

# HOW TO USE PAID SOCIAL MEDIA AND SEARCH TO BOOST YOUR SALES

Your guide to setting up winning paid social media and search campaigns



# Contents

- 02** Introduction
- 03** Chapter 1: The Digital Funnel
- 06** Chapter 2: Foundations of Paid Social
- 10** Chapter 3: Foundations of Paid Search
- 13** Chapter 4: Getting down to business in Paid Social
- 19** Chapter 5: Getting down to business in Paid Search
- 25** Conclusion



## Introduction

Many questions regularly challenge marketers and advertisers. **How do you create essential and engaging touchpoints when and where they matter most?** How do you do it for the best return on your limited budget? How do you keep up with the rapid pace of change online? In this ebook, we reveal successful strategies to help you acquire, onboard, engage, and retain more customers.

Whether you're just starting out advertising your business on social media and search engines, or you've done some work and you want to ensure your investment is paying its best return, there are plenty of ways to upskill and save on your limited budget and time.

Social media and search engine advertising help you seamlessly connect with consumers in-store and online, fostering and forging lasting relationships with customers. It's worth the time to get them right.

The best way for you to earn more from your digital media investment is to know more about the platforms and tools available to you and how to use them. **Digivizer makes it easy for any business anywhere to understand, deliver and make good decisions about their investment in digital marketing.** In this ebook, you'll learn about how, when and why to advertise your business on social media and search engines - driving greater return on advertising spend in your "paid social" and "paid search" campaigns.

It is important to be where your customer is and to understand the different stages, motivations and locations of their buying journey – from when they don't know you, to discovering you (often on social), to researching or wanting to know more about you (social and search), to buying from you (in social platforms or on your website) or being reminded to complete the purchase with you or to buy more. Today is the best day to start learning how to set this up.

You can become the digital advertising hero for your company and clients as you implement strategies that get proven results. We hope you enjoy the wins that will come!



**Emma Lo Russo**  
CEO of Digivizer

A handwritten signature in black ink, appearing to read 'Emma Lo Russo'.

# 01

# The Digital Funnel



# Chapter 1: The Digital Funnel

## Start with planning an end-to-end customer journey

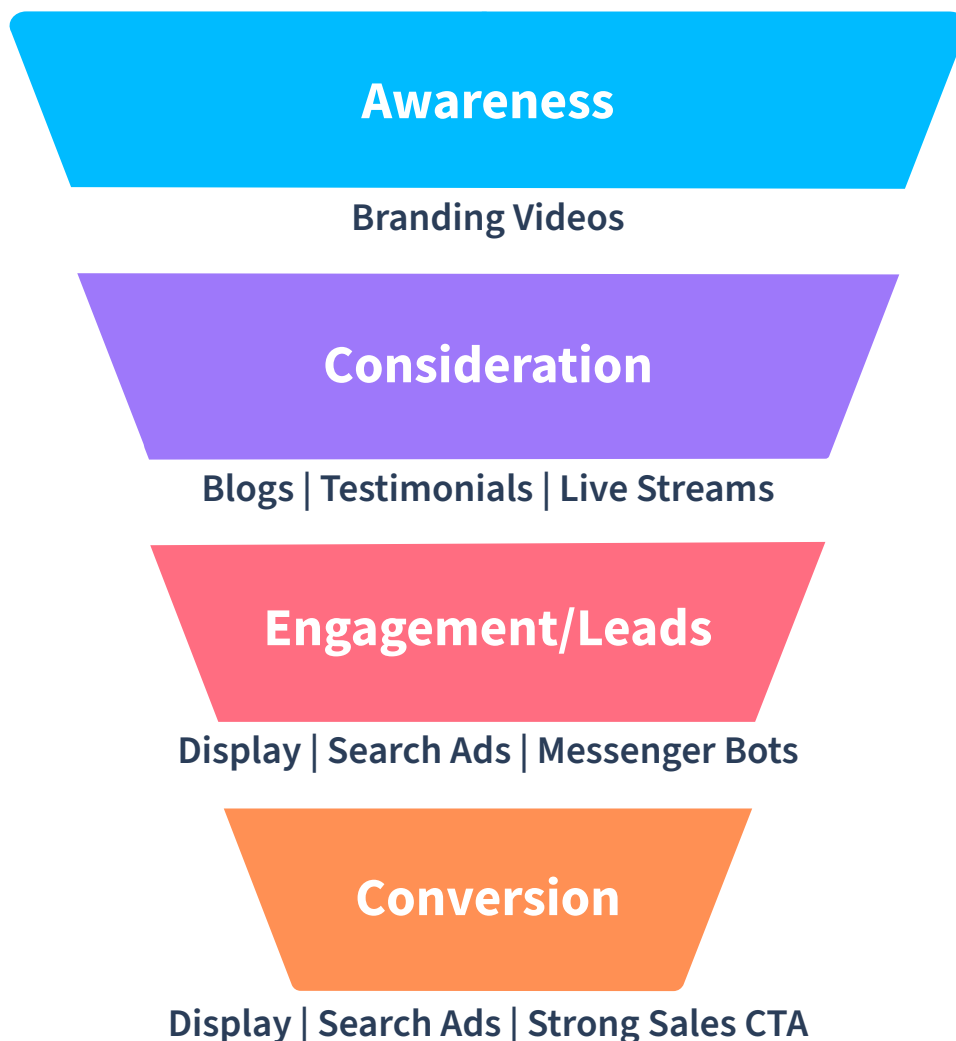
Businesses must be where their customers are. To capture customer attention and interest, you must publish content and advertising where potential customers will see it. That's how new customers find you and your business.

Your content, whether it's organic or paid-for, has to be truly **thumb-stopping**. Every day, we scroll through 110 metres or 360 feet of content – that's 733 lengths of the average mobile phone! Your content and ads must stand out from the rest, both on the social media feed and on the search engine results pages.

So, you must marry “the right time and place” with “the right content”. Plan to be where your customer is and show them what they want (or need) to see.

That's where the **digital funnel** comes into play. When you're planning your digital advertising and marketing strategy, this funnel is your underlying map. Every piece of content or ad you create should relate back to one of the funnel stages, moving your customer from building awareness through the consideration, engagement and conversion stages.

## The digital funnel



## Why the digital funnel can help plan your strategy

There are some fundamental questions that every advertiser and marketer should answer as they begin (or revise) their strategy and content.

- ✓ What is your message?
- ✓ Who are you targeting?
- ✓ Which digital channels can you use to reach potential customers?
- ✓ What content resonates the best with that audience on those channels?

