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# Intro

## 3 Sfaturi pentru campanii Adwords eficiente in 2012

Această perioadă a anului este oportună pentru setarea bugetelor în funcție de canalele de marketing pe care le ai la dispoziție în 2012.

- Dacă ești începător în ceea ce privește campaniile de marketing pay-per-click (PPC), este foarte probabil să percepi bugetarea acestora ca pe o provocare.
- Programarea bugetelor pentru campaniile tale PPC este complicată, dar asta nu înseamnă că este și greu de realizat. Asta dacă ai cunoștință de câteva sfaturi de bază.
- În cele ce urmează vei putea afla 3 bune practici pentru a obține randament maxim de pe urma bugetelor campaniilor tale PPC.

# Cine sunt eu

## Despre autorul ghidului



**Marius Lazarescu**  
antreprenor, speaker,  
consultant marketing online.  
Este certificat Google  
AdWords si are un master in  
marketing online; are o

experienta de peste 7 ani in marketing online,  
gestionand peste 200 de proiecte de web, a  
supervizat campanii Google AdWords  
totalizand peste 600k euro.

Este membru fondator si presedintele Asociatiei  
de profesionisti in SearchEngineMarketing -  
SEMRO.

## Clientii nostri



# Despre ce vorbim azi

## 3 Sfaturi pentru campanii Adwords eficiente in 2012

1. Impression Share
2. Google SiteLinks
3. Phone Extensions
- 4 (Bonus). Alte Campanii PPC
5. Daca te apuci de Adwords in 2012 ..



# Foloseste informatiile privind “IS” in avantajul campaniei tale

Îți poți face o idee despre care campanii au de suferit la partea de impression share / impresii foarte ușor, folosind tabul „Campanii” din AdWords. Asigură-te că ai personalizat coloanele pentru a include coloana „Lost Impression Share (budget)”:

Customize columns

Performance	»	Add all columns
Conversions	»	
Competitive metrics	»	Clicks Added
Call details	»	Impr. Added
		CTR Added
		Avg. CPC Added
		Avg. CPM Add
		Cost Added
		Avg. Pos. Added
		Invalid clicks Add

Drag and drop to reorder

Campaign	
Budget	
Status	
Clicks	Remove
Impr.	Remove
CTR	Remove
Avg. CPC	Remove
Cost	Remove
Avg. Pos.	Remove
Conv. (1-per-click)	Remove
Cost / conv. (1-per-click)	Remove
Conv. rate (1-per-click)	Remove
Impr. share	Remove
Lost IS (budget)	Remove
Lost IS (rank)	Remove
Conv. (many-per-click)	Remove



# Foloseste informatiile privind “IS” in avantajul campaniei tale

După care poți „săpa” să vezi care campanii nu prea se bucură de un impression share decent din cauza bugetului și dacă sunt profitabile, să le imboldești cu un buget suplimentar orientat pe ele

Impr. share ?	Lost IS (budget) ?	Lost IS (rank) ?
17.29%	0.00%	82.71%
< 10%	0.00%	> 90%
17.29%	0.00%	82.71%
92.53%	0.00%	7.47%

# Sitelinks

## AdWords vs organic

The screenshot shows a Google search for "winterflood securities". The search results are divided into AdWords and organic results. Two red boxes highlight the sitelinks in both sections.

**AdWords Results:**

- Winterflood Securities** (Ad)  
International Capital Markets Firm Leading EU Market Maker  
www.winterflood.com  
Market Makers    Electronic Trading  
International Equities    Investment Trusts

