

THE *Creative* TOURIST

An Introduction to Pay Per Click Advertising for Arts Marketing Professionals



An introduction to the planning, implementation and analysis of a successful Google AdWords Pay Per Click (PPC) campaign



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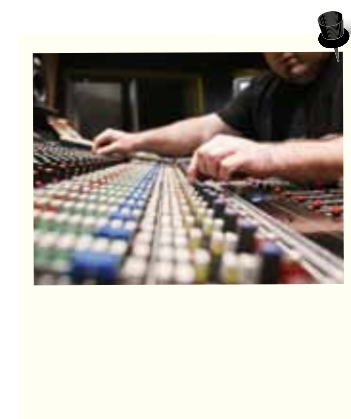
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Introduction

The Aim of this Guide

This guide is an introduction to the planning, implementation and analysis of a successful Google AdWords Pay Per Click (PPC) campaign. It is a resource developed as part of the Tickets for Tourists project funded by Fáilte Ireland, and managed by Theatre Forum. As an arts marketing professional, you will find this guide useful if you are just beginning to plan or develop a Google AdWords campaign. Or, if you are already using Google AdWords, it can provide additional tools for improving your account.

This guide is designed to be used with other high quality online resources, and this document will signpost you to other resources that you can use in developing your PPC Campaign.



This guide aims to:

- Introduce Google AdWords and how PPC advertising can be used by arts organisations
- Provide the framework for building an effect pay per click campaign.
- Explore the ways to improve your account to maximise your budget.
- Identify tools your organisation can use to develop and improve your AdWords campaign
- Identify tools for reporting on and analysing the effectiveness of your PPC advertising

There are 4 resource packs available as part of the Tickets for Tourists project from www.theatreforumireland.com and from Fáilte Ireland, Cultural Tourism & Festival and Cultural Events Unit.

1. An Introduction to Landing Pages for Arts Marketing Professionals (plus workbook)
2. An Introduction to Web Analytics for Arts Marketing Professionals
3. An Introduction to Pay Per Click Advertising for Arts Marketing Professionals
4. An Internet Marketing Cornucopia for Arts Marketing Professionals.

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Section 1: Introducing Pay Per Click Advertising

Pay Per Click (PPC) advertising is:

Online advertising where advertisers only pay when their ad is clicked on and a visitor is sent to their site. The advertiser is charged for each click that sends a visitor to the website

Landing pages are used to support a marketing initiative, and are created to meet the specific needs of the campaign. The idea is to give the visitor the best possible experience of your website by taking them to a page that matches their specific needs.

Most importantly, landing pages encourage *conversions*: those actions that mean success for your organisation. Conversions might be buying a ticket, joining your mailing list, liking you on Facebook, downloading your programme. Different landing pages might have different conversions in mind.

There are a number of different advertising networks. The best known is Google AdWords. Nearly 97% – \$22.889bn – of Google's 2009 revenues were generated by advertising, and the majority of that was through AdWords. Other advertising networks include Microsoft AdCentre which displays adverts on the Bing search engine, and the Yahoo! Advertising.



Why would you want to use Pay Per Click Advertising?
• To get top search results listings quickly
• To reach foreign markets
• To buy specific phrases right now
• To drive more visitors to your website
• To get more enquiries/sales/leads
• For a short term boost of traffic to your web site



Small advertisers, like an arts organisation with a limited budget, can compete with larger advertisers with lots to spend by creating a high quality PPC campaign.

One benefit of PPC is that you only pay for the traffic you actually receive to your site, not for the number of times your advert is viewed. This can make it a cost effective form of advertising.

Pay Per Click advertising is a highly effective form of advertising for three reasons:

1. The PPC model means that you only pay for the traffic your website receives.
2. Paid listings allow you to target users at the point when they are looking for you or your product and showing the intent to buy.
3. It is easy to track Return on Investment (ROI). From the initial click on your advert right through to the sale, Google AdWords can monitor and report on the success of your campaign.



