

PPC Black Friday

ClickThrough
Digital. Accelerated.



Your **team** today



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What we're **covering** today

- How to infiltrate the Black Friday SERP's across search, shopping & display.
- Getting your tone of voice right and how to cut through the noise.
- Optimisation with a purpose. Are your campaigns working hard enough?
- Understanding your users and communicating with the right people, at the right time.
- What's new in 2021 to get ahead of the YoY comparisons.

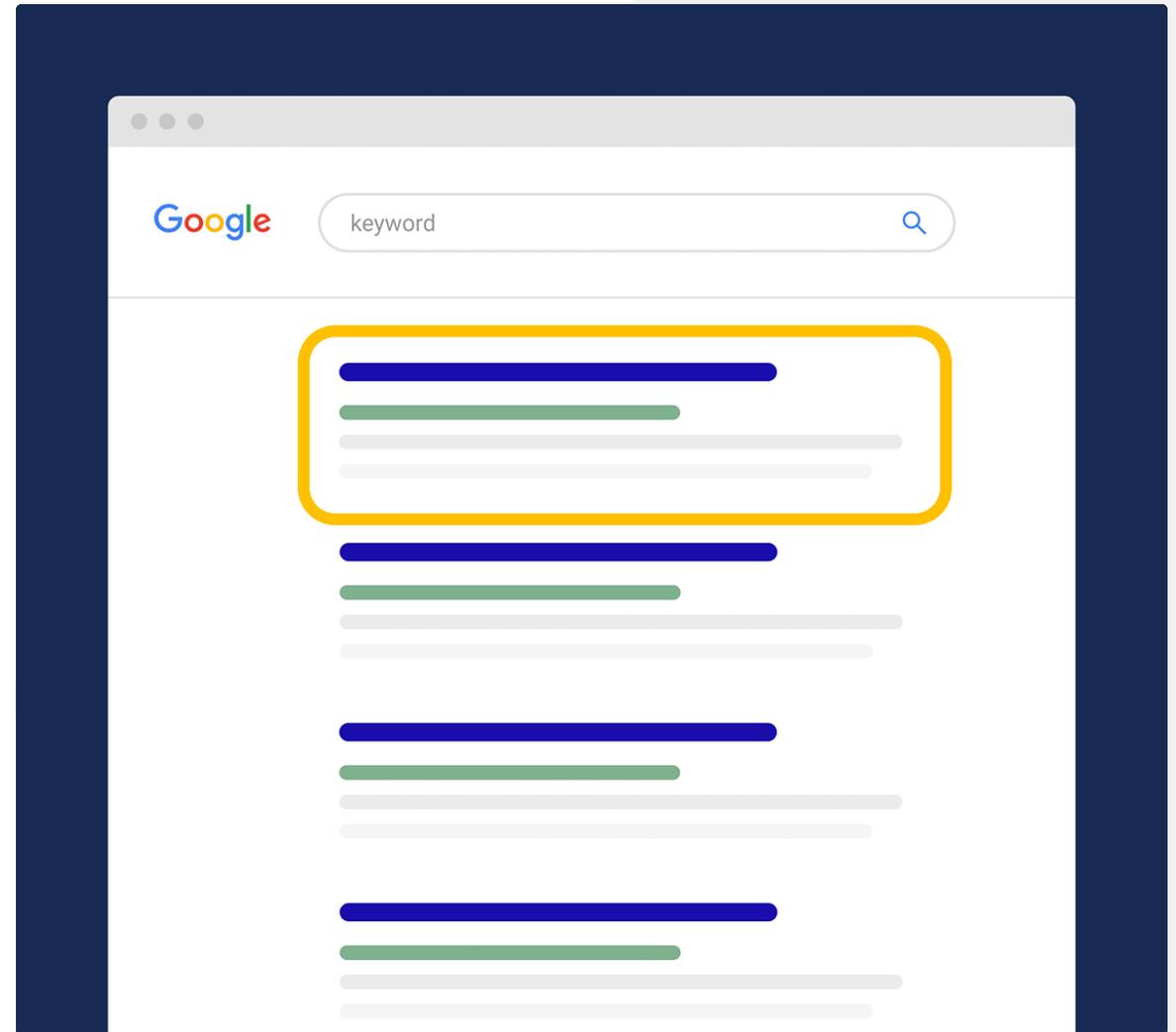


Infiltrate the SERP's

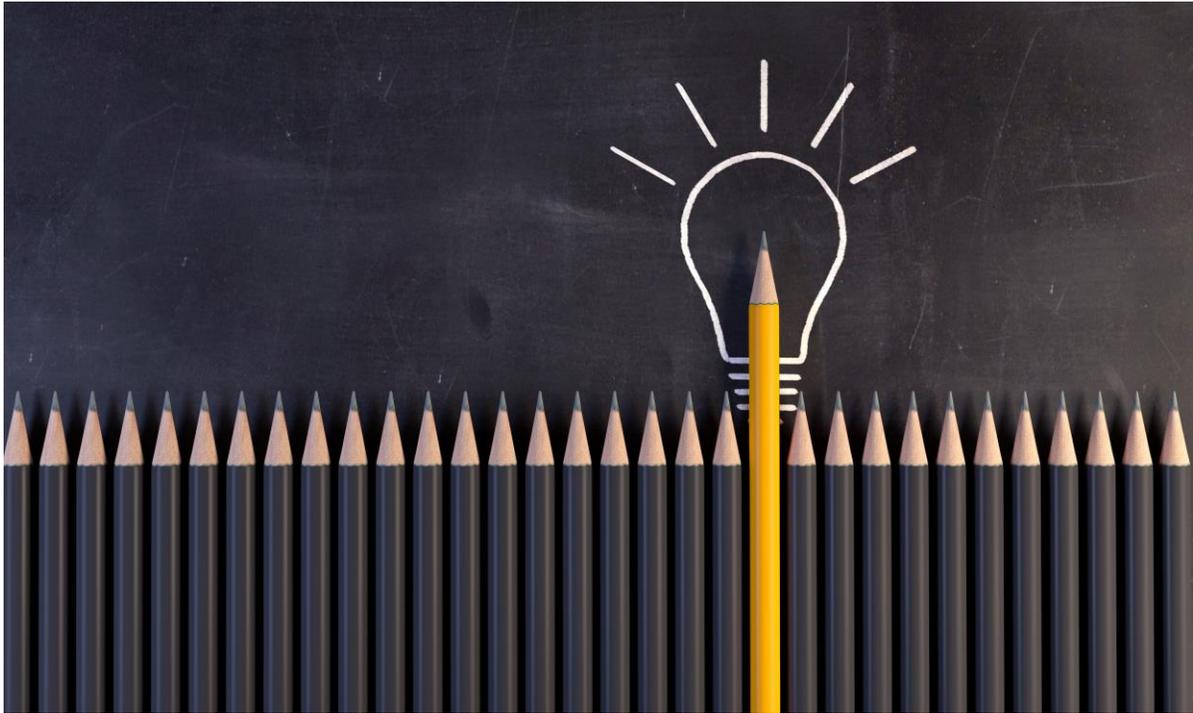
Black Friday **SERP's**

How to infiltrate the competitive auctions

- Invest in brand awareness, the sooner the better...
- Don't limit yourself to text and shopping ads, now is the perfect time to invest in additional campaign types and test.
- Create Black Friday specific campaigns, fit to purpose for peak.
- Set up campaign alerts for bid and budget control – brace yourself for the craziness!
- Launch a cheeky Black Friday landing page.



Brand awareness – How soon is too soon?



Start investing ASAP

Black Friday preparation started in August for some of our clients!

Utilise all channels available

PPC is just one of the tools at your disposal, so make sure your channel offerings are aligned.

Get your bid strategies on point

Brand awareness shouldn't be judged on ROI.

The **campaign options** are endless!

