

1. Search

Copy Testing Emotional Selling Propositions

Background

Digital skills training is a high growth niche across the globe. Most students of the Digital Marketing Institute decided to study with us after researching course options online via search. Search audiences are highly valuable as they are actively looking for a product or service, so are far more likely to convert than display audiences.

Business Goal

The goal of the paid search activity was to generate as many leads via brochure downloads or contact requests in key markets at an acceptable cost per lead.

Audience Insight

As searchers are an engaged audience looking for more information on digital marketing courses, each time they search they are presented with a number of educational provider options to choose from in the market.

One of the key insights from our training consultants is that people prefer aspirational benefits over the functional aspects of the course. In other words, they are more responsive to how their lives or careers will improve following completion of the course.

Channel Choice & Targeting

AdWords paid search ads targeting searchers in key markets across the globe.

Strategy

In order to differentiate the Digital Marketing Institute from competitors and increase conversion, copy variations were tested to include the lines *"Our graduates become high earners"* and *"50%+ of our graduates got a pay rise"* over a 45 day period between April and May 2016.

Copy was written to demonstrate the Digital Marketing Institute's competitive edge on SERPs by focussing on the benefits of the course rather than what competitors were doing - outlining course details and learning outcomes.

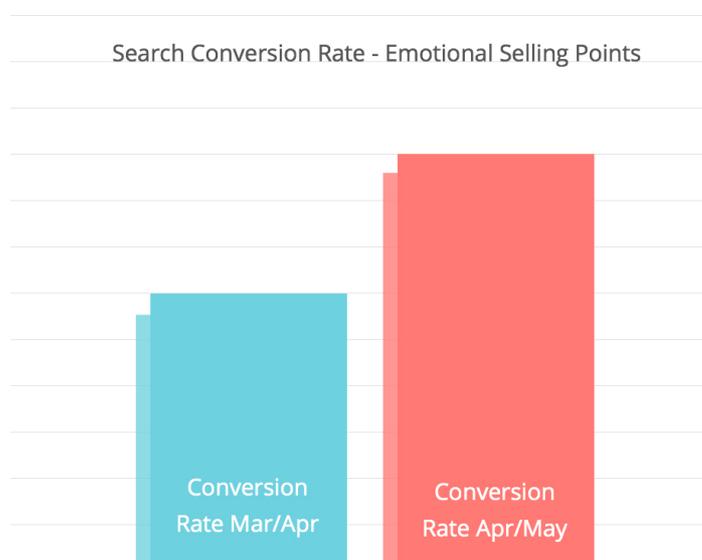
Despite being the largest provider of digital marketing courses in the world, the Digital Marketing Institute has a number of competitors who are highly active and aggressive in the paid search space, so copy differentiation using customer insight was more effective than out-bidding other providers, which would have been costly and effected CPL.

Results

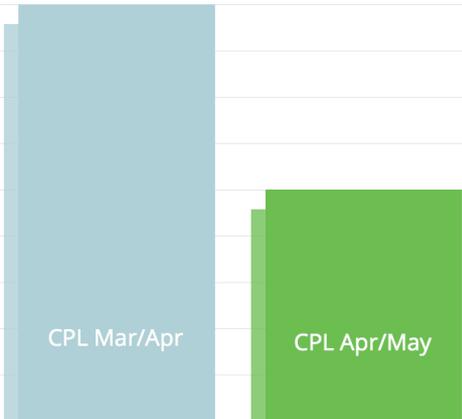
46% increase in conversion rate

30% reduction in CPL

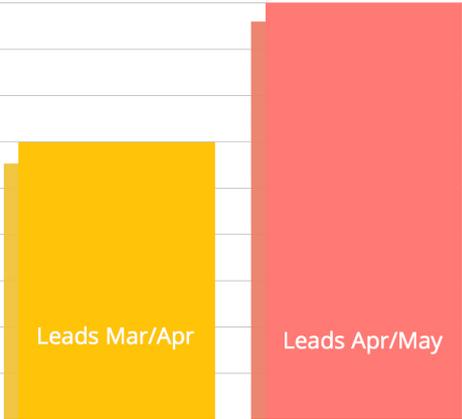
30% increase in leads



CPL Emotional Selling Point



Leads Emotional Selling Point



2. Search

Search Remarketing on High Volume Keywords

Background

See copy testing case study background

Business Goal

The goal of the paid search activity was to generate as many leads possible via brochure downloads or contact requests in key markets at an acceptable Cost Per Lead.

Audience Insight

As digital marketing courses are significant purchases, customers will research numerous providers and course options to decide what's most suitable for them. This means they will carry out multiple searches and visit the website a number of times before they make their final decision.

Strategy

Given that audiences will search extensively before making a decision, brand knowledge among searchers is highly desirable for any advertiser, given its impact on conversion rates. Secondly, as this is a highly competitive space, costs can quickly escalate for particular keywords, so the challenge is to maintain a brand presence across a variety of searches to drive the maximum number of leads while keeping costs at an acceptable level.

By applying Remarketing Lists for Search Ads (RLSA) to certain high-cost keywords, the Digital Marketing Institute could compete more effectively

as these searchers had already been exposed to the brand as they had previously visiting the website.

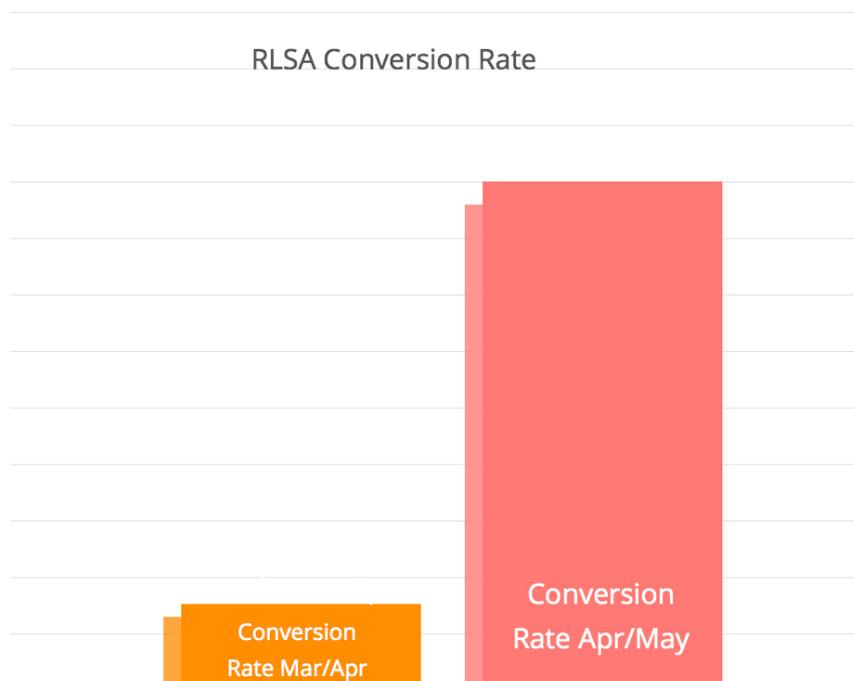
These keywords were also being served in duplicate campaigns in the account to target people who had never been on the website before. This was achieved by adding a negative audience of website visitors to these campaigns. This ensured that there was no crossover with the RLSA campaigns.

Results

91% increase in conversion rate

45% reduction in CPL

140% increase in conversions



RLSA Cost per Lead



RLSA Leads

