

PPC & Display Marketing: How to Drive Traffic to your Website

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Introduction

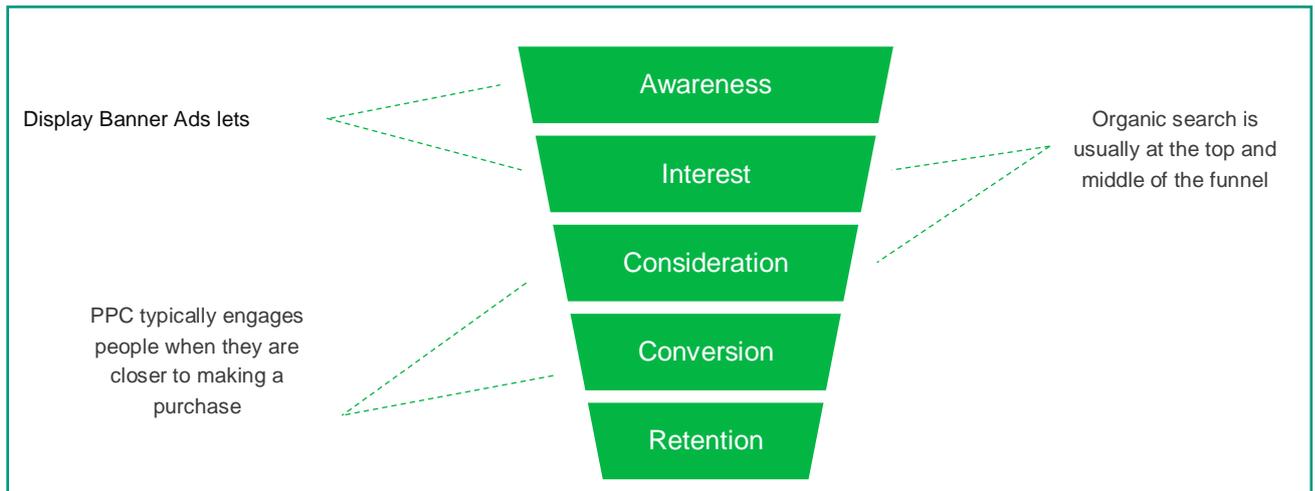
Pay per Click (PPC) advertising is essentially a search engine advertising model which is used to drive traffic to websites, in which you pay the search engine every time the ad is clicked. The results of PPC advertising can be very positive – once done correctly. The value rests on your business ability to read data, make adjustments to a campaign where necessary and measure the effectiveness of the changes, guidance for which will be detailed throughout.

Display marketing on the other hand is a visual advertisement that can appear on search engines, websites, apps or social media. These visuals can include images, videos, etc. Unlike other marketing forms display ads often lead to a better brand awareness and increases your brand messaging. This guidebooks will explain how to create display ads, how to target specific consumers, best in class examples, etc.

This guide is part of the **Bord Bia Think Digital programme**. This programme seeks to enhance the digital capabilities of Irish food, drink and horticulture companies whilst equipping businesses with the resources and supports needed to deliver best in class digital activation. Find resources, webinars and more on the [Think Digital](#) page. This is one of a range of **Client Capability** services available, find out more about our additional resources [here](#). For further support please reach out at clientcapability@bordbia.ie.

Section 1: PPC & Display Overview

PPC, Display, SEO, social media, email and the other channels in your digital tool kit work together to target people at different stages of their purchase journey. When we move people along the stages of the purchase journey we typically call this the conversion funnel – this is illustrated below



Some people don't know about your product or offer and how it can help them, these people are at the start of their purchase journey. We say this is the **top of the funnel**.

Other people are doing research on the options out there, this is the **middle of the funnel** while some people have done all their research and are ready to commit and buy: these people are at the **bottom of the funnel**.

In digital marketing, what we've learned is that display ads, banners and images showing products and offers to people work like traditional print ads. They let people know about a product or sale etc. that they might be interested in. As a result, we use display ads when we want to launch a product or offer to let people know about what our brand is doing or to generate **awareness and interest** in your offering.

On the other end of the spectrum, we also have people who know about our product or brand, they have done their research online (as most people do) and are ready to buy or take action. What we've learned in digital marketing is that people use search engines when they want to do something. They have what's called *intent*. They sit down in front of their computer or on their phone and type into Google what they are looking to do.

PPC ads are on the top of the page which means that many people click them when they are looking. These are highly valuable clicks as they are the people looking to buy or take action. In other words, they are the most likely to be customers. As this is most probably commercial activity, we want to get as many of these sales or conversions as possible and many brands will pay Google to secure these clicks the clicks. This is called paid search or PPC (pay per click).

Setting up a Google Ads Account

The screenshot shows the Google Ads 'All campaigns' page. At the top, a red banner displays the message: "Your account cannot show ads - To start running your ads, enter your billing information." Below this, the left-hand navigation menu is visible, with 'Campaigns' selected. The main area features a line chart with 'Clicks' (blue) and 'Conversions' (red) data series, both showing zero values. A table below the chart lists account-level metrics: Total: Account, Budget: €0.00/day, Status: --, Optimisation score: --, Impr.: 0, Clicks: 0, CTR: --, Avg. CPC: --, Avg. CPM: --, Cost: €0.00, and Phone calls: 0. A prominent blue '+ NEW CAMPAIGN' button is centered in the table area.

