



ELITE SEM
SEARCH ENGINE MARKETING

Effective Messaging Throughout the Purchase Process

Marc Weisinger
Director of Marketing
Marc@elitesem.com
646-290-7142
@MarcWeisinger

Getting to Know Each Other



Consumers are constantly giving us information about what they value and deem important when looking for products or services.

Marketers that identify the key interest points and alter their message and landing page experience to match that interest will outperform their competition.

Two Key Principals for Successful Pay-per-Click Search Engine Marketing

- 1) Answer the specific question searchers are asking
- 2) Remove any barriers or “friction” that prevent searchers from taking the action you want them to take

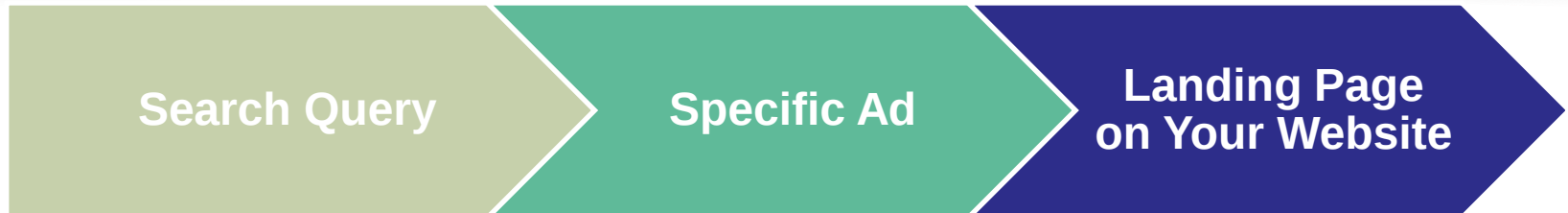


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SEARCH ENGINE MARKETING

Messaging effectively on the search engine results page (Search)



Answer the Question Searchers are Asking



User enters a
search query....



An ad answers
the specific
question



landing page
answers the specific
question.

“Men’s
Prescription
Eyeglasses”



“Men’s
Prescription
Eyeglasses for
sale”



“Men’s Prescription
Eyeglasses” page of
the website



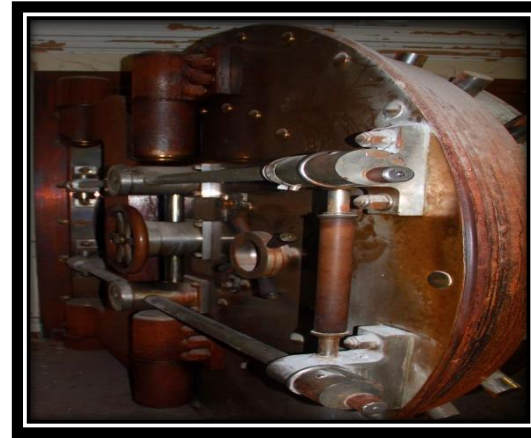
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Identifying Modifiers and Messaging Accordingly

Let's Talk Money Transfer



“Send money Safely”



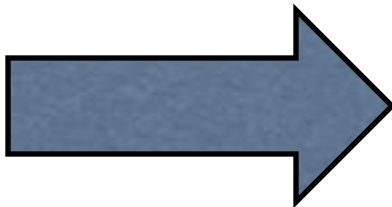
“Send Money Quickly”



“Send money”



“Send money to Mexico”



+



Google

Barbie

Utilize Site Links

Multiple Calls to Action

Test and Iterate

Experiment and rotate ads



Messaging Specifically For Search



batman action figure...