When you understand the digital funnel, you can plan the right message to be delivered to a prospective customer on your platform of choice. Then you can take them on a journey of getting to know and care about your business. By connecting and measuring the performance of your content and activities through these stages, you can refine and improve your strategy. For example: During the **awareness** stage, you will be interrupting your customer so your content must be interesting and entertaining. When you appear in their social media feeds or search queries, and they don't know you, you need to plan for content that will best resonate with them when they're browsing. Video is an effective and efficient way to communicate a lot about who you are, what problems you solve, and why you matter.

The **consideration** stage sees you convincing prospects that they want what you're offering. What information do prospects require to motivate them to buy from you? This can be testimonials, awards, case studies, reference information. How many pieces of content might be required to help them move towards a decision?

**Awareness**

**Consideration**



### Quick Tip

You can use anywhere from 8-15 content pieces in this stage, or more! Need help getting started? We've created a step-by-step guide in setting up a killer paid social media campaign (advice on targeting, tools, ad formats and advertising costs included). Find it [here](#)!

After this comes the **conversion** stage when customers are ready to make a purchase. Tracking where your customer is in the consideration stage can help you time an appropriate offer that will help them take the purchase or registration action. Creating time bound or dynamic offers or showing abandoned cart incentives to close the sale can all significantly improve customer conversion outcomes.

**Conversion**

And of course you should plan what happens after the sale - you need to plan content to build loyalty, encourage referrals and repeat visits.

The funnel can help you maintain visibility and coherency in your marketing and advertising messages. Once you've mapped out your funnel-based customer journey engagement strategy, you're ready to get to work designing content to cover every instance of what your customers want or need to see, where, and when. It's an end-to-end style of relationship building through marketing and advertising.

Now you know **why** you need it – let's get into **how** you do it!

# 02

## Foundations of Paid Social



## Chapter 2: Foundations of Paid Social

### What is paid social media?

Paid social media refers to posts or special placements on social media platforms like Facebook, Instagram, Twitter and LinkedIn. These posts or placements are supported by advertising budgets as opposed to organic or free posts. Businesses often use paid social strategies to increase followers, impressions, engagements and clicks through to their website or e-commerce stores.

Paid advertising is a vital part of any digital marketing strategy. With four billion active users on various social media platforms, almost every business can find its customers somewhere on social media. It's best used **in tandem with organic content and social media** strategies and word-of-mouth social network marketing (also called “free media” or “earned media”).

There are some awesome benefits, but also some downsides, to advertising on social media. It's important to be aware of the downsides so you can minimize their impact on your business.

### Advertising on social media

+ Reaches existing customers and new audiences rather than relying on them to find you	- Can become expensive in time and money
+ Breaks through a social platform's organic algorithms	- Competitive space by design & popularity – there's only limited screen space
+ Goal-oriented by design (e.g. you can campaign to get video views, link clicks)	- Audience might ignore you due to frequency, irrelevance, or disliking ads
+ Uses new methods of A/B testing, optimization and advanced audience targeting	- Can have a lower click-through rate (CTR) than search engine advertising
+ Offers different formats of posts (like carousel ads!)	- Can change drastically & quickly, thanks to platform algorithm tweaks or new features

### Why do you need paid social media?

Social media for business has become a “**pay to play**” game. Organic content on its own rarely gets the results businesses need and expect from social media to stay competitive. However, good reach and click-throughs are still possible in paid social. That makes paid social media advertising something every business needs to consider - but even more than that, it's something businesses need to be constantly improving. After all, other businesses in the social marketplace are getting in the game and becoming more skilled themselves.

**In 2020, over two billion people purchased goods or services online, and during the same year, e-retail sales surpassed 4.2 trillion U.S. dollars worldwide. Paid Media played a huge part in this.**

*Source: Statista, 2021*



Though paid social may seem daunting at first – and daunting again when new features are released – it's worth the effort! Businesses who make use of it report seeing:

- ✓ much higher reach
- ✓ higher and better-quality conversions
- ✓ better click-through rates
- ✓ a better return on their advertising budgets (which is why you're reading this ebook!)

They also gain a greater understanding of what their audiences want, thanks to access to advanced analytics, so it's better for their customers, too.

With advances in technology, it's easier to make better paid ads on social media than it used to be. Tools such as automatic and dynamic optimization of ads, and the ability to pinpoint your best target audiences help your paid ads drive results.

## Types of ads in paid social media

### Image ads

Image ads are great for driving traffic to your website. Often they're simply a strong image paired with a caption in the social media post itself; sometimes the images have text on them, too. They're easy to make and can be deployed with links straight to specific webpages. They're available on almost every social media platform but perform well on **Instagram, Snapchat, Facebook and Pinterest** - because people want and expect images on these platforms.



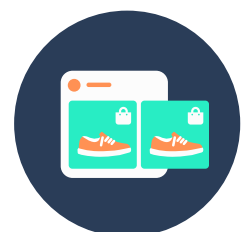
### Carousel ads



Carousel ads allow you to tell a deeper story about your brand or product/s. You can show more in this ad format than arguably any other and take your audience on an interactive ride. Most carousel ad formats allow you to showcase up to 10 images or videos within a single carousel, each with its own individual link and CTA button. Carousel ads are an effective way to increase screen real estate.

### Product ads

Product ads are great to use for ecommerce, where businesses can advertise and tag multiple products directly in posts. Product ads make it easier for people to discover, research, and purchase your products. They're also great when you want to retarget customers in a more dynamic way! You've probably seen some clever Dynamic Product Ads (DPAs) pop up in your social feeds after you've visited a shopping site (and maybe even left something in your cart without buying). These use Facebook Pixel tracking to serve previously viewed and best-performing products.



## Collection ads



Collection ads are a subset of product ads that allow a more immersive and visual experience for audiences. They are like a storefront that allows users to window shop, then “step inside” to browse further. Tapping on a collection ad seamlessly takes users to a fast-loading in-platform visual experience. This allows users to browse and learn more without leaving Facebook, Instagram or Snapchat. It aims to help nurture interest and intent to purchase with minimal loading time.

## Interactive ads

Interactive ads make use of the latest digital technology to encourage users to stay on an exciting and creative ad longer and interact with it. They are often experimental and seek to engage audiences beyond clicking an outbound link, whether that be by tilting a photo 360 degrees, replying to a question or answering a poll. Interactive ads build connections between the brand and the audience that lead to better recall and better sentiment.



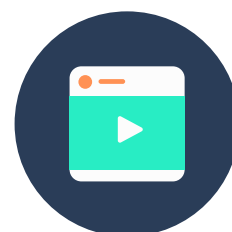
## Lead form ads



Lead form ads – also called “lead ads” and “lead gen(eration) ads” – help you build a list of interested customers, whether for newsletter subscribers, follow-up services, or event registrations. They excel when you’re giving the customer value, so use them when you’re giving your customers something they’ll use, like an ebook or guide. When you deliver value, platform users are often happy to provide their personal details (like business email addresses) in exchange for what they’re getting.

