Clearwater

Digital 2020: PPC & Social Essentials

Contents

Google Ads Keyword Match Types Explained, Broad, Phrase & Exact Match

Understanding keyword match types is pivotal to a successful AdWords campaign. Match types give marketers the ability to control how relevant a search term has to be to match their keyword and activate their ad.

There are four different match types in AdWords: broad match, broad match modifier (BMM), exact and phrase match keywords. Each match type carries its own advantages and disadvantages, and it is vital to understand the difference between match types and when you should use a particular one.

To create specific match types, you use different symbols (e.g. the "+" sign for BMM). Using these symbols tells AdWords what match type you are using and how it should relate to searches.

The Four Match Types

1 Broad Match

Broad match keywords provide the greatest reach, but the least keyword relevance. No additional symbols are necessary to set your keyword as broad; all you have to do is type the keyword in as it is. Broad match keywords will match to search terms that are synonyms, related searches, misspellings, and whatever AdWords considers to be relevant variations of your specific keyword. This means that it's unnecessary for your keywords to be in the search term anywhere but your ad will still appear.

Example: this keyword would match with any search terms that mention men's footwear, buying men's shoes etc.

2 Broad Match Modifier

You create a BMM keyword by placing a plus sign in front of all or any words in your keyword. Any word with a "+" before it must be in the search term, or at least a close variant of that keyword. Remember that you don't have to assign a plus sign in front of every word in your overall keyword, only the words that are imperative to the search term.

If you use the BMM keyword +men's +shoes it will only match to search terms that contain both keywords, or close variants of men's and shoes. Order of the words is irrelevant. If you only partially modify the keyword as +men's shoes, the search term just has to contain the word shoes, or a close variant, in order to be a match with your keyword. Example: men's shoes and socks; athletic shoes for men.

3 Exact Match

Exact match keywords provide the smallest reach but greatest relevance. Placing the keywords in brackets creates exact match keywords. Only search terms that exactly match the keywords will activate your specific ad. This means all the words are present, in the same order, without any words placed before, after, or in between the keyword.

The exact match keyword [men's shoes] will only match to the search term men's shoes, with no close variants or additional words.

Example: "men's shoes".

4 Phrase Match

You create a phrase match keyword placing it in quotes. For a search term to match a phrase match keyword, it has to contain all the words, or close variants, in the keyword without any words in between and in the same order. The search term cannot contain other words before or after the keyword phrase.

The phrase matched keyword "men's shoes" would only match to keywords that contain the words men's shoes right next to each other, without any words in between. The search terms can contain additional words before or after the phrase "men's shoes".

Example: "men's shoes" matches: men's shoes near me; men's shoes in Melbourne.

Close Variants

We've mentioned close variants a few times in this piece, and you're probably wondering what they are, too. Close variants of a keyword include abbreviations, accents, acronyms, misspellings, plurals/singulars and stemmings. Close variants do not include synonyms.

Close variants will always match to BMM and broad match keywords, but you can select whether or not close variants match to exact and phrase keywords. You can find this options in the Advanced Settings section under the tab "Keyword Matching Options". If you can't find Advanced Settings, ensure your campaign type is set to All Features, and not the Standard Features option.

Close variants are also included for exact and phrase keyword match types. You should leave close variants turned on because it means you won't have to add in all the possible misspellings, steemmings etc. of your keyword in order for a search term to properly match.

Examples: "shoes" close variants: footwear, sandals, thongs.

Now that you have a greater understanding of keyword match types, you can go on to select the options that will work best for your specific keywords – those that will give your ad the reach it needs to convert.

How To Get Royalty Free Images For Your Website

Are you searching for high quality, royalty free images for your website? Incorporating eye-catching images in your content will attract more readers, as well as help keep their attention. However, finding quality, royalty free images can prove more difficult than it sounds.

So, we have created a list of the very best royalty free image sites out there. Each of the listed websites contain thousands of high resolution images that are ready to be sourced, edited and added to your website content.

Here are 15 royalty free image websites

1. Unsplash

Unsplash has high-resolution, royalty free CC-O licensed and public domain images. It also has an awesome search feature which allows users to find images by theme, such as architecture, nature and film. There is also a Google Chrome extension that displays a new image each time users open a new tab, adding to the fun of the search.

2. FreeImages

FreeImages, formerly known as stock.xchng, has a massive collection (300,000+) of images and illustrations that are easily searchable and well-categorised. There are plenty of ways to find the perfect image for your post and you can even use stylish filters to enhance your chosen image.

3. Pixabay

Pixabay is an incredibly popular place to find high quality images that are CC-O licenced. Each picture is organised into tags and categories, making them easy to search and locate. Pixabay also allows users to search by colour, meaning you can easily find images that relate to your website's design and theme.

4. Pexels

Pexels is a wildly popular image-sourcing website with a massive collection of royalty free and public domain pictures. Each high quality image is properly categorised and this makes searching a breeze. It is incredibly easy to find images by filtering them through tags or categories.

5. Photo Pin

Using the Flickr API, Photo Pin is the perfect platform for finding free images to use in your posts. It searches creative common licenced photos from across the internet. You can even search by author, meaning you can easily find images from specific photographers.

6. Public Domain Pictures

There are plenty of public domain and royalty free images available at Public Domain Pictures. You can also use the search feature to find specific images, or just peruse the categories.

7. New Old Stock

New Old Stock contains stunning vintage images sourced from the world's public archives. The images are incredibly beautiful, and capture important historical events. Each image is in the public domain.

8. Public Doman Archive

The Public Domain Archive contains high resolution, royalty free stock photos. The website has a massive range of new and old images all available for free usage.

9. Pick Up Image

Pickup Image has clipart and royalty free images. They are easily searchable, as well as divided amongst categories and tags to make finding images simple.

