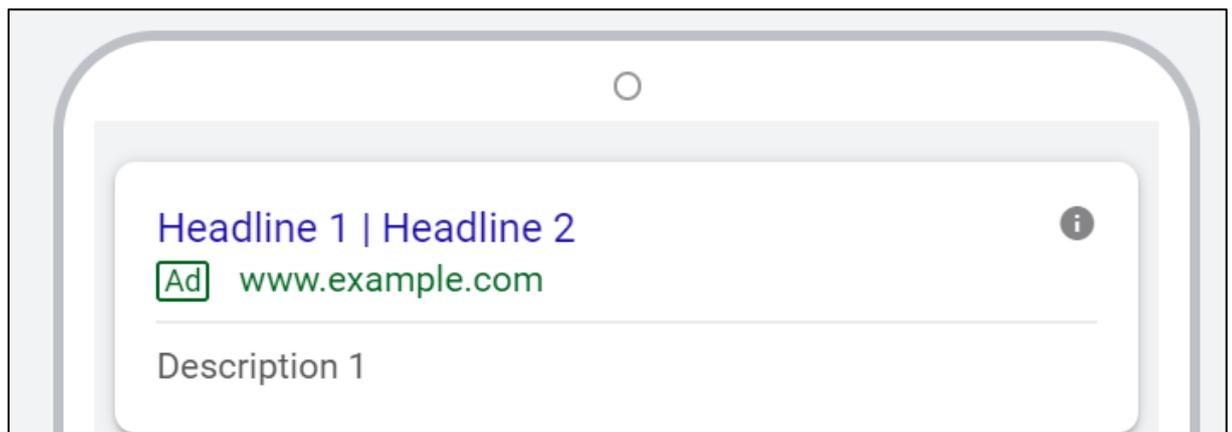
1. Click the Campaigns tab on the left side bar

2. Click the **+**Campaign button
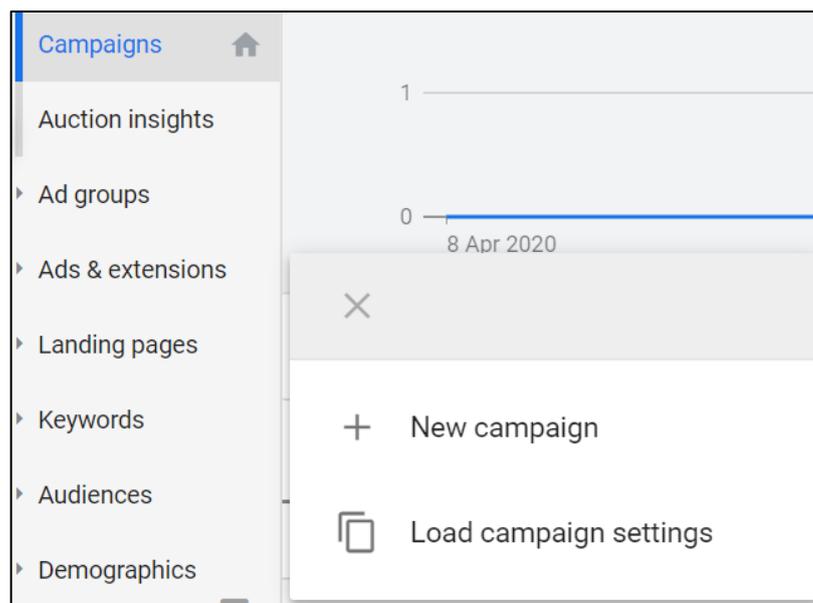
3. Choose Your Objective and Set Your Campaign Type as Search

