



# Mobile Marketing and PPC

*What SMBs Should Be Doing, NOW!*



A WordStream Guide

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Did you know that just under half of all Internet searches are performed on a mobile device?

That Americans spend more time on their mobile devices than they do eating?

That by next year, mobile Internet use will overtake desktop Internet use?<sup>1</sup>

If you're a retailer, marketer, or small to medium-size business (SMB) owner, you need to know these facts. With mobile search up 200% year over year, you also need to do something about it.

### **Now.**

Many SMBs have avoided mobile marketing in general and pay-per-click (PPC) programs in particular because of the complexity involved. This is largely due to the difficulty in setting up separate campaigns for each device channel — previously considered the best practice — the time required to monitor multiple campaigns, and the inability to accurately measure conversions and return on investment (ROI) from mobile PPC.

However, the process of implementing a comprehensive mobile PPC program has been greatly simplified thanks to Google's newly released *Enhanced Campaigns*. Now businesses of any size and any level of marketing sophistication can reap the rewards of the ever-growing mobile market. Businesses can enjoy the increased revenue driven by mobile PPC without suffering the pain of complex set-up and time-consuming campaign management.

The five major benefits of Enhanced Campaigns are:

- 1. Single campaign/multiple devices** — You no longer have to set up separate campaigns based on device. Now, you can have one campaign for all devices and target your customers through the new bid adjustment feature in the campaign settings.
- 2. User vs. Device Centric Bidding Adjustments** — Through Adword bidding options, you can target customers through User Context — Location, Time, and Search criteria as opposed to Device Context — whether they are using a desktop, smartphone or tablet.
- 3. Responsive Ads** — You no longer have to create separate ads for desktop, tablet, and mobile. When you select “mobile” in “campaign settings” your ad will automatically load in the correct format on any device.

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<sup>1</sup>[Microsoft Tag Infographic](#)

4. **No More Mobile Call Reporting Fees** — Previously, Google offered reporting on mobile so that you could track how many calls were actually being generated from your ad. However there was a charge per call which negatively impacted the adoption of Mobile PPC. With Enhanced Campaigns, that fee has been eliminated making advanced call metrics and reporting available for free.
5. **New Mobile Advertising Conversion Methods** — The old method of relying on a user accessing a “Thank You” page or filling out a form to define a conversion has been replaced by a new “call duration” metric. You can now define the length of call that you feel equals a conversion. Since the “Call to Action” for most mobile searches is to make a phone call, this new conversion metric more accurately measures the ROI of the campaign. Other options being introduced include Offer Extensions and an App Promotion Ad format — across the board, Enhanced Campaigns is about increasing mobile adoption through conversion success.

Even with the increased benefits and overall simplification of the process through Enhanced Campaigns, getting started can still feel intimidating. This guide will help walk you through the steps needed to set up an effective mobile PPC program and get you in front of more of your target prospects, exactly when they’re looking for you.

## Seven Steps to Mobile PPC

### 1. Set Clear Goals

If you don’t know where you’re going, any road will get you there. That’s a familiar refrain, but particularly appropriate when it comes to setting up a PPC campaign. Because of the results-driven nature of PPC, deciding on and documenting the goals of your mobile PPC campaign is crucial.

Your overall business strategy will guide you in establishing your goals. Some examples are increasing clicks, improving click conversions, enhancing click-through rates, or decreasing cart abandonment. Your goals might also focus on specific customer engagement metrics such as generating more calls or map look-ups. Whichever you choose, you should always strive to establish SMART goals — Specific, Measurable, Achievable, Realistic, Timely.

During this phase, you also establish your budget. Once you set your goals, determine the dollar value to your company. This will determine how much you are willing to invest to achieve them. The value of reaching your goals compared to the investment cost required to get there establishes the ROI of your campaign.

#### Set SMART Goals:

Specific  
Measurable  
Achievable  
Realistic  
Timely

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## 2. Define Your Target Audience

A simple way to define your audience is to employ the traditional journalist's technique of "5 W's": the Who, What, When, Where and Why of your target market. Advertisers should also consider user context — a unique factor introduced by mobile devices which is defined as the time, location and device from which the search is conducted. The offer you present, or experience you'll choose to create will vary based on user context.

- **Who** are your prospects and customers (including age, gender, and education level)?
- **What** are they looking for or trying to accomplish? **What** are their purchasing habits and interests?
- **When** are they likely to be online?
- **Where** are they — both physically and online? This will determine how you reach them geographically or through specific targeted online networks.
- **Why** would they be looking for your product or service? **Why** would you be the best choice to fulfill their needs?