10. SplitShire

SplitShire contains a collection of Daniel Nanescu's photos that are CC-O licenced and royalty free. He regularly adds new images to the collection. You can easily search the pictures with the mosaic view, or filter the images by tags to find the right one for your content.

11. LibreShot

LibreShot contains over 40 million stock photos and royalty free images that are CC-O 1.0 Universal Public Domain Dedication. Each image is free to use on websites and blogs.

12. Skitterphoto

Skitterphoto contains a massive collection of unique, rarely-used photos, all royalty free and CC-O public domain.

13. Stocksnap.io

Stocksnap.io is a stunning website containing amazing CC-O licenced and royalty free images. These images are well categorised, making searching easy. There is also a search bar where you can filter images by tags and categories.

14. WikiMedia Commons

One of the biggest royalty free image sources is WikiMedia Commons, a WikiMedia Foundation project. They provide users free images as well as some that request attribution. However, you can also search many images in the public domain which don't require attribution. Just ensure you check out the information below the image before sourcing it.

15. ImageFinder

ImageFinder contains over 130,000 high quality royalty free stock images from some of the world's finest photographers. Categories are based upon popularity and there is even a new and trending tab. This website is perfect for generic, fashion and nature post pictures with images that allow space for captioning at the bottom.

Instagram Ad Sizes You Should Be Using in 2020

Producing the ultimate Instagram ad can be a difficult task for business owners. Updates, releases, new features and more can make the task incredibly daunting.

But having a quick ad size guide makes the task so much easier. So, allow us to help you that little bit extra with our quick-fire guide to Instagram ad sizes in 2020.

Instagram Ads: General

Square image / video: 1200×1200 pixels

Portrait image / video: 1350×1080 pixels

Landscape image / video: 1920×1080 pixels

Story: 1080×1920 pixels up to 15 seconds

1. Instagram Link Ad

Creative

Image size: 1200×1200 pixels
Proportion: 1:1
Format: PNG

Limitation: limit the image to below 20% text – anything above increases the risk of low exposure.

Copy

Text: 2200 characters (recommended up to 90 characters, as Instagram only displays two copy rows)

Hashtags: up to 30

2. Video Link Ad

Creative

Image size: 1200×1200 pixels
Proportion: 1:1
Resolution: at least 720P

Size: up to 4 GB
Video length: up to 120 seconds
Main video frame: an image containing less than 20% text
Format: MOV or MP4

Copy

Text: 2200 characters (recommended up to 90 characters, as Instagram only displays two copy rows)

Hashtags: up to 30

Long video ads

Size: 1200×1500, standing
Proportion: 4:3

3. Carousel Ad

Up to 10 images / video – any image / video can be with a separate link (minimum two videos / images per carousel)

Creative

Image size: 1200×1200 pixels
Image format: PNG
Proportion: 1:1
Resolution: minimum 720P
Size: up to 4 GB

Video length: Maximum 60 minutes. Recommended 30 seconds.

Video Format: MOV or MP4

Copy

Text: 2200 characters (recommended up to 90 characters, as Instagram only displays two copy rows)

Hashtags: up to 30

4. App Installation Ad

Creative

Image size: 1200×1200 pixels
Proportion: 1:1
Image format: PNG

Limitation: keep image to below 20% text – anything above increase the chances of low exposure.

Copy

Text: 2200 characters (recommended up to 90 characters, as Instagram only displays two copy rows)

Hashtags: up to 30

5. Collection Ad

Collection ads look normal on Instagram (same sizes). However, once you click on it, it opens along the screen without leaving Instagram, in which you can then scroll down. Under the ad appear three small images which are a part of the collection's images.

Creative

Main image / video: the same as a regular ad
You are able to upload 4-8 images per ad collection
Any image should be linked to a price, link and headline
You can select the writing on the call-to-action (CTA) button

Copy

Text: 90 characters

Instagram Story: Link Ad (Image / Video)

Link ads appear for five seconds or until the user clicks to be taken to the next story. It's imperative to leave around 14% (250 pixels) from the top and bottom of the image without logos or text, as this prevents covering of these central aspects by the profile sign or CTA button.

Creative

Image / video size: 1080×1920 pixels
Proportion: 16:9
Image format: PNG
Video format: MOV or MP4
Video size: up to 4 GB
Video size: up to 15 seconds

Instagram Story (Carousel Ad)

Like link ads, this ad will appear for five seconds or until the user clicks on to the next story. It's imperative to leave around 14% (250 pixels) from the top and bottom of the image without logos or text, as this prevents covering of these central aspects by the profile sign or CTA button.

Creative

Image / video size: 1080×1920 pixels
Proportion: 16:9
Image format: PNG
Video format: MOV or MP4
Video size: up to 4 GB
Video size: up to 15 seconds

Limitation: keep the image below 20% text – anything above increase the risk of low exposure

Instagram ad sizes, like their other social media counterparts, are often subject to change. It is important that you, as a professional marketer, keeps up to date with these changes. You don't want to find that a few months down the track Instagram has changed its optimal ad specifications and you've fallen behind.