**Organic Results:**

- Winterflood Securities Ltd**  
Welcome Winterflood Securities is an international capital markets firm committed to efficient and responsive liquidity provision with integrity. CL...  
www.wins.co.uk/ - Cached - Similar  
Contact Us    Fixed Income  
Key People    UK Equities  
Careers    Execution Services  
Electronic Trading    Market Making  
More results from wins.co.uk »
- Contact Us | Winterflood Securities Ltd**  
7 May 2011 ... London Head Office. Winterflood Securities Limited The Atrium ...  
www.wins.co.uk/contactus - Cached - Similar
- Specialist Prices | Winterflood Securities Ltd**  
10 May 2011 ... Associate director at County NatWest after takeover of ...  
www.wins.co.uk/aboutus/keypeople - Cached - Similar  
Hide more results from wins.co.uk
- Fixed Income | Winterflood Securities Ltd**  
4 May 2011 ... Bondscape is a platform pioneered by Winterflood Securities ...  
www.wins.co.uk/marketscovered/fixedincome - Cached - Similar
- UK Equities | Winterflood Securities Ltd**  
30 Apr 2011 ... Winterflood Securities was originally a small cap specialist ...  
www.wins.co.uk/marketscovered/ukequities - Cached - Similar

# Sitelinks – customer view

gas engineer course

About 2,150,000 results (0.17 seconds) Go to Google.com Advanced search

**Gas Training Courses - Approved ACS centre**   Ads  
Train for Gas Safe Reg. Call now 0800 2984200  
[www.gti.info](http://www.gti.info)

**Gas Engineer School - High Quality & Intensive Gas Courses**    
100% Pass Rate. Enquire Online Now  
Gas Engineer Courses - Fast Track Gas Installers Course - Gas Training FAQs  
[www.rtrtraining.co.uk/GasTraining](http://www.rtrtraining.co.uk/GasTraining)

**Gas Engineer Training**    
The Souths Premier Provider of ACS Gas Engineering Training Courses  
[www.logic4training.co.uk/Gas-Engineer](http://www.logic4training.co.uk/Gas-Engineer)

**Gas Courses, Gas Engineer Training Course from Trade4TradeSkills**    
Trade4TradeSkills Gas Courses. Study our domestic gas engineer training course which combines home learning and practical workshops.  
[www.trade4trade.com/gas-engineer-course.html](http://www.trade4trade.com/gas-engineer-course.html) - Cached - Similar

**CCN1 Gas Safety Course**    
Domestic gas safety ACS assessments in South East. Book online today  
[www.plumbingacademyok.co.uk/Gas](http://www.plumbingacademyok.co.uk/Gas)

**Gas Training Courses**    
Guaranteed work placement on our Gas Courses. Book online today!  
[www.brookhousetraining.com](http://www.brookhousetraining.com)


**Gas Training & ACS**    
All levels catered for London and Liverpool  
[www.hydratrac.co.uk](http://www.hydratrac.co.uk)

**Electrical Engineer Course**    
Find a Electrician Course local in

mens underwear

About 13,000,000 results (0.14 seconds) Go to Google.com Advanced search

**Men's Underwear Online**   Ads  
Choose from our complete range of designer men's underwear online now  
figleaves.com is rated  (1,353 reviews)  
[www.figleaves.com/Underwear](http://www.figleaves.com/Underwear)

**Men's Sexy Underwear**    
By N 2 N, Rufskin, Calvin Klein, Andrew Christian and More.   
[www.banglads.com](http://www.banglads.com)

Emporio Armani Mens Underwear Bright Stretch ...	£26.00
Emporio Armani Men Underwear Stretch Cotton ...	£23.00
Diesel UMBR Blade Mens' Briefs Black Large 34- ...	£16.00

**Sexy Underwear For Men**    
Check Our Site For Huge Savings On Sexy Lingerie. Order Now & Pay Less  
lovehoney.co.uk is rated  (1,299 reviews)  
[www.lovehoney.co.uk/UnderwearForMen](http://www.lovehoney.co.uk/UnderwearForMen)

**H&M Beach essentials**    
Look smashing this summer with H&M. Dive in to our swimwear collection.  
[www.hm.com/gb](http://www.hm.com/gb)

**Mens underwear store**    
Andrew Christian, Private Structure Big Boys. Free UK delivery  
[www.undiesrepublic.com](http://www.undiesrepublic.com)

**Mens Underwear To 5XL**    
Great Quality & Value Underwear Get All Your Essentials Here!  
[www.premierman.com/underwear](http://www.premierman.com/underwear)

