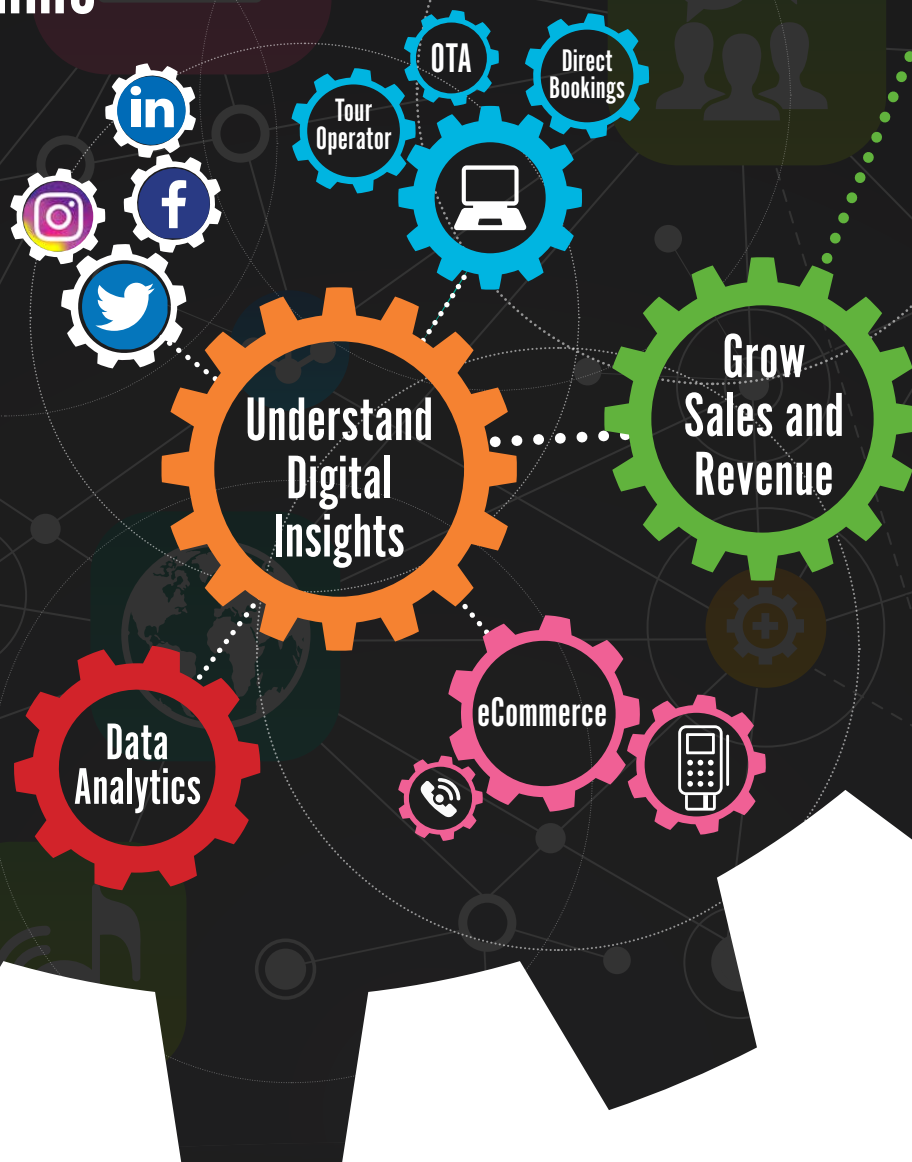


Part of the
**Digital Performance
Improvement
Programme**



PAY PER CLICK CHECKLIST



Fáilte Ireland
National Tourism Development Authority

PAID SEARCH PROCESS



This document provides a breakdown of the steps involved in developing and implementing a Paid Search Strategy. In many cases this will be developed in connection with an agency but it is important that you feed into the strategy to ensure it aligns with your business goals. This document also includes the steps involved if you decide to implement the strategy in house.

