



PERFECTING YOUR DIGITAL MARKETING CAMPAIGNS

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Creating a digital marketing strategy that captures and converts is no easy task. There's a dizzying array of platforms to build a presence and advertise on – and an audience that is constantly switching its attention from one channel to another.

Thankfully, help is at hand. In this eBook we'll show you how to boost your presence on the right platforms – and squeeze the maximum returns from your digital marketing budget.

A GREAT WEBSITE'S AN ESSENTIAL – BUT IT WON'T GUARANTEE YOU VISITORS

Only 15% of shoppers start their search on a retailer's website.¹ Splashing out on your site is a wasted effort unless you track down the other 85%. It's similar to organising a party – if you forget to send out the invites no one will come.

To attract traffic to your site you need to present your products to shoppers – wherever they are searching...

And they're often searching on Google, Amazon and on social platforms. So, let's start by looking at ways to boost engagement on these platforms.

¹ <https://www.bloomberg.com/news/articles/2017-12-20/google-narrows-search-gap-with-amazon-retailers-left-in-dust>



Shoppers are returning to Google

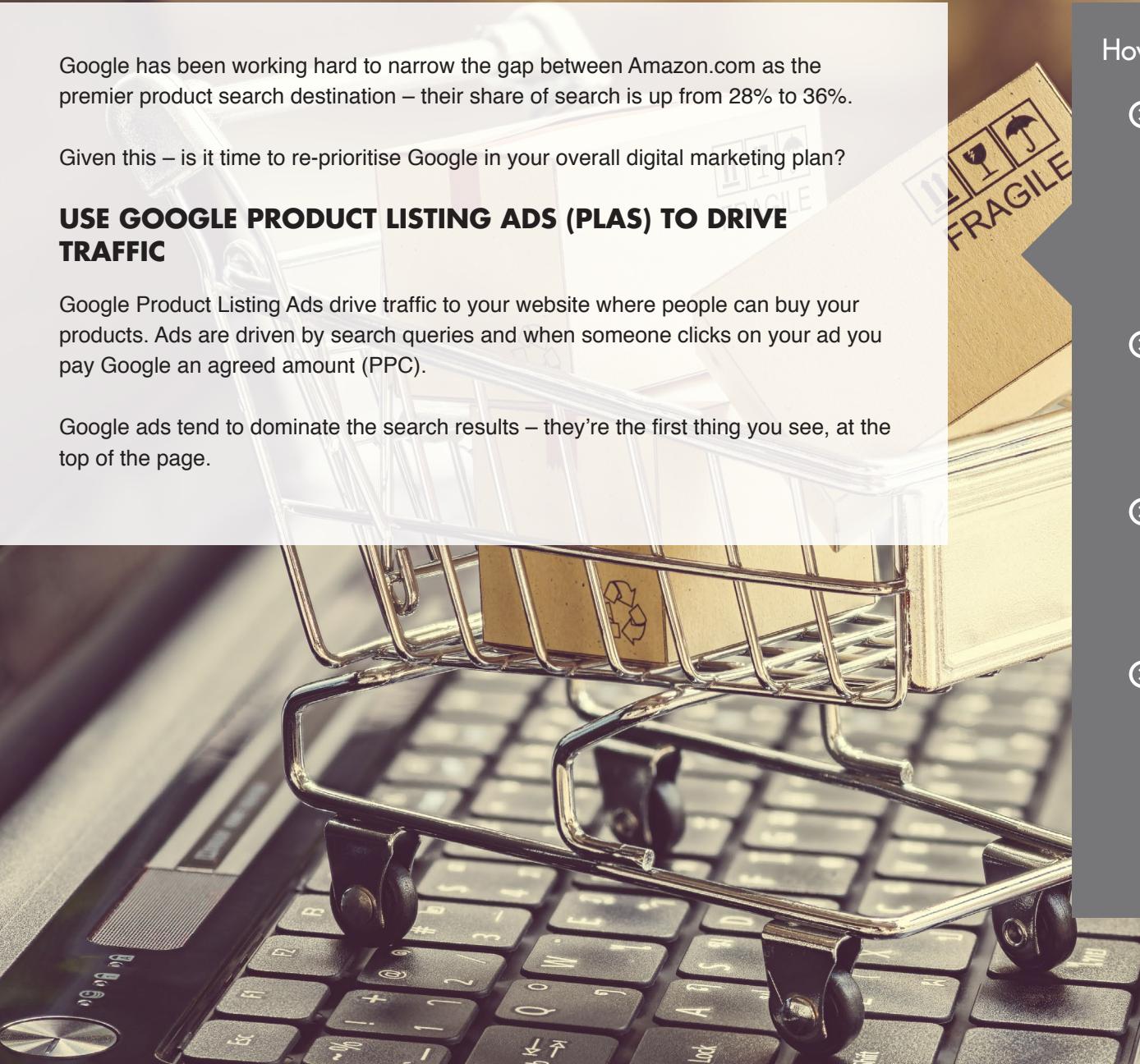
Google has been working hard to narrow the gap between Amazon.com as the premier product search destination – their share of search is up from 28% to 36%.

