

Search Engine Marketing Case Study #2: Paid Search Marketing

Pay Per Click (PPC)

Top organic search results listings, if you can secure them, will be your number one long term marketing strategy in terms of total leads and cost-per-lead. However, SEO work and securing top listings can take months or even years and there are never any guarantees that you'll secure a top spot or keep it. For this reason, you need to take a two-tiered approach to Search Engine Marketing and develop a sound Pay Per Click (PPC) campaign to augment your SEO work. Typically, we will set up a client's PPC account in the morning and by the afternoon they are on the first page of Google; the results are near immediate. With a paid search campaign, you only pay when a searcher clicks your ad, not every time the ad is shown. Using one of our clients as an example, the green boxes in Figure 1 show all of the paid advertisements for the keyword "water delivery maryland," and Drink More Water's paid ad is in the orange box.

Figure 1:
Paid listings on Google's search engine results page

The screenshot shows a Google search for "water delivery maryland". The search bar is at the top with the text "water delivery maryland" and a "Search" button. Below the search bar, the results are categorized into "Web" and "Sponsored Links".

Web Results:

- Fast Water Delivery** (highlighted in an orange box): www.DrinkMoreWater.com Locally Owned & Operated MD, VA, DC Knowledgeable Staff. (240) 399-5026
- Deer Park Water Delivery**: www.DeerParkWater.com Enjoy Free Use of a Dispenser! when you start Home Water Delivery.
- MD Bottled Water Company**: www.Water.com Enjoy the convenience of pure water delivered directly to your home.
- DrinkMore Water, Bottled Water Delivery in Maryland (MD), Virginia ...**: DrinkMore Water is the leading bottled water delivery company in the greater Baltimore-Washington area. We proudly produce and deliver the purest bottled ... www.drinkmorewater.com/ - 19k - Cached - Similar pages - Note this
- Water Delivery Service MD, DC, VA, Maryland, Gaithersburg, MD ...**: Want something cool to offer your holiday guests - something that you don't see every day? Try a case of DrinkMore Water's custom labeled Holiday Water! ... www.drinkmorewater.com/store/index.asp?DEPARTMENT_ID=46 - 24k - Cached - Similar pages - Note this
- Denton Spring Water, Bottled Spring Water Delivery in Maryland ...**: Denton Spring Water Company specializes in sales and distribution of bottled natural mountain spring water and is locally owned and operated. www.dentonspringwater.com/ - 13k - Cached - Similar pages - Note this
- Denton Spring Water, Bottled Spring Water Delivery in Maryland**: Denton Spring Water is a State of Maryland Certified Small, Woman-Owned business. We'd be happy to discuss your water delivery needs or submit a proposal ... www.dentonspringwater.com/faqs.html - 20k - Cached - Similar pages - Note this
- Dayspring Water LLC - Maryland & Delaware Water Delivery & Supplies**: Dayspring Water is a family owned, locally operated, independent distributor of name brand bottled spring water products. www.dayspringwater.net/ - 7k - Cached - Similar pages - Note this
- Bottled Water Delivery - Maryland (MD), Virginia (VA), Washington ...**: Living Water at Work is a bottled water delivery serving Maryland (MD), Virginia (VA), Washington DC areas. livingwateratwork.com/ - 16k - Cached - Similar pages - Note this
- DrinkMore Water, Water Delivery Maryland, Gaithersburg, Virginia ...**: DrinkMore Water is the leading bottled water delivery company in the greater ... Silver Spring, MD Sunday, July 22, 2007. Online Registration Closes ... www.bikereg.com/events/register.asp?EventID=4914 - 17k - Cached - Similar pages - Note this

Sponsored Links:

- Water Coolers- MD**: Freshness In Every Glass! Call Now For Pure Water At Home Or Work. HagueWaterofMD.net/Water-Coolers
- Fuji Water Official Site**: \$29.95/case & FREE Shipping Trial Offer. [FUJI Water Delivery Service. www.ShopFUJiWater.com](http://www.ShopFUJiWater.com)
- water delivery**: Crystal Springs Home Delivery \$29.99/mo for 4 5-Gallon Bottles! crystalspringsdeliver.com Washington, DC (Hagerstown, MD)
- Maryland Water Delivery**: Free Price Quotes From 4 Vendors on **Maryland Water Delivery!** OfficeCoffee.com/Water Washington, DC (Hagerstown, MD)
- Water Delivery**: Holiday Deals Are At Yahoo **Water Delivery At Low Prices.** shopping.yahoo.com
- Water Delivery Artesian**: Best Water in Louisiana only \$ 5.99 1st Month Free Save \$ 24.00 www.realwater.net
- Water To Go**: Pure, Fresh, in store or delivered 5 gallon to 8 ounce private label www.watertogo.com
- Water Delivered**: Find Water Delivery Services for your company on Business.com. www.business.com

More Sponsored Links >

The dangerous aspect of PPC advertising is that while it is easy to set up an account, doing it efficiently requires a level of knowledge, an attention to detail and specific add on technologies that very few companies have in-house. In the most simplistic fashion, many business owners set up their PPC account, select a budget, create some ads and let' err rip. There is no faster way to waste money than taking this approach. More sophisticated owners or marketing people will use a free tool like Google Analytics to help supplement and guide their efforts. The problem is that in its standard set-up Google Analytics misses more than half of the picture. If you manage your account using only Google AdWords and Google Analytics, you are the proud owner of a highly under-performing account – we guarantee it.

Through our work, Blue Corona has developed a number of proprietary technologies that give us a more detailed level of data than is available with the standard AdWords or Analytics account. We use this higher level of detail to manage our clients' accounts in a way impossible to do on their own. Certainly, you could learn the lessons that we have learned on your own and waste several thousands of dollars and hours in the process. We started our journey the day that Google AdWords became Google AdWords – pre-2003!

Figure 2: Google PPC Case Study for DrinkMore Water

Client: DrinkMore Delivery, Inc.	
Time Period: March 1 – May 31, 2008	
Total PPC Spend:	\$9,432.28
Clicks:	4,862
<u>Phone Calls:</u>	<u>398</u>
Total Contacts	5,260
Phone Sales:	251
<u>Online Sales:</u>	<u>53</u>
Total Sales:	304
Cost / Click:	\$1.94
Cost / Sale:	\$31.03

Think about your business – how much are you willing to pay for one new customer? If there were a store that you could walk into and buy new accounts all day long, what would you be willing to pay for one? I asked our client, the owner of DrinkMore Water, this question early in our relationship and he told me that the most he would pay for a residential water delivery account is \$100. At \$50, he said that he would buy them all day long! Now glance back to the cost per sale from Pay Per Click advertising in Figure 2 - \$31.03.

If you do the math (4,862 clicks at an average of \$1.94 per click), DMW spent \$9,432.28 on Google in those three months for 289 sales—but at \$100 per sale, Bob would have spent up to \$28,900 for those new accounts. So when you think \$9,432 for three months (or \$3,144 for a month) of Internet advertising is expensive, just think again about how much a new client is worth to you. How much would you buy new accounts for all day long?