

Top 5 B-to-C Pay-Per-Click Advertising Campaign Mistakes

Reevaluate your pay-per-click advertising campaigns with these top five mistakes explained.

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The Top 5 B-to-C Pay-Per-Click Advertising Campaign Mistakes

❖ Problem 1: Overall Campaign Relevancy

❖ What is it: This occurs when a title or description for the ad does not relate well enough to the keyword or phrase typed in. It's even more common when relevant traffic is sent to a generic home page instead of a landing page that shows immediate relational relevance to the ad the internet user clicked on.

❖ The Result: Due to poor relational relevance between keywords and ad titles, click-through-rates (CTR) for a campaign will decrease. This can hurt both your positioning and cost-per-click (CPC) especially with search engines like Google that care a great deal about the quality scores and relevance of sponsored ads.

On the other hand, poor relational relevance between ad descriptions and landing pages doesn't hurt CTR. Instead, this causes bounce-rates increase and, in term, lowers conversion rates. Interested parties should read more on landing page optimization in Star Nine's resource section.

❖ Problem 2: Forgetting to Use Negative Keywords

❖ What it is: When targeting certain keywords in ad networks like Google AdWords, marketers may forget to identify certain keywords for which they want their ad to NOT show up.

❖ The Result: When some words are included in a list of target key terms that are unnecessary or draw extremely low-converting traffic, a campaign can take a serious hit in ROI. Overall, forgetting to exclude negative keywords reduces the accuracy in targeting a company's potential customer base and this, in turn, lowers CTR and, more importantly, conversion rates.

- ❖ **Problem 3: Not budgeting enough ad spend when initiating a campaign**
- ❖ **What it is:** Trying to make decisions about how to optimize a campaign before statistically significant data on keyword conversions and ROI are reported.
- ❖ **The Result:** Often, this can have a disastrous effect on the eventual success and positive ROI of a campaign. Making decisions based on statistically insignificant data is a lot like throwing paint at a wall and hoping it will all land perfectly on your target. A lot of the assumptions will be wrong, and these assumptions are critical in determining a viable strategy for optimizing a campaign.

- ❖ **Problem 4: Ego Bidding—Immediately trying to take over the #1 spot from the start**
- ❖ **What it is:** Often when a higher-level employee initiates a campaign and picks one or two terms he/she wants to rank #1 for immediately.
- ❖ **The Result:** Most of the time the term is either a popular, generic industry term with high volume, high CPC, and low conversion. Other times it is simply a industry-used term only with low CPC, but exceptionally low volume and low conversion rate.

- ❖ **Problem 5: Focusing on budget instead of ROI**
- ❖ **What it is:** This is more likely to be an issue in a small-to-medium sized B-to-C business that's relatively new to PPC advertising. Since, initially, they may be more concerned with the amount of money going out the door, the focus may shift away from the most important metric, ROI, to the budget.
- ❖ **The Result:** What happens is the Pay-Per-Click ad campaign gets treated like a traditional ad campaign in spite of its advantages over these channels. PPC advertising is easily tracked, measured and optimized. As a result, it becomes easy to judge your ROI without having to worry as much about what percentage of the marketing budget is being dedicated to paid search.

The “Bonus”

- ❖ Problem 6: Not pairing your PPC campaign with an equally effective organic SEO campaign.
- ❖ What it is: When a large B-to-C company has a significant Pay-Per-Click campaign underway but with no supporting SEO campaign to improve their overall search presence.
- ❖ The Result: The vast majority of the time, maintaining a top organic listing while running a simultaneous PPC campaign will increase click-through-rates and conversion rates boosting overall ROI and lowering the cost-per-lead.

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