THE PPC SECRET

WE MADE THE MISTAKES, SO YOU WON’T HAVE TO
What is a PPC campaign?
- PPC mistakes that we made
- How we fixed them
- How we are improving everyday
- PPC channels that work for us
WHAT IS A PPC CAMPAIGN?

- Advertisers pay whenever someone clicks on their ads.
- PPC models are available with Google, LinkedIn, Facebook, Twitter, Bing, Instagram, Quora, Third party sites etc
- Types of PPC ads – Text ads, Display ads, and Shopping ads
MISTAKES WE MADE - ADWORDS

Not exactly mistakes – But, the cost of experimentation

Google Ads:
- No analysis
- Poor understanding of our target audience
- Targeting irrelevant keywords
- Using broad match type keywords
- Listening to everything that our Google Ads support agents told us 😊

Ended up wasting money & generated junk leads
MISTAKES WE MADE - ADWORDS

LinkedIn Ads:
- Started with Text ads
- Used generic messages and targeting
- Poor CTR & low conversion rate
- Targeting was not aligned towards potential customer’s persona

Facebook Ads:
- Were not using “exclude audience” & “lookalike audience” in Facebook ads
LINKEDIN – WHAT DIDN’T WORK

Get better Marketing ROI
Capture, nurture & convert your leads with LeadSquared. Try it free now!

Average CTR - <0.5%

Exceed your sales goals with best sales CRM software. Fit for sales teams of all sizes.
Includes Mobile CRM. Learn more!

Sales CRM to Boost Your Revenue
Trusted by 15,000 sales users worldwide

Average CTR – 0.5% - 0.6%
LINKEDIN – WHAT WORKED

All-in-one suite to super charge your marketing and admission team | Automate lead capture & admission process | Reduce the lead response time to zero | Never miss a follow up & more.

Learn from Rohan Builders, a real estate group specializing in construction has "increased their property sales by 54%". Download the case study now.

Average CTR: 0.9% - 1%

Average CTR: 1% - 1.5%
“Fixing our mistakes didn’t happen overnight. It is a process that happened as our company kept growing”.

- Cleaned up our Google Ad account
- Removed junk keywords, and stopped not performing ads
- Took demo notes from CRM tool
- Demo notes helped us in creating the ad copy & landing page content.
- Started bidding on new keywords
HOW WE FIXED THEM

LinkedIn Ads:

- Gradually, we moved from text ads to sponsored content ads & tried Inmail ads.
- **What worked** → Promoting case studies, E-books which would help related business to gain some deeper understanding of our product.
- Industry specific marketing collaterals & proper ad targeting

Facebook Ads:

- Use lookalike audience with pre-built targeting
- Download leads from your CRM & import them

*Note: Having a Lead Management Tool helps in many ways to increase ROI from your PPC campaigns*
GOOGLE ADS – WHAT DIDN’T WORK

Keywords used were – lead generation services, lead generator which is totally irrelevant to our product.

Avg CTR – 2.5%, avg conversion rate – 7% & junk leads

Avg CTR – 2%, avg conversion rate – 5%, Didn’t close any lead as a customer. Stopped running this ad
The feedback from our sales team really helped us in knowing our target industry and which keywords we need to bid on and which keywords will give us revenue.
Know your product/service
Talk to your sales team
Figure out best performing keyword
Don’t miss out on your organic
Build more case studies, e-books, testimonials etc
Immediate follow up by sales team
Always tweak/change the campaigns/targeting keyword based on your sales teams’ inputs
CHANNELS THAT WORK FOR US

- LinkedIn Ads
- Google Ads
- Facebook Ads
- Third Party Sites
- Quora – Couldn’t crack it yet
- Bing – We will try again
• Don’t use LinkedIn ads unless it’s a corporate training institute.
• Start run ads on affiliate sites like Collegedunia.com, Shiksha.com, Career360.com etc.
• Start using lookalike audience of students database in Facebook to get the targeting right.
• Location – Key Targeting.
• Don’t run ads on keywords with higher CPL than the margin of the course.
• Keep an eye on your competitor’s ads & keywords.
• Don’t forget to switch off your ads after the admission season is over.
TIPS FROM EXPERTS - REAL ESTATE BUSINESSES

• Don’t depend only on Google search. Try other alternatives like Facebook ads, & Native ads (Taboola, Outbrain, TIMES Columbia).

• Know which metric defines your ROI. Is it just CPL or cost per site visit, cost per qualified lead etc? Optimize based on that.

• Don’t give up and stop your ads within a couple of days or weeks. Give it some time. Longer your campaign duration, better the results.

• High-value properties can’t be bought online. Plan your campaigns based on how big the clients & projects are.

• Don’t miss out on affiliate networks like MagicBricks, 99acres.com etc. Give display ads a try in those websites.
TIPS FROM EXPERTS - LENDING BUSINESSES

- Try using the “similar audience” targeting along with your focused keywords in Google Ads
- Gmail ad types work better with similar audience targeting
- In Facebook, “lookalike audience” targeting gives good leads. Better than Google’s similar audience.
- Google & LinkedIn display ads – never seemed to work.
- Quality of the leads in Google ads is better compared to Facebook. But, the final cost per quality lead is quite similar (because volume is higher in Facebook).
KEY TAKE AWAYS

- Understand your business, and define your ad goals accordingly.
- It is important to take inputs/feedback from your sales team to identify long-tailed keywords and messaging you might not have considered before.
- Learning is a never-ending process. Keep learning about new tools/platforms to advertise your products/services.
- It is okay to experiment and make mistakes. But, correct these mistakes faster, learn from that and start trying different things.
- Take inputs from your organic traffic & leads – to identify keyword opportunities and messaging.
- Last, but very important, to get a 360 degree view of your campaign or leads, adopt a lead management tool for your business. 😊
THANK YOU

QUESTIONS?