AdWords For Lead Generation

The guide to running a profitable Adwords campaign

In this guide you’ll learn to set up a campaign that tracks all the way to revenue, so you can make profitable optimizations decisions.

Brought to you by Bizible.com, which makes it easy to measure marketing attribution in Salesforce, including ROI-level details for AdWords keywords and much more.
Summary

Optimizing campaigns based on ROI allows B2B marketers to make decisions based on what drives revenue rather than what drives leads. This guide is for B2B companies investing in PPC who want to optimize campaigns based on lead-to-revenue tracking information.

Getting end-to-end lead tracking information has been difficult for B2B marketers due to long sales cycles and lack of integration between Google Adwords and CRM’s like Salesforce.

This guide provides an overview for setting up an AdWords campaign and tracking ROI data inside Salesforce.

Table of Contents

1. Understanding The Basics
2. Research Great Keywords
3. Create Relevant Campaigns
4. Bidding Appropriately
5. Using Ad Extensions
6. Convert on Landing Pages
7. Connect Your Data To CRM Opportunity Records
8. Build ROI Reports in Salesforce
9. Optimize Based on ROI

1. Understanding The Basics

Google AdWords is an online advertising service that places advertising copy at the top or side of search results in Google for specific keywords a person is searching for. The placement of the ads is based on a proprietary determination of the relevance of the search query and bid.
AdWords is Google’s main source of revenue, totalling $42.5 billion in 2012 and is used by large and small businesses alike.

Since it’s introduction, Google has augmented the service, introducing features such as Product Listing Ads (for eCommerce advertising), ad extensions, and social extensions.

Search engine marketing is incredibly important for companies with sales teams. In a published study we tracked all the marketing touches for nearly 500,000 leads and found over 50% of our leads came from Search.

Pipeline marketing is more than leads though. It’s about measuring marketing and making decisions based on revenue, even if it generates a lower amount of leads. (If the term pipeline marketing is new to you, learn more at bizible.com/pipelinemarketing.)

Looking further in the sales pipeline, our study found that Search had the second shortest marketing cycle, even less than direct. This demonstrates the intent of leads who come from the search engine channel.

2. Research Great Keywords

The basis of a great search engine marketing (SEM) campaign is keyword research.
Google’s **Keyword Planner** is the starting place for researching new keywords and estimating performance and volume. If you remember the Keyword Tool, it’s been replaced with the Keyword Planner. It has similar functionality, but you’ll now only get historical statistics for exact match keywords and it no longer lets you specifically target mobile devices. (You can read more about the differences [here](#).)

Here’s what you can do with the Keyword Planner:

- Search for new keyword and ad group ideas
- Get search volume for a list of keywords or group them into ad groups
- Get traffic estimates for a list of keywords
- Multiply keyword lists to get new keyword ideas

Bing has a similar tool called **Bing Ads Intelligence** that runs on Microsoft Office Excel and lets you estimate prices, generate new keywords, and expand existing lists. One really interesting feature is the ability to see age and gender information for keywords.

For example, if you are a mortgage site, you could answer the question: who is searching for “refinancing” - males or females and their ages - and use that information to improve landing page design and copy.

Both tools allow you to generate keywords from a website, which can be used to see which keywords your competitors are targeting.

Keyword tools are great for seeing historical traffic, but it does a poor job estimating future trends which you may want to take into account in your campaigns. That’s why search marketers use **Google Trends**.

Using Google Trends, you can estimate future demand for a keyword.

For example, if you are a marketing software provider the keyword “content management system” has seen a sharp decline while “marketing automation” and
“inbound marketing” have strong increases without indication of slowing down. In this case you may want to consider a SEM campaign and specific copy to ride the search trends and position yourself in an emerging category.

3. Create Relevant Campaigns

After researching keywords, you’ll want to create ads that capture the searcher’s interest. There are four main categories of searchers your campaigns should target (Which we call the four Cs):

1. **Company**: These are people who are searching for your company, they may be misspelling your company name as well.

2. **Category**: People who are searching for a solution or a related product. These searchers probably don’t know about your company yet.

3. **Content**: Ads that are specific to your content downloads (aka “whitepaper” or “guide”). These people are searching for answers and information related to your industry. It’s why companies create “how-to’s” and other content.

4. **Compete**: Where searchers are actively looking to compare options and competitors. For example, type “hubspot vs eloqua” and you’ll see comparison pages from both Hubspot and Eloqua, but also from Marketo.
Creating great campaigns is more than just creating a few good ads. You’ll want to run multiple variations of the ad, make sure they are tracked with UTM parameters, point them to relevant pages, and are keeping different type of devices a searcher might be using in mind.

