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PAID SEARCH CAMPAIGNS AND WHY





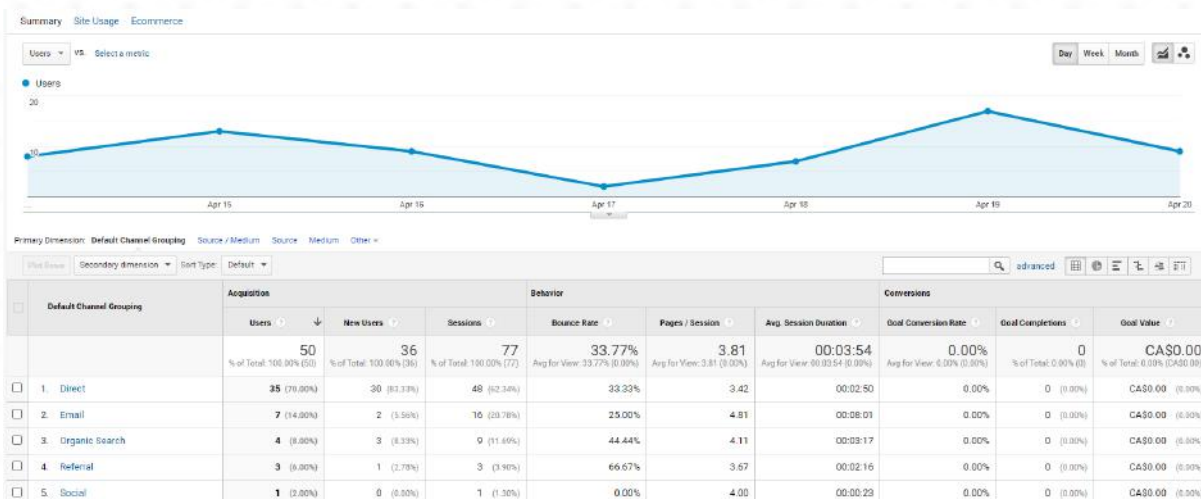
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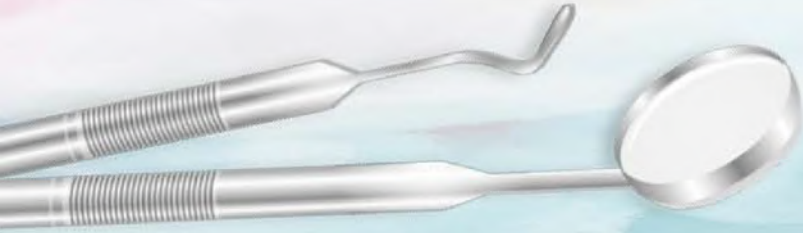
What are paid search campaigns + why DIY is now always a good idea

Remember the good old days when consumers found your business in the Yellow Pages? (If you're under 30 and wondering what the Yellow Pages are, stay with me - this will all resonate, I promise.) Your biggest worry was trying to stay ahead of your competitors in your area, which meant you had to buy the largest ad size possible to show up at the front.

You also had to decide between investing in a full-colour ad or a black and yellow ad (hint - ALWAYS go with full-colour). You would meet with your sales rep... err... order taker... once a year, and poof! - all of your marketing decisions had been made for the year—what a big day.

