

# DISCOVER NEW BUSINESS WITH PAID SEARCH.



# Paid Search marketing can put your dealership's website at the top of search engine rankings.

Consumers use search engines every day, gathering information about future purchases, and researching products and services during the decision-making process. This is especially true for consumers looking to buy a new or used vehicle. In fact:

- 28% of consumers are prompted to start researching vehicles after seeing a Paid Search advertisement<sup>1</sup>

The websites ranked highest in search results get the most visits. Paid Search marketing can put your dealership's website at the top of the list.

## What is Paid Search?

Paid Search is a form of Internet marketing that promotes websites and increases their visibility in search engine results pages (SERPs). This is done using pay-per-click (PPC) advertising or advertising priority listings, which involves buying relevant keywords or ad space to place an ad at the top of the results page.

- 70% of consumers looking for vehicle information use search engines.<sup>2</sup>

With PPC, where search engines charge each time someone clicks an ad, the amount you pay depends on how much you bid for the keywords you've selected. The goal: To have your ad appear at the top of search results whenever a local consumer searches for your keywords.

## Paid Search marketing is helpful to potential buyers

Successful dealerships allocate budget for online advertising, and the majority of that is directed at Paid Search.

- 46% of consumers consider web ads to be helpful when considering vehicle purchase.<sup>3</sup>
- Auto shoppers are 71% more likely to be influenced by digital ads in any product category than the general population.<sup>4</sup>

Consumer behaviour shows us that Paid Search marketing is a powerful influence.

» Search is the **#1** resource used by today's "digital driver".<sup>2</sup>

» Consumers are **28x** more likely to make contact after clicking on a vehicle ad in search results.<sup>2</sup>

<sup>1</sup>Econsultancy, How can automotive brands use digital to appeal to car buyers? (<https://econsultancy.com/blog/65664-how-can-automotive-brands-use-digital-to-appeal-to-car-buyers/>), October 2014.

<sup>2</sup>Kenshoo Industry Spotlight: Automotive, 2014.

<sup>3</sup>Nielsen: 65% of Global Online Consumers Plan to Buy a New or Used Car in the Next Two Years: Online Advertising and Information Most Helpful for Buyers, April 2014

<sup>4</sup>AB, "Digital Influence on Auto Intenders", January 2014

» **44%**

of online shoppers begin by using a search engine.<sup>5</sup>

## Modern marketing includes Paid Search

Paid Search marketing is the most effective method of online acquisition for many retailers.

- 44% of online shoppers begin by using a search engine.<sup>5</sup>

Dealerships should allocate budget to Paid Search marketing campaigns and consider buying localized pay-per-click (PPC) ads.

## Advantages of Paid Search

### You've got a cost-effective option at your fingertips

Paid Search marketing and PPC campaigns can be very cost-effective. You can pre-determine your own budget, and run ads for the short- or long-term. You're also able to measure effectiveness by click-through rate (CTR) and adjust your ad copy, timing and budget to maximize exposure.

### You have absolute control

You set your own budget and schedule, you create your ads, and you target your audience by city, province or postal code. So the people seeing your ad and link to your website are local, potential customers. You can even select which keyword searches trigger your ad, and what devices it will be displayed on (e.g., laptop vs. smartphone).

### You see immediate results

It only takes a few hours to set up a PPC campaign, and your ads will be active almost immediately. PPC is a powerful marketing tool for new businesses or websites without a high organic ranking.

### You can create highly targeted campaigns

You can target very specific demographics, so that your ads are visible to potential customers already interested in what you offer. You can use keyword-level targeting and bidding to reach the most likely buyers.

### You're given detailed testing features

Unlike other forms of advertising, Paid Search allows you to run detailed tests on your campaigns. You can measure the performance of your ads on a daily basis, and stay on top of what's working, and improve on what isn't working.

### You can definitively measure your ROI

As long as you set a workable budget, your Paid Search strategy can deliver a very real and measurable return on your investment. You can track every ad and keyword, right down to the penny, and discover exactly what your PPC conversion rates are costing you.

<sup>5</sup>Hubspot, The Ultimate List of Marketing Statistics (<http://www.hubspot.com/marketing-statistics>), 2015.

# Build an effective Paid Search campaign

## Marketplace

You can target potential customers right on online marketplaces by securing premium placements on the search results page. These placements offer greater exposure of your inventory, and increase click-through rates (CTRs).

