

## Business Need

Ocuco is a software company supplying off the shelf software to the optical industry. With over 17 years of commitment to optics, we continue to stay at the leading edge of technology, with our optical Practice Management System and Lab Management System software providing sound business value to our customers.

Ocuco had invested in print and trade listing advertisements which were not fetching as much business as expected. These advertisements were costly and equally Ocuco was not able to measure the reach and performance of these advertisements. Ocuco wanted to explore other means of cost effective advertising to increase sales and raise brand awareness. Ocuco decide to hire an online marketing executive (Maurizio Pittau) to devise an advertising strategy which is cost effective, performing and measurable.

## Why Maurizio Pittau?

Maurizio is a Online Marketing Executive with 7 years experience in cross media marketing including over 5 years solid online experience with expertise in: Online Advertising / Data Analysis / Campaign Management / Market Research / Strategic Planning / Brand Development.

Maurizio is able to analyse marketing data, set out marketing strategies and coordinate projects to implement them. Further Maurizio has an extensive knowledge of online media and web related technologies and winning track proof of making online sales conversion through SEO and SEM.

Maurizio was able to position the web site in Google 1st page results on various searches. Ocuco wanted to work with a professional SEM/ SEO expert that can optimize the site to its maximum potential and manage and offer ongoing maintenance of the site.

## Pay per click advertising

Pay per click (PPC) advertising is a form of internet advertising where advertisers only pay when users actually click on an advert to visit their web site. Such adverts are called sponsored links or sponsored adverts. They appear in a column to the right of or above the 'natural' or organic results on search engine results pages. You only pay for 'click throughs', so it can be a highly cost-effective form of advertising when implemented correctly. To be successful PPC advertising requires strategic thinking, cutting-edge analysis and careful, on-going management.

**Keyword:** Keyword is the words or phrases using which a Google visitor search for topics relating to your business service or product. For e.g. 'Ocuco' or 'Software for Opticians'.

**Impression:** Each time a visitor search using a keyword for e.g.: 'Ocuco Software' and if the advert appears under the sponsored links (advertisement) area then that is considered as an impression.

**Click:** When a visitor clicks on the Google Ad, an advert to your web site that appeared along the search result for a specific service or topic relating to your business, that is counted as a 'click'.

**Cost:** Google has predetermined the cost of each possible keyword and is available for reference during the creation of an ad. For e.g. If customer click on an ad that appeared in the search result for 'Ocuco' it is charged at £0.71.

## AdWords ad in Google

The Google Pay per Click (PPC) advertising campaign was planned with a clear objective of

- Conducting an Internet market study of the industry vertical to identify the correct market position for Ocuco
- Collating a master set of keywords for web site and landing web page Search Engine Optimization (SEO)
- Strategise and target the campaign based on demography, location and service
- Optimize cost and performance to plan advertisement budgets ahead

When users search the internet for products or services via a search engine, the words they use - known as keywords - set both the natural or organic search and PPC results processes in motion. Master list of keywords relating to the optical software industry vertical was provided from which Ocuco short listed few for the

<a href="#">+ New campaign</a>   <a href="#">Change status...</a>   <a href="#">Alerts</a>   <a href="#">Automate</a>									
<input type="checkbox"/>	<span style="color: green;">●</span> Campaign	Budget	Status	↓ Clicks	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>	
<input type="checkbox"/>	<span style="color: green;">●</span> <a href="#">MIDO Enterprise, Optician, Acuitas plus competitors</a>	£16.90/day	Eligible	5,930	1,058,369	0.56%	£0.71	£4,189.93	

AdWords campaign. With the final set of keywords we created an appealing advertisement based on appropriate choice of keywords which was then optimized based on the criteria of visitor demography, impression, cost and clicks.

## Excellent ROI in 645 days

During the first 45 days campaign a total of 89,109 impressions appeared in Google search based on a set of 197 keywords and 179 customer clicks (web site visits) were received at half the planned budget. Higher conversion rates were achieved since these visitors were actively searching for Ocuco or related optical software products when people clicked on the ad. This meant every euro of the budget being spent for bringing new orders and related service enquiry telephone calls to Ocuco. Ocuco almost received 4 to 7 Internet demo request per week during these 45 days of Google campaign generating an amazing ROI (Return On Investment) rate. In addition to the clicks and resulting online demo request the Google ad also generated many general service requests and booking phone calls to the phone number published within the ad.

## Campaign Performance

PPC advert can be set up very quickly, offers great flexibility in targeting and scope, and provides a great deal of information to measure campaign performance. The AdWords campaign visitors to the web site was monitored and optimized the AdWords campaign using Google Analytics tools.