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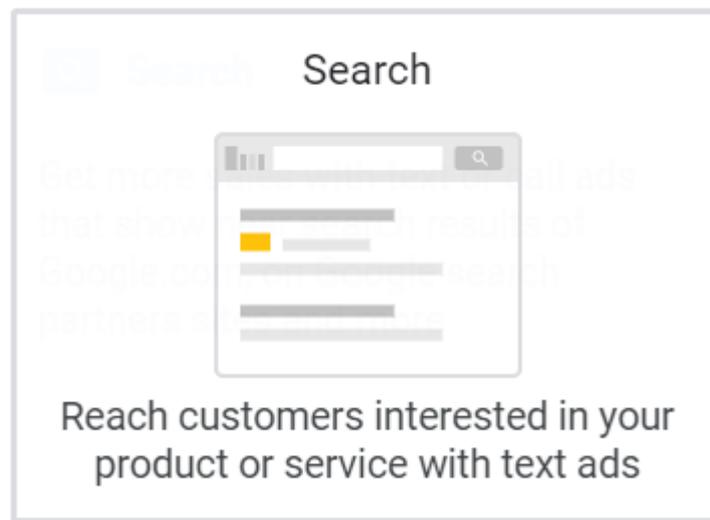
4. Name your campaign

5. Choose your target location, language and set a daily budget

6. Name your Ad Group (keyword list) and enter your Keywords

7. Write Your Ads

8. Save to launch your Campaign

Section #3 Introduction to Display

What's the difference between Display and Search Audiences?

Display shows ads to people even when they are not directly searching for a solution to their need, and they fit a certain profile. Display audiences much like traditional advertising (TV, radio, print) are considered "passive".

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Search shows ads to people only when they are intently looking for something. Because searchers tend to take action and they are seeking out something, they are considered "active" audiences.

Search generally **drives action** while display makes people **aware** of your brand, offers and products. These are very different outcomes but equally important in the purchase journey.

How do Display ad formats differ to Search ads?

Not only are the audiences and outcomes different for display and search, the creative formats are vastly different too

- Display shows **banners and images** to people because the fit a certain audience profile.

- Search shows **text ads** to people who are actively looking to buy or research topics.

Some Examples of Display Ads

Where can I create a display campaign?

You can create display campaigns in conjunction with advertising agencies or you can do it yourself using Google Ads. With Google Ads you can serve banners to people on the Google Display Network which is a series of websites that show ads for Google when people visit. We'll use the Google Display Network as the basis for doing display ads because it's cost effective and a self-service platform, meaning anyone can use it.

What type of formats are available using display campaigns?

