MARKETING
MASTER REPORT

search **2.0**
Navigating the SEO and SEM landscape

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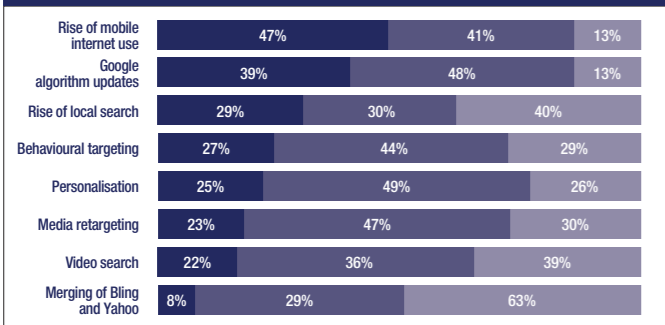Navigating the SEO and SEM landscape

search **2.0**

Navigating the SEO & SEM landscape

As mobile and a plethora of other factors reshape search marketing, what are the basics marketers need to remind themselves of? Our inaugural Master Report series investigates.

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In the context of search marketing efforts, how would you describe the impact of the following trends and technologies?

Trend			
Rise of mobile internet use	47%	41%	13%
Google algorithm updates	39%	48%	13%
Rise of local search	29%	30%	40%
Behavioural targeting	27%	44%	29%
Personalisation	25%	49%	26%
Media retargeting	23%	47%	30%
Video search	22%	36%	39%
Merging of Bing and Yahoo	8%	29%	63%

Source: SEMPO State of Search Marketing Report 2012

Internet entrepreneur and author Marc Ostrofsky says relevance is a search engine's holy grail. "People want results that are closely connected to their queries." That pretty much sums up the direction in which search marketing is heading.

And, as digital marketing budgets grow, search's share will continue to soar. The fourth annual Marketing Budgets Report 2013, published by Econsultancy and sponsored by Responsys, states the percentage of companies planning to invest in cross-channel has grown year-on-year, demonstrating the increasing importance of an integrated marketing strategy.

"The rise of mobile is another way that marketers are interacting with consumers on their own terms, and in 2013 we'll see marketers increase their investment in mobile-optimised email and mobile search marketing," it says.

Search, while being one of the top choices of marketers when it comes to digital marketing, is also fairly elusive – thanks, in part, to the largest player in the space, Google.

Google's ever-changing algorithm keeps brands on their toes as it continues to improve targeting, adding capabilities to comprehend context and not just keywords. One such recent tweak was its "Hummingbird" algorithm aimed at making search more relevant. Seemingly, that isn't a huge change for consumers, but PPC marketers need to understand what Google is aiming to do. Put simply.

"In fairness, the Hummingbird algorithm uses many of the old procedures, weights, filters and methods of the old algorithm. However, the new algorithm will deliver better search results for long-tail, conversational-based searches," says Jyoti Koria, account manager at Mindshare.

"There is a feature within Google AdWords that allows you to see exactly what users are typing into Google to get to your web page. This will ensure you are on top of any long-tail or conversational-based queries that are being used."

Here is what Hummingbird does. Previously, when you searched "how can I fix my iPhone?", Google would return a set of results that included the keywords "fix" and "iPhone" – this meant Google would return a number of web pages that contained these keywords, but they may not have been related to the actual query, "how can I fix my iPhone?"

With Hummingbird, Google's algorithm will place more emphasis on the other words in the search query such as "how can I?"

So under the old model, Google was matching individual keywords and phrases to the pages in Google's index. But now it is considering all the keywords in the query and the relationship between each to understand the intent behind the search query. Now this change does not have any negative implications on any paid search campaigns.

"Marketers need not panic," Koria says. However, it does create a small opportunity to expand long-tail search queries or add "conversational"-based queries to a search campaign.

"Previously, these types of queries had very few impressions, but if better and more relevant results are provided, there will be a growing number of users typing in longer search queries and 'questions' directly in Google," she says.