- Search
- Shopping
- Video
- App
- Smart Shopping
- Display Prospecting
- Display Remarketing
- Local
- Discovery
- **Performance Max**



Black Friday campaigns



**BLACK
FRIDAY**

- The Black Friday period is a time like no other for the PPC landscape. Pushing bids and budgets on your existing campaigns is no longer enough.
- Dedicated campaigns will be fit for purpose and can be built to cater for the excess of volume that may be coming your way.
- You can even target Black Friday terms themselves, although approach with caution.
- **DO NOT BID ON 'BLACK FRIDAY DEALS' AS A KEYWORD**

Don't forget to set up alerts



Impression alerts – act as soon as you can if impressions take a drastic turn.



Budget alerts – be as close as you can to what you're spending, and where.



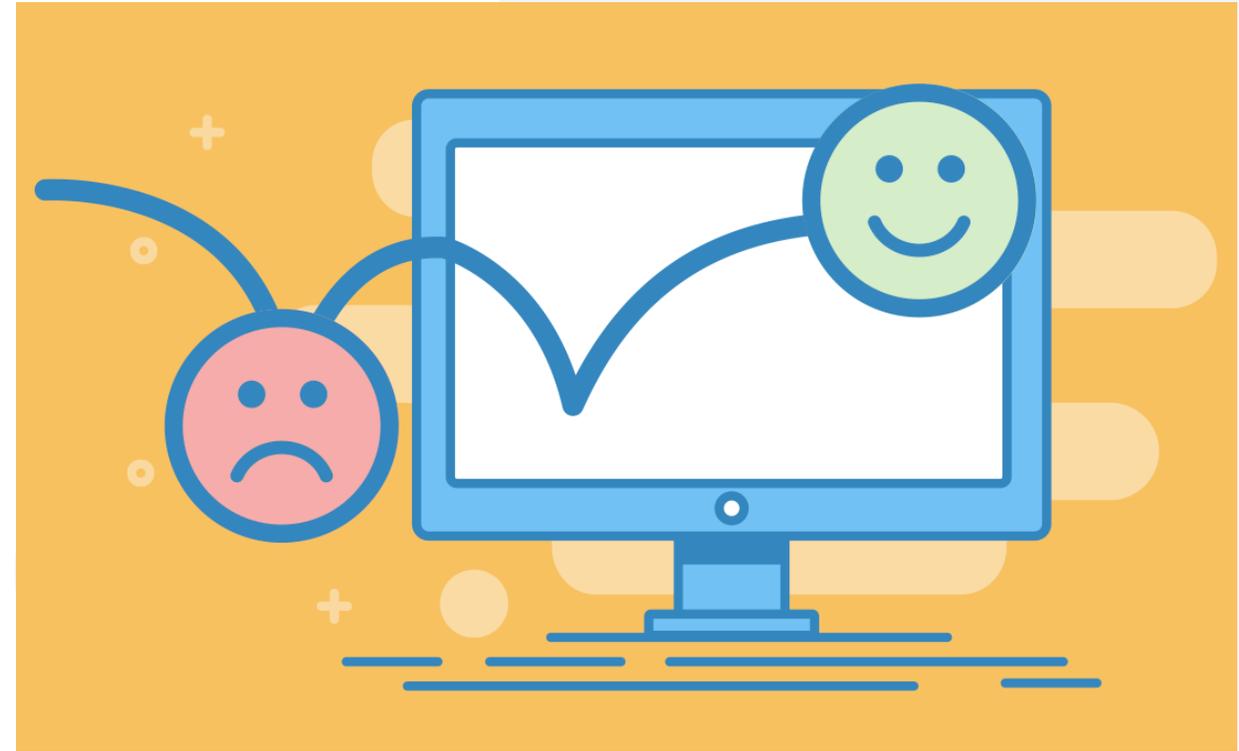
CPC alerts – keep on top of your efficiencies at a time where competition is highest.



404 alerts – the last thing you want is an ad not serving because of a broken link.

