



Get Found

THE SMALL BUSINESS OWNERS GUIDE TO SEARCH MARKETING

Microsoft Advertising. Intelligent connections.



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Welcome to Microsoft Advertising



Microsoft Advertising provides intelligent solutions that empowers advertisers to deliver engaging, personalised experiences that value people. Our advertising solutions are guided by an uncompromising respect for privacy, brand safety, and data security, to represent your brand at its best.

Stay on top of consumer and industry trends to create powerful campaigns that can help grow your business.

Globally, the Microsoft Search Network reaches 290 Million people across MSN, Outlook and Microsoft Edge



Microsoft Edge



Outlook

In the UK, you can potentially reach:

18 MILLION

unique searchers



444 MILLION

monthly searches



21%

of the PC search market



The Microsoft Search Network reaches a high-value audience in the UK. According to GWI, online shoppers:

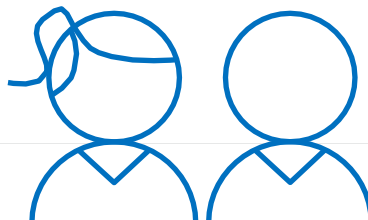
31%

have a household
have a 'high' income



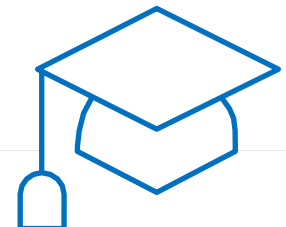
41%

are under the
age of 45



1/2

have a bachelor's
degree or higher



What is Search Advertising?

If your website is not found when people search online – are you missing out on sales?

Today, when people are looking for local businesses, they often begin with online search. Your business needs to be present and easily found at any critical moment in the decision-making journey. After all, search can have the most profound impact when customers are looking for businesses that are nearby.

The art and science of finding and converting customers via advertising on search engines is called search engine marketing (SEM). Like any form of marketing, SEM is a mix of a **sound strategy, practical tactics and smart budget decisions.**

Increasingly, effective SEM also means understanding how platforms like Microsoft Advertising can help you craft compelling ads, find and engage with the right audience, and make the most out of every dollar you invest.

Paid search is among the most popular type of pay-per-click (PPC) advertising. With PPC advertising, you pay for the chance for your ad to be selected to appear at the top of search engine results pages, social media feeds or on other websites. Alternatively, some businesses use display ads. Either way, you only pay if someone clicks on your ad. PPC probably will not provide all the answers, but it could be key to your marketing strategy's success.

Your SEM journey

Start with your business goals. What do you want to achieve?

- Drive foot traffic into your location
- Drive phone calls
- Increase website visits
- Sell specific products
- Increase sales and revenue

Then, consider how your current digital marketing mix is helping you achieve your goals:

- Are you spending money on paid search, social media advertising or other areas?
- What were you hoping to accomplish with those efforts?
- How have these channels performed in the past?

Next, think about how increasing your SEM efforts can improve your marketing results. A well-crafted SEM campaign can help you reach your growth-oriented business goals by placing your brand front and centre when customers are searching for information on the products or services you offer.

Once you've identified your goals, you can determine who you're trying to reach and where they're located.

An example in action:

You own a bakery and want to ***sell more wedding cakes.***

Your goals could include:

- Targeting people within a certain geographic area to increase awareness of your bakery
- Drive more traffic to the wedding cake section of your website
- Use reviews to build trust in the quality of your products

Continue to fine tune

By defining an audience segment and geographic region, you can **focus on keywords** that your target audience are likely to use and don't forget to marry those keywords into to website of your copy to help with getting found.

Examine the targeting options (next chapter) and rates of various search platforms to help you decide on the budget necessary to achieve and meet your objectives. Then you can begin crafting ads that **speak** to your audience.

One of the great benefits of SEM is that you can **track and respond to your ad or keyword** performance. If something is performing well, you can invest more money. If it isn't, adjust your keywords, ad copy or budget, and see how customers respond.

Meet (and exceed) your business goals

To top off your journey you can use the intelligent audience targeting features of Microsoft Advertising to tailor your ads. It's easier than you think.



LOCATION EXTENSIONS — Drive foot traffic, not just web traffic, by displaying your business address, phone number and a directions link in your ads to target local customers.