Search Engine Paid Listings

You may be familiar with the paid listings that appear in the search engine results. They appear above and sometimes to the right of the organic search engine results and are always marked as “Sponsored Links”.



Advertisers bid on the keywords that they want to trigger their adverts. So, if a user enters the keywords that you are bidding on, your advert should appear as a paid listing.

How Google Charges for PPC

Google AdWords is not simply an auction – the highest bidder will not necessarily win the top spot in the search engine paid listings. Google uses a number of factors to decide how much you will pay for each click on your advert and where your advert appears on the page:

- The number of times your advert is clicked on – the more clicks, the more popular your ad and the less you will pay for each click.
- The quality of your advert – how relevant the advert is to the words the user has searched for in Google. A more relevant and targeted advert will be seen as higher quality and so you will pay less for clicks on your adverts.



- The quality of your landing page – how relevant the landing page is to your advert and the words the user has searched for in Google. By sending your visitors to a well-planned landing page, which closely relates to your adverts, you are likely to pay less per click.
- How well your account is performing as a whole. Popular accounts that drive lots of traffic to quality landing pages using quality adverts will pay less for clicks.
- How popular your account is over time. You will be rewarded for consistently achieving good results with your Google AdWords Account with lower advertising costs. So, start as you mean to go on!
- How much you are willing to pay for a click. Google will not charge you more than you want to spend for each visitor who clicks on your advert.



As you can see, Google uses many different quality indicators when deciding how much an advertiser will pay for their clicks and the position of their advert. These all ensure that the system is much fairer to advertisers and helpful for Google users.

Display Network Paid Listings

Users of Google AdWords can also opt to show their adverts on the **Display Network**. This is a collection of websites that allow Google advertising to appear on their pages. Some accept highly creative adverts including images, videos and rich media, but most only take text adverts.

Need to know more about landing pages? See our Landing Pages guide



The Display Network can be useful for more advanced users who want to increase brand recognition, but it is much less effective at sending traffic to a site.

Tip: PPC beginners should start with just the Search network, and consider using Display as a next step.

Section 2: Planning a Pay Per Click (PPC) campaign

To plan an effective PPC campaign, you need to first of all **define your advertising goals**. Whatever your specific needs, you should always be trying to increase the number of **goals or conversions** on your website.

Some examples of goals you might want to achieve with your PPC:

1. Boost sales of tickets for a specific performance
2. Increase your number of members or subscribers to your newsletter
3. Rent out your venue for conferences
4. Increase ticket sales from international audiences.



You want to be using Google AdWords to send targeted traffic to you, and you need to make sure that you are capturing the right visitors who might become customers .

You will also want to plan for how much you can afford to spend on your advertising, and this **budget** should reflect the amount you are able to spend to get the conversion. In other words, how much can you spend in order to sell a ticket? How much to get a new email subscriber?

Some other important questions you should ask yourself before starting to use PPC:

- Where do the visitors that I want to attract to my website live? Are they home grown audiences based in Ireland? Do I want to attract overseas audiences? Or both?
- What language do the visitors I want to attract speak? Do I need to talk to them in English or in their native language?
- When do I want to advertise? Am I planning a short term campaign for one performance or do I need a long running campaign to raise awareness?



Successful PPC campaigns require careful planning.

Keyword Research

You will then need a list of Keywords that will trigger your advertising. The most effective keywords are those that show intention on the part of the searcher to

- You can brainstorm terms related to your goal – don't forget to include buying signals like "buy", "cost", "availability", "review", "discount", "offers".
- Look at your website for ideas.
- Use the Google AdWords Keyword Tool <http://bit.ly/T4TKeywordTool>



The Google AdWords Keyword Tool is a useful free tool that helps advertisers to work out which Keywords to bid on. All you need to do is type in a word or phrase and the Keyword Tool can suggest alternatives, and more importantly, it gives you lots of extra information about every Keyword:

- How many people have searched for that Keyword in the last month – both locally (in Ireland) and globally
- You'll see a box that gives an idea of how many other advertisers are bidding on that Keyword. If the box is completely green you have a lot of competition, if it's mostly white very few other advertisers are bidding on it
- You also see a basic bar chart showing the search trends for the Keyword to give you a general idea of how popular the Keyword is over time.

