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SEM Coaching - 4

Clickmedia
Performance Based Marketing

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KEY POINTS

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Content Network

Google Content Network – 4 Options To Target

Contextual By Keywords

Capture Users around a Topic

You define the topics to target by using keywords. Our system will take care of driving your ads across all pages that show those topics within the entire network.

Contextual By Categories

Capture Users across Topic Categories

We select to target broad groups of pages that fall under the same category of topic.

By Placements

Capture Users on specific Sites

You select to target specific sites or portion of sites with a specific Audience where you want your ads to appear.

By Keywords + Placements

Capture Users around a Topic within specific Sites

Choose placements to target and specify as well by keywords the topics that will trigger your ads within those placements.

Source: Google

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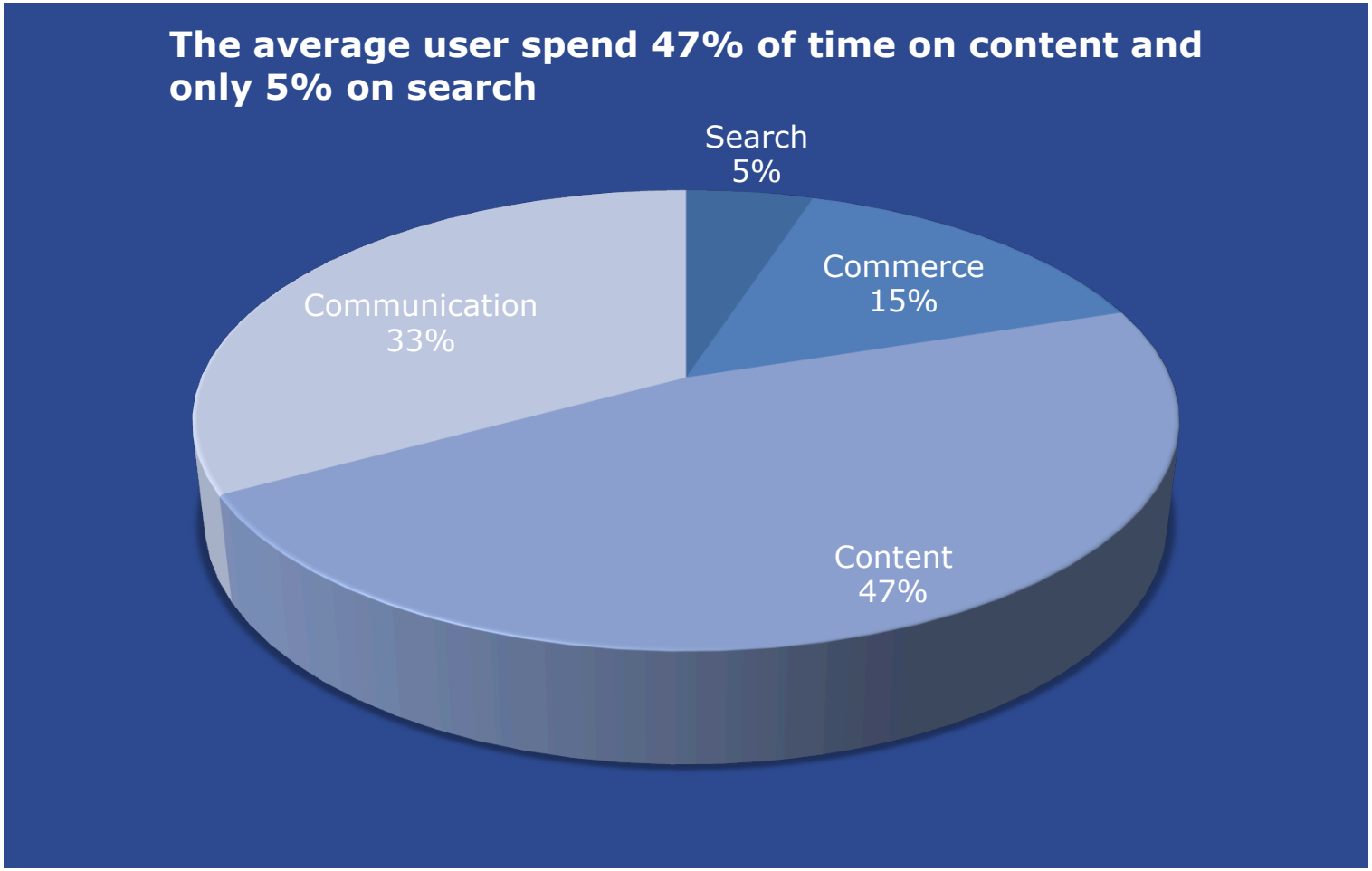
Content Network

Where Are Internet Users Spending Most of Their Time?



Source: Online Publishers Association (OPA), “Internet Activity Index” as cited in press release, August 13, 2007