### Visitors Overview

1 Jan 2011 - 18 Feb 2011

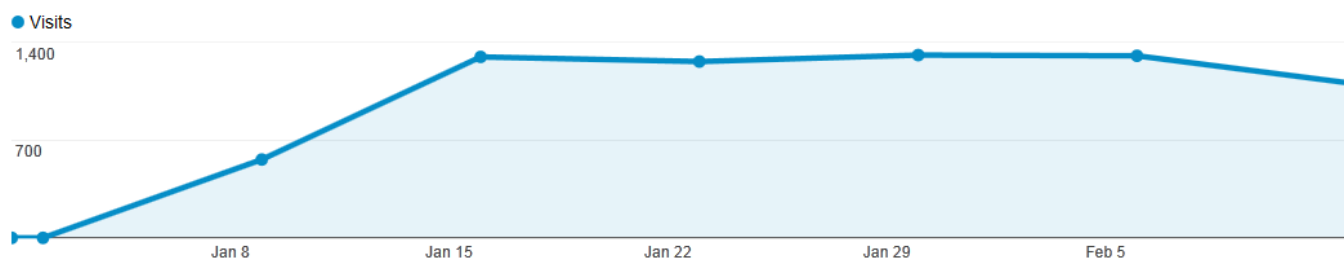
Advanced Segments | Email <sup>BETA</sup> | Export | Add to Dashboard

100.00% of Total visits

#### Overview

Visits vs. [Select a metric](#)

Hourly | Day | **Week** | Month



Over all effective campaign management and micro-management of keywords performance lead to optimizing the campaign and achieving higher number of conversions from the clicks. In 45 days time the AdWords ad collected an average of 24 visitors per week to the web site of which at least 15% got converted to online demo request.

All of this was achieved under the budget or rather at half the budget and the rest of unused budget was carried over to the next campaign cycle achieving higher rate of returns for the customer and making them quite happy, as usual.

<input type="button" value="+ New ad group"/> <input type="button" value="Edit"/> <input type="button" value="Change status..."/> <input type="button" value="Alerts"/> <input type="button" value="Automate"/>										
<input type="checkbox"/>	Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	Practice management software Exact	Eligible	£4.00	auto	65	2,440	2.66%	£1.73	£112.66	1.3
<input type="checkbox"/>	Practice management broad	Eligible	£1.00	auto	1	39	2.56%	£0.66	£0.66	3.9
<input type="checkbox"/>	Practice Management Software Phrase	Eligible	£1.00	auto	14	808	1.73%	£0.83	£11.62	2.8
<input type="checkbox"/>	Enterprise Phrase	Eligible	£1.20	auto	157	9,708	1.62%	£0.81	£127.18	2.9
<input type="checkbox"/>	Point of Sale Phrase	Eligible	£0.80	auto	4,223	404,820	1.04%	£0.69	£2,897.37	3.6
<input type="checkbox"/>	Appointment Phrase	Eligible	£1.00	auto	1	148	0.68%	£0.90	£0.90	2.5
<input type="checkbox"/>	Enterprise Exact	Eligible	£1.20	auto	113	20,251	0.56%	£0.87	£97.98	5.1
<input type="checkbox"/>	EPOS Phrase	Eligible	£0.80	auto	6	1,308	0.46%	£0.73	£4.38	4.6
<input type="checkbox"/>	Customer relationship software Exact	Eligible	£0.80	auto	39	10,385	0.38%	£0.67	£26.09	9.4
<input type="checkbox"/>	Competitors Broad	Eligible	£1.20	auto	606	170,807	0.35%	£0.74	£447.06	1.8
<input type="checkbox"/>	Customer relationship software Phrase	Eligible	£0.80	auto	6	2,404	0.25%	£0.77	£4.60	7.7
<input type="checkbox"/>	Inventory Exact	Eligible	£0.80	auto	9	4,047	0.22%	£0.55	£4.92	7.1

