
UK Pay Per Click Services - A Standard Needed? 15/11/07

Just recently we have had a number of very irate and upset business owners/managers coming to us after being let down by other marketing agencies. This isn't anything new but the frequency of this is rising. Why?

Just yesterday I took a call from a marketing manager who had been using the pay per click services of another UK marketing agency for 3 years, focusing mostly on Adwords. This guy was close to having a breakdown! The company had spent over £80k on Adwords alone in this time and were confident that it was producing sales via their ecommerce site. Having had a quick look at his Adwords campaign and Analytics reports I could see that 1) they had no conversion tracking in place so most of the £80 has been spent probably on keywords that don't convert or convert at too high a CPA and 2) Analytics revealed that the vast majority of sales were coming from organic traffic!

The lesson really is that the client should have made clear from the start that he'd need access to detailed traffic and sales reporting and also that the majority of pay per click campaigns are run by people who don't really know what they are doing be they in-house Adwords 'have a goers' or other marketing agencies.

Of course I'm biased and Open Eye Marketing is great! However an impartial list of what you should be asking any pay per click services UK provider is:

- Can you meet or beat my desired CPA of x?
- How will you try to do this?
- What experience do you have of running similar campaigns?
- Can I expect regular reporting?

If they can't answer 1 or more of these questions walk away. Other pay per click questions you may have could be answered here. It does seem that as more and more businesses divert traditional advertising spend towards the internet and pay per click, inevitably more and more cowboys are appearing to capitalise on prospective clients' naivety. Also something I am encountering more and more is that broad, traditional marketing and advertising agencies are having a go at upselling pay per click management to their clients, despite for the most part not having or employing any experienced pay per click campaign managers.