Display Ads come in many shapes and sizes as outlined in the size chart below. They can be designed to spec for these individual sizes or you can create responsive ads on the Google Display Network which will take images from your website and resize them into all shapes. This is the most straightforward way to create display ads.
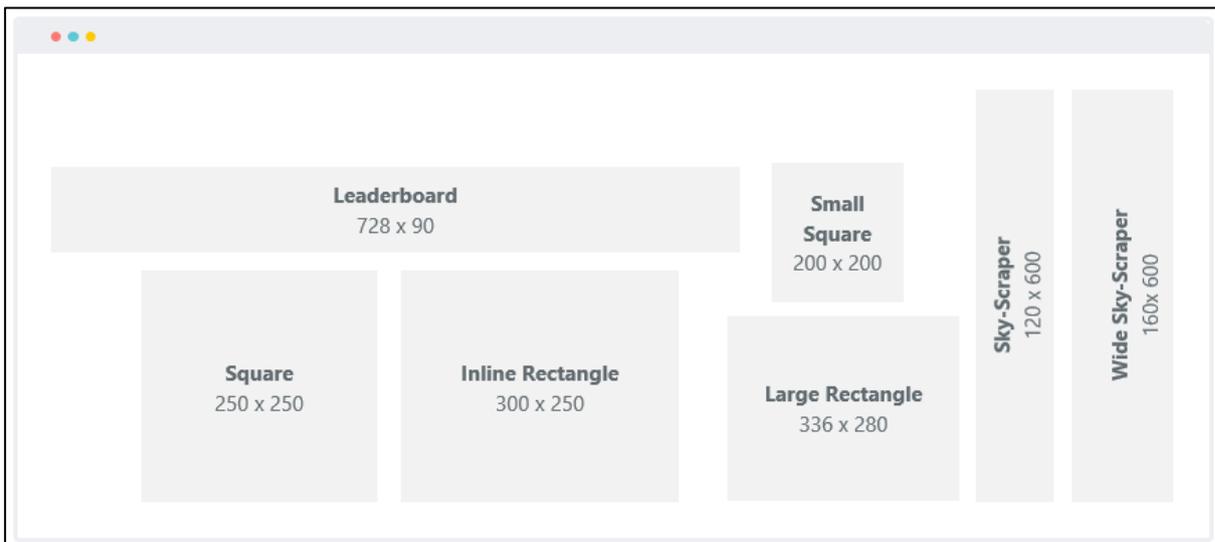
Examples of Display Ads
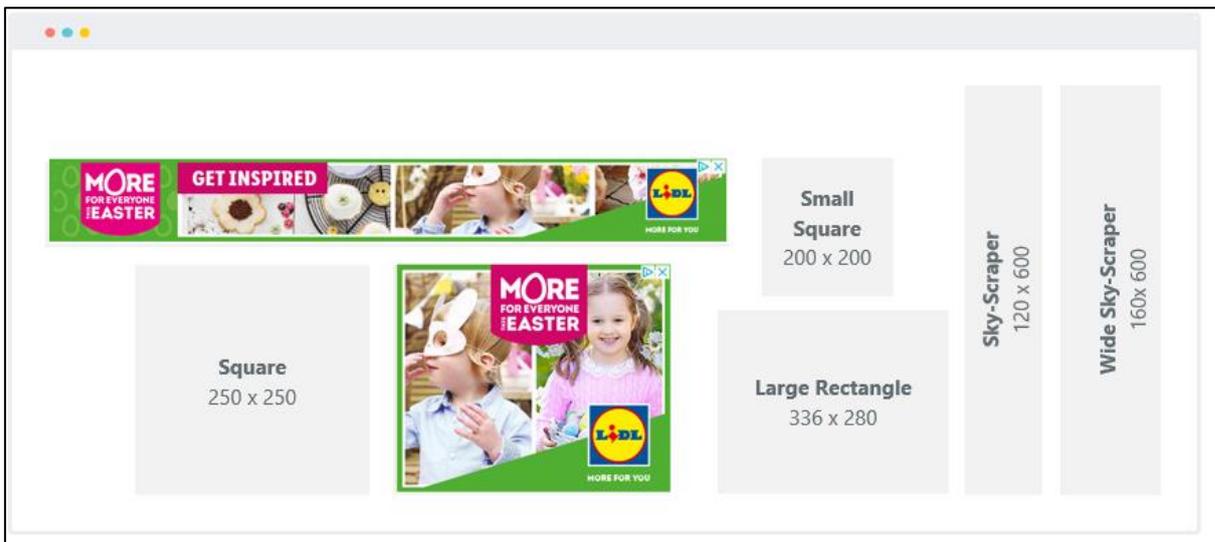
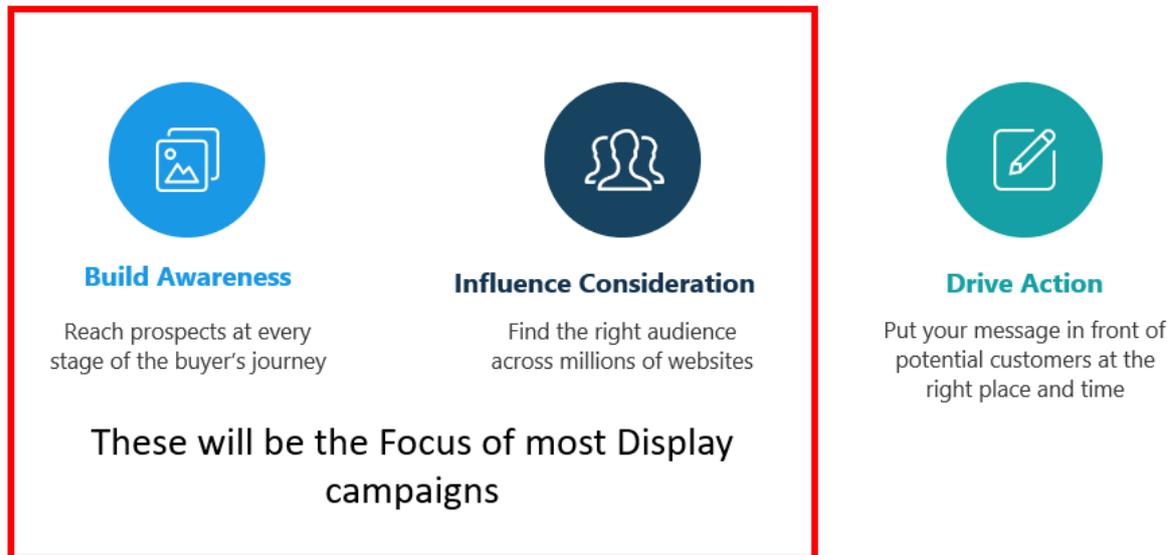**What can I hope to achieve with a display campaign?**

