

CIRCUS

WHITEPAPER

STOP WASTING BUDGETS! & DRIVE BETTER ROI WITH PPC



**WHY PPC IS THE BEST
MARKETING CHANNEL FOR ROI**

**COMMON PPC ISSUES AND
HOW TO OVERCOME THEM**

**THE IMPORTANCE OF THE
3 Ms OF MARKETING**

**REAL-LIFE EXAMPLES OF
BUDGET EFFICIENCY IN ACTION**



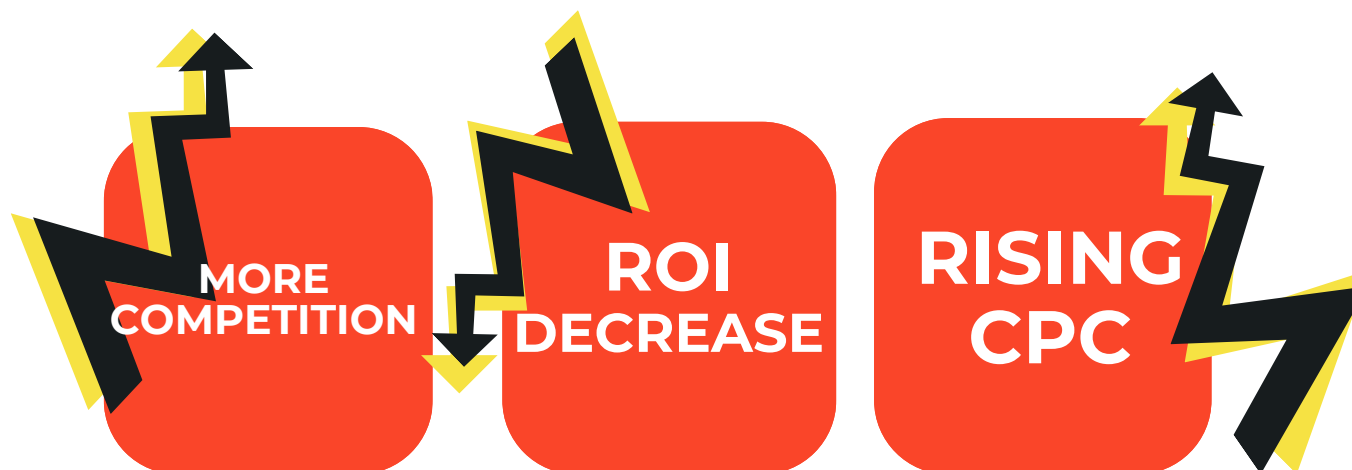
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Background

AN INTRODUCTION TO BUDGET EFFICIENCY

According to a 2022 report by Nilsen, '50% of marketing budgets are inefficient' and can improve their results by a total 50% with 'optimisations.' Alongside a shortfall of 50%, brands and advertisers are now facing heightened competition and rising costs, leading to a decrease in ROI with their existing strategies.



But, rather than reducing marketing spend and further decreasing visibility and results, brands should be shifting their focus to what their budget is currently doing, and how they can better allocate it to make an impact.

Enter, PPC.

What is PPC?

AND WHY IS IT THE BEST MARKETING CHANNEL?

If you're reading this, the likelihood is that you're aware of PPC and what it is, but let's recap.

PPC stands for 'pay-per-click,' and true to its name, is a type of online marketing that advertisers only pay for when their ads are clicked on. The lower the cost of a click, the better – however there's a lot of important metrics that need to be taken into account to accurately measure the success of PPC.

Some of these metrics include:

- o **CVR (Conversion Rate)**
- o **ROI (Return-On-Investment)**
- o **CPC (Cost-Per-Click)**

And many, many more – that's a section for a different whitepaper 😊

Ultimately, when it comes to efficiency and making your budget work as hard as possible, these metrics can give a great indication of success – depending on your business goals, of course.

PPC as a marketing channel is (we're biased but...) the best way to ensure that you're getting the best possible returns from your spend, allowing a level of control and transparency that other marketing channels can't (or don't want to 🙄).

Objectives

WHAT TO EXPECT

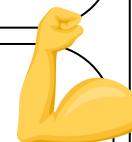
Throughout this paper, we'll provide actionable insights and tips around how you can best optimise your strategy to drive budget efficiency and ultimately, achieve a better ROI. We'll also be discussing...

