

DIGITAL MARKETING CAMPAIGN USING AD WORDS AND AD SENSE FOR MG O.C. DAVIES BY ADE SOBOLA

Modern businesses must find new ways to reach and retain customers.
Digital campaign provides platform to achieve that.

Google Ad Words
campaign from April
24th, 2018 to June
24th 2018 Digital
Marketing SBUS 5106
Assignment 2

DIGITAL MARKETING CAMPAIGN USING AD WORDS AND AD SENSE FOR MG O.C. DAVIES BY ADE
SOBOLA

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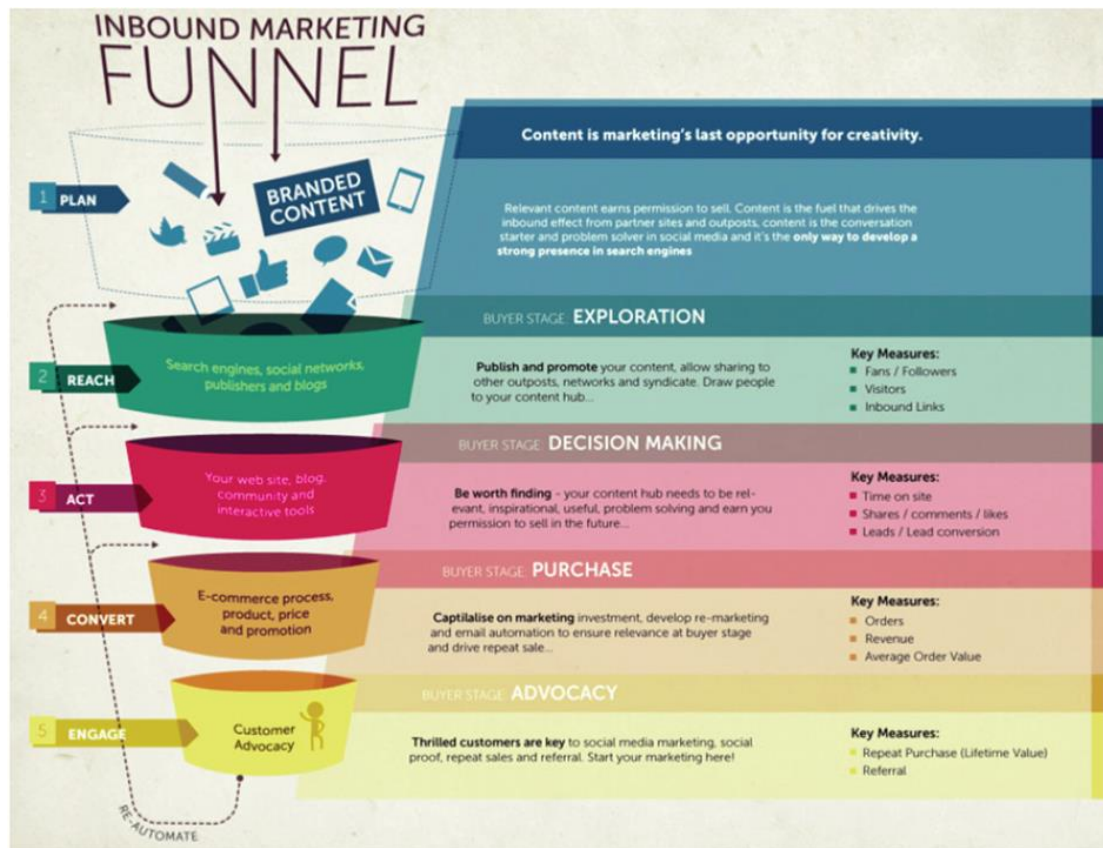
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Introduction

Numerous terms are used to define Digital marketing, but Smartinsights, (2018) defines Digital Marketing as ‘Achieving marketing objectives through applying digital technologies and media’. This paper seeks to prepare a digital-marketing campaign for OC Davies.

This digital-marketing campaign seek to improve the client’s business reach from the use of a Google Ad Words campaign from April 24th to June 24th, 2018. Attention will be given to both search and display engine marketing in Ad Words, and potential affiliations through Ad Sense. The campaign will review how others have used Google Ad Words and Ad Sense to improve their reach and will demonstrate how this would transfer appropriately to the organisation. This digital-marketing Campaign will analyse potential risks in the campaign plan.

Fig 1 Marketing Funnel



(SmartInsights, 2018)

To achieve the objective of the digital-marketing campaign, the SOSTAC planning model will be employed in conducting the situation analysis of the client, the objective of the campaign, the strategy to be deployed and the implementation and measurement. The RACE or PRACE (Plan, Reach, Act, Convert and Engage) provides Key measures to set targets for and evaluate at each stage of the funnel. PRACE covers the customer lifecycle or marketing funnel (Fig 1). The purpose of the marketing funnel is to fulfil the marketing objective (Smartinsights, 2018a).

Client Profile:

The digital-marketing campaign is designed for MG-O.C Davies, a car dealership in Penguin Court Cwmffrwd Carmarthen Carmarthenshire SA31 2LX, Mid-Wales, the family-run business has more than 45 years' experience in the motor industry, selling new and used cars across three sites in Wales. O.C Davies is a new dealership in Carmarthen, and was established on December 2016. The company has four staff including the General Manager. They sell brand New MG cars such as MG3, MG GS, MG ZS. The cars are stylish and affordable. The company offers cheap finance and customers can personalise their vehicles for the MG3 series with 5 years warranty and the MG GS, MG ZS series with seven years warranty (Appendix 1 reveals the SWOT analysis for OC Davies).

The MG brand is an iconic brand with MG owners club in all major cities in. Daniel Gregorious, Head of Sales & Marketing at MG Motor UK claimed that Compact-SUV, the MG ZS with its 7-year/80,000 mile warranty is a major contributing factor to the renewed MG successful growth in the UK. MG achieved a 67% increase in sales in February while the motor industry saw a 2.8 per cent down turn (MGOC , 2018). MG-OC Davies Carmarthen is a good illustration of a company with low digital presence despite having an online presence in the form of website, Facebook and on the serch engines. The organisation's does not have a

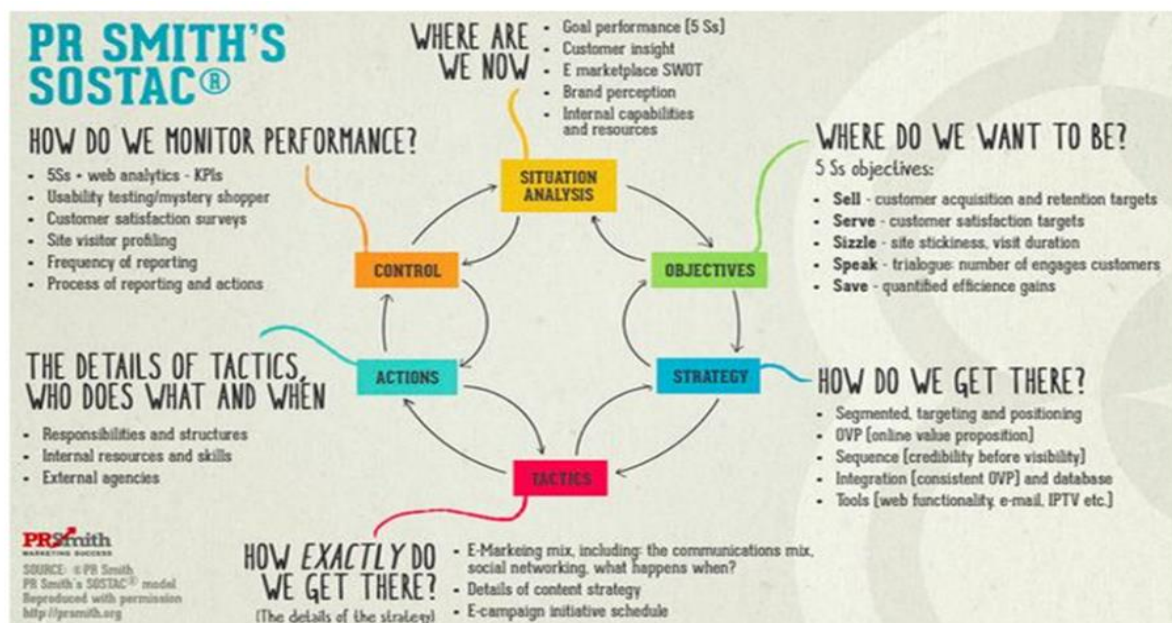
specialist online marketing and website management personnel. The company's URL are listed in Appendix 1a.

