

BetterRetailing^{MAGAZINE}

Free business advice for independent health food and natural lifestyle retailers

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MARKET WATCH

Who are the new Natural Beauty customers and where are they buying?



SALES & MARKETING

Key reports on UK shopping trends and Child Health

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MARKET WATCH

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ARE YOU GETTING CLICKED?

Steve Mills' simple guide to Pay Per Click.



Steve Mills is a warm and friendly marketing consultant

Pay Per Click Advertising (PPC) is one of the best forms of marketing on the planet, but like all marketing, it can be done well or badly. PPC implemented effectively can create instant and significant traffic to your website and an ongoing torrent of leads.

Done badly, it can cost you a fortune in clicks, with no or little reward.

The problem with PPC Advertising is that it is not simple to use and understand. It requires research, an understanding of writing copy, keyword research and most importantly regular monitoring of its performance.

One of the biggest mistakes that many businesses make is that they set up their campaign and just let it run. It is essential to check the effectiveness of your keywords, campaigns, headlines, click throughs and budgets.

There are many different types of PPC Advertising. Google PPC, also known as 'AdWords' is probably the best of these and for the purpose of this report I am going to focus on Google AdWords.

The other PPC Advertising media include Facebook, Yahoo, YouTube, Bing and LinkedIn to name just a few. LinkedIn and Facebook work very differently and the main difference is that on these systems you target people with your PPC Advert, rather than relying on them doing a search for you.

WHAT IS PPC ADVERTISING?

PPC is advertising that you only pay for if someone looks at your advert, or in this case, your website. If they don't click your advert, then you don't pay.

You pay each time the advert is clicked. The amount you pay will depend upon the value of the word and the amount you have bid for that word.

Of course, you are not charged when people simply see your advert (known as impressions).



With PPC Advertising you can get instant, highly targeted and qualified traffic

WHY USE PPC ADVERTISING?

If you are trying to grow your business and you see online marketing as a key to this, or perhaps a weakness in your business, then you need to do two things:

1. You need to get a lot of highly targeted traffic to your website
2. You need to convert as much of that traffic as possible into leads

PPC Advertising is really the only way to get instant and immediate online results. You can set up a PPC Advert at 10am and by 2pm you can be on the first page on Google under the keywords that you have

selected. In other words, you can be found immediately on the first page on Google!

You also have total control. If you get too busy, simply turn your campaign off for a week, or reduce the time that your advert is shown.

Another good thing about AdWords is that you can set your own daily spending limits. This, by the way, is really important. You might not want to get a bill for £20,000 on your first day (if your ad is really, really popular).

Instead, simply set your daily budget and when the budget is

used up, you will disappear from Google until the next day. A word of warning – don't set your budget too low or you might reach your limit by 10.30am and therefore miss all of the traffic for the rest of the day.

MAKE IT LOCAL

You can specify where you want your advert to be seen. Google has a map so that you can select the locations you want your advert to be seen in, or you can leave it blank and get your advert seen all over the world.

SCHEDULING

Advert scheduling allows your advert to only be seen at certain time of the day, or week. For example, if I want to reach retired people, I may set up the advert to run during business hours. Alternatively, if I'm after top executives, I may run my advert at the weekends and during the evening when they are more likely to be searching away from their work.

The great thing about PPC Advertising is everything can be tested, improved and refined!

CREATING A HIGHLY EFFECTIVE ADVERT

When considering your advert there is an old saying in advertising and that is 'the headline is the advert for the advert' and so it is with PPC Advertising. In AdWords, you have a limited amount of text for both the headline and text.

So, you have a problem – you don't have enough text to sell your product and service, so don't try to. Instead, the job of your advert is to drive people to your website and the job of the website is to create leads.

You need to write your advert so that it creates attention. You can do this by using your top keyword in the headline. This will help you to get your advert rated higher for less money per click by improving relevancy.

TYPES OF ADS

There are two types of PPC adverts and they are:

1. Text-based adverts
2. Image-based adverts

Text adverts are the most commonly used PPC Adverts and usually consist of a headline, a sentence or two of copy and a link to a web page.

Having covered writing an effective headline in the above section, I want to reiterate the power of a headline.

PPC Advertising is really the only way to get instant and immediate online results

My tips for writing PPC Adverts:

1. Offer something free
2. Ask a question
3. Capture their attention
4. Use the key word (that is what they are looking for)

USING IMAGE ADVERTS

If you decide to test another advert, you can create either another text advert, or you could create an image advert.

An image is not like a text advert. It is more like a banner advert. In order to create an image advert, the first thing that you need to do is to create an image and then upload it.

AdWords do not provide images and so my advice would be to get a designer to produce one for you.

When you have uploaded the image, you will need to provide the URL to display on the image and a link to the URL that you want to drive traffic to.

When you look at the right-hand side of the screen you will be able to view the different image formats that AdWords allows.

LONG TAIL KEYWORDS

A long tail keyword is simply a phrase and not a 'word'. In other words, it is a group of words added together. When a long tail key phrase is searched on Google, any website that uses the phrase will be found.

Sometimes you may get websites that only show certain words in your phrase. This is not a mistake. It is just the way that Google shows websites. If you want the exact search results, then you need to search with the search in brackets, for example 'Natural Skin Care Kent'.

One of the best things about 'long tail keywords' is that most small businesses don't use them and so the competition is limited. For example, 'Natural Skin Care' is competitive and so might cost a lot per click, while 'Natural Skin Care Kent' will be far cheaper per click, and there will also probably be less competition.

BROAD MATCHES

If you use a 'broad match', you will find that it allows your advert to be viewed with similar phrases.

In AdWords 'broad match' is in the default setting. So you may want to switch to 'exact match'.

PHRASE MATCHES

A phrase match is like a keyword phrase. When a phrase match is used, the phrase that you use will be viewed as well as words that may be added within your phrase. For example 'Natural skin care' may also attract a host of similar searches.

But exact matches are exactly as they sound. Your advert will appear only when your phrase is searched. For example – If you use the words 'Natural Skin Care Kent', then your advert will only appear when someone types in 'Natural Skin Care Kent' and not for 'Skin Care', 'Natural Skin Care' or 'I need skin care products' etc.

To set up an exact search PPC campaign all you need to do is to enclose your phrase like this: [Natural Skin Care Kent]. This strategy is very, very powerful and targeted and yet very few businesses use this!

SUMMARY

If you really want to grow your business then Google AdWords is a great way of driving traffic to your website. But as I have already said, it is a little complicated and therefore it is essential to ensure that you know what you are doing.

There are several tools that Google provides that are great for optimising your AdWords, so you need to go to Google and search for them: Campaign Optimiser; Keyword tool; Search based keyword tool; Traffic estimator.

With PPC Advertising you can get instant, highly targeted and qualified traffic. To get started, search 'Your guide to Google Ads'.

To get advanced training support, go to www.stevemills.co and click on the link to the training courses or call him on 07977 074497.

COMING UP...

Next issue, Geofencing – a process of using a geofence to target mobile users. Marketers use this technology to collect information about and target their customers as they enter, leave or stay in specific areas, known as geofences. Don't miss it.