



WHAT IS SEARCH ENGINE MARKETING?

Search Engine Marketing (SEM) is a method of targeting internet users with purchased advertising or paid links with the end goal of improving your business visibility. SEM involves keyword research, competitive analysis, SEO, paid listings or other tactics that try to increase traffic to your website or restaurant.

We discussed in the Search Engine Optimization (SEO) whitepaper that SEO is driving traffic to your site that is unpaid (where you optimize your website). SEM, is a way to pay to drive traffic to your website. To help understand all of this, we need to understand some digital terms.

A great glossary can be found here: <http://whatis.techtarget.com/reference/advertising-terminology-on-the-Internet>

GETTING STARTED WITH PAID SEARCH:

True SEM is a paid search – placing ads for guests that are searching the internet so you show up in the result set. For example, if someone types in “Pizza in Cleveland” and you placed an ad for those search words, you would show up as a result via the paid search. The three big search engines to consider buying ads on are Google, Bing and Yahoo. Search engine ads might cost more, but they have the biggest number of users. Most search engines have keyword planners to aid in the placement of paid search. The keywords are the basis of SEM.

EXPERT TIP:

You can buy ads to compete with your competitor keywords! This is when a guest types a search keyword (i.e. Pizza Hut), you see ads come up in the search result from other competitors (i.e. your Pizza concept).

REFER TO:

- **Google** – https://www.google.com/adwords/?channel=ha&subid=us-en-adon-bi-aw-a-search_1!o2
- **Bing** – <https://advertise.bingads.microsoft.com/en-us>
- **Yahoo** – <https://advertising.yahoo.com/solutions/search-advertising>
- **Tools outside of search engine planners to assist with keyword planning** – <https://www.wordstream.com/keywords?dt=1>

EXPERT TIP:

Use a keyword planner (i.e. Google AdWords) to help you determine what search terms to spend money on. The AdWord planner can tell you the average searches on a term per month and the potential costs per click.

PAID SEARCH:

When you are implementing paid search some things to keep in mind:

- You need to determine what type of paid search result you are planning on purchasing:



Mobile



Display



Video



Native

(a form of paid ads where the ad experience follows the natural form and function of the site. It is a non-disruptive ad.)

SEM STEPS FOR PLACING A PAID SEARCH AD:

- 1 Determine which search engine you will use to place the ad (mobile, display, video, native)
- 2 Determine the type of paid search you will be purchasing (i.e. mobile, display, video, native)
 - a. Each type may come with their own specifications (or specs) as to what is needed to place the ad
- 3 Determine GEO target or the geographical area where you will be focusing the purchase
- 4 Determine the budget
- 5 Determine the timeframe for the ad
- 6 Determine the content you will post as part of your overall marketing plan

EXPERT TIP:

Be sure to cap your spend so you do not exceed your budget

COSTS AND MEASUREMENT FOR PAID SEARCH:

Buying paid search is a bid-type auction where you enter the max bid you want to spend on a keyword.

If everyone is bidding, how does your search result get placed? It is based on the bid times and the quality score; this makes up your ad rank. The quality score is based on the relevance to the user.

A good example of this in more detail can be found here: <http://www.wordstream.com/articles/what-is-google-adwords>

GETTING STARTED WITH PAID PLACEMENT:

Paid placement is buying an ad on a website that your guests may visit. Ad size and placement on the site will vary. Popular placements are banner ads at the top or bottom of a page and side panels. You can place these ads yourself or use an agency. Before you place your ad, there are some things to consider.

KNOW YOUR GUEST:



First you need to decide the demographic of your restaurant guest so you can focus buying ads in areas they are interested in (i.e. shopping, travel, etc.). If you have your own website that is setup with Google Analytics, you can use Google Insights to determine your guest's interest.

GEO TARGETING:



When you buy an ad, you want to make sure you target the geographic area that the ad is shown online. For example, if you buy an ad on Kohls.com, you do not want your ad to show in the Florida Kohl's market if your restaurant is located in Ohio. This focus of displaying ads is called geo filtering or targeting. Geo targeting forces your marketing dollars to be spent in the area you want, thus saving money.

EXPERT TIP:

To stay within budget, only focus on the places your guests will visit on the web. Know your guest interests and target your spend.

COSTS AND MEASUREMENT FOR PAID PLACEMENT:

When buying paid placement ads, you need to understand what you are spending, how many people are seeing it and how many are acting on it. To understand all of this we need to understand some digital terms. A few of the key terms are:

IMPRESSION:

An impression is a view of your ad. Impressions are how digital advertising is sold and upon purchase the cost is quoted in terms of CPMs (cost per thousand impressions of your ad).

PAY PER CLICK (PPC):

is paying for the number of ads that are clicked. This number is the percentage of people who view your ad (impressions) and then actually go on to click the ad (clicks). You pay a certain amount when placing your order, based on the CTR rate.

CLICKTHROUGH RATE (CTR):

is the percentage of paid ad views that resulted in click-thru to your website. You can view your click-thru rate within the dashboard of your digital account. A high CTR means that a high percentage of people will see your ad and click it.

EXPERT TIP:

Start small – place an ad for a short length of time and keep your costs low. Learn from your first placement and determine if the website you bought the ad on is the right fit for your business.

PLACES TO BUY ADS:

Now that you understand some of the terms, you need to place your ads. You can place the ads yourself directly with the websites, use an aggregator or you can use a marketing firm to do this on your behalf.

You can place ads on social media sites. Pricing per PPC will vary on:

- **Facebook** – <https://www.facebook.com/business/products/ads>
- **Yelp** – <https://biz.yelp.com/advertise>
- **Twitter** – <https://ads.twitter.com/login>
- **Instagram** – <https://business.instagram.com/advertising>
- **Snapchat** – <https://forbusiness.snapchat.com/>
- **LinkedIn** – <https://blog.hootsuite.com/social-media-advertising/#linkedinad>

EXPERT TIP:

Train yourself or someone on your team in digital marketing – <http://bootcampdigital.com/>

You can place ads on websites (non-social) that your guests visit. You can chose an individual site or find an aggregator to place on a variety of sites.

- **Scripps Networks Interactive** – <http://www.scrippsnetworksinteractive.com/>
- **Oath** – <http://advertising.aol.com/properties#microsoft>

As mentioned above, there are companies that can buy paid search or paid placements on your company's behalf. Some examples of companies to hire:

- **Fathom** – <http://www.fathomdelivers.com/what-we-do/ppc/>
- **The Social Firm** – <http://www.thesocialfirm.com/digital-marketing/>
- **The Media Captain** – <https://www.themediacaptain.com/>
- **Zypmedia** – http://www.zypmedia.com/#k_row-how-it-works
- **Imavex** – <http://www.imavex.com/>
- **Adept** – <http://www.adeptmarketing.com/>
- **Greencrest** – <http://greencrest.com/>
- **AdvanceOhio** - www.advance-ohio.com

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