Furthermore, the organisation is not present on Social media such as Google+, YouTube, Blog, Twitter etc. regreatably, the company advertice the 'Deal of the Month' on their website which was never active nor updated, and on search engine, they are not visible. If "new car in carmarthen" is serched on the engine, neither OC Davies nor MG comes up. Nonetheless, the company is increasing its offline presence by intermittently strategically positioning its vehicle at notable places like shopping malls and town centres.

Market Analysis, SWOT or situational analysis

To write the digital marketing plan, the PR Smith's SOSTAC framework (fig 2) will be a guide as suggested before. In this section, the objective of the campaign is being set.

Fig 2 SOSTAC Framework

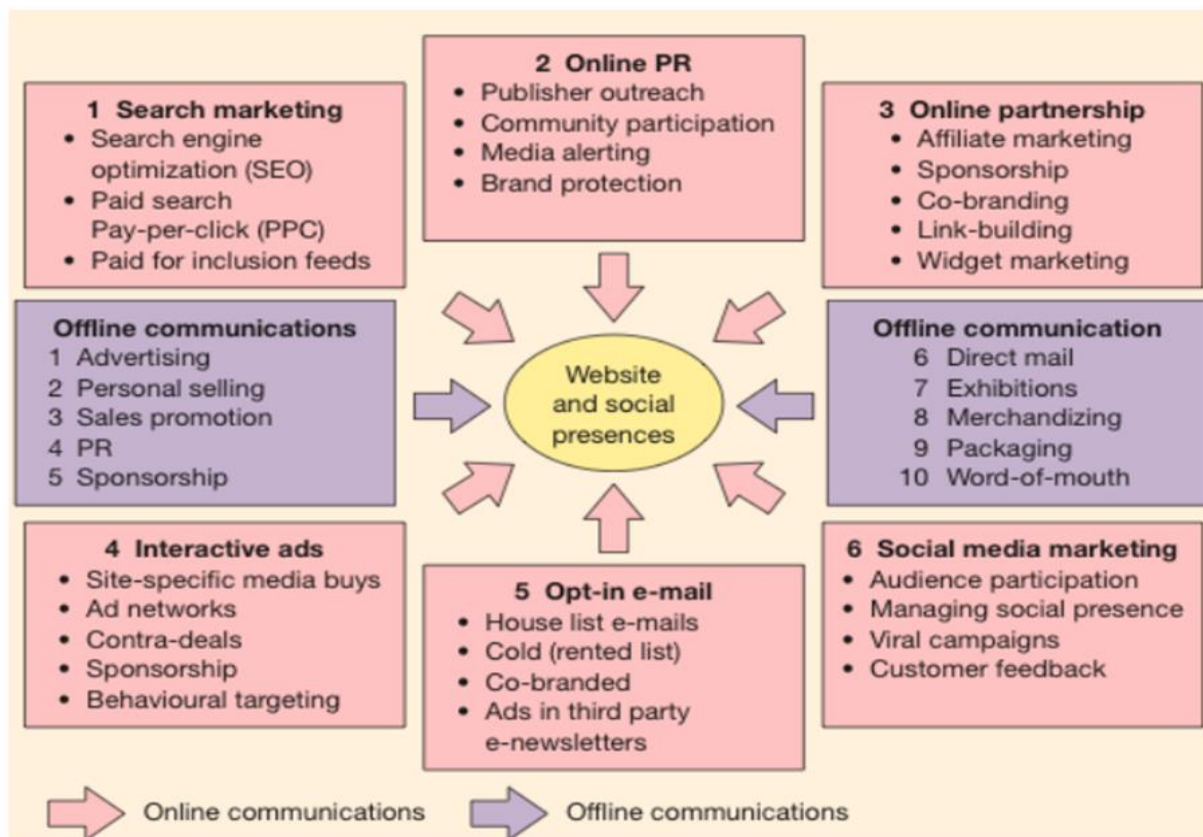


(Webyogi, 2018)

It is expedient For OC Davies to intergrate a digital media communications channels into the ditigital-marketing campaign. Fig 3 detailed how the digital media communications channels

functions. It is necessary to know the target audience (Smartinsights, 2018a), therefore the buyers persona previously developed for the social media plan will be utilised (Appendix 2). Buyerspersona.com, (2018) proposed that a buyers persona tells “you what prospective customers are thinking and doing as they weigh their options to address a problem that your company resolves”. Thus, the local buyers are mostly middle class (see Appendix 2a).

Fig 3 digital media communications channels



(Smartinsights, 2016)

There are several car dealership in Carmarthen town including , Cawdor, Bassett Citroen, FRF Toyota, Gravells of Kidwelly etc. have huge digital presence and many other used car dealers are digitally visible compared to OC Davies see fig 4.

Moreover, MG is just making a comeback into the global auto market as its re-emergence is still relatively unknown hence, the urgent need for a proactive and concerted effort in creating

awareness both offline and online thereby necessitating a digital-marketing strategy. A digital-marketing strategy is a channel strategy that is based on research into customer behaviour and marketplace activity involving intermediaries, publishers and competitors based on objectives for future online and offline channel contribution (Smartinsights, 2018a)

GroupM and comScore's research concluded that whenever a brand expose consumers to a combination of search and social media influenced, the search click-through-rate went up by 94% (think+intuitive, 2014).

Fig 4 Best Sellers 2018

Best Sellers 2018

BEST SELLERS				
FEBRUARY 2018		YEAR-TO-DATE		
①	Ford Fiesta	5,201	① Ford Fiesta	13,536
②	Volkswagen Golf	2,927	② Volkswagen Golf	7,237
③	Ford Focus	2,052	③ Ford Focus	6,157
④	Mercedes-Benz A Class	1,671	④ Vauxhall Mokka X	5,292
⑤	Ford Kuga	1,552	⑤ Mercedes-Benz A Class	5,029
⑥	Vauxhall Mokka X	1,525	⑥ Nissan Qashqai	4,896
⑦	Mini	1,239	⑦ Ford Kuga	4,132
⑧	Mercedes-Benz C Class	1,199	⑧ Kia Sportage	3,774
⑨	BMW 3 Series	1,173	⑨ Mercedes-Benz C Class	3,677
⑩	Kia Sportage	1,152	⑩ Vauxhall Corsa	3,634

(Smmmt.co.uk, 2018)

Again, Car buyers generally do not make a decision until they have thoroughly researched their purchase online, they have discussed with friends and family through social media, therefore it is important to be digitally visible (Cross-check.com, 2014). A consequence of lack of brand awareness of MG in Carmarthen necessitates a robust digital marketing drive to reach buyers and fans through the marketing funnel in fig 1, such as driving traffic to the company's website and social media pages. Keeping the MG Owners Club as an ally and influencer may play be

an important driving factor in generating offline awareness. Focus will be directed at creating multiple interactions by using different paid, owned and earned media (Smartinsights, 2017).

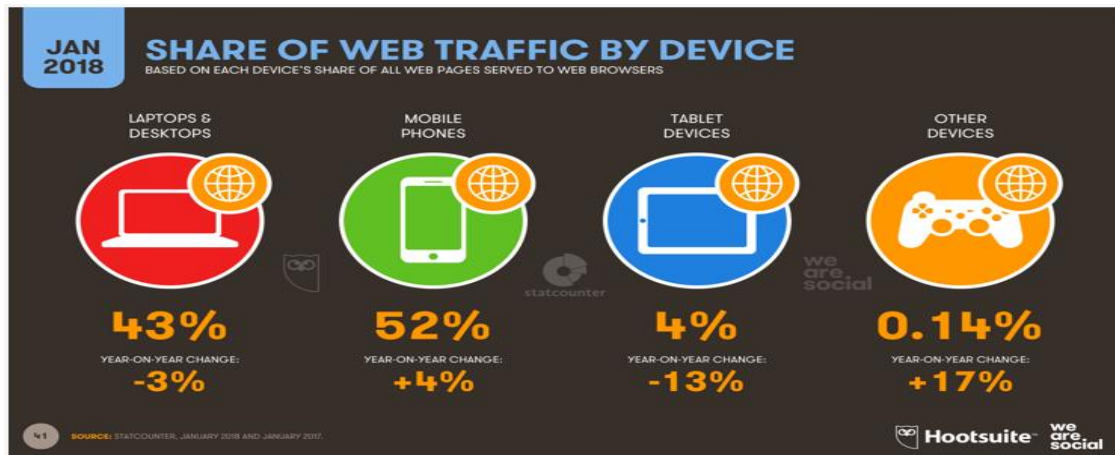
Campaign goal and other online advertising and offline promotion of the website

In creating a digital marketing plan, SmartInsights, (2018) proposed the importance of defining the digital channel strategy for the market. In this case the motor industry, for both used and new car and the business objective is to grow the dealership. As a result, the MG Campaign will be targeted at reaching two different groups. First task is to reach and keep the old MG car fans and secondly, the digital-marketing campaign is targeting new and young buyers (Under 25).