Paid Search Strategy

Paid Search	Description	Who will do this?
What is your overall Marketing and Revenue Strategy?	Review internally the overall marketing and revenue strategy. What key business challenges do you need to focus on, what markets are you looking to grow?	Internal Team
Paid Search Strategy Review	What Paid Search Strategy do we need to meet these Objectives. What campaigns do we need at different levels of the customer funnel?	Marketing, Revenue and Digital Marketing Partner
Identify paid Search KPIs	Based on the Paid Search Strategy identify what your KPIs should be?	Marketing, Revenue and Digital Marketing Partner
Sign Off Measurement Plan	Agree measurement plan with Digital Agency .	Marketing, Revenue and Digital Marketing Partner
Review Goals / Tracking	Ensure Google Ads tracking is in place and relevant Goals are in place to track KPIs identified.	Digital Marketing Provider and Booking Engine Provider
Budget and ROI Objectives	Agree Budget and ROI objectives with Digital Partner.	Marketing, Revenue and Digital Marketing Partner

Paid Search Campaign Plan

Paid Search	Description	Who
Identify Campaigns Required	Display, Non Brand Search, Brand Search, Remarketing, Domestic, International, Dublin.	Digital Marketing Provider
Carry Out Keyword Research	Research potential keywords using a combination of Google Keyword Planner, Search Console Queries and if available AdWords Data - Search Queries. Helpful Resource: https://adwords.google.com/KeywordPlanner .	Digital Marketing Provider
Location Analysis	Identify target markets using Google Analytics data and insights from property.	Revenue, Marketing and Digital Marketing Provider
Audience Research	Research available relevant Audiences to be added to the account using In Market and Owned Audiences.	Digital Marketing Provider
Demographic Analysis	Identify target demographics using Google Analytics and insights from property.	Revenue, Marketing and Digital Marketing Provider
Rate / Product Analysis	Review top selling Products / Rates. This information will be used to inform Ad Copy and Sitelinks.	Revenue, Marketing and Digital Marketing Provider
USP Analysis	Develop list of USPs for target markets with input from agency, property and review tools such as TripAdvisor.	Marketing and Digital Marketing Provider
Drafting Ad Copy	Develop Text Ads and Display Ads using the USPs and target markets identified and sign off on Ad Copy.	Digital Marketing Provider
Draft PPC Plan	Draft PPC plan including Keywords, Campaign and Ad Group Plan, Ad Copy and Extension and Demographic / Audience targeting and Forecast.	Digital Marketing Provider
Paid Search Plan Sign Off	Review Plan as a group and sign off.	Marketing and Digital Marketing Provider



Paid Search Campaign Build

Paid Search	Description	Who
Campaign Creation	Start creating campaigns based on plan agreed.	Digital Marketing Provider
Group Keywords to Ad Groups	Following on from the keyword analysis group related keywords into ad groups. For example Spa Hotels phrases would be grouped together in one Ad Group with different variations of Keywords. While Castle Hotels Ireland may be another Ad Group.	Digital Marketing Provider
Keyword Bidding	Set up initial bids across each keyword.	Digital Marketing Provider
Build Ads	Build out Ads in Google Ads based on the signed off Ad Copy doc.	Digital Marketing Provider
Ad Extensions	Build out the Extensions based on the messages agreed in Excel File.	Digital Marketing Provider
Audience Creation	Remarketing Audiences Created where relevant. These could include - All Users, Visitors to the Booking Engine / Cart who have not converted and Users Interested in Certain Products.	Digital Marketing Provider
Advanced Targeting	Using Demographics and Audience Targeting is there any advanced targeting we can implement to refine audience - e.g. restrict to key age demographics.	Digital Marketing Provider
QA	Test and QA campaign in advance of Go Live.	Digital Marketing Provider
Campaign Go Live	Go live with campaign.	Digital Marketing Provider