## Video ads

Video ads are super-popular on social media! They are available on every major platform, and they’re largely preferred over other creative types of ads. Video ads are visually captivating, grabbing and holding audience attention. Facebook users watch close to 3 billion hours of video per day – and many of those videos are ads, or are sandwiched between ads. Important note: 63% of LinkedIn videos and 85% of Facebook videos are watched with sound off, so think like a silent film director when making them.



## Text ads



Text ads aren’t very popular on social media - you’ll find them more in paid search. But they can be made in advertising platforms, and you can also boost (Facebook), sponsor (LinkedIn) or promote (Twitter) any organic text post you make. LinkedIn also offers a couple of options for sidebar and headline text ads. If you’re going to try these ad formats, keep your message short, targeted and highly attractive!

For more details and awesome examples of these ads, check out our **ultimate guide to social media ad formats and ad specifications!**

# 03

## Foundations of Paid Search

## Chapter 3: Foundations of Paid Search

### What is paid search?

**Paid search** is the branch of digital marketing that includes advertising on search engines such as Google, Bing and Yahoo. If you look for more info on this topic, you'll also hear a lot about “**search engine marketing**”, or **SEM**, which encompasses all of the various ways of marketing a website on search engines (including free and organic search engine marketing strategies).

More terms you need to know:

- ✓ **SERP**, or **search engine results page** - where your ads are displayed.
- ✓ **PPC**, or **pay-per-click** - you pay when someone clicks on your ad. Sometimes this term is also used to describe “paid search” as a whole, because it's the most common ad model in search.
- ✓ **CPM**, or **cost-per-thousand-impressions** (cost-per-mille) - you pay when 1,000 people see your ad.

There are three main elements of paid search: **keywords**, **ads**, and **landing pages**. First you nominate a list of *keywords* (such as “women's shoes”). Your ads will be displayed on the *results page* when people search for those keywords. When searchers click on your ads, the ads direct them to your *landing pages*, which are often conversion drivers - sales pages, offers, discounts, lead forms, and so on.

The screenshot shows a Google search for "women's shoes". The search bar at the top shows the query and the number of results (About 855,000,000 results in 0.70 seconds). Below the search bar, there are tabs for All, Shopping, Images, Maps, News, and More. The results are divided into two main sections: "Paid search results - ads" and "Organic search results".

**Paid search results - ads:** This section displays a grid of shoe products from various brands like Bared, Albirds, Veja, CATIBA PRO, Django & Juliette, Australian Shepherd, and Bared Footwear. Each product listing includes an image, the brand name, the product name, the price, and the delivery status (Free delivery). Some listings also show a "SALE" tag and a star rating.

**Paid search results - ads:** This section displays two promotional ads. The first ad is for "Buy Women's Shoes Online Australia - The ICONIC" and features a discount offer: "Spend \$50 & Save 25%\*" and "Shop Women's Sneakers". The second ad is for "Shoes | Buy Women's Shoes Online Australia - THE ICONIC" and features a discount offer: "12715 items — Browse and purchase the latest range of women's shoes online from THE ICONIC. Free and fast delivery to Australia and New Zealand available."

**Organic search results:** This section displays two organic search results. The first result is for "Shoes | Buy Women's Shoes Online Australia - THE ICONIC" and features a discount offer: "12715 items — Browse and purchase the latest range of women's shoes online from THE ICONIC. Free and fast delivery to Australia and New Zealand available." The second result is for "Women's Shoes | Buy Women's Shoes Online" and features a discount offer: "Discover everyday luxury at Wittner's official online shoe store. With our Buy Now, Pay Later options and fast Free Delivery on orders over \$130, you can enjoy ..."

### Why do you need paid search?

Essentially, you need paid search advertising because your customers are looking for your business and your products or services on search engines. You need to make sure you're there to be found.

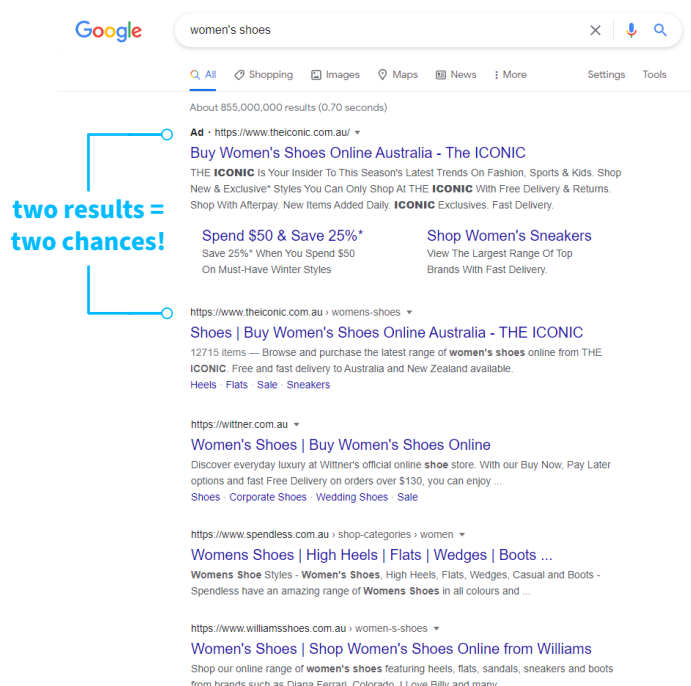
The average person conducts three to four Google searches a day; it's estimated Google processes **100 billion searches per month**. We're mostly dealing with Google here because they have 92% of the global market share of searches. Also, if you learn Google's ad infrastructure, you'll be able to learn other search engines like Bing.



Most searchers (70%) click on organic results. But the 30% who do click on ads are often top quality conversion prospects, since they're browsing for the very thing you're advertising. "Red hot leads", your salesfolk might say! That makes paid search a key part of any digital marketing strategy.

Paid and organic social media work best when done together. Similarly, deploying paid search ads to drive people to your business website is best done alongside optimizing organic search results for your business.

If your website doesn't rank well organically, good paid ads can put you on **page one** for potential customers. But if your website does rank well organically, and your paid ads are on top of the search results, there's a greater chance people will visit your website.



## Types of ads in paid search

### Text ads on SERPs

This is the most common form of paid search ad. These ads can appear above, below or alongside organic search results, and they'll always be identified as ads somewhere in the listing. Usually you'll pay for these ads when users click them, see them, or directly engage with phone numbers in them. Similar to social media ads, they work on a bidding system: the higher you'd like to appear on the page, the more you'll typically pay, and competition drives prices higher. Targeting and optimization are available (and encouraged!).



