

The 10 Blocks To Advertising Greatness

Prepared For: **Every Business of Every Shape & Size**
Prepared By: **WSI Paid Search**

Dear Reader,

The ten blocks to advertising greatness are the ten fundamental reasons that businesses fail to get the most out of their online advertising, or, fail altogether with their online advertising.

These are not tactical items; they stem from executive-level decision-making and habits. We have been in business for a long time and observed thousands of businesses over the duration. For those we saw fail we sought to understand why they failed, and in the beginning, it was a very long list of reasons and issues. Upon further analysis, we merged, deduplicated and trimmed this list down to ten core reasons. We tied everything back to its root cause, rather than looking at the symptoms of the root causes.

We share this list to help as many businesses as possible avoid the mistakes that will bring about their downfall, or, make achieving success harder than it needs to be. This e-book is a much-condensed version of our regular narrative on the topic that we deliver at in-person educational events or in our forthcoming book, Advertising Greatness.

To us, advertising greatness is a feeling of butterflies in your belly when you think about the results and future potential of your advertising campaigns. It is having total control over your destiny, knowing how to predict, repeat and scale your future with online advertising.

We encourage you to read these blocks with an open mind and take appropriate action if you are presently inadvertently making any of these mistakes. We're all human and make mistakes, and sometimes it just takes a clear mind from outside to point things out to us so that we may improve.

Enjoy the read,

Jack Porter-Smith,
Managing Director,
WSI Paid Search Ltd.

Block #1 You're Advertising, But You're Not Marketing

Often times when a business thinks that their PPC (SEM, pay-per-click, online advertising, paid media) campaigns aren't working for them, the truth is that they skipped a step in the marketing process, forgetting that advertising is one small sub-set of the marketing strategy, thusly leaping in to the ad campaigns too hastily.

A few of the things usually skipped are: dedicated landing pages, target persona development, great content, compelling ad creative, research with forecasting, budgeting and target setting, conversion tracking with CRM attribution, sales team readiness and operational readiness. If you cut these corners and skip crucial steps, can you really expect your advertising to succeed?

Take a deep breath, start at the beginning of developing an online marketing strategy and do the advertising campaigns as the last step.

Block #2

You Don't Know Your ROI

If you don't know your ROI you won't continue or scale your advertising activities with confidence. Most businesses don't know their ROI because they're not tracking everything properly, and, they're not connecting PPC campaign and cost data to their CRM, so they don't know what business results came from what campaigns.

For any online marketing strategy to be successful, you require predictability, repeatability and scalability in that order. You can't get past the first step of predicability if you don't know your ROI.

Figure out where your broken link(s) is and fix it. Track everything on the PPC side (calls, forms, orders, etc...) and make sure those transactions reach your CRM with source attribution.

Block #3

You're Not Watching Your Competition

When's the time to change what you're doing? When your environment changes, as the old saying goes. In the PPC world, your environment changes every millisecond because almost all PPC is live-auction format. So why do so many businesses spend all of their time analysing their own data? There is far too much time spent looking in the mirror and not enough looking around.

The majority of our best breakthroughs, innovations and course-changes have come from analysing competitor data and trends. No great idea is ever truly original, it is inspired by something else. Plus - you need to know when you're being attacked, when the competition has backed-off, and keep an eye on their messaging and techniques.

Spend more time analysing auction insight reports (Google Ads), reviewing competitor data and looking for meaningful tests you can implement based on your learnings.

Block #4

You Lack Innovation

Mastering your PPC campaigns is a tricky thing, and often business work to mastery and then put the campaigns on auto-pilot. What worked yesterday is no guarantee it will work tomorrow. When was the last time you refreshed your ad creative, landing pages or budgeting? Or have they been the same for the past 12 months? When was the last time you launched a totally new experiment based on competitor analysis or some other insight?

Are your campaigns muddling along, same old, same old, or are you doing things that get your heart racing? Are you pushing the boundaries to find out what is possible, willing to fail in pursuit of a win? Innovation doesn't have to mean doing lots of new things for the sake of it, it can mean doing the basics very well and keeping things up to date.

Reflect on this and challenge yourself to innovate consciously.

Block #5

You've Got The Wrong Team

There are millions of Google Ads qualified professionals on the planet, along with professionals of other PPC disciplines (Facebook Ads, LinkedIn Ads, landing page development, etc...). Any Google Ads professional can become a Google Partner, and Google recognises the top 3% of its partners as 'Premier Partners' - meaning they are best-in-class based on a number of factors. So, all opinions aside, it's statistically likely that you have a B- grade or worse operator at the helm of your advertising campaigns.