## 3. Determine Your Keywords

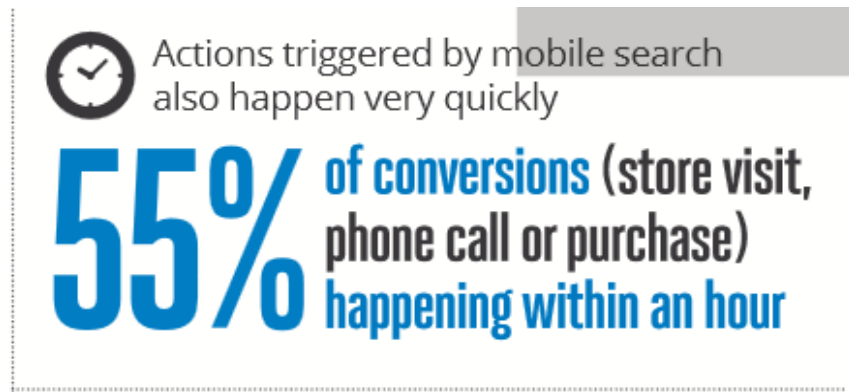
The heart of your mobile campaign, like any other type of PPC campaign, consists of the keywords and key phrases on which you choose to bid. Refer back to your target audience and ask the simple question: What will they be typing into the search engine on their mobile device when looking for my product or service?

Start with core keywords and then move to the more specific "long-tail" key phrases that will allow prospective customers to find you. For example, if you own a sporting goods store, you could start with "sporting goods," then move to "baseball equipment," then to "baseball gloves," then ultimately to "left-handed first basemen's gloves." The more specific the keyword, the more likely you will rank higher in the search results, because these terms are less competitive. They are also less costly and usually more effective, because they show more intent.

- ▼ Free Keyword Tools
    - ▶ **Keyword Suggestion Tool**
    - ▶ Keyword Niche Finder
    - ▶ Keyword Grouper
    - ▶ Negative Keyword Tool

For free keyword suggestions and other keyword research help, visit <http://www.wordstream.com/keywords>

Use broad match keywords that perform well in mobile campaigns since users often mistype their search requests. Action-oriented keywords work best since mobile users tend to be looking to make quick decisions once they get their search results. Google has shown that the time between search and conversion is shorter on mobile devices — **55% of conversions on mobile happen within an hour.**<sup>2</sup>



It's also important to set "negative keywords" – terms your ads won't appear on. Making good use of negative keywords reduces wasted clicks and improves your click through rates.

There are a number of online tools available to help in your keyword search. Your end goal is to ensure that you are bidding on the most effective keywords for your product or service. You'll find several free keyword tools, here <http://www.wordstream.com/keywords> to start your research.

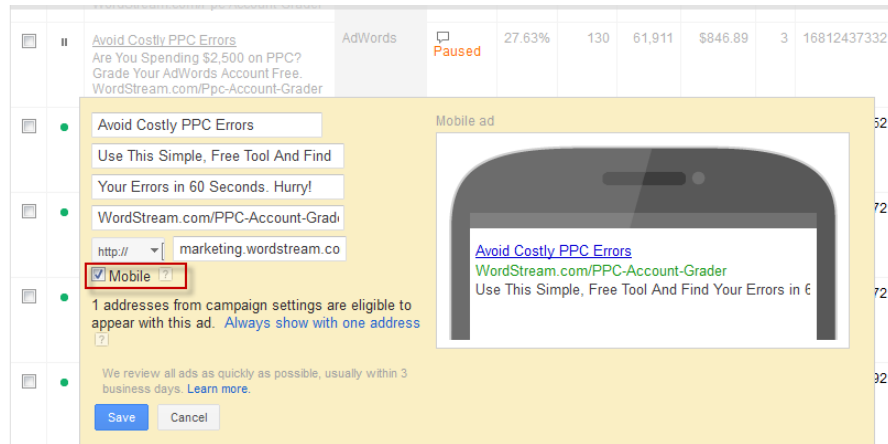
#### 4. Create Your Mobile Ad

When designing your ad, keep in mind that mobile users are very different from desktop users. Mobile users are usually looking to take immediate action rather than simply conducting research, so create your ads accordingly. Include ad extensions with specific calls to action like "Call from your phone" or "Call now," which allows them to act immediately.