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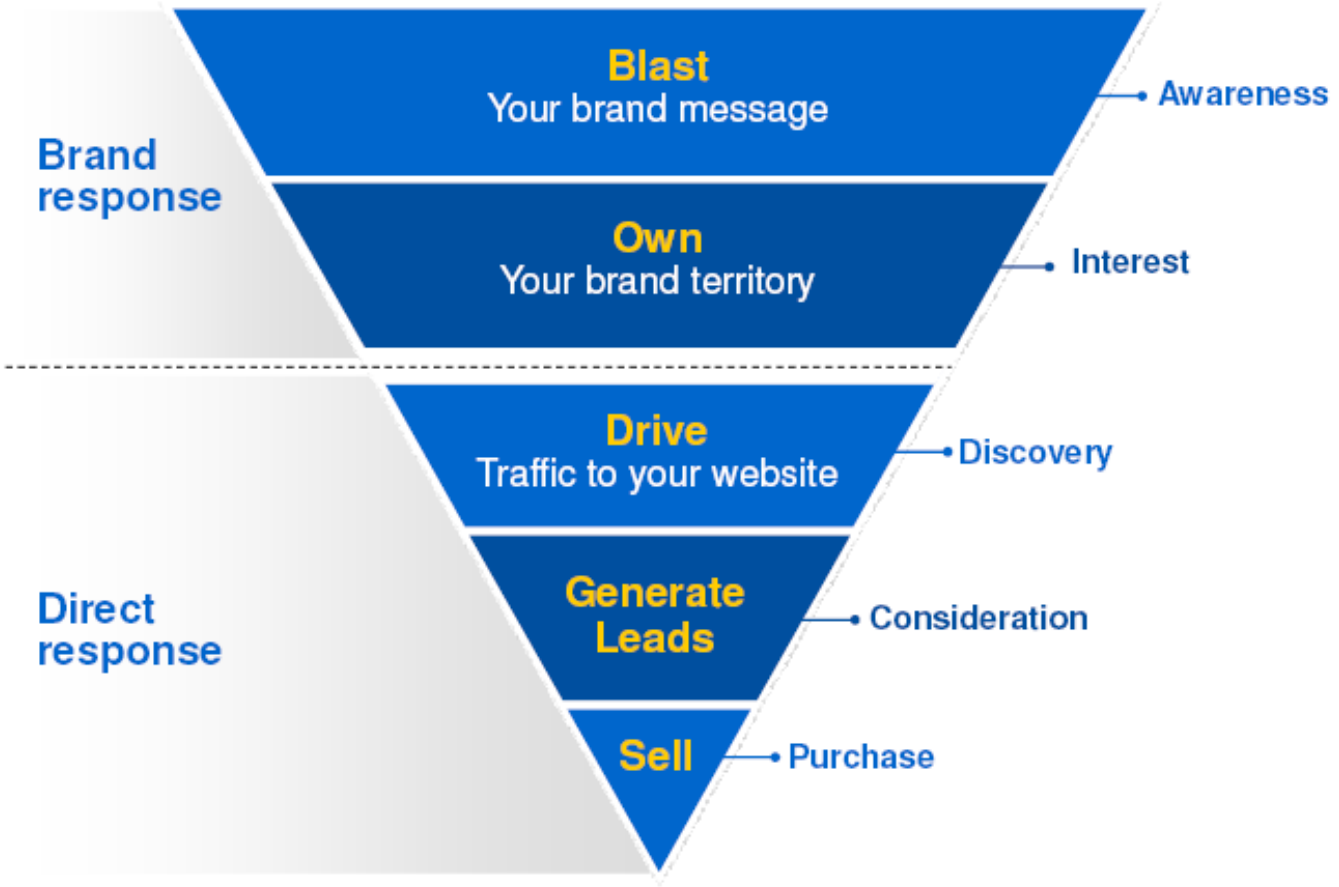
Campaign Objectives

Using The Content Network to Meet Your Campaign Objectives



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Settings

Don’t Neglect Content Network

Search + Display = Increased Conversions

Source: Google

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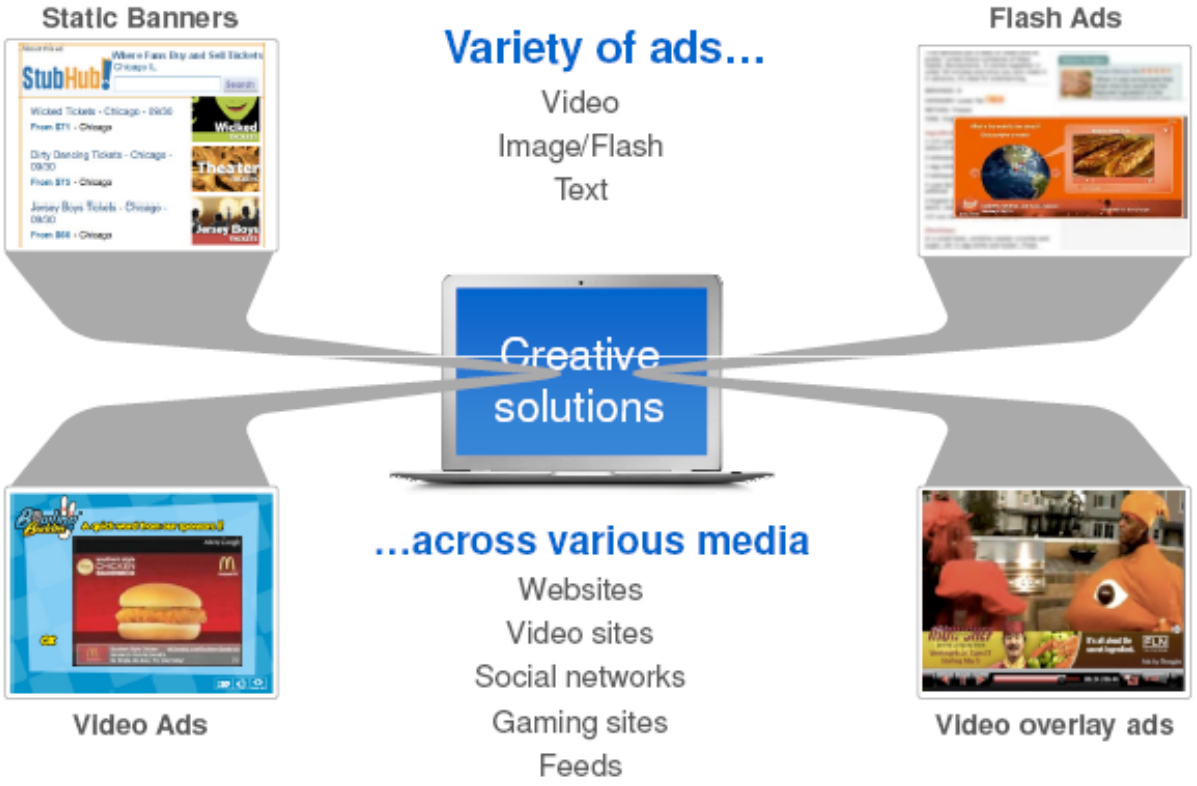
Ad Formats

Variety of Ads – Which Format To Use?