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

theatre in Ireland

Website

Only show ideas containing my search terms ?

[Advanced options](#) Locations:United Kingdom Languages:English

Search

Sign in with your AdWords login information to see the full set of ideas for this search.

Download ▾ View selected as text (0)

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	★ theatre in Ireland		3,600	880	
<input type="checkbox"/>	★ theatre Ireland		3,600	880	

Keyword Match Types

When you bid on a Keyword you can choose from four Match Types, which affect how Google matches your adverts to the words users are searching for. Your matching type is determined by the type of punctuation you use around your keywords:

Broad Match My Keywords

If you enter your keyphrase without any punctuation, then you will trigger Broad Match. This is the most general matching type, and will show your advert when users search for your phrase, for related phrases and even misspellings of your Keyword.

For example, if you bid on **Dublin Theatre** your advert might appear if a user searches for Theatres in Dublin, Dublin Movie Theater, Dblin Theater, Theatre in Dublin and even Irish Play.



Phrase Match “My Keywords”

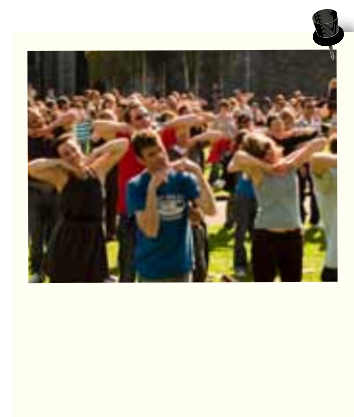
Enter your phrase in inverted commas for phrase match. Your advert will show only when users type in words that match your phrase – although there may be extra words at the beginning or end.

For example, if you bid on **“Dublin Theatre”** your advert will show for Dublin Theatre Reviews and Tickets Dublin Theatre, but not Dublin National Theatre

Exact Match (My Keywords)

Enter your phase in square brackets for exact match. Your adverts appear only when a user types your exact Keywords into Google, with no extra words.

For example, **[Dublin Theatre]** will show adverts for Dublin Theatre only.



Broad Modified Match My + Keywords

Put a plus sign in front of the word that you want to “fix” and your adverts may appear for spelling variations of that word, but not synonyms.

For example, the phrase +Dublin Theatre will display adverts for variations of the word theatre (theatres, theater, theatres, etc) but the word Dublin will be mandatory.

Negative Match - My Keywords

Your adverts will not show when these words appear, this is useful if your Keyword has inappropriate related terms.

Eg, play could also relate to toys, games or Play.com. Use Negative Match so your adverts don't appear when users search for these terms.

Find out more here: <http://bit.ly/T4TMatchTypes> and here: <http://bit.ly/T4TBroadModified>

Tip: Broad Match will normally bring the most traffic to your website, but Phrase or Exact Match may drive more conversions - which do you want more?

Writing Effective Adverts

When you set up your account you will be guided to create your ad copy. You need to use this ad to sell the benefits of what you do and give users clear calls to action. You haven't got a lot of space to waffle so be direct and to the point:

New text ad
Write your text ad below. Remember to be clear and specific. [Help me write a great text ad.](#)

Headline:

Description line 1:

Description line 2:

Display URL [?]:

Destination URL [?]:

Ad preview

[Death of a Salesman](#)
All-star cast & Acclaimed Director
Tickets going fast - Buy Now!
www.MyTheatre.com/Buy-Tickets

Ad extensions expand your ad with
[Take a tour](#)

Character limits for ads targeting Eastern European and Asian countries

Each ad contains:

- Headline: limit 25 characters
- Description line 1: limit 35 characters
- Description line 2: limit 35 characters
- Display URL: limit 35 characters
- Destination URL: URL of the landing page on your website

Effective Adverts:

- Speak directly to the customer: Questions can help.
- Focus on benefits – why is your product superior? Are there any special offers?
- Use calls to action – tell your visitors what to do with direct and clear instructions..
- Include Keywords – the words that the user searches for are highlighted in bold, so including your Keywords in the ad makes your ad more eye-catching..
- Send visitors to the perfect landing page – one that relates to the advert.