Google Network Marketing

According to a research by WeAreSocial , (2018), smartphones is the world's preferred choice for going online (fig 5). It accounts for a greater share of web traffic than all other devices combined. The same report claimed that people spend 7 times longer using mobile apps compared to mobile web browsers. Consumers search for information about products, purchase and communicate with others about their experiences (Stephen, 2015). Therefore, the digital-marketing campaign must be designed to increase the percentage of traffic and the need to optimize efforts to convert this traffic. In order to reach the buyers, the Search engines, website, social media, Adwords Search and Display and Adsense will be deployed. When the customers get to the pages, there must be encouraging interactions on websites and in social media to generate leads. The products USP must be displayed, such as seven year 80,000 mileage warranty, Car finance, custom paint. Content can be provided in collaboration with the MG Owners club. The MG owners club is a powerful and very active group. They conduct Classic road trips and Classic race at Silverstone among other activities. (MGOC , 2018).

Fig 5 Share of Web Traffic by Device



(WeAreSocial , 2018)

If the customers can be successfully persuaded to take the next step, the next step is conversion to sales. Crucially for buyers they want long term relationship and likewise the business needs customer loyalty, repeat business etc. and this is achievable by using the communication on the websites (Smartinsights, 2017; fig 3). If all the steps are achieved then it is vital to utilise sound evaluation and optimization process by using digital analytics that shows which marketing activities are effective and which are not. Appendix 3 shows the key performance indicators KPIs that could be used at various stages.

Furthermore, competitors actively utilised search engine optimisation (SEO). Cawdor especially is very visible online, therefore the activities of competition will influence the use of media. Some of the bigger dealerships may have bigger budgets, nonetheless MG-OC Davies have a quarterly marketing budget of £2000 (Appendix 4). Three different Advertising is drawn up below.

Subsequently, maximising ROI is important in any type of medium chosen. Webyogi, (2018) proposed variety of digital channels & tactics that may be suitable for the business and customers including Google Adwords Search and Network as well as Adsense (Appendix 4a).

This digital-marketing campaign plan will focus on the aforementioned, because the goal is to raise brand awareness and generate sales & web traffic.

Google Network Marketing

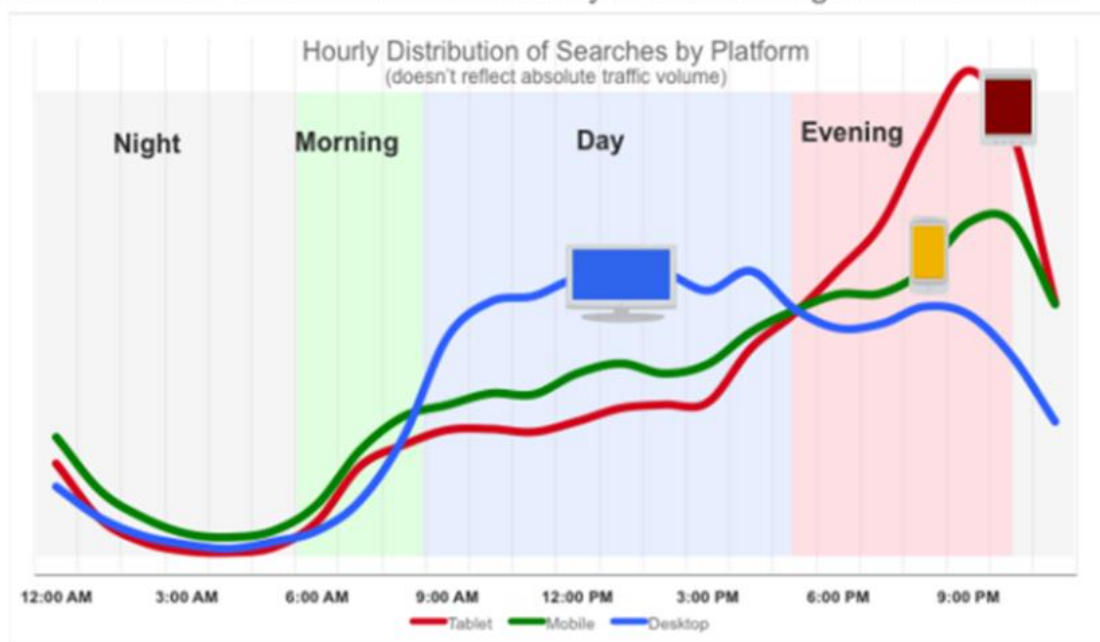
There are two types of Google Network marketing and they are Search and Display.

The Campaign strategy is influenced by discussions in this section. Fig 6 shows consumers connectivity; this categorisation fits into car buyers surf pattern. Digitaldealer, (2018) proposed that ninety-five percent of vehicle buyers use digital as a source of information. Over 40 percent of shoppers who watched a video about cars visited a dealer as a result. Furthermore, 60 percent of all automotive searches come from a mobile device. Therefore, the campaign must fulfil the shopper's context and intent, as this can create opportunities (fig 7).

Fig 6 devise

All day and across all devices

3 devices allow for constant connectivity in the evenings and weekends



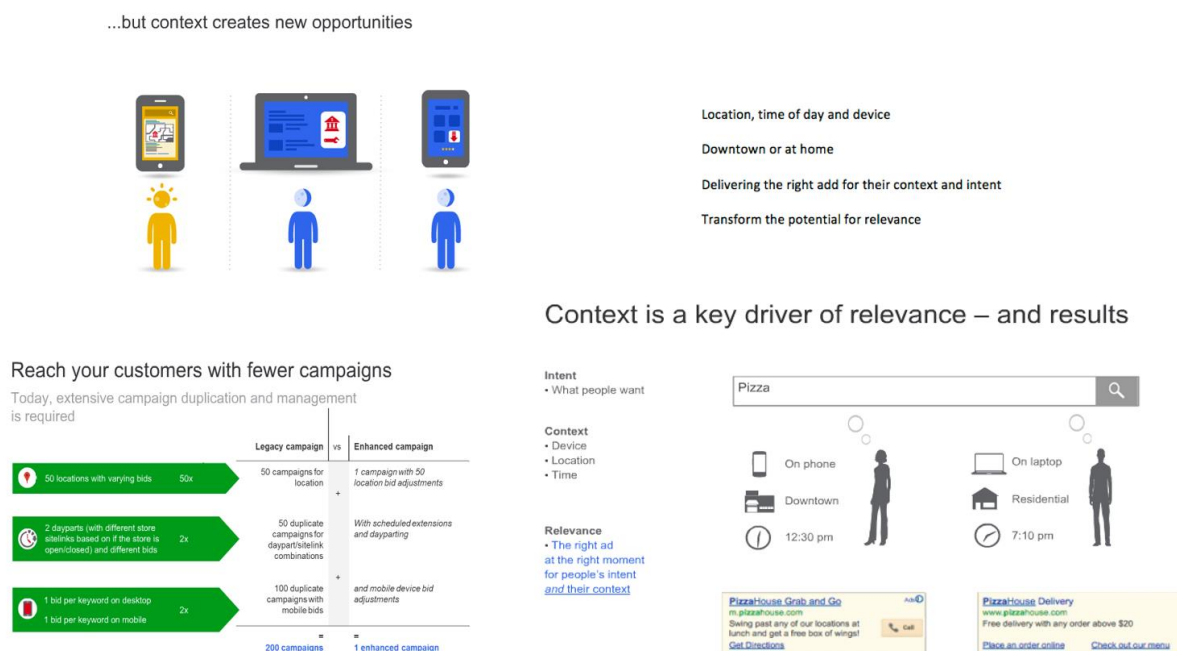
(Bell, 2018, p. 8)

Shoppers need relevant information and it must be available to them at right location, time and device.