THE 3 Ms OF MARKETING

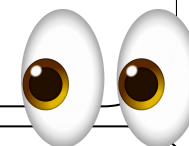
WHY PPC IS **THE BEST**
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AND SO MUCH MORE...

The Importance of Budget Efficiency

WHY IT MATTERS

It's a competitive market, and with more businesses wanting to make more money whilst spending less -

PPC is one of the **(if not THE)** most budget efficient marketing channels available.

Unlike traditional advertising or even some digital marketing methods, PPC ensures you only pay when someone actively engages with your ad. This means every pound spent has the potential to drive real business results, rather than being wasted on passive impressions or metrics that might not matter.

With precise targeting options - such as location, demographics, and search intent - budgets can be directed towards on the most relevant audience, maximising efficiency and driving ROI.

Compared to the likes of organic search, social media, ad, PPC delivers faster, more measurable results, making it easier to optimise and scale with a data-driven strategy based on what actually works.

Real-time performance data and robust reporting allows businesses to adjust bids, tweak ad copy, and refine targeting to eliminate wasted spend. Instead of waiting months for SEO to gain traction or hoping for social media to take off, PPC provides immediate visibility and control over costs.

When managed effectively, PPC ensures that every penny works harder, delivering higher-quality leads and greater profitability.

The Importance of Budget Efficiency

COMMON PITFALLS

Many businesses waste valuable budget on avoidable inefficiencies in digital advertising - often leading to panic and a lack of results as justification for cutting marketing budgets.

One of the biggest culprits however, is poor targeting. How do you expect marketing to work effectively if your message is being delivered to the wrong people?

Another common pitfall is a lack of testing and data-driven decision making. Too often, businesses shy away from testing new and creative strategies in the fear that they might fail - but how else will you discover whether something works?

Monitoring the wrong metrics, or not monitoring performance at all, is another big mistake made by marketers.

By failing to monitor key metrics that are important to your businesses' success makes it difficult to identify underperforming channels and activity. In order to maximise budget efficiency, businesses need to take a proactive approach, refining their marketing strategies to ensure every pound spent contributes to growth.

So, before you rush to pull back marketing spend due to poor results, take a look at your existing activity - what's working and what's not, and amend your activity and associated budget to what you know works.

One of the sure-fire ways to revamp a failing strategy and wasted budget however, is to implement or improve your PPC strategy!

How PPC Enhances Budget Efficiency

WHY PPC WORKS

We understand it's a bold claim that PPC is 'the best marketing channel for budget efficiency' - but the proof is in the pudding. PPC offers more insights, control and features built to do so than any other channel.

PRECISE TARGETING

Effective targeting is crucial to ensure that every pound spent is directed towards reaching the **most relevant and high-intent audiences**.

Using demographic and geographic targeting can filter audiences by location, age groups and user behaviours, whilst utilising keyword targeting allows you to use high-intent, long-tail keywords so that only those actively searching for your product or service see your ads.

Audience segmentation allows retargeting to previous site visitors, and segmenting audiences based on behaviours.

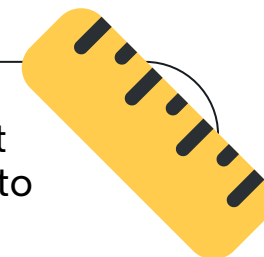


MEASURABLE ROI

Measurable ROI in PPC ensures budget efficiency by providing clear insights into **what works and what doesn't**.

With data on clicks, conversions, and ROI, businesses can allocate budget to high-performing campaigns while cutting waste.

Tracking key metrics like CPC and conversion rates allows for continuous optimisation, ensuring every penny is well spent. By leveraging analytics and real-time adjustments, businesses can maximise their PPC budget, drive better results, and grow their business.



How PPC Enhances Budget Efficiency

BUDGET CONTROL

One huge downfall when it comes to marketing is a lack of control over budget once it's been spent - but not PPC!

Being able to see where budget is being spent effectively means that brands and advertisers can **optimise accounts reactively**, taking budget from where it might go to waste and reallocating it to high performing areas.

Additionally, daily and lifetime budget caps are in place to ensure that your ads spend only what you want them to, with the ability to change these caps when and if necessary.

TESTING & OPTIMISATION

Ever heard the phrase... **'try before you buy?'**

PPC allows for testing, and whilst some additional budget is required, it's an effective way to explore previously untested strategies and activity that could work for your account.

Without testing, it's hard to uncover the true potential of your marketing as there could always be something that works better than what you're already doing.

