

**brightonSEO.**  
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# Search campaign ROI: 5 pitfalls every marketer should avoid

**Faye Thomassen | Mediahawk**



@Mediahawk



Slideshare.net/MediahawkLtd

# About me

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- ✓ Head of Marketing at Mediahawk
- ✓ 18 years experience in marketing and digital
- ✓ CIM Chartered Marketer
- ✓ Worked across B2B and B2C
- ✓ Varied sector experience: SaaS, accountancy, professional services, membership bodies, consultancy, charities and more



# About Mediahawk



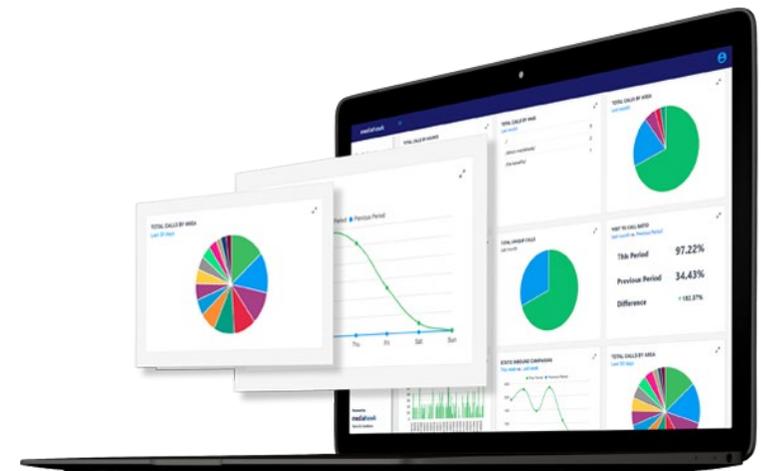
Founded in 2002, Mediahawk pioneered call tracking technology and remain at the forefront of the industry



Specialising in call tracking, marketing attribution and lead intelligence

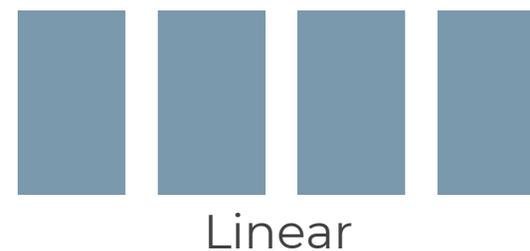


500+ clients across multiple sectors, including healthcare, automotive, marketing agencies, professional services and more



# Killing lead generating campaigns without realising

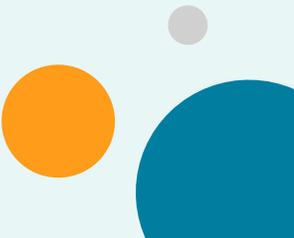
## Attribution models



What's the value of assisted clicks?

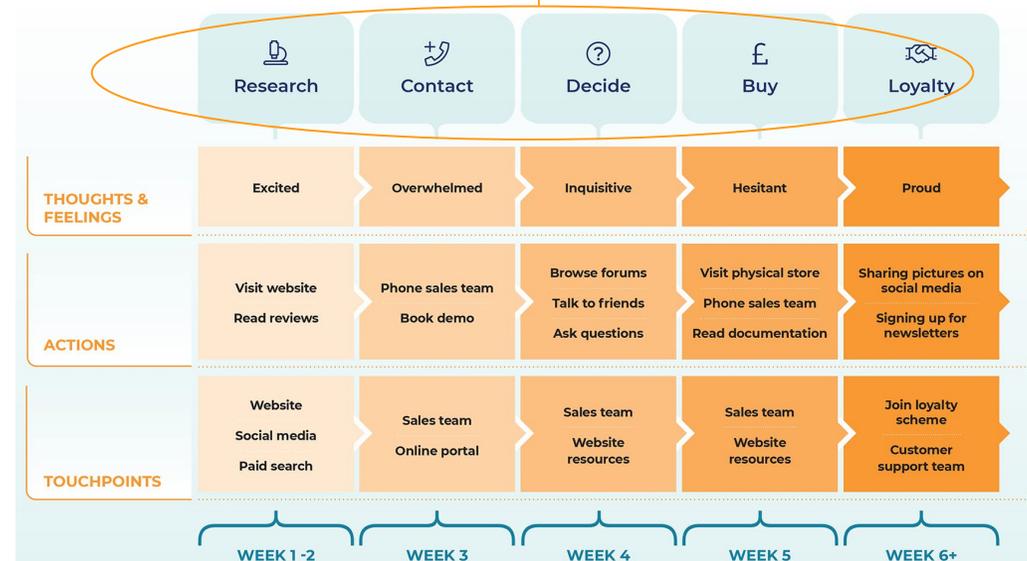
Sector	Versus first click	Versus last click
Automotive	45% uplift	70% uplift
Trade	17% uplift	28% uplift
Healthcare	32% uplift	44% uplift
Financial services	12% uplift	16% uplift