Typical signs of a sub-par operator include lack of proactivity, failure to deliver on promises, tactical thinking rather than strategic thinking, lack of analytical skills, long contract terms (because they can't rely on their 'work' for continuity), etc... I am not belittling these people, as everyone has to work their way up to being a best-in-class professional if they pursue it. But there are too many snakes, sharks, cowboys and liars 'serving' the industry who unfortunately trick businesses into working with them. The right team should blow your mind, doing things you thought impossible and get you excited about advertising again.

Please evaluate if you truly have the best possible professionals at the helm of your campaigns. Without them, you could get everything else right and still fail. Tip: if you won your negotiation with your PPC professional, team or agency - you've lost.

Block #6

You're Micromanaging To Failure

As a leader, when something is not delivering the results you expect a natural tendency is to step in and micromanage the situation. This is a double-pronged failure on your part because it means you've got the wrong team, and, when you have the wrong team you shouldn't then attempt to do their job for them - you should replace them with the right team. The net result of your micromanaging will be a dissatisfied PPC team and poor results because there are no true experts at the helm of your campaigns.

I am not saying you should not help and enable your teams (training, direction, feedback), but that's a very different thing from doing their job for them and dictating every detail.

If you catch yourself micromanaging, take a step back and consider whether it's because you have the wrong team and they'll never be able to do what you need them to do.

Block #7

You've Got The Wrong Strategy

PPC is a game of optimisation - testing and learning to reach peak performance by trial and error and process of elimination. It is therefore likely, no matter how smart you are and how much research you've done, that your starting strategy will be 'wrong' in the sense that you optimise away from it over time. Accepting this is critical, not forcing the issue of sticking to your initial strategy. It is not uncommon for a very successful PPC strategy and campaign to be unrecognisable from where it began.

A lot of strategies also lack balance and depth, focused on one audience doing one thing. Are you creating demand as well as serving demand, or just doing one of these things?

Take a step back from the day-to-day details and regularly evaluate if your strategy is balanced, evolving and relevant.

Block #8

You're Scared

Perhaps the greatest and most tragic block to advertising greatness is fear. Committing to a proper PPC strategy and seeing it through all of the testing and learning cycles is requisite of courage. Unfortunately, many businesses have been burned in the past with poor results or experiences, making them all the more reluctant to dive in and do it properly once again.

All I can tell you is that I believe PPC can help 95%+ of businesses out there to one degree or another if done properly, and that great things are always on the other side of fear. Seek to learn your lessons from what went wrong in the past and go again.

Block #9

You've Got Bureaucracy

If you have more than ten people in your business this is a fact rather than a suggestion. Bureaucracy causes delays, in-fighting, loss of money or opportunity and more. As it relates to PPC, do three people need to input on ad creative? Should it take four weeks to pay a vendor? Does it really take eight forms and escalation requests to get a tracking code installed on your site? Do you have people playing games, seeking to undermine other teams and efforts? Are people manipulating results to make themselves look good?

These examples of how a business can get in its own way through politics, red tape, posturing and power battles ultimately grind the success of PPC campaigns to a halt. PPC campaigns are fast-moving, living things. They require nimble movement and adaptability, often causing the largest of businesses the greatest challenges in this regard.

I don't have a solution for bureaucracy, other than to encourage you not to accept or allow it within your business to the best of your ability.

Block #10

You're Not Auditing Yourself

The majority of businesses I meet do not have a regular auditing schedule for their PPC campaigns. Even if you master each of the nine blocks so far, you must regularly audit your advertising activities to ensure you are not missing things to blindness, complacency or fatigue. The best experts in the world make mistakes and miss things.

Have a fresh pair of eyes evaluate your advertising activities every so often. In doing so you'll identify mistakes and opportunities to further improve your results.



A bit about us.

We're a close-knit group of hard-working and fun-loving humans in Toronto. We don't take ourselves too seriously, but we know that our work is serious.

Our purpose is to help people and our niche is PPC. Our values that we live and breathe by are; candour, teamwork, running it like we own it, dependability and being problem-solving experts.

We're an education-first agency with no expectations of anyone but ourselves, proudly full-house in-house with no traps or tricks.

We have hundreds of clients and pride ourselves in making every client feel like our only client. We'll never leave you hanging, ignore you, be rude, or unavailable. We'll be proactive, we'll be reactive and we'll work within a structure that works for both your team and ours.

There you have it, a simplified whip-through of the ten blocks to advertising greatness. How many of these blocks do you relate to, and do you now take ownership of solving them?

We sincerely hope so - for we believe that suffering from these blocks to date is not your fault - perhaps you inherited the situation, were misled or had other priorities, but now that we've put this on your radar the onus is with you to course-correct and make some decisions.

We sincerely wish every business on the planet success and happiness, in general and with their advertising efforts. Thank you for reading.



**We wish you advertising greatness!
If you have any questions please ask.**

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