Display is a great way to reach thousands of people across the country or in specified locations to let them know about your brand, products or special offers. You're generally trying to promote something that has a direct commercial value, like buying from you. You might not promote the recipes you have on your site, as this might not turn into direct commercial returns.

Search tends to drive sales as people who know what they want are looking to buy. When someone doesn't know about your product, this is where we use display. If no one knows about you, then no one is searching so display is our starting point for the consumer journey.

Typically you might spend 20% of your budget on display and 80% on search. The reason being that search will drive direct actions like sales and leads from people who are actively looking. On the other hand, display will make people aware of you however they are less likely to buy right now. This is why

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we focus more budget on search – it delivers direct commercial returns. Search and display can work together to achieve your objectives.

The key is to set appropriate objectives and measure your campaign using the most appropriate KPIs. Use conversion metrics for search as people take action, use awareness metrics for display as more people know about you after seeing your banner ads.


Build Awareness

Reach prospects at every stage of the buyer's journey

Influence Consideration

Find the right audience across millions of websites

Drive Action

Put your message in front of potential customers at the right place and time

These will be the Focus of most Display campaigns

Focus on making people aware of your products and brand or to help them decide when they are considering taking action.

**How can I target people with display ads?**

There are 2 main ways to show your ads online

1. Because of who I am and what I like: This is **Audience** Targeting

2. Because of the article I am reading: This is **Content** Targeting

When you target audiences, the person can see your ad when they are on any website. You are targeting them because of their lifestyle or interests. You can choose from a list of characteristics or traits on the Google Display Network. When we target people based on their in interests, we hope they will like our brand if they are interested in what we do. See examples of audience interests below:
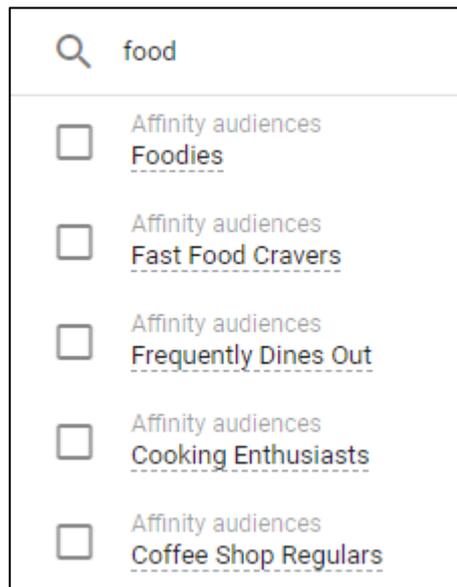
When you target content, you are telling Google to put your banner on websites that have specific themes. The thinking is that anyone who visit those websites might be interested in your product. See examples of the types of websites we can target based on the themes of their content:
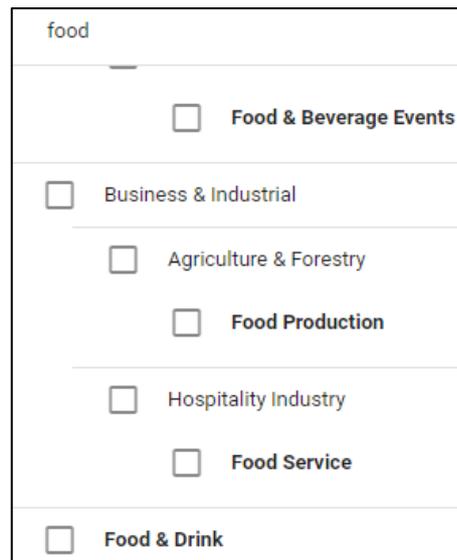
How can I show my ads to people who have been on my website before?

