Break Through the Noise
How to get noticed with an effective online marketing strategy.

Picture this …

You're in a crowded room, and you have something important to say. You start yelling, but everyone else is yelling too. There's a stage to your left with a microphone. You jump onto it and start talking into the mic. Now, people are listening. You're noticed. You're heard. You're memorable.

The crowded room is the Internet, and boy, is it noisy! There are more than **3 billion searches done on Google PER DAY.**[1] The stage is your marketing strategy – it's a foundation for you to stand out. Talking into the mic is just like using the Internet's available tools to break through the noise. Unfortunately, marketing online requires a lot of time, patience and trial and error. It's not as easy as talking into a microphone, but when done correctly, you will build your brand and attract interested buyers – and the sales follow.

So, how do you do it? Where do you start?
Where do you find the time to manage it all?

Online marketing can be very overwhelming, and there's a lot to think about. Let's take a step-by-step look at what it takes to break through the noise and launch an effective digital advertising campaign without pulling your hair out.

Google is King

When you need to find something online, where do you go? Probably a search engine, since 93% of all online experiences begin with one.[2] Google is the grand poohbah, with 67% of the PC market share, and an astounding 83% of the mobile market.[3] That means your customers are using Google, so you should advertise on there, right? Right, but guess what – your competitors know that too. The trick is making sure you stand out more than they do, and making sure your ad gets clicked.

According to Chitika, 94% of users who performed a search clicked on a result on the first page.[4] Let's take a look at the most important Google ad opportunities you should be taking advantage of:

1. Search Engine Optimization (SEO)

Improve your website's organic rankings on search engines, which are non-paid positions granted through relvance and quality.

Google determines your placement within search results based on how valuable your website content is to the user's search.

ACRONYM REMINDER
SEO = Search Engine Optimization
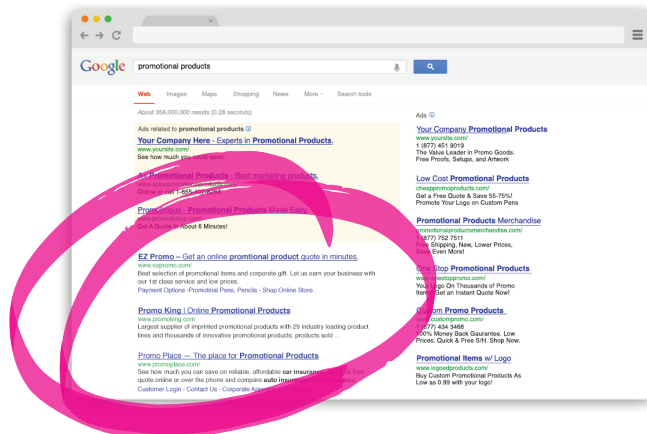
Incorporating links and content throughout your website or landing page that match the keywords users are searching is an SEO best practice that will benefit you in the long run. Over time, it will register with Google and positively impact you rankings.

Rising in organic search takes time, but one of the most actionable tools that businesses are neglecting to take advantage of today is Local Search Engine Optimization.

LOCAL SEO TIP
Register your business with Google My Business and create a dynamic & expanded Google+ page to accompany it. This is step #1 to showing up in local search results.

If you want to attract prospects who are ready to make purchases, then you need to start by increasing your presence among the local directories across the Internet. 97% of consumers search for local businesses online, and 75% of mobile searches have local intent.[6] When you start appearing in local search results on Google (pack 7) and local search directories, you're increasing your visibility in front of these profitable prospects. There's also less competition, because you're dealing with a smaller, more focused market.[7]

How to Rank on Google's "Pack 7"

1. Name, Address, Phone Number (NAP) – These MUST be consistent across the Internet. One inconsistency will dramatically affect your search ranking. For example, "St." and "Street" are different and impact your results.

2. Data Aggregators – Scouring the Internet for contact and location information, data aggregators supply this information to their clients. Some of the big data aggregators have high-profile clients like Google and Bing. You must be trusted by these data aggregators in order for them to push your company information out to local directories forming directory listings. Search engines evaluate the quality and quantity of these listings to determine when your ad will appear. [11]

2. Pay-Per-Click Advertising (PPC)

Promote your website through paid ad spots on the search results page by bidding on relevant keywords and phrases.

PPC is one of the most budget-friendly tactics used to gain new leads and increase sales because you only pay if someone clicks on your ad. That's right – you only pay if your ad works! That's the best kind of advertising.

ACRONYM REMINDER
PPC = Pay Per Click
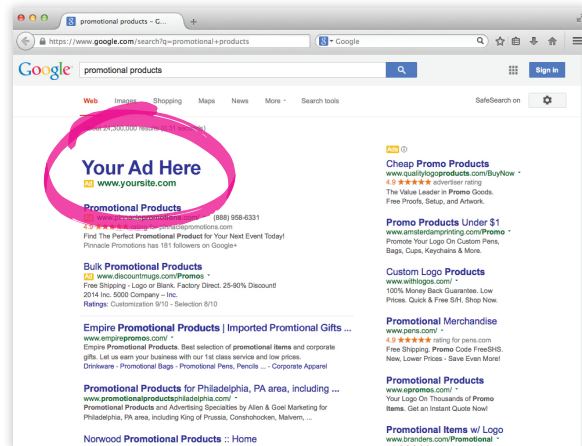
One of the biggest mistakes businesses can make with PPC is to not optimize their campaign for conversions. When potential customers click on your ad and

arrive at your website, they need to immediately see your call action and know exactly what to do – if not, you aren't going to convert. For example, if you want customers to call, tell them to call and make your phone number stand out. Whether it's filling out a form, placing an order or another action, make it clear so you can convert more leads and accurately measure your ad's success.

