How to Get the Most From Pay Per Click Marketing

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Outbound Marketing

Inbound Marketing

Blog

TechCrunch

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Social Media

facebook

twitter

LinkedIn

delicious
social bookmarking

digg

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Rethinking Marketing

Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

Interruption

Inbound Marketing

- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools/trials
- Public Relations

Permission

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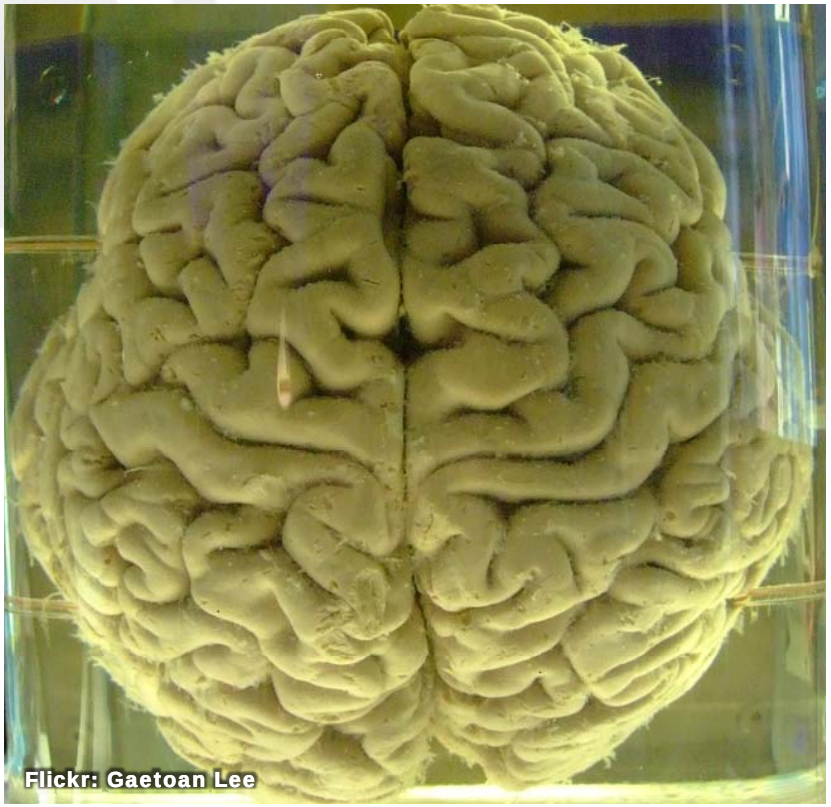
Budget vs. Brains

Flickr: Refracted Moments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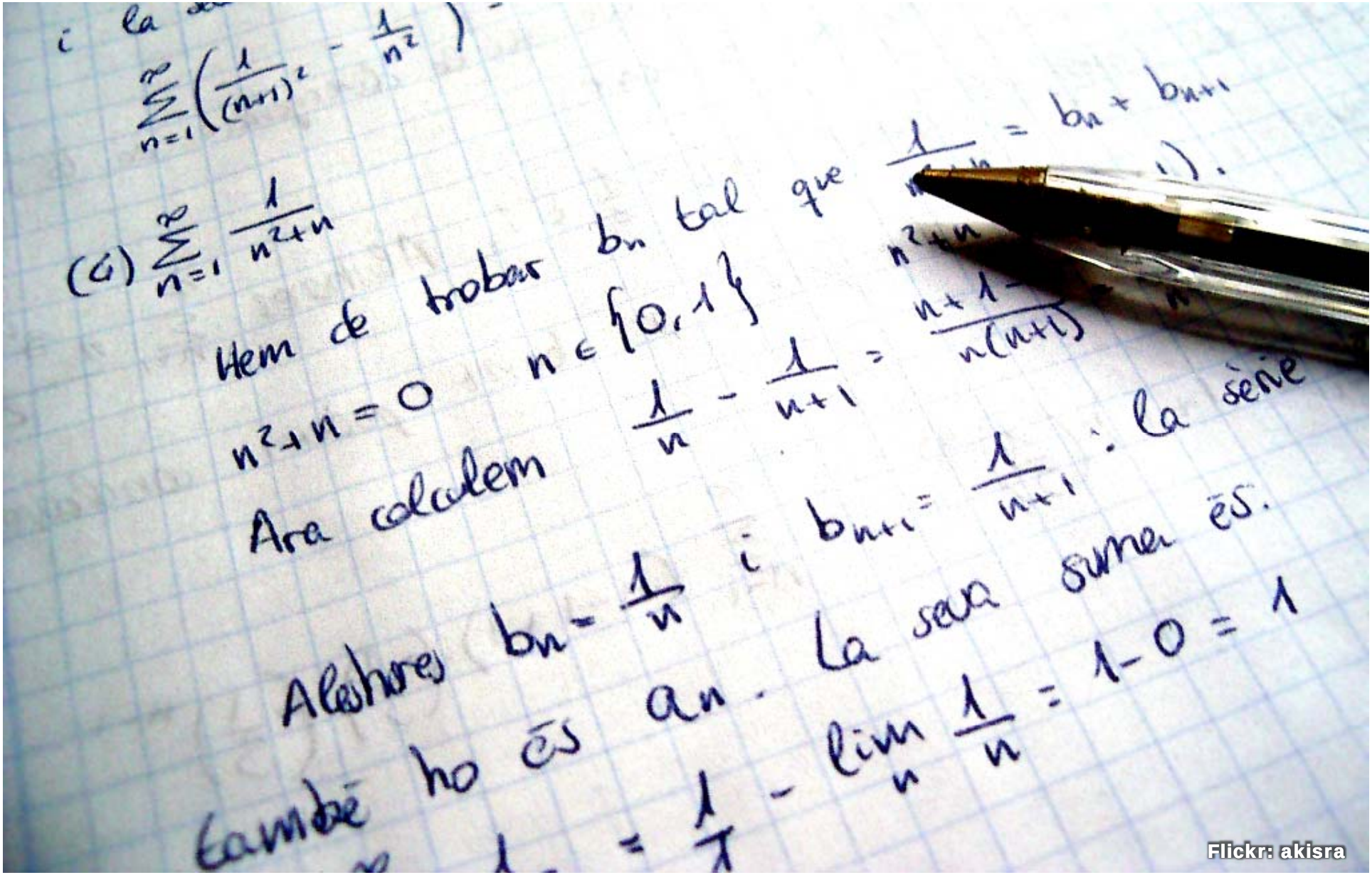
PPC & Inbound Marketing

Caution: MATH



Is PPC Inbound Marketing?