Sometimes when you visit a website you keep seeing ads for that product you just looked at. This is called remarketing. It's a way to show ads to people because they were on your site recently or looked at a specific product. This is how you remarket to past site visitors:

    1. Locate the remarketing tracking code:

    - Google ads tracking code in the audiences section of Google Ads main menu

    - Facebook/Instagram tracking code in the Pixels section of the Facebook Business Manager main menu

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2. Add the tracking code to your website using Google Tag Manager or ask a web developer to add it.

3. The code puts a Cookie on the person's browser

4. Google Display, Facebook etc. sees that the cookie is on the browser and shows the person your ad. It is important to note your website needs Cookie Consent and GDPR policies in place.

**<u>Now that I know what Display is, how can I set up a campaign?</u>**

The first thing you need to do is go to your Google Ads account which we set up in the PPC section. Then follow these steps to create a display campaign:

1. Click the Campaigns tab on the left side bar

2. Click the **+**Campaign button

3. Choose Your Objective

4. Set Your Campaign Type as Display

5. Name your campaign

6. Choose your target location, language and set a daily budget

7. Name your Ad Group (keyword list) and pick your Audiences

8. Scan Your Website for Images for your banners and write the ad text

9. Save to launch your Campaign

## Section #4 Managing PPC and Display Campaigns

<u>How Can I ensure I don't spend too much on PPC and Display?</u>

Start by setting a daily budget for your PPC and display campaigns. This is putting a cap on how much a campaign can spend in a day. See example of setting a daily limit below (try start with lower amounts, e.g. €5/day and increase it if it's working well). Bid strategies tend to be automatic for search and you can set your display bids starting at €0.50
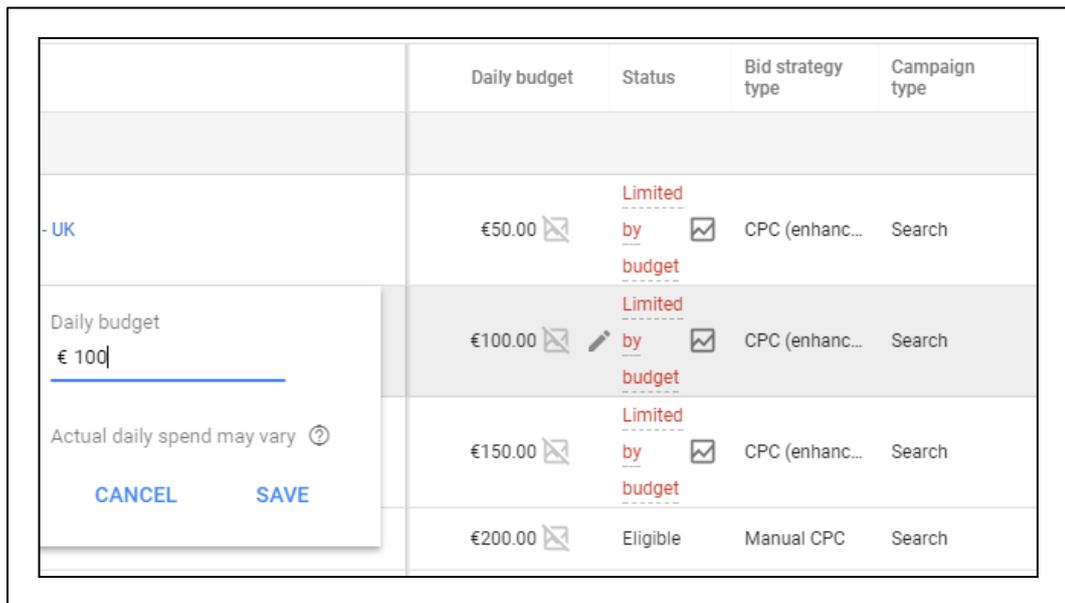
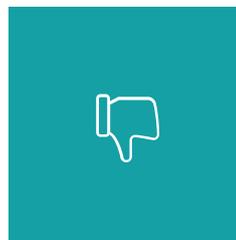**How can I get the most out of my campaigns?**