5 Typical Instagram Mistakes to Avoid
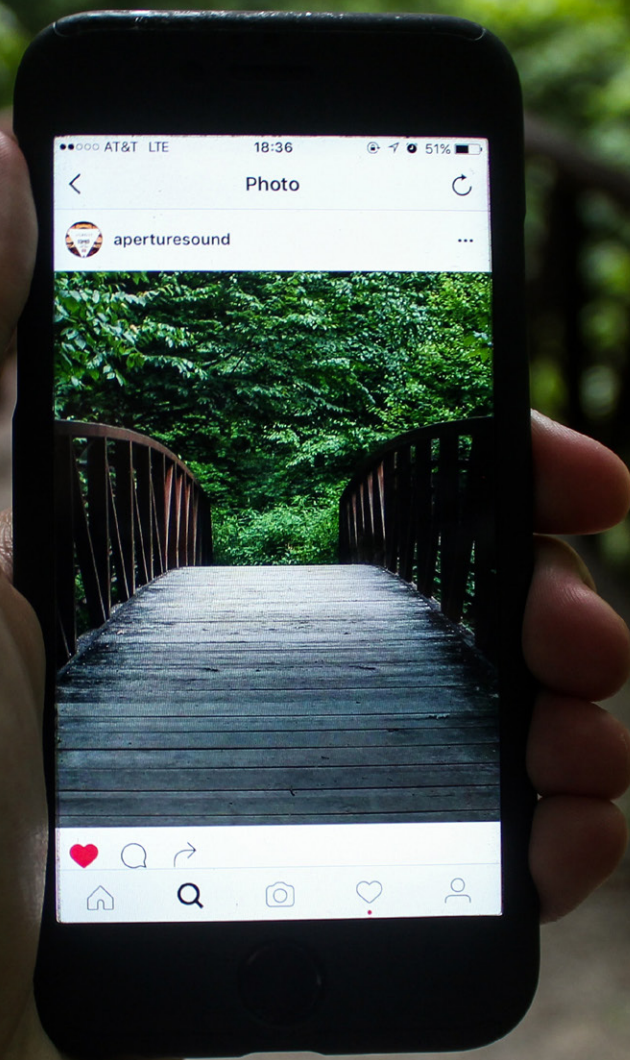
Instagram has become one of the business world's go-to platforms. The social media platform currently has around 30 million active business profiles with small businesses making up the majority of Instagram business pages. A failure to grow on Instagram comes down to a few common yet highly avoidable mistakes.

Here are five Instagram marketing errors you can avoid to help facilitate your page's growth.

1 Inconsistency is Unfathomable

This is probably the biggest and most common mistake businesses make. The frequency of your posts is important because if you post too little, your customers will forget who you are and won't have the chance to know your brand on a personal level. If you post too much, you will scare your audience away, as they will become frustrated with you flooding their feed.

Consider this notion: if you had a physical store, would it be appropriate for you to open shop at varying times of the day? You should think about your Instagram business page with the same approach. You need to show up consistently and constantly to build trust amongst potential customers.

Instagram consistency not only helps your audience understand your brand, but it helps you understand your audience, too.

2 Posting Low Quality Images

Instagram conveys itself as a social media service that's accessible to all. Even if you're photography skills aren't top class, it is designed to be easy to post quality photos. Regardless, many successful Instagram accounts are run by professionals who know how to create images that really snatch the audience's attention.

> " Instagram consistency not only helps your audience understand your brand, but it helps you understand your audience, too.

First impressions are key when it comes to your page's social media presence, so ensure you are serving up the very best possible photos. If you want your profile to look professional, you shouldn't just take happy snaps with your old iPhone and hope they'll look amazing.

Instead, you should consider things like subject positioning, composition and lighting, as these influential elements determine whether your photo will make a good impression or not. It doesn't have to cost you hundreds, you can just make some simple changes. This includes:

- Lighting: If your lighting is poor quality, filters won't work out. Have a look at online tutorials for how to optimise natural light, so your eye for it continues to develop. You don't always need a hi-tech lighting setup to create a beautiful image, you just have to understand how to utilise your immediate surroundings and equipment to your advantage.

- Shooting: There are many photography styles out there, and some of them work better for different brands. Learn about composition, perspective, focal point and angles.

- Editing: Once you've mastered shooting, using angles, light and content, it's time to edit your image and add the final touches to it. There are various editing styles and sometimes it just comes down to choosing some amazing filters that you can use consistently to give your page its own personality.

3 Using The Wrong Hashtags

Hashtags can be an awesome tool to get your page and product seen by a number of people currently searching your chosen hashtag. It can be very tempting to shove in as many hashtags as possible to try to optimise your post's searchability. But this, business owners, is a terrible idea. There has been plenty of debate regarding the amount of hashtags to use, but you should really go for 10 or less. Tailor your hashtags so that they are quality, as quality over quantity is imperative.

If you research and utilise the correct hashtags on your post, then your business should come up on Instagram's "explore" page. This means that your page will be featured on a timeline tailored to the interests of users that relate to your target audience based on their previous engagements.

4 Over-posting

We mentioned earlier how you want to consistently post to maintain audience appearances. However, you want to avoid being the business who posts far too much. You can happily post one or two times a day, but anything beyond that takes you into "annoying" territory. The truth it, if someone is seeing endless posts from you in their feed they can't see posts from other people. The result? A quick tap of the "Unfollow" button.

Research suggests that an organically grown and facilitated customer relationship translates into repeat and longer lasting clientele.

5 Writing A Boring Bio

Your Instagram bio is essentially your quick pitch. If you are unclear on who you are or what you are offering it can slow your growth and prevent you from reaching your marketing goals.

Consider the most creative and essential things to say that will convey your brand accurately. Be specific if you offer a specialised product or service. Simply sharing your business's mission statement is also helpful for your target audience, but make sure it is well-written.

Instagram has categories that appear right under your name for particular business pages. Ensure you choose a title that is relevant to your business. Just remember that your bio is the quick pitch – the first impression of your brand.

4 Facebook Advertising Blunders to Avoid At All Costs

Social media advertising is money well spent, but only if you're seeing amazing results. Unfortunately, many eCommerce enterprises lose money with Facebook advertising because they don't know how to use it properly

There are certain things businesses need to include in their social media campaigns in order to guarantee success. However, many eager brands jump head first into Facebook advertising without considering important campaign elements.

Is your online business guilty of making the following four errors?