YES

- Not interruptive
- Permission based
- Leverages search

NO

- Not building long term asset
- Expensive
- Not a sustainable business advantage

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PPC vs. SEO

PPC = Liposuction

- Fast & Easy
- Expensive & Temporary

SEO = Working Out

- More Time and Effort
- Less $ & Long Lasting

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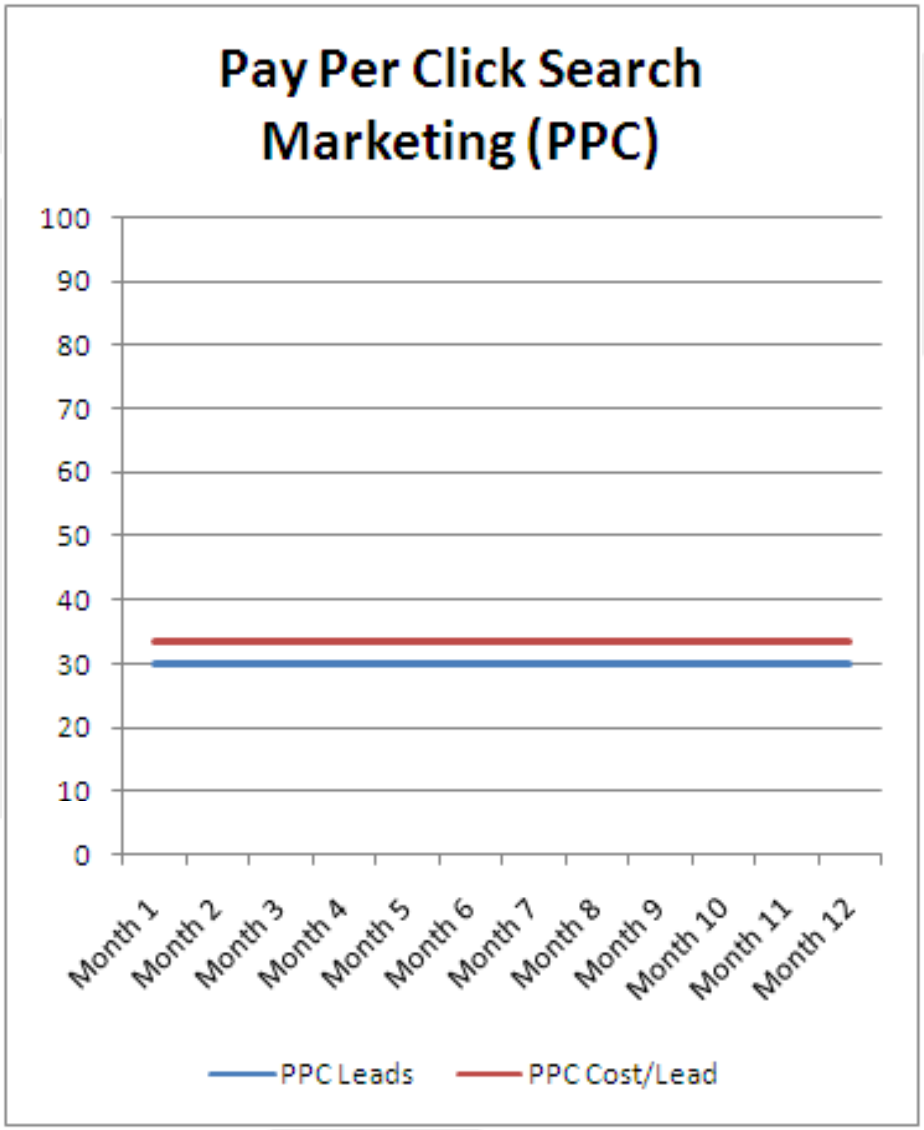
PPC Math

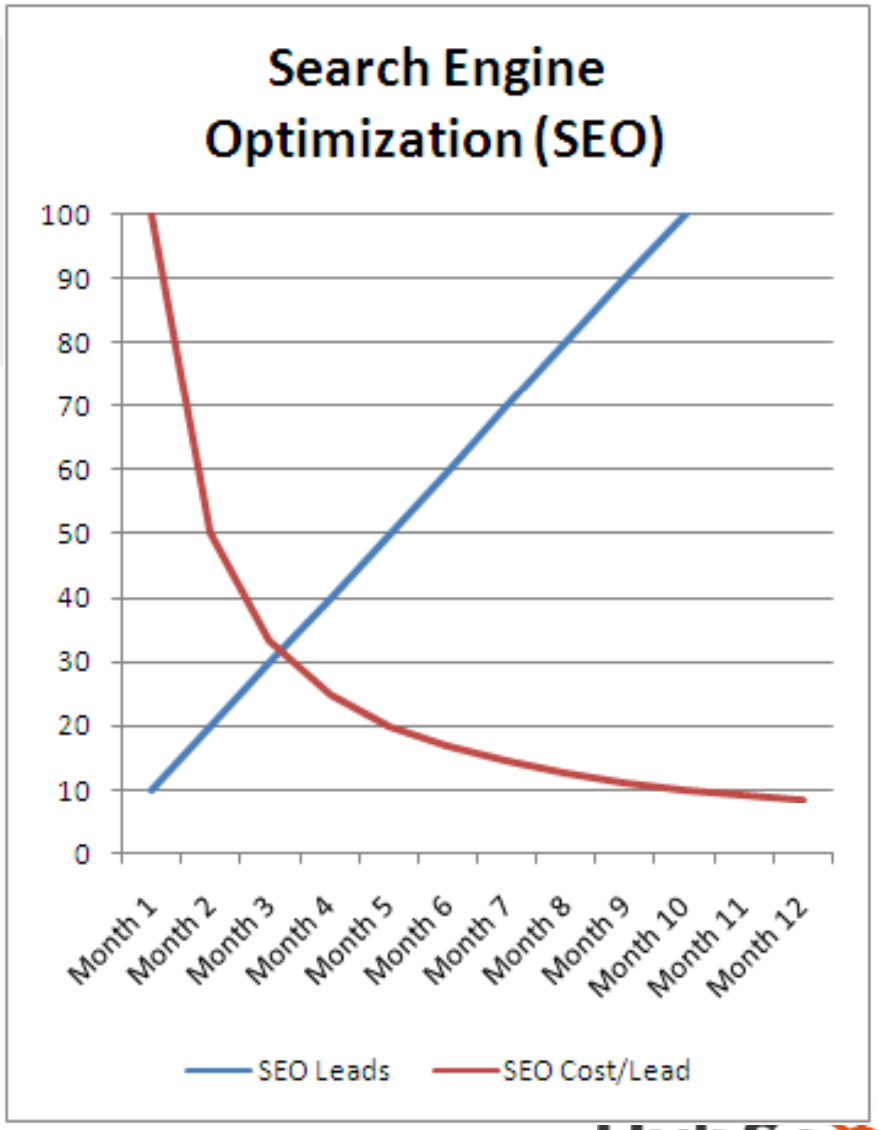
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
Cost	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$12,000
Leads	30	30	30	30	30	30	30	30	30	30	30	30	360
Total Leads	30	30	30	30	30	30	30	30	30	30	30	30	**360**
Cost/Lead	$33.33	$33.33	$33.33	$33.33	$33.33	$33.33	$33.33	$33.33	$33.33	$33.33	$33.33	$33.33	**$33.33**

SEO Math

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total
Cost	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$12,000
Article 1 Leads	10	10	10	10	10	10	10	10	10	10	10	10	120
Article 2 Leads		10	10	10	10	10	10	10	10	10	10	10	110
Article 3 Leads			10	10	10	10	10	10	10	10	10	10	100
Article 4 Leads				10	10	10	10	10	10	10	10	10	90
Article 5 Leads					10	10	10	10	10	10	10	10	80
Article 6 Leads						10	10	10	10	10	10	10	70
Article 7 Leads							10	10	10	10	10	10	60
Article 8 Leads								10	10	10	10	10	50
Article 9 Leads									10	10	10	10	40
Article 10 Leads										10	10	10	30
Article 11 Leads											10	10	20
Article 12 Leads												10	10
Total Leads	10	20	30	40	50	60	70	80	90	100	110	120	**780**
Cost/Lead	$100	$50	$33	$25	$20	$17	$14	$13	$11	$10	$9	$8	**$15.38**

PPC vs. SEO





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PPC's Place in Inbound Marketing

- Fast feedback
  - Don't get addicted!
- Test conversions by keywords
- Promote short term events
- Test new products / markets

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PPC Overview & Tips

The PPC Lead Generation Process

1. Ad Impressions

   x [Click Through Rate (CTR)] =

2. Clicks (website visitors)

   x [Conversion Rate] =

3. Leads

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PPC Math Tutorial

	Scenario 1:	Scenario 2:	Scenario 3:	Scenario 4:
	Good CTR, Bad Conversion	Bad CTR, Good Conversion	Good Performance	Great Performance
Impressions	10,000	10,000	10,000	10,000
Clicks	150	62	150	200
Click Through Rate (CTR)	**1.50%**	**0.62%**	**1.50%**	**2.00%**
Cost Per Click	$10	$10	$10	$10
Website Visitors	132	53	132	181
Lost Clicks	18	9	18	19
Leads	4	6	15	30
Conversion Rate	**3.03%**	**11.32%**	**11.36%**	**16.57%**
Cost Per Lead	$375	$103	$100	$67

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How Much to Bid

- Bid as much as you can afford, based on your **value per lead**.

