Justification of Search Strategy

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Word Count: 459 Words

Free2gos Search Engine Marketing (SEM) strategy will only incur fees when customers engage by clicking on ads, subsequently, it is cost effective advertising. Unlike search engine optimization (SEO) which can take months to rank a website on the first page of Google. This prime advertising position is reached instantly to increase search traffic with a percentage converting to new customers.

Advertising copy is designed for the target market (TM) in a relatable language which similarly mirrors the brands identity. The selected key words are used by the TM when searching for services that Free2go offers. This pull-marketing strategy is effective in increasing customer acquisition and brand loyalty since they are actively seeking similar services (Robertson, 2016). This user-centric approach aligns with uses gratification theory (UGT). UGT explains why and how consumers use specific media to satisfy needs to enhance knowledge, relaxation, social interaction, diversion or escape. This theory assumes the audience controls what media they consume. This is demonstrated through their online behaviour of chosen key words coupled with the TMs aversion to push marketing strategies (Gallego, Bueno,& Noyes,2016; Southgate and Millward, 2017).

The cost-per-click (CPC) campaign is designed to display adverts between first to third position which receive the most clicks. In addition, the site links created provide calls to action including Free2go's phone number. According to DeMers (2015, para.5) "61% of people use the address or phone number in local advertisements". Additionally, sitelinks take up more space pushing competitors' organic listings further down the front page (Smart Insights, 2013).

The advertising campaign is designed around popular product offerings including discount coupons. Research from the digital audit indicated coupons are popular since 64% of the TM have recently cut down on their spending. Furthermore 69% are risk averse and still prefer to be well insured (Roy Morgan, 2017). The search terms used in ad groups are popular but not as highly competitive as "insurance" enabling 10 maximised advertisements within the 10K monthly search budget, whilst driving significant traffic to the website (See Appendices: budget forecasts). Once users click on an advertisement they are directed to a page from the website where additional products like insurance are offered to complement car and travel related searches that are also within the top 10 online shopping categories (Roy Morgan Research, 2015). Free2go will receive increased exposure and hence engagement for "insurance" offerings; without paying premium prices for this highly competitive key word.

Google Trends indicates December to January is the seasonal high point for related searches. Therefore, a budget increase is strongly suggested over this period. If necessary Adwords monthly budgets can be reduced in low-season months. This will create positive cash flow to boost advertising in high season, whist remaining within the annual budget to increase return on investment (ROI).

References

Gallego, M. D., Bueno, S., & Noyes, J. (2016). Second life adoption in education: A motivational model based on uses and gratifications theory. Computers & Education, 100, 81-93. doi: 10.1016/j.compedu.2016.05.001

Robertson, T.R. (2016). Difference Between Push & Pull Marketing. Retrieved September 6, 2017, from http://smallbusiness.chron.com/difference-between-push-pull-marketing-31806.html

Smart Insights (2013). Click through rate per advert position in Adwords. Retrieved September 5, 2017, from http://www.smartinsights.com/paid-search-marketing-ppc/paid-search-analytics/clickthrough-rate-per-advert-position-in-adwords

DeMers, J. (2015). Search Engine Land. Retrieved September 12, 2017, from http://searchengineland.com/6-local-seo-stats-every-online-marketer-needs-know-226562

RACQ Roy Morgan Single Source Australia (2017). Retrieved September 20, 2017

Roy Morgan Research (2015). Online shopping on the rise for most retail categories. Retrieved September 10, 2017, from http://www.roymorgan.com/findings/6095-online-shopping-on-rise-201503182332

Performance forecasts

Enter a bid
A$

Enter daily budget
A$ Optional

Queensland ✎ English ✎ Google ✎ Negative keywords: ✎

| Ad Group | Keyword | Device | Location: City ▾ |

Monthly forecasts Quality: ▮▮

Clicks	Impressions	Cost	All conv.	Avg. position
532 – 651	6.5K – 7.94K	A$694 – A$848	—	—

