



New Edge Marketing LLC
Paid Search Marketing

Why Choose Pay-Per-Click Ads?

- Why choose PPC ads? Because you're reaching the people you want to reach where and when you want to reach them. Display ads can be shown on specific websites that relate to your business, and search ads appear at the top of the search engine results.
- Businesses make an average of \$2 in income for every \$1 they spend in AdWords. ([Google](#))
- On average, 41% of clicks go to the top 3 paid ads on the search results page. ([Wordstream](#))
- For high commercial intent searches (someone looking to buy a product) paid ads get 65% of all clicks. ([Wordstream](#))
- The average click through rate for an ad in the first position is 7.94%. An average click through rate is 2%. ([AccuraCast](#))
- PPC visitors are 50% more likely to purchase something than organic visitors. ([Unbounce](#))
- 65% of B2B companies have acquired a customer through LinkedIn paid ads. ([HubSpot](#))
- One company increased their PPC ROI by 2.5 times with Facebook remarketing. ([AdRoll](#))

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Why Choose Pay-Per-Click Ads? Continued...

- Search ads can increase brand awareness by 80%. ([Google](#))
- 75% of people who find local, helpful information in search results are more likely to visit the physical stores. ([Google](#))
- Terra Organics attributes 25% of their new customers to their targeted search campaigns. ([Google](#))
- Display advertising has proven to increase traffic to websites by 300%. ([Visually](#))
- There are at least 300,000 mobile apps currently serving Google Mobile Ads. ([Creative Roots Marketing](#))
- 43% of new customers buy something they saw in a YouTube ad. ([Contently](#))
- AdWords competitive rate of 87% allows your advertisement to fairly promote your products or services making you a competitor to those in similar industries. ([Optimus 01](#))
- The [Legal](#) industry has the highest average Cost Per Actions: \$135.17 ([Search Engine Land](#))
- Industry with the best average conversion rate for AdWords search ads: Insurance and Finance. (7.19%) ([Search Engine Land](#))
- Industry with the best average conversion rate for AdWords display ads: Home Goods (2.19%). ([Search Engine Land](#))

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Google Search and Display Network

- Search Network campaign
- Display Network campaign
- Search Network campaigns with Display opt-in
- Video campaign
- Shopping campaign
- Universal app campaign