Dedicated landing page

- Launching a Black Friday dedicated landing page is a great way to improve conversion rate during peak.
- These types of pages are perfectly suited for PPC traffic, particularly users who are further down the funnel – which most of your users should be by the time Black Friday comes along!
- Why not test landing pages during peak – it would be invaluable for your approach next year.



Tone of Voice

Mastering **tone of voice**

- Speak to your customers like people.
- Serve tailored copy to users dependent on where they are in the funnel.
- Test, test, test!
- For Black Friday week, remember that customers are looking for a deal, so make use of promotional messaging & shout louder than the competition.



Stand out from your **competition**

- Black Friday is when most advertisers offer their deepest discounts, so you need to be smart about how to cut through the noise.
- Try to test in the weeks approaching Black Friday as to whether users respond best to price driven headlines or mentions of brand in the copy – the more variables, the better.
- Make every word count. Maximise your chance of conversion by nailing the synergy between on-page content and ad copy – something a good content team can help with!



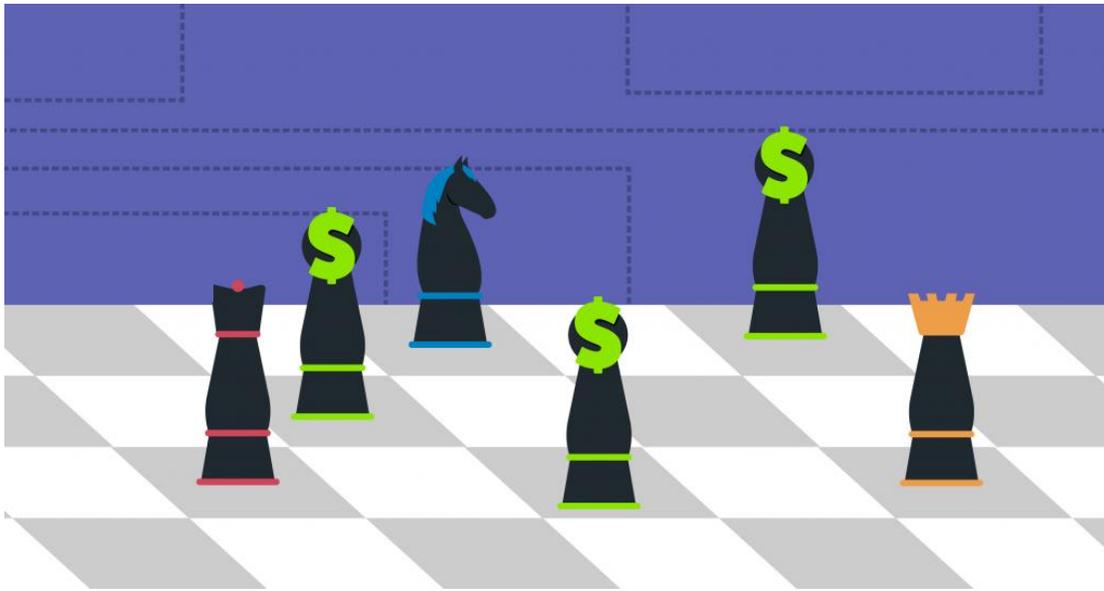
Making the most of **extensions**

- Create relevant sitelink & callout extensions tailored to the campaign category.
- Ensure price & promotion extensions are accurate and updated, the deals of Black Friday are the selling point after all!
- USPs are key, hammer down on what makes your products special and why they're better than the listing below.
- Image extensions can help you stand out, with your products being seen without any links clicked.



Tailored Optimisation

Utilise your arsenal of **bid strategies**



Each campaign needs a purpose

There is no room for passengers during Black Friday

Set KPI's at campaign level

Not every campaign is going to drive 100,000 sales

Settle on strategy & stick to it

Beware of the dreaded learning periods

Budget management is key

- Campaign spend WILL go crazy during Black Friday, so you need to be prepared to be agile with your optimisations.
- Make sure you stay close to the data in the week building up to Black Friday weekend in case you need to make decisions on allocating more media spend to your campaign coverage.
- Build an hourly budget tracker to monitor spend. It may seem overly cautious, but it is beneficial to track how you are looking across the weekend.