- Location (the advert will cover Carmarthenshire, South Ceredigion and West of Swansea)
- Time (9:00am-2:00am)
- Device (adverts will be on both desk-tops and mobile platforms)

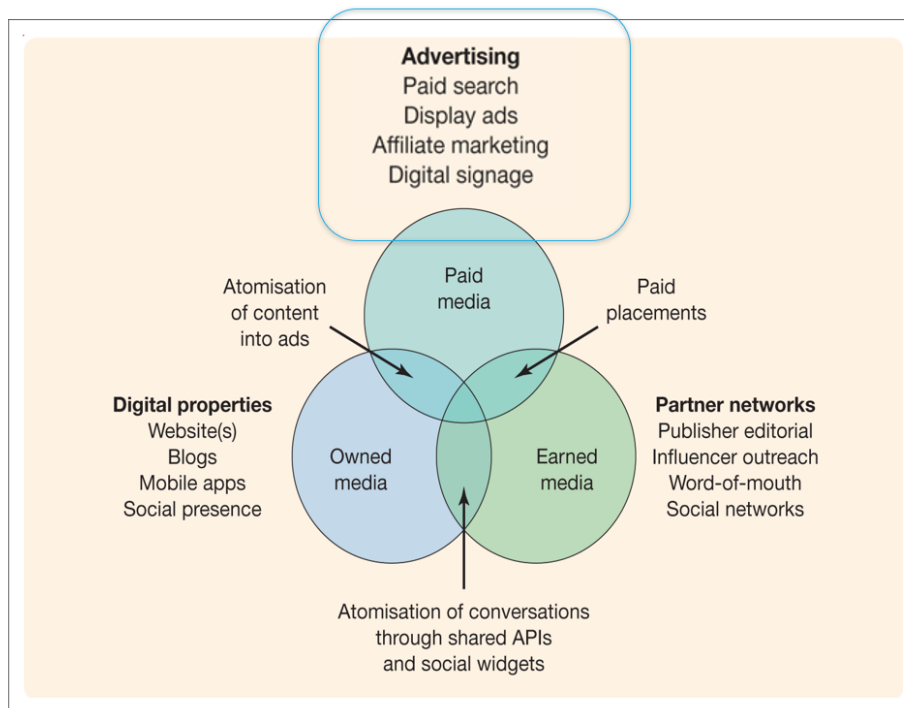
The aim of the campaign is to lead shoppers to the showroom because Google's marketing tools allows MG-OC Davies to retain existing customers and gain new ones again. The campaign will involve paid media, Owned media and Earned media fig 8.

Fig 7 Context



(Bell, 2018, p. 9)

Fig 8 Media



(Bell, 2018, p. 11)

Search engine optimization

Forrester cited in Bell, (2018) proposed that 90% of web user journeys start with a search engine. Many digital marketing experts agreed that Search Engine Optimisation (SEO) is the most cost-effective digital-marketing technique, but very difficult to get right. The number of people using internet search engines is increasing year on year, the searches on Google in 2017, equates to 1.2 trillion searches per year worldwide (Smartinsights, 2018c).

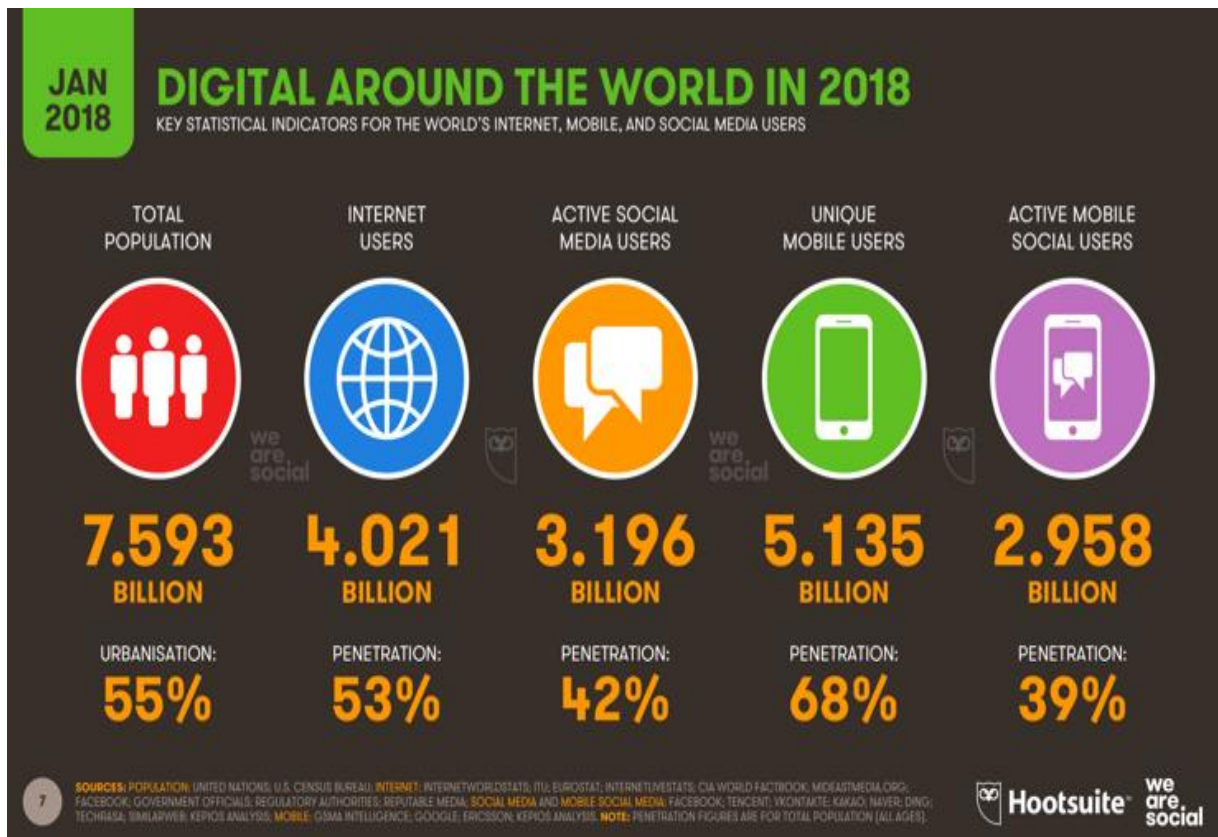
Wordstream, (2018a) Contended that search ‘engine optimization is the practice of optimizing websites and web pages for discovery in search engines and, as a result, more visible placement on search engine results pages’. Similarly, Smartinsights, (2017a) argues that

‘Search engine optimization (SEO) involves achieving the highest position or ranking practical in the natural or organic listings as the main body of the search engine results

pages (SERPS) across a range of specific combination of keywords (or keyphrases) entered by search engine users’.

It is pertinent to note that the number of internet users in 2018 is 4.021 billion, up 7 percent year-on-year and the social media users in 2018 is 3.196 billion. (Fig 9; Wearesocial, 2018). These figures are to be factored in the strategy.