SITELINK EXTENSIONS — Increase the size of mainline ads and highlight your products, specials or services so searchers can go directly to pages they're interested in.



LOCATION TARGETING — Make the most of your budget by targeting searchers in selected cities, provinces, metro areas and postal codes.



APP EXTENSIONS — Promote your apps to increase user engagement and drive more sales.



CALL EXTENSIONS — Connect searchers to your business instantly with a clickable phone number. Potential customers are just one tap away from speaking to you directly.



SHOPPING CAMPAIGNS — Run Product Ads to showcase your products and special offers. Set up dedicated shopping campaigns for specific types of products by targeting certain product attributes.

Targeting capabilities

To create successful search campaigns, you need to have a deep understanding of your target customers. Of course, you need to understand their buying preferences and needs, just as you would for any campaign. But, you can also take advantage of several other factors, including:

- **Demographics:** Targeting based on the **gender and ages** of your desired customers.
- **Device type:** Targeting **smartphone and tablet** users so they have quick and easy access to information like business address and hours of operation.
- **Day and time:** Understanding the **best day and time** to reach your customers.
- **Remarketing opportunities: Reconnecting** with prospects who have visited your website but not taken further action, such as purchasing a product or service.
- **Location:** Showing advertising based on **where** your target audience is located.

It doesn't take a lot of time or effort to become a targeting pro, just ask yourself these questions:

- **Who am I trying to reach** — a specific market, unique customers, top spenders, etc.?
- **Where are they located** — a specific region or town, or a small radius like a shopping centre
- **What characteristics matter, such as age or gender?**
- **What are their interests?**
- **When do they search, and what devices do they use?**
- **What content or offers spur the most favourable response among them?**

Check out this quick guide to help address your business's unique needs and goals:

GOALS	FEATURES
WIN NEW CUSTOMERS	Shopping Campaigns , demographic targeting , Remarketing , Remarketing exclusions
DRIVE STORE TRAFFIC	Call Extensions , day/time targeting , location targeting/ Location Extensions , Universal Event Tracking
INCREASE PHONE CALLS	Call Extensions , day/time targeting , device targeting
BOOST WEBSITE VISITS	Call Extensions , Location Extensions , Review Extensions , Sitelink Extensions , Enhanced Sitelinks , Callout Extensions , App Extensions
SELL PRODUCTS	Merchant Promotions

Media budget considerations

One of PPC's key advantages is you can set your average daily or monthly budget, which caps your spending. You can also choose different types of daily activity. For example, your ads could appear throughout the whole day across the entire month, or you could adjust your ads to be served as frequently as appropriate early in the day, until your daily budget is used up.

So, how much budget should you commit? Obviously, many businesses set out to achieve a certain volume of unit sales or total revenue. Bearing in mind costs and margin, they will know how much it is worth spending to generate those sales. Experience might tell them how much they need to spend to deliver those sales.

However, weighing return on investment (ROI) is not always straightforward, as some use PPC advertising to help raise awareness of their business, while others base their ROI on a customer's lifetime value. They might spend £25 a month over three years, which amounts to £900, in which case it is worth paying much more than £25 (i.e., the value of one sale) to acquire them.

Your campaign **objectives must be achievable and measurable**, and your budgets should be established to help enable you to achieve them. The more campaigns you run, the better you can get and the more you will learn about how much budget to spend



6 simple things to keep your campaigns on track

Conduct this simple, weekly check-up to help your SEM campaign thrive



Budget

Be sure you're staying within your numbers by checking keyword bids and overall spending. Look at whether you need to adjust your bids to stay within your goals.



Measurement and summary

Use your analytics, such as an increase in conversions or traffic, to determine the overall success of your campaigns thus far. As you measure, take note of what's working and what needs to be tweaked.



Keywords

Take a few minutes to use keyword-finding tools like the Microsoft advertising [keyword planner](#) to find new keywords to add to your line-up of brand and top keywords. Review keywords that are performing well and consider adjusting your investment to focus more on those and less on poor-performing keywords.



Ad copy

Test different copy, offers and visual combinations (such as text only with different ad extensions or image ads) to see what resonates best with your audience. At the same time, track how your keywords are performing, and always try to incorporate new keywords and phrases.