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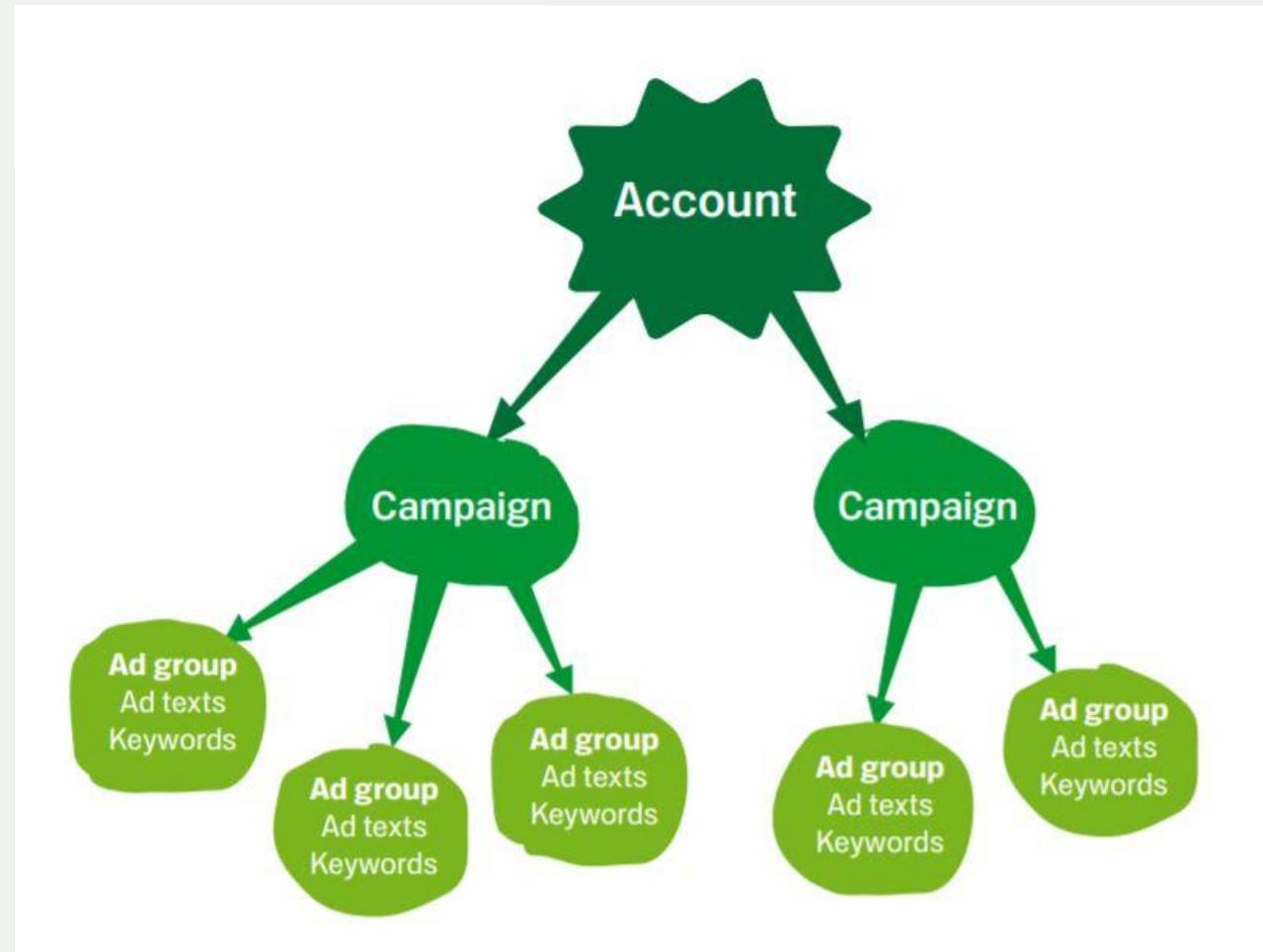
Account Structure

Campaigns

focus on a specific product range or area of your business

Ad Groups

more specific and focus on a subcategory of the main campaign topic.



Keywords

Keywords are the back-bone to any successful campaign. They should be fitted to align with the ad they are being associated with-in search results.

- Tightly themed to each ad group
- Should be 2-3 words long
- 5-50 keywords in each ad group
- Match keywords to ad text

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Control which keywords trigger your ads

Broad match

shows your ads based on keywords and close variations like synonyms and misspellings.

Example: A search for “tennis sneakers” could return your ad

Benefit: Shows ads most broadly with least amount of set up

Set it up: Do nothing — this is the default for all searches

Broad match modifier

shows your ads based on the broad match, but excludes synonyms.

Example: A search for “buy tennis shoes” could return your ad

Benefit: More targeted, can increase clicks and conversions

Set it up: Add plus sign (+) before terms

Phrase match

shows your ads based on exact phrases and close variations.

Example: A search for “tennis shoes reviews” could return your ad

Benefit: More targeted

Set it up: Add quotes (“ ”) around term

Exact match

shows your ads based on exact keywords and close variations.

Example: A search for “tennis shoes” could return your ads

Benefit: Narrows ad's potential audience the most
Set it up: Add brackets ([]) around term

Targeting with Paid Search

WHO

Audience targeting helps you identify, re-engage, and expand your audience online. You can target those who actively intend to purchase your products and personalize your ads with relevant messages. All thanks to machine learning.

Demographic targeting allows you to reach a specific set of potential customers who are likely to be within a particular age range, gender, parental status, or household income.

WHERE

“WHERE” can refer to where your customers are in the physical world (e.g., location and device targeting) or where they are online (e.g., contextual or topic targeting).

Example: Suppose you've created an ad group to advertise your car dealership's latest lineup and you've included keywords like “fuel-efficient cars” and “2018 electric cars”. We use contextual targeting to identify and place your ad on pages that match those keywords.

WHAT

With AdWords, you can specify keywords based on what people are searching for. When people search for words like your keywords on Google or partner sites, you can display your ads alongside those search results.