4. **Bidding Appropriately**

One of the most common questions from both beginners and veterans in paid search advertising is, “How much should I bid?” For B2C sites with no sales cycles and a short decision journey, it’s fairly easy to track return-on-ad-spend (a simple version of ROI) since all the engagement happens on site.

This gets a bit more difficult when conversions happen via a sales cycle, especially when it’s many weeks or months after the marketing touch. In these cases, it’s best to look at [projected return-on-ad-spend](#). If you use Salesforce, [Bizible has made it really easy](#) to look at settled and projected return-on-ad-spend, and the [AdWords dashboard](#) shows performance at the keyword level.
Depending on your campaign goals you may also want to add bid adjustments. Bid adjustments can automatically increase or decrease your bids if specific location, schedule, or device criteria is met. For example, if you run a website where a high number of visitors call sales representatives, you may want to decrease the bid on weekends when sales are not by phone and increase bids during working hours.

Google lets you link AdWords with Google Analytics so you can track form conversions and costs directly in Analytics. This can be helpful for real time optimizations and comparing paid traffic across multiple sources, including organic. Keep in mind that Google Analytics only tracks up to form submission and will not help you understand the first marketing touch for anonymous visitors. This guides explains how to you can track all the way to sales close.

5. Use Ad Extensions

When Google first introduced AdWords, it wasn’t much more than a headline and two lines of text. Over the years, they’ve built on the standard text ad and released a number of “ad extensions.” From Sitelinks to Location, ad extensions increase the size and visibility of your ad, which in turn increases the CTR.

Not only does this mean you’ll get more clicks, but CTR is also a component of the bidding algorithm, so you may also see a decrease in cost per click over time. There are
quite a few extensions, such as seller ratings and reviews, but here are some of the most common:

**Sitelink Extensions**: Sitelinks are a great place to put product pages, sales call to actions such as requesting a demo, content downloads, case studies, and other information searchers may need to evaluate your product.

<table>
<thead>
<tr>
<th>Amazing Ad Headline</th>
<th><a href="http://website.com">http://website.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of the offerings and what searchers should care about your product and company</td>
<td></td>
</tr>
<tr>
<td>Sitelink #1</td>
<td>Sitelink #3</td>
</tr>
<tr>
<td>Sitelink #2</td>
<td>Sitelink #4</td>
</tr>
</tbody>
</table>

**Call Extensions**: Lets searchers call you directly from the results pages.

<table>
<thead>
<tr>
<th>Amazing Ad Headline</th>
<th><a href="http://website.com">http://website.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of the offerings and what searchers should care about your product and company</td>
<td></td>
</tr>
</tbody>
</table>

**Location Extensions**: Address that’s a link to map. Great for when you are looking to have people visit you in person.

<table>
<thead>
<tr>
<th>Amazing Ad Headline</th>
<th><a href="http://website.com">http://website.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of the offerings and what searchers should care about your product and company</td>
<td></td>
</tr>
<tr>
<td>📍 1234 Main Street, City, State</td>
<td></td>
</tr>
</tbody>
</table>

**Social**: Includes the number of followers you have on Google+.

<table>
<thead>
<tr>
<th>Amazing Ad Headline</th>
<th><a href="http://website.com">http://website.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Description of the offerings and what searchers should care</td>
<td></td>
</tr>
<tr>
<td>Company has 123,456 followers on Google+</td>
<td></td>
</tr>
</tbody>
</table>
6. Convert on Landing Pages

High-converting landing pages have effective copy, offer free tools, present their products in context and use animations to communicate visually. In a recent blog post we presented our favorite B2B landing pages and why they convert.

A few key elements of a good landing page are:

1. **Relevant**: Does the page match visitor/searcher intent and provide a solution? High quality content helps.
2. **Actionable**: Is the action you are asking visitors to take noticeable and clear?
3. **Trustworthy**: Can the visitor trust you with your information? Security seals, press logos, and customer testimonials can help establish trust and social proof.

This [landing page blueprint](#) lays out the perfect landing page.
7. Connect Marketing Data To Revenue In Your CRM

The next step is passing marketing data to your CRM, which will enable new insights based on deeper-funnel customers, revenue, and ROI metrics.

Since Salesforce does not provide an easy way to add Google Analytics or AdWords data, your marketing automation platform can help with this at a broad level. However, if you are spending more than $10,000/mo in Google AdWords, you need performance data at the keyword level.