Source: Google

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Ad Format

Use The Ad Format That Suits Best Your Strategy

Text Ads

- Need to verbally describe product feature
- Reference to conversion on landing page
- Word-based claims or info
- Reference to audience needs and interests

Display Ads

- Non-verbal concepts (beauty, status, desire etc)
- Visual features
- Competitive positioning
- Brand Personality
- User Interaction

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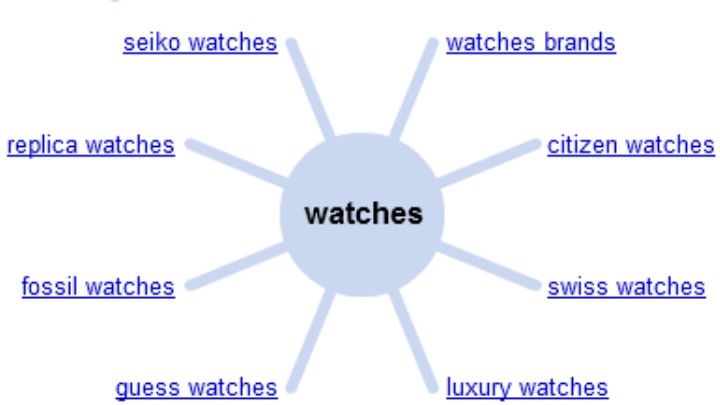
Planning Your Campaign

Create Tight Ad Groups Revolving Around:

- Theme
- Products
- Services

Use Google Wonder Wheel To Explore Ideas



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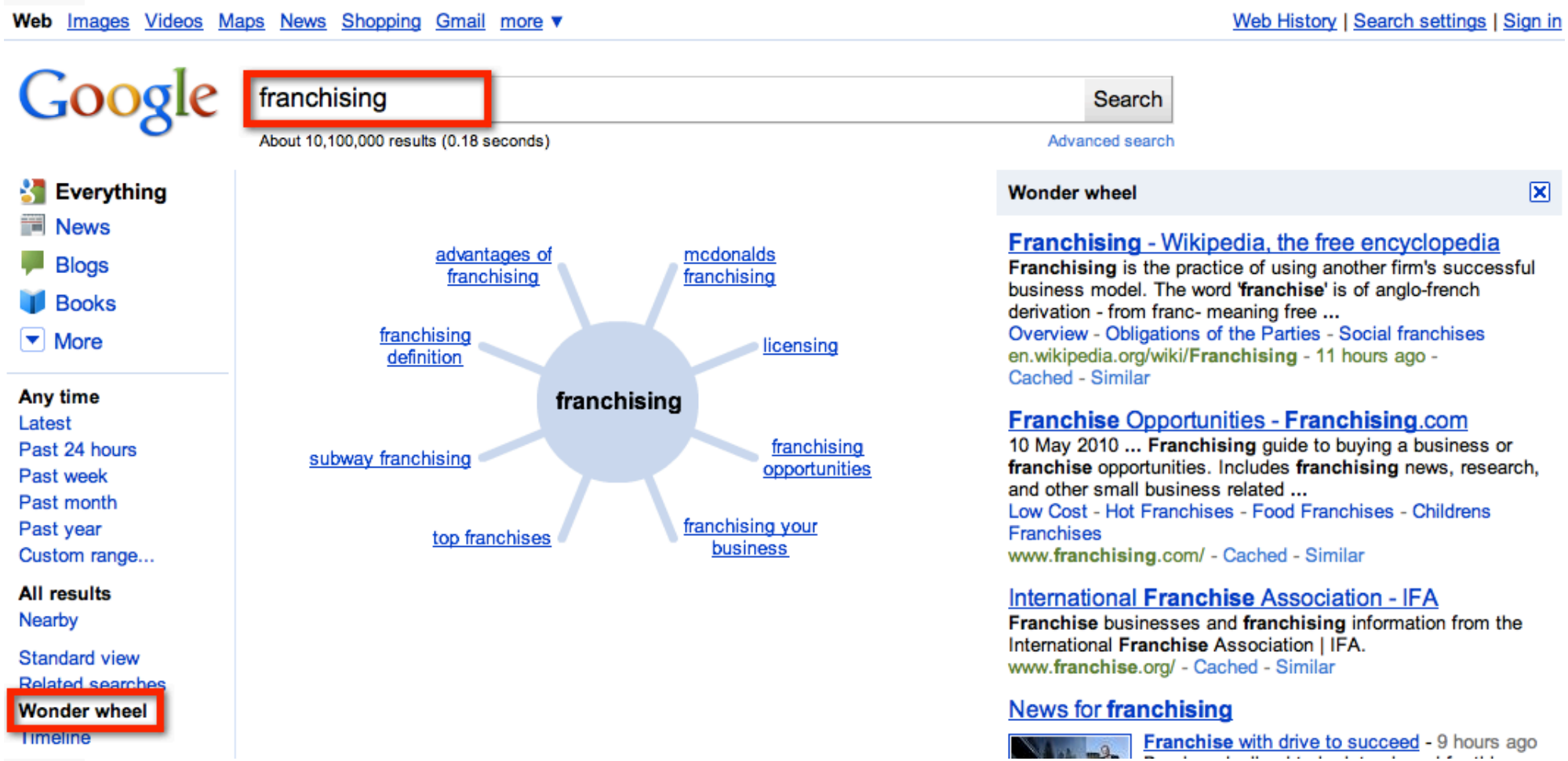
Google Wonder Wheel