You can set up your own Google Ads account [here](#). Then you can create an advertising account for your business or product lines. You can start creating campaigns and serving ads to people once you

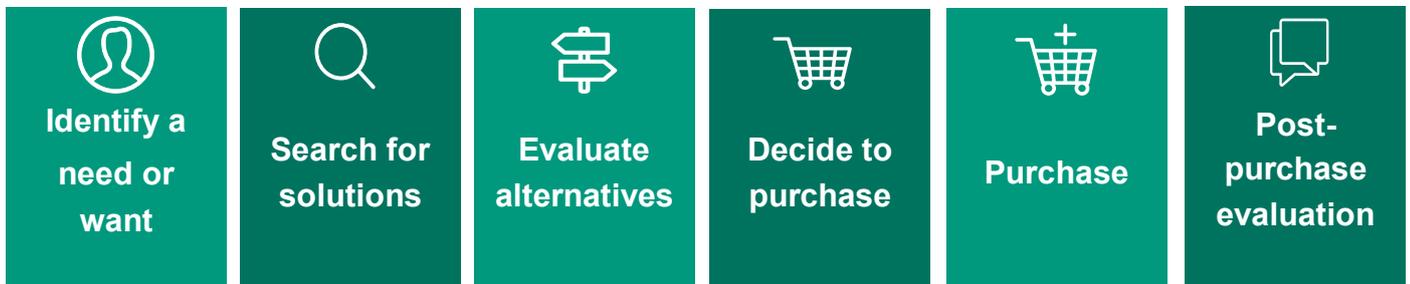
A Google Ads accounts allow you to create and manage campaigns. When you set up the account ensure you click on “switch to expert mode” near the bottom of the screen, otherwise Google creates a much less effective simplified version with limited options.

If you have created a simplified account already, you can switch it to the expert account type by clicking on the spanner icon at the top of the screen. For larger businesses, it’s possible to create a Manager account. A Manager account allows you to manage multiple advertising accounts in one view. It’s good for businesses with multiple sub companies or very different product lines. When you set up your manager account, press the big blue “+” on your screen to set up an advertising account. You will run your campaigns in an advertising account as normal.

Section 2: Introduction to PPC

Understanding the Consumer Decision Making Process

People typically go through 6 stages when making a decision. This is known as the consumer decision journey. Search features in 5 of those stages. The only one it does feature in is stage 1 which is identifying a need or a want. This is typically an internal decision that a person comes to terms with, e.g. they realize they need to order food online because it's more convenient for them and they're hungry! They then start looking for information, assessing the options, they decide to purchase to take action, they go ahead and buy/take action and finally they go back to see if they made the right choice.



Knowing how search features in all of these moments to help people decide shows how important it is for commercial activities as people decide to buy from us and how we can use PPC to get things over the line.

What are the fundamental elements of PPC?

There are 3 fundamental elements of PPC. There are numerous other pieces that help with campaign performance but the three most basic elements of PPC are as follows:

1. **Keywords:** What people are looking for, and what questions they are asking Google.
2. **Ads:** The text that users will see when they search on a search engine.
3. **Landing Pages:** Where the user lands after they click an ad.

These three elements typify a search journey. The person asks Google a question, they see your ad and click to your landing page. We should consider how these three items relate to each other and link up to ensure your campaign is relevant to searcher intent, i.e. what they are looking for.

Remember, we need to uncover the questions people ask Google (keywords). We need to give an answer to their question (ads). Then we need to position our brand or product as the solution to their needs (landing pages). All must work together to achieve a good result.

Keywords: Basics

Think of keywords as the questions people ask Google. You can use the Google Keyword Planner to research what people are asking.

You can access the Google Keyword Planner by clicking on the tools icon in the top right corner of Google Ads. Then choose the most appropriate keywords relating to purchase or conversions and add these keywords to your PPC campaign.

Ads: Basics

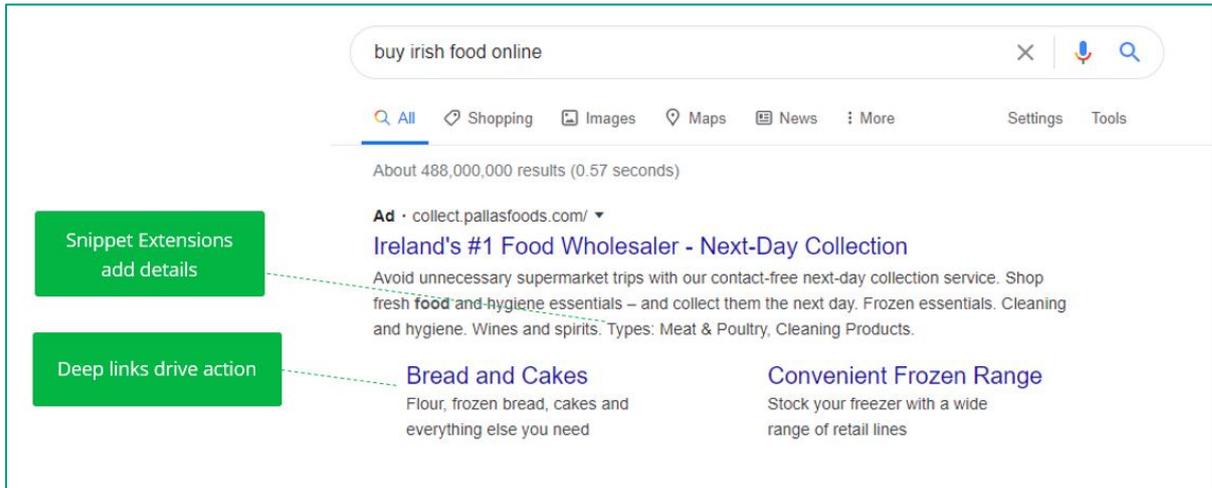
Think of your ads as an answer to a question. You know what people are looking for, so you need to write an ad that answers their need. Good ads should be:

1. **Relevant:** The ad should relate to what people are searching for and uses the language of the consumer.
2. **Attractive:** You are competing against lots of other food producers for clicks – try to include an attractive offer to make your ad stand out.
3. **Directional:** It's best practice to tell people what they should do when they land on your page, e.g. buy now/order online, etc.

