

THE 6 STEPS OF A SEARCH ENGINE MARKETING CAMPAIGN

A quick guide on how to improve your online presence.

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Search Engine Marketing (SEM) is the art and science of finding and converting customers via advertising on search engines. It includes **Search Engine Optimization (SEO)** and paid search opportunities, such as **pay-per-click advertising (PPC)**.

Whether you're new to **SEM** or a seasoned veteran who's looking to optimize your current strategies, use these 6 steps to ensure you get the most **return on investment (ROI)** from your **SEM strategy**.

1 | SET YOUR GOALS AND BUDGET

Consider how your current digital marketing mix is helping you achieve these goals and then analyze how you can use SEM to maximize the impact of your current efforts.



2 | UNDERSTAND YOUR AUDIENCE

This may seem like a daunting task, but it doesn't take a lot of time or effort to become a targeting pro. Try to truly understand your customers by putting yourself in their shoes.



3 | DESIGN YOUR CAMPAIGN

Create highly targeted, impactful content that's mobile-friendly and customized to resonate with your audience. Also, be sure to build your local profile on search engines like Bing or Google.



4 | USE THE RIGHT KEY WORDS

It's crucial to select and bid on the right keywords. You want your business to appear when people are searching for your products and services or researching your competitors.



5 | CRAFT IRRESISTIBLE AD COPY

Your copy needs to resonate with consumers to clearly let them know what you're offering. Be concise, create a sense of urgency, and highlight any limited time offers.



6 | USE ANALYTICS TO IMPROVE CAMPAIGN PERFORMANCE

Always keep track of how your current campaign is performing. Use platforms such as the Microsoft Search Network to leverage dashboards and reports based on real-time data.

 To learn more about how you can use SEM to complement your marketing strategies, [click here](#) to download the full e-book.