

Managing Paid Search in a Multi-Unit Business

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The Setup

- One Company
- One In-House Paid Search Marketer
- One Marketing Department
- 7 Business Units



The No-Budget Company

- Recession = Tightening Belts
- Bid Management is not the only hurdle
- Need Help
- Get Ready to Train!



Divide and Conquer

- PPC Management Team
- Internal Auditing
- Fires and Flags
- Spending



Part 1

PPC MANAGEMENT TEAM



Step 1: Who is Editing?

- Executives?
- Marketing Managers?
- IT Directors?

- ID Anyone that might think they know PPC and don't. Seriously.



Step 2: Restrict Access

- Change and Remove Logins
- Restrict Access
 - Yahoo is great
 - Google is okay
 - MSN – ummm ...
- Don't get it back until trained.



Step 3: Training

- Google AdWords Training
 - Free
 - Concise
- Internal Reviews of Campaign Structure



Step 4: Return Access

- Executives get reports level access
- Managers with training get account/
admin level
- You get rights to all accounts/
campaigns



Part 2

SPENDING



Account Setup

- Tracking and Organization
- Break down by product
- Know cost per sale
- Know average cost per conversion



Figuring Spend

- Conversion Rate (from other campaigns)
- Cost Per Sale (most businesses know this target)
- $CPS * \text{Conversion Rate} = CPC$

Conversion Rate = 5% CPS = \$100

$.05 * 100 = \$5$ per click

\$5 is your Max CPC

(You naturally want that to be lower though)



Keeping Spending Down

- How do you keep a hold of spending when you have so many keywords to watch?
 - Watch your flags
 - Setup Reports
 - Organize

Hint: Utilize Excel when doing calculations



Part 3

INTERNAL AUDITING FIRES / FLAGS



Tracking is Key

- Weekly Flags
 - High Spend
 - Low CTR
 - Low Return
- Check Historical on all Flags!



Monthly Reports

- Includes
 - Spend
 - CTR
 - ROI
 - Problem Areas
 - Next Steps



Tips and Tricks

- Optimization monthly for all non-flags
- Focus on the fires about a week after every big change
- Be a stickler about tracking and organization in campaigns



Thank You!

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