Tips for Writing Ads

- Include keywords in your Ads, e.g. if your keyword is “buy Steak online”, make sure the ads says “buy Steak Online”.
- Include an offer in the headline, e.g. 10% off or Next-Day/Free Delivery.
- Include an emotional selling proposition, i.e. something that appeals to the emotions, e.g. 100% Irish/ Buy Local.
- Start your descriptions with a verb and include a call to action (CTA) at the end. “Buy Premium Steaks Online. Choose for a variety of cuts. Organic grass-fed products. 100% Irish. Order today!”
- Include Sitelinks to increase the size of the ads and add detail

Sitelinks and Ad



Visual Example of Sitelinks & Ad

Landing Pages: Basics

A landing page serves as the entry point for your website. It should follow on from what the person is looking for and what your ad says you can offer, i.e. it should be closely linked to your ads and keywords, and to user intent. It should also contain directional **Calls-To-Action** (CTAs) that drive towards your business objectives.

Always ask yourself: what does the person want to see on my page and how can I create the conditions on the page to take them to the next level to purchase or convert?

How are PPC Campaigns Structured?

1. Campaigns
2. Ad Groups and Ads
3. Keywords



Example of a PPC Campaign Structure

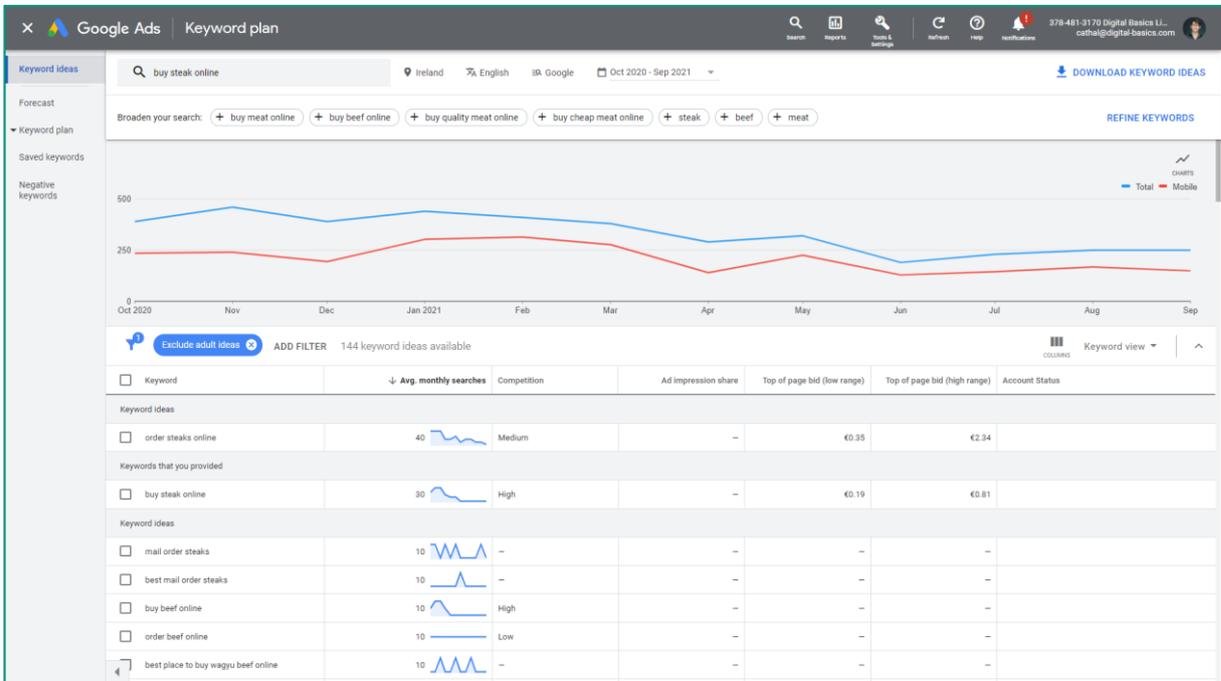
How Can I Find Keywords for my Campaign?

Use Tools like the Google Keyword Planner to get ideas for what people are searching for in relation to your product. Review these keywords Google suggests, some will be good, some will be irrelevant and choose the keywords you believe will drive most sales or traffic from your campaign.

Steps to Doing Keyword Research

1. Log into Google Ads
2. Choose the Tools Icon (spanner) in the top right
3. Select the Keyword Planner
4. Enter 2-3 keywords related to your product and press “Get Ideas”

5. This will show you a list of hundreds of keywords you can choose from.
6. Choose Keywords which indicate purchase or action intent, e.g. they contain “buy” or “order” etc.



Google Ads Keyword Plan

How can I set up a PPC campaign?

Now that you have an understanding of the basics of PPC, we can set up a campaign by clicking into your Google Ads **advertising account** following these steps:

1. Click the Campaigns tab on the left side bar
2. Click the +Campaign button
3. Choose Your Objective and Set Your Campaign Type as Search
4. Name your campaign
5. Choose your target location, language and set a daily budget
6. Name your Ad Group (keyword list) and enter your Keywords
7. Write Your Ads
8. Save to launch your Campaign

Section 3: Introduction to Display

What's the difference between Display and Search Audiences?

- Display shows ads to people even if they don't want to see these ads, but they fit a certain profile. Display audiences much like traditional advertising (TV, radio, print) are considered "passive".
- Search shows ads to people only when they are intently looking for something. Because searchers tend to take action and they are seeking out something, they are considered "active" audiences.
- Search generally **drives action** while display makes people **aware** of your brand, offers and products. These are very different outcomes but equally important I the purchase journey.

