BEST PRACTICES FOR IMPROVING PAY-PER-CLICK LEAD CONVERSION

Pay-Per-Click Marketing

Pay-Per-Click

Pay Per Click usage is growing rapidly. Spending on networks such as AdWords is becoming a significant part of the marketer's Budget. Before a marketer wades into the PPC pool, you should follow these steps to ensure you are optimizing the click through rates on your campaign.

The B2B Pay Per Click marketer's mantra

When creating a PPC campaign – remember these key point and you will perform better:

- Sending clicks to home page is a complete waste of time and budget
- The only objective of a PPC advertisement in B2B is lead capture
- Tracking ROI with no landing pages is not possible
- In B2B the lead capture is the beginning of the campaign...not the end
- Preserve the Lead Source at all costs! Ensure you can track lead source in CRM
- Think of your PPC Campaigns as the purchase of a highly targeted lead list – one lead at a time

Optimized Landing Pages

Before creating your ads and ad groups and planning great campaigns in AdWords, you should start with an optimized landing page. An optimized landing page or lead capture page is the destination for the "Click" in your PPC advertisement. Clicks that are sent to the company home page are, for lack of a better term, a complete waste of budget dollars. If you DO NOT have a landing page for your ad, turn your ad off and create one. To create a landing page that optimizes click through, follow these simple steps.

1. Keyword Matching – the header and URL should have an exact keyword match to the keyword(s) you have assigned to an ad group. This will ensure better positioning. Whatever your keyword is, repeat the keyword exactly in the header of your landing page.
2. Keep the Landing page simple – remove or greatly understate external links in the landing page. People are often tempted to have links to the home page and other assets in the landing page. Resist putting any external links in a landing page as it reduces conversion.
3. Keep surveys and forms simple – only ask the questions you need to know to begin a digital conversation
4. Keep the form/survey on the same page – don't require the lead to click a link to get to the survey/form as it negatively impacts conversion rates.
5. Keep the form/survey above the fold
6. Provide a brief "privacy policy" on the form

7. Explain exactly what the lead will get in exchange for filling out the form
8. Provide value to the lead in exchange for filling out the form – white paper, research...etc.
9. Direct to a thank you page upon form submission
10. Reinforce that they are getting what they asked for in the thank you page
11. Use the thank you page as a cross-promotional page – offer complimentary assets, link to the home page...etc. It's OK to have lots of information and links in the thank-you page because you've already captured what you need.

Click Response

Leverage Trigger Based Emails

Once a lead clicks through, fills out a form and hits the thank-you page, you should have pre-built trigger campaigns set up that are specific to the content advertised. Trigger campaigns can be as simple as a thank you email from the company with a link to the website or more robust. Many companies who excel at PPC conversion use multistep nurture campaigns as part of their PPC follow up. Savvy marketers will have a series of pre-built communications that are content specific and personalized to the lead. These communications trigger when a landing page form is completed. Marketers find having this type of trigger-based automation built in greatly improves lead conversion, that is, the lead converting to a qualified opportunity in CRM.