



# Creating Compelling Search Ads

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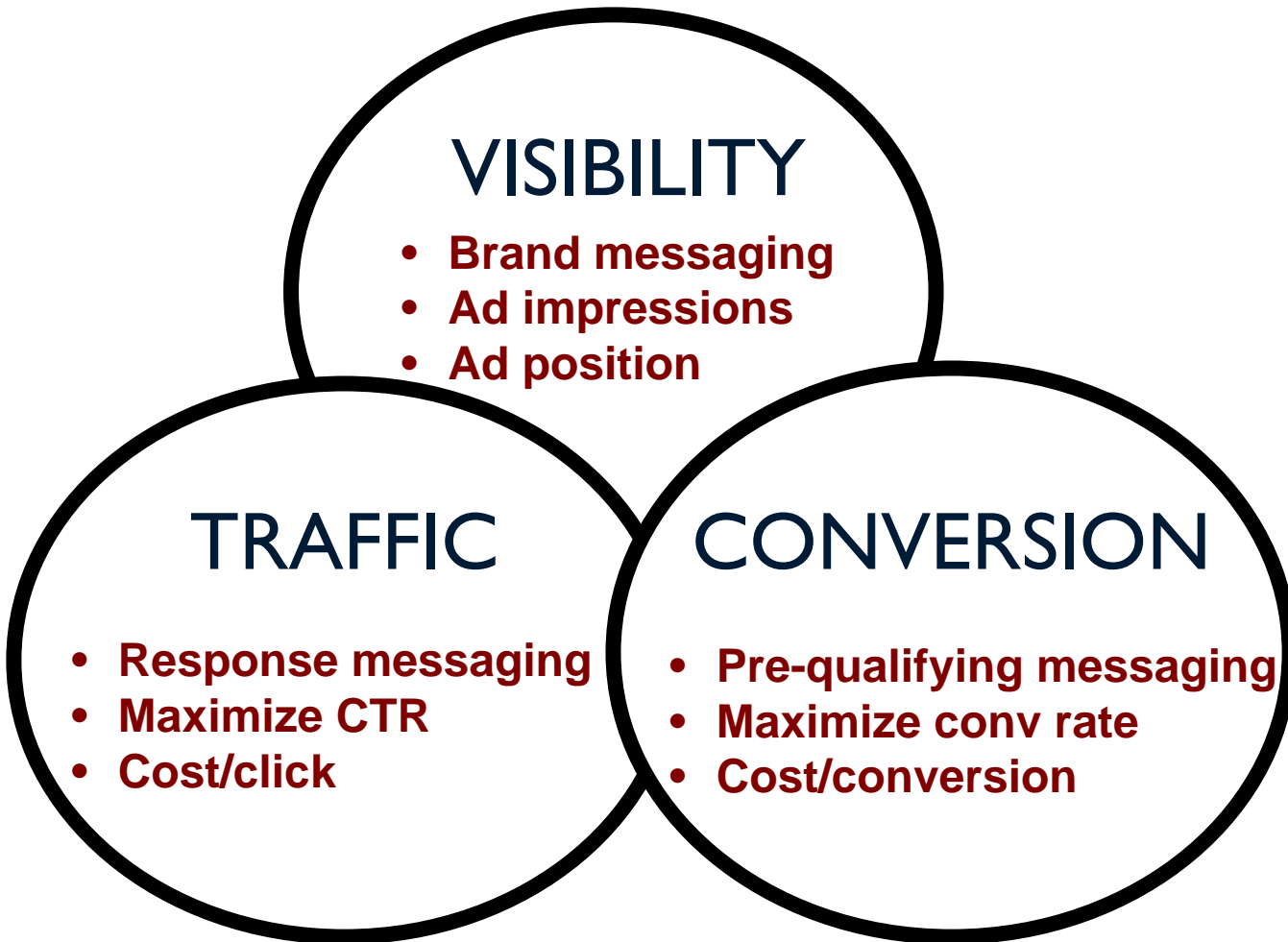
# 5 Tips

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1. **Define success metrics**
2. **Align ads with the buying cycle**
3. **Pre-qualify clickers**
4. **Use unique, specific calls-to-action**
5. **Ask a compelling question**

# Define Success Metrics

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# Align Copy With The Buying Cycle

Search queries become more specific and refined...

*laptop  
computers*

*laptop  
information*

*laptop user  
reviews*

*IBM laptop  
models*

*IBM  
ThinkPad T61*

## Laptop Information

Overview of laptop features  
Buying tips. Avg price ranges.

[www.Laptop.com](http://www.Laptop.com)

## Laptop Reviews

Compare top laptop brands.  
User & professional reviews.

[www.Laptop.com/Reviews](http://www.Laptop.com/Reviews)

## IBM Laptops

Compare IBM laptop models.  
Purchase prioritization chart.