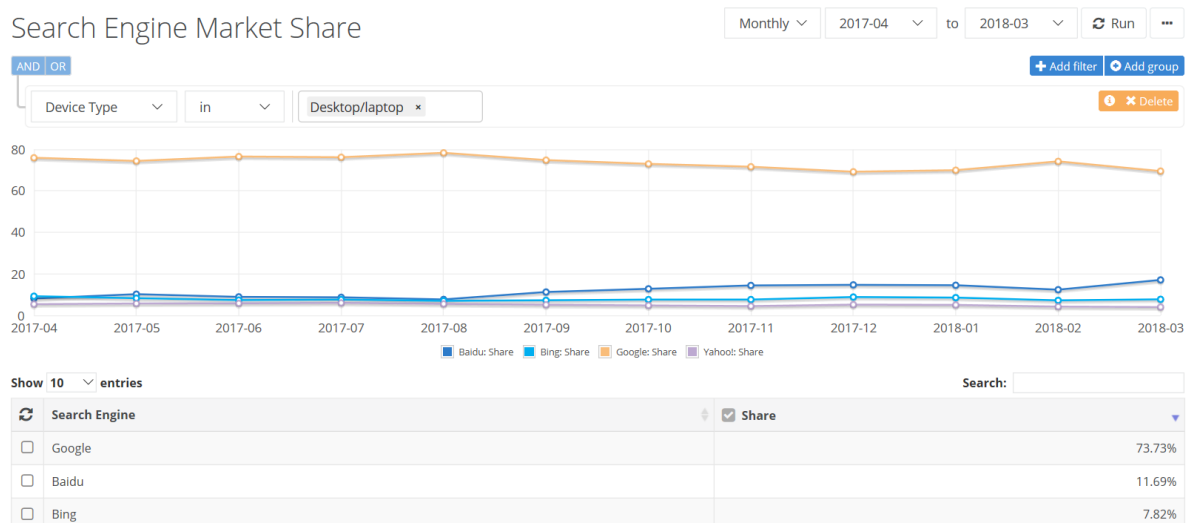
Fig 9 Digital Around the World



(WeAreSocial , 2018b)

Jeffbullas.com, (2015) proposed that SEO could generate about 14.6% leads, by having a SEO strategy in place, he further argued that it is possible to increase leads and grow the business by optimising website for SEO. Google dominates the Search Engines market in 2017, it has about 74.54% of the market, while others such as Yahoo etc., makes up the rest (Smartinsights, 2018c; fig 10; Appendix 5).

Fig 10 SEO Market Share



(NetMarketShare , 2018)

Ranking is decisive in SEO, and HubSpot Academy, (2018) proposed two ways of getting content to rank highly in search results. They argued that discovery and relevance can be improved by creating lots of high-quality content; and building authority by getting lots of high-quality backlinks to the website. Three words are critical in how SEO rank content: discovery, relevant and authority. To achieve the campaign goal, the keyword for the SEO must maximize MG-OC Davies on the Search engine result page (SERP). SERP are web pages served to users whenever they use the search engine to search for something online (Wordstream, 2018a). Hence, Keyword is important, Google search Network allows up to five keywords. The paid listing ranked higher in SERP because they are paid adverts, while the natural listing are at the bottom (fig 12). The search query for SERP and the list of keyword prepared for the digital-marketing is listed in fig 11.

These will be set as an exact match type and the targeted keywords to bid on to achieve Cost-efficient clicks. In Fig 13 is an example of a SERP for the search query “lawnmowers”, all the results on the SERP are paid results. The three large text-based ads at the top of the SERP are the prime positioning for advertisers and they are Pay-Per-Click (PPC) ads.

Fig 11 Keyword

Keyword

1. New MG cars
2. Used MG Cars
3. Best value car
4. Fuel Efficient Cars
5. Lowest tax cars
6. Low emission

Negative keywords

- 4x4 cars
- Used car dealers
- Japanese cars

When search query was conducted for new cars in Carmarthen, Cawdor ranked top, MG-OC Davies was not ranked (Appendix 6). MG/OC Davies content is not displayed (Appendix 7). Nonetheless, the National MG ranked top when new MG cars in carmarthen was searched.

Fig 12 Search Network Marketing (It's All About Searchable Adwords)



(Bell, 2018, p. 17)

Fig 12 above shows how paid listing and natural listing worked and how it worked when digital-marketing courses was searched. SEO is working for Cawdor, hopefully it will work for MG/OC Davies. The MG-OC Davies was not even ranked in the natural listing. Therefore

the campaign must ensure that MG-OC Davies is ranked higher both naturally and in paid listing. The MG-OC Davies the Advert text would be shown in fig 12a

Fig 12a Objectives

Objective is raise brand awareness, drive sales & increase web traffic

Advert 1

Headline Best value SUVs for Sale in Carmarthen, Carmarthenshire Quality MG Dealer

Headline Save Thousands! 7 Years warranty! 80,000 Mileage! From Only £100 Per Month. All Credit Considered. No Deposit Deals. Enquire Now!

Headline Personalised Paint and Design

Visit us today or call us on 01234567 Between 08:30-17:50

Objective is raise brand awareness, drive sales & increase web traffic

Advert 2

Headline New MG Cars for Sale in Carmarthen, Carmarthenshire Quality MG Dealer

Headline Save Thousands! 7 Years warranty! 80,000 Mileage! From Only £100 Per Month. All Credit Considered. No Deposit Deals. Enquire Now!

Headline Personalised Paint and Design

Visit us today or call us on 01234567 Between 08:30-17:50

Objective is raise brand awareness, drive sales & increase web traffic

Advert 3

Headline Under 25? Test Drive MG3! Enter a Draw to Win a £500 voucher, Carmarthenshire Quality MG Dealer

Headline. Save Thousands! 7 Years warranty! 80,000 Mileage! From Only £100 Per Month. All Credit Considered. No Deposit Deals. Enquire Now!

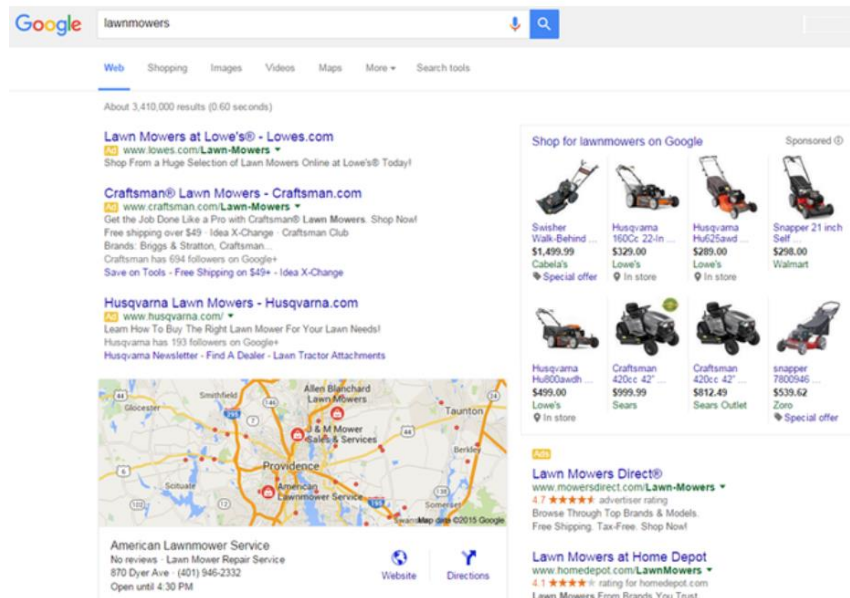
Headline Personalised Paint and Design

Visit us today or call us on 01234567 Between 08:30-17:50

The link to the company's webpage will be in the headline as well. Smartinsights, (2018c) concluded that users are less likely to scroll down for information because it requires more

time. They believed users trusted the first couple of results because Google has placed them higher than results that can be found on page 3.

Fig 13 Paid results on SERP



(Wordstream, 2018a)

AdWords Display Network

Google, (2018c) described Google AdWords as an online advertising program. AdWords enables the creation of online ads to reach people exactly when they are interested in the products and services that is offered. Bell, (2018) proposed that the display network consists of thousands of websites using Google AdSense which provide the opportunity for ads to be displayed on these external and popular websites. Google, (2018) suggested that Display Network(DN) helps in reaching consumers while they're browsing websites, on a YouTube video, checking email account or using mobile devices and apps. MG-OC Davies can promote business with images and videos on the digital-marketing (fig 13).

The Google Display Network is designed to assist in finding the right audience. The Google Display Network has over 2 million sites and reaches over 90% of people on the Internet (Google, 2018a). Therefore, its targeting options makes it possible strategically to show messages to potential customers at the right place and at the right time. Furthermore, the Display Network, makes it possible to use ad group to target certain types of people or in certain contexts or content unlike SEO where the traffic could be irrelevant.

The Google search Network keyword list is utilised in getting the ads up and running on the Google-Display-Network (GDN) and AdWords keyword is matched to GDN webpages based on the keyword list and other factors.

The strategy is for the display ad to reach people who search for exact keyword already specified (fig 11) and Wordstream, (2018) proposed that AdWords Is faster than SEO. The AdWords campaign generates impressions and clicks immediately while it takes a lot more effort to increase organic traffic, because there must be constant delivery of SEO content. AdWords accounts for about 97% of Google's revenues therefore, it is given preference over organic search. The AdWords PPC provides opportunity to be ranked higher on SERP, but at a cost. Wordstream, (2018) further concluded that paid search traffic converts better than organic traffic with conversion rates up to two times higher (Appendix 9).