- There are a bunch of more advanced bidding strategies that we will ***not*** discuss today.

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Getting More Out of PPC

1. Click Through Rate (CTR)
   - Your Ads

2. Conversion Rate
   - Your Landing Page

3. Interactions among keywords, ads and landing pages

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Testing Different Ads

- Use keywords in the ads
  - Dynamic keyword insertion
- Put together ads from component pieces
- Test certain words like “free” or “download”
- Look at other ads from competitors

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Improving CTR

Variations	Actions	Status ▼	% Served	Clicks	Impr.	CTR	Cost
{KeyWord:Free Marketing Whitepaper} Online Marketing Best Practices 5 Simple Tips to Improve Quickly www.HubSpot.com	Edit	Active	35.3%	39	1,063	3.66%	$232.54
Free Marketing Whitepaper Internet Marketing Best Practices 12 Pages w/Color Charts and Graphs www.HubSpot.com	Edit	Paused	31.0%	32	934	3.42%	$185.88
New Marketing Whitepaper Online Marketing Best Practices 5 Simple Tips to Improve Quickly www.HubSpot.com	Edit	Paused	6.6%	6	199	3.01%	$21.14
Free Marketing Whitepaper Online Marketing Best Practices 5 Simple Tips to Improve Quickly www.HubSpot.com	Edit	Paused	14.4%	8	433	1.84%	$44.37
3 edited or deleted ads			12.7%	11	384	2.86%	$56.12
Total: Text ads on content network			0.0%	0	0	-	$0.00
Total: Text ads on search			100.0%	96	3,013	3.18%	$540.05

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Dynamic Keyword Insertion

Search is for “inbound marketing software”

- {keyword} = “inbound marketing software”
- {**K**eyword} = “**I**nbound marketing software”
- {**K**ey**W**ord} = “**I**nbound **M**arketing **S**oftware”

Use default words

- {KeyWord:The Default Words Go Here}
- Required in case search phrase is really long or there is an error

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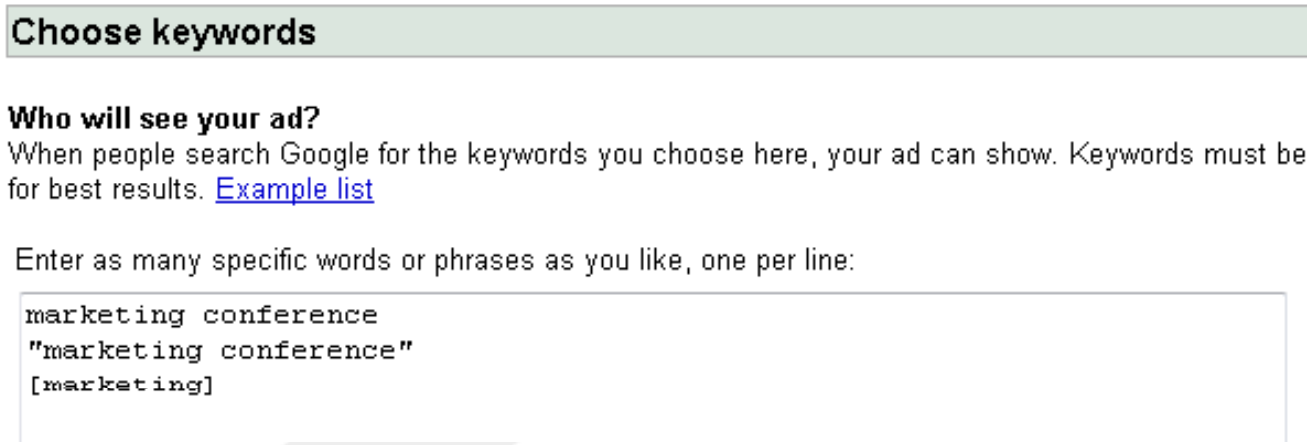
Match Type



- Broad match
  - *"Your ads could also show for singular/plural forms, synonyms, and other relevant variations"*
- Phrase match (enter keyword with quotes)
  - *"…Ad [is] eligible to appear when a user searches [your phrase] with other terms before or after the phrase"*
- Exact match (enter keyword with brackets)
  - *"…Ad [is] eligible to appear when a user searches [your phrase] without any other terms in the query."*

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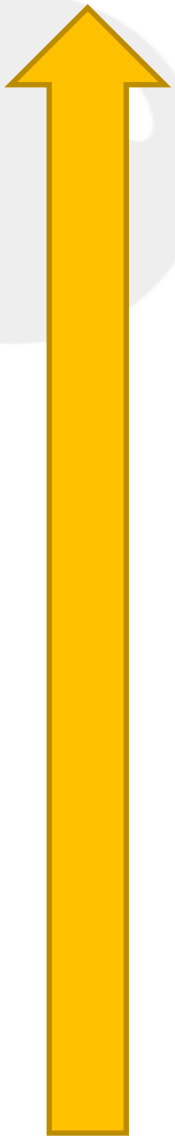
Improving CTR

Variations	CTR
Free Search Engine Kit Powerful SEO Information 5 Simple Tips to Improve Quickly www.HubSpot.com	0.94%
{KeyWord:Free SEO Guide} Search Engine Optimization Info 5 Simple Tips to Improve Quickly www.HubSpot.com	0.90%
Free SEO Kit Powerful Search Engine Information 5 Simple Tips to Improve Quickly www.HubSpot.com	0.83%
{KeyWord:Free SEO Guide} Powerful SEO Information 5 Simple Tips to Improve Quickly www.HubSpot.com	0.80%
{KeyWord:Free SEO Guide} Free Search Engine Optimization Kit 5 Simple Tips w/ eBook and Videos www.HubSpot.com	0.75%
Free SEO Klt + Videos Easy SEO Tips and Tricks + 2 Bonus Video Seminars! www.HubSpot.com	0.55%
Free SEO Information Search Engine Best Practices 5 Simple Tips to Improve Quickly www.HubSpot.com	0.09%



- Iterative process
- Test, refine, repeat

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Getting More Out of PPC

1. Click Through Rate (CTR)
   - Your Ads

2. Conversion Rate
   - Your Landing Page

3. Interactions among keywords, ads and landing pages

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Landing Page Tips

- Keep it simple & short
- Limit navigation
- Must have a form!
- Align it with the keywords and ads
- Make sure conversion tracking is set up

- Free Webinar on Landing Pages
- http://www.hubspot.com/marketing-webinars/optimizing-landing-pages-for-lead-generation-webinar-archive/

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Getting More Out of PPC

1. Click Through Rate (CTR)
   - Your Ads

2. Conversion Rate
   - Your Landing Page

3. Interactions among keywords, ads and landing pages

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State of mind of the searcher

- Keyword Bid: “**Marketing**”
- Keyword Searched: “**Marketing Soft Drinks**”
- Ad Displayed: “**Internet Marketing Kit**”

- Click through is unlikely

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State of mind of the searcher