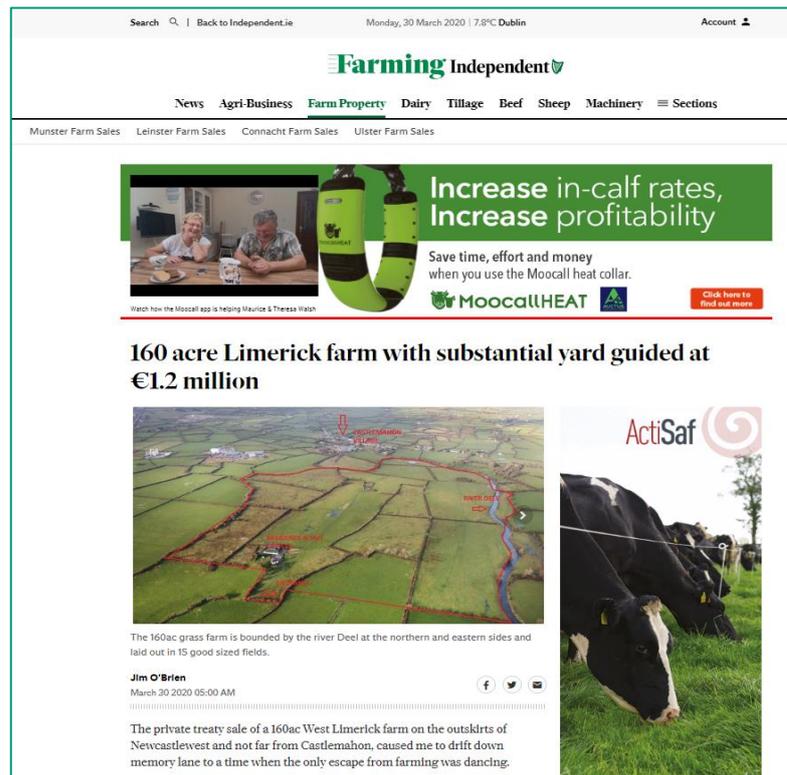
How do Display Ad formats differ to Search Ads?

Not only are the audiences and outcomes different for display and search, the creative formats are vastly different too

- **Display Ads:** Shows banners and images to people because the fit a certain audience profile.
- **Search Ads:** Shows text ads to people who are actively looking to buy or research topics.

Some Examples of Display Ads:



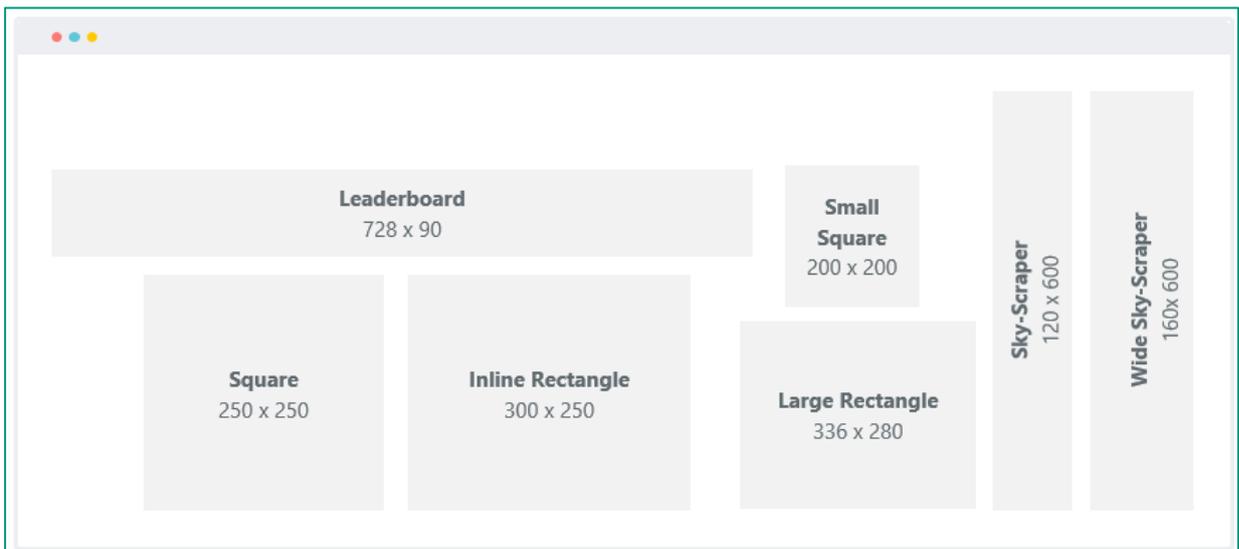


Where can I create a display campaign?

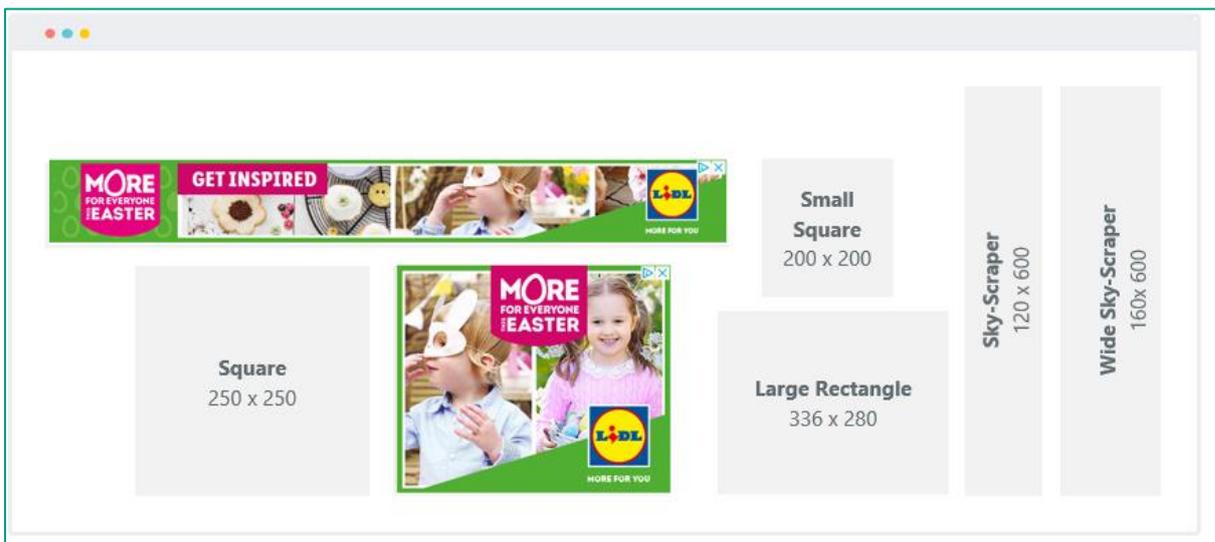
You can create display campaigns in conjunction with advertising agencies or you can do it yourself using Google Ads. With Google Ads you can serve banners to people on the Google Display Network which is a series of websites that show ads for Google when people visit. We'll use the Google Display Network as the basis for doing display ads because it's cheap and a self-service platform, meaning anyone can use it.