AdWords works through pay-per-click (PPC) advertising and cost-per-acquisition (CPA) advertising. Smartinsights, (2018c); Appendix 10 reported that 48.6% of SERP queries are AdWords. Wordstream, (2018) argued that Google's enormously PPC advertising system work for any type of business. Using AdWords (PPC platform) requires time and money, because AdWords delivers measurable ROI (Appendix 8). Digitaldealer, (2018a) suggested that PPC campaigns capture customer attention at the exact moment they show intent.

Smartinsights, (2018b) reported that in the UK, AdWords accounts for around 60% of all paid media spend, so it clearly works for many companies. Companies as big as World First, and as small as Bay Fish N Trips in Australia have successfully used AdWords (Bell, 2018, p. 18).

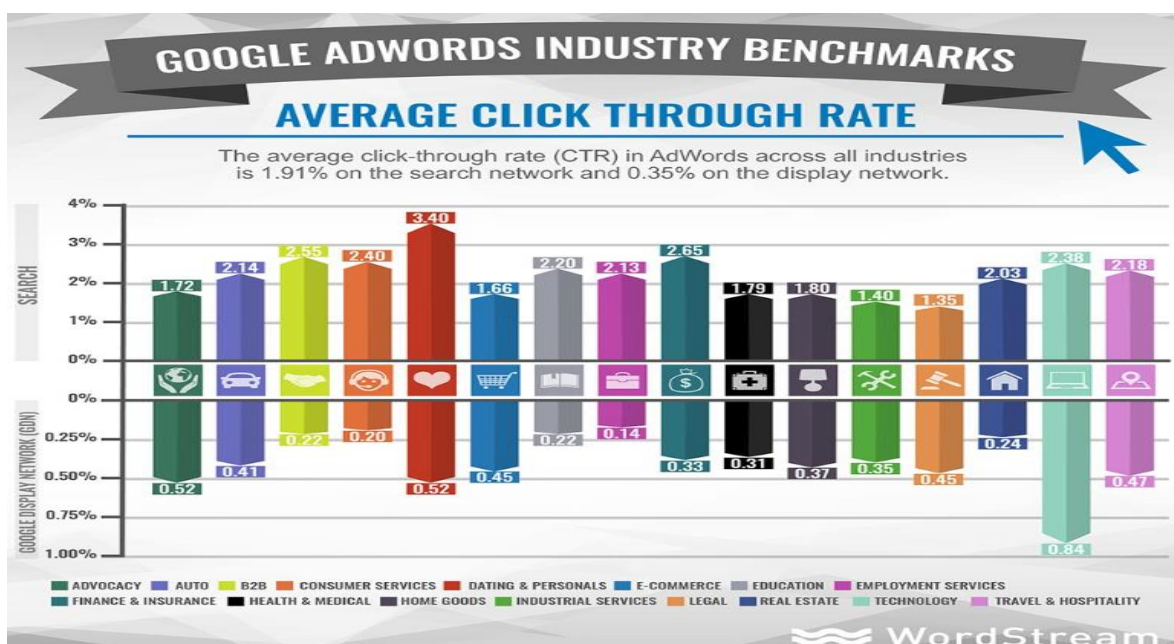
With the budget, the strategy is to target low Click Through Rate(CTR) to be as close to industry rate as much as possible. The OC Davies budget spend strategy is:

Budget [have a marketing budget of £2000] a choice of spending

- £15/day/30days or
- £10/day/30days

Therefore, the CTR is targeting the right words, and getting as many people as possible to click on those ads. PPC click-through rate is the rate at which PPC ads are clicked. The strategy is to gain huge percentage of people who view the ad impressions and to go on to click the ad (Wordstream, 2018b; fig 14). The CTR for the car industry is 2.14 for SEO and GDN. CTR will be considered a success if consumers land in the showroom and test drive a car.

Fig 14 Industry Average Click through Rate



(Wordstream, 2018b)

Ad Sense

Google, (2018b) described AdSense as a way for website publishers to earn money by displaying targeted Google ads on their websites. AdSense Display Network is where the display ads end up. OC Davies is a new and small dealership with small budget, therefore, AdSense will be enabled to show ads on the sites when OC Davies run a Display Network campaign. WikiHow, BuildEazy (Appendix 11) are among many companies that earn money through AdSense. Nevertheless, sites such as Autotrader, Halfords, Gumtrees etc will be targeted for the Ads to show up.

Wordstream, (2018) recommended how to improve AdWords Conversion Rates Without touching AdWords. They suggested that running Facebook ad campaign concurrently with the AdWords Campaign could lead to conversion cost being cut by 2-3x (Appendix 12).

Conclusion:

The organic SEO is cheaper for OC Davies, but the PPC through Adwords Display Networks can improve the companies visibility. Running few ads on SEO, AdWord Network and improved mobile experience on the company's website could influence whether a buyer can choose this dealership or another. The aim is still to drive traffic to MG-OC Davies. AdSense will be activated as this will probably enable the digital-marketing strategy to be self-financing. The strategy will be constantly monitored and reviewed. Budget could be reduced from poor performing Ads, while more budget will be allocated to the performing Ads, and Google analytics will be a very useful tool in this monitoring process.

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Appendices

Appendix 1 OC Davies SWOT analysis

<u>Strength</u> • Price • Warranty 7 years • Car finance • Service • Staff • Efficiency • Motor Tax • technology	<u>Weakness</u> • New in the location • Lack of public awareness of presence • New product though old brand name • Location is farther from town center • website
<u>Opportunity</u> • Young drivers • Custom car styling • Government green regulation • Green cars • Brand name	<u>Threats</u> • Old established car franchises • Brexit • Other cheap cars • Big brand's Big sales

(Sobola, 2018)

Appendix 1a URL

<http://ocdavies.mg.co.uk/> for MG Carmarthen, <http://www.roundabout-cars.co.uk/penguin-court-carmarthen> for OC Davies Carmarthen, and <https://www.facebook.com/ocdaviescarmarthen/> for the Facebook.

DIGITAL MARKETING CAMPAIGN USING AD WORDS AND AD SENSE FOR MG O.C. DAVIES BY ADE SOBOLA

Appendix 2 Buyers Persona

Buyer Personas and the Buying Journey										
customers	A	B	C	D	E	F	G		I	J
Car Make	MG ZS	MG3	MG ZS	MG3	MG ZS	MG3	MG3	MG3	MG ZS	MG ZS
Background										
education	0	1	0	0	0	1	0	1	1	0
persona's company	Employed	Employed	Self Employed	Employed	Retired	Employed	Retired	Student	Self Employed	Employed
DEMOGRAPHICS										
Gender	M	F	F	M	M	F	M	M	M	F
Age Range	67	29	65	51	56	47	70	20	48	40
Income	M	M	M	M	M	M	H	M	M	M
urban, suburban, or rural	Rural	Town	Rural	Rural	Rural	Town	Rural	Town	Rural	Town
IDENTIFIERS										
safety	1	0	0	0	0	0	0	1	1	1
economy	1	0	1	1	1	1	0	1	1	1
free maintenance	0	0	1	1	1	0	0	1	1	1
want a touchscreen interface	0	1	0	1	1	0	0	1	1	1
integrated smart phone	0	1	1	1	1	0	0	1	1	1
Others	mobility	visual with graphic design		Price		Price		1st Car	Upgrade	Upgrade
GOALS										
Persona's primary goal	comfort	work	Leisure	Upgrade	Upgrade	Warranty	Leisure	Insurance	SUV	Upgrade
Persona's secondary goal			work	Leisure	Leisure	Finance	Upgrade	Sporty	Price	SUV
CHALLENGES:										
Primary challenge to success	SUV	Price	Finance	Finance	Finance		Hatchback	Insurance	Finance	Price/cheaper
Secondary challenge to success	mobility	Warranty		Price	Price		Grand kids		Price	Finance
HOW WE HELP:										
How you solve your persona's challenges	Right car Price	Pointed to right car	Warranty and Finance	*Style with design	Comfort					
REAL QUOTES:		excited	excited		excited					
note	previously owned new cars but changed because of warranty									

Appendix 2a Buyers Persona

Education did not influence their purchase and neither were they particular about in car technology or touchscreen interface, Nonetheless, fuel efficiency was high on their list as well as ease of finance is crucial to them. This group want low maintenance vehicles and over 50s generally buy new cars than the younger generations. They generally buy car when they want one unlike the Theses findings are buttressed by a (Cross-check.com, 2014) survey.