Marketplace PPC campaigns are hugely successful because viewers are already shopping for vehicles in your service area. Increase your dealership's exposure to these potential customers by creating marketplace Paid Search campaigns.

## Google

Google owns majority of the search engine market share. Meaning, it's easily the most popular and most-used search engine available to your potential customers. Running a Google PPC campaign can drive a lot of new, targeted traffic to your dealership's website.

Google owns **majority** of the search engine market share.

## Research and organize your keywords

Dedicate thoughtful time to building your list of keywords and keyword phrases. These should be words and phrases that you **know** are popular in the vehicle-buying and automobile dealership industry.

- Make sure they're localized - include your city, town or region in the list.
- Create a logical hierarchy for your keywords.
- Keep a record of your keywords and the evolution of your keyword list so you can structure your campaigns and make the most of your PPC dollars.

Be sure you're continually researching new keywords. Make sure you're equipped with the tools to learn along the way, and build on your successes.

## Consider "First Page Bid"

First Page Bid is an estimate of the bid you likely need to set in order for your ad to be shown at the top of the list in SERPs. Since over two thirds of searchers only click links on the first page of search results,

having your ad meet or exceed the minimum first page bid amount for relevant keyword searches is extremely important.

Determine your budget and raise maximum bids whenever possible to meet First Page Bid amounts.

### **Understand “Quality Score”**

Quality score and bid amount dictate the cost and position of your ad in Google SERPs. The higher your score, the lower your costs can be without sacrificing position. Quality Score is a combination of factors, including:

- Relevance of a keyword to its ad group
- Relevance of your ad text
- Click-through rate
- Landing page quality
- Historical account performance

Quality Score is a dynamic variable assigned to measure how relevant your keywords are to your ad text, the search query, and the website you’re prompting users to click through to. You’ll be rewarded with better ad position and lower cost-per-click when you have a high Quality Score.

Improve your Quality Score by addressing your keyword, ad and website content.

### **Measure your results**

Google has great features available for testing results, which allow you to run comparative tests on your Paid Search campaigns.

Measure the performance of your ads on a daily basis, so that you can stay on top of what is and isn’t working, and edit your ads to make them more effective.

Use your PPC ads metrics to help understand and select the best keywords and phrases that will boost your conversion rates.

Your click-through rate (CTR) is an important metric to track within your digital marketing strategy. It measures the number of people who view your ad and click through to visit your website. Measure your results and work toward always improving your CTR.

## Social networking sites

Social networking can be a powerful influence on potential customers. Many consumers are active daily on social networking sites, and social PPC campaigns can help drive business.

- 56% of car buyers contacted a dealer because of social media advertising made a purchase<sup>6</sup>
- 67% of car buyers purchased a car they found on social media<sup>7</sup>

Choose social networking sites where you feel your potential customers might already be active. Then run targeted PPC campaigns to drive traffic to your website.

### LinkedIn

LinkedIn profiles usually contain more detailed and up-to-date professional information compared to what people include in their personal profiles on other social networking sites like Facebook. With that ability to target by job title, employer, role, skills and interests, LinkedIn is a highly-targeted Paid Search option worth investing in.

- 92% of automotive suppliers have pages on LinkedIn<sup>8</sup>

LinkedIn's self-service advertising platform allows you to design different types of ads, create logical groupings, define bids for specific campaigns, and measure performance with metrics including impressions, clicks and conversions.

Consider LinkedIn if you can define your prospects by job title, geography or other skills and interests. LinkedIn can help you reach a your desired target audience.

### Facebook

PPC advertising on Facebook offers a high degree of control over who sees your message. Marketers can target by age, gender, location, interests and more, which is difficult to do using Google and other search engines.

- Facebook offers a huge audience base and an easy method of increasing brand awareness
- The average cost-per-click on Facebook is usually lower than Google PPC advertising

If your target audience uses Facebook, consider it as a valuable Paid Search marketing option.

<sup>6</sup>Salesforce, Advertising Insights: Social Media for Automotive, Measuring App Install Ads and Twitter On Mobile (<https://www.salesforce.com/blog/2015/05/advertising-insights-social-media-automotive.html>), May 2015.

<sup>7</sup>Econsultancy, How can automotive brands use digital to appeal to car buyers? (<https://econsultancy.com/blog/65664-how-can-automotive-brands-use-digital-to-appeal-to-car-buyers/>), October 2014.