### Shopping ads on SERPs (PLAs/Product Listing Ads)



These ads are perfect for those who have products to sell. Like text ads, they work based on keywords, but they also take up a lot of screen real estate, and often return lower cost-per-conversion (CPC) rates than regular text ads, meaning it costs less to get a sale. You do have to adhere to Google Shopping's strict rules and systems for inventory, though, much like setting up a shop page connected to your business' Facebook or Instagram pages.

### Display ads on partner websites

Both Google and Bing have networks of partner and affiliate websites where advertising is managed via your Google Ads or Microsoft Advertising account. These can be "display" ads, where you can design text, image or video ads to be displayed on these partner websites, or even responsive "native" ads, where they'll blend into the website's content, automatically adjusting themselves to suit the surrounding ad space. You can also drive people on mobile to download apps, connecting directly to app download pages.



# 04

## Getting down to business in Paid Social

## Chapter 4: Getting down to business in Paid Social

### The funnel and how to use it in paid social media

When you start building ads on social media for the first time, the first question you'll face is:

“

**What is your objective?**

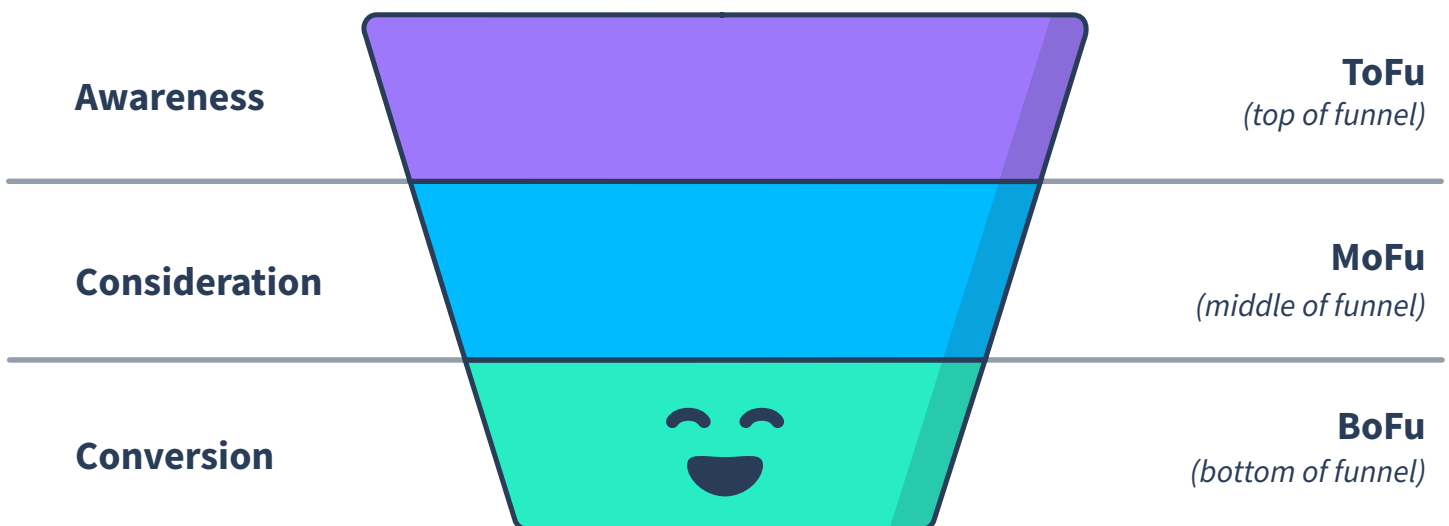


”

The choice you make will affect your ad options, your campaigns, your results and your reports, so you should be strategic. Often you'll find there are three broad categories that objectives fall under. They represent the stages that a customer is expected to pass through – from being completely unaware of your brand, to being interested, to purchasing.

This is the customer journey, often depicted by our old friend the digital funnel below. You'll typically find the stages of the customer journey referred to as:

- ✓ **ToFu** (**T**op of **F**unnel or Awareness) objectives - generating awareness
- ✓ **MoFu** (**M**iddle of **F**unnel or Consideration) objectives - generating interest
- ✓ **BoFu** (**B**ottom of **F**unnel or Conversion) objectives - getting a sale