To connect keyword and ad copy data to the Salesforce CRM, hundreds of marketers use Bizible marketing attribution. Bizible pulls information from Google AdWords using an API connection allowing you to attribute marketing to sales at the keyword level automatically, which marketing automation platforms don’t provide. In addition, Bizible cookies anonymous users and reports original source data. Using multi-touch attribution modeling, marketers can make the best optimization decisions using Bizible.

8. Build Revenue Reports in Salesforce

Now it’s time to report on marketing metrics such as opportunities and revenue in Salesforce. This step guides B2B marketers towards campaign improvements based on sales funnel metrics, which we call pipeline marketing.

First, log in to Salesforce.com and navigate to Reports, click "New Report." You should see a screen that looks very similar to this:
If you explore you’ll noticed there are a number of reports you can start with. Navigate to the “Opportunities” folder, click on “Opportunities” and then "Create" in the lower right hand corner.

**Customizing the report**

You’ll now see a stock report that isn’t useful, so let’s make some edits. In the top section, select "All opportunities" next to “Show.” Also select “Current FQ” next to “Range.”

Set the “Date Field” to “Close Date” or “Created Date” depending on what time pivot you need to report. You’ll now see something similar to this:

Customize the columns by dragging items from the left sidebar column to the header row of the sample leads table. For this example, add “Lead Source” to the header row if it’s not already there. Finally, click "Run Report" to generate the entire list of opportunities by the marketing lead source.
Making the report actionable

Big long lists aren’t very helpful, so summarize the list by “Lead Status” using the "Summarize Information By" drop down menu. You can now easily see the status of all the leads generated this month and see how they will be progressing through the pipeline.

For those that like to play with the data and create charts, "Export Details" will become a useful tool. It creates a raw export based on determined columns. With this export, you can organize data how you want and create charts for presentations.

Creating Insightful Reports
There are three factors that can help improve reporting:

1. By reporting on lead source alone marketers undervalue top of the funnel channels that are driving initial website visits. Marketers need a solution that will cookie users and report the “first click” marketing source in addition to the lead conversion marketing source.
2. Lead Source and Salesforce Campaigns are incredibly high-level, making it nearly impossible to report on actionable marketing data, such as revenue generated per AdWord keywords. Marketers need a solution that connects into the API of ad networks and Salesforce.
3. Combining spreadsheets and matching data is cumbersome, time consuming, and prone you human error. Marketers need a solution that does this automatically.

These are just three areas where Bizible helps marketers move from reporting to action.
Here are some of the popular reports that Bizible users select in order to show what’s happening in the funnel:

- **Leads (and opportunities) by device and geography** to see if you should add or exclude certain locations or devices from advertising.

- **Opportunities by marketing web source** (e.g. search, social, etc) to see which of your efforts are converting the best.

- **Revenue from A/B tests by marketing source** to see actual business impact from A/B tests and how the test performed across multiple marketing sources.

- **Revenue and ROI by keyword** (if you’re running paid search) to see top performing keywords and ads to adjust bids based on the actual pipeline, rather than leads.

### 9. Optimize Based on ROI

Today’s marketers need as much insight as possible into their conversion funnel. A transparent view into the conversion funnel allows B2B marketers to better support sales teams and make smarter campaign decisions.
For example, many marketers pay close attention to cost per click or cost per lead. But return on investment is a better performance metric, since it’s a business performance indicator. This makes it the ideal metric to use for determining whether to spend more, or less, on a campaign or keyword because it shows what’s truly converting clicks into revenue.

<table>
<thead>
<tr>
<th></th>
<th>Cost/Click</th>
<th>Cost/Lead</th>
<th>Cost/Opportunity</th>
<th>Return on Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyword #1</td>
<td>$4</td>
<td>$20</td>
<td>$350</td>
<td>0.8</td>
</tr>
<tr>
<td>Keyword #2</td>
<td>$8</td>
<td>$40</td>
<td>$500</td>
<td>1.50</td>
</tr>
</tbody>
</table>

The final step now is measuring the entire campaign with settled and projected ROI, revenue generated, revenue per deal, and cost per deal. If you use Salesforce, Bizible does this automatically.

You are now ready to start a successful Google Adwords Campaign using end-to-end conversion tracking. From bidding for keywords to optimizing based on ROI, you should feel confident in using the best method for maximizing profitability in paid advertising campaigns.

About Bizible

Bizible marketing analytics is a native Salesforce App which connects directly to Adwords and brings sales and marketing data together. You can make profitable marketing decisions through insights generated via Bizible. As an example, Australia’s leading online educator has been able to grow lead volume 2x while reducing cost per lead by 15%.

Watch a demo and learn how easy it is to report on marketing data inside Salesforce. Using Bizible’s marketing attribution modeling your marketing data will provide actionable insights immediately.