

# How to get the most value out of PPC services



# Do more. Get more.

At Haley Marketing, our mission is to make world-class marketing fast, easy, and affordable. As part of that mission, we've created many products and services designed to make it easier for staffing companies to sell and recruit.

When it comes to your marketing, you want to get the most value for every dollar you invest. More sales leads. More candidates applying to jobs. And as your marketing partner, we want that too!

That's why we created this checklist.

We took a hard look at our products and services and asked ourselves two questions:

- 1) What else can Haley Marketing do to help our clients increase results?
- 2) What else can our clients do to get the most value from our services?

On the following pages, you'll find the answers to these two questions. We've provided two checklists for each service—a list of what we can do for you, and a list of ideas that you can implement on your own to get even more ROI from your marketing investments.

We hope you find these checklists helpful, and we look forward to working with you on putting these ideas into action



Put an "X" next to each completed item. →

## What Haley Marketing can do for our clients.

**COMPLETE**

Develop a clear list of PPC goals...and how the client will measure success!	
Create ad campaigns around each client's top goal.	
For each goal, identify relevant issues (for employers and/or job seekers) that could be addressed with ad content.	
Develop a list of possible CTAs that tie to the client goals for the quarter.	
Integrate CTAs into PPC ad copy and design.	
Test different variations of ad design, ad destinations and copy.	
Determine what action you want the user to take and ensure it's easy to convert.	
A/B test different ad destinations to see which perform best.	
Encourage a specific landing page with a single CTA and form.	
If possible, set up Google Tag Manager to track actions and conversions in Google Analytics.	
When a client is building a new website, talk with them about future PPC interests. Goal-tracking best practices should be established as part of the site build!	
Encourage clients to increase their budget once a winning formula has been found and/or missed opportunities are identified.	
Encourage clients to add on a retargeting PPC campaign to follow people who visit your website (whether or not they complete a form).	
Identify areas of opportunity – whether it be audience/keyword targeting, ad format, bidding strategies, or creative. Evaluate campaign data to find low-hanging fruit that could make a big impact!	
Leverage client and candidate lists for audience targeting (Google/Facebook).	
Ensure remarketing tracking codes are set up in Google Analytics – regardless of project. With the sunset of cookies, this can be valuable to build audiences for future marketing.	
Use ALL available assets. Snippets, call-ext, call-outs, sitelinks, etc. These add "real estate" to the ad, improve CTR, can improve quality score.	

Set up call forwarding if applicable. This helps attribute phone calls to ads on a conversion path. Without call forwarding, after the ad click, we “lose” that user and the ability to attribute click-to-calls once on the website.	
If a client is running a search campaign (Google or Bing) and SEO, compare keywords between these two programs. If a client is doing really well organically in a certain area, they probably don't need to be bidding on those keywords with paid ads. This evolves over time as clients rank for more keywords organically.	

## What Haley Marketing clients can do.

**COMPLETE**

Provide a detailed persona of the target person you are trying to reach and the desired action you would like them to take.	
Talk with your Haley Marketing DMA (Digital Marketing Advisor) about the biggest pain points and staffing-related issues your clients and candidates are facing.	
Develop a list of calls to action (CTAs) that Haley Marketing can incorporate into PPC ads. Haley Marketing's PPC team actually maintains a list of CTA ideas based on the character limits some networks have!	
Ask your sales team to develop a list of challenges they face in selling and objections they hear from employers (your DMA can use this list in developing ad concepts).	
With display ads, you can leverage the ad designs to share as posts on LinkedIn and Facebook. Have your team share the ads from their personal accounts and drive people to the same webpages as the PPC ads.	
Review the conversion results when people go from your PPC ads to your website, and work with your DMA to try to increase the conversion rate (e.g., strengthening CTAs, creating a stronger landing page, shortening forms, adding a fly-in or exit pop-up for people who don't complete a form).	
Work with technology partners to integrate data from PPC campaigns with automation platforms and autoresponders. For example, if someone submits a form on an ad or a landing page, trigger outreach via email or text campaigns.	
Ensure your website is built with CRO (Conversion Rate Optimization) in mind. PPC ads can deliver the right audience, but then your website needs to get people to take action.	
Ensure PPC landing pages are optimized for response—that means easy to navigate on mobile and offering click-to-call capability.	
When Haley Marketing's PPC team provides a list of phone calls that come through from your ads, cross-reference the data with your team to make sure the calls are coming from the right audience.	

# Need help putting these ideas into action?

Contact your Digital Marketing Advisor today.



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