



# SEARCH ENGINE MARKETING

Reach consumers using  
Amplified's SEM solutions



# PROSPECTING SEM CUSTOMERS



1. Look at your largest companies in the market: dental, medical, lawyers, auto, etc.
2. Look for companies that have a budget to work with
3. Look for companies that are already investing in digital marketing
4. Research potential competitors who are running an SEM campaign
5. Steal share from internal or third party managed SEM campaigns



# SETTING THE STAGE



value  
proposition

Test the client's knowledge

- Key factors:
  - Knowledge of paid vs organic
  - Expectations
    - » Timeline
    - » Ad rank
    - » Relevant web page
  - Competitors
  - Keywords



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# EDUCATE CLIENTS

1. How SEM works
  - Bid system
  - Ad groups
  - Search history
2. What it takes to be successful with an SEM campaign
  - Short term
  - Long term
  - How those differ
3. The perceived search queries vs actual search queries
4. Competitive keyword analysis
5. Services that we provide
  - Optimized weekly
  - Manage numerous campaigns
  - In-depth analysis and strategy review



# DISCOVER KEYWORDS

1. Use examples and case studies
2. Reasons to or not to use brand names as keywords
3. Which competitors the customer is losing market share to
4. Discover the competitive landscape and market share
5. Take keywords and build a list of supplementary keywords
  - Partnership with client
  - Set expectations of that partnership
6. Targeting location and demographics



# WHY US



Our experienced team is devoted to ensuring our AdWords campaigns run properly. This includes maintaining quality ad copy and relevance for the best possible return on investment.

We know our management strategies higher ad spot rankings due to a proven track record and handling multiple accounts.

We monitor campaigns on a weekly basis to ensure we are competitive in the bidding process.

Allowing us to manage your SEM campaign frees up time for the business to devote their time to the hundreds of other items on their to-do list.



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# THE OVERALL CAMPAIGN

1. Matching SEM to website
2. Matching SEM to SEO
3. Consistent messages throughout marketing campaigns
  - Wyoming Machinery
  - Converse County Memorial Hospital



# SALES CYCLE

1. Discovery/partnership
2. Education
3. Finalize campaign details
4. Explore opportunity for continued growth
5. Monthly analysis





# RESULTS

1. Analyze every month
2. Connect the dots from results to the client's goals
  - First party data
  - SEM performance
3. Respond to customers concerns and revisit campaign goals
4. Look for opportunities to grow SEM budget
  - Keyword/Ad Group
  - Geo opportunities
5. Review the bottom performers with the customer
  - Pause or replace poor performers



# LESSONS LEARNED

1. Always send a proof to customers
2. Properly bucket keywords and ad copy
3. Use the correct bid strategy
4. Make sure the customer's goals continue to align with the customer's budget
5. Add negative keywords
6. Continually review customer's expectations



# EXAMPLES

## Wyoming Machinery – Search Engine Keywords

Keyword	Campaign	Ad group	Status	Max. CPC	Campaign type	Campaign subtype	Clicks	Impressions	CTR
"equipment used"	Rentals 30%	Wyoming Machine Rentals	eligible	auto: 2.13	Search Only	All features	0	27	0.00%
"cat motor parts"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	0	0.00%
"Rental Rates"	Compact Machinery 50%	Wyoming Machinery Company	low quality score	auto: 2.70	Search Only	All features	0	62	0.00%
"cat service tools"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	0	0.00%
"used construction equipment"	Rentals 30%	Wyoming Machine Rentals	eligible	auto: 2.13	Search Only	All features	0	7	0.00%
"cat remanufacturing"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	0	0.00%
"caterpillar batteries"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	1	8	12.50%
"cat part number search"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	1	0.00%
"caterpillar used parts"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	0	0.00%
"dealer caterpillar"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	0	0.00%
"tools online"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	13	0.00%
"New Equipment for Sale"	Compact Machinery 50%	Wyoming Machinery Company	eligible	auto: 2.70	Search Only	All features	0	0	0.00%
"used cat parts"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	1	3	33.33%
"cat engine parts"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	3	0.00%
"used cat"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	8	0.00%
"cat parts lookup"	Parts Store	Parts Store	eligible	auto: 9.82	Search Only	All features	0	0	0.00%

Wyoming Machinery Company  
When you buy a new Cat Machinery  
Get 0% Financing for 60 Months!  
[www.wyomingcat.com](http://www.wyomingcat.com)