Given this – is it time to re-prioritise Google in your overall digital marketing plan?

USE GOOGLE PRODUCT LISTING ADS (PLAS) TO DRIVE TRAFFIC

Google Product Listing Ads drive traffic to your website where people can buy your products. Ads are driven by search queries and when someone clicks on your ad you pay Google an agreed amount (PPC).

Google ads tend to dominate the search results – they're the first thing you see, at the top of the page.



How to prepare the perfect Product Listing Ad on Google

- ④ **Get your titles right** - Your titles are the most important element of your product advertising, so make sure to put all the relevant data into your titles, matching them to the algorithm of the platforms. Add in brand, colour, all item specifics and model numbers. If you sell low-step road bikes – make sure you put 'low-step' in your title.
- ④ **Use the best images** - Always use high quality images. Your ads need to stand out against a sea of similar pictures – an inviting image can make all the difference when it comes to clicks.
- ④ **Advertise your best prices** - Use the latest and best prices in your listings. If you're offering free delivery on your website put this in your ads too. Shoppers are less likely to click if they don't know about your offer.
- ④ **Bid mindfully** - Google shows PLAs for every stage of the sales funnel. Optimise your campaigns by bidding higher on more specific queries because these will give you a better return on investment. If you match your expected returns to cost, you'll get the most qualified traffic for your budget. You can still allocate some spend for broader search terms – just make sure you're not overpaying.

Almost half of all product searches start on Amazon

Shopping online equates to shopping on Amazon for many consumers. Their retail app is the 'go to' search app and in the top twenty apps in the US. 49% of online shoppers begin their purchasing journey on Amazon.² Whilst this is a slight dip from previous years (55%), one things for certain, they're still capturing nearly half of all searchers – making it a platform you definitely need to boost your presence on.

