

11.

PPC Strategy Template

We hope you are enjoying the PPC strategy guide and now know everything about designing a PPC model that maximises your return on investment.

Print this out and fill it in alongside the guide and you will have created the bones of your very own ppc strategy.

If you have missed the strategy guide or haven't got round to reading it just yet you can find it via the link below.

www.bowlerhat.co.uk/ppc-strategy-guide/

Print this half out and try it for yourself!



2

Objectives

Objectives help give the campaign a direction and purpose.

Clearly outline your objectives using the table below:

Awareness	
Engagement	
Conversion	
Retention	

Note:

Think about how your PPC objectives are effected by these four things.

Awareness build an audience

Engagement educate your audience

Retention keep existing customers happy

Conversion generate sales or leads



3

Goals & Measurement

Goals help to measure the success of a campaign.

Note:

Goals should be directly linked to your objectives and be measurable.

One objective can have several goals.

Fill out your goals for the PPC in the table below:

Awareness	
Engagement	
Conversion	
Retention	



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Audience

Consider the persona of your target audience.

1

Who is your target audience?

Age	
Location	
Sex	
Married	
Children	

2

Where are they located?

Where do they work?	
Where do they live?	
Where do they want to work?	
Where do they want to live?	

Progress bar



3

What are they looking for?

Fill out using only keywords:

Problem	
Research	
Compare	
Buy	

4

What do they do online?

Search Terms	Websites Visited

5

Why?

Wants	Needs

Note:

What are they looking for in terms of keywords.

Problem

What problem are they looking to solve?

Research

What things will they search to match their needs?

Compare

What will they use to compare you to your competitor?

Buy

What sells the product/service to them?



5

Targeting

Think about how to approach the right audience.

Ad Format	
Location	
Devices	
Ad Schedule	
Keywords	
Placements	

6

Structure

Consider how aspects of the business will effect the campaign.

Geography	
Keywords	
Products/Services	
Brands	
Website Structure	
Networks	
Budget	



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Creative

Establishing creative, guides the over all creative output.

Clearly outline what you want from your advert by filling out the table below:

Objectives & Audience	
Text & Visual	
Ad Idea 1	
Ad Idea 1	
Call to Action 1	
Call to Action 2	

8

Measure

Using systems to measure the results against your goals will show how effective a campaign has been.

Use the table below to consider the desired PPC results for each goal.

Goal 1	Goal 2	Goal 3	Goal 4



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Analysis & Optimisation

Once your campaign is established it's time to start reviewing the analytics data and looking for ways to optimise the campaign.

	Very Badly	Badly	Okay	Good	Very Good
How much of an impression was made?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good was the rate of clicks?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well did the keywords perform?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well did the placement work out?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well did the targeting work?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How good was the structure?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How well did the campaign perform?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After analysing the date, write down how you can optimise the campaign below:



Now You're Ready!

Contact us:

We Can Help

If you have any questions or would like to bounce some ideas off of us visit us online at

www.bowlerhat.co.uk

or say hello at:

contact@bowlerhat.co.uk

DIGITAL MARKETING **SIMPLIFIED**



Contact

01213 142 001
Clients@bowlerhat.co.uk
www.bowlerhat.co.uk



Bowler Hat, The Custard Factory, 112 Zellig, Gibb Street, Digbeth, Birmingham, B9 4AA