And not just algorithms, what's defining search in the current times is a multitude of factors, the most prominent of which is mobile. Big or small, global, national or local, with ownership on the rise, there is no business in Singapore which isn't being transformed by mobile and mobile search.

"So the first thing you should know is that if you're a brand wondering when to develop your mobile strategy, the answer is yesterday," says Julian Persaud, managing director for Google in Southeast Asia.

Here are some snapshots from Singapore and from across Southeast Asia:
- More than nine out of 10 smartphone owners have searched for local information, while more than eight in 10 have taken action as a result (contacting/visiting business, purchasing something, telling someone about it).
- 48% search for local information on a daily basis, higher than the US, Japan, Korea or Australia.
As far as shopping is concerned:
- 87% of Singaporean smartphone owners have researched a product or service from their device, while 57% who start research on smartphones go on to complete purchases on a desktop; more than one in two complete their purchase offline.

Across Asia, a similar portrait emerges:
- 91% of Malaysian smartphone owners have researched a product or service from their device.
- 88% of Filipino smartphone owners have researched a product or service with their device.
- 94% of Thai smartphone owners have researched a product or service with their device.
- Korea sees similar numbers: more than nine in 10.
- Hong Kong – 89%.

"Brands need to remember that smartphone screens might be smaller than desktop, but mobile search has greatly expanded the range of tools available to advertisers online," Persaud says, adding that smartphones have features, such as a built-in camera, microphone, speakers and GPS, that can be used to help brands do things they never dreamed were possible with search advertising on desktop.

Google has made search results on your phones and tablets cleaner and simpler, optimised for touch, clustered on cards so you can focus on the answers you're looking for.

"Typing can be hard without a keyboard, so we have made it easy to search Google with your voice. Location is also very important for mobile users, so we give results for things like weather and movies based on where the user is located," Persaud says.

Likewise, it has focused on developing mobile formats that echo many of the changes on the consumer side. Advertisers can show consumers ads that allow users to call their business with a tap of the screen with a click-to-call mobile search ad format – no typing required. Given how important location is to both mobile searchers and advertisers who want to reach them, we also enable advertisers to bid more for customers closer to their retail locations or at certain times of day.

At the moment, more than 1.2 billion people access the web from their mobile devices with 61% of people having a better opinion of your brand when it offers a good mobile experience. Remember 95% of these mobile users have searched locally – which is what every business wants.

"So you get it. We get it. Mobile marketing is moving to be the preferred method of marketing," says Rhyce Lein, general manager of SEO Agency.

"All you need to do is look at the stats and even Google's latest update showcasing Hummingbird. Rather than illustrate this new move with a desktop image, they used an image of a mobile app setting the stage for the future of mobile search and consumers," he says.

According to Persaud, the best thing any brand can do for its business on mobile is also one of the simplest: get a mobile website. Consumers don't want to pinch, zoom or squint to read text; they'll just go somewhere else.

SMARTPHONES HAVE TRANSFORMED OUR BEHAVIOUR

SMARTPHONES HAVE TRANSFORMED CONSUMER BEHAVIOUR.

Mobile search, video, app usage and social networking are prolific

Smartphone users are multi-tasking their media with 87% using their phone while doing other things such as watching TV (42%)

How does this compare across Asia?*	
• Malaysia:	43%
• Philippines:	42%
• Thailand:	45%
• Vietnam:	41%
• Hong Kong:	48%
• Taiwan:	40%
• Japan:	58%
• Korea:	47%

*while watching TV

How does this compare across Asia?			
• Malaysia:	69%	57%	43%
• Philippines:	63%	53%	38%
• Thailand:	67%	67%	45%
• Vietnam:	71%	44%	33%
• Hong Kong:	66%	56%	36%
• Taiwan:	60%	49%	28%
• Japan:	54%	59%	17%
• Korea:	70%	60%	32%

Thursday, July 18, 13   Google Confidential and Proprietary 7

Thursday, July 18, 13   Google Confidential and Proprietary 6

HOT SEARCHES

Singapore

Restaurants, Pubs & Bars	Product Info	Travel	Apartments, Housing Info
58%	68%	54%	31%

Source: Google

RHYCE LEIN OUTLINES SIX TIPS TO GET MOBILE SEARCH RIGHT.