## Campaign Cost

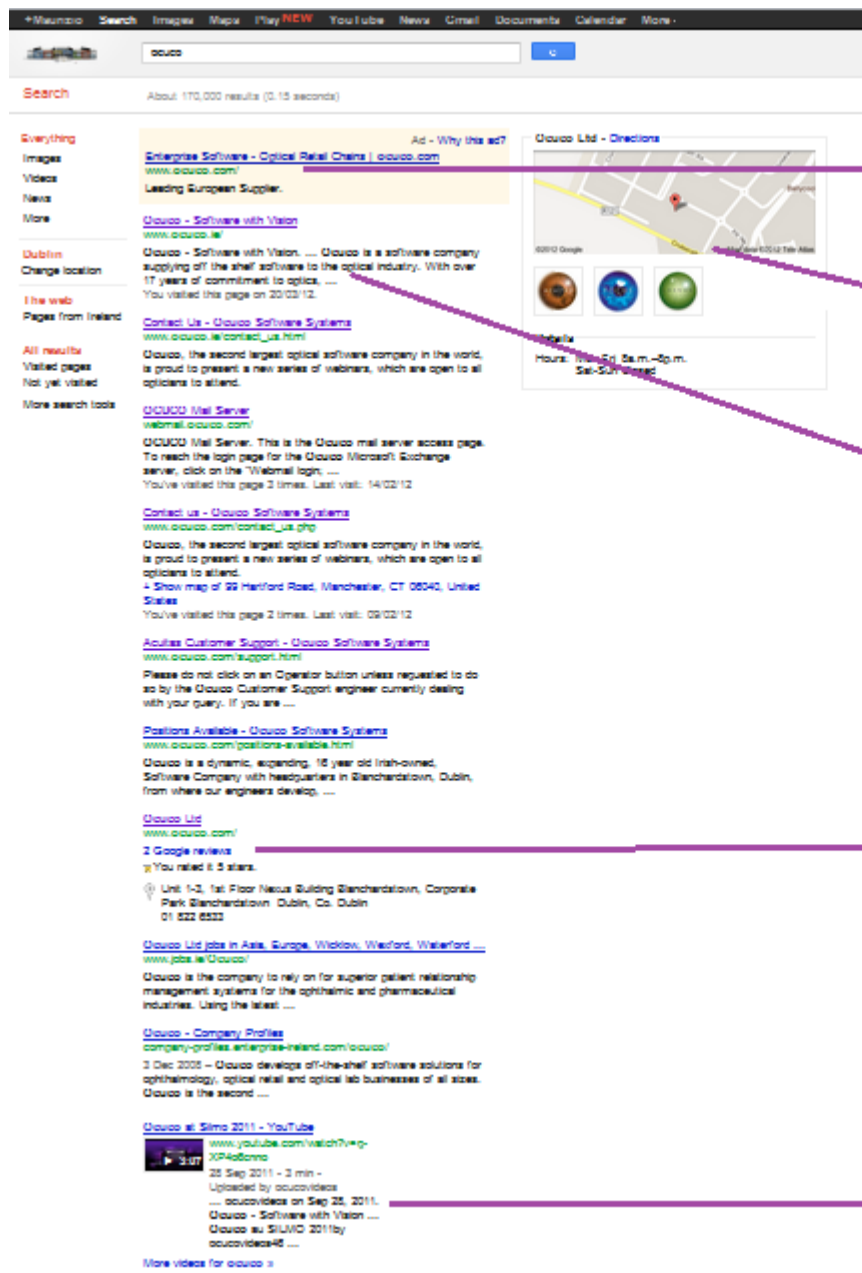
There are no upper limits on how much you could spend on Google AdWords but we have kept a minimum of £150.00. We charge £150.00 for executing a 45 days campaign and £300.00 as initial set up cost and to help your business,

- Identify the demography of users who are searching for your type of business
- Provide a master set of keywords relating to your business or service you provide
- Create and publish multiple ads in Google AdWords
- Optimize ads for better ROI and other constraints like reach and sales channel
- Measure and report results and course corrections in a timely fashion
- Help analyse resulting web site visitors using advance Google Analytics tools
- Generate Business Intelligence Reports based on Google Analytics data

**Average Position (Avg. Pos.):** The average position in which your ad may be displayed (as seen within your account reporting data, not traffic estimates). '1' is the highest position on the first page of search results, but there is no 'bottom' position. Ads with an average position of 1-8 generally appear on the first page of search results, 9-16 on the second page, etc.

**Click-through Rate (CTR):** The clickthrough rate (CTR) is the number of clicks that your ad receives divided by the number of times that your ad is shown (impressions). A keyword's CTR is a strong indicator of its relevance to the user and the overall success.

**Average Cost per Click (Avg. CPC):** The average amount you'll pay each time someone clicks your ad. The Average CPC is determined by totalling the cost of all clicks and then dividing that total by the number of clicks.



Google AdWords Advertisement

Google Local (Map) Business Prominent listing in map search

Google Search Results 1st position

Google Review

YouTube Company Channel