



As a small business or a start-up, you've heard all about the exciting benefits that Pay-Per-Click can offer your website in terms of instant visibility, targeted traffic and, of course, revenues.

But there's a catch (isn't there always?)

You've Google Pay-Per-Click techniques and best practices and find yourself staring at reams of results - PPC Mistakes to avoid, PPC Best Practices, PPC Tools...the dos and don'ts go on and on.

Or, perhaps you are a savvy marketer in addition to being an astute business person and you've read up all there is about PPC. But, knowledge alone won't bring in the visitors.

Do you have that commodity that most entrepreneurs wished they had double of - Time?

Can you see yourself doing that day in and day out? How much time would that leave you for other marketing efforts? For brand building? For your core business?

But, Isynbus, we can do all this and more for you because our PPC experts combine work experience with ongoing learning, thus bringing to the table a fresh, finger-on-the-pulse perspective that gets you your ROI without fail.

Sky-rocketing conversions for this Housing Finance client

One of our clients in the Housing Finance sectors hired our PPC team to improve their conversion rates. We tried to understand their business module, who they wanted to sell to and how their potential audience would react to their offering. We compared their data to the available Google Adwords data to analyze the reason why their bottom line, which was driving their Effective Revenue Share (ERS) % was lagging behind and on the basis of that, we created a digital marketing program.

On the basis of our analysis, we found that the Click-Through-Rate (CTR) and Impressions were behaving below par, and on a less result-oriented side. After identifying and understanding their potential audience, we viewed each single visitation to the website as an opportunity for conversion. And on the basis of that, we made multiple changes at the keywords level and also changed multiple settings like location bid strategy and Google Ads API. Thereafter, what we achieved was amazing.

- ▶ A highly experienced senior SEO expert heads the marketing team
- ▶ Average Position improved by 230.8%
- ▶ CTR improved by 375%

As simple as it may seem, eventually it was about creating simple content that was engaging, memorable, sharable and most importantly, that inspired action.

Our PPC Management Services

Google AdWords Campaign Management Bing PPC Campaign Management LinkedIn PPC Ad Management

Facebook PPC Ad Management Twitter PPC Ad Management

7 Search PPC Management

Remarketing Services- Google, Facebook, Adroll and many more...

From the PPC Ad copy to the final sales funnel - it is just the beginning of a long and complex marketing journey

PPC begins with the content of your PPC ad copy. Those 35-35-80 characters that Google has given marketers to pull in their desired customers. It is within these three rows and tight character limits that you have to weave your magic and make sure it is your ad that gets clicked on and not that of your competitor.

In short, you are dealing with dog-eats-dog competitive space here. It's rough, it's aggressive, it's insane.

But, you can come out tops and have an ad that screams to be clicked on (we have ace in-house copywriters who have written high-converting ads and landing pages). From there, it's onto the landing page and finally, the Call-To-Action.

Once the Call-To-Action (CTA) is fulfilled, the PPC campaign can be said to have completed a successful cycle .

But, that's the ultimate goal. Getting there is the tricky part, particularly if you do n't have a strong in-house team of PPC experts.

Our 8-Step Strategy to Achieve High ROI through Data-Driven Marketing

We follow a comprehensive 8-Step strategy, which is as follows :

1. Analysis of the Business Model

Understanding a business model is important to frame the right strategy. So, our approach is to understand the business model of our clients. Asking certain questions such as those given below can help frame a better strategy:

What do you want to achieve? What are you trying to sell?

Which sector do you operate in?

What are the factors that impact customer behavior in specific sectors?

2. Understanding the Information Architecture of a Website or Online Store

The information architecture of a website is very important. It's all about how things are arranged in a website or online store. Ideally, this should be done in such a way that user experience is maximized. So, we analyze how different products/services and other information is arranged on your website. Can users find the required information easily? If not, how can it be rectified?

3. Behavioral Analysis of the Target Audience

Understanding the target audience is important for increasing the conversion rate of a website. So, we believe that understanding every visitor is important. We use a data-driven process through which we analyze the behavior and movement of every visitor to your website/store with the help of advanced analytics tools. This helps us identify the clear pain points of users.

We use metrics at the most granular level to get the real insight. If we are able to figure out why a particular user left the website without completing the desired action, it becomes easier to address the problem.

But behavioral analysis is not just restricted to understanding the pain points in terms of interface . Behavioral analysis also helps us identify specific points of a website that attract large attention of users. This point can be a specific blog page or a specific offer page. If these points help your audience in taking up your product/service, we use the data to include these points in our sales funnel.

4. Qualitative and Quantitative Data Analysis

Our thrust remains on gathering the right type of data to know what actually is happening on your website. We gather both, qualitative and quantitative data with the help of advanced tools that provide really useful insights about eye movement, mouse tracking and other useful information. This results in a better diagnosis of the problem afflicting your website. Based on the analysis, we devise further strategies.

5. Selecting the Appropriate Promotion Network

Once the analysis is over, we select a suitable network for the promotion of your website. For example, if we find that most of the traffic is from Google search, we suggest using text ads. In case your website or online store is new, we use Google Display Network that helps increase brand awareness and generate leads too.

6. Focus on Content and Designing Landing Pages

Once we have studied your business model and your audience behavior, we pin down the offering from your website that can be promoted to generate leads/sales. No two people have the same needs. Our audience analysis helps us segment your customers into categories. Using those categories, we aim to personalize offerings as per consumers' needs.

Landing pages are extremely important from conversion point of view. If your landing pages are not well-optimized both, user experience and content wise, the conversion rate of your website will be low.

We A/B test every important aspect of your landing page, whether it's copy, image, or design. For example, if data tells us that most users are not completing forms on the landing page and leave midway, we may recommend redesigning of the form. We attempt to reduce the friction between your users and your landing pages to help them complete the buying cycle smoothly.

7. Convert One-Time Users into Multiple Users

Optimization is an ongoing process and we keep upgrading our different metrics to refine our analysis process and keep it updated. Apart from that, continuous value addition is important. So, we keep adding interesting content regularly so that your users always remain engaged with your website.

8 .Rinse and Repeat

Continuous testing and tweaking is important to refine the process and data in order to get better results. This is very important since the business environment is dynamic and volatile.

How Does Your Business Benefit from PPC?

PPC is very beneficial for business, especially if you are a start-up or still in the nascent stages of your business. And that's because it's a very agile form of marketing

- it's a lot more agile than SEO, which can take upto 6 months and even then you still aren't guaranteed any results. With PPC you can get a near-guaranteed result almost instantly. This leads to experimenting, playing with budgets, generating data and then learning from that data. You keep repeating that loop over and over again - and this is what enables a business to become successful.