



“BAIL” OR “NO BAIL”: PAY-PER-CLICK SEARCH ENGINE MARKETING STRATEGIES



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While organic search engine listings attract a large percentage of the search engine traffic, pay-per-click (PPC) search marketing has emerged as a leading source of targeted web site promotion, branding, and online conversions.

With a time-tested keyword data modeling process, industry leading campaign management tools, and unsurpassed customer service and responsiveness, the paid search practice at Brulant is ready to design, develop, and manage your campaigns to new levels of effectiveness and return on investment.

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Brulant's page optimization team specializes in creating successful landing page strategies to effectively maximize your PPC investments. Our unique methodology blends expertise in paid search with our knowledge of usability and conversion best practices, including: customer research, wireframe development, A/B split testing, multivariate testing, creative execution, and reporting. When you make a significant investment in paid online advertising, every visitor counts as an opportunity to improve your ROI.

CONSEQUENCES

In today's competitive online environment, PPC campaign management is about more than just driving qualified clicks. Landing page optimization is a critical component of a successful paid search marketing strategy. In just a matter of 4-5 seconds, potential customers will make a “bail” or “no bail” decision. Within this brief time span, a successful landing page will introduce your company, differentiate your product offering, and persuade your visitor to take action by demonstrating that you have exactly what they are seeking.

RESULTS

When Brulant took over the pay-per-click campaign management for a leading online retailer of flowers and gifts, the mission was clearly defined: help them achieve a lower cost per sale while significantly increasing order volume. This was a task their prior vendors had failed to achieve.

Following a thorough restructuring of the pay-per-click campaigns in Google, Yahoo!, and MSN, Brulant re-launched the new and improved campaigns just in time for the busy holiday season. Through a hands-on approach that included advanced data modeling, bid management, ad copy testing, and landing page strategies, Brulant's pay-per-click team was able to produce results that exceeded the client's expectations and confirmed their choice in online marketing partners.

According to data provided by Google, Brulant's client was able to realize a cost per click (CPC) that was roughly half the industry average for the top 8 advertisers in the “flower” segment, while the click through rate (CTR) was roughly double the industry average. All of which led to drastically increased order volume at a lower cost per sale.