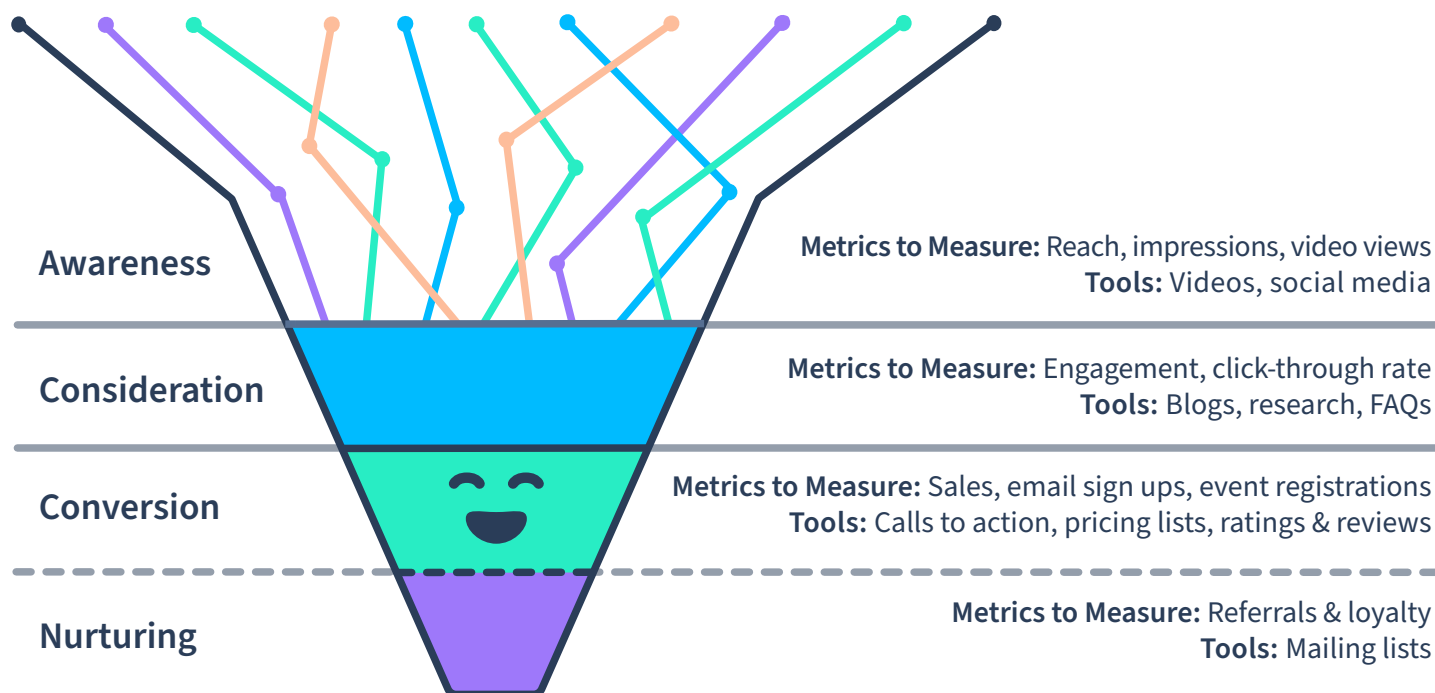


### How to use the funnel to map your ads

Each stage in the funnel relates to different metrics, and uses different tools to accomplish its objectives. For example, if your brand or business is looking for new customers, you might be interested in ToFu objectives that will increase awareness. You want your ads to generate more followers, more reach and impressions, and more video views, all in the hopes of showing off your business and products to new people.

Imagine you can literally funnel a potential customer from the top to the bottom of the funnel, from complete ignorance of your business to a purchasing customer, using ads and content to push or lure them from one stage to the next. You can map your ads to that journey using the funnel and therefore create campaigns that are much more effective and organized, with each ad having a defined purpose.

Here's another more detailed graphic to help you pin down the specifics of each stage of the funnel. We've also included some info about nurturing – the bonus stage that comes after a customer purchases from you. After all, you want your existing customers to come back or tell their friends!



## Targeting in paid social media

When it comes to ad campaigns on social media platforms, there are two awesome ways to stand out in the crowded arena of people's feeds: **creativity** and **relevancy**. Kick-ass content creators will help you with the first. The best way to achieve relevance, on the other hand, is with social media targeting.

Most social media ads these days are delivered alongside the option to block it because “this isn't relevant to me”. In order to ensure that this never happens to your ads, make the most of the targeting options available to you when you're ready to publish your wonderfully creative ads.

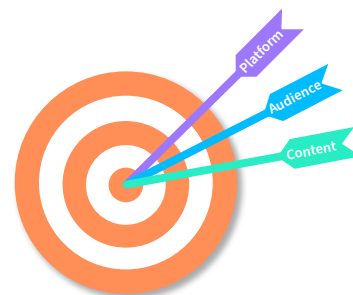
Social media networks give you a range of methods to customize who sees your ads. You can use demographics, interests, or online behaviors to target specific social media users who display those characteristics. (There are also more advanced options that involve predictive analytics, machine learning and retargeting tools!)

As you can see, the key to a good targeting strategy is data. Luckily, social media platforms store a lot of data and make it available to you to use, and give you the chance to incorporate your own data sources as well. That makes it easier than ever to ensure an ad is seen by people most likely to convert.

## Tips on picking the right targeting options

Firstly, identify your existing customers and talk to them via feedback, surveys or research meetings. Find out where they're active on social media, what they are looking for (information, news, entertainment), and what they need from you and your company. Use this to help inform:

- ✓ Your best social media platform/s to advertise on (based on where your customers are)
- ✓ Your initial targeting (based on customer demographics and interests)
- ✓ Your content and your messaging (based on what your customers need and are looking for)



Your existing customer base will help you identify your starting target market and therefore your best targeting options. As you earn new customers, you can adjust and optimize to draw in more new customers, or even change up your strategies as you find out what works and what doesn't.

## Top strategies in paid social media

A paid social media campaign is a series of ads designed and scheduled to maximize your social media advertising results in achieving a certain goal or objective. These ads should be mapped to the funnel and they can include sponsored posts, search or display ads, or static, video or interactive social media ads with a paid budget behind them.

A **strategy** is vital for planning how your ads will appear, in what order, on which social media platforms and to which targeted audience. It's your ultimate organizational tool and one of the best ways to optimize your ROI, because you should be able to see where you're lacking or falling behind based on which tactics fail to deliver results.

Here's our **secret sauce** strategy – from zero to flourishing campaign in 8 steps.



1. Start with your objective – what you want from your ad/s.
2. Research your audience and your competitor activity in detail. Learn what works.
3. Pick the right social media platform/s to advertise on.
4. Choose the number of ads and ad format/s to appeal to your audience.
5. Map your ad/s to the funnel to ensure you're covering the whole customer journey.
6. Research and design the best creative for your audience and objective.
7. Implement your ad campaign:
  - a. Deploy retargeting tools to collect audience data **before there is data to collect**.
  - b. Apply the right targeting options to reach the right audience.
  - c. Set your budget.
  - d. Double-check all creative, copy, URLs and descriptions are correct.
  - e. Go!
8. Analyze and optimize:
  - a. Use in-platform analytics and additional tools to measure your chosen metrics.
  - b. A/B test to unearth the best version of ads.
  - c. Use auto-optimization tools until you learn what you're looking for.
  - d. Keep your reporting up to date - real time reports are best!