1. Location, location, location
Geolocation technologies are giving businesses creative ways to engage customers – from sms-ing potential customers discount prices to sales nearby, or a new hot spot to watch out for. Consider how location-based technologies could increase immediate engagement with your customers using technology such as Google Now, Apple Siri and GPS-enabled apps for iOS and Android.

2. Simplify your search terms
Remember your customers enter keyword queries differently than they do when they are on a computer. They want quick answers and are on the go, so their phrases will be short. Often, potential customers' searches are more local – for example, "hairdresser Bedok". Always optimise Meta titles and descriptions for these short queries.

3. Always put a link
Each mobile-friendly page should have a link to the main desktop site – clearly marked – so your customers can easily switch to the version of the site that will best fit the needs of the device they are using.

4. Less of the rich content
Brands with web pages with images and videos are considered to have rich content. Remember these are difficult to load on most mobile devices so make sure you reduce file sizes to ensure pages render properly on users' mobile devices for visibility.

5. Apps versus mobile-friendly
When deciding on creating a mobile app have a think of the intent of your potential customer first. Applications are a resource or a business tool; they are created for someone who will use your business on a regular basis. Think mobile banking app or pizza shop. For a business where your customer needs to use your services multiple times a mobile app makes sense to make this process easy, however, if it's a one-off service, it won't be relevant for its customers or business needs.

6. Honey I shrank my business.
Most businesses shrink their overall web page layout to make it fit into a smartphone dimension. However, you should scale away to make sure it works for mobile. Down the visuals and keep copy minimal and look at your content through a mobile lens – focus always on the experience.

(You'd be surprised how few advertisers have actually covered this step, he says. Even among large global companies – for example, Google estimates the majority of large advertisers in Singapore don't yet have a mobile website.)

"That's a problem, because if you don't have a mobile site, you aren't ready for mobile customers, period – you're just sending them to the competition. Even if you're a *Fortune* 500 brand running state-of-the-art mobile advertising campaigns, if you're directing mobile consumers to desktop websites, which frustrates them, you are wasting money," he says.

Second, make sure to clearly define your business goal. Do you want traffic to your mobile site? Or would you prefer to drive foot traffic to physical storefronts? Then, take a look at what sort of mobile presence (beyond the mobile website, which is non-negotiable!) will actually advance your business goals.

"Fancy apps are nice to have, but they aren't necessary for every business. It really can be as simple as a mobile-optimised website with store hours and location prominently displayed," Persaud says.

"You might want to drive calls to your call centre or retail outlet. Or it could be as complex as driving sales with offers tailored to a user's proximity to your store. But the mobile website is really non-negotiable, and it's the best place to start."

With such huge shifts in consumer behaviour and mobile starting to play a crucial role in their lives, brands need to keep in mind the basics of search marketing and this is what we are addressing in this month's master report.

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WHAT IS THE DIFFERENCE BETWEEN SEO AND SEM?

Each year, the fields of SEO and SEM grow more similar. Paid and unpaid listings now look more alike than ever. The "quality" requirements for both SEO and SEM content have become closer. Both fields now require skill sets in technology and content to succeed.

