



INDUSTRY

Online Sports

CLIENT:

The world's leading, jargon-explained, sports injury website that provides a wide range of news, guides and advice related to injuries in sports, and an extensive range of injury products, physiotherapy supplies and rehabilitation equipment.

OBJECTIVES:

The main objective of the client was to receive high Return on Investment campaigns. Our strategy was to focus on getting more relevant traffic to the website and also improve the Effective Revenue Share (ERS) through revised marketing campaigns.

Making sure the campaigns brought relevant traffic:

When we were optimizing our adword marketing campaigns, our main goal was not just to bring traffic but to bring "relevant" traffic to the website so that we could maintain the rise in conversions at a consistent rate. We also searched for the demand for various relevant keyword terms along with their estimates regarding what it would cost per click to maintain the cost of the campaigns.

Not over spending on clicks:

While launching new marketing campaigns, it is good to start with high bids as they place the ads in a position where they can get more clicks, which leads to high quality scores and ultimately cheaper clicks. However, bidding high might often result in blowing the advertising budget up and a negative return on investment. So, we calculated the maximum bid and focused on the keywords below Max CPC.

The Max CPC was calculated using the formula given below:

$$\text{Max CPC rate of your online customers} = \frac{\text{(average profit per customer)}}{\text{x (1 - desired advertising profit margin)}} \times \text{(conversion)}$$

Keeping up with the competitors:

We did a research on what the competitors were doing as we had to make sure of staying one step ahead of them. We went through our competitors' ad copy and keyword terms and even saw how long they had been using certain ads and keywords. This invaluable information helped us in improving our campaigns and gave us a competitive advantage.

Categorization of Campaign:

We categorized the campaigns on the basis of brands and usage through which we wanted to target our audience in various ways. Through our marketing campaigns on the basis of brands, we wanted our audiences to get more engaged with our brand and its associated products, which would also result in increasing brand loyalty. On the other hand, through marketing campaigns on the basis of usage i.e. best-selling, top selling etc., we wanted to increase our conversion rates with minimal costs.

Getting the website to work on mobiles:

As estimated, 100 billion Google searches per month originate from smartphones and this number is growing. So, we decided to upgrade our present website to a mobile-optimized website in order to advertise our marketing campaigns to mobile users.

Had we advertised to mobile users without a mobile optimized website:

Prospective customers would have bounced back because the page would not have looked proper or functioned properly on their mobile, which in turn would have resulted in loss of sales.

The quality scores of the ads would have suffered, which would have led to higher costs and lower ad positions

Setting up conversion tracking:

Enabling conversion tracking was an absolute must. Without it, we would never know which ads were driving the most number of leads and sales. Our main goal was to drive sales; so, we embedded the code on the receipt page.

Learning and using extensions:

Extensions helped us add additional bits of information, which made our ads much more enticing to Google users - especially those who were searching for local goods and services. Ad extensions included call buttons, additional links, your company address and more.