What Type of formats are available using display campaigns?

Display Ads come in many shapes and sizes as outlined in the size chart. They can be designed to spec for these individual sizes or you can create responsive ads on the Google Display Network which will take images from your website and resize them into all shapes. This is the most straightforward way to create display ads.



Example of Display Ads

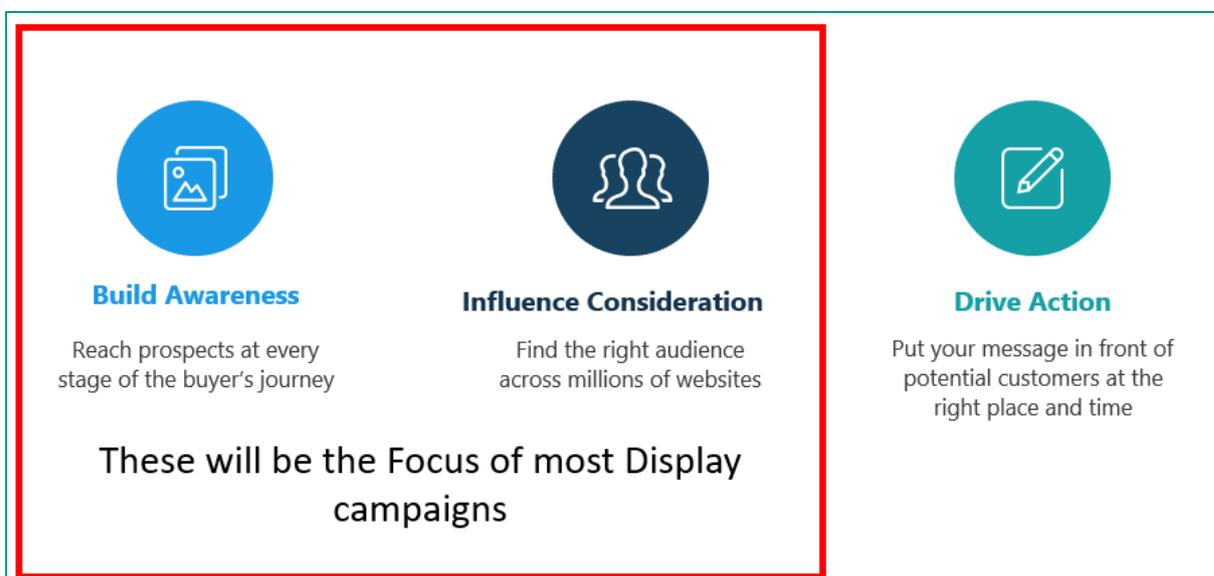


What can I hope to achieve with a display campaign?

- Display is a great way to reach thousands of people across the country or in specified locations to let them know about your brand, products or special offers. You're generally trying to promote something that has a direct commercial value, like buying from you. You might not promote the recipes you have on your site, as this might not turn into direct commercial returns.
- Search tends to drive sales as people who know what they want are looking to buy. When someone doesn't know about your product, this is where we use display. If no one knows about you, then no one is searching so display is our starting point for the consumer journey.

- Typically you might spend 20% of your budget on display and 80% on search. The reason being that search will drive direct actions like sales and leads from people who are actively looking. On the other hand, display will make people aware of you and they are less likely to buy right now. This is why we focus more budget on search – it delivers direct commercial returns. Search and display can work together to achieve your objectives.

The key is to set appropriate objectives and measure your campaign using the most appropriate KPIs. Use conversion metrics for search as people take action, use awareness metrics for display as more people know about you after seeing your banner ads.



Even though we can try to make people take action with our display ads, it tends not to work. Focus on making people aware of your products and brand or to help them decide when they are considering taking action.

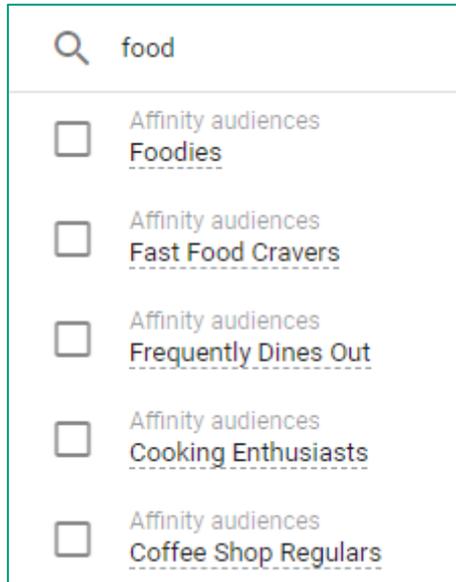
How can I target people with display ads?

There are 2 main ways to target people with your ads online:

1. **Because of who I am and what I like:** This is Audience Targeting Click the +Campaign button.
2. **Because of the article I am reading:** This is Content Targeting.