Batman Toys and Figures



Batman 1966 TV Classic



Batman Classic TV 1966 17
Inch Long Vehicle Figure -
Batmobile 1966
(Pre-Order Ships May 2014)
Our Price: \$74.95

ADD TO CART



DC Classic TV Series Batman
Life Size Accessory Replica
- Batman Utility Belt
(Pre-Order Ships March 2014)
Reg. Price: \$249.95
Sale Price: \$229.95

ADD TO CART



Batman Classic TV 1966 1/18
Scale Vehicle Figure Hot
Wheels Elite - 1966 Batmobile
Reg. Price: \$159.95
Sale Price: \$144.95

Out of Stock



Batman Classic TV 1966 6
Inch Action Figure Series 2 -
Catwoman
Our Price: \$19.95

ADD TO CART

Batman Movie Series



Batman The Dark Knight Rises

VIEW MORE



Batman The Dark Knight

VIEW MORE



Batman Begins

VIEW MORE

Mr. Potato Head 6 Inch Action Figure DC Comics - DC Spuds Classic Batman



Send to Friend

Click to Zoom

IN STOCK Product Code: 801452502384

Reg. Price: \$19.95
Sale Price: **\$17.95**

Quantity:

ADD TO CART

Batman The Dark Knight



Batman The Dark Knight 18
Inch Action Figure 1/4 Scale
Series - The Joker
(Pre-Order Ships July 2014)
Reg. Price: \$119.95
Sale Price: \$106.95

ADD TO CART



Batman Legacy 6 Inch Action
Figure Wave 2 - The Dark
Knight & The Joker in Honor
Guard Disguise
Our Price: \$39.95

Out of Stock



Sci-Fi Revoltech 6 Inch Action
Figure Batman Series -
Batman Revolttech #008
Our Price: \$47.95

Out of Stock



Batman The Dark Knight 12
Inch Doll Figure Movie
Masterpiece DX Series - The
Joker & Policeman Joker
Our Price: \$499.95

Out of Stock

Other Ways to Message: Price-Conscious Shoppers

Price Anchoring and Premium Options



Add an additional (small)

Changing a \$5 free to a “small \$5 fee” in ad text showed a 20% increase in response rates

	16 GB	32 GB	64 GB
WiFi	\$499	\$599	\$699
WiFi + 3G	\$629	\$729	\$829

Reframing the value

Include daily, weekly, or monthly values on higher price goods or services
Instead of \$2,000 a year it's less than \$200 a month

Reduce the pain by bundling

People are willing to spend more overall on multiple products if it lowers the cost of individual products

Selling Time over Money

Try to have consumers focus on the great time they'll have or the fine quality of your product more so than the money it costs.