Identify any search campaigns that are assisting your lead generation

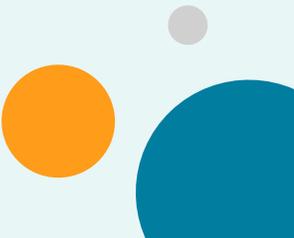


# Missing lead generation opportunities

# Missing lead gen opportunities



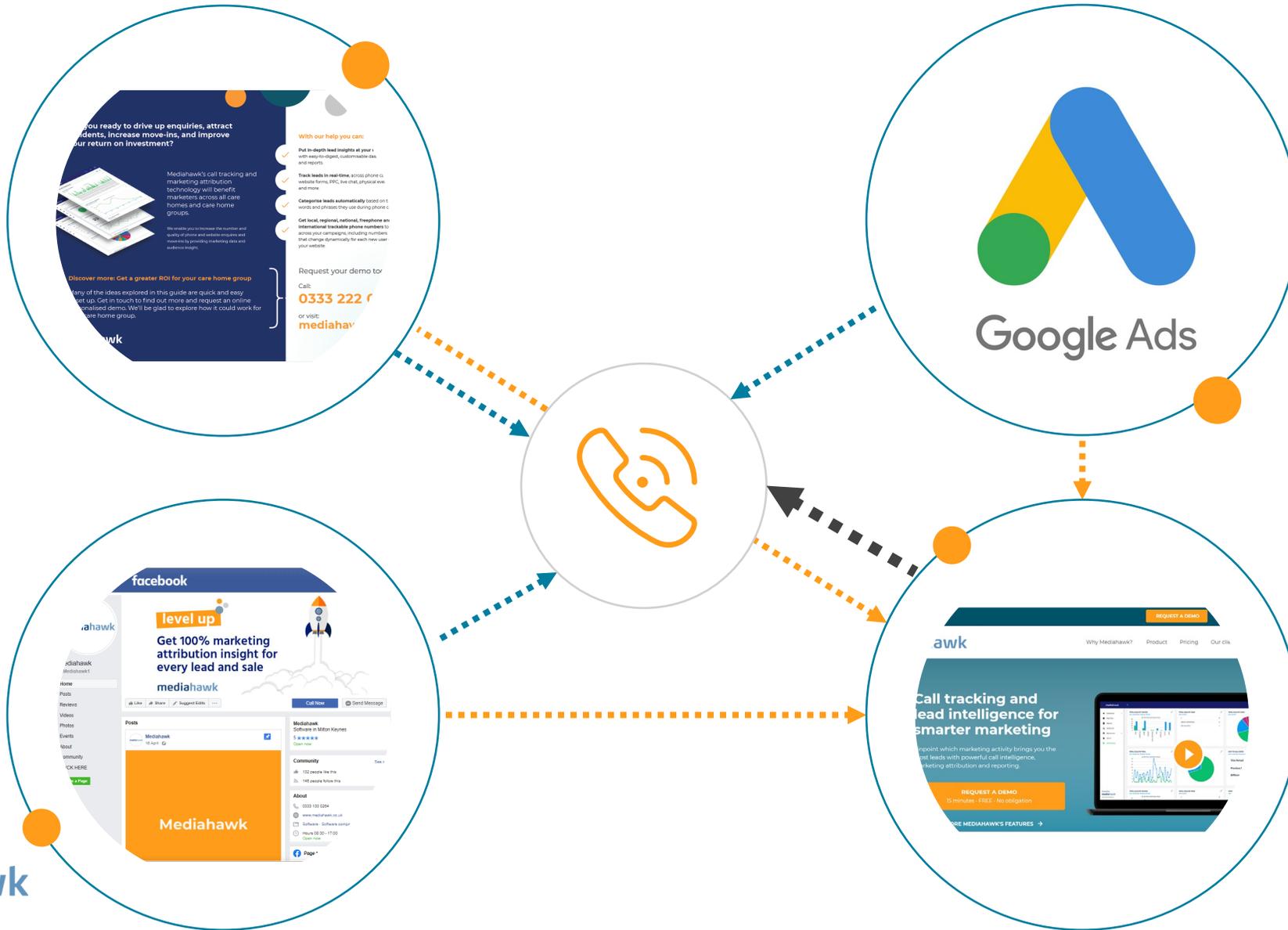
Use a customer journey map to identify new campaigns and optimise existing campaigns