- Keyword Bid: “**Internet Marketing**”
- Keyword Searched: “**Internet Marketing**”
- Ad Displayed: “**Internet Marketing Kit**”
- Landing Page: “**Branding Webinar**”

- Conversion is unlikely

HubSpot

State of mind of the searcher

- Keyword Bid: "**Internet Marketing**"
- Keyword Searched: "**Internet Marketing Video**"
- Ad Displayed: "**Internet Marketing Kit**" (includes videos and whitepaper)
- Landing Page: "**Internet Marketing Kit**"

- Results: >1% CTR and >15% Conversion

HubSpot

Everything Works Together

- Small, focused groups of words
  - More phrases than single words
  - Use negative words (e.g., “- free”)
  - Consider using Phrase Match or Exact Match
- Focused, specific ads that fit with keywords
  - Test dynamic keyword insertion
- Focused, specific landing pages that fit with ads

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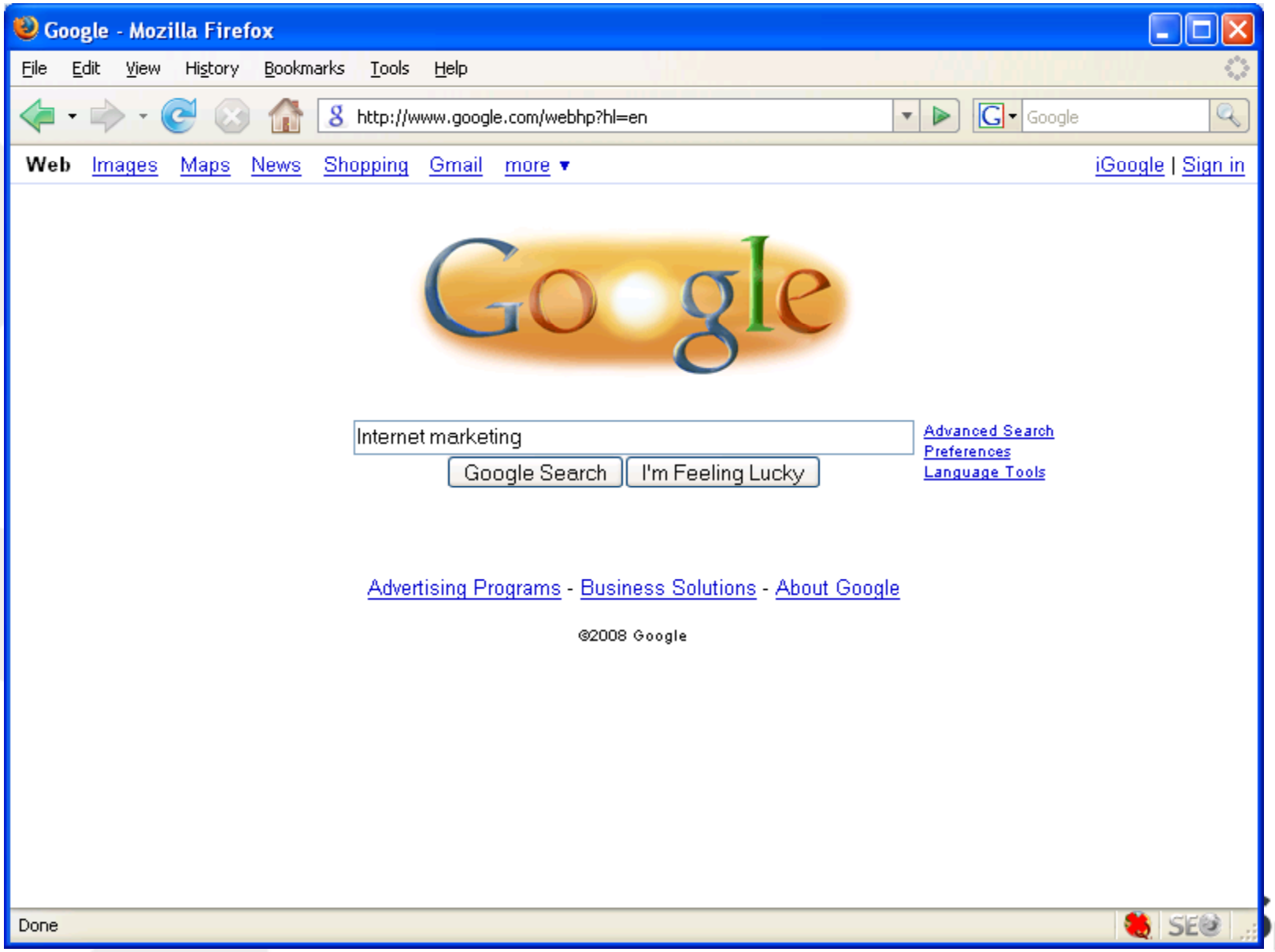
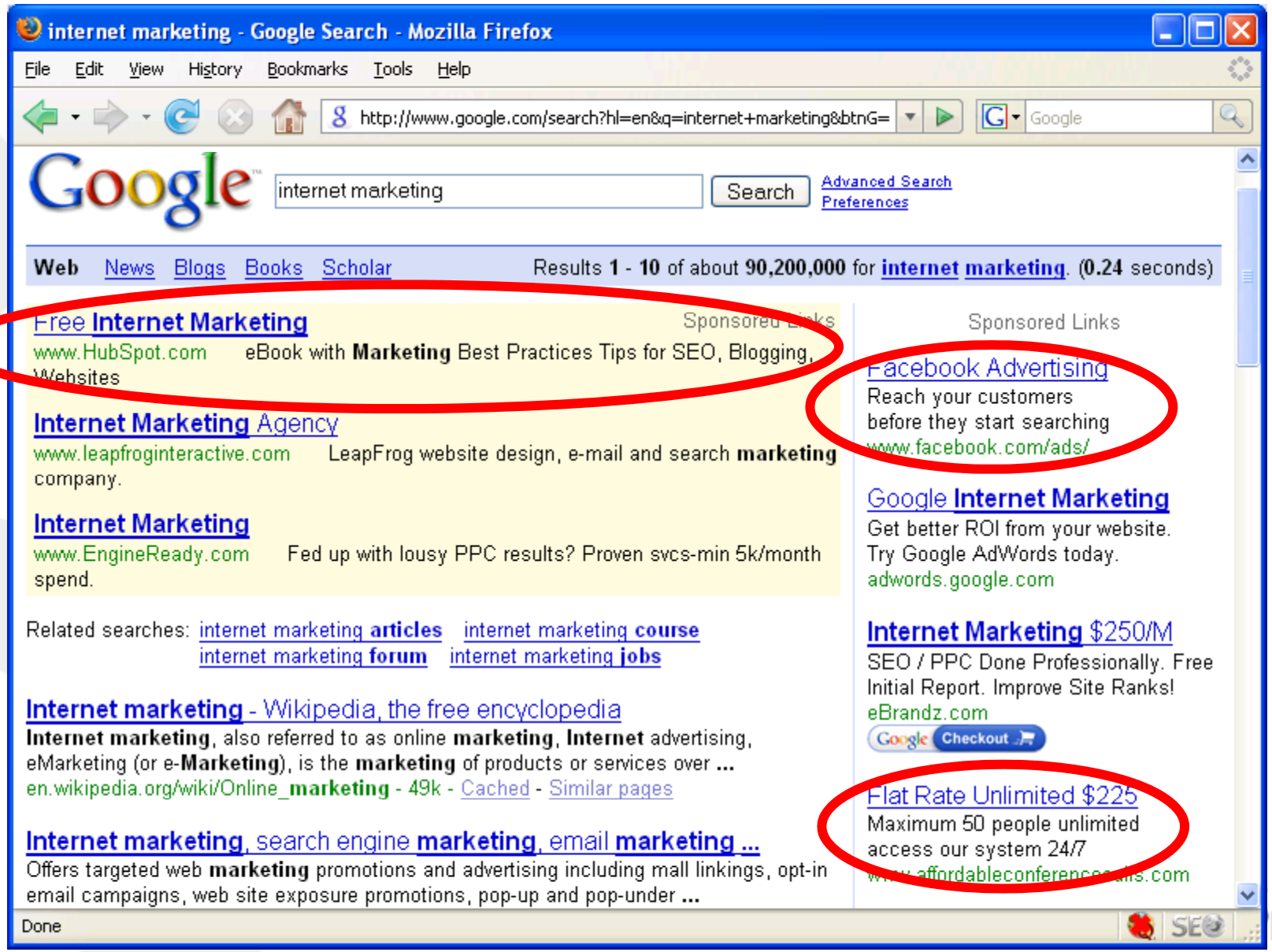
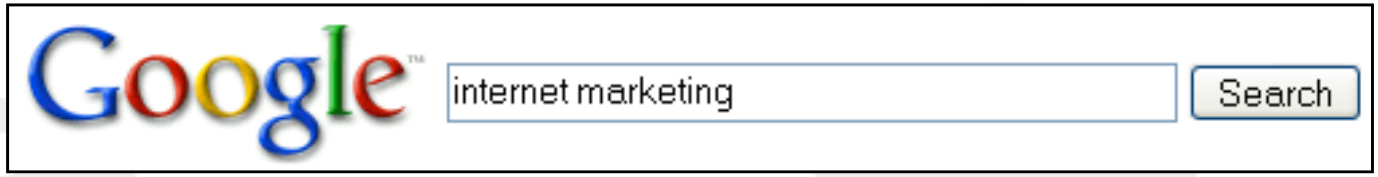
State of mind of the searcher