Clicks for scaled bids (Click on the graph to scale all your bids)
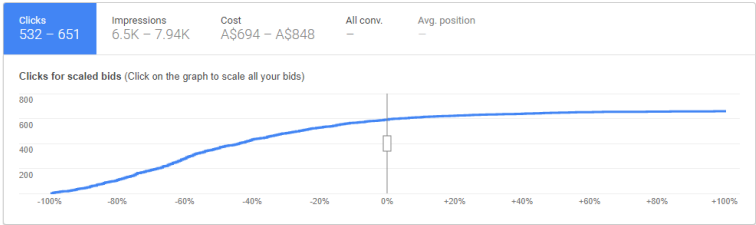
Add keywords | Edit ▾ | Match types ▾ | ⬇ Download

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Getting your drivers licence...	learners practice test, learn to dri...	A$2.00	591.51	7,222.71	A$771.33	8.2%	A$1.29	1.40
	Total			591.51	7,222.71	A$771.33	8.2%	A$1.29	1.40

Show rows: 30 ▾ 1 - 1 of 1 ad groups |< < > >|

Performance forecasts

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Enter daily budget
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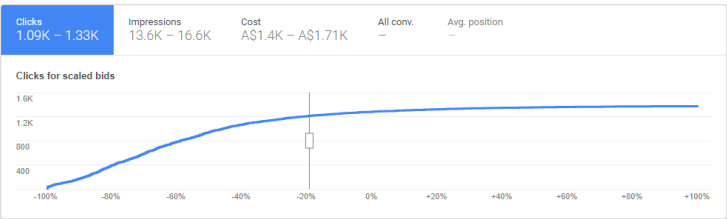
Queensland ✎ English ✎ Google ✎ Negative keywords: ✎

| Ad Group | Keyword | Device | Location: City ▾ |

Monthly forecasts Quality: ▮▮

Clicks	Impressions	Cost	All conv.	Avg. position
1.09K – 1.33K	13.6K – 16.6K	A$1.4K – A$1.71K	—	—

Clicks for scaled bids

Add keywords | Edit ▾ | Match types ▾ | ⬇ Download

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Accommodation (10)	booking hotel, boutique hotels, ...	A$1.49	1,208.86	15,060.29	A$1,551.78	8.0%	A$1.29	2.39
	Total			1,208.86	15,060.29	A$1,551.78	8.0%	A$1.29	2.39

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Performance forecasts

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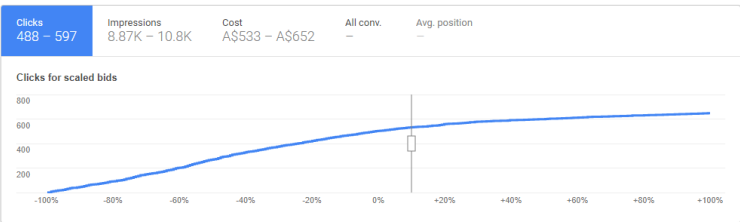A$ Optional

Queensland ✎ English ✎ Google ✎ Negative keywords: ✎

| Ad Group | Keyword | Device | Location: City ▾ |

Monthly forecasts Quality: ▮▮

Clicks	Impressions	Cost	All conv.	Avg. position
488 – 597	8.87K – 10.8K	A$533 – A$652	—	—

Clicks for scaled bids

Add keywords | Edit ▾ | Match types ▾ | ⬇ Download

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Car maintenance (10)	engine oils, tune up, spark plugs, ...	A$1.55	542.36	9,858.68	A$592.30	5.5%	A$1.09	1.66
	Total			542.36	9,858.68	A$592.30	5.5%	A$1.09	1.66

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Performance forecasts

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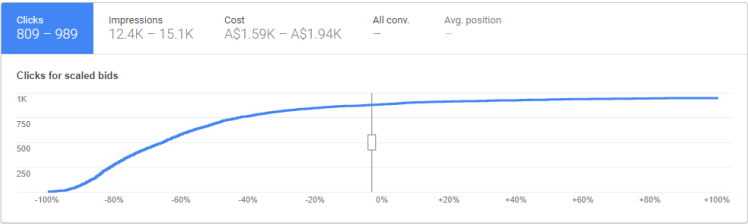Queensland 🖉 English 🖉 Google 🖉 Negative keywords: 🖉

