

Webinar

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ESSENTIAL PAID MEDIA STRATEGIES

Our Team



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edirectory

Next Events

- May 1st - Adsense Alternatives for Monetization
- May 15th - Building a Successful Niche Directory
- May 29th - The Online Directory Business Model
- June 12th - How to Pitch your Online Directory
- June 26th - The eDirectory Apps



<https://www.edirectory.com/webinars>

ESSENTIAL PAID MEDIA STRATEGIES

Background on the eDirectory platform

Fits any industry or purpose

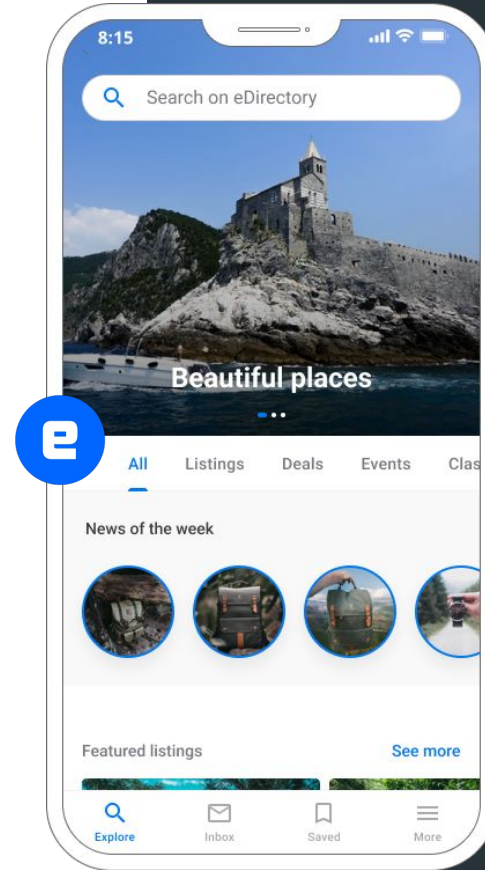
SEO Optimized

Integrated Native Mobile apps