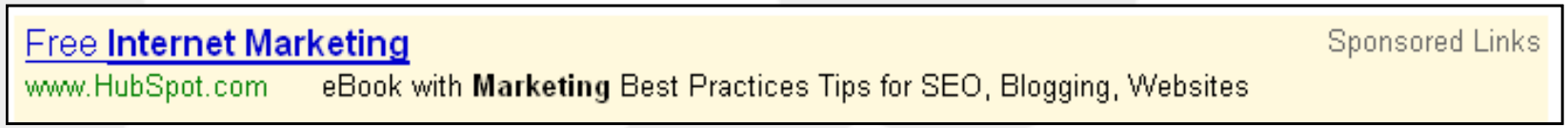


State of mind of the searcher



Everything Works Together





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Break It Down & Get Specific

- Low ROI
  - Bid on a few very high volume words using generic ads and send traffic to your homepage

- High ROI
  - More Ad Groups
  - More keywords, but broken into lots of small groups of keywords
  - More targeted ads, with offer and language
  - More landing pages, targeted toward the keywords, ads and offer

HubSpot

Thank You!

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Mike Volpe
VP Inbound Marketing

Twitter: **@mvolpe**

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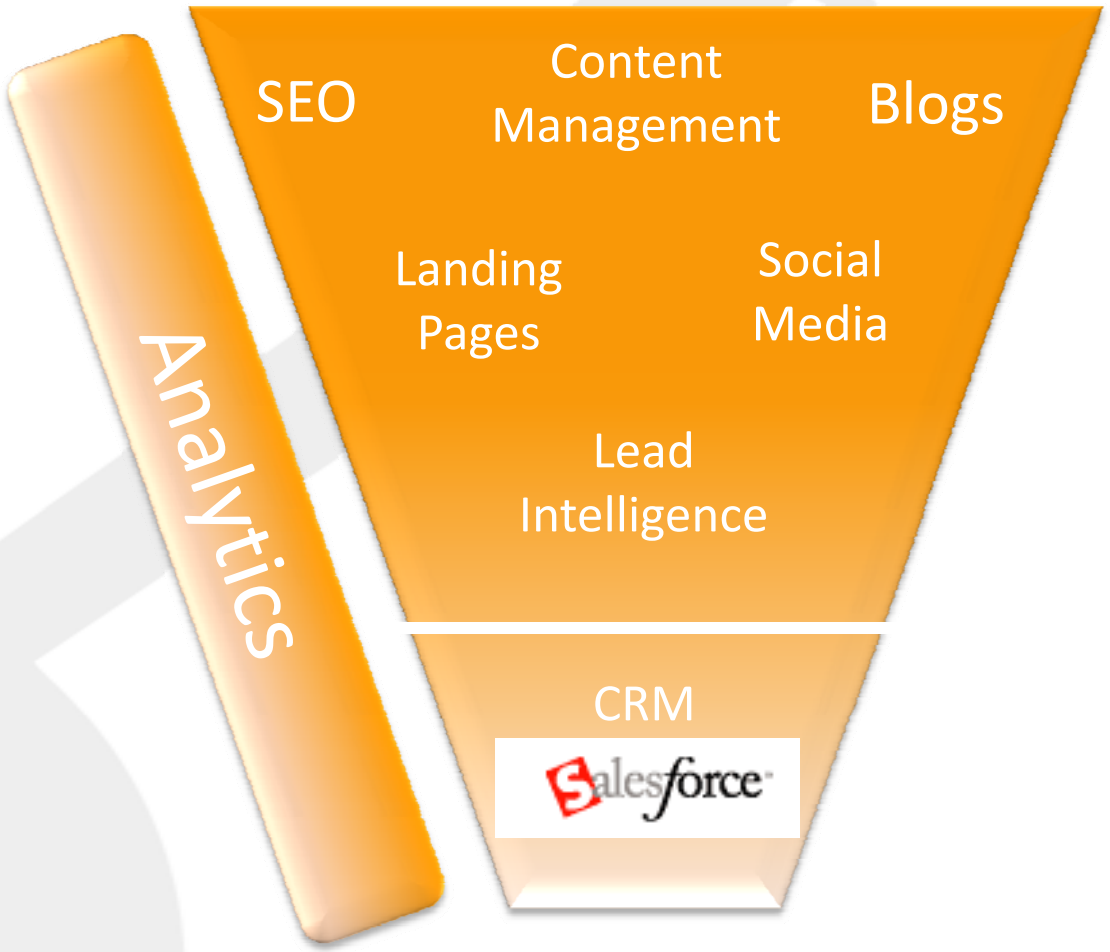
Inbound Marketing System

Inbound Marketing System



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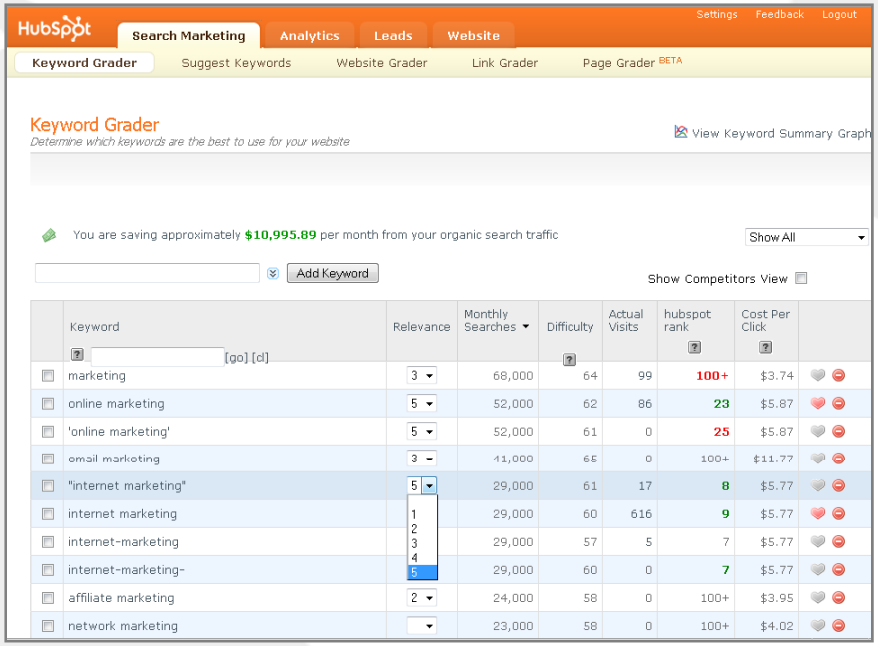
Getting Found: On-Page SEO