<sup>8</sup>internetRETAILER, Automotive suppliers like LinkedIn but are more active on Twitter (<https://www.internetretailer.com/2015/01/29/automotive-suppliers-linkedin>), January 2015.

## Twitter

Twitter is a hugely popular, often localized social network that can be valuable to dealerships looking to boost brand awareness and engage in conversation with potential customers.

Twitter offers three (3) PPC options:

- Promoted accounts - Boost your number of followers and your audience engagement through retweets and repeated tweets. Just be sure you offer a compelling reason for users to follow your account in the first place.
- Promoted tweets - Target specific audiences with customized tweets and make sure they're seen.
- Promoted trends - Trending topics on Twitter capture the moment consumers care about most. They're positioned at the top of the list for a 24-hour period.

## Retargeting

Retargeting is a technical method of tracking people who visit your website, and then displaying your ads to them when they visit other websites. Retargeting is useful because your prospects have already displayed interest your product.

- Retargeting generates greater online sales by keeping your brand front-and-centre, and by bringing window shoppers back when they're ready to buy.
- Every time a potential customer sees your retargeting ads, your brand gains traction and more recognition.

Retargeting campaigns typically realize high click-through rates and increased conversion rates. This underscores the value of good branding and repeated exposure. Allocate budget to retargeting ads and find out what works for your dealership.

## Optimize for mobile

Mobile search will soon surpass desktop search. Meaning, more potential customers are going to be finding your website on their smartphones than on desktops or laptops. And that needs to have an impact on how you design your Paid Search and PPC campaigns.

### **Enable mobile phone calls**

Your mobile PPC ad needs to contain a highly-visible, clickable phone number. Tapping to dial a phone number is a natural action for users, second only to map lookups. Be sure you make it easy for new customers to contact you.

### **Use copy to encourage calls**

Include prompts to call within your ad copy. For example: “Call now!” Call-specific prompts increase the odds of potential customers calling your dealership.

### **Make sure your ad is ranked in the Top 2**

Screen real estate is limited on smartphones, and often only one or two ads will appear. Be sure to bid high enough to capture your desired keywords, and be sure you’ve created a high-quality ad that will encourage potential customers to click.

### **Make sure your website is mobile-friendly**

An effective mobile Paid Search campaign is the launch point, but your website also needs to be mobile-friendly. After potential customers click through from your PPC ad, you want the website experience to be mobile-friendly and rewarding. Make sure your website is responsive and that it displays important content in a friendly format on all mobile devices.

## **A final word on Paid Search**

Paid Search and PPC campaigns can be impactful, cost-effective search engine marketing strategies.

- Select the best PPC options based on budget and intended audience.
- Use a very clear call-to-action that encourages potential customers to click.
- Increase your odds of success by creating robust Paid Search and PPC campaigns that include marketplace websites, Google, and social networks.
- Make retargeting and remarketing a priority.
- Optimize your Paid Search and PPC campaigns for mobile.

Paid Search campaigns can dramatically boost your brand awareness and help potential customers in the buying process.

## Glossary: Paid Search terms

These are some of the most common terms used in articles and discussions about Paid Search:

**Pay-per-click (PPC) and/or Cost-per-click (CPC):** A performance-based advertising model where the advertiser pays a pre-determined fee every time a user/searcher click on an ad in search results.

**Keywords:** Keywords are words and/or phrases that a user enters into a search engine. They're also the words you choose for your Paid Search and PPC campaigns, anticipating what potential customers might be searching for online.

**Click-through rate (CTR):** The rate (a percentage) at which users click on an ad in search results. It's calculated by dividing the number of clicks by the number of ad impressions. CTR is an important metric for measuring the performance and effectiveness of Paid Search marketing and PPC campaigns.

**Search Engine Results Pages (SERPs):** "SERPs" is an acronym that stands for "search engine results pages." SERPs are the listings of results returned by a search engine in response to a keyword or phrase query. The results include a list of web pages with clickable titles (usually in blue font), a URL, and a short description of the page content.

**Impressions:** Impressions are when your website appears to users in SERPs.

**Priority listing:** Premium page real estate is purchased in search results, ensuring that your ad is displayed among the first in marketplace listings.

**Rank or Ranking:** Rank or ranking refers to your website's position in the hierarchy of search results.

**Conversion:** Conversion happens when the user sees your website in SERPs, clicks through to your site, reads the content and then "converts" by taking an action presented on the page (i.e., filling out a form, sending email, purchasing a product, etc.).