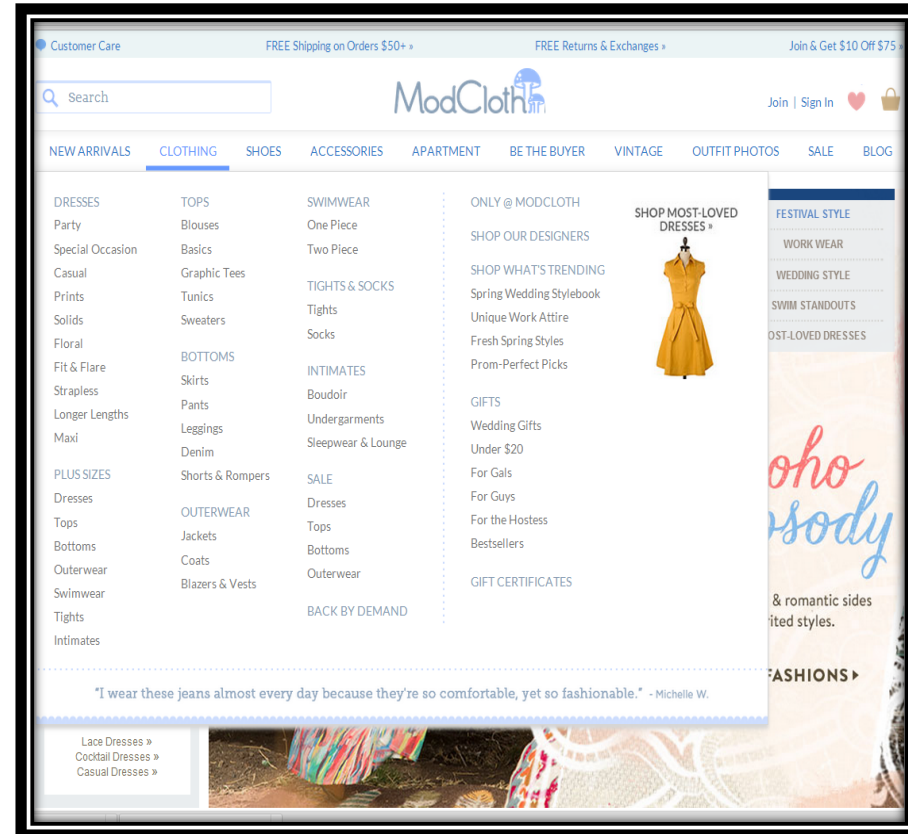
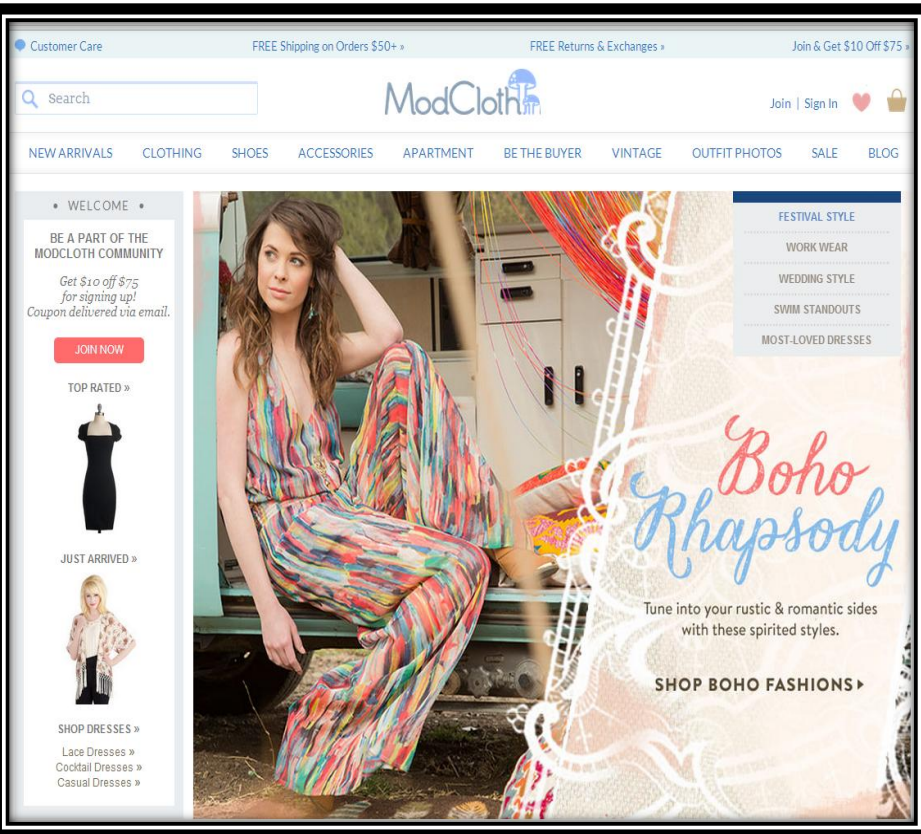
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Messaging effectively based on on-site feedback (Remarketing)



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SEARCH ENGINE MARKETING

Messaging Specifically For Remarketing



Remarketing 5 Best Practices

1. Segment shopping cart abandoners
2. Consider Time
3. Segment home page, category page, and product page visitors separately.
4. Use Layers including gender, age, household income
5. Separate Text from Banner Ads

•	18-24
•	25-34
•	35-44
•	45-54
•	55-64
•	65 or more

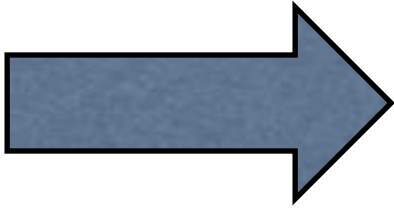
[Affordable Hotels](#)
[www.example.com](#)
Special rates until the end of the month. No booking fees, book your room now!