And hey, if something doesn't work, it means that no more budget needs to be put towards it!



These 4 features provide marketers with more refined ways to reach the right audiences, data-driven insights around performance, control over where budget is spent, and opportunities to discover new strategies.

Best Practices For Maximising ROI

WHAT YOU CAN DO

The list of tasks on a PPC expert's checklist can feel, well, endless! But, there are some things that all experts should be prioritising if they want to see their budgets stretch as far as possible.

KEYWORD STRATEGY

By focusing on high-intent, low CPC keywords, you can cut out wasted spend while reaching the right audience - people who are actually ready to convert. Keyword research and filtering out irrelevant or overly expensive terms helps you get more qualified traffic without breaking the bank. And don't forget about negative keywords! They keep your ads from showing up in searches that aren't a good fit, saving you money in the long run.



AD COPY

Your ad copy is your first impression - so it's important to make it count! Writing compelling, relevant ads with strong CTAs can work wonders for your CTR (click-through-rate). The better your ad copy, the more people will click - improving your ad relevance score. Higher relevance scores mean lower costs and better placements, making your budget go further. For the best results - test out ad copy variations to see what works best!



LANDING PAGES

Getting clicks is great, but what happens after that? If your landing page doesn't match what your ad promotes, visitors might leave before taking action. A well-optimised landing page keeps people engaged and makes it easy for them to convert - whether that's signing up, making a purchase, or contacting you. Fast load times, mobile-friendliness, clear CTAs, and persuasive content all help lower costs and make your PPC budget work harder for you.



AUTOMATION

Why do all the work yourself when AI and automation can help? Smart bidding strategies like target CPA or maximise conversions use machine learning to optimise bids in real time - helping you get the best ROI. AI tools can also help to fine-tune ad placements and targeting, saving you time and effort while keeping costs at bay. By letting AI handle the tedious stuff, you can focus on bigger decisions while still running super-efficient PPC campaigns.



Case Study

BOOTH'S

Booth's has an exceptionally busy seasonal period when approaching the festive season, utilising PPC as a marketing channel to promote their online delivery services.

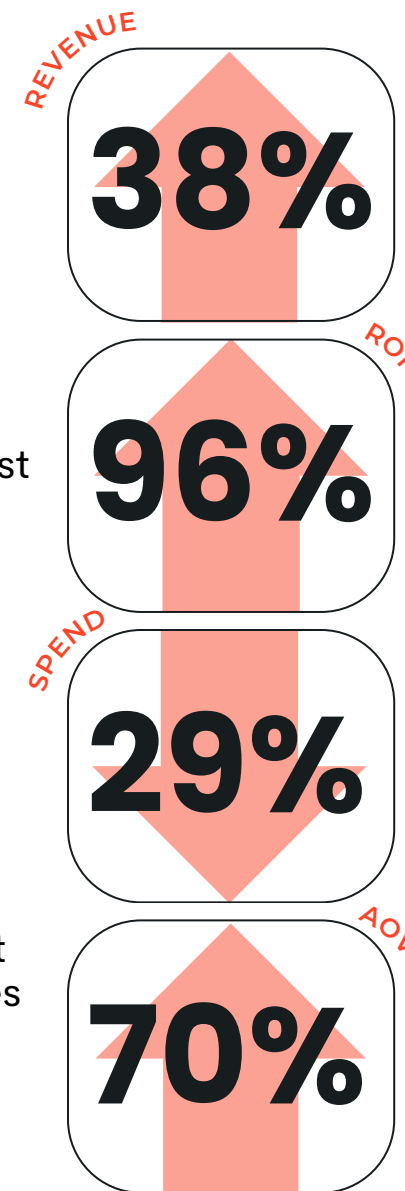
With lower budgets in 2024, we focused on driving budget efficiency and getting the most out of the allocated spend through creating a great foundation for the account, alongside daily optimisations.

To set up the account for success, we:

- Grouped similar keywords.
- Optimised ad copy with keyword relevancy.
- Used a combination of match types.
- Added negative keywords to refine traffic.

Continuously optimising the account for success and focussing on 'the basics' meant that we only drove budget towards what was working, and in turn, reached the right audiences and made budgets work harder than ever before.

The results speak for themselves - despite a 29% reduction in spend, we drove YOY increases of 38% in revenue, 96% in ROI, 70% in AOV and 20% in CVR.