1 Selecting All Placement Options

Given that Facebook provides so many options for ad placement across the website, it can be tempting to try all of them without giving it any proper thought. However, you get much more out of using certain strategies over others. Going into it without any proper direction can be harmful to your budget in the long term.

Another typical mistake businesses make is allowing Facebook to do the placement on their behalf. Whilst this saves time and makes it easier by automating the process, it obviously eliminates any control you have over the process.

Similar to how an online retailer has to understand how their customers interact with various search engines, you need to understand how your audience interacts with Facebook for the best possible placement.

- Are the majority of your audience members on desktops or mobile devices?
- Are they scrolling through the newsfeed or using the messenger app?

The answer to these questions lies in a little trial and error as well as your audience data. Test out these various campaigns and see the results to determine best future practice.

2 Ignoring Custom Target Audiences

One of the best Facebook advertising features is the ability to control who views your content. Unfortunately, many businesses either ignore this option or fail to use it to its proper potential. Facebook provides four methods for commencing the audience segmentation process. One choice is to base your targeting on customer account files that detail your ideal audiences. You can also target audience members who have visited your websites in the past or who have completed a specific action, such as viewing specific content or downloading an app. You can also target users who have engaged with your business's Facebook content.

The above options are equally valuable if used correctly. To reiterate, online customers can come from across the world. Just like an eCommerce store would require a customised online storefront and direct product placements for varying demographics, you have to segment your Facebook customers based around factors like age, language, location and interests to align with intent.

3 Failing to Select the Right Advertising Type

Given that Facebook provides so many options for advertising, brands often choose their marketing types without much consideration. But selecting one type because it's easier to create or any other non-strategic logic can limit your marketing strategy's efficiency.

Customers at varying stages in the buyer's funnel will react to advertising in different ways. What's more, certain customers prefer more interactive ads including quizzes, questionnaires and videos, while others would be more interested in seeing a link to a product page for a quick purchase.

Again, your marketing team will have to pay close attention to how certain segments react to this specific targeting.

The messages may then require alteration based on that audience's history. For example, if a consumer has already seen your website and you choose to retarget them, they already know about your brand. Instead of simply sponsoring your brand name, you might want to consider recommending a product that they have viewed or promote a current sale in order to lead them back to your page for a purchase.
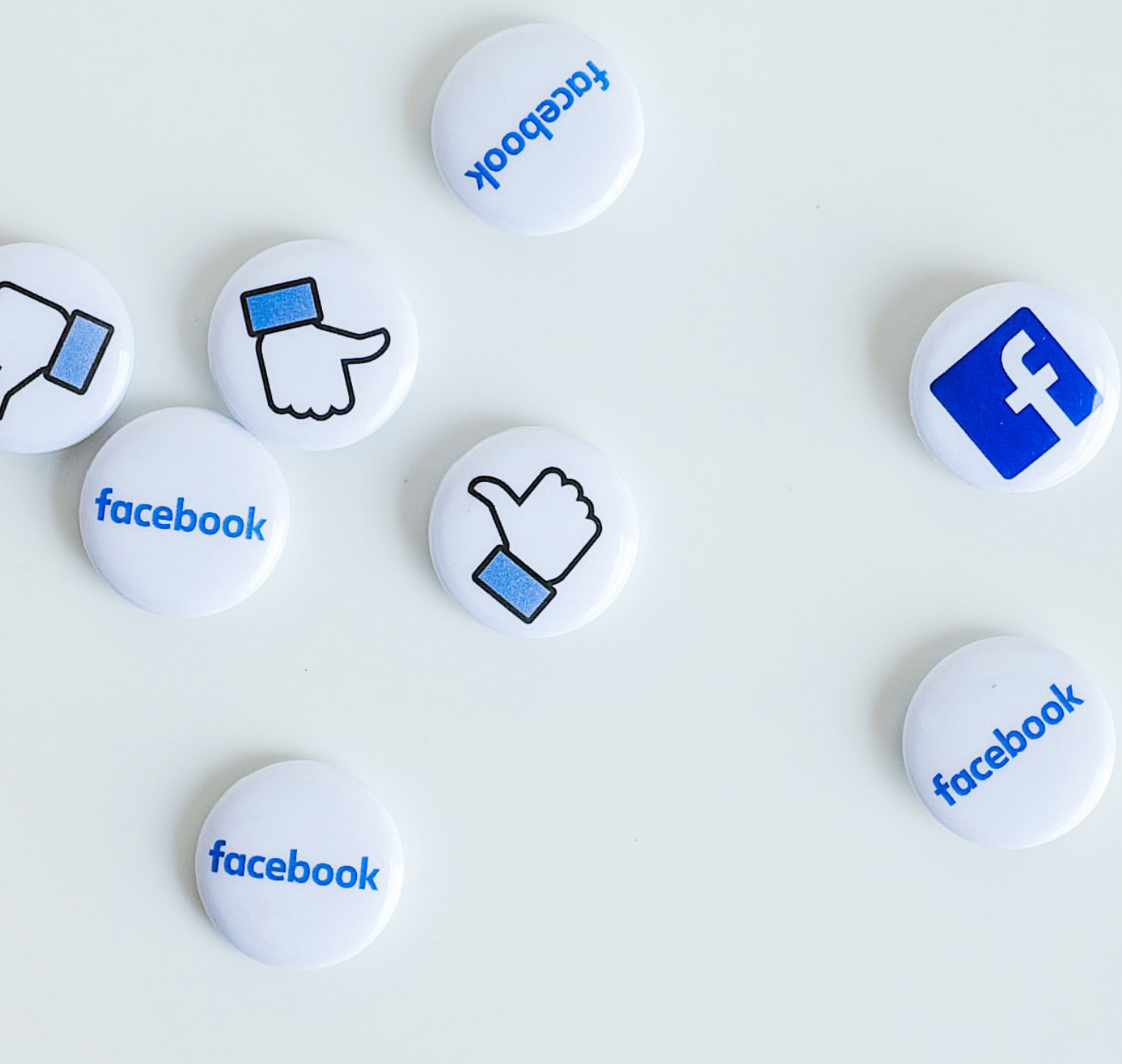
4 Not Reviewing Ad Performance Correctly

As you read this post, you may have noticed a simple piece of advice that is imperative to Facebook advertising success: tracking your results.