Appendix 3 KPIs



(Smartinsights, 2017)a

Appendix 4 Budget

Marketing Planner 2018

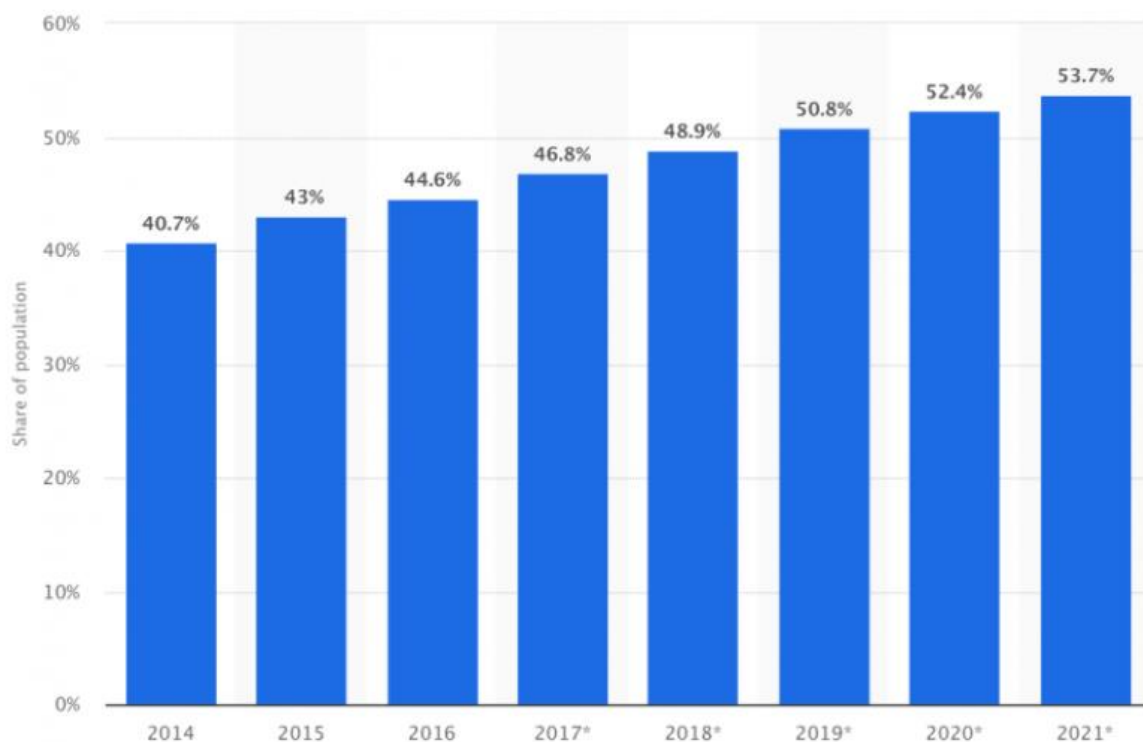
Marketing Plan - Quarter 2016			Jan					Feb					Mar				
Activity	Description	Models	1	8	15	22	29	5	12	19	26	5	12	19	26		
Quarterly Retail Focus																	
DEALER Marketing plan																	
Tesco Carmarthen Product Placement	New Vehicles on display in carpark 3 days	MG ZS + MG3					184										
Facebook Boosts	New Campaigns	AB	50	50	50	50	50	50	50	50	50	50	50	50	50		
South Wales Evening Post	Paper Advert New Campaign	AB													200		
South Wales evening post online	Online Page Sips	AB									270						
Radio Carmarthenshire Advert	Radio Advert	TBC															
Carmarthen town center	New Cars	MG ZS + MG3					200										
Local Authority about Carmarthen guide for 12 months	New Mgs	AB						486									
Llanelli Shopping Center	New Vehicles on display in center 3 days	AB									300						
St Clears Agricultural show (18th June)	Stand at show	AB															
Wales Online		TBC															
Planned quarterly spend																	
Back end optimising for used car search/																	
Planned quarterly spend																	
communicate accessories & servicing																	

(OC Davies, 2018)

Appendix 4a digital channels

- Display Advertising
- Email Marketing
- Pay-Per-Click Advertising (PPC)
- Online Public Relations
- Search Engine Optimisation (SEO)
- Affiliate Marketing
- Social Media Marketing
- Viral Content Campaigns
- Conversion Rate Optimisation (CRO)
- Blogging
- Twitter advertising
- Facebook advertising
- Influencer/Blogger outreach
- Video marketing
- Local search marketing
- Mobile marketing
- Groupon/offer sites
- Corporate website
- Free content (eBooks, white papers, tools)
- Online communities/forums
- Webinars
- Podcasts
- Crowdfunding campaigns

Appendix 5 AdWords Is Taking Over the SERPs



(Smartinsights, 2018c)

Adekoyejo Sobola (1601748)
DIGITAL MARKETING CAMPAIGN USING AD WORDS AND AD SENSE FOR MG O.C. DAVIES BY ADE
SOBOLA

Appendix 6 new cars in Carmarthen



[All](#) [Images](#) [Videos](#) [Maps](#) [News](#) | [My saves](#)

1,660,000 Results [Date](#) [Language](#) [Region](#)

Cawdor Vauxhall Carmarthen - New, Used & Finance Available

Ad - www.cawdorvauxhall.co.uk/Cawdor/Carmarthen ▼
Visit Cawdor Carmarthen Branch To View New, Used & Financed Cars Today.
Once you drive away from your Cawdor Vauxhall dealership, you can continue to ...

[New Cars](#)
View Our Extensive Range Of New Vauxhall Cars At Cawdor.

[Make An Enquiry](#)
Please Fill & Submit Our Web Form So That We're Able To Help!

New Cheap Cars - Massive Sales This Month Now On

Ad - SavingHub.net/New Cheap Cars ▼
Massive Sales This Month Now On! Save On New Cheap Cars.
Hostley@New Mini Remote Control 360 Wheelie Stunt Vehicle Micro Racing Car Toy (Very ...

Used Cars for sale in Carmarthen, Carmarthenshire - Gumtree

<https://www.gumtree.com/cars/carmarthen> ▼
Find used and new cars for sale in Carmarthen, Carmarthenshire on Gumtree. Huge range of used private and trade cars for sale near you. Search by used car makes Vauxhall, BMW, Volkswagen, Audi, Ford, Peugeot, Renault and more.

Cawdor Cars (Carmarthen) - Find New & Used Cars for Sale

<https://www.autotrader.co.uk/services/car-dealers/uk/wales/> ... ▼
Browse 17 cars from Cawdor Cars (Carmarthen) who is a used car dealership based in Carmarthen, Carmarthenshire. Find your next car with us!

[Local results for new cars in carmarthen](#)
[Bing Local](#)

New Cars

Ad - CompareUK.net/New-Cars ▼
Save On New Cars. Huge Sale On All Selected Products!

Find great deals on new cars - No more awkward haggling

Ad - www.carwow.co.uk ▼
Take the hassle out of new car buying - receive offers from UK's top dealers.

Car Dealers in Carmarthen

Ad - cardealership.lbestlocal.co.uk ▼
Best Local Auto Dealerships Part Exchange, Used Cars & New Cars

New Affordable Cars - Find New Affordable Cars.

Ad - www.finecomb.com/New Affordable Cars ▼
Finecomb.com connects you quickly to answers from across the web.

Cars For Under £1000

Ad - www.ExchangeandMart.co.uk ▼
Browse all cars for under £1000. Great Deals at Exchange and Mart!