So, while SEO and SEM comes closer together, truly integrated campaigns are now held back by marketers. Marketers have been fed too many myths, and I'm reminded frequently of this need to "unlearn" when training brand and agency marketers in the Google classroom training programme.
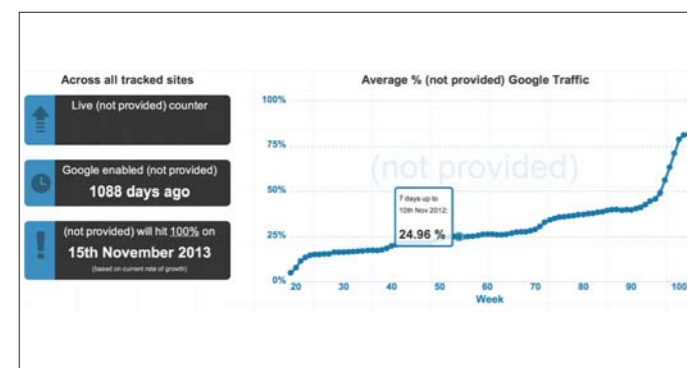
Time to branch out: As Google hides more keyword data from SEOs, businesses need to do more integrated campaigns.

SEARCH MARKETING MYTHS

Here are the most common myths about SEO and SEM that refuse to die:

- **SEO is free, SEM costs money:** Getting ranked requires significant human cost. Both cost money and should be held up to a ROI metric.
- **SEM = Google + Yahoo + Bing:** As Google has such a dominant market share, for 90% of businesses, SEO = Google.
- **Offline success helps get you to No.1:** Many larger brands feel "entitled" to search ranks due to their offline presence. But only search marketing efforts can lead to search marketing results.
- **AdWords help SEO ranks:** One of Google's fundamental tenets is they don't let any paid programmes influence natural rankings.
- **SEO takes a long time, SEM works right away:** SEM accounts often need months to become profitable. But content-based SEO can often show results in days. Long-term optimisation is what makes both channels profitable.
- **SEM traffic isn't as high-quality as SEO traffic:** In many industries such as travel, hospitality and retail, SEM traffic tends to convert better than SEO traffic. While in other industries with longer purchase cycles, the reverse can be true.

An integrated approach is necessary for discovering the right formula for each business. To clarify your 2014 search plans, let's dive into the strategy each of these channels will require.

THE SEO PROCESS, AND THE BIGGEST SEO MISTAKES

SEO stands for "search engine optimisation" and is the marketing activity that helps attract unpaid traffic from Google. This includes getting your website ranked high for popular terms – and driving traffic to your Google Maps listing, YouTube videos, images and news articles. There are three kinds of operational activities required to do SEO today:

With great integrated analytics tools like multi-channel funnels, we can finally track cross-sell between SEO & SEM.

1. Technical optimisation: Typically a one-time activity, this portion requires your web developers to make the site Google-friendly and allow "indexing" by Google's robots. The common tasks in this include speed optimisation, meta tags, title copywriting, on-site optimisation and internal links.

2. Content optimisation: An ongoing responsibility, copywriters and content creators need to give Google and users a reason to come back to the site. This includes creating text content, articles, blogs, videos, infographics, social media posts and other content that users find interesting.
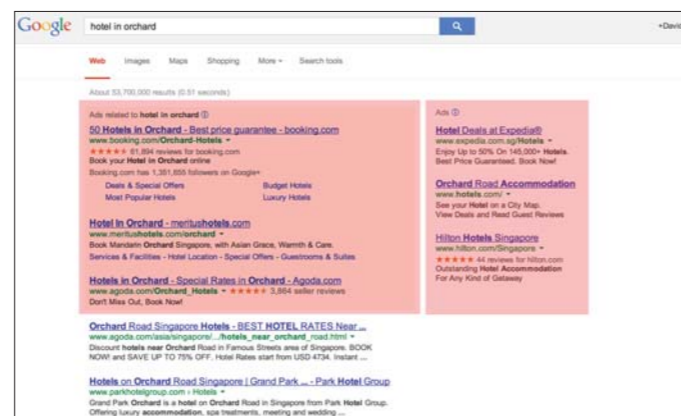
In search of a new way: With 80% of the search results screen covered by ads, integrated campaigns become a priority.

