

## LIFECYCLE MARKETING FOR E-COMMERCE

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### A Guide

Presented By Trada

Customer behavior online is changing. Search engine marketing has traditionally been seen as an isolated channel, with most of the focus being placed strictly on the interaction between a given campaign and its landing page.

In reality, search engine ads are one of many influential steps along a customer's relationship with your brand. In fact, a recent ATG survey found that 78% of customers use two or more channels to make a given purchase decision. To reflect the behavior of today's consumer, eCommerce marketers need to reframe their understanding of search engine campaigns as part of the complete customer lifecycle.

The following are some tips on how to track the full customer lifecycle, improve your campaigns and move customers from awareness to first purchase: and beyond.

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### Determining your market: Using paid search to target customers who convert

The platforms we use for paid search come ready-built with many of the tools we need to determine where our customers are coming from. You can test quickly, get immediate feedback, and use what you learn to inform future activities - online, on other channels, and offline.



To determine where customers are coming from and which messages target customers who actually buy, you can use the following tools:

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#### Geotargeting

This simple but powerful tool is usually used by local businesses to ensure that ads won't be served outside of the area. But you can also use it for e-commerce as part of a comprehensive testing program.

- Use the targeting function to test new messages in a small market
- Target different regions to gather demographic data about your customers

#### Dayparting

The dayparting tool allows you to control when ads are served. This is very useful, but you should look at your conversion data to determine how to set dayparting.

These tools will give you a better idea of where your customers are coming from. You can use this data to target converting customers - and spend your time and budget where it's most effective.

## Set up your customers for a purchase - before they click

It's true that ecommerce marketing is not always linear, and decisions are made across channels. But you can still think of your customers' levels of interest in terms of a funnel.

Funnels aren't just for lead generation! **To target your buyers effectively, write your messaging for three basic subsets: those who are researching products, those who are comparing prices and features, and those who know what they want and are ready to buy.**

Writing messaging specifically for each of these subsets will allow you to prepare and educate a potential buyer before they click.

## Ad groups and keywords

Ad groups and keywords are fundamental elements of paid search whose setup and maintenance will impact the success of your campaign.

Ad groups are groups of keywords who share ads. Ad groups should contain very small numbers of keywords (10 or less) to ensure that each keyword is included in each ad. You can break down your ad groups by product, terminology, and "tail size" (number of actual words in a keyword phrase), and you can also separate ad groups by where a buyer is in the e-commerce funnel. This could mean that you will need 10 or more ad groups for each product.

You can use your ad groups to test messages quickly and efficiently. Write four ads for each ad group, varying the subject lines in two ads, and the calls-to-action in the other two. Allow ads to run for two weeks, then choose the two least-performing ads and replace them with new ones.

### TWO WARNINGS:

- **A common (and fatal) mistake is adding too many keywords to an ad group.** This will result in low quality score, poor ad position and low click-through. Keep your ad groups small and relevant!
- **Be very careful when building ad groups with broad match keywords.** If you use broad match keywords, create ad groups around a keyword and don't include other match types in the ad group.

For an in-depth look at keywords and ad groups, download our free PPC Crash Course Kit at <http://www.trada.com/ppc-crash-course/> and be sure to attend our June 8 webinar, The Architecture of Ad Groups. <http://www.trada.com/webinar/architecture-of-ad-groups/>

## Write compelling ad copy:

The e-commerce space is competitive: you know this! Draw customers to your products by writing an ad that is compelling and concise.

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**Always use a call-to-action.** Buyers need to know what to expect when they click! Using a strong call-to-action will increase click-throughs and conversions by setting up a customer to buy.

- 2 Use the space available.** Search engines restrict the number of characters you can use, and control elements like punctuation and language. This levels the playing field by placing emphasis on ad copy. To give yourself the best competitive advantage, use the full character limit to describe your offer.
- 3 Create a sense of urgency.** Buyers respond to limited-time offers and promotions with end dates. Set a calendar reminder so you won't forget to replace the ads with fresh offers upon expiration.
- 4 Let buyers know you are the 'official site'.** Establish credibility by having a URL that is clean, and if you're the official site of a brand you carry, mention it in your ad.

## Tracking traffic with UTM variables

UTM variables are qualifiers you can add to the end of a URL to help you track where traffic to a page is coming from. The variables make it easier for your analytics platforms to store the source data. In Google Analytics, for example, this information appears in the reports under traffic sources.

### UTM structure:

The basic structure is a standard URL followed by a question mark and the UTM variables.  
`http://www.link.com/?UTM_Source=Facebook`

### Each UTM variable provides a unique trait of the source traffic.

**UTM\_Source =**

A UTM Source tag names the site that is driving the traffic, e.g., Facebook

**UTM\_Medium =**

A UTM Medium tag names the type of traffic, e.g., CPC

**UTM\_Campaign =**

A UTM Campaign tag names the specific campaign that this traffic is a part of, e.g. Holiday Campaign

**UTM\_Content =**

A UTM Content tag gives you a sense of what was in the add or post that led to the click-through e.g., gifts-for-moms

**UTM\_Term =**

A UTM Term tag is used for search campaigns and tells you what keywords were used.

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You do not need to use every UTM variable, just the ones that will help you differentiate your traffic streams

**For Example:**

`http://www.link.com/?UTM_Source=Facebook&UTM_Medium=CPC` (A paid ad on Facebook)

`http://www.link.com/?UTM_Source=Facebook&UTM_Medium=social` (A shared link on Facebook)

Performable has a free tool to help you set up UTM variables at [www.performable.com/url-builder](http://www.performable.com/url-builder)

## Trada can help you with your search marketing

When you run your search marketing campaign with Trada, you will have multiple experts working for you at the same time. They already know how to write and test compelling ad copy, structure ad groups for the best quality score, and constantly optimize for success. And because Trada's search marketing experts work together on your campaign, collectively they have the diversity of thinking and time to generate massive numbers of targeted long-tail keywords.

**And it costs the same amount to run campaigns in Trada as it would if you were to do it in-house.**



The graphic shows the Trada logo (a search bar with 'trada' and a magnifying glass icon) next to several colorful spheres (blue, green, red, yellow). This is followed by an equals sign and four bullet points: 'Better results' (red checkmark), 'Complete visibility' (blue checkmark), 'Low effort' (green checkmark), and 'No fees' (yellow checkmark).

Trada's Optimizers are paid strictly on performance. You simply state an ad spend budget and click/conversion price, and our experts work to optimize below those prices. They run campaigns on Google and Yahoo/Bing, and you approve everything from a high level.

To learn more about how Trada can completely revolutionize your search marketing, visit our website at [trada.com](http://trada.com) or call 877-871-1835 to speak to a Trada Marketplace Expert today.

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To learn more about how Performable can make customer tracking easy and lucrative, visit [www.performable.com](http://www.performable.com).