* Please describe your approach to organising and setting your bidding strategies for branded and non-branded keywords

Bidding Strategies for Keywords

For Branded Keywords:

Objective: Keep your brand in the spotlight and protect your name.

Approach: Bid lower since you're less likely to face tough competition. Make sure your ads stay at the top and allocate a good portion of your budget here.

Monitoring: Keep an eye on metrics like click-through rates, conversion rates, and cost per acquisition. Adjust your bids and budget based on what’s working.

For Non-Branded Keywords:

Objective: Attract new visitors and cover a broader market.

Approach: You might need to bid higher because the competition is fiercer. Break your campaigns into categories and fine-tune your targeting.

Monitoring: Watch for CTR, conversion rates, and cost per acquisition. Test different ads and landing pages to see what performs best.

Bid Management Tools:

Automated Bidding: Use tools like Target CPA or Target ROAS to make bidding easier.

Manual Adjustments: Adjust bids manually if needed, especially for specific keywords.

Review: Regularly check performance and tweak bids and budgets as necessary.

Please share details of your involvement in improving landing page conversion, including examples of strategies you have implemented that seem most relevant to Smile's business.

Improving Landing Page Conversion

1. Understand Your Audience:

Research your audience’s needs and concerns. For Smile, this could involve knowing what patients worry about most.

2. Optimize Design:

Headline: Use clear, compelling headlines. Example: “Get Your Perfect Smile with Affordable, Pain-Free Treatments.”

Visuals: Include high-quality images or videos. Example: Show before-and-after photos.

Layout: Keep the page clean and easy to navigate.

3. Effective CTAs:

Placement: Put CTAs where they’re visible. Example: “Book Your Free Consultation.”

Language: Use action-oriented phrases like “Get Started.”

4. Personalization:

Tailored Content: Customize content for different user segments. Example: Separate pages for new and returning patients.

Dynamic Elements: Show personalized offers based on user behavior.

5. Build Trust:

Testimonials: Highlight customer reviews and success stories.

Certifications: Display relevant certifications or guarantees.

6. A/B Testing:

Test Variations: Experiment with different headlines, CTAs, and images.

Analyze: Use results to choose the best-performing elements.

7. Mobile Optimization:

Responsive Design: Ensure the page looks good on mobile devices.

Fast Loading: Optimize images and scripts for speed.

8. Track and Adjust:

Analytics: Use tools like Google Analytics to track performance.

Review: Analyze data and make adjustments based on findings.

Can you provide an example of a PPC campaign underperforming and what steps you took to diagnose the issue and implement corrective measures? Please outline your process for ongoing optimisation and how you ensure alignment with business objectives

Scenario:

Campaign: Generating sales for summer dresses.

Issue: High CTR but low sales conversions.

1. Diagnose the Issue

1.1 Review Metrics:

CTR: High, but sales conversions are low.

1.2 Check Landing Page:

Bounce Rate: High, indicating potential issues.

User Experience: Ensure it loads quickly and has clear CTAs.

1.3 Analyze Keywords and Ad Copy:

Keywords: Verify relevance and add negative keywords if needed.

Ad Copy: Ensure it highlights key benefits and aligns with the landing page.

1.4 Assess Targeting:

Audience: Refine targeting to reach potential buyers.

Geographic/Device: Adjust targeting and bids based on performance data.

2. Implement Corrective Measures

2.1 Optimize Ads and Keywords:

Adjust Keywords: Focus on high-performing keywords and use negatives to exclude irrelevant traffic.

Revise Ad Copy: Make it more specific to the summer dresses and include strong CTAs.

2.2 Improve Landing Page:

Enhance Content: Feature high-quality images, detailed product descriptions, and strong CTAs.

A/B Test: Test different landing page versions to find what drives more sales.

2.3 Adjust Targeting and Bidding:

Refine Targeting: Based on performance, focus on audience segments that convert better.

Modify Bids: Increase bids for high-converting keywords and decrease for low performers.

3. Ongoing Optimization

3.1 Monitor Performance:

Track Sales Metrics: Regularly review conversion rates and cost per acquisition.

Analyze Trends: Identify and address any performance issues promptly.

3.2 Conduct A/B Testing:

Test Variations: Continuously test ad copy and landing page elements to improve sales.

Implement Findings: Apply insights to enhance overall performance.

3.3 Align with Sales Goals:

Review Objectives: Ensure campaign goals align with overall sales targets.

Adjust Strategies: Refine based on how well the campaign meets sales goals.

In your final role, how was your performance measured? And what were you accountable for?

Performance Measurement

Campaign ROI (Return on Investment):

KPI: Measured the effectiveness of campaigns in generating revenue relative to the cost of advertising.

How: Calculated ROI by comparing total revenue from campaigns to total ad spend.

Conversion Rate:

KPI: Tracked the percentage of users who completed a desired action (e.g., making a purchase) after interacting with ads.

How: Monitored conversion rates across different campaigns and landing pages.

Cost Per Acquisition (CPA):

KPI: Measured the cost of acquiring a new customer through advertising efforts.

How: Calculated by dividing total ad spend by the number of new customers acquired.

Click-Through Rate (CTR):

KPI: Monitored the percentage of ad impressions that resulted in clicks.

How: Evaluated CTR to gauge the effectiveness of ad copy and targeting.

Return on Ad Spend (ROAS):

KPI: Assessed the revenue generated for each dollar spent on advertising.

How: Calculated ROAS by dividing total revenue by total ad spend.

Accountabilities

Campaign Strategy and Execution:

Responsibility: Developed and implemented comprehensive PPC strategies to drive traffic and conversions.

Tasks: Created ad campaigns, managed budgets, and optimized bids.

Performance Analysis:

Responsibility: Analyzed campaign performance data to identify trends and areas for improvement.

Tasks: Generated performance reports, conducted A/B tests, and made data-driven adjustments.

Budget Management:

Responsibility: Oversaw ad spend to ensure optimal allocation of the budget across various campaigns.

Tasks: Monitored expenditures, adjusted bids, and reallocated budget based on performance.

Targeting and Segmentation:

Responsibility: Defined and refined audience segments to improve targeting and increase relevance.

Tasks: Analyzed audience data, adjusted targeting criteria, and used segmentation to enhance campaign effectiveness.