Don't forget to make the most of every word space - make every word count!

Creating Effective Landing Pages

A landing page is the specific page on your website that your advertisement clicks through to.

It's not good having a brilliant advert if visitors click back straight back to the search results when they see your website. Create a targeted landing page to encourage users to stay and explore your website.

If you've already written your adverts, you'll have a good idea of what your landing page needs to say. You can just expand on what you've said in your advert; building on the benefits of what you do and what you offer to encourage that conversion.

Remember that your landing page has to:

- Relate to your advert. Don't confuse your visitors and leave them wondering why they ended up there.
- Make the message simple. Don't make your visitors think too hard – keep it simple, what are you offering and how do they get it?
- Sell that conversion. Whether it's buying tickets or signing up to your newsletter use direct calls to action to guide your visitors to convert. A big button saying "buy now" or "sign up" is eye-catching, direct and to the point.

Creating highly targeted landing pages makes good sense for so many reasons. It can boost your conversions, reduce your bounce rate and don't forget that Google rewards targeted landing pages with lower advertising costs so you'll get more potential customers for your money!



Don't forget we've written a landing page guide for you too!

Section 3: Setting up your AdWords Account

Creating an AdWords Account is easy – simply go to <https://adwords.google.com> and sign in using your Google Account details. Use the same email and password that you use to log into Google Analytics and it will be easy to link the two accounts.



You will be guided through the account set up process once you have signed in. You will need to decide:

- | |
|--|
| <ul style="list-style-type: none"> • Currency you want to pay in – this cannot be changed at a later date |
| <ul style="list-style-type: none"> • The maximum Cost Per Click (CPC) you want to pay. A suggestion will be made to you, but if you prefer to pay less, just set a lower figure. This can be changed later. |
| <ul style="list-style-type: none"> • How you want to pay – you can pay by credit and debit card or direct debit. This can be changed later. |
| <ul style="list-style-type: none"> • When you want to pay. Select either pre- or post-payment. You will have to upload money to your account before your ads go live if you choose pre payment. This cannot be changed later. |

Don't forget you can't change your mind about whether you pre- or post-pay - get it right first time!

Find out more about setting up a Google AdWords Account <http://bit.ly/T4TSetUp>

Google AdWords Account Structure

A Google AdWords account is structured in a hierarchy. This hierarchy helps you to keep your advertising campaigns organised, and a well organised campaign will result in lower costs per click.

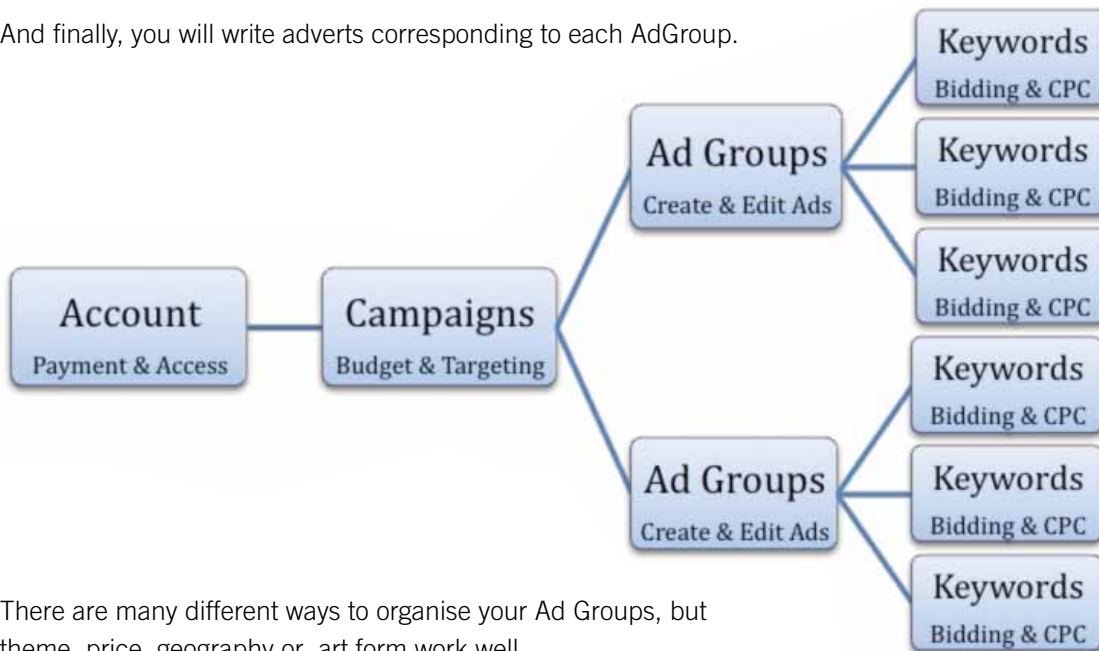
Your organisation is likely to have **one Account**. Your account will have one payment method, and contain details such as your default location.