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Keyword Setup

Keyword Targeting – How To Set up Keywords

- Use tightly themed ad groups with similar keywords
- Use 5-15 keywords per ad group
- Avoid single keyword with multiple meanings (e.g Apple, Plant etc.)
- Use Negative Keywords

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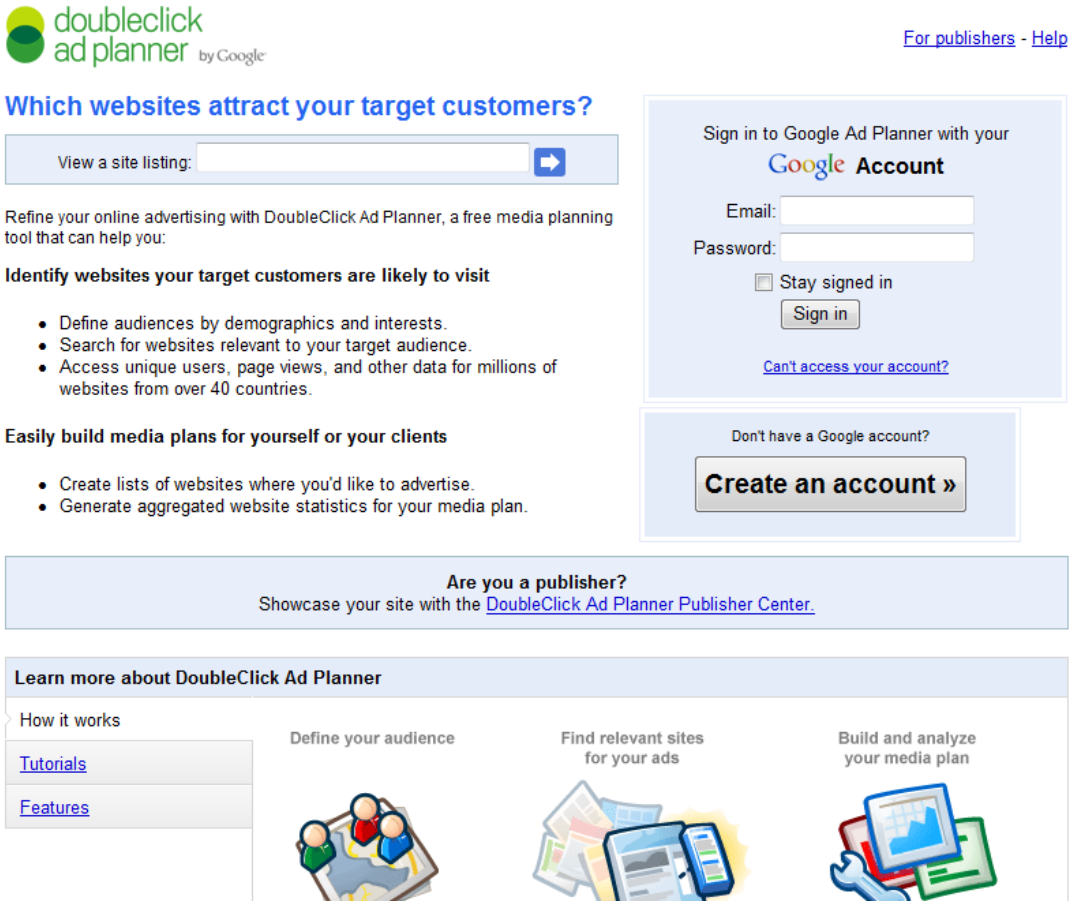
Media Planner