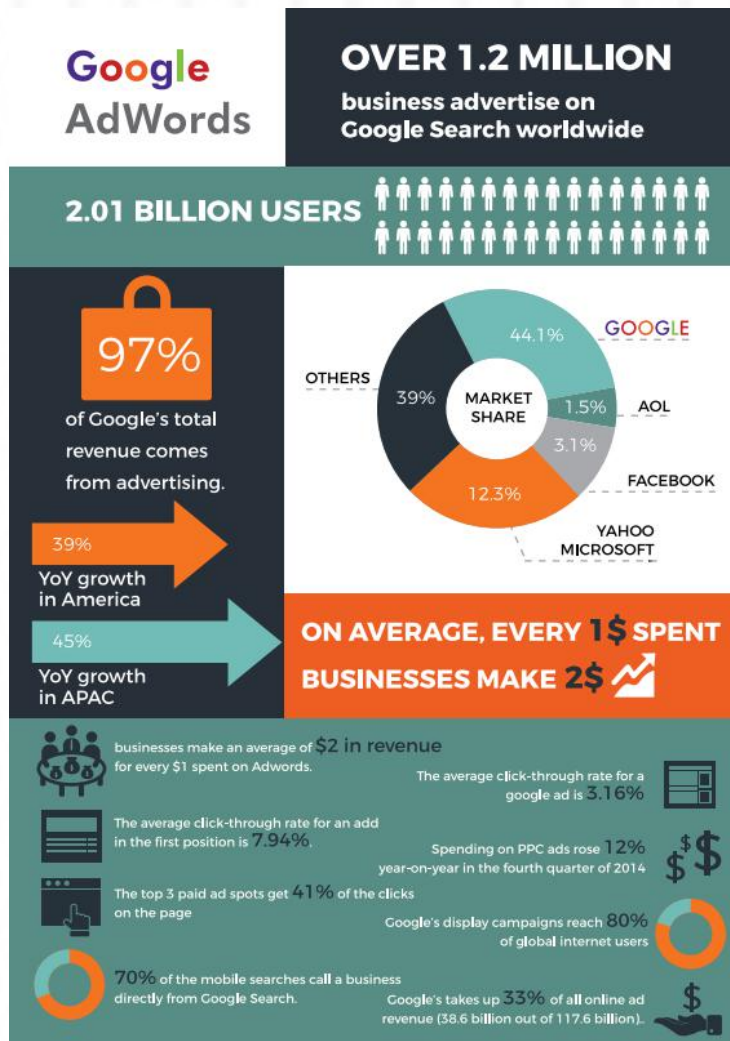
Sadly, those days have disappeared, and dental marketers (yes, if you are the one in charge of marketing for your business, you are a marketer) are now in charge of finding ways actually to market their business to potential customers. The struggle is trying to find a way to reach these customers wherever they are. It used to be the big yellow book that sat beside the phone. The problem is - no one even owns a home phone anymore. Your customers are on the go, distracted and hard to reach. Introducing Paid Search Campaigns - your solution to finding quality leads for your dental practice.





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Google launched their advertising platform in 2000, and it has now become its primary source of revenue. AdWords has several solutions available within its platform. Still, the most common is pay-per-click advertising, where your investment is only spent when a qualified customer clicks on your ad is then taken to your website, where they can learn more about your business. Similar platforms exist on competitive search engines such as Yahoo and BING.





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Paid Search Campaigns run as an auction, where you compete against other businesses for clicks based on a few main factors. One of these factors is your willingness to spend on each click. You, as a marketer, will dictate the maximum cost-per-click you're willing to spend, which keyword phrases and the geography in which you want your ads to appear. These factors ensure that your marketing investment is being spent wisely. Let's illustrate an example:

A potential customer visits a search engine in search of Invisalign. They type into the search bar Invisalign Calgary. Your practice happens to provide Invisalign, but unfortunately, your website doesn't organically rank for this keyword phrase. You have told the search engine that you would like to place an ad when this customer types in Invisalign and searching for it in Calgary through the campaign platform. This customer is now shown your ad, but this transaction has cost you nothing so far.

Not until this customer actually clicks on your ad and is taken to the Invisalign page of your website (where your store location is found, or perhaps a book link online is presented) are you charged anything. You've also told the search engine the maximum you're willing to spend for this click, which means you've been able to control your advertising spend to the dollar. You've also ensured that your advertising dollars are being spent on quality leads to your business.





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Most paid search campaign platforms are set up as self-serve platforms and provide great online tutorials on getting started. If you have the time and desire to manage your campaigns yourself, you should start immediately. Every minute you're not investing in this marketing, someone else is taking advantage of the available opportunity.

If you are unsure or find you lack time to manage these campaigns yourself properly, you'll want to look to hire a digital marketing agency that specializes in managing these campaigns. Management fees are all set up differently between agencies but expect to pay a minimum of a few hundred dollars to a percentage of what you spend on clicks each month.

Your investment towards the actual clicks each month should depend on your business. Is your goal to book new appointments? If so, you should look at the opportunity cost that exists if you don't fill the appointment and work backwards from there. If you are looking to sell a product, consider your margin and unmoved inventory and put together a budget based on moving that product. Give yourself a large enough budget that you can actually witness a difference in your cash register. Most platforms like Google also offer an entire suite of reporting software that will tell you how many customers your investment actually generated you.

Here are three reasons why DIY AdWords Management is not a good idea

1. You don't know the ins and outs of AdWords management as a PPC specialist does - it takes a ton of time to learn how to optimize ads with the right keywords.
2. You set it and forget it...this is the most common thing that small business owners do - yet you really need to analyze it - tweak it - analyze again and find what truly works for your demographics and geography, and that takes time and effort -what you don't have.
3. You don't set it right for your targeted location and geography, and you're throwing money and clicks away to areas you would never draw from.

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The **SCIENCE** of Marketing
The Power of **COLLABORATION**



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