Within your account you will have many **Campaigns**. Examples of Campaigns for a regional theatre that rents out its meeting room might be **Children's Events**, **Dance**, and **Venue Hire**.

The Campaigns are each subdivided in **AdGroups**. Our Children's Events campaign might have AdGroups for **Pantomime** and **Children's Film Festival**

You will assign the keywords to the AdGroups. Our Pantomime AdGroup might have the keywords "Pantomime Dublin", "Dublin Pantomime", "Panto Dublin"

And finally, you will write adverts corresponding to each AdGroup.



There are many different ways to organise your Ad Groups, but theme, price, geography or art form work well.

DO...

- Create multiple Ad Groups per campaign
- Group Ad Groups by theme, price, geography, or art form
- Make it easy to maintain

DON'T...

- Create just one Ad Group and one big keyword list
- Bundle unrelated keywords in the same Ad Group

Don't forget you can't put the same keyword in more than one Ad Group - pick the best place for it.

Section 4: Improving your PPC advertising

Once you have your AdWords Account up and running, you should start to see clicks appearing on your adverts. But, to make sure you are getting the most clicks for your money there is lots you can do to keep increasing the number of users clicking on your adverts.

Pruning Your Keywords

In an ideal world every time your advert appears in the search results a user would click on it – sending you all the targeted traffic you could ever need.

Realistically, this isn't going to happen. Some Keywords will not drive the traffic that you need, and if that's happening, the best thing to do is just get rid of them.

If users don't click through to your website when they see your advert, simply pause the Keyword. This means you will have more budget to spend on the Keywords that are sending visitors to your website.

And, by getting rid of Keywords that don't perform, you'll improve the performance of your Account as a whole – and that leads to lower costs for you!

Testing Different Adverts

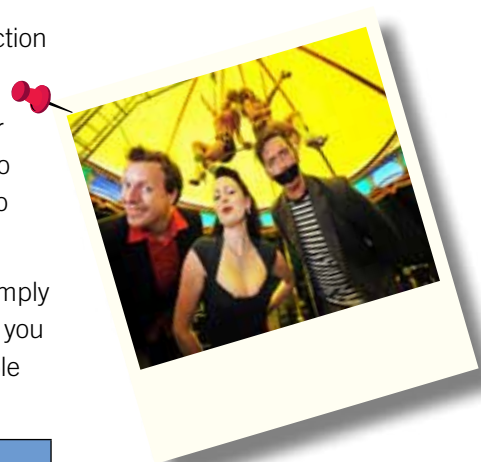
Don't be content with just one advert per Ad Group – try two or three different variations using different benefits and calls to action to see which one sends the most traffic to you.

Until you've started advertising online, you won't know whether users care more about "Discount Tickets" or "All-star casts", so just test it out. Google will automatically rotate your adverts – so different users see different adverts.

