



Crowdsourced Paid Search

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SEARCH MARKETING FOR SOFTWARE COMPANIES

A Guide

Presented By Trada

Search marketing - running paid ads on Google and Yahoo/Bing - is an integral component of your software company's marketing program. It may seem daunting, but when you're smart about search marketing you can drive consistent, quality leads at a low cost.

With these expert tips, you can make search marketing accessible - and affordable!

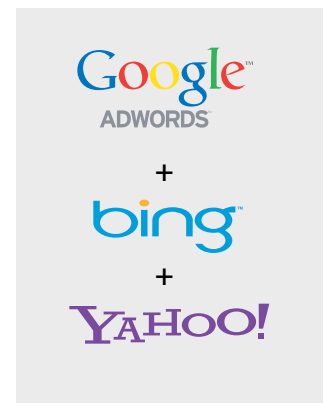
THE GOOGLES AND BEYOND: Testing Ad Networks

Many advertisers stick to running ads on Google - and it's true that as of May 2011 they have around 80% of the overall market share in the USA. But sticking just to Google could be causing you to miss out.

If you're not also advertising on the Yahoo/Bing Search Alliance, there are people looking for software solutions who just aren't finding you.

In addition, clicks on Yahoo/Bing care often less competitive... and therefore less expensive!

Now that Yahoo and Bing run on the same platform, testing these networks in addition to Google is easier than ever. You will have to run a separate campaign (unless you use Trada), but the concept is similar to AdWords.



AD GROUPS: Structure Your Campaign For Success

Ad groups are collections of ads that share a common set of keywords. When you are building your search marketing campaign, it is essential that you build ad groups properly.

It's tempting to dump large numbers of keywords into an ad group, but don't do it!

- 1** Keep ad groups small (around 10 keywords) and thematically relevant
- 2** Write four ads for each ad group
- 3** Use copy from landing pages to inform ad group themes

KEYWORDS:

Match Type Matters

A search term is a word or phrase that a user types into a search engine.

A keyword is a word or phrase that you add to your campaign, that you hope will match a user's search term and help them to find your software.

A keyword match type is a system for determining how strictly your keywords need to match the user's search term in order for your ad to be served. When setting up your campaign, dictate which match type to use by entering the keyword without punctuation for broad match, in quotes if you would like phrase match, and in square brackets for exact match.

There are three basic match types:

Broad match

This is the most liberal match type. When you use this match type, ads will be served any time any version of your keyword phrase is entered, in any order, and with additional words. If you use the broad match term finance software, ads could show for any of the following:

- finance software support
- finance my software company
- (competitor) finance software

Use caution with broad match. It will tend to drive large volumes of traffic with low conversion rates. It's best to use broad match keywords during research or exploratory phases, then nail down which keywords are resonating and convert them to a more conservative match type.

"Phrase match"

This match type requires the exact phrase and order of the words within your keyword phrase, but may also allow additional words in the search term. In this case, "financial

software" could allow an ad to appear for the following terms:

- buy finance software
- compare finance software
- finance software for teens

[Exact match]

When keywords are entered as exact match, ads are only served when the search term matches exactly. Your keyword [financial software] will only allow your ad to appear when a searcher enters the term:

- finance software

At the beginning of your campaign, it is a good idea to run broad match keywords to gather data about which keywords drive conversions. Then, change the keywords that convert to phrase or exact match.


AD COPY: Grab The Right Customers

In the software industry, we are accustomed to lingo, jargon and 'industry terms'. But keep in mind that your customers may not be searching for your software in the way that you would describe it in a board meeting.

Luckily, search marketing allows you to test which types of messaging resonate with your customers. Brainstorm ideas using the Google Wonder Wheel and by crowdsourcing the problem: asking five of your friends and colleagues to write ads. Then, run your ads in tandem (we suggest four ads per ad group). You will very quickly be able to tell which ads are driving converting traffic - and you can use what you learn to inform messaging across channels.

When writing your ad copy, make sure to follow these key best practices:

- 1** Always use a call-to-action
- 2** Include the ad group's keyword in the display URL
- 3** Ask a question: use a conversational tone in your ad.

 **Finally, security counts!** Consider mentioning your secure download in your ad. If you have an authentication service like Verisign, include the logo on your landing page.

Want to know more?

Visit trada.com to get more information about how Trada is helping software companies cost-effectively market their products using paid search.