Keyword Grader

- Determine what keywords to optimize your pages around based on relevance, search volume, and how difficult it will be to rank on the first page of Google
- Identify critical long tail words (high conversion rates, low competition)
- Monitor your rank against competitors for each keyword/phrase
- Determine the specific page on your site that is ranking for each keyword(phrase) and how to make further improvements

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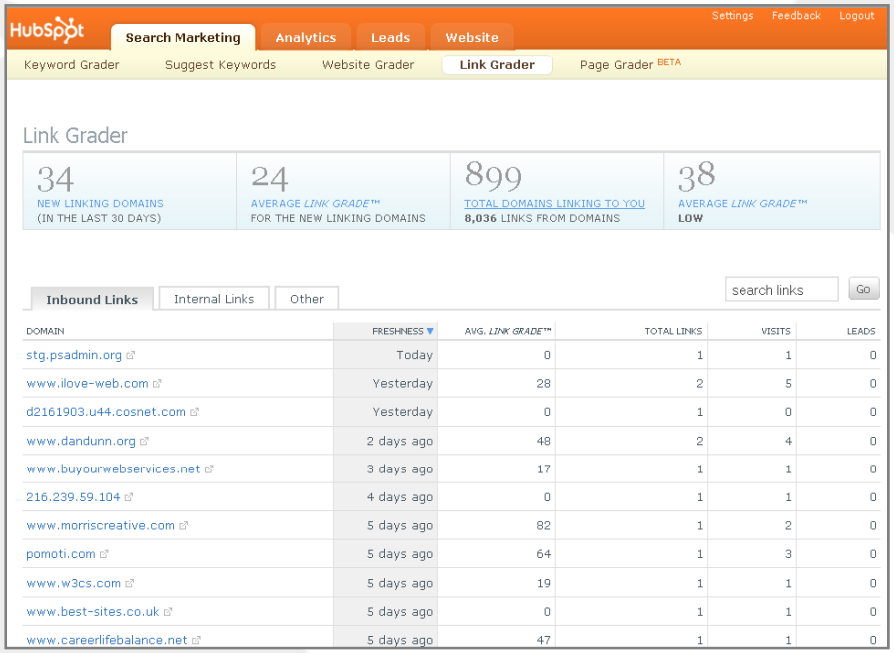
Getting Found: Off-Page SEO



Link Grader

- Identify opportunities to generate more return from your existing links
- Monitor your live inbound links and which inbound links are producing the most value for you
- Aggregate your competitors inbound links to discover new link building opportunities that you have not taken advantage of

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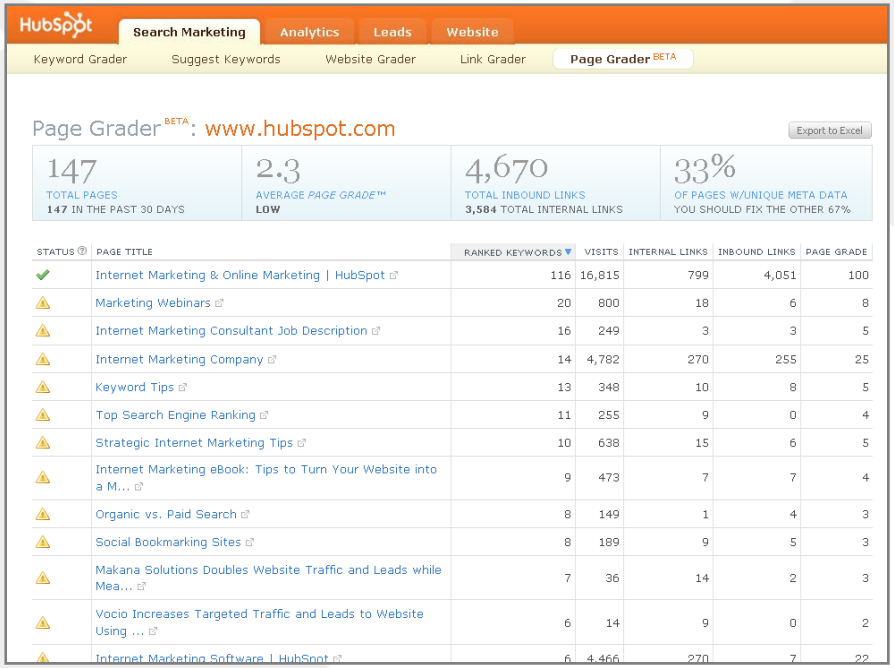
Getting Found: SEO for Your Whole Site



STATUS	PAGE TITLE	RANKED KEYWORDS	VISITS	INTERNAL LINKS	INBOUND LINKS	PAGE GRADE
✔	Internet Marketing & Online Marketing | HubSpot	116	16,815	799	4,051	100
⚠	Marketing Webinars	20	800	18	6	8
⚠	Internet Marketing Consultant Job Description	16	249	3	3	5
⚠	Internet Marketing Company	14	4,782	270	255	25
⚠	Keyword Tips	13	348	10	8	5
⚠	Top Search Engine Ranking	11	255	9	0	4
⚠	Strategic Internet Marketing Tips	10	638	15	6	5
⚠	Internet Marketing eBook: Tips to Turn Your Website into a M...	9	473	7	7	4
⚠	Organic vs. Paid Search	8	149	1	4	3
⚠	Social Bookmarking Sites	8	189	9	5	3
⚠	Makana Solutions Doubles Website Traffic and Leads while Mea...	7	36	14	2	3
⚠	Vocio Increases Targeted Traffic and Leads to Website Using ...	6	14	9	0	2
⚠	Internet Marketing Software | HubSpot	6	4,466	270	7	22

Page Grader

- Analyze each page of your site to see which produce the most value for you (traffic, leads, ranked keywords, links)
- Automatically recommend improvements to optimize each page of your site

HubSpot

Getting Found: Blogosphere

Blogging

- Enable easy, natural process to consistently update content on your site, achieve more frequent search engine crawls, and improve authority
- Develop an audience of email and RSS subscribers
- Attract more inbound links (“link bait”)
- Write keyword rich content to attract more high conversion rate traffic