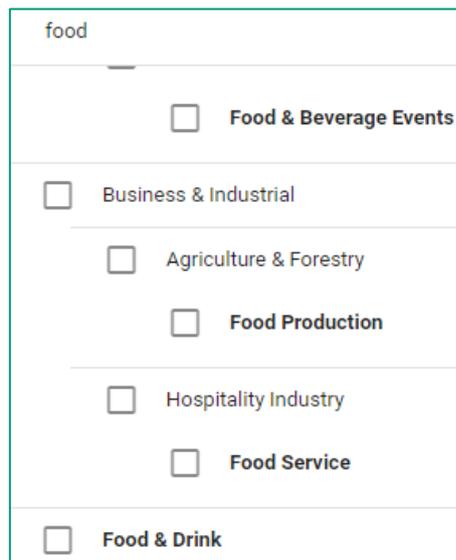
When you target audiences, the person can see your ad when they are on any website. You are targeting them because of their lifestyle or interests. You can choose from a list of

characteristics or traits on the Google Display Network. When we target people based on their interests, we hope they will like our brand if they are interested in what we do. See examples of audience interests below:



Example of Audience Interests

When you target content, you are telling Google to put your banner on websites that have specific themes. The thinking is that anyone who visit those websites might be interested in your product. See examples of the types of websites we can target based on the themes of their content:



Example of Content Targeting

Can I show my ads to people who've been on my website before?

Sometimes when you visit a website you keep seeing ads for that product you just looked at. This is called remarketing/retargeting. It's a way to show ads to people because they were on your site recently or looked at a specific product. This is how you remarket to past site visitors:

1. Add a tracking code to your website
2. The code puts cookie on the person's browser
3. Google Display, Facebook etc. sees that the cookie is on the browser and shows the person your ad

How can I ensure I use good creative for display ads?

You can write a creative brief to plan your display campaign as a means to focus your messaging on delivering on your business objectives. As your targeting people who might be interested in your product, it's important to strike the right tone with them to get the message across in an effective way.

Tips for Brief Writing

1. Don't rush it, take at least 1 hour to write it properly
2. Challenge Yourself to think about your brand and product as a consumer does
3. Write down your objectives for the campaign and validate if they are achievable
4. Provide any insights that will help creatives give you the images and banners you require

Now that I know what Display is, how can I set up a campaign?

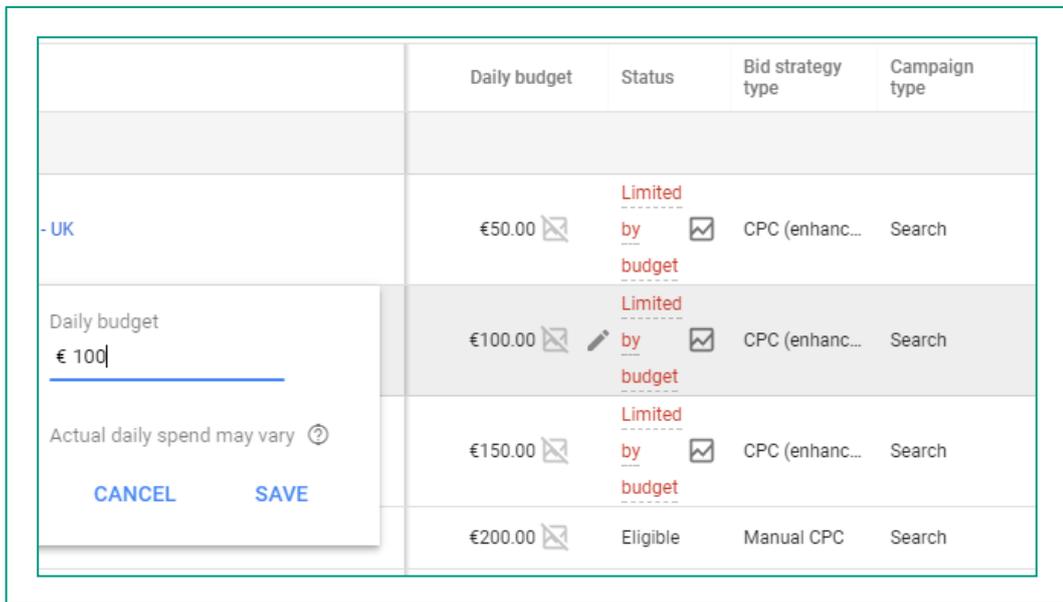
The first thing you need to do is go to your Google Ads account which we set up in the PPC section. Then follow these steps to create a display campaign.

1. Click the Campaigns tab on the left side bar
2. Click the +Campaign button
3. Choose Your Objective
4. Set Your Campaign Type as Display
5. Name your campaign
6. Choose your target location, language and set a daily budget
7. Name your Ad Group (keyword list) and pick your Audiences
8. Scan Your Website for Images for your banners and write the ad text
9. Save to launch your Campaign

Section 4: Managing PPC and Display Campaigns

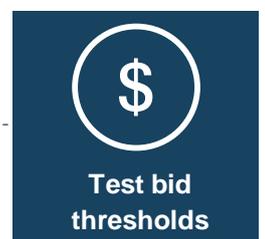
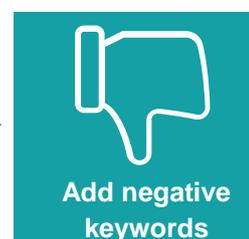
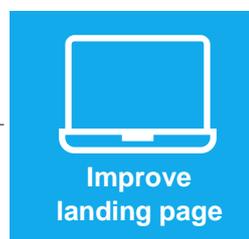
How can I ensure I don't spend too much on PPC and Display?

Start by setting a daily budget for your PPC and display campaigns. This is putting a cap on how much a campaign can spend in a day. See example of setting a daily limit below (try start with lower amounts, e.g. €5/day and increase it if it's working well).



How can I get the most out of my campaigns?