If you find that one advert doesn't get any clicks from users, simply pause it and try again. You can keep testing out new ads, until you find the perfect one that is massively popular and sends a whole bunch of traffic your way.

Ideas for improving adverts:

- Try different headlines – does a question work best? Should you use your Keywords in the heading?
- Use copy that creates a sense of urgency – "tickets selling out fast", "limited offer" to see if that helps you generate more conversions



<ul style="list-style-type: none">• Test out different benefits
<ul style="list-style-type: none">• Try adverts using Keywords in your copy vs adverts that just focus on benefits, which is more popular?
<ul style="list-style-type: none">• Reorder your advert, do you get more clicks if they call to action is in the first or second line?
<ul style="list-style-type: none">• Try out different display URLs – does a URL with Keywords get more clicks? Or is a display URL with a call to action the winner?

Don't forget always pause the keywords you don't want - if you delete them, you lose all your data!

Tip: Test out different adverts but only try 2 or 3 at once - you need to give each ad a chance to be seen by users!

Section 5: Advertising to International Audiences

If you need to encourage more international audiences to visit your arts organisation, PPC might be just the tool you need to attract these visitors.

Why PPC is More Effective than SEO for Overseas Crowds

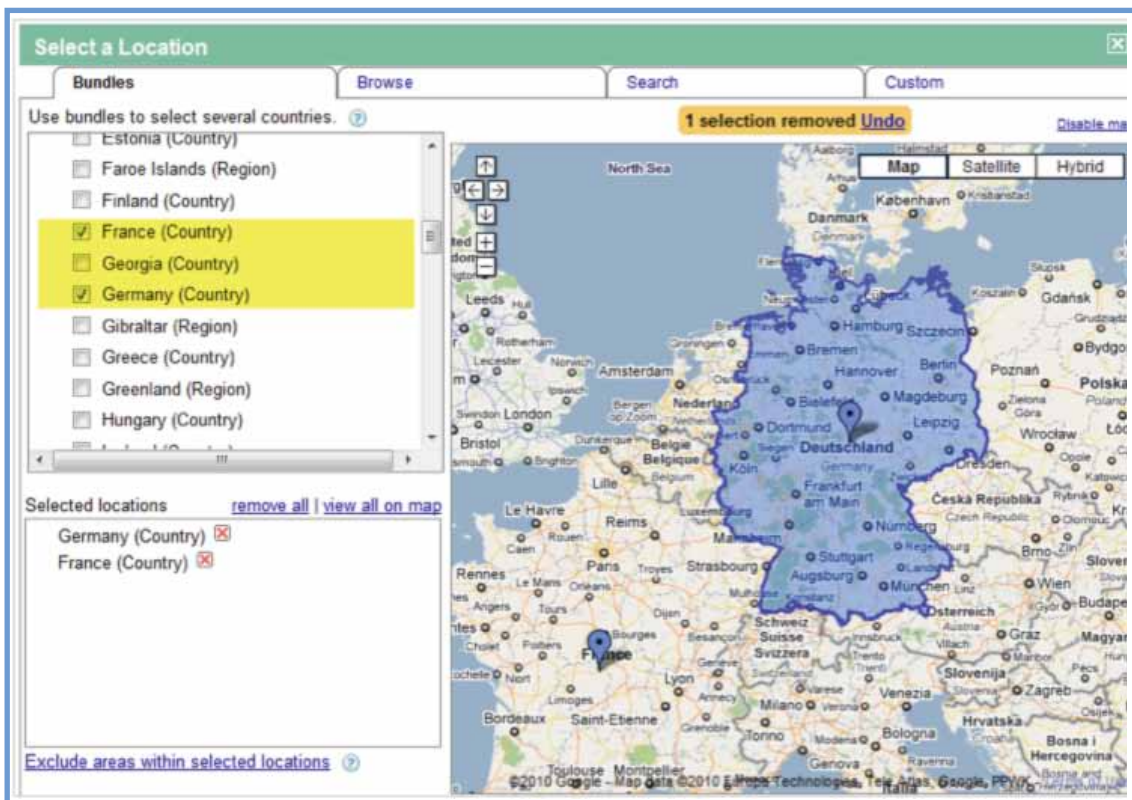
If you know anything about Search Engine Optimisation (SEO), or trying to get your website to the top of the Google search engine results, you'll know there's a lot of work involved.