**M&S Men's Underwear**    
Choose Any Combination of Underwear



# Sitelinks – ad extension tab

All online campaigns 01/01/2011 - 31/03/2011 Go

Campaigns Ad Groups Settings Ads Keywords Networks Audiences **Ad extensions** Dimensions Topics

View: Sitelinks Extensions All but deleted Columns

Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns that you are currently viewing, for eligible ad extensions that have been triggered. [Learn more about ad extensions statistics](#)

[+ New extension](#) [Delete](#)

<input type="checkbox"/>	Sitelinks Extension	Campaign	Status	Clicks	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	Electrician Courses Bespoke Electrician Training Electrician Course Testimonials Electrician Course FAQs	0.3 Electrician (RFTraining.co.uk) PC's	Eligible	8,857	57,100	12.01%	£1.68	£11,466.61	2
<input type="checkbox"/>	Plumbing Courses Plumbing Course Testimonials Plumbing Course FAQs Professional Plumbing Course	0.1 Plumbing (RFTraining.co.uk) PC's	Eligible	10,484	74,700	14.03%	£1.42	£14,903.05	1.9
<input type="checkbox"/>	Gas Engineer Courses Fast Track Gas Installers Course Gas Training Testimonials Gas Training FAQs	0.2 Gas (RFTraining.co.uk) PC's	Eligible	8,762	51,796	16.92%	£1.07	£9,406.16	1.8
<b>Total - all extensions</b>				<b>26,103</b>	<b>183,596</b>	<b>14.22%</b>	<b>£1.37</b>	<b>£35,805.82</b>	<b>1.9</b>

## Comparison of traffic from site links compared with all traffic from the same campaigns

	Impressions			Click through Rate (CTR)			Average Position	
	All traffic	Traffic with Sitelinks	Proportion of impressions	All traffic	Traffic with Sitelinks	Increase	All traffic	Traffic with Sitelinks
	2,124,524	272,705	Avg = 14.5%	Avg = 4.2%	Avg = 12.5%	Avg = 3.1	Avg = 3.6	Avg = 2.1
Food - ecommerce	515,994	10,070	2.0%	3.3%	10.9%	3.3	2.6	1.8
Training	466,741	183,596	39.3%	6.5%	14.2%	2.2	2.7	1.9
B2B training and consultancy - leads	150,917	2,704	1.8%	2.0%	4.7%	2.4	4.5	2.6
Travel - leads	98,955	23,364	23.6%	6.1%	19.3%	3.2	4.8	2.3

- Only shows for top 3 position
- Unpredictable – displayed 1.8% - 39.3% of impressions
- Click through rate increased by 2.2 – 4.6 times

## Where did they click? (data from ecommerce website selling food)

	Impressions	Clicks	CTR	Average position
Segmentation data				
All traffic	515,994	17,102	3.31%	2.6
Clicked on Headline	515,994	17,009	3.30%	2.6
Clicked on Sitelink	13,040	75	0.58%	1.8
Ad Extension data				
Traffic with Sitelinks*	10,070	1,094	10.86%	1.8



# Sitelinks – advantages and disadvantages

- Advantages
  - Increase in click through rate (>3 times)
  - Positive effect on quality score
  - Used for sales messages and cross selling
- Disadvantages
  - Only appears in top 3 positions – so you have to bid higher
  - Unpredictable - when and how they will be displayed
  - Changes overwrite previous ad - so history is lost
  - Reporting is poor - no conversions or detailed data

# Phone extensions



# Comparison of clicks on headline vs calls

Average of 3 Campaigns	Click Type	
	Headline	Phone Calls
Impressions	22,138	15,803 (72.1%)
Clicks	1,371	12
CTR	6.2%	0.1%
CPC	£1.01	£1.18
Average Position	2.0	1.8
Conversions	97	0
Conversion rate	7.1%	n/a

## Phone extensions – advantages vs disadvantages

- Advantages
  - Ideal for local businesses or B2B (lead generation)
  - No need for the user to click through to your website
- Disadvantages
  - Have to be in top 2 or 5 – due to number of ads displayed on SmartPhones
  - Lower reach – 5-20% use Smartphones to view websites (depending on sector/audience)
  - Low take-up rate – most people still click through to your website

# 4. (bonus) - De retinut: bugetul PPC $\neq$ bugetul adwords

În final, un ultim sfat și o atenționare în ceea ce privește bugetul tău PPC.