If you create quality PPC and display ads that drive people to a good landing page, Google will reward your efforts by increasing your quality score. Having an increased quality score can result in lower costs and higher traffic. Tips for increasing quality score:
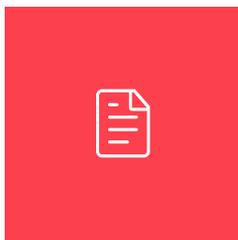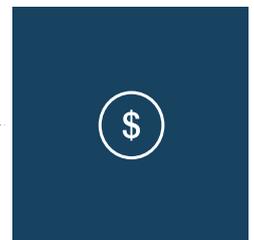

| Write better ads | Improve landing page | Add negative keywords to increase relevance – making search more precise | Test bid thresholds |

Don't forget that people behave differently when using computers and mobile phones

Lots of people browse the internet and social media using their phone but when it comes to buying something they will use their computer to enter credit card details.

You can increase or decrease your visibility on mobile phones as needed using device targeting. This is how to do it:

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- To optimise for devices, navigate to the Devices tab on the left-hand menu, and add a percentage bid to a device. Simply add the % you want to increase or decrease the bid by for the device type.

- This type of bid modifier increases or decreases your max CPC bid by a percentage in the search using a mobile or desktop device.

See example of reducing visibility on mobile phones by 30% below

Only show your ads at certain times

You might want to only show your ads Monday-Friday 9am-5pm or at other times during the week when your customers are more engaged. You can do this by automatically creating a schedule to switch your ads on and off:

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Ad Scheduling can be set using the Ad Schedule tab for a campaign as in the screenshot below
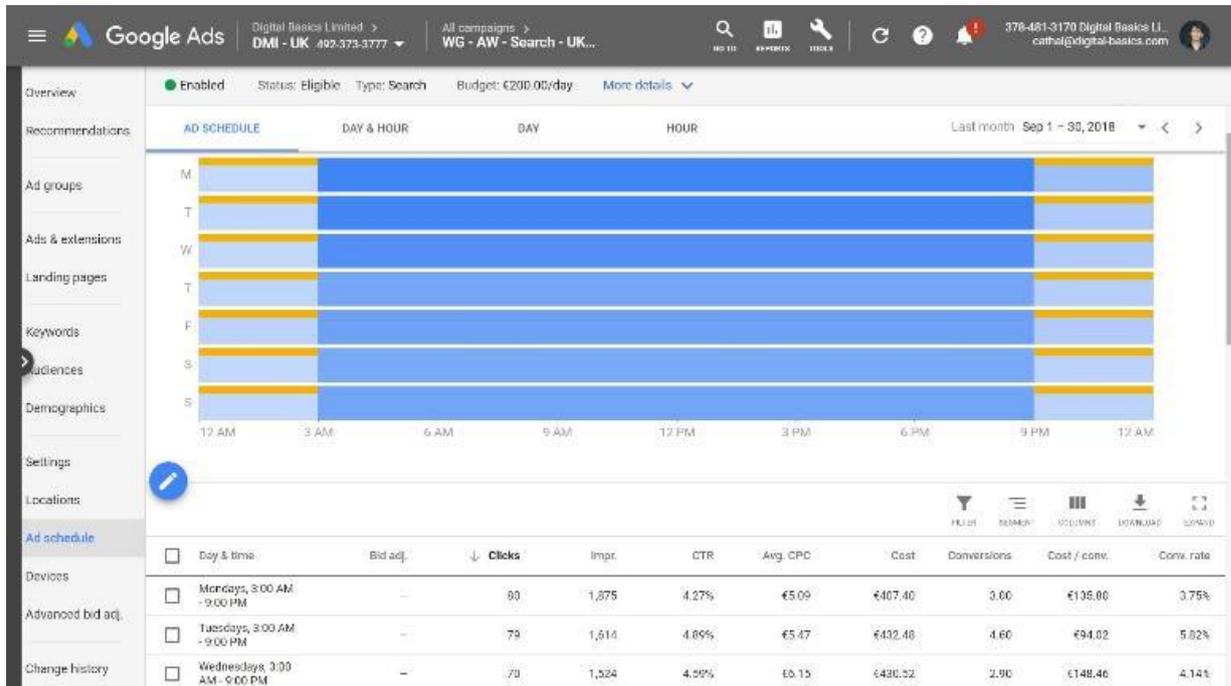
# Section #5 Measuring Success of PPC and Display Campaigns