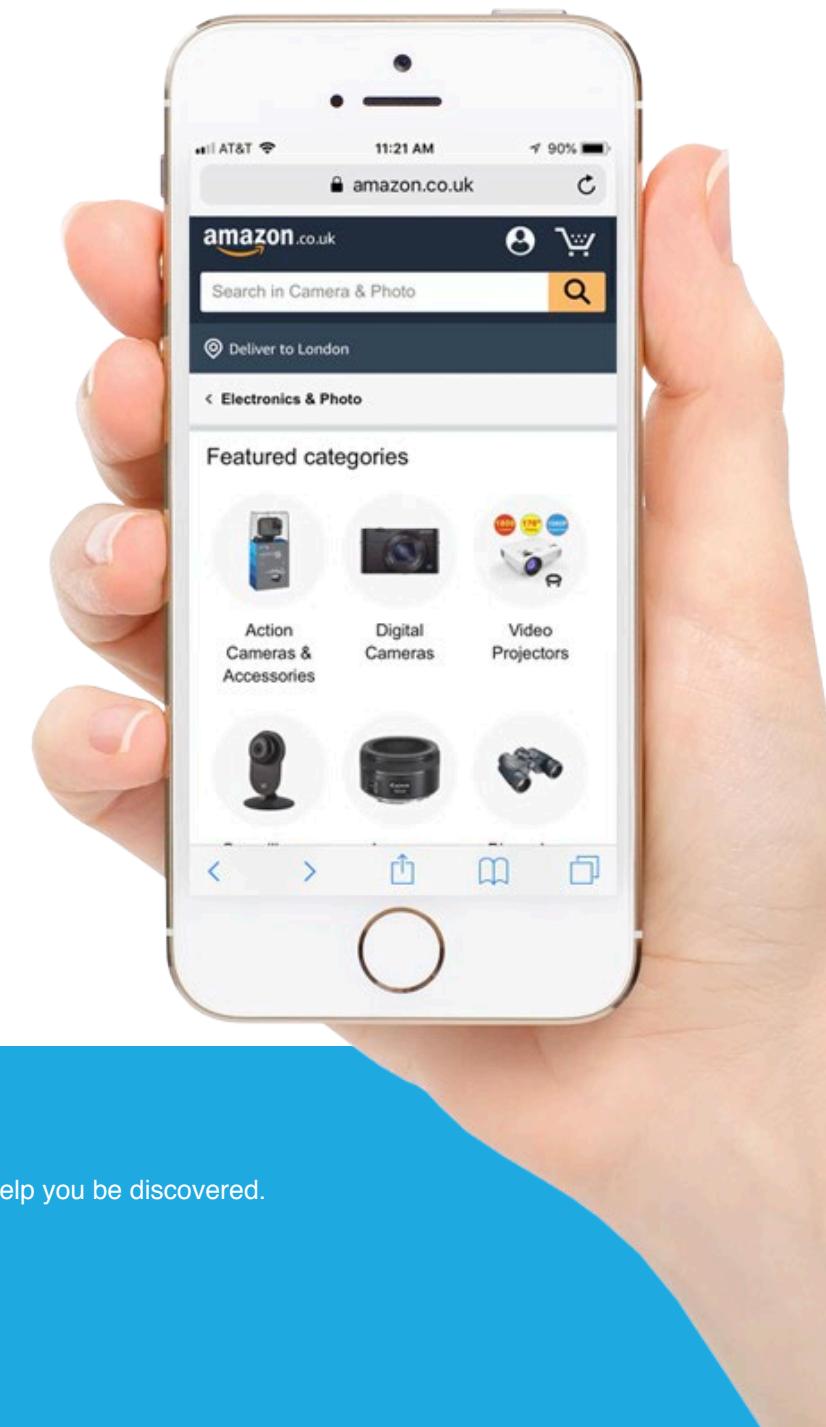
AMAZON SPONSORED PRODUCTS

HELP TO MAKE YOU STAND OUT FROM THE CROWD.

With so many products to compete with, Sponsored Ads are a useful way to increase your visibility. Ads drive consumers - not to your website - but to your product listings on Amazon. Third party sellers are eligible to use them, as are brands selling wholesale on a first party basis with Amazon. Like Google product listings ads, Sponsored Products operate on a Pay per Click basis.

Sponsored Ads show up in various places including on the organic results page, and on product detail pages.

Sponsored Products can be useful in helping you promote new products and seasonal listings – they also help you get your products shown to a highly qualified audience that's further down the path to purchase.



² <https://www.digitalcommerce360.com/2017/12/20/google-gains-amazon-comes-search/>

Optimise Sponsored Products by:

- **Writing detailed titles** – use up all your 120-character limit including all relevant information to help you be discovered.
- **Bidding based on relevance** – bid higher on words more likely to bring people your way.
- **Check out Amazon's automatic keywords** for ideas on keywords to use

Is it time to 'double-down' on social?