There is simply no way to determine your Facebook advertising's success if you do not collect and analyse data. Fortunately, Facebook makes it fairly simple to track important metrics including click-through rates, reach, ROI and engagement.

Through the ad manager database, your marketing team can see the results of each campaign and measure the performance in terms of brand, audience and sales outcomes. Facebook can also estimate your ad campaign's results once it has collated certain data, and this can be very effective if your team is attempting to determine a certain promotion's efficiency.

There are numerous factors that contribute to a successful Facebook ad. For ads to be truly effective, their creative content has to be targeted directly to the audience it's reaching, the message it's conveying, the product being sold and, vitally, the medium utilised.

This is particularly so in Facebook advertising, which provides advertisers a whole suite of placements, styles and sizes across innumerable sites and platforms on the net. If you want a truly successful ad, it's imperative to be aware of the details such as Facebook ad specifications and image sizes.

So, keeping that in mind, here is a list of the best Facebook ad sizes for 2020.

1. Single Image Ads

This is the oldest, and most utilised, ad type in the game. A standard, single image containing a headline, some copy and a link to the advertiser's site. They are easy to create and work with every type of ad objective except for videos.

Specs:

Images

Size: 1,200 x 628 pixel
Ratio: 1.91:1 to 4:5
Note: Try to keep text to 20% or less of the image size as this can result in reduced delivery.

Copy

Text: 125 characters
Headline: 25 characters
Link Description: 30 characters

There are some exceptions to these specifications. On "Promote Your Page" objectives, you want to go for a ratio of 8:3 and an image size of 1,200 x 444 pixels. When using "Increase App Engagement" objectives, shoot for a 16:9 ratio.

2. Single Video Ads

Video ads look similar to image ads, expect there is a video instead of a static image. They can be utilised for any objective except for "Product Catalog Promotion"

Facebook Ad Sizes You Should Be Using in 2020

Specs:

Video

Format: .MOV or .MP4 are recommended
Minimum Aspect Ratio: 100×400
Maximum Aspect Ratio: 400×100

Resolution: 720p at minimum, use the highest resolution available

File Size: 4 GB maximum
Length Minimum: 1 second
Length Maximum: 240 minutes

Thumbnail Image: Thumbnail images containing more than 20% text might experience reduced delivery

Note: Vertical videos containing an aspect ratio above 4:5 can be masked to 4:5

Copy

Text: 125 characters
Headline: 25 characters
Link Description: 30 characters

3. Slideshow Ads

Slideshow ads basically allow you to produce a looping video ad containing up to 10 different images. Slideshow ads can be utilised with any objective except for "Product Catalog Promotion".

Specs:

Images

Size: 1,280 x 720 pixels
Ratio: 9:16 to 16:9
Video File Size: 4 GB maximum
Format: .MOV or .MP4

Copy

Text: 125 characters
Headline: 25 characters
Link Description: 30 characters

4. Collection Ads

Collection ads collate various product images within a cover video or image to allow viewers to discover products in a visually immersive manner.

Specs:

Vertical Images/Video Ratio: 1:1
Headline: 25 characters
Text: 90 characters

Collection Ads utilise the first video or image from your Instant Experience ad as the cover image for your media set. Once a viewer clicks on the ad they are directed to a full-screen Instant Experience page.

5. Instant Experience Ads

Instant Experience Ads, formerly known as Canvas, allows you to produce a full-screen branded experience that Facebook members can interact with.

Specs:

Text: 90 characters
Headline: 25 characters
Up to 20 images are supported
Image Maximum: 1,080 x 1,920
Video: .MOV or .MP4

Ratio: Create for portrait. If necessary, videos will resize for landscape styling

Resolution Minimum: 720p

When an Instant Experience ad is clicked on, it will direct the Facebook user to a more full-scale experience that includes things like videos, linked photos, buttons, captions, tilt-to-pan images and more. There are separate specs for each specific element you select, so follow the given prompts and use examples from Facebook's Instant Experience page for inspiration if you want to use this ad type.

6. Carousel Ads

This ad type allows you to combine all other other ad types, running up to 10 images, videos or slideshows in the single ad campaign. Each aspect can even be linked out to various landing pages.

Specs:

Images

Size: 1,080 x 1,080 pixels
Ratio: 1:1 square
Image Maximum 30MB
Image file type: jpg or png

Other Recommendations: Use minimal to no text on the image

Videos

Format: .MOV or .MP4
Aspect Ratio: 1:1 square
Resolution: 720p at minimum
File Size: 4 GB maximum
Length Maximum: 240 minutes
Resolution: at least 1,080 x 1,080 pixels, 1:1 ratio

Copy

Text: 125 characters
Headline: 25 characters
Description: 20 characters

Google is the most dominant search engine today with a market share of 90.46% – hosting over 63,000 searches per second on average.

This shows tremendous opportunity for retailers all over the world to increase their ad spend and generate higher conversions with Google Shopping.

What is Google Shopping?

Also known as Product Listing Ads (PLAs), this is a service powered by Google to give online users an in-store shopping experience. Simply put, this allows customers to search, compare and shop for physical products from different brands.

Since these ads are generated through the store's feed data, marketers don't have to directly type the ads in Google Ads.