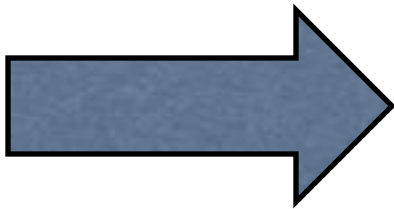
•	Male
•	Female



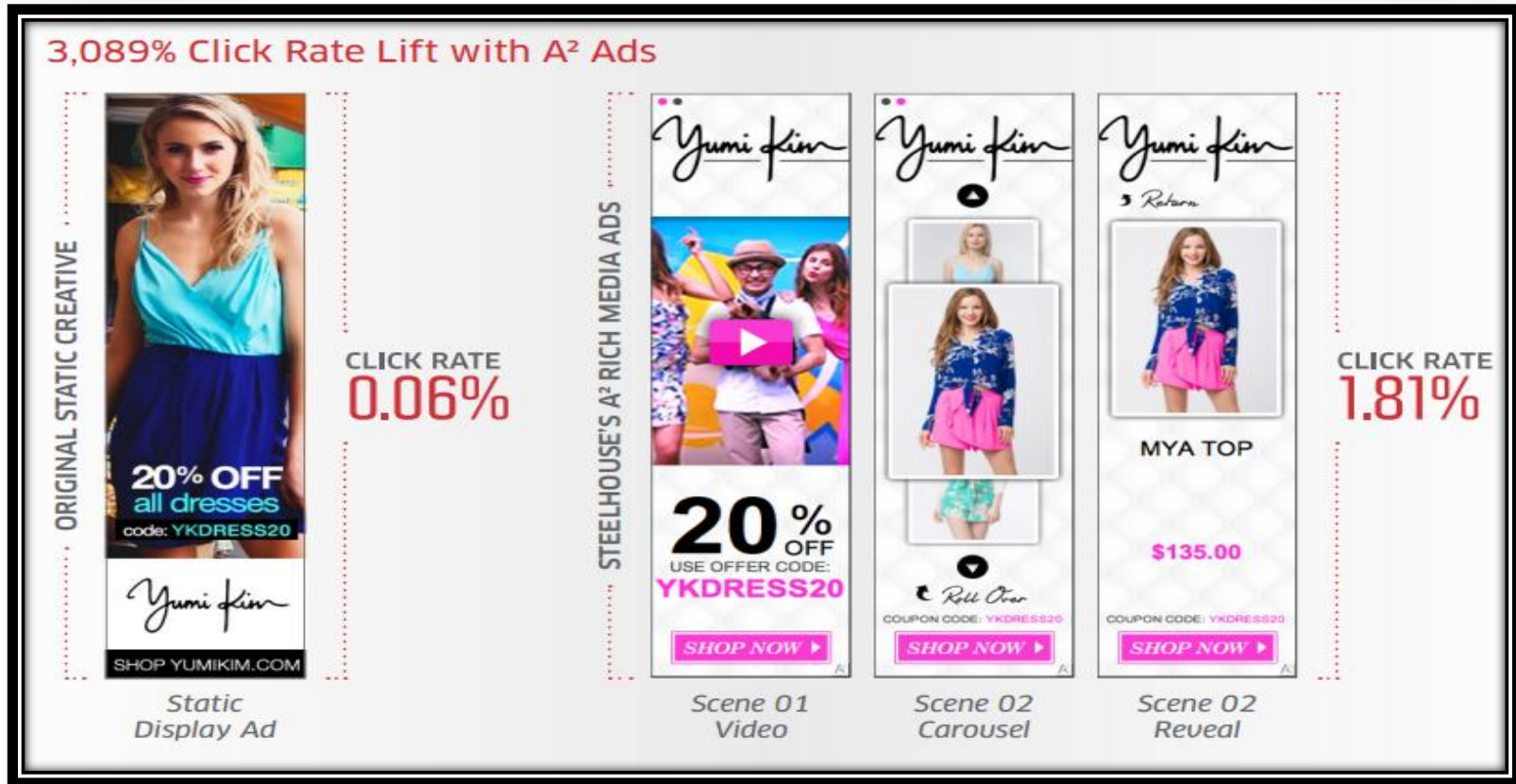
Static Ads



Dynamic Remarketing



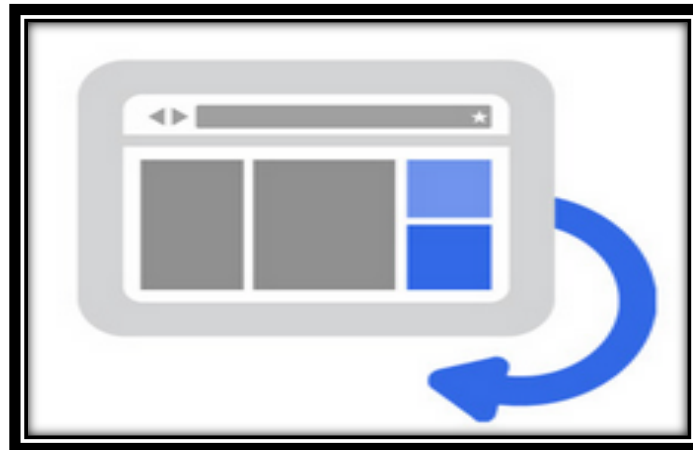
Other Advantages of Dynamic Ads



- Product Specific Ads
- Product Specific Landing Pages
- Include Price, Descriptions, etc
- Showcase Multiple Products



1. Broaden your search campaigns
2. Customize ad text based on site history
3. Exclude audiences from search



Dynamic Audience Lists

http://www.bestbuy.com/site/Nikon---D3200-24.2-Megapixel-Digital-SLR-Camera-with-18-55mm-Zoom-Lens---Black/4826999.p?id=1218542603974&skuId=4826999&productCategoryId=pcmcat180400050000&cmp=++&li_d=abn_sku_1_Digital+SLR+Cameras_SKU_4826999_IMG

FREE SHIPPING on everything at BestBuy.com. Exclusions apply. See details »

Best Buy » Cameras & Camcorders » Digital Cameras » Digital SLR Cameras » DSLR Body & Lens » Product Info [Share](#) [Print](#)



Nikon - D3200 24.2-Megapixel Digital SLR Camera with 18-55mm Zoom Lens - Black

Model: D3200 Black Kit | SKU: 4826999 | Customer Rating: ★★★★★ 4.7 (336 customer reviews)

LOW PRICE GUARANTEE

[Add to Cart](#)

\$549.99
ON SALE