Placement Targeting – How To Plan Websites To Place Ads



http://www.google.com/adplanner

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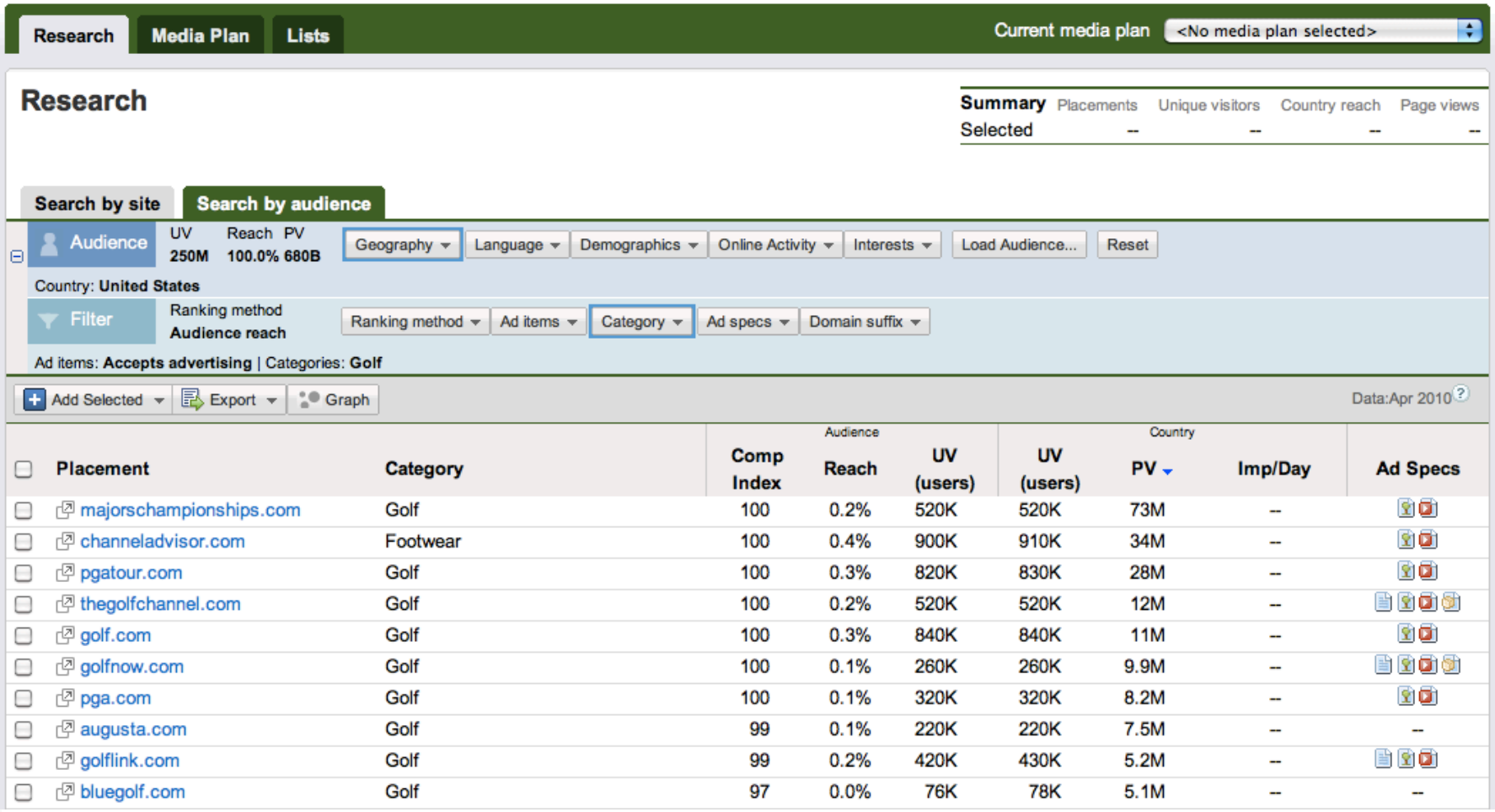
Media Planner

Placement Targeting – How To Plan Websites To Place Ads



Placement	Category	Audience Comp Index	Audience Reach	Audience UV (users)	Country UV (users)	Country PV	Imp/Day	Ad Specs
majorschampionships.com	Golf	100	0.2%	520K	520K	73M	--	
channeladvisor.com	Footwear	100	0.4%	900K	910K	34M	--	
pgatour.com	Golf	100	0.3%	820K	830K	28M	--	
thegolfchannel.com	Golf	100	0.2%	520K	520K	12M	--	
golf.com	Golf	100	0.3%	840K	840K	11M	--	
golfnow.com	Golf	100	0.1%	260K	260K	9.9M	--	
pga.com	Golf	100	0.1%	320K	320K	8.2M	--	
augusta.com	Golf	99	0.1%	220K	220K	7.5M	--	--
golflink.com	Golf	99	0.2%	420K	430K	5.2M	--	
bluegolf.com	Golf	97	0.0%	76K	78K	5.1M	--	--

http://www.google.com/adplanner

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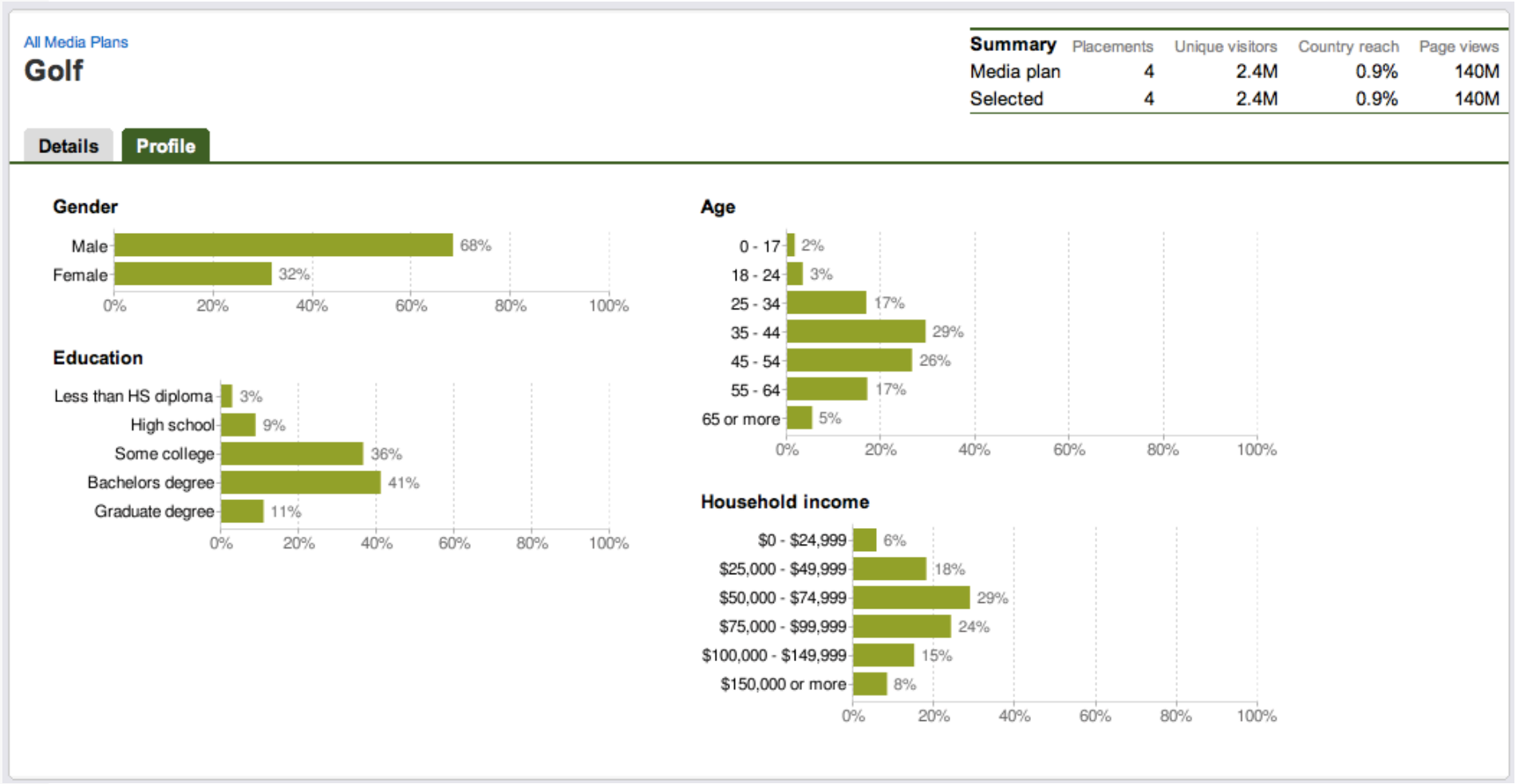
Media Planner