Highly customizable

Source code available

Request a live demo at www.eDirectory.com

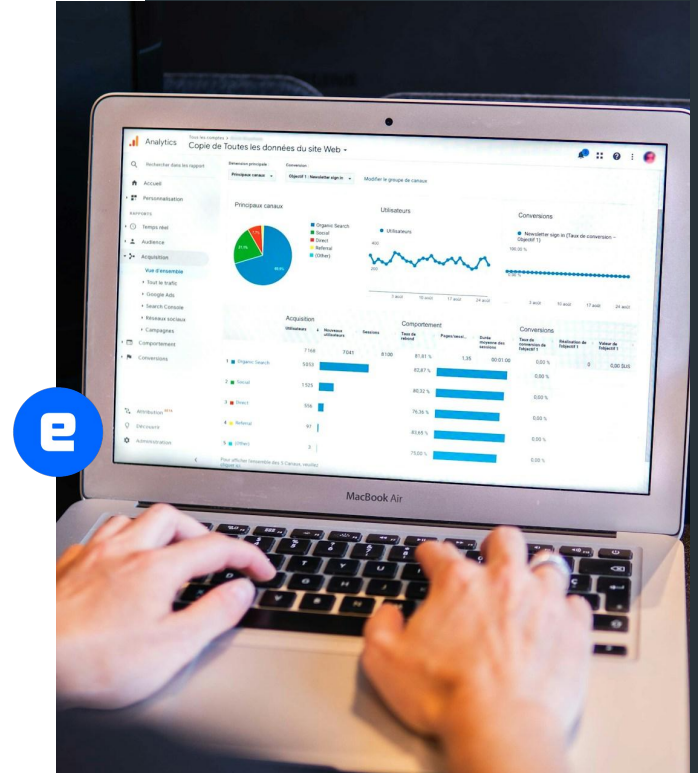


Essential Paid Media Strategies



Today's Webinar topics

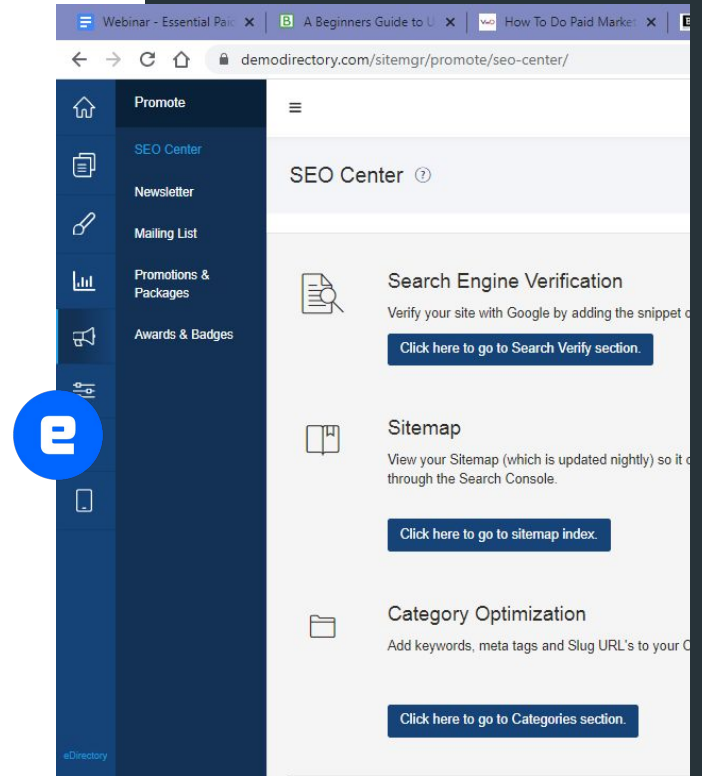
- What is Paid Media and Why Use it
- Paid Media For Online Directories
- Hands on demonstration
 - Google Ads - Basics
 - Google Ads - The Keyword Planner
 - Google Ads - Creating a Campaign
- Measuring Results
- Q&A



Organic and paid traffic

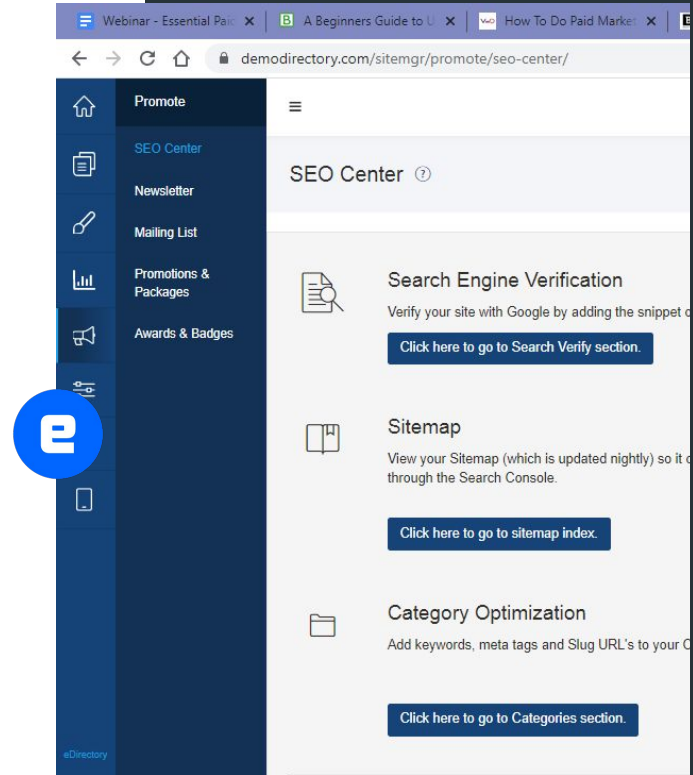
eDirectory built-in SEO features are great for organic traffic;

Paid Traffic offers faster results;
Also known as Search Engine Marketing (SEM)