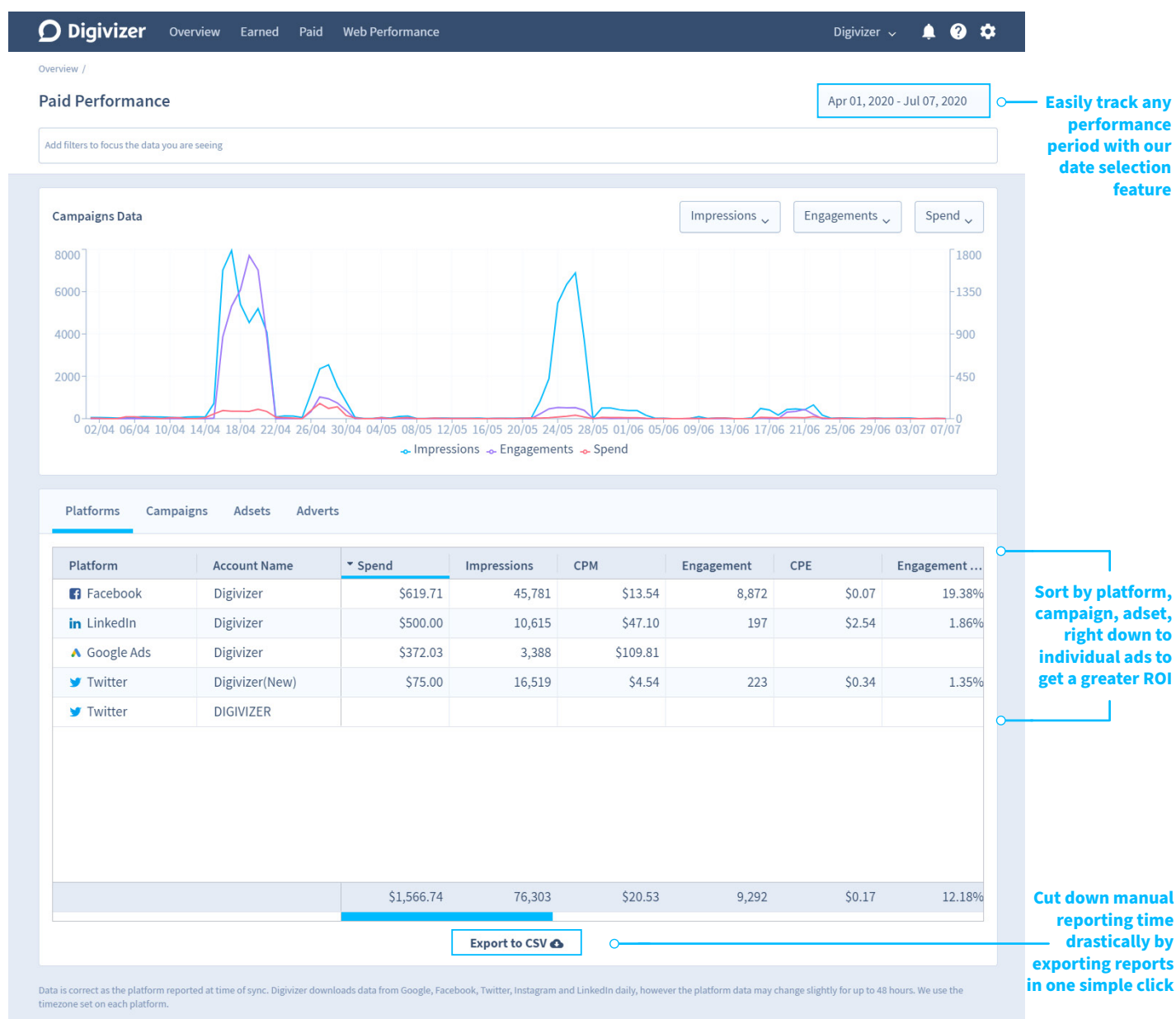
## Optimizing and measuring paid social media

When you're buried in the day-to-day of creating and managing your business' social media accounts, time can get away from you! But daily optimization and overall reporting on advertising campaigns are both super-important – and valuable.

### Why restart when you can fix things and improve on the fly?

Real time results are constantly available to help you track your ad performance, to reflect on your strategy and what you can do better. And of course, you can use real data to prove (to yourself, your manager, your boss or your client) that social media advertising really does help you and/or your business meet its goals and generate a great return on investment.

Once your ad campaigns are live, you shouldn't leave them unattended. Every day you'll have new results and data to take in and consider, and you can make adjustments to make them even better without starting the whole process over again. What's more, doing so daily means you can adjust in time to make a difference. To see apples-to-apples comparisons of what drives your best cost-per-outcome, use a tool like Digivizer for a complete picture of your campaign performance.





## Platform examples to get you started

There are a lot of factors that can influence the success of your ads. Seasonality, world events, time of day, competition entering and exiting the market, effective creative, social media platform changes, audience targeting, and of course, budget – all of these can cause fluctuations in your cost-per-click (CPC) or any other metric you're watching for specific results.

Some campaigns and platforms require more management and investment than others. Complex campaigns on Facebook, for example, might require hours of daily work inspecting variables and projecting calculations to find the right mix of ads to run to the right people. Facebook Ad Manager offers this view of Performance, Demographics, Placement and Delivery insights.



Other platforms like Reddit or YouTube can take longer to show trends in results. But without time spent analyzing and exploring all the results available to you, it'll be impossible to know what you can fix right now, or do better next time. If you do stay on top of your ad trends and performance, the insights you gain can drive impressive results.

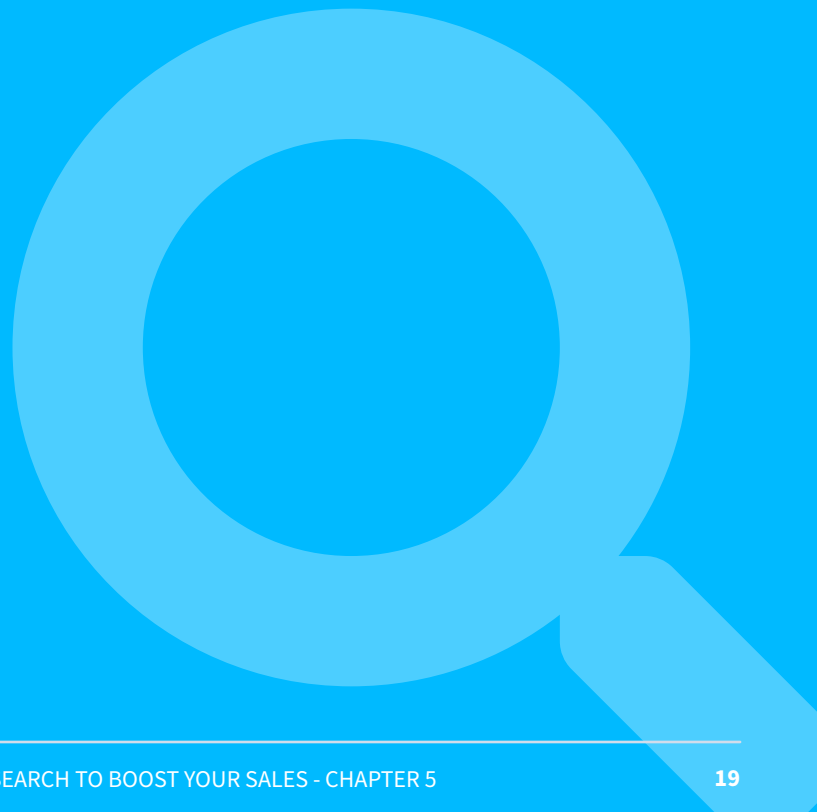
**Greg Leppert** @leppert

The [@epicurious](#) channel is a case study in a brand figuring out Youtube. A year ago they were posting mostly recipes. Avg views: ~5k. The outlier was a "Kids Try 100 years of X" series. Now their entire channel is "try" and "guess" vids and nearly every one breaks mils of views.

