
Pay Per Click Growth Period 5/12/07

This time of year gets a bit quiet for many of our clients pay per click campaigns but January sees an explosion in search volumes and conversion rates!

December tends to be a low search and conversion month for many of our pay per click clients and in the wider ppc arena with the notable exception of online retailers who continue to take Xmas shoppers away from the high streets. B2B companies have their minds on other things, people don't have the money to book holidays or buy luxuries. December really does turn bleak for some clients and businesses in general. January however is a different story.

Every all our holiday, hotel, property, education and marketing clients benefit from a growth in search volumes and a higher propensity to buy meaning a lower cost per sale or lead from their pay per click campaign. The growth seems to start bang on Boxing day and accelerates as people get back to work.

My thinking on this is that it can be explained in several ways:

- 1) People/consumers are so fed up with Xmas being over and being back to work they want to treat themselves.
- 2) People are so fed up with it being January and another year gone that they book their easter/summer holidays.
- 3) The New Year / new me factor kicks in and people get involved in new activities/hobbies/jobs which all means more spending.
- 4) Businesses look at how they are to generate more money in the new year and explore new marketing avenues and other suppliers (we always do well in Jan).

I love Christmas but roll on January!

- Andy Maclean

andymaclean@openeyemarketing.co.uk