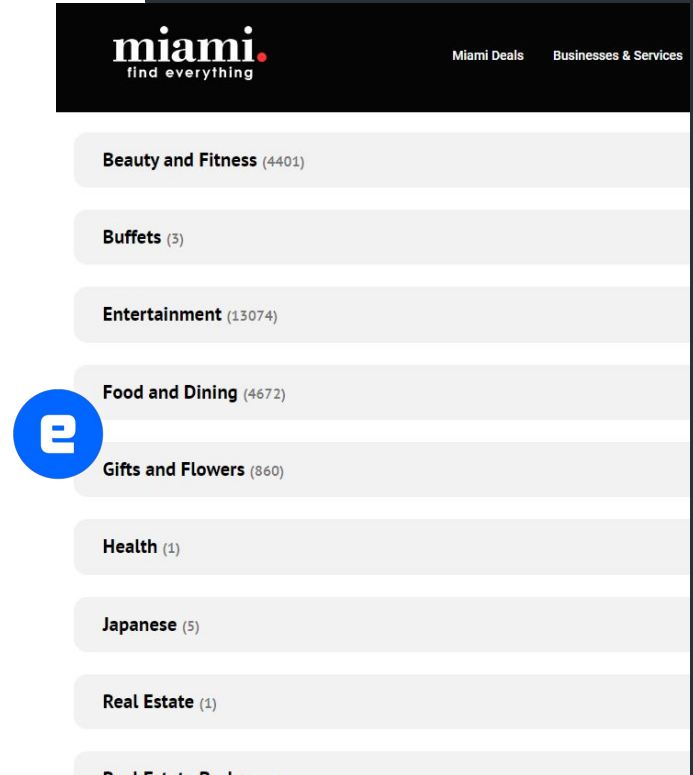
Why paid ads can be a good strategy

- Benefits of Paid Ads Strategy
- Direct and Targeted Approach
- Showcasing Directory to Relevant Audience
- Potential Return on Investment
- Driving Qualified Traffic
- Increasing Conversions and Revenue



Ads for categories & Ads for advertisers

- Dual Approach: Ads for Categories and Advertisers
- Targeting Specific Categories
- Directing Users to Relevant Listings
- Enhancing Advertiser Visibility



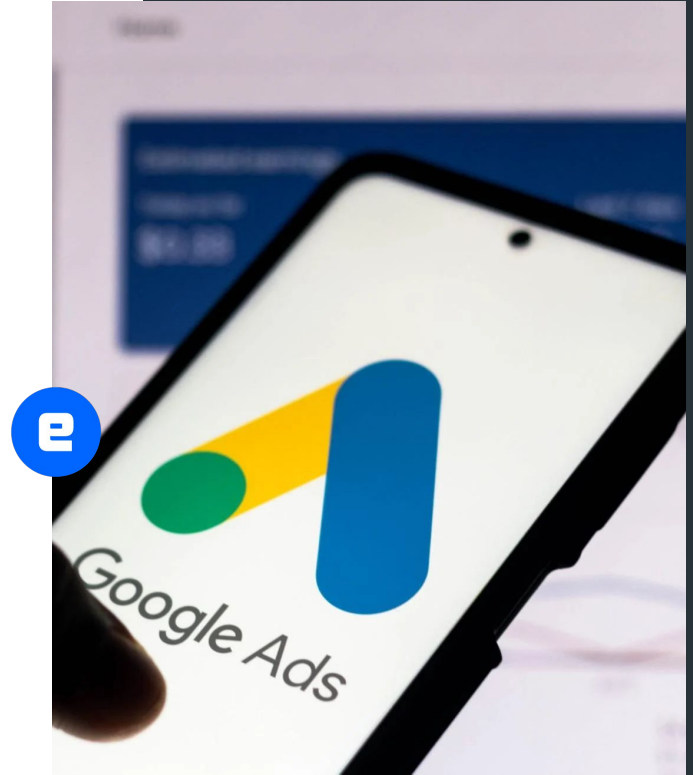
Elaborating a paid media strategy

- Defining Objectives and Target Audience
- Understanding Unique Selling Points
- Identifying Key Metrics for Measurement
- Selecting Suitable Ad Platforms
- Developing Compelling Ad Creatives
- Tailoring Messaging to Target Audience
- Continuous Monitoring and Optimization