Example: Say you own a flower shop. You can create keywords like “flowers for mom”. When people search “flowers for mom”, your ad may show alongside those search results.

AD Rankings

AD Rank is the ultimate decision maker in determining what position your ad shows or if your ad shows at all.

The Main Factors that determine AD Rank

- **Bid** (maximum amount willing to pay for a user to click on ad)
- **Expected Click-through-rate (CTR)** (prediction of how often your ad will get clicked when shown for a keyword. To determine this rate, takes into account how well your keyword has performed in the past)
- **Relevancy** (analyzes the language in ad to determine how well it relates to the search query.)
- **Landing Page** (helps a user find what they're looking for, includes relevant and original content, easily navigable, and articulates business clearly)
- **Ad Format** (including ad extensions, such as sitelink, address, or phone number)

Ad Rankings

The Quality Score

New Edge will look at all components that affect ad quality to raise your Quality Score.

Quality Score is the 1-10 rating that is reported for each keyword in your account calculated by **estimating the quality** of your ads and their associated landing pages.

A high Quality Score means that the system thinks your ad and landing page are relevant and useful to someone looking at your ad.

Campaign Budgeting

DON'T BE AFRAID! You control your budget!

Determine what you want to spend per month.

Set a daily max budget.

Ability to adjust bid during campaign to pause keywords that are not working or increase spend on well performing ads.

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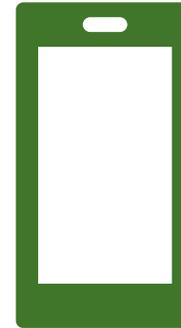
Campaign Budgeting

There are numerous tools New Edge can employ to optimize your budget no matter the size.



Time of Day

We can spread out the ads to serve evenly throughout the day or use whatever volume when necessary. Increase or decrease a volume for specific part of the day.



Device Targeting

Determine devices you wish to target (desktop, mobile, tablet) Increase or decrease a volume for specific device of the day.



Location Targeting

Set a radius of a certain location to only serve ads to devices in those areas
Don't waste ad spend on selling items that are very location specific

Bidding Strategies

We base your bidding on the following factors

1. Campaign goals to either drive (impressions, clicks, conversions)
 2. Budget
 3. Value of sale or conversion
- New Edge regularly evaluates CPC bids as internet traffic is always changing.
 - We can adjust bids to target an audience based on several variables (location, time of day, device, and keywords)

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Bidding Strategies

Based on campaign goals we can set the bidding strategy to main media cost models (CPC, CPM, CPA, vCPM, CPV)

- CPC (cost per click)- pay each time someone clicks, maximum amount willing to spend per click
- CPM (cost per impression) –used for raising awareness, cost of ad to be visible.
- CPA (cost per acquisition) –pay only if a user see’s an ad on the publisher’s site and late makes a purchase or completes some other desired action.
- vCPM (cost per viewable impression) -50% of an ad is shown on screen for over 1 second, not buried lower on the page, or displayed on a page where someone navigates away while the page is still loading.
- CPV (cost per view) – par for people watching or interacting with your video ad, like clicking on a call-to-action overlay or banner ad.

Display Network

Reach customers on relevant websites

Did you know that in addition to showing your AdWords ad on Google search, you can also show it on relevant websites that your customers visit?

The Google content network is a large, diverse network of different kinds of sites that partner with Google. On this network, you can show your ad to potential customers when they're looking at sites related to your products or services.

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How does Paid Search significantly increase my ROI?

- Ads are only displayed by users searching for your keywords. Which automatically qualifies them as high leads.
- Ads can lead directly to a page for visitor to complete a desired action.
- Ad spend is dictated by you and only used when someone clicks. Less waste compared to other forms of advertising.
- Once we've identified which keywords, locations, times, and devices are getting good results, we can adjust your bids accordingly to optimize results even further.

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New Edge Campaign Management

- Build Campaign structure and organization/audit existing account
- Keyword research
- Create and write ad texts
- Design display ads
- Regular keyword performance reviews for top results
- Budget/Bidding Management to provide best ROI
- Review campaign data to optimize performance

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