3. Online PR optimisation: Today, nobody beats a path to your better mousetrap unless other people are discussing, linking, citing, liking, tweeting and +1'ing your site. The corporate communications, social media and PR teams need to constantly work on getting more links.

The biggest mistakes in SEO that businesses make is delegating the role to the web programmers and then taking their SEO traffic for granted. In my experience, when businesses start spreading the responsibility to the right teams, set the right SEO KPIs and plan a content strategy, they see a 4-5 times improvement in SEO traffic and results.
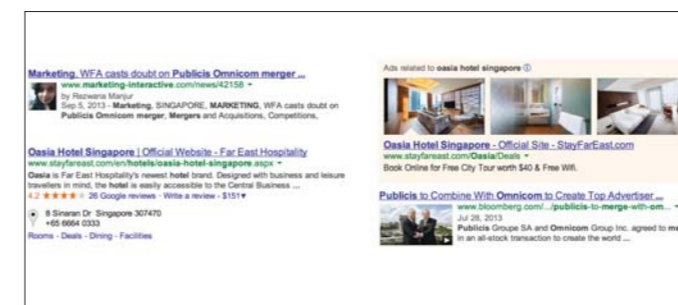
Content is still king: As photos, videos, news and maps replace text ads and links, a content strategy becomes more critical.

THE SEM PROCESS, AND THE BIGGEST SEM MISTAKES

SEM stands for "search engine marketing" and it refers to driving traffic from paid ads or "sponsored links" from search engines. The definition of SEM has also changed to include a dizzying array of attractive site-links, product ads, maps listings, click-to-call numbers and many other features on the search results page.

In addition, Google AdWords extends its reach to content sites around the web, including the most popular sites in video, news, sports, maps, finance and more. To get the most out of SEM today, here are the three strategic activities that need to happen:

1. Keyword and search campaigns: Keyword-based text ads are still the core of an effective SEM campaign. The work here involves account organisation, keyword research, ad copywriting, bid management, ad extensions, experiments and repeated optimisation.

2. Display network campaigns: The biggest opportunity today for most businesses is to extend their reach with targeted features such as remarketing, audience targeting, combination lists, real-time CPA bidding, rich display ads and video ads across Google's Display Network.

3. Analytics and conversion optimisation: The most successful campaigns optimise their landing pages for post-click performance. The work in this activity includes conversion tracking, tag management, landing page design and analytics consulting with a strategic view to improve post-click performance.

The biggest mistakes in SEM today include not factoring in the display network into the scope and skill set, and not optimising post-click performance through analytics and conversion consulting. In my experience, businesses that start paying attention to these two factors, see a 2-3 times improvement in their SEM spends.
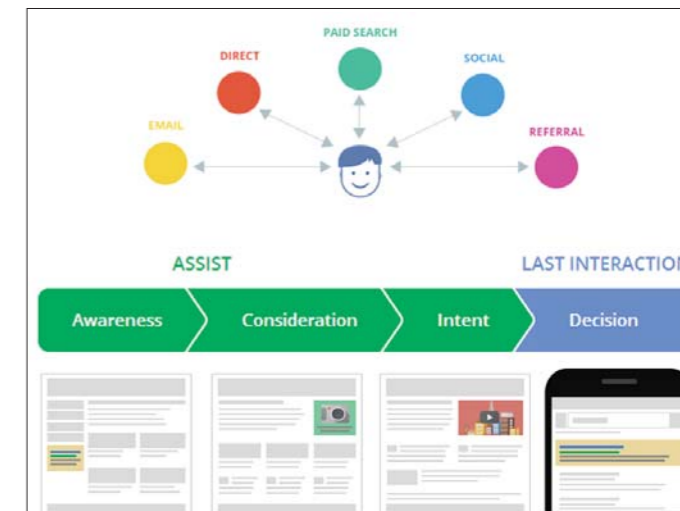
Mix and match: Multi-channel analytics are helping businesses find the right mix of search with display and mobile ads.