> ## Google Shopping ads drive 76.4% of all retail search ad spend

A report based on the analysis of 40 million ads from 26,000 retailers in the US and UK showed that Google Shopping ads drive 76.4% of all retail search ad spend – and generates approximately 85.3% of all clicks from Google Ads or Shopping campaigns.

Needless to say, Google Shopping has upped the game for businesses today. However, the success of a campaign depends on three main factors:

1 Product Feed And Its Optimisation

Creating a visually appealing product feed is key for attracting the right audience and converting them into customers.

But this is not just a simple list of your products; it has to be in a specific format that includes information like:

- Unique ID
- The title/name of your product
- A brief description
- Product category
- Product type
- Link to the product page on your sites
- Current availability
- Price etc.

What Is Google Shopping and Do I Need It?

2 Bidding

Finding the sweet spot with bidding is the key to running a successful campaign.

In Shopping campaigns, you don't bid on keywords; for this, you set the bid on individual products or on groups of products – called 'product groups.'

Remember, if you bid too much then you might end up spending more than the returns and if you bid too less, you will not get any traction on your campaign.

3 Performance Data And Monitoring

One of the biggest advantages of Google Shopping is its ability to give you insights right down to the granular level.

For instance, you can track your product performance, percentage of revenue and traffic to your site, multi-channel conversions, etc.

Do I Need Google Shopping?

As a business, you can reach your target audience and get better quality traffic with Google Shopping. Since these ads show at the very top of the SERPs, it allows retailers to insert themselves in the buyer's journey early on – thus, driving conversions directly from the search results.

In addition, the platform gives you an edge over your competitor, especially if they still haven't explored the benefits of this platform. In short, this is your opportunity to present your customer with a convenient way of shopping online in one simple step.

Now that you know the benefits of Google Shopping, you can start by increasing your ad spend on product listing ads. Make sure that your feed is optimised and compelling enough for users to click on your products.

Why You Should Consider Microsoft Advertising - Bing Ads

It's a cold hard fact that the world's internet searches revolve around the mega giant that is Google. The search engine super beast holds the majority of search engine market share, and it should come as no surprise that they retain the majority of marketer dollars. Between Google's constant growth as an ad platform and their ever-expanding, gigantic reach, marketers the world over can be forgiven for investing their complete advertising budget into the search engine.

But is there something else out there, hiding away in Google's growing universe?

What is Microsoft Advertising (Bing Ads)?

Microsoft Advertising is that hidden galaxy cruising along in the Google universe. Although it contains a significantly smaller share of internet marketing, Microsoft Advertising boasts a range of unique benefits that make it important for paid search marketers to comprehend.

Sure, we're not here to challenge marketers' use of Google Ads for their digital campaigns. Google Ads is, without a doubt, the way to go. But there are some amazing benefits to using Microsoft Ads that make it noteworthy and, perhaps, considerable for future digital campaigns.

Here's why:

1 Reach and Share

Although it's not Google, Microsoft Ads still contains a significant reach. With constant growth over the past 10 years, Microsoft Ads now owns 36% of the US market share. Overall, this equates to 122 million unique monthly users making roughly 5 billion monthly searches. This makes it an amazing alternative to Google as Australian marketers could be reaching an audience that those investing solely in Google Ads cannot.

2 Bing's Audience is More Affluent

Bing's American user base consists of a highly diverse, highly affluent demographic. Users are split evenly between men and women, with nearly 50% being under the age of 45.

Half of Microsoft users are college graduates, over one-third of users have household incomes of US$100,000. What does this mean? That a significant proportion of Bing users are affluent and can purchase what you have to offer.

Unfortunately, in Australia, Bing's market share is considerably smaller than in the US (3.38%).

However, this doesn't mean marketers selling their products on a global scale won't benefit from Bing's considerable American influence. Furthermore, you will still be reaching that percentage of users who won't be receiving advertising through Google, and this can work as a significant advantage.

" The Microsoft Ads platform hosts a suite of unique features that cannot be found elsewhere.

Finally, given that Bing is the default search engine for Microsoft PCs, it is safe to assume that many, less tech-savvy users will happily keep Bing as their default search engine. Although they may be slightly less tech-savvy, this doesn't mean that they don't contain the same buying power as those who would make the switch to Google.

3 Special Features

The Microsoft Ads platform hosts a suite of unique features that cannot be found elsewhere. First, the Microsoft Audience Network provides advertisers with ad placements that are multi-device and contain brand-safe experiences on premium websites. This includes partners like Microsoft Outlook, Microsoft Edge and MSN.

What's more, Microsoft's 2016 acquisition of LinkedIn makes it a powerful force when it comes to B2B audience targeting. The acquisition has allowed for useful dimensions to developed including company, job and industry targeting.

Finally, Microsoft Ads contains unique ad extensions, including action and multi-image extensions. This gives advertisers more variety when it comes to reaching their audience.

4 Importing From Google

Microsoft Ads has a direct connection to the Google Ads API that makes it a breeze to import digital campaigns direct from Google Ads. This same link can be done for Google Merchant centre to work with shopping feeds. Marketers can even frequently schedule syncs to assist with management.

This being said, Microsoft Ads still handles things like location targeting and ad extensions differently. You will have to manually complete these adjustments and alter your budget once the import it complete. It is important to schedule a weekly negative keyword sync to ensure you are negating unnecessary terms across both search engines.

Conclusion

Although there can be no denying that Google is the world's outright digital advertising superstar, this doesn't mean there aren't significant benefits to considering even a small Microsoft Ads investment. For marketers looking to subvert authority and reach a different, more affluent audience, Microsoft Ads could be a worthy consideration. With its steady growth over the last decade, and its dedication to providing special, unique features, Microsoft Ads is only looking to increase in popularity in the years ahead – this is something all marketers should be aware of.