The 3 Ms of Marketing

CHARACTERISTICS OF AN EFFICIENT MARKETING CAMPAIGN

Forget the 4 Cs of PPC, we're all about the 3 Ms of Marketing – measurability, manageability, and mouldability. These are the 3 essential characteristics of a marketing campaign that breed success when trying to drive better budget efficiency. And guess what? PPC has them all.

MEASURABLE

- PPC provides information and measurement around a wide range of KPIs.
- Different KPIs are indicative of efficiency in a PPC account e.g. CPC, CVR and ROI.
- Clarity across metrics and how campaign/ads are performing helps advertisers to identify what isn't working, and where it is doing well so that budget can be reallocated.
- Heightened level of reporting allows for concise and justifiable data-driven decision making that can be carried out in real-time.



MANAGABLE

- Unlike many other marketing channels, this level of budget control is unique to PPC.
- No 'pay a lump sum' and see what happens – budget can be managed and changed throughout the process and reallocated to better performing areas where needed.
- Daily and lifetime budget caps help ensure spend remains in line with overall budget allocation.
- Changes can be actively made whilst campaigns are running to improve budget efficiency.



MOULDABLE

- If something isn't working, budget can be taken and redirected towards something else that does work.
- No need for blind faith or 'throwing to see what sticks' – PPC strategies can be moulded depending on a number of different factors including industry trends, competitor aggression and platform changes.
- Ability to ebb and flow with the changing of external factors and PPC trends.
- PPC campaigns can be built and optimised for you and your KPIs.



PPC Challenges

AND HOW TO OVERCOME THEM

We've talked about best practices, but what about those annoying occurrences that stop us in our tracks and cause havoc with our PPC campaigns? There's always challenges along the way - here's how to manage them.

COMPETITION

PPC is getting more crowded, and with more businesses selling the same products, and bidding on the same audience, standing out is tougher than ever. But don't worry - there are ways to stay ahead! Focusing on niche keywords, improving your ad relevance, testing new strategies, and making sure your landing pages convert can give you an edge. The key is to be strategic and keep refining your approach to stay competitive without overspending.



RISING CPC

Rising CPC rates can make PPC feel like an uphill battle, but there are ways to stretch your budget. Prioritising high-intent keywords, improving quality scores, and using smart bidding strategies can help lower costs. Focusing on long-tail keywords and negative keyword filtering can also reduce wasted spend. The goal is to get the most value out of every click - so optimising your campaigns and testing what works best will keep costs in check.



LACK OF RESOURCE

Running a PPC campaign with a small team (or even solo) can feel overwhelming, but efficiency is key. Automation tools can take a lot of the manual work off your plate - such as bid adjustments and audience targeting. Setting up processes and focusing on what drives the best ROI, as well as using AI-powered insights can help you do more with less. **However, our biggest tip would be to work with an expert PPC agency... like us! (wink, wink 😏)**



BUDGET CUTS

Whilst the first port of call should be to assess what your current budget is doing - many businesses might still decide to reduce budgets. This doesn't have to derail your PPC efforts, and narrowing your focus to the most efficient and effective keywords and campaigns, whilst pausing any that are underperforming, can help you drive more conversions for less. Even with a smaller budget, a well-optimised PPC strategy can still deliver great results.



Final Takeaways

THINGS TO REMEMBER

We all want our marketing campaigns to be as effective and efficient as possible, driving the greatest possible ROI and making sure our message is being received by the right people, in the right places, at the right time.

PPC is the best way to do this in a volatile industry where rising costs make for decreased ROI and marketing effectiveness, giving marketers insight and authority over exactly what their campaigns are doing.

If you take anything away from this whitepaper, remember these 5 key things:

1. Budget cuts should NOT be the first port of call if your marketing isn't performing well – first, **investigate where your budget is working and failing**, and implement or improve your strategy to reflect this.
2. PPC is the best marketing channel to drive better efficiency across your marketing efforts. Features such as **precise targeting, measurable ROI, budget control, and testing & optimisation** give greater visibility and control over how PPC is performing.
3. Every PPC account is different, but some of the key areas to focus on when it comes to driving better budget efficiency are **keyword strategy, ad copy, landing pages and AI and automation**.
4. You should be able to **measure, manage, and mould** an effective and efficient marketing campaign.
5. Stay aware of common PPC challenges, such as **competition, rising CPC, lack of resource, and budget cuts**.

These tips will help you to design and execute a well-optimised PPC strategy that transforms your marketing and drives better ROI.



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