[www.Laptop.com/IBM](http://www.Laptop.com/IBM)

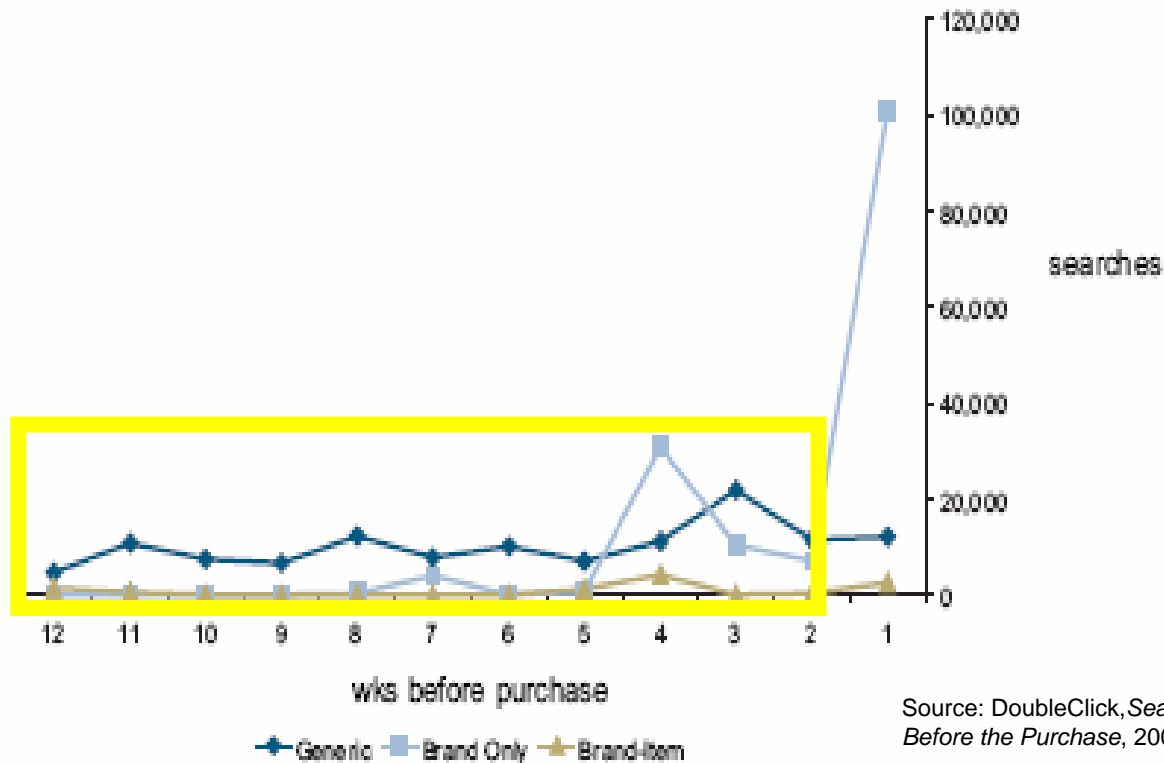
## ThinkPad Store

ThinkPad online discounts.  
Free shipping. In stock now.

[www.Laptop.com/ThinkPad](http://www.Laptop.com/ThinkPad)

# Write Ads for Non-Branded Terms

## Weekly Search Activity: Computer Hardware Buyers Whose Last Search = Brand-Only Term



# Pre-Qualify Clickers

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- Address your specific target audience.
- Specify who should/shouldn't click

## Software Reseller

Microsoft Dynamics software.  
Download free resource kit.

## Microsoft Dynamics

CRM software provider. Serving  
Fortune 2000 in Southern USA

## IT Outsourcing

Find out if IT Outsourcing  
is right for your company.

## Nationwide IT Outsourcing

Serving firms with 20 - 300 users  
Take self assessment survey.

# Unique Compelling Calls-to-Action

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- Be specific
- Give people a reason to click

Click Here

Learn More

Get information

Take 60-second tour

View video demo

Download industry research

# Ask a Compelling Question

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- Ask a leading question.
- Appeal to people's curiosity.

## IT Outsourcing

Receive your free information packet on IT outsourcing service.

## Paying too much for IT?

Take 10 minute assessment.  
Find out if you can reduce costs.

## IT Outsourcing Provider

Is IT Outsourcing right for your company?



# Summary

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- ▶ **Understand the pros & cons of writing copy to maximize response vs conversion.**
- ▶ **Align ad copy with the buying cycle.**
- ▶ **Specify WHO should respond.**
- ▶ **Give people a specific reason to click.**
- ▶ **Appeal to people's curiosity... ask a compelling, important question.**

# Thank You

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