Trying to get your website to appear at the top of www.google is hard enough and takes several months – imagine repeating that process for every county and in several languages. But with Google AdWords, you can create adverts that are up and running and appealing to your potential foreign customers in minutes.



Displaying Your Adverts in Different Countries

If you have created a Campaign that is just for French and German users, you only want potential visitors from those countries to view your Campaign. Luckily Google AdWords has a tool that lets you do this.



Using their Location Targeting feature you can pick just one country to show your adverts in – or lots!

Don't Forget to Translate!

Google AdWords works at its best when you're speaking directly to your customers and delivering exactly what they want. So, it just makes sense to talk to them in their language.

For example, if you are targeting arts lovers in France and Germany, you would do well to create adverts in French and German.


You might find that you need to hire native speakers to work on your international campaigns. They'll be able to help you create a list of Keywords that is relevant for your target country and will know the types of benefits and calls to actions that make your overseas visitors tick.

But don't worry if you can't go to those lengths for your advertising – even well translated Keywords and adverts will speak volumes.

Just as you can target your Campaign to only display in certain countries, you can also decide to show your adverts only to speakers of a certain language.

This may mean you need to create several international Campaigns instead of just one – you may have 1 Campaign that only displays adverts to French speakers in France and another for German speakers in Germany.

Try not to overcomplicate your Account or it will become difficult to manage, just remember that several targeted and focussed Campaigns will be more effective, is likely to be cheaper and should send more potential customers looking to buy your way.



Hint: Avoid using free online translators - you really do get what you pay for!

Section 6: Analysing your Account Performance

When you started planning your PPC activities, you defined a goal for your advertising. Here are some tools for analysing whether your Pay Per Click is getting the results you need.

Reports

AdWords has a whole host of reports available that can show you everything from the positions that your ads appear in to the Keywords that users are typing in that are showing your adverts.

You can find out:
<ul style="list-style-type: none"> • Where your adverts appear on the search engine results page – and whether the position of the ads affects the number of users who click through to your website.
<ul style="list-style-type: none"> • Exactly which words users are entering into Google when they see your adverts, you may be surprised by which Keyword send your traffic, which don't and the unusual words some users put into Google.
<ul style="list-style-type: none"> • Which landing pages are performing well and which ones aren't – check the pages that get lots of visitors but no conversions and vice versa. Can you learn any lessons from your successful landing pages?

And much, much more – try out running the reports to see what you can find out about how well your Account is performing.

These are useful for proving how well you've been doing at meetings, but if they're going to help you out, you'll need to think about how you can use what you've learnt to improve your account.

Conversion Tracking

Set up Conversion Tracking to find out which Keywords and adverts drive sales, sign ups – whatever conversions you are trying to boost with your PPC advertising. Simply follow the steps detailed here <http://bit.ly/T4TConversions> to see what's really working in your AdWords Account.

This isn't just about generating lots of facts and figures for reports – it's what you do with the data that counts!

Think about what you can do to improve the numbers of conversion that you're getting. You might need to increase your visitor numbers, improve the quality of your traffic or encourage conversions.



To increase visitors:

- Try bidding on more Keywords – Google AdWords will suggest new terms that you aren't already bidding for.
- Test new adverts to find more popular ads that drive more traffic.
- Consider increasing your budget, if your Account is working well, it might be worth buying more traffic.

To improve the quality of your traffic:

- Pause poorly performing words.
- Consider bidding on new Match Types – Phrase and Exact Match may send more targeted traffic your way.
- If your reports have showed that your adverts are displaying for inappropriate terms, add them as Negative Match Keywords.