Targeting

As you review the performance of your ads, keywords and ad copy, you need to take a close look at which audiences you're targeting. To maximize campaign performance, adjust location targeting via map, radius and ZIP code tools; add ad extensions; micro-target by combining options like device type, day of week, time of day or age/gender; or use remarketing to reconnect with site visitors who didn't previously convert.

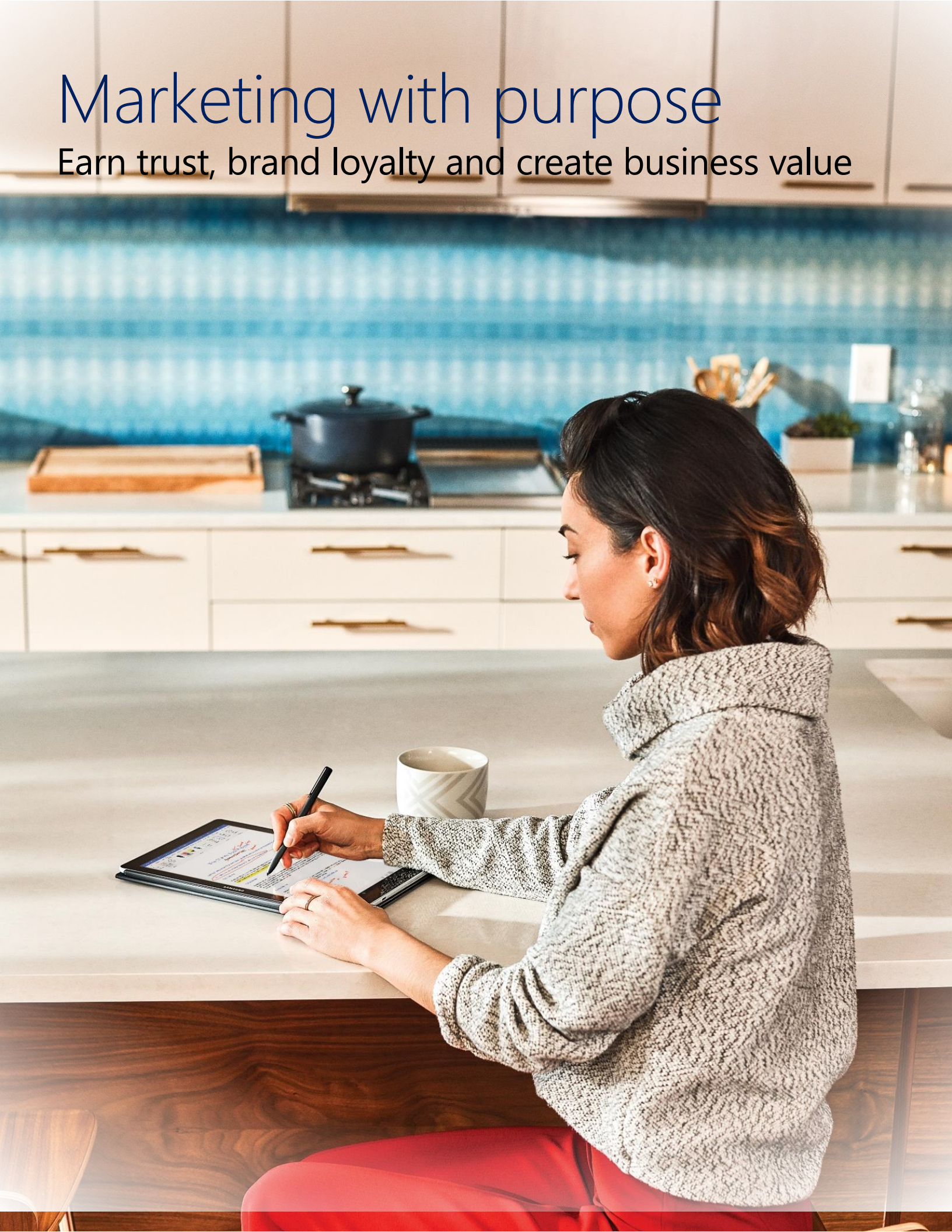


Relevance

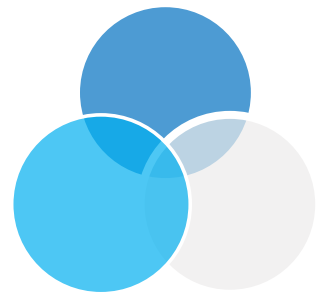
When your keywords and campaigns are working well, you can enjoy better search engine rankings and lower PPC costs. Ensure your landing pages are fresh and optimized, and practice good SEO throughout your site.