Display / Remarketing Campaign Build

Paid Search	Description	Who
Add Owned Audiences	Review what audiences are in place and carry out gap analysis. Document all audiences that you wish to target and ensure they are set up.	Digital Marketing Provider
Target Google Audiences	Review Google Analytics to identify relevant audiences using In Market Audiences and Affinity Audiences. Also carry out keyword research to identify relevant Customer Intent Audiences.	Digital Marketing Provider
Target Similar Audiences	Identify your most targeted audiences and use these to create similar audiences on Google Ads.	Digital Marketing Provider
Demographics	Review Demographics and Advanced Demographics based on Google Analytics and identify targeting parameters - what ages to focus on, household income, gender, etc.	Digital Marketing Provider
Implement Ad Copy	Implement Display Banners signed off based on Ad Copy doc.	Digital Marketing Provider
Set up Bidding	Set initial bids based on campaign objectives.	
QA	Test and QA campaign in advance of Go Live.	Digital Marketing Provider
Campaign Go Live	Go live with campaign.	Digital Marketing Provider





Campaign Type Overview

The campaign type that you select for your Paid Search Strategy will depend on your goals. Some campaigns are more suited to early funnel engagement v lower funnel. The table below outlines the different campaign types and the role they play in a digital strategy.

Campaign	Stage of the Funnel	Description	KPI
YouTube Ads	Awareness	Target customers based on Interests and Demographics with YouTube ad that focuses on Key Selling point of the property with Call to Action to visit Website.	Video Views and Website Traffic
Google Display - Affinity Audiences	Awareness	Target potential customers with banner ads based on interests and affinity categories - e.g. TV lovers, Beauty Mavens, Green Living Enthusiasts.	Impressions, Website Traffic and Bounce Rate
Upper Funnel Paid Search	Awareness	Higher Volume Broad but relevant Search terms - for example Hotels Dublin City Centre.	Website Traffic
Google Display - In Market	Consideration	Target customers based on their browsing behaviour online. For example someone who has looked at dublin attraction sites will be in market for Visiting Dublin.	Traffic to Site, Bounce Rate, Traffic to Booking Engine
Google Display - Customer Intent	Consideration	Target customers on Display Network based on the previous searches - for example if they searched for Hotels in Galway in the last seven days.	Traffic to Site, Bounce Rate, Traffic to Booking Engine
Google Search - High Intent Non Brand Phrases	Consideration	Target niche targeted phrases on Google Search - for example Visitor Attractions in Galway.	Traffic to Site, Bounce Rate, Traffic to Booking Engine, Bookings
Google brand Campaigns	Decision / Purchase	Targeting Brand Phrases. Ensure you are appearing above OTAs.	Bookings, Revenue and CPA
Google Remarketing	Decision / Purchase	Target customers who have previously been on the site and Booking Engine with Google Banner Ads.	Bookings, Revenue and CPA

CPA Calculator



Understanding the CPA of the direct channel vs your OTA channels is vital when developing a digital marketing strategy. For example if your direct CPA is 8% but the CPA of OTA business is 15% this can lead to increasing investment in your direct strategy as you look to scale a more profitable channel.

This calculator automatically calculates your Cost Per Acquisition. Simply enter the required details in the cells where indicated to do so, and your CPA along with other financial details, are calculated.

Location of Calculator

The CPA calculator is provided as an Excel spreadsheet and is available as a separate file to this checklist.

As you can see below, the calculator is located on the left and an example to illustrate how the CPA is calculated is on the right.

Digital Performance Improvement Programme				Digital Performance Improvement Programme				Fáilte Ireland National Tourism Development Authority	
CPA Calculator									
Calculator for BRAND.COM				Example					
Enter the correct values in the white cells below to calculate your CPA. Leave all shaded cells as they are.				The example below illustrates how CPA is calculated					
Details		Values		Details		Values			
Revenue		Enter Your Direct Revenue Here		Revenue		€500,000			
Commission %		Enter your Commission % Here		Commission %		3%			
Commission Cost		#VALUE!		Commission Cost		€15,000			
Ad Spend		Enter total Digital Ad Spend here		Ad Spend		€25,000			
Mgmt Cost		Enter total Mgmt Costs of Digital Marketing Here		Mgmt Cost		€12,000			
Total Cost		#VALUE!		Total Cost		€52,000			
% CPA		#VALUE!		% CPA		10.40%			
Net Revenue		#VALUE!		Net Revenue		€448,000			