Nu uita de rețelele din afara Google!

Dacă încă nu ai făcut-o îți sugerăm să aloci niște bani pentru

-Rețeaua de conținut Google.

-campanie de test pe adCenter, Facebook sau LinkedIn

Chiar dacă cheltuielile și conversiile vor funcționa în general pe rețeaua de căutare și cu siguranță pe AdWords, s-ar putea să descoperi că ignori și pierzi unele conversii eficiente pentru că nu le aloci bugete în rețele alternative.



# Daca te apuci de adwords in 2012...

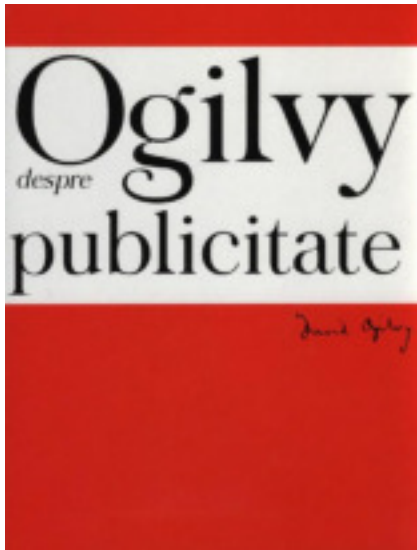
De ce e nevoie pentru a deveni specialist Google Adwords ?

(fastest way to marketing/advertising industry)

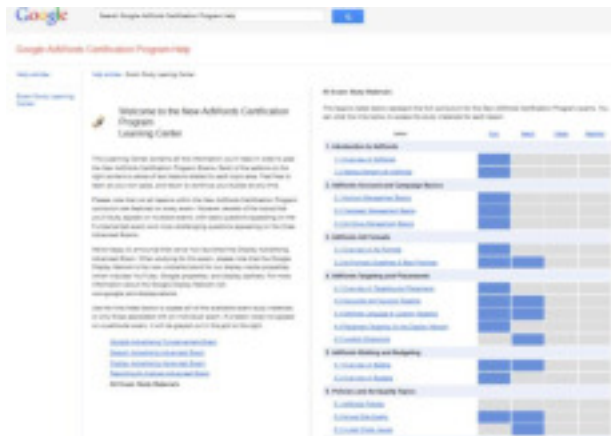
- pasiune pentru marketing
- documentare & materiale specializate
- campanie de test cu un voucher Google AdWords



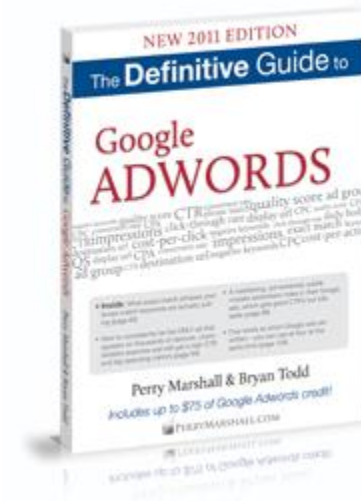
# 3 resurse recomandate



David Ogilvy despre Publicitate



Google Adwords Learning Center



Perry Marshall –  
Definitive Guide to Google AdWords



# About Today's SEM

Worked in multiple industries (tourism, pharma, b2b services, private medicine)

Over \$800k managed in Google AdWords

Google Adwords Certified Partner



Unique tool that monitors the market

(we know almost everything about .RO

AdWords advertisers: budgets, keywords, ads)



# Clientii nostri



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# Thanks

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Thanks goes to: Annica Solutions, Google Inc.