Google Ads Basic blueprint

- Vast Reach
- Sophisticated targeting options
- keyword-based bidding system
- Flexible budgeting and bidding
- Comprehensive performance tracking



The Keyword Planner

- Utilizing Google Ads - Keyword Planner
- Conducting Thorough Keyword Research
- Identifying High-Value Keywords
- Targeting Niche Audiences
- Emphasizing Long-Tail Keywords for Effectiveness

Keyword ideas

🔍 organic dog food

Found 1,089 keyword ideas

🔽 [Show broadly related ideas](#); [Exclude adult ideas](#) [Add filter](#)

Keyword (by relevance) Avg. monthly searches Competition

Your search term

organic dog food 1K – 10K High

natural dog food 1K – 10K High

dog food brands 10K – 100K High

dog food 100K – 1M High

raw dog food 10K – 100K High

all natural dog food 1K – 10K High

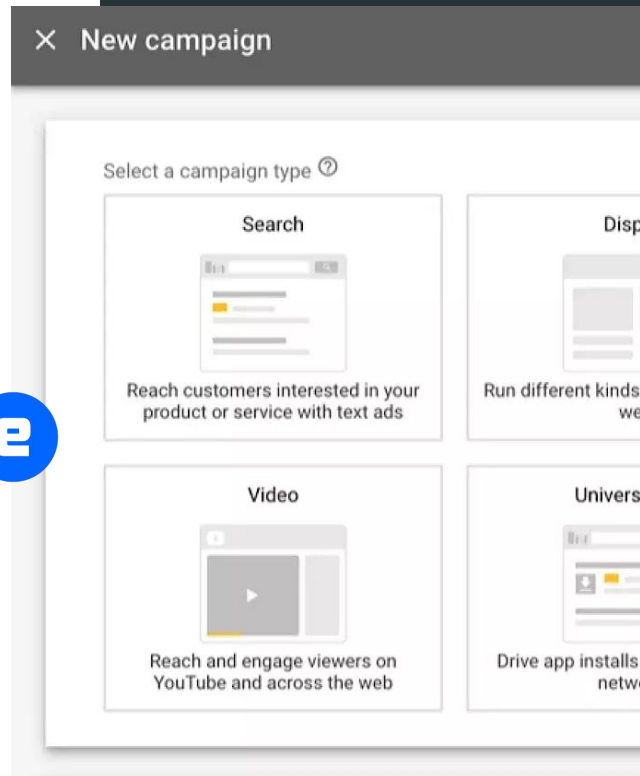
best dog food 10K – 100K High

wellness dog food 10K – 100K High



Creating a campaign

- Organizing Campaigns into Ad Groups
- Categorization by Category or Advertiser Type
- Crafting Compelling Ad Copy
- Highlighting Unique Directory Benefits



Measuring results

- Defining Clear Objectives and KPIs
- Key Performance Indicators (KPIs) for Campaign Evaluation
- Metrics: Click-Through Rate (CTR), Conversion Rate, ROAS
- Utilizing Tracking Tools like Google Analytics
- Monitoring Campaign Performance
- Making Data-Driven Decisions for Continuous Improvement

COST PER CONVERSION

Campaign	Cost	CTR	Co
ata Analyzer	\$287.60	3.79%	\$
re Dashboards	\$526.53	1.54%	\$
g Data	\$3,437.46	3.73%	\$
nding data	\$750.81	0.81%	\$
ents	\$865.85	2.71%	\$
	\$703.46	1.42%	\$
hboard Features	\$797.42	1.58%	\$
Dashboards	\$757.01	1.67%	\$
data flows	\$676.38	0.91%	\$1
rehousing	\$803.95	1.20%	\$1



QUESTIONS?