03

Not capturing your  
offline conversions

# Not capturing your offline conversions





10%

of calls to dealerships are sales calls



10%

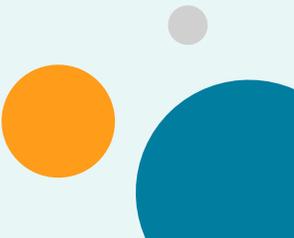
of calls to care home are new enquiries

## Not capturing your offline conversions

- ✓ 'For 56% of businesses, the phone remains the most popular way for customers to get in touch'
- ✓ 'Businesses report receiving 34% more calls now on average than they did 5 years ago'
- ✓ '45% of calls result in a new enquiry generating £304bn of new revenue for UK businesses'
- ✓ '70% of mobile searchers click-to-call a business directly from Google's search results. This shift is resulting in more calls to businesses, which previously would have been website clicks, driving sales conversions up'



Identify if phone calls  
are a result of your  
search campaigns



04

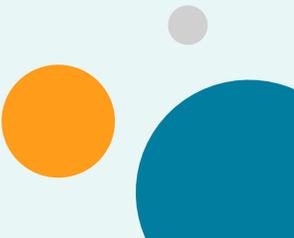
Missing ready-made  
customer insights

- ✓ 27% of the global population is using voice search on mobile (source: Google)
- ✓ 58% of consumers use voice search to find local businesses (source: BrightLocal)





Learn from what your customers are saying to identify opportunities and optimise campaigns



05

Treating all leads as  
equal

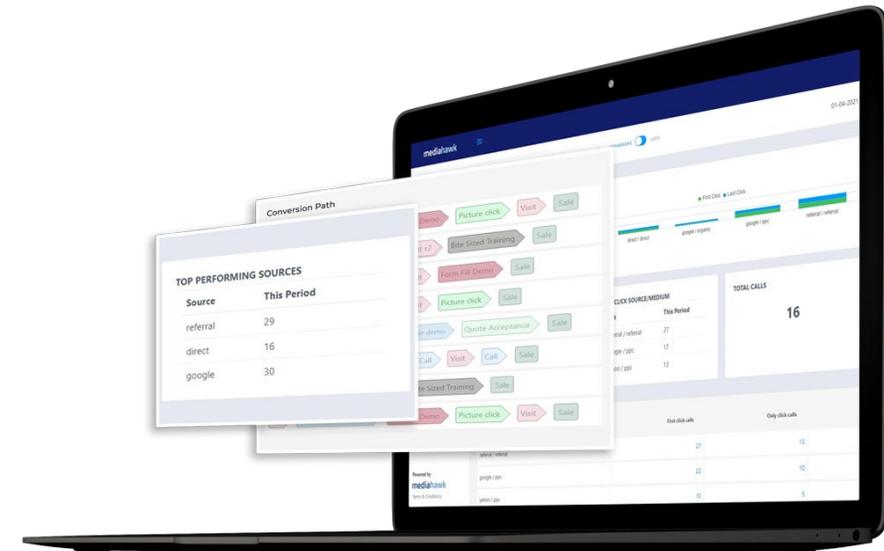


- ✓ 100 leads
- ✓ £1.50 cost per lead
- ✓ £1500 revenue
- ✓ ROI: 900%

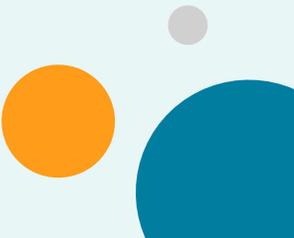


- ✓ 50 leads
- ✓ £3.75 cost per lead
- ✓ £2500 revenue
- ✓ ROI: 1,233%

Value	Keywords	Source/Medium	Conversion path
£600	+blue +sofa +uk	Google/PPC	Visit > Call > Sale
£3,900	+sofa + leather +tan	Google/PPC	Visit > Live chat > Form > Sale



Focus your effort on  
campaigns that better  
impact your bottom line



## Key take-aways

- 01 Identify search campaigns that are assisting your lead generation
- 02 Use a customer journey map to optimise existing campaigns and identify new campaigns
- 03 Identify if any phone calls are a result of your search campaigns
- 04 Learn from what your customers are saying to optimise campaigns and identify opportunities
- 05 Focus your effort on campaigns that better impact your bottom line

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A paper on this topic is available at [mediahawk.co.uk/learn/searchROI](https://mediahawk.co.uk/learn/searchROI) and at Stand 27



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**Thank you**

0333 222 1433

[mediahawk.co.uk](http://mediahawk.co.uk)

Come say hello at Stand 27

Connect with me on LinkedIn:

<https://www.linkedin.com/in/fayethomassen/>