[Ad Group] [Keyword] [Device] [Location: City ▾]

Monthly forecasts Quality: ▮▯▯

Clicks 809 – 989	Impressions 12.4K – 15.1K	Cost A$1.59K – A$1.94K	All conv. –	Avg. position –

Clicks for scaled bids

[Add keywords] [Edit ▾] [Match types ▾] [⬇ Download]

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Roadside assistance (10)	free roadside assistance, best r…	A$2.91	899.03	13,768.08	A$1,765.21	6.5%	A$2.13	2.57
	Total			899.03	13,768.08	A$1,765.21	6.5%	A$2.13	2.57

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Performance forecasts

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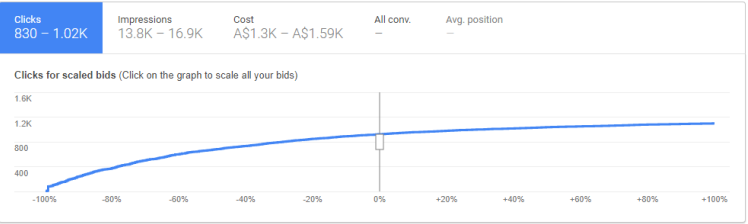A$ Optional

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[Ad Group] [Keyword] [Device] [Location: City ▾]

Monthly forecasts Quality: ▮▯▯

Clicks 830 – 1.02K	Impressions 13.8K – 16.9K	Cost A$1.3K – A$1.59K	All conv. –	Avg. position –

Clicks for scaled bids (Click on the graph to scale all your bids)

[Add keywords] [Edit ▾] [Match types ▾] [⬇ Download]

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Buying your first car (10)	good first cars, best first car, saf…	A$3.00	922.77	15,338.28	A$1,442.06	6.0%	A$1.53	2.62
	Total			922.77	15,338.28	A$1,442.06	6.0%	A$1.53	2.62

Show rows: 30 ▾ 1 - 1 of 1 ad groups |< < > >|

Performance forecasts

Enter a bid
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Enter daily budget
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Queensland 🖉 English 🖉 Google 🖉 Negative keywords: 🖉

[Ad Group] [Keyword] [Device] [Location: City ▾]

Monthly forecasts Quality: ▮▯▯

Clicks 523 – 640	Impressions 6.69K – 8.18K	Cost A$654 – A$800	All conv. –	Avg. position –

Clicks for scaled bids (Click on the graph to scale all your bids)

[Add keywords] [Edit ▾] [Match types ▾] [⬇ Download]

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Petrol saver (10)	fuel prices brisbane, cheap petrol…	A$1.90	581.40	7,433.65	A$727.04	7.8%	A$1.26	1.30
	Total			581.40	7,433.65	A$727.04	7.8%	A$1.26	1.30

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Performance forecasts

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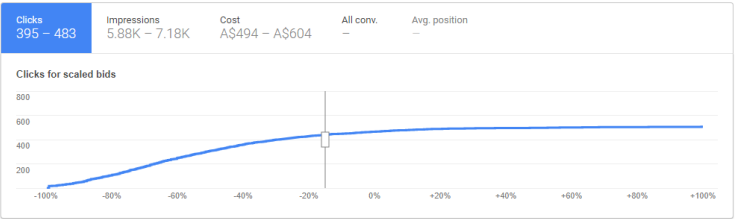
Queensland ✎ English ✎ Google ✎ Negative keywords: ✎

Ad Group | Keyword | Device | Location: City ▾

Monthly forecasts Quality: ▮▮▯

| Clicks 395 − 483 | Impressions 5.88K − 7.18K | Cost A$494 − A$604 | All conv. — | Avg. position — |