Placement Targeting – How To Plan Websites To Place Ads



http://www.google.com/adplanner

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Content Network Strategies

- Create separate Ad Groups for keyword and placement targeting
- Use only broad match keywords based on 'theme' concept
  - Limit keywords to 15-20 keywords per Ad Group
- Use only the most relevant negative keywords, to prevent over-restrictive ad serving
- Bid lower Max CPC for content network compared with search network – CTR does not affect CPC here
- Consider activating demographic bidding feature. Review Demographic Performance Report to determine best converting demographics
- Image ad strategy (Great for branding campaigns)
  - Ensure availability of FULL image ad inventory
    - 720 x 90, 468 x 60, 120 x 600, 160 x 600, 200 x 200, 250 x 250, 300 x 250, 336 x 280
  - Pricing: Use Cost-Per-Click rather than CPM option
  - Create stand-alone Ad Groups for image ad campaigns
  - Note: Image ads tend to cost more than text ads.

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Live Content Network Setup

Setting Up A Live Campaign On Google Content Network

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Content Network Settings

Ad groups | Settings | Ads | Keywords | Networks | Audiences

Campaign settings

General

Campaign name **Woodhouse Franchise - Content** Edit

Locations and Languages

Locations — In what geographical locations do you want your ads to appear?
- Country: **United States**

Edit

Languages — **English** Edit

Networks and devices

Networks

All available sites (Recommended for new advertisers)
Let me choose...
Search: Google search
Search partners (requires Google search)
Content: Content network
Relevant pages across the entire network
Relevant pages only on the placements and audiences I manage

Your ads won't show on Google Search or search partners.

Save Cancel

Devices **Computers** Edit

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Content Network Settings

Bidding and budget

Bidding option

- Focus on **clicks** - use maximum CPC bids
  - Manual bidding for clicks
  - Automatic bidding to try to maximize clicks for your target budget
- Focus on **conversions** (Conversion Optimizer) - use CPA bids
  Unavailable because this campaign doesn't have enough conversion data.
- Focus on **impressions** - use maximum CPM bids

Save Cancel

Budget **$50.00/day** Edit

Position preference, delivery method (advanced)

Ad extensions

Use this option to include relevant business information with your ads. Learn more

Locations: Business owners - Use addresses from a Google Places account: **None** Edit
Non-business owners - Use manually entered addresses: **None** Add an address

Note: addresses that are outside the campaign's target area will not be shown.

Products: Use product images and information from my Google Merchant Center account: **None** Edit

Phone extensions: Display click-to-call phone number on iPhones and other mobile devices with full Internet browsers: **None** Edit

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Content Network – Ad Group #1

		Keyword	Status	Max. CPC	Qual. Score	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
☐	●	day spa franchise	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	day spa franchising	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	spa franchises	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	spa franchise	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	spa franchising	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	day spa franchises	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	day spa franchise opportunity	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	spa franchise opportunity	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	spa franchise opportunities	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	day spa franchise opportunities	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	spas franchises	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	day spas franchises	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
		Total - Search			--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
		Total - Content			--	80	123,072	0.07%	$1.46	$117.09	6.9	4	$29.27	5.00%

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Content Network – Ad Group #2

		Keyword	Status	Max. CPC	Qual. Score	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
☐	●	franchising	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	franchise	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	franchises	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	franchises available	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	top franchises	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	hot franchises	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	franchise business	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	franchising business opportunities	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	franchising opportunities	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	buy franchise	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	franchise business opportunities	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	new franchise opportunities	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%
☐	●	franchises opportunities	Campaign paused	$2.05	--	0	0	0.00%	$0.00	$0.00	0	0	$0.00	0.00%

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Content Network – Auto Placements

