Use Creative Testing For Your Ads or Landing Pages

This past week I was asked by a reader to address the benefits of “paid search advertising” as a strategy for testing your marketing strategies. What I found out is that many small business CEOs haven’t looked at this option.

So, first let’s quickly set the background for the topic. One key way you can help improve the success of your ads is through what I will call “creative testing”. The different versions of your ad are rotated evenly on the same set of keywords to identify a winning ad based on key performance indicators (KPIs).

Paid search creative testing involves setting up a control ad to test against one or more other ads. One of the benefits of a couple of the more popular sources is that Google and Bing paid search advertising is that it is so measurable. You can see what is working, what’s not, and adjust your approach immediately.

Testing can also involve multivariate tests that will test multiple combinations of ad copy as well as landing pages to increase performance.

So, why would you do this? Testing identifies what ads or creative combinations are generating the most conversions based on your specific KPI. In a recent column, I suggested using a “call to action”. In this strategy, you can see what call to actions (CTAs), offers, buzzwords, etc. are having the most positive effect on your results. Through this type of analysis you can craft more successful ads and landing pages which may ultimately lower your costs, earn a higher Quality Score, and help increase your ROI.

I suggest that if you buy advertising space, that you consider doing creative ad and landing page testing – and paid search is suggested for any business that has trackable online conversions and metrics. Testing your KPIs in paid search can help identify ways you can scale your business.

I also suggest that working with a good marketing firm can be a big benefit for crafting your marketing plan. Before you sign on, ask them how they would help you to do or set up creative testing for your ads and or landing page.

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