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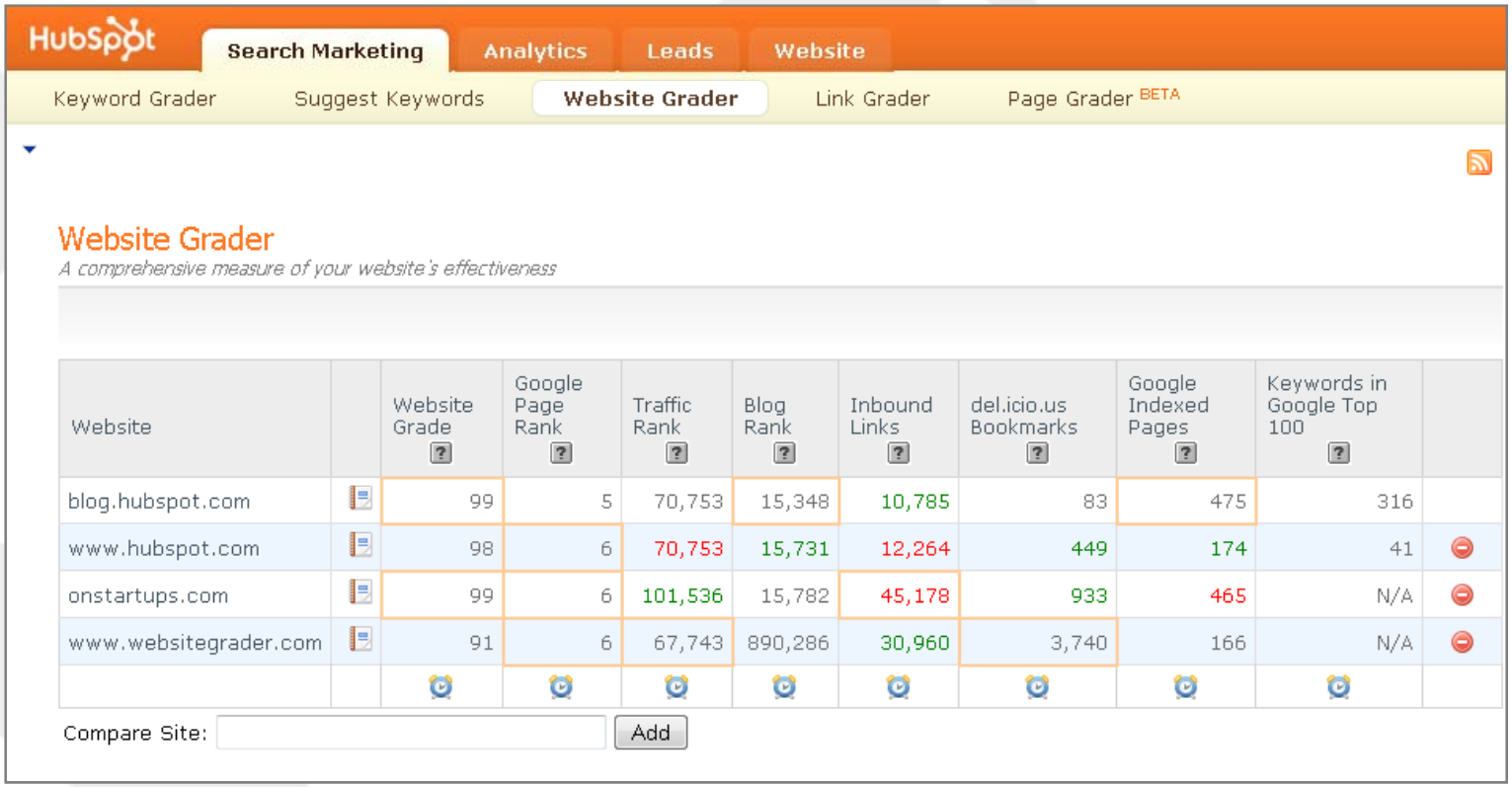
Track Your Competitors



Website	Website Grade	Google Page Rank	Traffic Rank	Blog Rank	Inbound Links	del.icio.us Bookmarks	Google Indexed Pages	Keywords in Google Top 100
blog.hubspot.com	99	5	70,753	15,348	10,785	83	475	316
www.hubspot.com	98	6	70,753	15,731	12,264	449	174	41
onstartups.com	99	6	101,536	15,782	45,178	933	465	N/A
www.websitegrader.com	91	6	67,743	890,286	30,960	3,740	166	N/A

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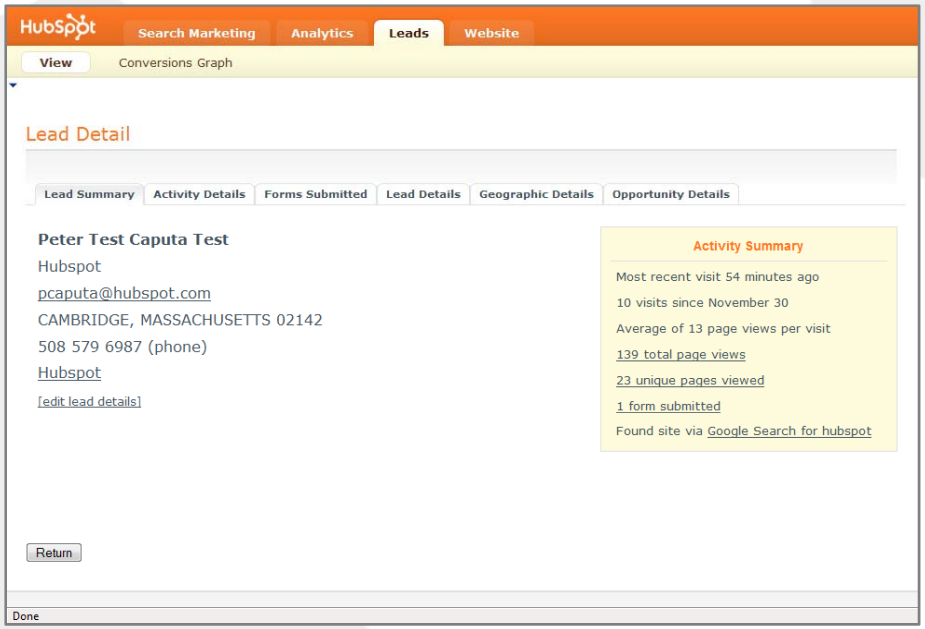
Lead Intelligence



- Track the full path of all of your leads through your web site
- Automatically develop more intelligence around each lead (number of visits, time on site, pages visited, comments written on blog, documents downloaded, information submitted via web forms created)
- Increase close rate through improved lead quality

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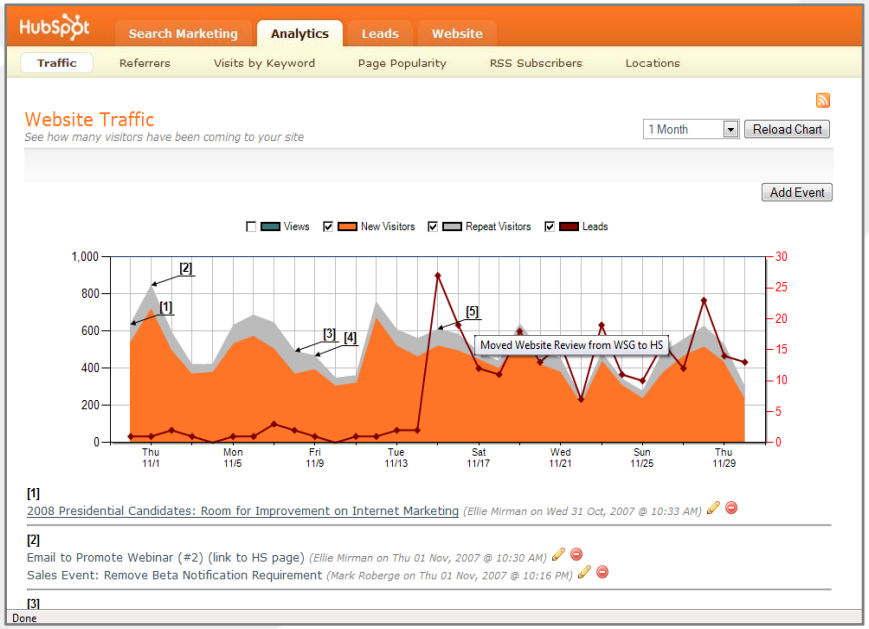
Making Better Marketing Decisions