Content: automatic placements

Manage placement and bid | Exclude placements | See URL list | Download

Domain	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
Total - all automatic placements	**174**	**330,684**	**0.05%**	**$1.75**	**$304.18**	**7**	**$43.45**	**4.02%**
mail.google.com	35	184,105	0.02%	$1.88	$65.97	3	$21.99	8.57%
newyorkbusinessopportunities.com	1	205	0.49%	$1.69	$1.69	1	$1.69	100.00%
about.com	12	16,296	0.07%	$1.81	$21.68	1	$21.68	8.33%
thefranchisemall.com	14	12,332	0.11%	$1.61	$22.54	1	$22.54	7.14%
mysmallbiz.com	5	597	0.84%	$1.65	$8.26	1	$8.26	20.00%
start-a-business-assistant.com	1	17	5.88%	$1.73	$1.73	0	$0.00	0.00%
franchiseforsalespain.com	1	3	33.33%	$1.63	$1.63	0	$0.00	0.00%
wwwbizbuy.com	1	1	100.00%	$1.14	$1.14	0	$0.00	0.00%
lilcesars.com	1	3	33.33%	$1.27	$1.27	0	$0.00	0.00%
smartentrepreneur.net	1	3	33.33%	$1.66	$1.66	0	$0.00	0.00%
kwintessential.co.uk	1	8	12.50%	$1.99	$1.99	0	$0.00	0.00%
brighthub.com	1	21	4.76%	$1.92	$1.92	0	$0.00	0.00%
jobmonkey.com	1	26	3.85%	$1.67	$1.67	0	$0.00	0.00%
suite101.com	1	21	4.76%	$1.88	$1.88	0	$0.00	0.00%
fastfood.com	2	19	10.53%	$1.99	$3.98	0	$0.00	0.00%

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Content Network – Managed Placements

Settings | Ads | Keywords | Networks | Audiences

All but deleted Managed placements | Filter | Columns

Your keywords determine which automatic placements are good matches for your ads.

	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
Search - off	–	0	0	0.00%	$0.00	$0.00	0	$0.00	0.00%	0
Google search - off		0	0	0.00%	$0.00	$0.00	0	$0.00	0.00%	0
Search partners - off		0	0	0.00%	$0.00	$0.00	0	$0.00	0.00%	0
Content		174	330,684	0.05%	$1.75	$304.18	7	$43.45	4.02%	0
Managed placements hide details	$1.25	0	0	0.00%	$0.00	$0.00	0	$0.00	0.00%	0
Automatic placements hide details	$2.02	174	330,684	0.05%	$1.75	$304.18	7	$43.45	4.02%	0
Total - All networks		**174**	**330,684**	**0.05%**	**$1.75**	**$304.18**	**7**	**$43.45**	**4.02%**	**0**

Content: managed placements Hide details

Add targeted placements if you want to set unique bids for individual placements.
Otherwise, we will use your default bid for automatic placements on the Content Network. Learn more

What if I have keywords in my ad group?
Keywords help refine the targeting for your ads, so they can help no matter where your ads run. Learn more

+ Add placements

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Content Network – Managed Placements

Content: managed placements

Add managed placements

Enter as many placements as you like, one per line.
Learn more about managed placements.

Want ideas?
Try the placement tool

Save Cancel

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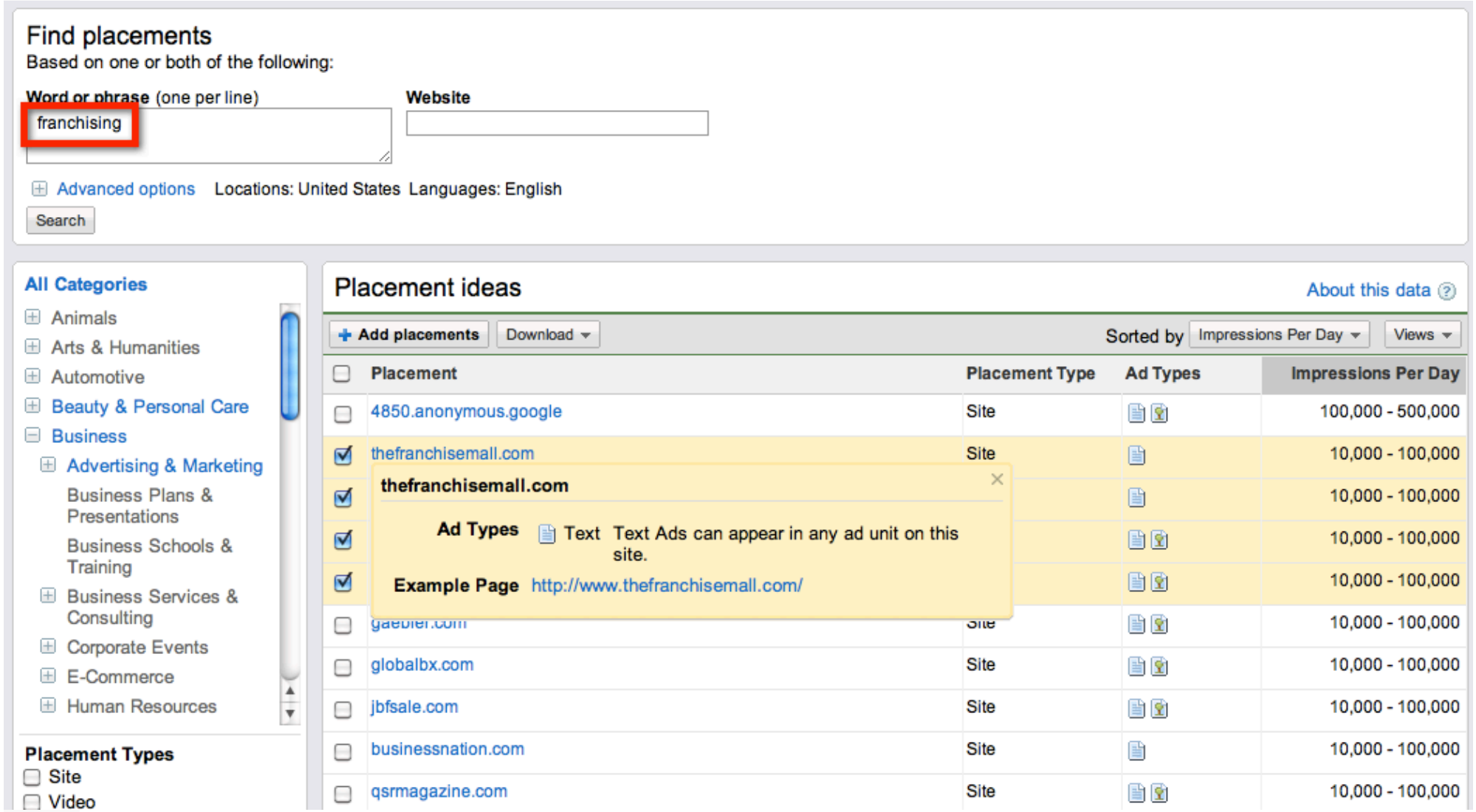
Content Network – Managed Placements



