

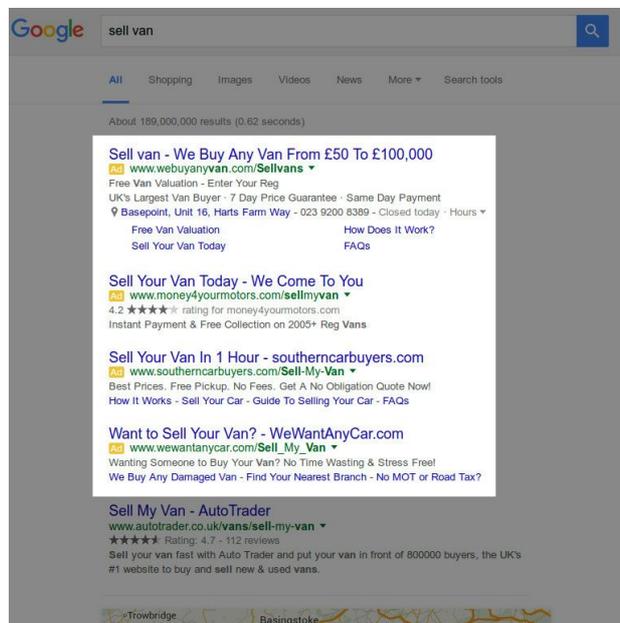
AdWords Research Projects

Introduction

Google AdWords [<https://www.google.com/adwords/>] is by far the biggest online advertising network: nowadays no business can afford to ignore this opportunity. For many businesses, AdWords is THE main source of visitors to their website... and growth in new customers.

AdWords is a system originally designed for large advertisers, but its power is available to smaller businesses as well. In fact, its focused targeting options make it one of the best options for companies which don't have the luxury of huge corporate marketing budgets.

There are two types of advertising in AdWords: **Search**, which means your ads appear in Google.co.uk searches, and **Display**, which places your ads as text or graphical banners in thousands of different websites. Measured in eyeballs, you get far better value for money from AdWords than from print, TV, or radio advertising. Measured in clicks, you get measurable, trackable proof that your ads are working.



In this example, the top four position search results are AdWords ads, before the free/'organic' listings begin.

AdWords is powerful but it is also important to understand that it is not cheap and it doesn't work for everyone. Furthermore, it's controlled using relatively complicated software interfaces which require a mixture of marketing art and science to get right!

In short, advertising your business online means, first of all, advertising through AdWords. **But if your business hasn't got experience in this field of marketing, it will be hard to make it work well for you.**

This is why it is valuable to run some controlled research first, to see whether it's a good option for your business, and if so, plan how to exploit that opportunity.

What is an AdWords Research Project?

To succeed in AdWords, you need a long-term plan and long-term, aggressive advertising budget.

But it is not realistic or advisable for any business to dive into long term commitments to advertising spend without a good plan and good foundations for that plan.

This is what our unique AdWords Research Project solves for you.

Within a strictly controlled budget, and a short space of time, **the AdWords Research Project generates the data and insights that you need.** You will be able to see if AdWords has a good chance of working for your business, or not. And if it looks like an opportunity, you will have an actionable plan to proceed with, based on promising targeting tactics and realistic advertising cost projections.

We set up a controlled ad campaign, using your own company AdWords account, bringing clicks to your website, and edit it through a 60-day period. At the end we analyze the data and provide you with a **detailed report including actionable digital marketing strategy recommendations.**

You are then in a much better position as a business to make well-informed, independent strategy and budget decisions about online advertising.

Timeframe and Budget

- Your click budget is spend in your own company Google AdWords account and is therefore paid directly from your company (credit card) to Google. All data is transparent and available in your AdWords account.
- In this Research Project, we need to acquire enough clicks to get enough data to analyze and provide recommendations with reasonable certainty.
- As AdWords is "pay per click" (also known as "cost per click") you only pay when people click on your ads. This means if you need to acquire 1,000 clicks for your data analysis, and on average a click costs £1.20, your click budget needs to be £1,200.
- **Here are our recommended 60-day project click budgets depending on the advertising scope relevant to your business:**
 - UK-wide product/service: **£2400**
 - Locally targeted business: **£1200**
 - Smaller local business (or narrow market focus): **£600**
(this is the minimum level at which you can acquire useful research data)
- If your business is in a very competitive market then clicks can cost a lot more than £1 per click. If this seems likely, we will advise you on a higher budget or a more narrow scope of ad targeting.
- The actual amount spent on clicks in the project may be less than the maximum budget.
- **In addition** you will also need to budget for:
 - our management fee to run this project,

- plus any other web design or content editing work that we have discussed with you.
- Timeframe:
 - Allow about one week for initial communications and possibly longer if some work is needed to get AdWords & Analytics access, or other technical setup with the website. We will let you know once the campaign is live.
 - **Once started we run the ad campaigns for exactly 60 days.** Based on your business type the ads may run 24/7 or may run during business hours only.
 - We undertake ad campaign editing work over several regular sweeps during this time.
 - After 60 days the ad campaign is paused. You incur no further advertising costs until you decide to resume the campaigns we've set up, or create new ones.
 - Within a week from the end of the project, we will review the analytics data in detail and produce a report for you.
- Once you have received the report we are available to discuss the information and recommendations in a meeting or over the phone.

Focus on Targeting and Traffic Costs

- This project works with your existing website, even if the pages are not as fully featured or well designed as you want. This is because the focus of the project is on discovering ad targeting details and measuring comparative costs of these different tactics.
- In other words:
 - What we help find out: good keywords; relative search volume of these keywords (helps prioritize); costs of advertising on these keywords; competition in your market for the same keywords;
 - What we can't cover: conversion rates, winning customers, and details of design or content for improving your commercial appeal for ad traffic.
- Basically this project covers the essential first steps of setting up successful online advertising, but it's important to understand we are not promising an instant-on source of customers.
- To win customers consistently will take time and ad spend, to acquire the data that is unique to your business, and optimize based on that data. No software tools or marketers can guess that information in advance: it's unique for every business and gets discovered by well tracked advertising campaigns.

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