IN-HOUSE VS OUTSOURCED: WHAT WORKS BEST?

With such a daunting list of tasks, many businesses want to outsource the job of driving clicks. But in many cases, that can be a fatal mistake.

In both SEO and SEM, the content strategy is the key to driving success. And that content, driven internally, should be the starting point of a search campaign.

So, at the risk of reducing work for agencies like us, I'll go ahead and say that most small businesses should do search marketing in-house and invest in the training and development of their existing staff. On the other hand, larger businesses should almost always outsource. Large campaigns require too many different kinds of skills, and it's more cost-effective to have an agency handle this.

And in both cases, the SEO, SEM and analytics education should be the top priority in 2014. Organisations that make the decision to educate and adopt search in their DNA are well on their way to reaching their ambitious goals in 2014.

ABOUT RACHIT AND HAPPY MARKETER

Rachit Dayal is the co-founder and managing partner at Happy Marketer – a company that helps clients achieve more from their search and social media marketing initiatives.

Happy Marketer's clients include Far East Hospitality, StarHub, Google, PhillipCapital, LivingSocial, InSing.com, JobStreet, JobsDB, NTU, SUTD, Singapore Sports Council, SPRING Singapore, Visa, Standard Chartered, ad:tech and many others.

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HOW TO BOOST OVERALL SEARCH PERFORMANCE

Half the world's population now has access to the internet and nearly 90% of them find sites through search engines. An ideal part of a search campaign to start with is by defining the words and phrases necessary to attract relevant visitors to your site. Not only will it yield substantial returns on investment, but it is also vital to keep budgets in check. As a search expert, here are a few things to bear in mind that will help boost your search ad results.

and it can quickly get confusing and overwhelming. Here is a list of key metrics that really give you a great overview of your performance in your search campaigns. Tracking these given metrics over time will provide a solid measure of your success.

1. **Quality score:** It is used to measure the relevance of your keywords and is used to ensure that visitors see relevant ads and have a positive experience. It's critical to maintain good quality scores because Google uses them to determine your ad rankings as well as how much you pay per click.

BUILDING YOUR SEARCH CAMPAIGN
As easy as 1-2-3

1 select keywords 2 target effectively 3 write text

1. BUILDING A SUCCESSFUL PAID SEARCH CAMPAIGN
First, you should spend some considerable amount of time to research keywords that are relevant to your audience and your company which will help drive performance. The list should include brand and generic keywords based on your objectives. Your next step is to use specific targeting methods to reach your potential audience because this practice can help control when and where your ads are shown. Remember to keep your message clear and compelling to avoid confusion as much as possible.

2. MEASURE, MEASURE, MEASURE
Be sure you can measure your campaign effectively so you can bucket and view through scalable analytics. Measuring the performance of your search campaign is important in understanding what works and what doesn't. It enables you to answer business questions such as calculating returns on marketing spend and identifying how your target audiences engage with your marketing messages and campaigns. In the digital world, you know there are a ton of metrics available to track and analyse,

2. **Click-through rate:** It's one of the most important factors in determining your quality scores. Low click-through rates are an indication your keywords or ads need further improvement.

3. **Conversion rate:** Conversion rate is just as important as click-through rates because you don't want to pay for tons of clicks and traffic if none of that traffic ends up taking meaningful action.

4. **Cost per conversion:** Typically, the most effective way to measure a campaign's success is through conversions. Your cost per conversion is the amount of money you spend divided by the number of conversions you achieve. Now that you have this information you can make better judgment about how to spend your marketing dollars.