The screenshot shows a grid of 20 YouTube video thumbnails from the @epicurious channel. The videos are primarily food-related, including recipes like 'How to Make Hummus Without a Recipe', 'Kids Try 100 Years of Party Food', 'How to Make Onion Ruffe Cake', '4 Levels of Spaghetti & Meatballs: Amateur to Food...', 'Pickle Expert Guesses Cheap vs Expensive Pickles Prices', '50 People Try to Peel a Tomato', 'How to Make Curry Grilled Chicken', 'How to Make General Tso's Chicken', 'Garlic-Cornmeal Cake', '4 Levels of Chocolate Chip Cookies', 'Hill Bacon Expert Guesses Cheap vs Expensive Bacon Prices', and '50 People Try to Make an Ononetto'. Each thumbnail includes a view count and a timestamp, such as '1.5M views · 1 year ago' or '1.5M views · 5 months ago'.

# 05

## Getting down to business in Paid Search





## Chapter 5: Getting down to business in Paid Search

### Top strategies in paid search

A strategy for good paid search might seem simple – find the right keywords and the right ad copy, and your clicks will start rolling in. But there are more factors that can contribute to your success in paid search campaigns. Consider these things to improve your paid search ad strategies:

- ✓ Keyword match types
- ✓ Ad account setup
- ✓ Quality scores
- ✓ Targeting



### Game, set, match! (match type, that is)

Keywords are powerful and versatile tools. When setting your keywords, you have to put yourself in your customers' shoes and consider what they would be searching for, so your ads can be delivered on the right results pages. But keyword match types can help you expand the SERPs your ads appear on.

<b>Broad</b>	your ad will be shown when someone searches for that exact term or synonyms of that term	(e.g. “ladies shoes”, “womens heels”)
<b>Modified Broad</b>	your ad will be shown when someone searches for that term, but in any order	(e.g. “shoes for women”)
<b>Phrase</b>	your ad will be shown when someone searches for that exact term as part of a phrase, with additional words on either side of it	(e.g. “red womens shoes” or “womens shoes shop”)
<b>Exact</b>	your ad will be shown when someone searches that exact term	(e.g. “womens shoes”)
<b>Negative</b>	your ad will not be shown on that results page	(e.g. “mens shoes”)

By default, your keywords are set to broad match. This is a good way to blow your budget quickly with no results. On the other hand, exact matches might not generate enough traffic if your keywords are too specific.

To be more strategic, use broad match and phrase match keywords to drive traffic to your website. Then use Google Ads' Search Terms report or Digivizer's Search Query feature to find the keywords that have driven good traffic and conversions, and finally set those to exact match, because you've seen that they work.

## Set up your ad account with ad groups

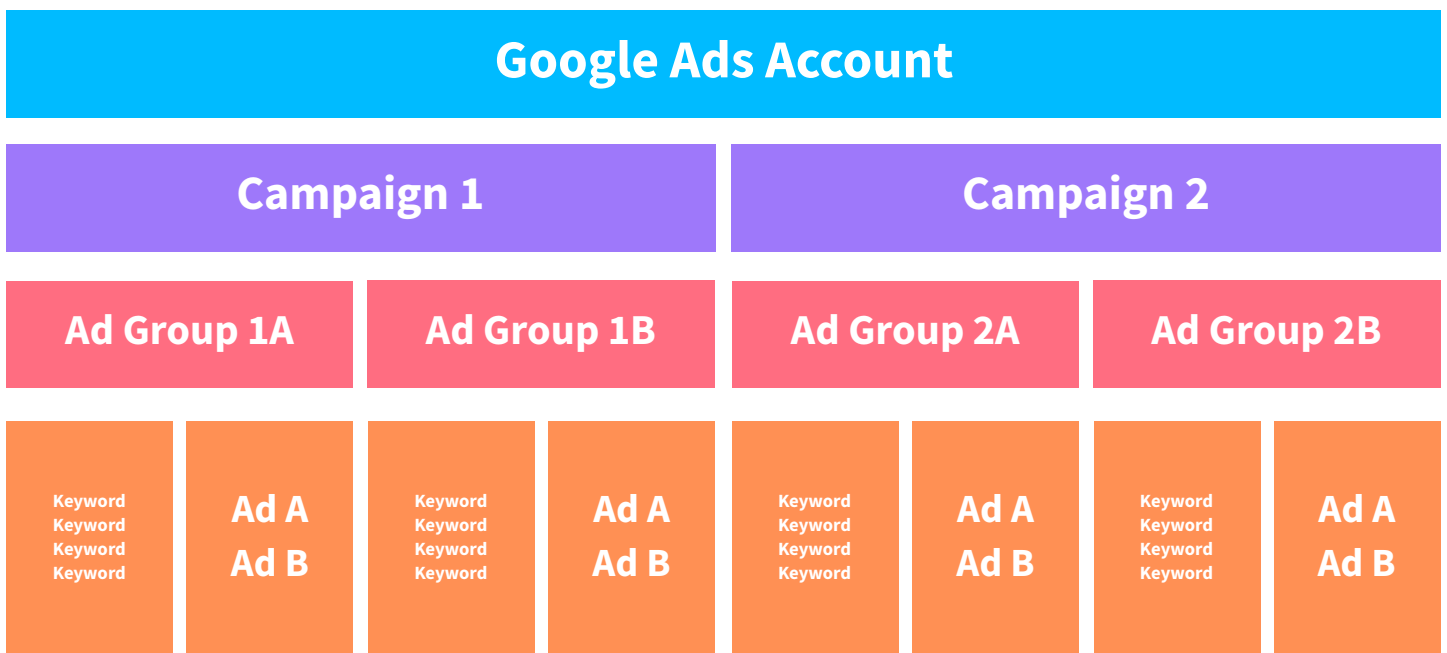
To keep track of your ads and keywords, and increase your efficiency in delivering what may become a huge amount of ads, organization and structure is important. Google Ads offers two levels of structure you can apply to your ad account to organize your ads and keywords.

### Ad groups

You can group keywords together and apply the same relevant ad copy to several keywords. Continuing with our “womens shoes” company, one ad group may incorporate keywords for one particular range of shoes, like “womens white shoes”, “womens running shoes”, “best womens sports shoes”. You can then nominate one relevant ad to target all those keywords.

### Ad campaigns

This structure operates above ad groups. If our theoretical women’s shoe company has a wide range of athletic shoe products, but also a wide range of evening shoes, they can create ad groups for both, and group them under individual campaigns. Importantly, each campaign can have a different daily budget cap according to your business needs, giving you more control over optimization.



## Understanding bidding and the quality score

Paid search operates on an auction system, where the highest bid wins the best placement on the SERP. But the highest bid is not the cost of the placement. Rather, the lowest “winning” bid (the last visible ad on the page) sets the cost of the rest of the placements.