To encourage conversions:

- Consider redeveloping your landing page, Google AdWords offers a Website Optimiser, which allows you to test two different versions of the same page.
- Send your users to a completely different landing page
- Test out new adverts with more direct or different calls to action.

Google Analytics Data

Your Google Analytics account is an invaluable source of data of how your Google AdWords Account is performing.

You can access your Google Analytics account straight from your Google AdWords Account. Simply link your Google AdWords and Google Analytics Accounts together, following the steps outlined here: <http://bit.ly/T4TAnalyseAdWords>

Once the two accounts are linked, you only need to click on the Reporting and Tools Tab to go straight to your Google Analytics data.

Once you are in Google Analytics you can use the AdWords tab to find everything you could want to know about how well your PPC



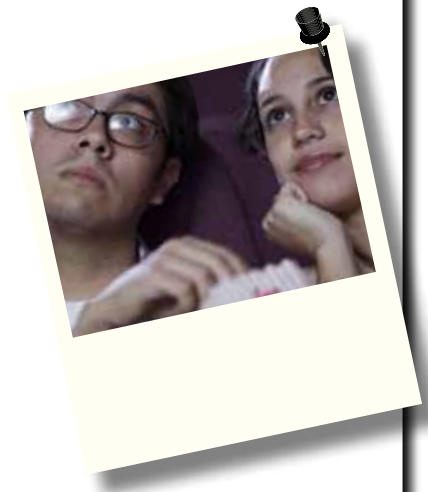
is working. This can tell you which Ad Groups perform the best, which Keywords you need to pause, even what times of day visitors are clicking on your adverts.

You can find out:

- Which Keywords are sending visitors who convert to customers to your website
- Which adverts are bouncing visitors straight back to Google
- What times of day visitors click on your adverts
- What times of day visitors who convert click on your adverts
- Which Ad Groups are driving the most conversions for you

And of course, once you have the data at your fingertips you can start working on improving your advertising efforts to make the most of your budget.

You can find more handy tips on using Google Analytics to improve performance on the Google AdWords blog.



Section 7: Google AdWords PPC Checklist

Planning a Pay Per Click campaign
<ul style="list-style-type: none"> • Define your goals
<ul style="list-style-type: none"> • Do your Keyword research
<ul style="list-style-type: none"> • Write your Adverts speaking directly to your customer
<ul style="list-style-type: none"> • Make full use of the ad space available
<ul style="list-style-type: none"> • Make sure the Display URL is relevant to what the user is searching for
<ul style="list-style-type: none"> • Read adverts in your head to see if they have a good flow
<ul style="list-style-type: none"> • Create a targeted landing page that relates to your advert
Setting up your AdWords Account
<ul style="list-style-type: none"> • Decide on your budget and billing preferences before you start – some details cannot be changed
<ul style="list-style-type: none"> • Create your AdWords Account using the same email and password that you use to log into Google Analytics
<ul style="list-style-type: none"> • Organise your Keywords into themed Ad Groups
<ul style="list-style-type: none"> • Try writing an ad for each Ad Group – if it's hard to relate to all of your Keywords with the advert you might need to split it into two or more Ad Groups
Improving your PPC advertising
<ul style="list-style-type: none"> • Pause adverts and Keywords that don't deliver results
<ul style="list-style-type: none"> • Test out different ad variations
<ul style="list-style-type: none"> • Try out different phrasing – benefits or features first
<ul style="list-style-type: none"> • Try different calls to action
<ul style="list-style-type: none"> • Try different headlines
<ul style="list-style-type: none"> • Use copy that creates a sense of urgency
<ul style="list-style-type: none"> • Test out different benefits
<ul style="list-style-type: none"> • Try out different display URLs

Advertising to International Audiences

- Target your Campaign to the countries where your potential customers live
- Translate your adverts and Keywords into the native language of your target country
- Target your Campaign to speakers of your customer's language
- Potentially create one Campaign for each target country

Analysing your Account Performance

- Use the reports features to track progress
- Set up conversion tracking so you know what works
- Integrate your Google Analytics and Google AdWords Accounts.
- Act on the results to improve your PPC advertising