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Search Engine Marketing

Three Month Campaign Cycle

Phase 1: Experimentation

The most common mistake in search engine marketing is spending too much too early. Before spending a lot of your ad budget it is important to identify the combination of keywords & advert text that best drive the campaign's goals.

Experimentation minimises spending on clicks that have no prospect of driving conversions.

Phase 2: Optimisation

After identifying keywords and advert text that drives conversions, the next phase is to optimise conversion rates for those keywords by building a negative keywords list and testing several variations of advert text and landing page messaging. The aim is to minimise customer acquisition cost.

Phase 3: Acceleration

Once the campaign has been finely tuned to reduce the cost of acquiring new customers it's time to increase spending on the campaign to drive up the number of new leads.