Regular Price: \$699.99
You Save: \$150.00
FREE SHIPPING
[Add to Wish Lists](#)

Overview Specifications Ratings & Reviews Accessories



Product Availability

 **Shipping:** Usually leaves our warehouse in 1 business day
[Estimate Arrival Time](#)

 **Store Pickup:** Available at most stores
[Check Stores](#)
[Learn about Store Pickup](#)

Special Offers

 [See All \(7\) Special Offers](#)

Cardholder Offers

 [See All \(2\) Financing Offers](#)

Example Variables

Brand: Nikon

Category: Camera

Subcategory: SLR

Price: \$500-\$1,000

Dynamic Audience Lists

www.elitesem.com/communitydetail/builder-4026/community-39003

[Find A Home](#)
[Home Finance](#)
[Moving](#)
[Home & Garden](#)
[Hot Deals](#)
[Quick Move In](#)
[Build On](#)

[Return to My Search Results](#)
[State Florida](#)
[Metro Area Gainesville](#)
[Location Alachua, FL](#)
[Community Baywood](#)

COMMUNITY DETAILS

[See homes](#)
[Schools & amenities](#)
[Map & directions](#)
[Contact](#)

Baywood

by Maronda Homes of North Florida, 23 new homes (1435 - 3901 sq.ft.)

Community Gallery Now showing: Community Image 1 of 6



Baywood





Free brochure & map, instantly!