Marketing with purpose

Earn trust, brand loyalty and create business value



Be responsible, be valuable, be inclusive.



In today's ever-changing world it is important to build a brand that's welcomed into people's lives by earning their trust and upholding their values. It starts with respecting their right to privacy, which builds brand equity. Trust grows into loyalty when we recognise people's values and responding authentically. That's [Marketing with Purpose](#).

Be responsible

Trust is not static. Companies need to constantly earn people's trust by taking responsibility. Start by actively engaging with people and being transparent about your practices on privacy and data collection. Ensure you protect people's data with the highest security. Remain in compliance with the laws where you do business, including data and privacy as well as other important laws on accessibility. Have a strong set of principles that govern how you advance data and technology whilst respecting people's rights.

Be valuable

People buy from companies that stand for something larger than just what those companies sell. People want brands to stand for what they believe in and understand who they are. If brands do not achieve this

people vote with their wallets. Values drive value. It begins with shifting your company from being product centric to people centric. Ensure you go deep into diversity to uncover what all people value, not just your intended audience. Identify your purpose as a company and how you support people's values. By aligning your purpose with what people value, you create shared meaning, which helps you to co-author a trusting relationship that leads to loyalty.

Be inclusive

Inclusion is a modern marketing imperative. It means considering multiple dimensions of diversity to create culturally accurate representation in your advertising. A brand which considers inclusion in advertising strives to provide authentic connection, demonstrate open-mindedness and convey equity. It's an opportunity for you to build a more meaningful relationship with people and show them that you value them. When you open your brand experience to diverse human experiences, people will be more open to connecting with you. When people feel included, joy and trust follow, which leads to brand love, loyalty and an increase in purchase intent.



5 mindset shifts every brand can make for inclusive marketing

Friendships take work. But most of us would agree that the best of them are not only worth our investment they're invaluable.

Having friends who empathise with us, consider our needs, have our back when the going gets tough and just 'get us' is what makes life meaningful, right?

Never has there been a more poignant time in the world to value one another, when we're striving to stay connected while physically isolated in order to prevent the spread of COVID-19. Genuine care, support and inclusion of one another, especially the marginalised, have never been more important to the survival of our human race.

We conducted a series of research studies to explore consumer psychology when it comes to inclusion in advertising as well as what it takes to build trust. And what we learned has led us to an inescapable conclusion: We as brands should stop considering humans in only the context of business needs.

Consider what people are experiencing in the world around them and what they value, and then invite them to build a relationship with you with shared meaning and common values. That's genuine friendship.

Consider how your brand purpose can serve and take action to make the world a better place in a way that's authentic to the brand. This is good for society and meaningful to people, who in turn can choose your products. By doing this, you can not only drive value in your business; you can shape culture, change communities, evolve with the world, and find long-lasting, meaningful relationships, both in business and personally. You're the catalyst for change.

PEOPLE WANT:

- 1 INCLUSION**
Not just to be included.
- 2 POSITIVE-IMPACT PRODUCTS**
Not cheap, unsustainable ones.
- 3 EQUITABLE EXPERIENCES**
Not just compliance.
- 4 BRANDS THAT TAKE A STAND**
- 5 THE TRUTH**

Our trust principles

Microsoft operates on a foundation of trust. We are working to earn your trust every day by focusing on six key principles

1. Control

We will put you in control of your privacy with easy-to-use tools and clear choices

2. Transparency

We will be transparent about data collection and use so you can make informed decisions.

3. Security

We will protect the data you entrust to us through strong security and encryption.

4. Strong Legal Protections

We will respect your local privacy laws and fight for legal protection of your privacy as a fundamental human right.

5. No Content- Based Targeting

We will not use your email, chat, files or other personal content to target ads to you

1. Benefits to You

When we do collect data, we will use it to benefit you and to make your experiences better

You can find out more about our commitment to privacy at privacy.microsoft.com.



Support resources

Microsoft Advertising

about.ads.microsoft.com/en-gb

Industry insights

about.ads.microsoft.com/en-gb/insights

Case studies sharing our clients success

about.ads.microsoft.com/en-gb/insights/topics/success-stories

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