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Search campaign ROI:

5 pitfalls every marketer
should avoid



Introduction

As a marketer, you want to deliver the best search campaigns with the highest return on investment (ROI).

But it's not always obvious where your leads are coming from. And if you can't attribute leads to their true source, you'll never know the real ROI of your efforts.

At the root of the search campaign ROI conundrum are several hurdles that marketers face every day:

- 1 Killing off high-performing campaigns without realising
- 2 Treating all leads as equal
- 3 Not knowing where offline conversions come from
- 4 Missing lead generation opportunities
- 5 Missing ready-made customer insights



Sound familiar?

If you're struggling with one or more of these pitfalls, you won't be delivering the best ROI from your campaigns. And that's not all. You'll be missing out on valuable customer insights that could inform and improve your strategy, too.

But never fear!

This guide will help you understand how to blast through these hurdles and pinpoint an accurate return for your search campaigns.

SEARCH CAMPAIGN ROI: 5 PITFALLS EVERY MARKETER SHOULD AVOID

1

Killing off high-performing campaigns without realising

It's disappointing and demoralising when that campaign you were convinced was strong appears to flop.

But if you're on a limited budget, you may decide to kill it and use the money on another campaign. It's a decision marketers have to make every day, with the limited insight they have to hand.

But did the campaign really flop? What if your hard work was actually responsible for helping to generate leads and sales?

By killing off the campaigns that you think are 'poor performing', you could be jeopardising lead generation without realising it.

Buying journeys have changed

Imagine you're shopping for a new sofa.

You've looked directly on websites. You've clicked on links in emails you've subscribed to. You've trawled search engines. You've visited brick-and-mortar stores.

That's a lot of different touch points.

It means the modern buying journey is anything but linear. For us marketers, the middle 'consideration' stage can be particularly difficult to follow and attribute value.

More often than not...

...we turn to impressions, ads clicked, and URLs visited to measure intent. But that's often left to guesswork.

So what's the answer?

It's now fully possible to quickly and easily track an individual prospect's journey from start to finish. Doing this will give a much more accurate view of what's really happening when your prospects do their research. And you'll see exactly how your potential customers are interacting with your campaigns.

In fact, you might find those 'poor performing' search campaigns are generating more leads than you think.

2 Treating all leads as equal

Generating a ton of leads through a search campaign feels great. It's what us marketers get out of bed for!

Total leads generated is often a key metric marketers need to show in those monthly performance reports. But much like having thousands of un-engaged followers on social media, you need to make sure your hard-won leads are actually making a difference to profit.

You probably know your sales conversion rate for your paid campaigns. But are you looking deep enough? Which specific campaigns are bringing in sales, and most importantly, highest-value sales?

Leads vs revenue

For example, the keyword **'blue sofa' might bring in 100 leads, with a cost per lead of £1.50 and revenue of £1,500.** The keyword **'orange sofa', on the other hand, might bring in 50 leads, with a cost per lead of £3.75 and revenue of £2,500.** Which is the most successful campaign?

In this scenario -

The ROI of the blue sofa campaign is 900%
While the ROI of the orange sofa campaign is 1,233%



Would you rather your campaign brings in more leads, or has a higher ROI?



Marketers are often measured on the number of leads they generate.

But it's arguably more important for businesses to measure actual profit coming in from those leads.

Generating leads costs money. So it's vital that you prioritise bringing in leads that offer the most optimal return on investment. Today, **tracking each lead** right from the very first touchpoint, through to point of sale is totally possible. Analytics software that connects your lead generation data with your CRM system can give you all the insight you need.

3

Not knowing where offline conversions come from

Do you really know how many leads your search campaigns generate? Have you really accounted for all sources, both online and offline?

These days, it's fairly straightforward to track who's filled in a website form, or contacted you via live chat. But what if someone came to your website via a Google ad, noted down your phone number, and called your company later on?

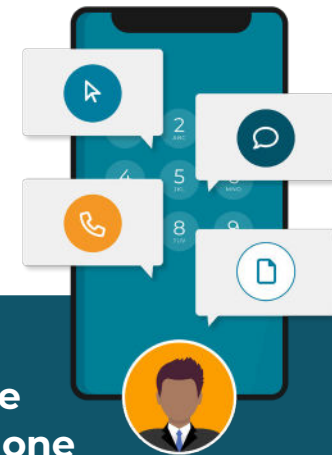


If your customers usually make a quick online purchase, then it's likely you'll have all the information you need in your analytics data. But if you're selling high-value goods, or complex or personalised items, customers may well be making phone calls to you as part of their buying journey.

Typically, salespeople will attribute deals closed over the phone to them. But if the lead found your business through a search campaign, you deserve recognition, too. You brought in that lead, after all!

This can be a real blind spot for marketers.

If you only have one phone number that everyone calls, you can't attribute the source. With **trackable phone numbers**, you can analyse every point of contact and attribute calls to their true source – such as your search campaigns.



Don't underestimate the power of the phone

A recent survey¹ by Moneypenny found that:

- 56%** of businesses said that phone calls are still the most popular way for customers to make contact
- Businesses now receive **34%** more calls on average than they did five years ago
- 45%** of calls lead to a sale – bringing in £304bn of new revenue for UK businesses (Source: UK Government, Business population estimates for the UK and regions)

It means your search campaigns might be working better than you think. And if you're able to accurately track where these offline leads come from, you could have proof to increase your budget for PPC.