*Full name:

*Email address:

*ZIP code: ☐ I live outside the US

Questions or comments:

☒ Yes, I'd like free info from communities that are similar! See our [privacy policy](#)

[Free brochure](#)

Visit this community [Map](#)

14386 Nw 159th Place , Alachua, Florida 32615

[See phone number and office hours](#)

Next steps

[Mortgage Rates](#)
[Get Prequalified](#)
[Save this](#)
[Send to phone](#)
[Send](#)



Shared library >

New remarketing list

Creating lists by URL only

Matches any of these conditions:

URL	contains
URL	
Referrer URL	



Shared library >

New remarketing list

Creating lists by URL only and more!

Matches any of these conditions:

URL	contains
URL	
Referrer URL	
price	
amenities	
marketid	
builderid	that match these rules ?
pagetype	
city	



ELITE SEM
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Messaging effectively after a purchase or conversion (Email + Remarketing)



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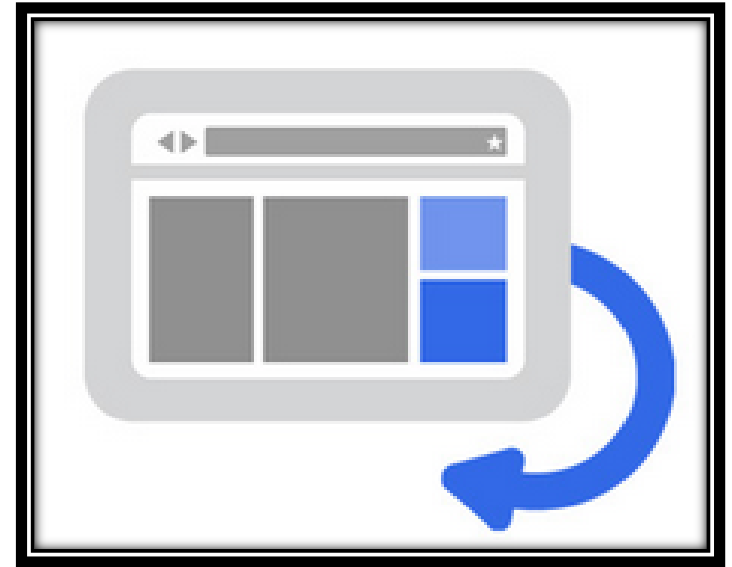
Messaging After the Conversion

Email



+

Remarketing + RLSA



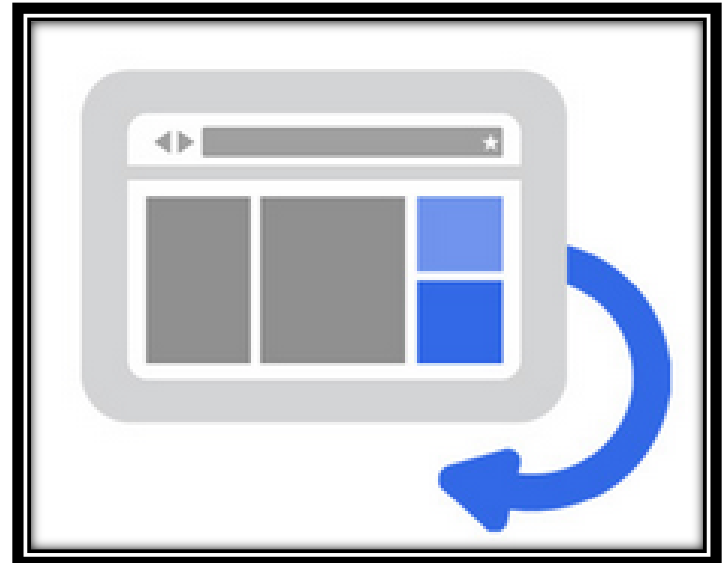
Email Marketing:

1. Personalization and preparation
2. Appropriate messaging and audience segments.
3. Optimize for mobile
4. Timing and testing



Remarketing + RLSA:

1. Cross selling and complementary products
2. Separate bid targets and exclusions
3. Copy testing
4. Timing and testing





Q&A



Marc Weisinger

Director of Marketing

Phone: 646.290.7142

Email: Marc@elitesem.com

Twitter: @MarcWeisinger

Blog: www.elitesem.com/sem-paid-search-blog