Create specific ads that make use of your keyword and speak directly to the mobile user. Simply repurposing a desktop display ad won't be effective.

Remember that space is limited. You can only have 25 characters for the headline, and 35 characters for line 1 and line 2, so writing must be crisp and concise. In this case, less is definitely more.

<sup>2</sup>"Mobile's immediacy effect: Half of mobile search conversions happen in one hour," Google Mobile Ads Blog. <http://googlemobileads.blogspot.com/2013/03/mobiles-immediacy-effect-half-of-mobile.html>



### Use Call Extensions!

On April 13, 2013 Google announced they will no longer allow text ads to include the phone number within the text. You must use a call extension as this will help to track your mobile ROI.

Finally, make an offer in your ad that is relevant, valuable and rewards the mobile user. Call and Location Extensions should be used to provide simple and relevant help to the mobile browser. The goal of your ad is to generate engagement. Give your customer a compelling reason to connect with you.

## 5. Design Your Landing Page



Once your target customer clicks on your ad the objective is conversion. That process begins once they hit your landing page. First impressions matter so make your landing page clean, streamlined and fast loading. The page should mirror your ad so that whatever offer you make is the first thing your customers see when they land. You can have separate landing pages for each ad group, with different offers on each, ensuring that the message is closely tailored to the keyword.

Your Call To Action must be strong regardless of the type of landing page you develop. “Buy Now” is the most obvious choice but you can also use phrases like “Order Today,” “Get Directions” or “Call Now” — the idea is to tell the user what they’ll accomplish when they click. Whichever you use, include large, easy-to-click buttons to make it simple for your prospect to engage. Remember to include your address and phone number. If you can, avoid making your prospects fill out forms on mobile. That slows down the experience and encourages site abandonment. Instead drive them

to a “click to call” action. However, if your offer and goals require a form, put your editorial hat on and cut any fields that aren’t critical to your sales process at this initial stage. Remember — you can always collect more information later.

## 6. Establish Campaign Settings

The three main decisions when setting up your campaign are determining your keyword bidding strategy, selecting your ad extensions and setting up your dayparting strategy.

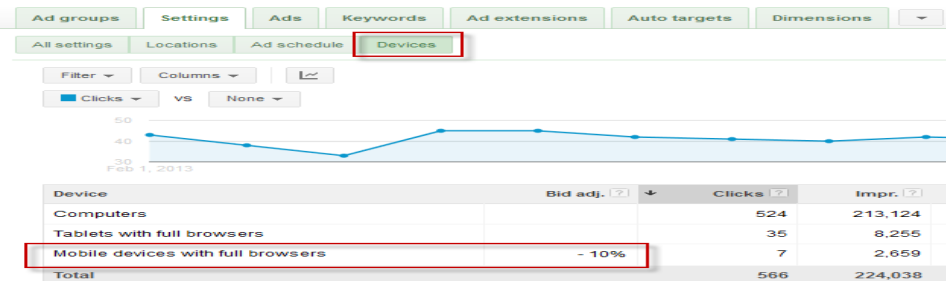
### Bidding Strategy

In mobile search, only the top two results appear so it is critical that you show up in one of those two slots.

The biggest difference in bid adjustment for mobile, which is being introduced with Enhanced Campaigns, is that you cannot set keyword level bid adjustments. Rather, you set your bid at the campaign level and then apply a mobile bid adjustment factor for all of the keywords. So, your campaign level bid is essentially your desktop and tablet bid, and then you decide whether or not you want to bid more or less on mobile phones using the mobile adjustment factor (-100% to +300%) which multiplies the campaign level bid by that amount.

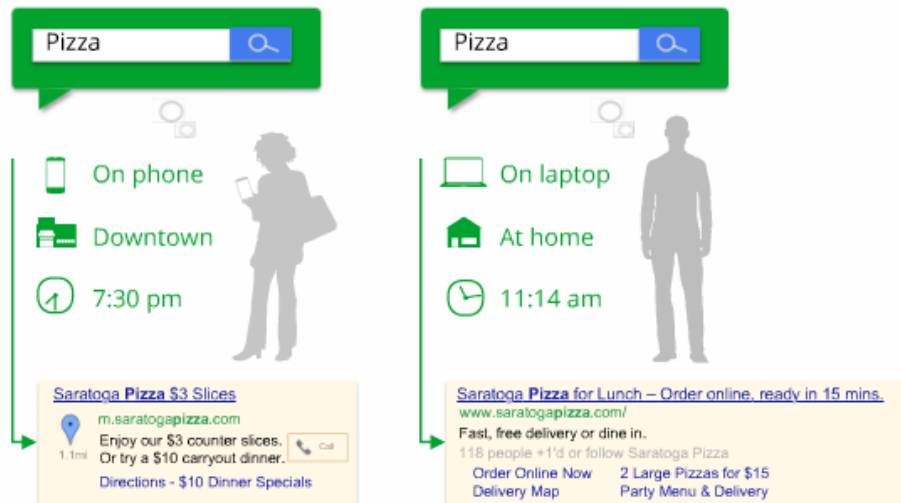
So, to “turn off” mobile search, you’d set the mobile bid adjustment factor to -100%. To “turn off” desktop, set your mobile bid to +300%. (note, Google does not guarantee complete elimination of device type — this is the closest proxy.)