If you create quality PPC and display ads that drive people to a good landing page, Google will reward your efforts by increasing your quality score. Having an increased quality score can result in lower costs and higher traffic. Tips for increasing quality score

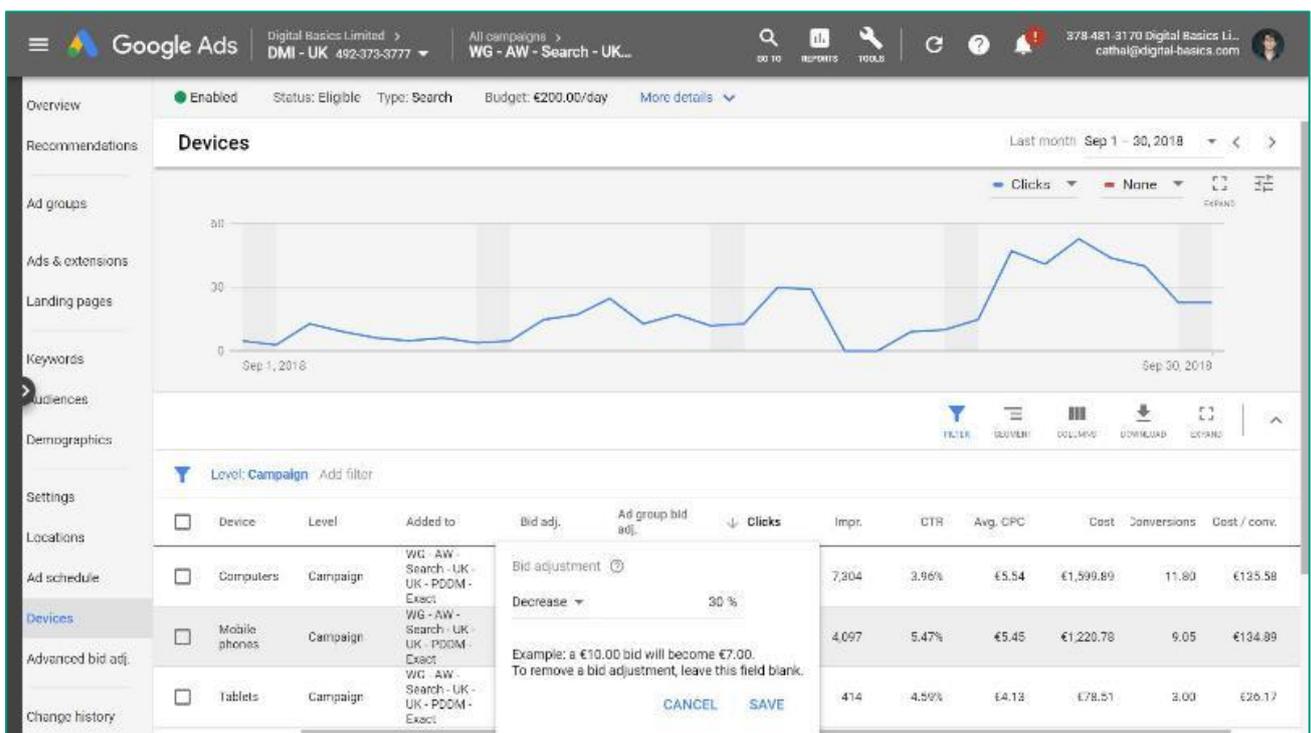


Don't forget that people behave differently when using computers and mobile phones

Lots of people browse the internet and social media using their phone but when it comes to buying something they tend to use their computer to enter credit card details. You can increase or decrease your visibility on mobile phones as needed using device targeting. This is how to do it:

- 1) To optimize for devices, navigate to the Devices tab on the left-hand menu, and add a percentage bid to a device. Simply add the % you want to increase or decrease the bid by for the device type
- 2) This type of bid modifier increases or decreases your max CPC bid by a percentage in the search using a mobile or desktop device.

Example of reducing visibility on Mobile Phones



Showing your ads at certain times

You might want to only show your ads Monday-Friday 9am-5pm or at other times during the week when your customers are more engaged. You can do this by automatically creating a schedule to switch your ads on and off.

Ad Scheduling can be set using the Ad Schedule tab for a campaign as in the screenshot below

The screenshot displays the Google Ads interface for a campaign named 'WG - AW - Search - UK...'. The 'AD SCHEDULE' tab is selected, showing a calendar view where ad activity is scheduled from 3:00 AM to 9:00 PM on Mondays, Tuesdays, and Wednesdays. Below the calendar is a table with performance metrics for these scheduled periods.

<input type="checkbox"/> Day & time	Bid adj.	Clicks	Imp.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
<input type="checkbox"/> Mondays, 3:00 AM - 9:00 PM	-	80	1,875	4.27%	€5.09	€407.40	3.00	€135.80	3.75%
<input type="checkbox"/> Tuesdays, 3:00 AM - 9:00 PM	-	79	1,614	4.89%	€5.47	€432.48	4.60	€94.02	5.82%
<input type="checkbox"/> Wednesdays, 3:00 AM - 9:00 PM	-	70	1,524	4.59%	€6.15	€430.32	2.90	€148.46	4.14%

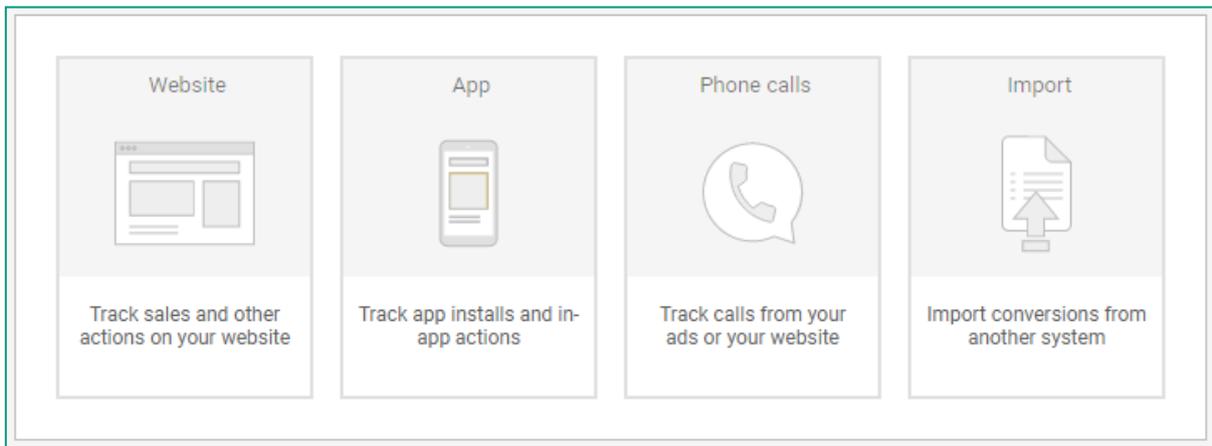
Section 5: Measuring Success of PPC and Display Campaigns

How can I know if my campaign is working?