Search engine marketing advertising is arguably the most efficient digital marketing form. It works on a pay-per-click basis – this means when ads are clicked on by the user, the advertiser pays a fee to the search engine e.g. Google

Pretty straightforward, right? Not only can PPC advertising direct qualified and targeted traffic to your business page, its method is consistent and scaleable. Achieving amazing success through PPC advertising is simply a matter of optimising your business's PPC campaigns and avoiding typical PPC mistakes.

Here are three tips you can use to give your PPC campaign a serious boost.

1 Know Your Goal

Every digital marketing campaign requires a goal, so does PPC advertising. Without a defined, measurable goal, you have no chance of optimising your campaigns. Your campaign goals are fundamental to the PPC optimisation process. Therefore, you have to ensure you have a well-planned roadmap to follow before creating a PPC campaign.

It is important to remember that you should have defined and measurable PPC campaign goals because only then you will know if you have reached your goals or not. Do you want to direct more traffic to your site or do you want to maximise downloads, leads, sales and subscriptions? The optimisation process of your PPC campaigns depend on what you are looking to achieve. Once you have defined your goals, you can then compare campaigns and see if you have achieved them.

2 High-Performing Keywords are Pivotal to Success

To optimise your PPC campaigns, you have to performance-check your keywords. Since they are the foundation of all PPC campaigns, it is vital to keep a check on them. After reviewing your keyword performance report, you can actually see which keywords perform best and which ones are actually paying dividends.

Your top-performing keywords are the ones that bring you more business – these are the keywords you should focus on. One thing to remember is that just because certain keywords are performing well it does not mean that you should let them run on in the same vein. Keep introducing changes at the bidding strategy for these particular keywords. With this, you can trace out the optimal bid for each of these given keywords.

The quality score is your keywords' performance indicator, so keep checking your keyword quality score across all keywords to see which ones consistently perform the best.

3 Ways to Give Your PPC Peformance a Serious Boost

3 Filter Out Poor-Performing Keywords

Although there are keywords that are top performers, there will always be keywords that perform poorly and this will harm the entire campaign's performance. These keywords are useless when it comes to receiving traffic or conversions and only serve to waste your advertising budget. After analysing your keywords' performance, pause the keywords that are not performing well i.e. not generating clicks, conversions or impressions.There are various types of non-performing keywords…

> **It is important to remember that you should have defined and measurable PPC campaign goals**

First:

There are keywords that receive no impressions. If a keyword isn't able to generate impressions, this means users aren't currently searching the keyword. The first choice for fixing these problematic keywords is to wait and analyse their performance to see if you start generating impressions; if their performance shows no improvement, it's time for them to go.

Second:

There are keywords that have impressions but are not generating clicks. An impression occurs when the user's search query contains at least one of your chosen keywords, causing your PPC ads to pop up. However, clicks occur when the users finds your ad relevant to their needs and clicks on it to be directed to your website's landing page.

If the keywords have plenty of impressions but no or few clicks, this means your keywords are lacking proper relevance. The solution to this problem is to ensure that your keywords are carefully targeted so that when a user searches for you, you are showing them an ad that is clearly relevant to their search.

Finally:

There are keywords that have clicks but are failing to convert. If you are receiving a substantial click amount but no conversions, this means that either your PPC campaigns are poorly managed or your business site is lacking the proper elements to generate higher conversion rates.

The initial step to see why your clicks are failing to convert is to analyse your PPC campaigns. To identify the main problems which are preventing conversions, you can review a number of campaign elements:

- You can check the AdWords Search Query Report to find the root cause.
- You can check your website to find more reasons for failed conversions.
- You can analyse and check the landing page, Call-to-Action and site design.

There could be other factors as to why your keywords are not performing. Perhaps the bid of the keyword isn't high enough, or that the keyword's search volume is too low. It could be that the match type isn't appropriate or the keyword lacks relevance.

Note: Always ensure your PPC ads are directed towards your landing page and not the business homepage.

There could be other factors as to why your keywords are not performing. Perhaps the bid of the keyword isn't high enough, or that the keyword's search volume is too low. It could be that the match type isn't appropriate or the keyword lacks relevance.

The Best Google Display Banner Sizes That Convert Like Crazy

Creating and optimising your Google Display Network ads can be a difficult process with a harsh reality check. Often, that reality check comes at the tail end of a wasted ad budget.

But this doesn't have to be the case. If you're spending any money on banner ads, one of the best ways to save your business from a wasted ad budget is to know what size banners you should be using. Although it may seem like all banner images are created equal, the truth is that some of them are going to reap greater rewards than others.

So, in this piece, we are going to discuss some of the best image size options that will help drive traffic to your website and earn more conversions.

The Importance of Banner Ad Size

When you're choosing a banner ad for the Display Network, one of the main things you have to consider is the size of the ad. Although it would be amazing if you could simply design an ad and leave it at that, advertising isn't that straightforward.

Size is important for generating impressions, clicks, and, ultimately, conversions. Selecting the wrong banner size will effectively restrict how much reach your campaigns have. And if you're attempting to target a specific demographic, this could make your ads completely ineffective.

> " **Size is important for generating impressions, clicks and ultimately, conversions**

You have to prepare and optimise your banner sizes as much as possible, as size selection can affect the placement of your ad, how often users see it, and whether or not the Display Network will even show the ad.

So, with this in mind, there are some great options to work with. Below are some of the highest performing banner ad sizes that are guaranteed to make an impression on your target audience.

1 Ad Size: 300x250

This image size is called the "medium rectangle", and it is one of the most widely-utilised banner ad sizes available.

It is relatively compact and doesn't require much space compared to larger options like the 300×600. This is part of what makes it a popular option for so many marketers.

Another benefit is that this banner typically gets embedded in the text, which erases the possibility of "banner blindness". This phenomenon is when users ignore banners because they believe an ad will be present in it.