Don't overlook your **product categories**

- It is easy to look at your account as a collection of campaigns across search, shopping & display, but it is important to have a view on product category performance as well.
- Tracking how your product categories are performing against each other is a great way to assess whether you need to allocate more budget to a specific keyword or product group.
- Keep an eye on impression share, you may find a fair few new competitors in your auction space.



Audiences

Populate your **audience lists** ahead of time



- Prospect first, remarket later.
- The more qualified users you land on your website in the build up to Black Friday, the bigger the audience you can serve your tailored Black Friday creative content to.
- The most efficient way to do this is through display prospecting and generic search marketing where you capture users who are in the research phase.
- This process can go a long way to ensuring a successful Black Friday remarketing campaign.

New vs existing user base

Tailored campaigns & messaging

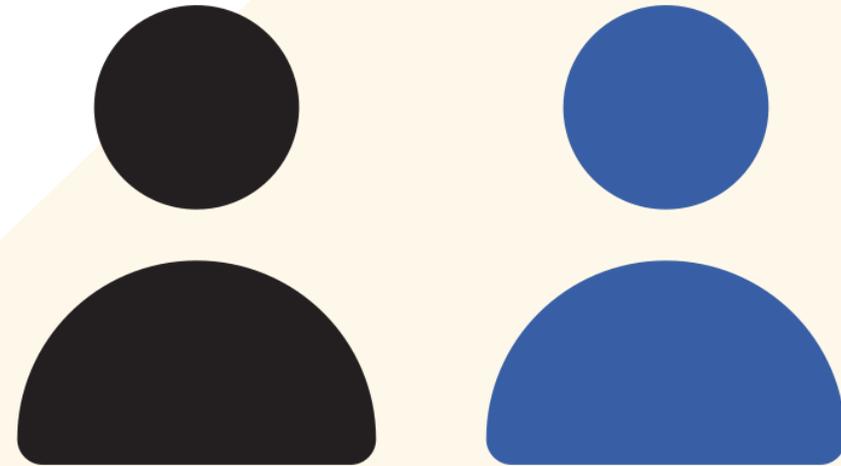
Why you? vs time for something new

Defined KPI's

How much are you willing to pay for a new customer?

Budget allocation

Divide your budget proportionally



First party data – Cookieless future

Data collection

Audience Building

Creative Direction

Audience Testing

Review & Plan



What's New

Broad Match

Benefits of Broad Match Keywords



KEYWORD

KEYWORD

KEYWORD

Increase efficiency

Spend your money on keywords that work & preventing from accruing click charges for keyword variations that aren't working



Save time

Less time spent on creating manual extensive Keyword lists



Expand reach & coverage

Easily identify & capture high-value & new search queries relevant to your business while meeting performance targets



Relevance

Feeding in all relevant signals for better understanding of the query intent matched to Keyword



Performance Max Campaigns

- Find more converting customers
- Drive more value from your budget
- Get rich & transparent insights
- Steer automation with inputs from audience signals & value rules



Google
*Announced at GML, coming soon

See you later expanded text ads!

- Responsive search ads are now the default ad type in google ads.
- Expanded text ads are being discontinued next year and deprioritized now.

The screenshot shows the Google Ads interface for selecting an ad type. A dropdown menu is open, listing three options: "Responsive search ad", "Call ad **UPDATED**", and "Ad variation". A blue notification box is overlaid on the right side of the menu, containing the text: "Looking to create a text ad? Try a responsive search ad instead, which allows you to provide multiple headline and description options and then adapts to show the best performing ad for each search. To create a text ad, first click 'Responsive search ad' and then 'Switch back to text ads'." The notification box has a "GOT IT" button in the bottom right corner. In the background, a table header is visible with "Items < 0", "View all", and "ADD FILTER".

Black Friday is no longer about the weekend!

- Now is a great time to think about when to loosen your target ROAS.
- The next 4 weeks have high demand, but much lower CPC intensity and competition

Questions