Clicks for scaled bids

Add keywords | Edit ▾ | Match types ▾ | ⬇ Download

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Travel tips (10)	plan my trip, trip planner, travel pl…	A$1.85	439.16	6,531.05	A$549.20	6.7%	A$1.25	1.71
	Total			439.16	6,531.05	A$549.20	6.7%	A$1.25	1.71

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Performance forecasts

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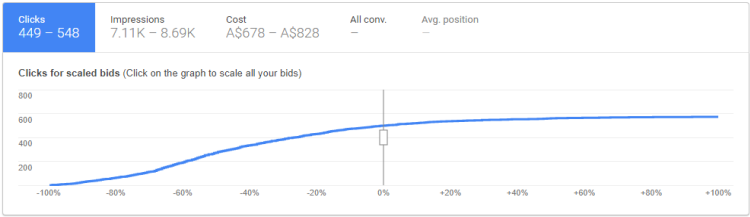
Queensland ✎ English ✎ Google ✎ Negative keywords: ✎

Ad Group | Keyword | Device | Location: City ▾

Monthly forecasts Quality: ▮▮▯

| Clicks 449 − 548 | Impressions 7.11K − 8.69K | Cost A$678 − A$828 | All conv. — | Avg. position — |

Clicks for scaled bids (Click on the graph to scale all your bids)

Add keywords | Edit ▾ | Match types ▾ | ⬇ Download

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Win a car! (10)	car raffle ticket, win free stuff, car …	A$1.80	498.63	7,901.03	A$752.95	6.3%	A$1.40	1.84
	Total			498.63	7,901.03	A$752.95	6.3%	A$1.40	1.84

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Performance forecasts

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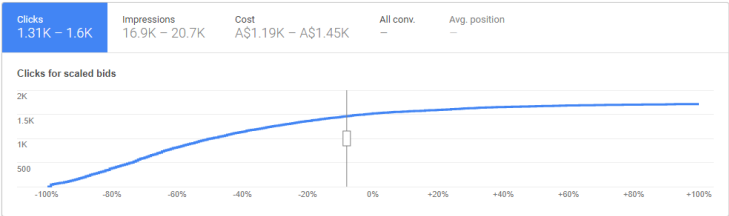
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Ad Group | Keyword | Device | Location: City ▾

Monthly forecasts Quality: ▮▮▯

| Clicks 1.31K − 1.6K | Impressions 16.9K − 20.7K | Cost A$1.19K − A$1.45K | All conv. — | Avg. position — |

Clicks for scaled bids

Add keywords | Edit ▾ | Match types ▾ | ⬇ Download

	Ad Group	Keywords	Max. CPC	Clicks	Impr.	Cost	CTR	Avg. CPC	Avg. Pos.
☐	Discounts (10)	things to do near me, entertain…	A$1.36	1,458.88	18,783.61	A$1,317.99	7.8%	A$0.89	1.73
	Total			1,458.88	18,783.61	A$1,317.99	7.8%	A$0.89	1.73

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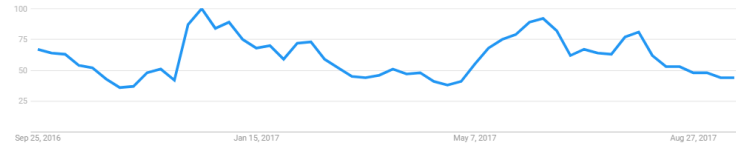## roadside assistance
Search term

+ Compare

Australia ▾   Past 12 months ▾   All categories ▾   Web Search ▾

Interest over time ⑦   ↱

Sep 25, 2016   Jan 15, 2017   May 7, 2017   Aug 27, 2017

discounts
Search term

+ Compare

Australia ▾   Past 12 months ▾   All categories ▾   Web Search ▾

Interest over time ⑦   ↱

Sep 25, 2016   Jan 15, 2017   May 7, 2017   Aug 27, 2017

raffles
Search term

+ Compare

Australia ▾   Past 12 months ▾   All categories ▾   Web Search ▾

Interest over time ⑦   ↱

Sep 25, 2016   Jan 15, 2017   May 7, 2017   Aug 27, 2017