How can I know if my campaign is working?

You can track valuable actions that people can take on your website like buying something, contacting you through the website or using the phone. Valuable actions that people take on your website are called conversions. These are mostly measured for PPC campaigns and we might see some conversions for display but it's not the best measure of display's effectiveness.

We're better off using the number of people reached with our ads or the amount of times our ads were shown to our target audience. We can also see if display influenced performance other channels like increasing the number of people searching for our brand after a display campaign.

We can set up conversion tracking in Google Ads which will show us what's working and what's not working so well.

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Examples of actions we can track back to our campaigns
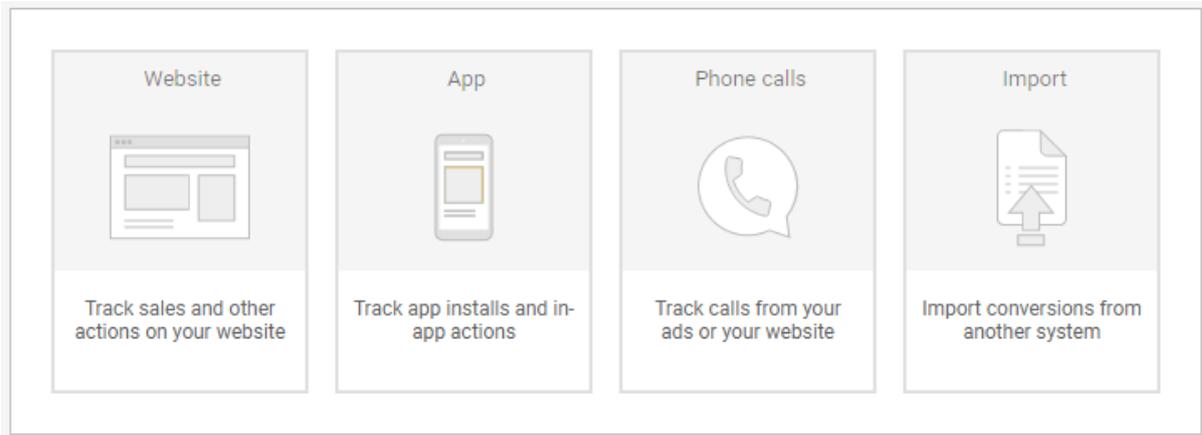
Where can I see this data?

When you set up conversion tracking you can see conversions in Google Ads itself or you can look in Google Analytics. Google Analytics gives you more data and you can compare your PPC and display campaigns to other channels like Organic search (SEO), social media and email etc. This way you can see performance across all your channels in one place.

A. You can use the **Channels report** to see overall paid search and display performance and compare to other channels

B. You can use the **Google Ads Report** for more details on your campaigns and costs

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Key Takeaway

When doing PPC and Display, you are investing money in the campaigns to try to market your business. As a result, the key is to know what's working and increase your budget/investment to get more sales or leads. It's also to pull back on spend on campaigns that don't work so well so you don't waste money.

For further information on specific Digital Marketing supports available to Bord Bia clients please contact:
adam.baker@bordbia.ie or nicola.martin@bordbia.ie

This guide has been produced in conjunction with Cathal Melinn, founder of Digital Basics.

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