

Managing a PPC Campaign Without a Dedicated Marketing or IT Staff and No Outside Agency Help

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How Did I Get to this Point?

- Did not start with Internet business plan
- The early adaptor brother
- Perceptions of e-commerce
- Is the water warm?
- www.Thread-Logic.com summer of 2005

PPC Decision

- It's not "build it and they will come"
- SEO results take a long time
- Fall of '05 started PPC campaign in Yahoo!
- Intimidated by Google
- Learn the ropes in Yahoo!

First Agency Experience

- Campaign mgmt was time consuming
- Felt like I wasn't very smart about it
- Average CTR's 3.0%
- Starting having doubts
- The Death Blow

Second Agency Experience

- Bigger web development company
- Two goals
- Went in smarter and more cautious
- 20 keywords
- CTR's average was 5.3%
- The Death Blow

Ah-Ha Moment

- I know my business
- Too important to my business
- It's just marketing
 - Defining your target market
 - Defining your message (value proposition)
 - Delivering your message
- I am supposed to be a “marketing guy”

The Learning Curve

- Immersed myself in PPC education
- Books, articles, webinars
- Attended PPC conference

Campaign 1: Free Logo Evaluation

- Our product is custom
- Not every logo transfers well to embroidery
- Low risk engagement
- Reinforces the brand
- Prove our credibility
- Roughly 40% of submitted logos turn into orders

Conversions Redefined

- Conversions were strictly sales/orders
- Sales also initiated from email and phone
- Analytics were less accurate
- Included Logo Evaluations and “contact us” email as conversions

Logo Submission Form

Send us your Logo	
Please provide your Email:	<input type="text"/>
Logo Evaluation: Not every logo transfers well to embroidery. Many times we have to make small adjustments to logos so they will look good embroidered. Send us your image and we will evaluate how well it will transfer to embroidery. We respond via email to a majority of requests within a few hours. If you submit your logo here, there is no need to send it again during the order process.	
Do you have any other questions :	<input type="text"/>
Upload your logo file: JPG, TIF and PDF files work the best. GIF, BMP, EPS, AI and PSD are also acceptable. Please do not send WORD files.	<input type="text"/> <input type="button" value="Browse..."/>
	<input type="button" value="Send Logo"/>

New Logo Submission Form

Free Logo Evaluation

- Send us your logo and we will evaluate how well it transfers to embroidery for free.
- We respond to most requests within a couple of hours.
- If you submit your logo here, there is no need to submit it again during the order process.
- Any additional information about how you want to embroider the logo will be helpful.

File Types

- **jpg, tif, pdf, gif, bmp, ai** and **psd** files work the best
- Please do not send files created in Word or PowerPoint.
- We will only need one file. If we have a problem with it, we will contact you.

Email your logo to Heather@Thread-Logic.com

The Results-New Submission Form

- Conversions went up 49%
- More and better information
- People do business with people not with websites

Results-In-house Campaign Mgmt

- Now have 1,400 keywords on Google
- Now have 120 keywords on Bing
- Just started on Business.com this summer
- \$10,500 savings in campaign mgmt in 2008
- Top 20% of keywords in Google
 - CTR went from 5.3% to 14% average
 - Conversion rate is 17%

The Numbers

- Began PPC in Yahoo! in fall of 2005
- Sales up 117% in '06 over '05
- Brought campaign in-house 2/08
- Sales up 28% in '08 over '07
- PPC spend rose 33% in '08 over '07
- '09 sales YTD up 35% over '08
- '09 YTD PPC increase is 11% over '08

Lessons Learned

- Buyer beware
- It's just marketing
- Test as much as you can
- Educate yourself
- Concentrate on the fundamentals

Credits/Thank You

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