Compact Machinery 50%

Wyoming Machinery Company

Wyoming Machinery Company  
Rentals New Used Equipment For Sale  
See Our Large Selection Today!  
[www.wyomingcat.com](http://www.wyomingcat.com)

Rentals 30%

Wyoming Machine Rentals

Genuine Cat Parts  
Wyoming Machinery Parts Department.  
Check out our inventory today!  
[parts.cat.com/en/catcorp/home](http://parts.cat.com/en/catcorp/home)

Parts Store

Parts Store

Wyoming Machinery Company  
Largest Selection of Quality Parts  
Find New and Used Cat parts.  
[parts.cat.com/en/catcorp/home](http://parts.cat.com/en/catcorp/home)

Parts Store

Parts Store

Wyoming Machinery Company  
High Quality Parts.  
Specific Tools For Heavy Equipment.  
[parts.cat.com/en/catcorp/home](http://parts.cat.com/en/catcorp/home)

Parts Store

Parts Store



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# EXAMPLES

## Wyoming Machinery – Digital ads

OWN A NEW CAT MACHINE FOR LESS –



**GET 0% FOR 60 MONTHS.\*  
BUILT FOR IT.™**

[GET DETAILS »](#)

Wyoming MACHINERY COMPANY **CAT**



**YOUR CONSTRUCTION EQUIPMENT  
RENTAL PARTNER**

**BUILT FOR IT.™**

[GET DETAILS »](#)

Wyoming MACHINERY COMPANY **CAT**

**CAT PAYS YOU BACK.  
FUEL + TELEMATICS + PARTS**



[GET DETAILS »](#)

**BUILT FOR IT.**

Wyoming MACHINERY COMPANY **CAT**



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# EXAMPLES

## Converse County Memorial Hospital – Search Engine Keywords

Keyword	Status	Max. CPC	Clicks	Impressions	CTR
"hospital jobs"	paused	2.00	0	0	0.00%
doctor	low quality score	5.15	12	1820	0.66%
"Cardiac Rehabilitation"	paused	2.00	0	0	0.00%
[Converse County hospital]	paused	2.00	0	0	0.00%
"orthopedic doctor"	eligible	3.17	0	18	0.00%
"Cardiac Rehab"	paused	2.00	0	0	0.00%
hospital	eligible	4.00	207	3852	5.37%
PACU RN	paused	2.00	0	0	0.00%
"Foot specialist"	below first page bid (First page cpc : 4.05)	4.00	0	6	0.00%
"rotator cuff tear"	below first page bid (First page cpc : 4.35)	2.60	0	0	0.00%
"X ray tech"	paused	2.00	0	0	0.00%
"hip replacement surgery"	below first page bid (First page cpc : 5.65)	3.51	0	3	0.00%
"emergency room"	below first page bid (First page cpc : 4.36)	2.77	0	28	0.00%
"birthing suite"	paused	4.00	0	0	0.00%
"Urgent care center"	below first page bid (First page cpc : 11.70)	4.30	0	0	0.00%
[Diabetes education]	paused	4.71	0	0	0.00%

Approved	--	57.81%	Search Network with Display Select	All features	92	5,148	1.79%
Approved	--	33.69%	Search Network with Display Select	All features	146	3,000	4.87%
Approved	--	4.32%	Search Network with Display Select	All features	1	385	0.26%
Approved	--	0.00%	Search Network with Display Select	All features	0	0	0.00%





# EXAMPLES

Converse County Memorial Hospital – Digital ads

**CLICK HERE**  
to LEARN MORE ABOUT  
**Joint Replacement**

**MEMORIAL HOSPITAL**  
of Converse County   
*Advanced Medicine. Hometown Care.*

**We are**  
**MEMORIAL HOSPITAL**  
of Converse County   
*Advanced Medicine. Hometown Care.*

*"I needed to be here,  
not in a hospital in Denver."*  
-Vincent Carrethers, Patient

**When he fell an injured his  
shoulder, Vincent turned to  
Dr. Scott Croft, one of  
Wyoming's most experienced  
Orthopedic Surgeons.**

**Click Here  
to See the Difference**



Click here to  
sign up for our  
Pregnancy E-Newsletter



*She's perfect.  
Thank you, Memorial.*

Your comfort and security are our priorities.

**MEMORIAL HOSPITAL**  
of Converse County   
*Advanced Medicine. Hometown Care.*



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