Cognitive Search Marketing & Paid Search, Theory, Experiment, Practice and Tactics

"Search marketing is a vehicle used for attitude change; SERP is the stage; Businesses are the persuaders and customers are the audiences",
Thincr, LLC, 2012

Cognitive Search Marketing & Paid Search
Theory, Experiment, Practice and Tactics

A PPC Paradigm Powered by Persuasion and Cognition

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LLC

Figure 1. Cognitive Search Marketing and Paid Search: Theory, Experiment, Practice and Tactics

PPC (Pay Per Click) Book, Cognitive Search Marketing and Paid Search: Theory Experiment, Practices and Tactics, offers so much more! Additional highlights are listed as follows:

- The conceptualization of an online marketing solution, featuring comprehensive analysis on product type by life cycle, 21 techniques to increase Average Purchase per Visit (APV) and Number of Converted Visits (NCV), and tactics to create price illusion and manipulate cognitively reasonable price (CRP) to induce impulsive purchases.
- Techniques for acquiring quality local traffic through the implementation of the geo-targeting campaign and location & IP exclusion as well as the strategic application of ad extension to enhance power of persuasion when targeting local traffic.
- Tactics for the constructing an experiment based on a randomized design, and the administration of open-end and close-end questionnaire.
- Demonstrations of critical methods to evaluate the performance of landing page optimization.
- A comprehensive case study—a walk-through on how to develop an integrated marketing solution through an Ad Creative Brief, featuring: PPC (Pay Per Click) Ad Creative Brief Rundown; strategic campaign structuring with the demonstration of effective keyword grouping and geo-targeting plus persuasive ad copy writing examples; critical campaign management and ad experiment tips; the technique to optimize ad copy, sales funnel and landing page elements based on essential traffic, demographic and visitors' behavioral metrics; strategic bidding management tactics; the incorporation of email campaign techniques to an online marketing campaign through the implementation of permission-based content email, serialized

- content and email real estate management; effective unsubscribe management and lead generation practices; the deployment of behavioral targeting.
- The calculation of Quality Score for Search and Display Network, the impact of Quality Score on campaign parameters, and unique tactics to leverage Quality Score.
- Tactics for B2B lead generation, the illustration of B2B buying cycle and campaign strategies for B2B transaction.
- Tips for the acquisition of quality traffic through niche channels, featuring vertical search, comparison ads and product listings, shopping comparison sites as well as coupon and saving sites.
- Approaches to target explicit and implicit local search quires to capitalize local business opportunities and enhance business localization.
- Approaches to perform demographic analysis while embedding demographic and geographic elements into online marketing premises to increase the magnitude of persuasion in a marketing campaign.
- The Illustration of ad copy writing techniques for content and search ads by example and contrast, and the analysis of their competency for various marketing purposes.
- Tactics for the application of content ads by contextual and placement-targeting campaign based on different ad exposure preferences.
- Strategies for content campaign setup and management, featuring keywords management on keyword target campaign, bidding strategy, plus the techniques for testing and monitoring content campaign performance.
- The adoption of criteria-based bidding based on time of the day, day of the week, ad position, assist value and match type, and the application of bidding automation and management tools, such as Conversion Optimizer, Bid Simulator and Ad Scheduling.
- The setup of Google Analytics as well as the tactics to apply and interpret appropriate campaign metrics to: (1). create a competitive keyword pool; (2). adjust web marketing strategies to improve campaign ROI; (3). optimize web elements to facilitate a better traffic retention and conversion rate.
- Approaches of selecting appropriate entry points for landing page optimization and picking critical page and content elements in landing page experiment.
- Tactical deployment of multivariate and A/B test to fine-tune page elements by using Web Optimizer.
- The techniques for the tracking of promotional offer and strategic adoption of pay per call tracking as well as the tactics of tracking offline conversions or leads by deploying call tracking and web analytics in tandem.
- The illustration of portfolio and rule-based bidding paradigm and tips about profitable bid setting based on CPA, target margin, maximum CPM and maximum CPC.
- The Illustration of how to use effective media mix to target customers' frame of mind in each stage of their buying cycles while monitoring critical KPI's in these stages to develop an effective marketing strategy to expand customer base along with the techniques for customer retention enhancement to improve the conversion rate.
- The techniques for taking advantage of AdSense Performance Tracking through URL Channel and Custom Channel, and the tips to fine-tune an AdSense campaign based on the interpretation of AdSense Placement Report.

Search Engine Marketing Professionals are able benefit substantially from the Tactics presented in [Cognitive Search Marketing and Paid Search: Theory Experiment, Practices and Tactics](#). Check it out now and start taking your ROAS to the next level today!