Analytics

- Integrated reports in HubSpot software allow you to understand the effects of all your marketing activities so you can optimize your efforts and allocate your time and money towards the programs that generate the most leads and sales for your business

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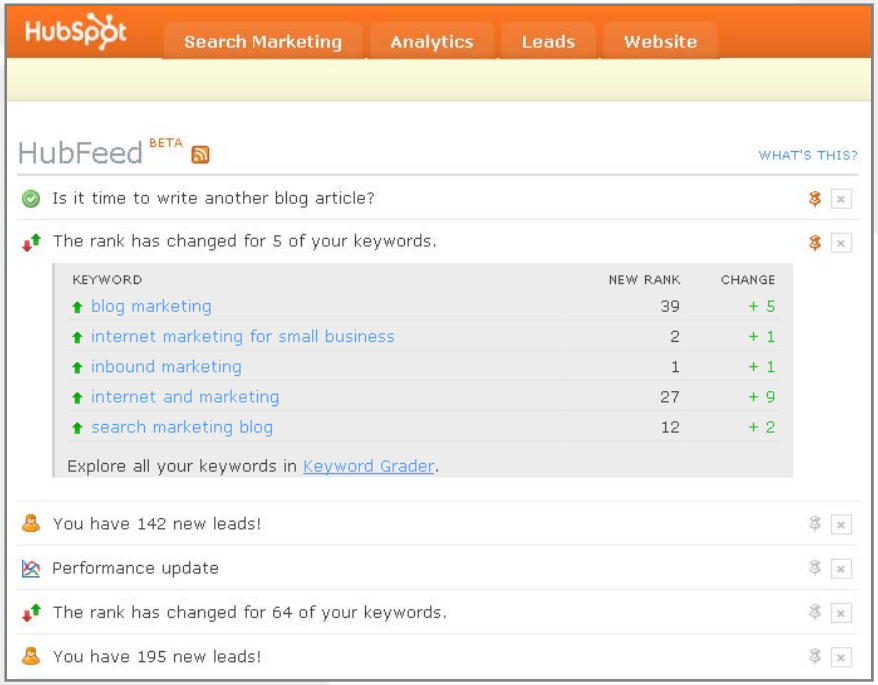
Actionable Marketing Insights



HubFeed

- HubFeed "watches" your Internet marketing efforts and delivers highlights and actionable insights based on your data

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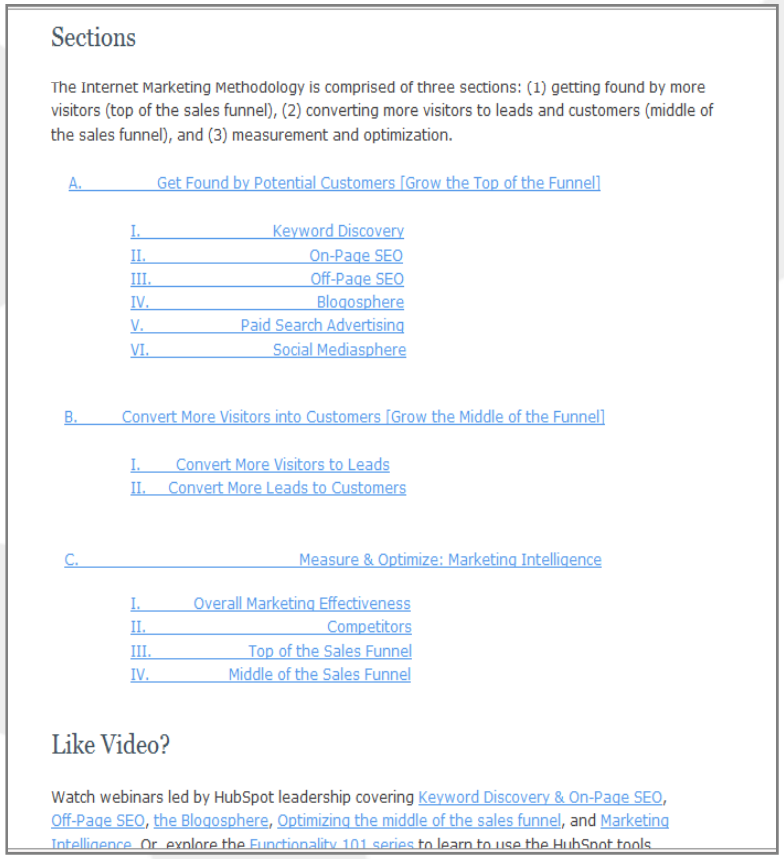
HubSpot Methodology and Consulting



Sections

The Internet Marketing Methodology is comprised of three sections: (1) getting found by more visitors (top of the sales funnel), (2) converting more visitors to leads and customers (middle of the sales funnel), and (3) measurement and optimization.

A. Get Found by Potential Customers [Grow the Top of the Funnel]

- I. Keyword Discovery
- II. On-Page SEO
- III. Off-Page SEO
- IV. Blogosphere
- V. Paid Search Advertising
- VI. Social Mediasphere

B. Convert More Visitors into Customers [Grow the Middle of the Funnel]

- I. Convert More Visitors to Leads
- II. Convert More Leads to Customers

C. Measure & Optimize: Marketing Intelligence

- I. Overall Marketing Effectiveness
- II. Competitors
- III. Top of the Sales Funnel
- IV. Middle of the Sales Funnel

Like Video?

Watch webinars led by HubSpot leadership covering Keyword Discovery & On-Page SEO, Off-Page SEO, the Blogosphere, Optimizing the middle of the sales funnel, and Marketing Intelligence. Or, explore the Functionality 101 series to learn to use the HubSpot tools.

- Our Internet Marketing Consultants are experienced in all aspects of online marketing and specifically trained on HubSpot's products and methodologies
- Consulting sessions focus on these topics based on the specific needs of the client

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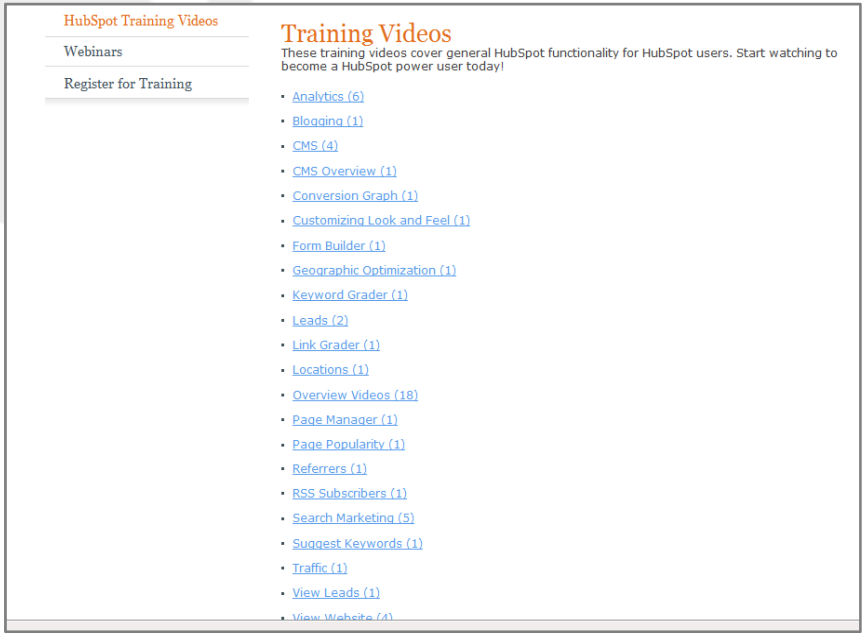
HubSpot Training Materials and Resources



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