[See your ad here »](#)

Appendix 7 new MG cars in Carmarthen



[All](#) [Images](#) [Videos](#) [Maps](#) [News](#) | [My saves](#)

46,300,000 Results [Date](#) [Language](#) [Region](#)

Explore The New MG Car Ranges - MG3, MG GS & MG ZS Now On Sale

Ad - mg.co.uk/cars ▼
See All Of Our Great Offers Across The MG Range. Download A Brochure Online!
The Official Website For MG Cars UK | MG Motor UK

[Request A Brochure](#)
Not Sure Which MG Car Suits You?
Get a Brochure For All Information

[Book A Test Drive](#)
Schedule Your Test Drive Online
And Try Before You Buy

[Find Your Local Dealer](#)
Find Your Nearest MG Dealership
See How They Can Help You

[Approved Used MG Cars](#)
Find Out More About Our Used Cars
And The Approved Used Programme

Bad Credit? We Can Help - Get Your Car Finance Today

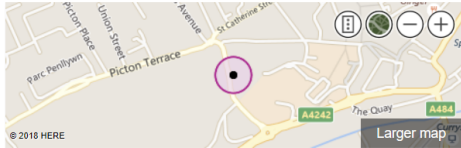
Ad - www.carfinancetoday.net ▼
Fast Decision, No Hassle. Drive Your New Car Today!
We would love to be able to offer every one of our applicants a Guaranteed Car ...
[We Take All With Low APR](#) [Find Out How It Works](#) [CC's or Defaults? Try Us](#)

Mitsubishi Outlander PHEV - With Great Finance Options

Ad - www.mitsubishi-cars.co.uk ▼
Explore The World Your Way With Our Award Winning Hybrid. Book A Test Drive Now.
Outlander PHEV figures are based on the vehicle being charged from mains electricity.
[Experience Outlander PHEV](#) [Download a Brochure](#) [Find Your Local Dealer](#)

Mg in Carmarthen, Dyfed - Cars for Sale | CarSite

<https://www.carsite.co.uk/.../local/wales/dyfed/carmarthen/cars/mg> ▼
Find Used Mg Cars listings in Carmarthen. CarSite has over 717 Used Mg Cars Listed for Sale online and



© 2018 HERE

FRF Toyota Carmarthen

[Directions](#) [Website](#)

Address: Morfa Lane, Carmarthen SA31 3AX
Phone: [01267 240360](tel:01267240360)
[Suggest an edit](#)

Closed now Fri 09:00 to 18:00 ▼

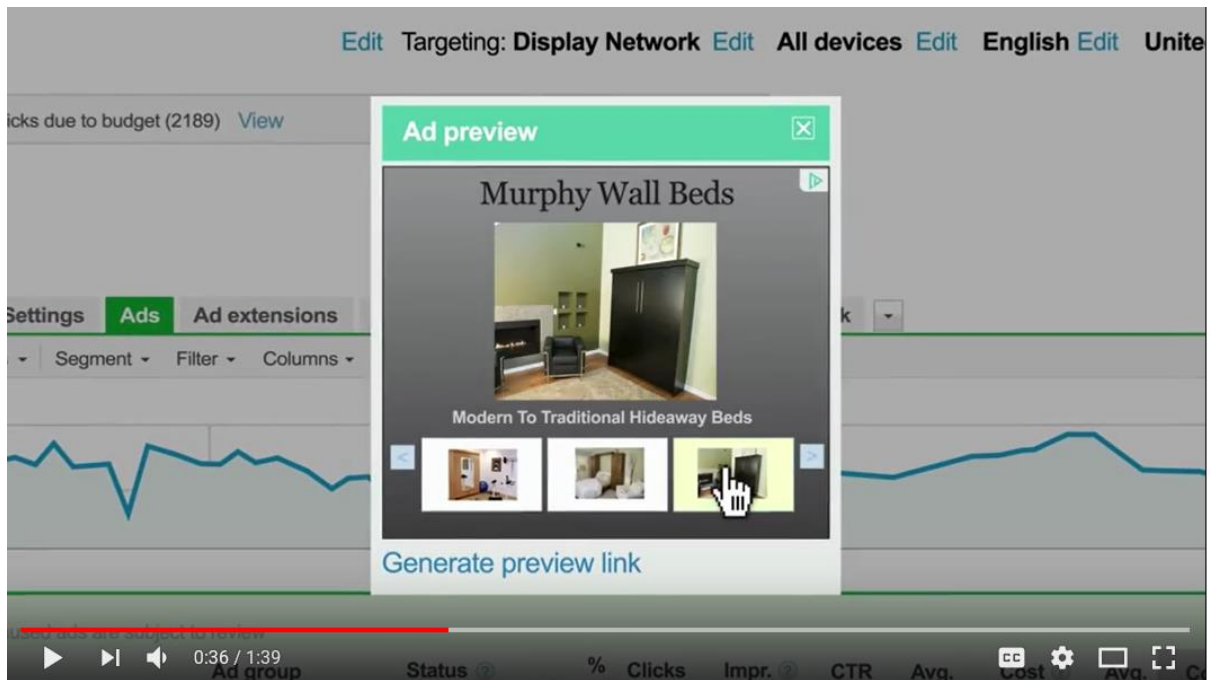
Data from: Toyota
[Is this your business?](#)

New Mg Cars For Sale - Find the Best Offer

Ad - usedcars.mitula.co.uk/New Mg Cars For Sale/Now ▼
New mg cars for sale - Find your perfect used car today

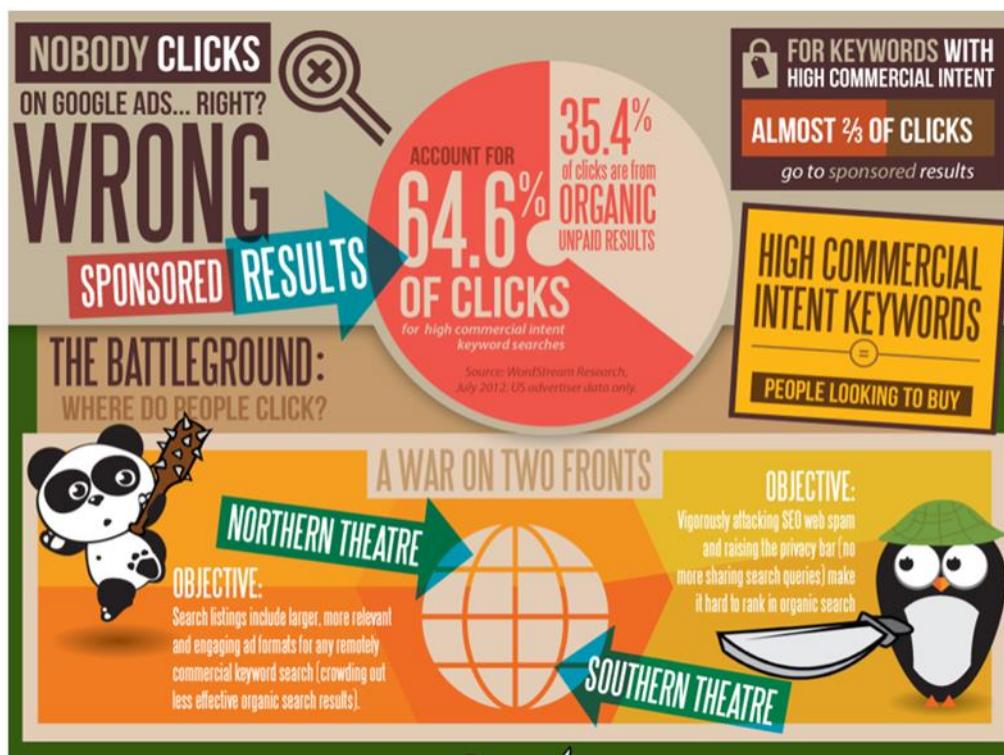
Find great deals on new cars - The no hassle way to buy a car

Appendix 8 Google Display Network Case Study: The Bedder Way



(Youtube, 2012)

Appendix 9 AdWords Is Taking Over the SERPs



(Wordstream, 2018)

Appendix 10 AdWords are displayed at the top of the SERPs



(WordStream Blog, 2018a)

Appendix 11 AdSense Display Network: Cases



BuildEazy

Les Kenny built a website to show people how to build things. With AdSense, he retired to make woodworking his full-time job.

<https://www.buideazy.com/>



wikiHow

wikiHow has been using AdSense from day one. The revenue earned from AdSense has helped them grow from 2 to 24 employees.

<http://www.wikihow.com/>

(Bell, 2018, p. 13)

Appendix 12

Wordstream, (2018) proposed that their Facebook ad campaigns targeted the higher-funnel audiences corresponding to people who have the same interests and demographics as their buyer persona. They aimed the targeted audience group with several different videos, ads, offers and content. On average people in the target audience saw the ads about 10 times each.