Goal Setting

Since you need to invest time and energy into your search engine marketing, you don't want to spin your wheels. To start, set a goal, and then your campaign will take shape. Your target audience and messaging are a byproduct of your goal.

Do you want to …
- Strengthen your brand?
- Launch a new product?
- Promote a sale?
- Generate new clients?
- Expand into a new market?
- All of the above?

Now that you've got the "what," you need to move on to the "who."

Profiling Your Ideal Customer

You want your PPC advertising used on the right people – people interested in purchasing the products and services you have to offer. Put together a persona of this audience, defining it completely so you can make sure you're bidding on the best keywords AND using the best words in your ad. Then you can create ads that draw attention and convert.

These questions are just a starting point to get your gears turning. You need to think about many other aspects PPC personas before you're ready to start marketing to prospects.

Grab Attention and Keep It

When you search for something, how long do you look at the results page? A few seconds? Maybe less if you see what you want right away. That's why it's crucial that you take advantage of search engine tactics that will allow you show up on page 1 of the search results. Here are some great ways to get big results.

Perform competitive research. Take a look at what your competitors are doing. It may give you ideas of what to do ... or what to avoid. You may also realize they didn't call attention to something that's important, presenting you with an opportunity to attract more customers.

Identify what makes you unique. Think about why someone would do business with you instead of another company. Highlight your benefits first, features second. Your benefits appeal to the prospect's emotions and solve his/her problems, which makes them more important.

Lights, camera, action! Use a lot of action verbs in your copy, especially in your call to action. Give a command and evoke emotion in as few words as possible. Sound easy? Try it. It takes lots of practice and testing to get it right.

Use ad extensions. A bigger ad attracts more attention and gives you more room to highlight benefits and showcase your products and services. Insert

multiple calls to action for an even bigger punch! Remember: The more space you take up, the less room your competitors will have.

Measure results and test, test, test! Take a look at the metrics to see how your ad is doing, and run tests using different ad copy or switch the call to action. Running A/B tests is one of the best ways to really find out what works with your prospects. To do it, run two ads at the same time and see which one does better. It can take a few rounds until you find something that really clicks with customers. [8] [9]

Put on Your Hard Hat: It's a Lot of Work

Knowing how to set up and launch a campaign is the first battle, but winning the war on conversion is a whole different story. Online advertising requires a lot of attention and maintenance because along with technology, it's always changing. You can't just set up a PPC or Local SEO campaign and expect it to work. You need to monitor it constantly. Narrowing down what actually works through competitive analysis and ad testing can be the most difficult part.

Meet Detective Algorithm

Algorithms are basically really, really good search engine detectives! These computer processes and formulas search for more than 200 clues to help deliver accurate results when you run a search.[10] With Google's ever-changing algorithms, it can be difficult to constantly adapt your advertising campaigns to land top positions.

In order to maintain a successful online search campaign, make sure you are committed to the following:

Time

Don't just expect to set up your bids and listings and let them run without monitoring. Your competitors are going after the same spots – always keep in the back of your mind that someone else is after your customers. You need to invest your time and stay on top of your campaign to make sure you keep your customers AND attract new ones. And don't for get to keep testing!

Knowledge

Educate yourself! Stay up to date on the ever-changing components of Google algorithms & search tactics. Relevance is constantly being redefined in the world of search engine marketing.

Patience

Don't get frustrated. One minute you see your ad or listing and the next it disappears. Understand that with 3.3 billion searches done on Google per day, you won't see your business every time you search. Everyone's search intent is registered differently based on interests, keywords and location. You have to monitor your campaigns through Google Analytics to find out what is getting your business noticed by potential clients.

Conclusion

The Internet is a noisy place. Break through it all with a search campaign:
- Run a pay-per-click campaign so you guarantee yourself the top paid ad positions on Google.
- Perform competitive analysis, ad copy testing and geographic targeting.

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- Register your business on Google My Business & set up your Google+ page.
- Dominate the local market by setting up a local search campaign.
- Create business listings with expanded content on the most popular online directories.

It's a lot, isn't it? Sound like too much? Don't worry, that's what ASI® is here for. Through our Traffic Builder™ Plus program and partnering with our Google Certified Experts, we'll design, launch and manage your ENTIRE campaign, all within your budget. Let us help you build your brand, send traffic to your site and generate qualified leads!

Let ASI launch and manage your entire search advertising campaign.

Visit *asitrafficbuilder.com* or email *asitrafficbuilder@asicentral.com* to learn more about breaking through the noise with Traffic Builder Plus.

Sources

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