There's been an overall decrease in website click-throughs from social media.³ Shareaholic data revealed a 26% drop in Facebook referred visits in one year. New algorithms are favouring individual content over business content making ranking in organic search more difficult too.

But when 47% of millennials claim social media has helped them find new brands online, defeat on social is not an option.⁴ Especially when you consider how many users are on the platforms (Facebook has 2 billion users, Instagram 700 million).

It's time to get creative and find new ways to engage and convert social users.

RE-THINK YOUR MARKETING OPTIONS ON FACEBOOK AND INSTAGRAM

One form of advertising you may not have considered yet are Messenger ads on Facebook. According to Facebook, 53% of people are more likely to do business with you if they can message you directly. You can place Messenger ads on the home screen of the Messenger app or sponsor messages appearing in the feeds of users you already talk to on Messenger.

On Instagram you can now upload immersive, full screen ads that appear within users' 'stories' – along with a sponsored label. You can then target viewers with additional ads in their Facebook and Instagram feeds.

KEEP THINGS RELEVANT WITH DYNAMIC ADS

Dynamic Ads on Facebook and Instagram are driven from your data feed. They can be used to re-target past visitors – showing up for people who've already expressed an interest e.g. via website views. Dynamic Ads could help you bridge the gap between mobile searches and brick-and mortar - by showcasing things like local store availability, prices and promotions when people are searching.

PINTEREST

Pinterest has a powerful search engine and more than 100 million users.⁵ It also boasts one of the highest conversion rates on social. Boost your presence on the site by making your pins easily discoverable using best SEO practices. Think like a user when selecting your board's name and how it should be searched. Optimise titles and use high quality images. Use vertical pins – they show better on mobile, and write rich, product rich descriptions.

3 http://www.convinceandconvert.com/baer-facts/seo-versus-social/?utm_source=ON&utm_medium=Email&utm_campaign=ONEmail

4 <https://www.forbes.com/sites/laurenfriedman/2017/02/08/millennials-and-the-digital-experience-getting-your-digital-act-together/#d37ca63730d8>

5 <https://searchenginewatch.com/2016/04/08/11-tips-on-how-to-optimise-pinterest-pins-for-seo/>





Gear up your marketing campaigns by monitoring performance

Wherever you advertise make sure you track your ads' performance across all key metrics, from click-through rates to ROI and everything in-between.

Check how your key metrics are matching benchmarks – are your peers getting better click-through rates (CTRs)? If so what are they doing better?

Make sure your bids are constantly being updated based on performance – and respond to changes in the competitive landscape.

TESTING SHOULD BE INTEGRAL TO YOUR CULTURE

It's hard to predict which aspects of your ad will drive better engagement so you need to test. Test all aspects of your digital marketing campaigns and make this a regular part of your program - and your culture.

There's an immense number of things you can test. For example, you can test which images to display for each advertising channel. If you sell clothes, try testing a picture of a model wearing the item versus the item on its own. Then adapt your ads using the most effective picture.

You may not see massive gains by adapting small aspects, but when there are lots of small incremental gains across the board you will start to get meaningful growth.

Keep on top of changes in the digital marketing landscape

As new formats emerge re-calibrate the spend you have at your disposal. When you set up a campaign, whether it's organic search, Dynamic Ads or PLAs – make sure it's delivering you the most value.

Look at the macro trends as well as what's going on at a micro level in your campaigns. Make sure your budget's fluid so you can move with your target audience. Think SEO first across all your advertising – just as you have SEO on your website the same applies to your ads.

For more inspiration and advice on how to optimise your digital marketing campaigns why [email us](#). We help and support clients with all forms of digital advertising – ensuring campaigns are integrated and optimised across all channels.



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