

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!

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.

Goals & Measurement

Goals help to measure the success of a campaign.

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

Awareness	
Engagement	
Conversion	
Retention	

Note

Goals should be directly linked to your objectives and be measurable. One objective can have several goals.

Audience

Objectives help give the campaign a direction and purpose.

Clearly outline your objectives using the table below:

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

Age	
Location	
Sex	
Married	
Children	

Audience

What are they looking for?

Fill out using only keywords:

Problem	
Research	
Compare	
Buy	

Search Terms	Websites Visited	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?

Targeting

Think about how to approach the right audience.

Ad Format	
Location	
Devices	
Ad Schedule	
Keywords	
Placements	

Structure

Consider how aspects of the business with effect the campaign.

Geography	
Keywords	
Products & Services	
Brands	
Website Structure	
Networks	
Budget	

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	
Test & Visual	
Ad Idea 1	
Ad Idea 2	
Call To Action 1	
Call To Action 2	

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 result for each goal.

Goal 1	Goal 2

Goal 3	Goal 4

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 data, write down how you can optimise the campaign below:

Now You're Ready!

Need any 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