3. DEPLOYING NEGATIVE KEYWORDS
Negative keywords are as important as positive keywords for the success of any search campaigns. It allows advertisers to block unwanted search queries. Without negative keywords, your campaign can spiral out of

CHINA SEARCH ENGINE MARKET SHARE IN AUGUST 2013
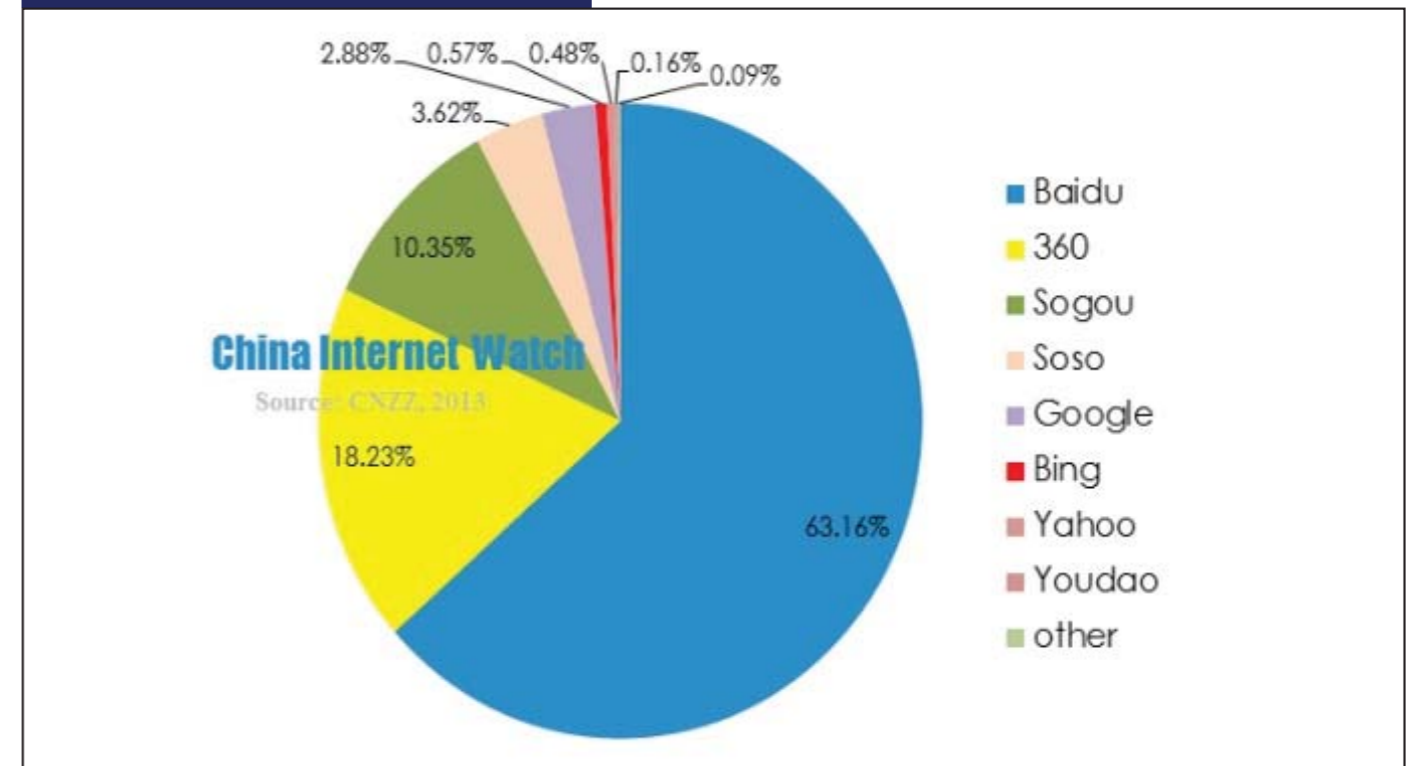
control in driving up unqualified clicks that don't convert. Here are some key benefits of using negative keywords:

- **Improve ROI:** When we block irrelevant terms, it helps advertisers to bring CPC down and increase ROI.
- **Improve click-through rate:** When you apply negative keywords carefully in your campaign it will not be showing your ads to unwanted audiences, thus your chances of receiving a click improves dramatically.
- **Improve in conversion rates:** You will see a positive effect on your conversions with the improvement of the quality of clicks by adding negative keywords.
- **Improve quality score:** It also helps in improving QS of the keywords as we know that quality score is being calculated every time a search query runs. QS is highly based on the relevancy – when we add negative keywords it increases the relevancy between keywords and the search query and thus leads us to an improved quality score.