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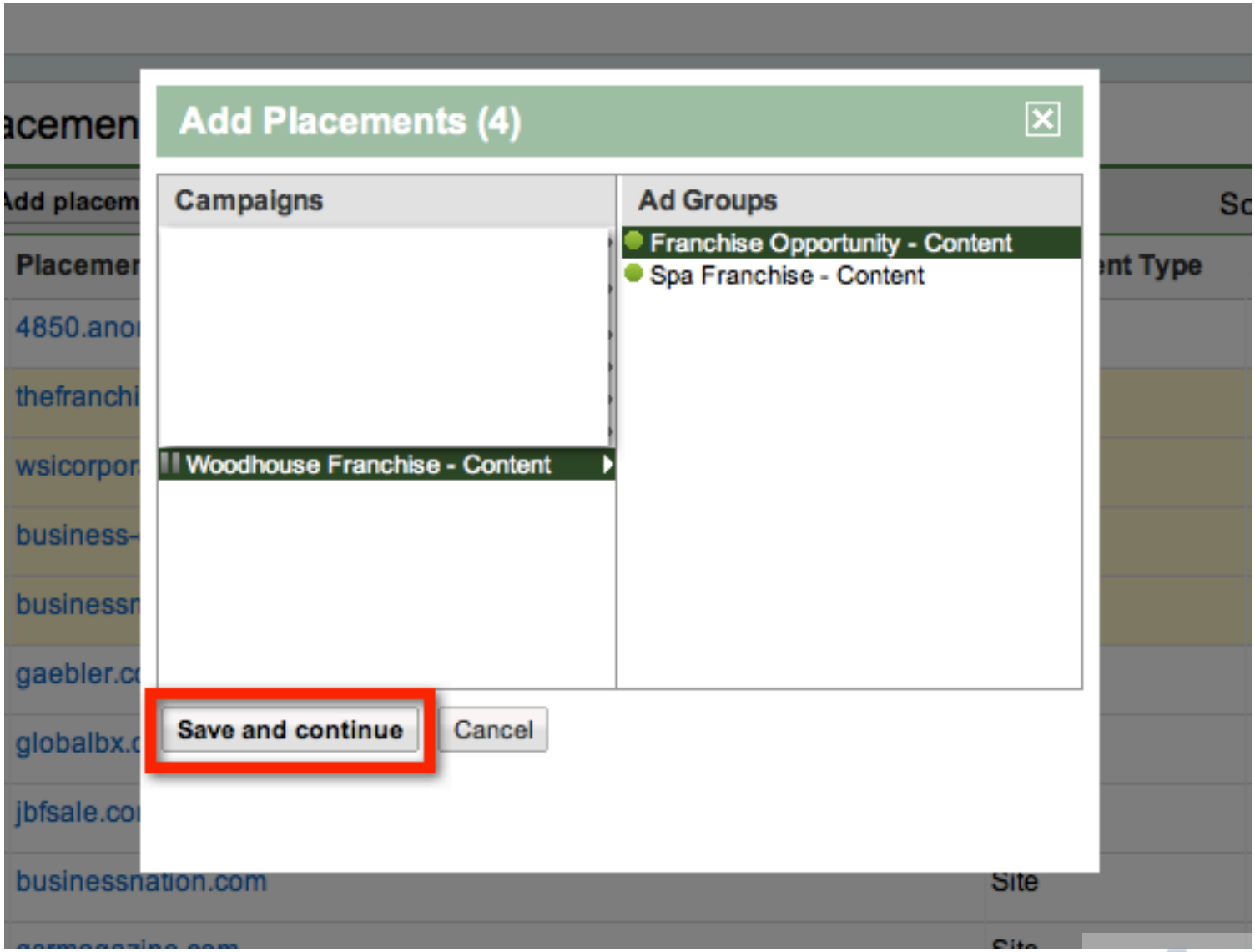
Content Network – Managed Placements



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Content Network – Managed Placements

Content: managed placements Hide details

+ Add placements | Edit | Change status... | See URL list... | More actions... | Search

		Placement	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
☐	●	business-opportunities.biz	Campaign paused	$1.25	0	0	0.00%	$0.00	$0.00	0	$0.00	0.00%	0
☐	●	thefranchisemall.com	Campaign paused	$1.25	0	0	0.00%	$0.00	$0.00	0	$0.00	0.00%	0
☐	●	businessmart.com	Campaign paused	$1.25	0	0	0.00%	$0.00	$0.00	0	$0.00	0.00%	0
☐	●	wsicorporate.com	Campaign paused	$1.25	0	0	0.00%	$0.00	$0.00	0	$0.00	0.00%	0
		Total - all managed placements			**0**	**0**	**0.00%**	**$0.00**	**$0.00**	**0**	**$0.00**	**0.00%**	**0**

Show rows: 100 1 - 4 of 4

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