There is currently less competition for mobile keywords because of marketers’ reluctance to set up separate mobile campaigns. So for now, costs per click are lower and click through rates tend to be higher, making mobile PPC doubly attractive. Costs will likely increase as Enhanced Campaigns lowers the barrier to entry for mobile PPC, but for now take advantage of this value.



### Ad Extensions

This feature makes it easy for your customers to engage with you and help you better understand the value of your campaigns. Ad Extensions allow you to take up more space on the search results page – crowding out your competitors – and provide product images, additional links to your site, and other information that attracts customers and increases click-through rates. Ultimately, Ad Extensions provide better visibility in search results.



These two examples from Google (above) illustrate the power of Enhanced Campaigns. Using new ad extension features, like scheduling for sitelinks, you can feature “dinner specials” in the evening and “lunch specials” in the afternoon. Or, you could schedule the Click to Call extension to show up while your office is open and only if the search originated from a mobile device while the office is open.

There are a number of Ad Extensions you should consider when setting up your mobile campaign.

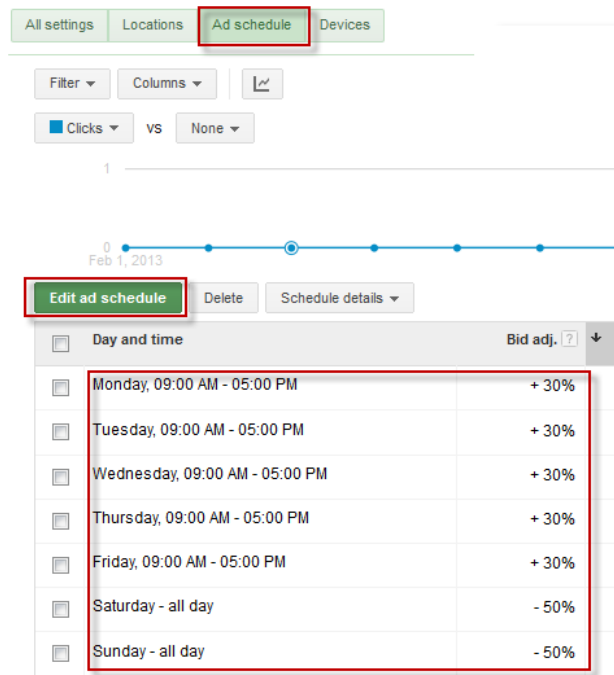
- **Call Extensions** — Embed your phone number so customers can initiate a phone call to you with one click.
- **Location Extensions** — Based on geography, these provide location information to local customers. Combined with call extensions, they raise CTR by an average of 6 – 8%.<sup>3</sup>
- **Product Extensions** — These allow you to link your Google Merchant and AdWords accounts to provide enhanced listings for your products.
- **Sitelinks** — Using sitelinks allows you to include additional links to pages beyond your main destination landing page. They provide more exposure for your ad, offer the ability to highlight different features of your product or service, and increase CTR.
- **Offer Extensions** — This is a quick and easy way for you to enter the world of “deals.” These extensions allow you to attach a clickable coupon, rebate, or discount offer to a standard ad. They provide better trackability of online activity while helping to convert clicks into “brick and mortar” sales.

<sup>3</sup>“Google’s Mobile Ad Strategy: An Interview with Surojit Chatterjee, Head of Global Mobile Search Ads,” by Larry Kim. <http://www.wordstream.com/blog/ws/2013/02/26/google-mobile-ads>



## Dayparting

Another key setting, Dayparting allows you to define when you want your campaign to be active. You can actually shut down your campaign during those times of the day when you find that clicks are not converting into sales. You can also bid differentially based on date and time. So for example, you can increase bids during office hours, then lower bids on the weekend when the office is closed.