¹Source: Moneypenny, the inbound phone call: a business' most valuable channel.

4 Missing lead generation opportunities

It's easy to say you got a certain amount of leads from a search campaign. Or that search helped generate a certain amount of phone enquiries.

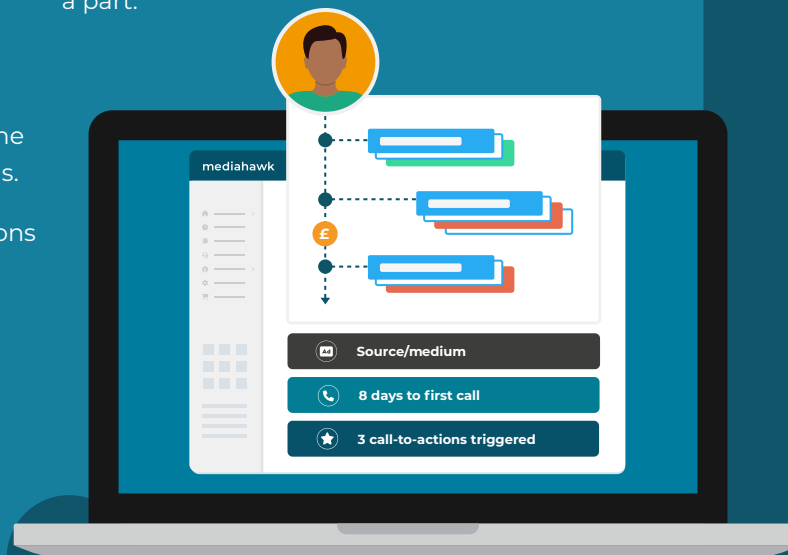
But what's the context around it? How can you do better?

Having a 360-degree view of all your campaigns and sources and how search fits in can really help you understand your return on investment. It also helps you know how to better nurture leads to increase conversions. What's more, you'll be more certain that you have the right search strategy in place.

A really useful tool that helps with all this is a **customer journey map**. You can use it to plot the role search plays, along with your other channels.

Spend some time nailing down all the interactions your customers have with your business.

Don't forget to identify the pain points and challenges they experience along the way, too. With this information, you'll be able to tailor the buying journey to their needs and identify key points where search can play a part.



The funnel is dead!

Long live the customer journey map

Traditionally, marketers have talked about 'sales funnels' and 'revenue funnels' when thinking about the buying journey. But this assumes that the customer travels along a linear path to purchase – moving from one stage to the next in a consistent fashion, every time.

The trouble with this concept is it focuses on the journey from the business's point of view, not the customer's. **It outlines the touchpoints the business wants the customer to have, not the touchpoints they actually have.**

In reality, the customer journey is anything but linear. These days, it looks more like a tangled ball of wool, rather than a nice, clean drop through a funnel. That's where a **customer journey map becomes a valuable tool**, helping you plot those intricate buying journeys in detail.

With your customer journey map in hand, you'll see exactly what part search plays. You may find it appears more often than you thought – while your prospects are researching, but also in the decision phase, too.

5 Missing ready-made customer insights

There are many research techniques that you can use to help improve campaign messaging. Surveys, workshops, interviews, and of course, web analytics all work well.

But don't forget your phone calls! They can be a gold mine of insight. Imagine being able to add the actual words and phrases spoken by prospects into your bank of insights.

With **call tracking** technology, it's now completely possible to listen in on your

calls, use **Speech Analytics** to spot and log keywords spoken in conversations.

By listening to your clients you can really understand the language they use to help you develop a dictionary for your target audiences.

Be a customer insight hero - you can also spot trends as well.

For example, a travel company might find that 75% of callers are enquiring about 'city breaks'. With that knowledge, they can push budget to the campaigns that focus on that keyword to drive up results.

It means you can know what's working and what isn't. At long last you can stop wasting money on campaigns that don't deliver results.

Linking your revenue to keywords, you can see which ones deliver the best return on investment. This is easy to do, simply by **integrating call data with your CRM** or sales data.



By listening to your calls and using **Speech Analytics**, you're able to really understand your audience in detail.

You'll uncover relevant and meaningful keywords and phrases that can be used to improve your search campaigns. And by doing this, you'll better attract customers, and boost return on investment.

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Are you ready to ramp up your search campaign ROI?

The call tracking and marketing attribution tools in Mediahawk are designed for marketers who want to:

- Improve campaign ROI
- Achieve 100% marketing attribution
- Understand customer behaviour in greater detail
- Save time using automated reports and integrations

Many of the ideas explored in this guide are quick and easy to set up.

Get in touch to find out more and **request an online personalised demo**. We'll be happy to explore how Mediahawk could work for you.

With our help you can:



Put in-depth lead insights at your fingertips, with easy-to-digest, customisable dashboards and reports



Attribute leads and sales across any online or offline channel and know which activities and sources deliver the best results



Categorise leads automatically based on the words and phrases they use during phone call



Get a pool of local, regional, national, freephone, and international trackable phone numbers to use on your website, allowing you to achieve 100% attribution

Request your demo today

Call:

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Or visit:

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