So, in-text placement and availability make this an outstanding option for many marketers. If you're new to the banner ad game, this is the perfect place to start.

2 Ad Size: 336x280

This is called the "large rectangle" ad type. This banner variety doesn't receive the same number of impressions as the "medium rectangle", but it still tends to have a great number of publishers and sites that use it.

It is about the same size as the "medium rectangle", but slightly bigger. It is a great option for brands that want their ad embedded in the text of a piece where more users can see it.

66 You can't just use a one-size-fits-all approach

3 Ad Size: 728x90

This banner size is called the "leaderboard", as it is typically displayed prominently at the top of the page it's published on. It's an awesome choice for marketers that want to have their ad seen by as many eyes as possible.

According to Google, this banner variety should always be on a forum-style site or at the top of content. If you see it elsewhere on a webpage, you might want to opt against having your ad placed in that spot.

4 Ad Size: 300x600

This is called the "half page" size, even though it doesn't completely cover a full half-page. The purpose of this banner is to give marketers a little more room to get their message across. As you're taking up more page space, you've got a higher chance of catching the eye and, thus, receiving a click.

The banner displays prominently against the imagery and copy on a post and provides more opportunity to stand out against it.

If you place these ads strategically, you should see awesome results. According to Google, this banner variety is currently one of the fastest growing sizes by impressions due to its ability to generate an outstanding visual impact. If you're looking toward banner ads, this could be your ideal choice.

5 Ad Size: 320×100

This banner variety is called the "large mobile banner", and it is recommended to be used alongside the shorter or taller 320×50 or 300×250 selections. They fit comfortably on a webpage and don't detract much from surrounding content. They are also smaller, making them a great selection for mobile devices.

What's more, they offer greater visibility than the shorter "leader" images on mobile devices. All of this considered, they are probably the best choice for mobile advertising.

Conclusion:

Although setting up banner ads can be a boring, tech-heavy process, you don't want to be caught out with the wrong size image in your banner ad. This can lead to fewer clicks, as well as make your brand look unprofessional.

Size is vital; it is imperative for impressions, clicks and for mobile devices. You can't just use a one-size-fits-all approach, and should follow recommend image sizes if you want to see success. Whilst they won't guarantee clicks, they will ensure that your ad performs and looks much better on the page.

Amazon Advertising is making giant leaps. In the third quarter of 2019 alone, Amazon's ad revenue jumped up to a massive US$3.6 billion. This places them alongside paid advertising mega giants like Facebook and Google.

The numbers run as follows:

- 90% of online consumers utilise Amazon to check on prices. (Big Commerce)
- 72% of online shoppers use Amazon to find new products they might like to buy. (CPC Strategy)
- 54% of online consumers check Amazon before searching anywhere else. (Retail Dive)

Therefore, it is obvious that Amazon is where consumers go to shop and research products. And what is the optimal way to ensure they notice your product? Advertise it, of course.

The Outstanding Benefits of Advertising on Amazon

There are plenty of benefits to Amazon advertising, but here are a few key reasons why it's going to be big in 2020

Simply put, Amazon benefits businesses because you're selling to keen buyers, not flakey browsers. When online shoppers use Google, they're doing their research. But when they search Amazon, they have a specific product in mind that they are looking to purchase.

> **" Amazon allows business to optimise their ad and budget at any given time**

This is why choosing Amazon for an advertising budget investment will likely pay greater dividends. Beyond that, Amazon advertising dramatically increases the likelihood of your product being found by consumers. Bidding for and winning a relevant keyword will produce far more views than a non-sponsored advertisement.

Amazon allows businesses to optimise their ad performance by adjusting specific keywords and budget at any given time, as well as pause and restart campaigns whenever you desire.

Finally, the different ad types allow sellers to choose the most suitable option for their strategy. For example, advertisers looking to increase brand awareness will benefit from using Headline Search Ads, while businesses looking to take on competitors will benefit from Product Display ads.

Why You Should Consider Amazon Advertising In Your PPC Strategy For 2020

Types of Amazon Ads

There are different types of Amazon ads, the three main being:

1 Sponsored Products

Sponsored Product Ads are pay-per-click campaigns that are keyword-specific and appear within Amazon search results. Available to both first and third-party sellers, Sponsored Product Ads typically appear on the Amazon search engine results page, but also appear on product detail pages.

Beyond the small font reading "Sponsored" above the product title, the ads are practically indistinguishable from the other search results on the page. They can also be found in boxes on the right-hand side of the page, but appear as if they are in a natural position, thus enticing customers to click.

2 Sponsored Brands

These are pay-per-click campaigns that are keyword-targeted and appear in the prominent position above organic search results and Sponsored Products. The ads feature a brand logo, customisable copy, and three spaces to showcase individual ASINs.

When a customer clicks on a specific product's copy or image within the ad, they are taken directly to the product detail page. Conversely, when they click on the "Shop Now" button, logo or headline copy, they are taken to a listing of the products included in that specific advertising campaign.

3 Product Display Ads

These ads are only available to first-party sellers and appear on product detail pages with similar items to the ones you are advertising. Basically, you have the ability to advertise on your competitors' pages, thus creating a significant advantage.

As lower-funnel ads, they are targeted by interest area or product and appear below the Buy Box. They are likely to be the last ad a shopper will see before checking out. Because shoppers have not expressed direct, intentional interest in the product displayed to them, you want to consider being more flexible with return on investment goals than with more direct ad campaigns.

Conclusion

Amazon is set to continue its meteoric rise to advertising domination, making 2020 the perfect year for using its beneficial tools. With various campaign styles to suit different business objectives, Amazon Advertising is certainly an ideal way to increase your ROI in 2020.

Clearwater

Thank you.

1300 796 122
clearwateragency.com.au

Clearwater