**Example:** two advertisers bid \$2 and \$5 for a keyword. The more expensive bidder wins the first-position placement on the SERP. But the cost of **both** placements is determined by the **cheaper** bid. The second-position ad costs the lower bid of \$2, while the first-position ad costs slightly more (but not necessarily the full value of the \$5 bid they made).

But your bid is not the only factor determining your success. Google Ads also uses a **quality score** system. It assesses how closely your ads relate to your keywords, and how closely both relate to your website content, to ensure you're not directing traffic to irrelevant pages. There are also ad extensions available to increase your quality score and the information you provide searchers.

**Example:** quality scores range from 1 (low quality, irrelevant) to 10 (high quality, very relevant). Using our two advertisers from the first example, the \$5 bid only has a quality score of 3, while the \$2 bid has a quality score of 7. Google may award the higher placement to the \$2 bid because it's way more relevant to searchers.

**To ensure that Google and other search engines display your ads for the least amount of money possible, make sure your keywords, ad copy and website content relate to each other closely!**



## Targeting in paid search

Similar to social media, advertisers can target their search ads at particular searchers based on their location, time of day, and device, and also some demographic factors like age and gender. This is more restrictive than the targeting options offered by social media platforms, but that's the nature of search engine advertising! Your trade-off is that people who are searching for your keywords and seeing your ads are often much more likely to convert than casual social media users.

## Optimizing and measuring paid search




You can choose to set search ads and forget about them, but if you're looking to improve your ROI, then you want to measure and optimize your existing campaigns so you can use your budgets more effectively. Happily, Google is developing new ad technology all the time to help make your campaigns smarter and more efficient:

- ✓ For example, you can take advantage of “responsive ads” to combine best-performing assets like headlines, ad copy, and even visuals like logos and videos across display ads.
- ✓ Your ads can even be personalized to individual searchers if there is remarketing data available. That's called dynamic remarketing.
- ✓ Google also has a “Smart Bidding” tool which gets even smarter when driven by a strategic human thinker.

While machine learning and artificial intelligence will always be great tools to help you optimize your campaigns, there are also things you can do manually to increase the quality of your ads.

## Optimize your ad copy

Your paid search text ads have three aspects and they're each allowed a specific number of characters:

 <p><b>Headlines</b></p> <p>30 characters each, and you can have up to three per ad</p>	 <p><b>Descriptions</b></p> <p>90 characters each, and you can have two per ad</p>	 <p><b>Display URL</b></p> <p>"Paths": 15 characters each, and you can have two per ad separated by a slash /</p>
--	---	--





Test a variety of headlines and descriptions to figure out what encourages the most clicks. Offer incentives and use strong calls-to-action like 'shop now' and 'get instant quote'. Google has set restrictions on many attention-grabbing aspects like capital letters and symbols. Ultimately, it all comes down to the words you choose to use.

## How to measure your paid search efforts

To reflect on what you've done and figure out what you can do better, it's important to measure and report on your campaigns. Real time and long-term periodic results are available to help you understand the performance of your search ad campaigns. You should use both your Google Ads or Microsoft Advertising accounts, and tools that are designed to capture and translate results into insights, like Digivizer.

There are a multitude of metrics available to measure in social media advertising. Paid search is a bit different. There are four critical things to measure in paid search campaigns:

## Four critical metrics in paid search

 <p><b>Impressions</b></p> <p>when your ad is displayed on the keyword SERP</p>	 <p><b>Clicks</b></p> <p>when a searcher clicks on your ad</p>	 <p><b>Conversions</b></p> <p>when a searcher takes the action you nominate on a landing page</p>	 <p><b>Spend</b></p> <p>how much you have spent on your campaign so far</p>
--	---	---	--

Essentially, you want more of the first three metrics, for less spend! You can track the performance of these things more closely to see where you can improve with technical metrics – things like click-through rate, conversion rate, cost-per-conversion, cost-per-acquisition. These advanced metrics involve combining two factors above to see where your strengths and weaknesses lie.

For example, take **ROAS: Return on Ad Spend**. This is a critical metric for businesses investing in advertising and marketing. You need to know how much value you're getting out of every dollar spent. If you spend \$1 on advertising, you want to be getting more than \$1 worth of successful conversions. A ROAS of 5:1 means that for every dollar you spend, you're getting \$5 back in revenue.

There are many ways you can improve your paid search campaigns, as long as you're measuring them and learning how to act on the things you've seen in your results.

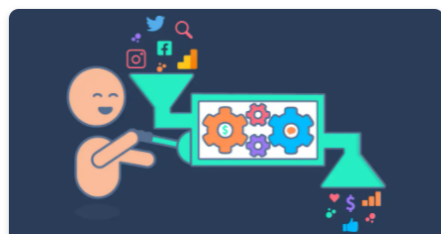
## Conclusion

This guide to social media advertising and search engine advertising will help you connect with your customers and perspectives in easier and more productive ways.

The online world is dynamic: how your marketing programs perform, what your customers and prospects think about your brand, products or services, and whether or not they are ready to engage or buy from you, change every day (even every hour!). The best way to start is to do just that - start! - and then test, learn, improve and change as you go.

The best way to know what to do is to track and measure how customer behaviors and interests, your content, assets and advertising programs perform.

That's where Digivizer can help. If you want to learn more about how to optimize your paid social media and search campaign game, get in touch with us.



Content Marketing, Marketing

### 5 Marketing Levers to Pull in Every Campaign

There are at least five great marketing levers you can pull to refine your digital marketing and advertising campaigns. [...]

[Read more →](#)

March 3, 2021 5 mins read



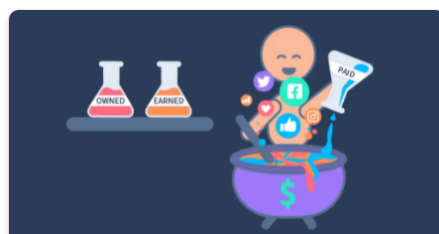
LinkedIn, Social Strategy

### What is LinkedIn's SSI Tool? (And Is It Useful For You)?

LinkedIn has some unique tools other social media doesn't - such as the Social Selling Index (SSI). Learn how to improve your LinkedIn SSI. [...]

[Read more →](#)

February 24, 2021 4 mins read



Marketing, Social Strategy

### What is Paid, Owned and Earned Media?

Paid, owned and earned media are vital components of the marketing mix. Make sure you're across all three as you're planning your strategy. [...]

[Read more →](#)

February 17, 2021 4 mins read

**For more resources head to our blog.**

[LEARN MORE](#)



**Unite your social, web and paid insights in one dashboard for effortless reporting.**

**START YOUR FREE TRIAL**

Best practice makes perfect.  
And the rest we can help with.

Book your free demo today at  
**[digivizer.com](https://digivizer.com)**