You can track valuable actions that people can take on your website like buying something, contacting you through the website or using the phone,. Valuable actions that people take on your website are called conversions.

We can set up conversion tracking in Google Ads which will show us what's working and what's not working so well.

Examples of actions we can track back to our campaigns



Where can I see this data?

When you set up conversion tracking you can see conversions in Google Ads itself or you can look in Google Analytics. Google Analytics gives you more data and you can compare your PPC and display campaigns to other channels like Organic search (SEO), social media and email etc. This way you can see performance across all your channels in one place.

- A. You can use the Channels report to see overall paid search and display performance and compare to other channels
- B. You can use the Google Ads Report for more details on your campaigns and costs

Audience	Acquisition	Acquisition		Behavior				Conversions		eCommerce		
		Default Channel Grouping		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue		
		10,221 <small>% of Total: 100.00% (10,221)</small>	9,130 <small>% of Total: 100.04% (9,126)</small>	14,725 <small>% of Total: 100.00% (14,725)</small>	52.43% <small>Avg for View: 22.43% (0.00%)</small>	2.74 <small>Avg for View: 2.74 (0.00%)</small>	00:02:15 <small>Avg for View: 00:02:15 (0.00%)</small>	2.01% <small>Avg for View: 2.01% (0.00%)</small>	296 <small>% of Total: 100.00% (296)</small>	€37,880.95 <small>% of Total: 100.00% (€37,880.95)</small>		
	1. Generic Paid Search	5,921 (53.28%)	5,134 (56.23%)	8,034 (54.56%)	56.85%	2.38	00:01:40	1.53%	123 (41.59%)	€11,887.22 (31.38%)		
	2. Organic Search	3,657 (32.90%)	2,698 (29.55%)	4,656 (31.62%)	48.41%	3.04	00:02:48	2.62%	122 (41.22%)	€16,453.00 (43.43%)		
	3. Direct	1,071 (9.64%)	1,031 (11.29%)	1,334 (9.06%)	51.35%	2.91	00:02:32	2.25%	30 (10.14%)	€2,376.42 (6.27%)		
	4. Branded Paid Search	343 (3.09%)	175 (1.92%)	476 (3.23%)	22.06%	4.71	00:03:35	3.99%	19 (6.42%)	€5,111.36 (13.49%)		
	5. Referral	65 (0.58%)	44 (0.48%)	152 (1.03%)	43.42%	4.49	00:07:47	1.32%	2 (0.68%)	€2,052.95 (5.42%)		
	6. Social	42 (0.38%)	37 (0.41%)	54 (0.37%)	61.11%	4.19	00:05:20	0.00%	0 (0.00%)	€0.00 (0.00%)		

Key Takeaways

Think of your campaigns like an Investment

When doing PPC and Display, you are investing money in the campaigns to try to market your business. As a result, the key is to know what's working and increase your budget/investment to get more sales or leads. It's also to pull back on spend on campaigns that don't work so well so you don't waste money.

Also it's typically more important to invest more in search campaigns as these will drive more sales and conversions and apply a much lower budget to display campaigns to support search by driving awareness. A typical 90/10 budget split would be 90% of the budget on search and 10% on display. When also doing social media ads a typical split would be 60% PPC, 30% social ads and 10% display.

Choose Keywords that Indicate Someone is Likely to Take Action

When you pick your keywords for your campaigns, choose phrases that indicate someone is likely to take action like buying etc. For example when someone types "buy Irish food hampers" into Google they are likely to make a purchase when they click on a PPC ad. However if someone were to type "what are the contents of a food hamper" or "what is the history of food hampers in Ireland" they have a very different motivation.

As we're paying for keyword clicks, we should prioritize the keywords that people typically use to take actions. Try to avoid using keywords that people use to do background research or very broad keywords in your PPC campaigns. Create SEO content to drive free clicks from people doing research and pay for PPC clicks from keywords people use to buy or take action. This will help maximize your ROI and ensure you focus on commercial marketing and sales activities.

Don't use the same metrics to measure PPC and Display

To measure the success of your PPC search and display campaigns you need to look at them using different metrics. This is because they achieve different things. Display campaigns are used to drive awareness of your product or brand by interrupting people's day and showing them banner ads and videos because this audience fits a specific profile. You are showing ads to people who you believe are likely to be interested in your product and when you show them the ads enough times they should hopefully remember them. Now you have made your audience aware of your products and brand.

However people are not so likely to buy after clicking through from a banner ad so we use PPC search to drive sales and actions for your business. When someone types something about

buying your product into Google there is a high likelihood they will buy when they click your PPC ad. So we need to measure the success of PPC search in relation to sales or conversions (valuable actions people take on your website). Just to be mindful that if people aren't aware of your product or business they won't be search so we can support PPC search with display to drive awareness. We can measure the success of PPC in relation to the total number of sales or conversions from the campaigns and we can measure the success of the display campaigns by using metrics like impressions (number of times tha ads were shown) or reach metrics (how many people saw your ads). All of these metrics are available in Google Ads, it's just a matter of knowing which ones are best suited to use for your campaign measurement.

Additional Think Digital Resources

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Contact our Think Digital experts on the Client Capability Team here

This guide has been produced in conjunction with **Cathal Melinn**, founder of **Digital Basics**

Digital Basics is a Dublin based digital marketing consultation and training firm.