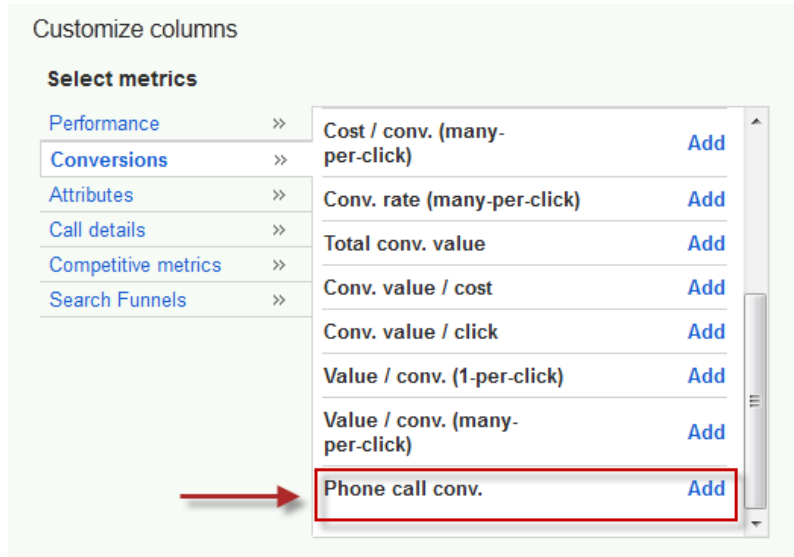
Day and time	Bid adj.
Monday, 09:00 AM - 05:00 PM	+ 30%
Tuesday, 09:00 AM - 05:00 PM	+ 30%
Wednesday, 09:00 AM - 05:00 PM	+ 30%
Thursday, 09:00 AM - 05:00 PM	+ 30%
Friday, 09:00 AM - 05:00 PM	+ 30%
Saturday - all day	- 50%
Sunday - all day	- 50%

Adwords also allows you to set up on/off parameters based on time zones. These settings can save you money while maximizing your click to conversion cycle.

## 7. Analyze and Optimize

Monitoring, managing and optimizing your campaign are important and frequently overlooked steps in the process. There are a number of key metrics that you should be following as your campaign progresses.

- ***New Mobile Advertising Conversion Method*** — As mentioned earlier, with Enhanced Campaigns, you can more accurately track conversions based on call duration as opposed to relying on a user accessing a “Thank You” page or filling out a form. That method under reports conversions since the most likely call-to-action on mobile is a phone call. The new method will allow you to better track ROI.
- ***Keyword Tracking*** — This helps determine which keywords or phrases are driving traffic to your site. Wordstream offers a Keyword Traffic Estimator Tool to help you optimize your campaign through the adjustment of keywords, landing pages, and ads.



- **Web Traffic and Analytics** — Analytics software can help you understand and leverage the data you are collecting by showing you who is finding your site through paid search. The best of these tools not only reports the data but also converts it into actionable tasks to ensure that you benefit from it.
- **Activity, Cost and Value Metrics** — These data points help you determine the overall ROI of the campaign. They include number of unique visits, new contacts, conversions, conversion rates, value per conversion, cost per acquisition, and total value.

This type of in-depth management, while doable for the individual with time and discipline sometimes can drain valuable in-house resources. For that reason, many businesses seek help, either from agencies or software, to manage the various campaigns and ensure that they are maximizing their investment dollars. As your campaign develops using such a partner will help convert all of the data and results you are collecting into actions that will drive a successful optimization program.

Starting a mobile PPC campaign may seem daunting but the benefits can be enormous. Following these steps will enable you to implement a successful campaign that will allow you to capitalize on the exploding mobile market. Remember, there are tools and partners that can help you and there is little doubt that the rewards are worth the effort.

The Mobile Revolution has arrived. Be a part of it.

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## About WordStream

[WordStream Inc.](#) provides search marketing software and services to small and medium-sized businesses that want better results from paid search. WordStream's easy-to-use PPC Advisor software facilitates more effective PPC campaigns by providing a customized workflow, the 20-Minute PPC Work Week, to help advertisers increase relevance across Google, Bing, and Yahoo and get expert-level results in a fraction of the time. Whether you're new to search marketing or are an experienced PPC manager, WordStream's PPC management software can provide the boost you need to grow your business and drive better results