4. EXPANDING YOUR CAMPAIGN TO THE CHINESE MARKET
The Chinese market is growing at a rapid pace and it's clear why many companies are attempting to expand into China. If you are considering breaking into the Chinese market and expanding globally online with your business, your strongest point of entry is in paid search. In China, Baidu is the local search engine and has the biggest market share, reaching more than 95% of Chinese internet users. Baidu differs from Google or Yahoo in keyword targeting because of its match types and placement. Baidu uses a relevance engine that will only include ads based on the match criteria set as it relates to your landing page. That's why the

selection of a digital partner who understands the market and the Chinese search engine is absolutely mandatory for a successful paid search campaign in China.

ABOUT iClick
iClick is the leading digital buy-side platform in Asia that integrates search, display, mobile and social media marketing capabilities to allow marketers to plan and manage their cross-channel campaign in one single destination. Harnessing the power of programmatic buy and technology, iClick's proprietary platform XMO (cross-marketplace optimisation platform) is designed to deliver maximum ROI and greatest efficiency to marketers. iClick has seven offices – in Beijing, Shanghai, Shenzhen, Hong Kong, Singapore, Taiwan and Korea with more than 250 staff. iClick is committed to delivering increased revenue, more leads, improved advertising ROI and lower cost of acquisition to its customers. Partner with us today and experience the difference.

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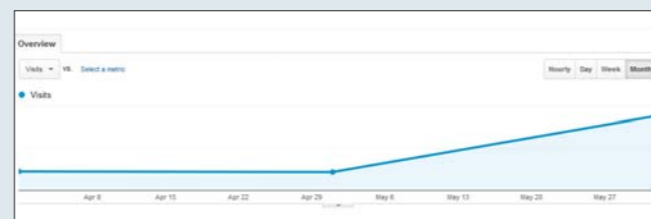## CASE STUDY

MyanmarBurma.com

CHALLENGE

Myanmar (Burma) recently emerged as one of the hottest new destinations in the Southeast Asia travel space. Almost overnight, a new political openness, rich history and a natural beauty, combined with pent-up tourism demand, made it a "must see" destination for international tourists.

In response to this sudden global interest in the country, MyanmarBurma.com was launched this year as a one-stop travel portal. The website helps international tourists learn about a country that is dramatically transforming itself, and to also make secure and responsible online flight and hotel bookings.

Launching a new site is never easy. Even though the territory is relatively untouched, the giant global online travel agents moved in quickly and attracted significant traffic and inventory in the market. Its challenge was to step into an already competitive online landscape, command significant SEO traffic, and establish its position as the online travel information leader for Myanmar.

In the beginning: Creating a beautiful and modern web experience was the start of the search campaign.

STRATEGY

With a strong domain name, top international travel partners (Priceline. com and Agoda.com), and a sleek website, it knew it was in pole position to record a top 10 in SEO results. The challenge was to overcome technical factors such as domain age and quantity of links, and to stay friendly to Google's Penguin, Panda and Hummingbird updates.

There were two parts to its strategy for success. First, it carefully monitored and evaluated every other website focused on any part of Myanmar. Although in the first year it was up against established sites such as Wikipedia, Lonely Planet, the New York Times, and Reuters, it knew the long-term prospects were better for a quality and focused site such as MyanmarBurma.com. We performed detailed analysis of our

competition for every keyword, and realised most of these sites would actually become link partners for our content.

The site is a content producer, not simply a booking engine. It pours its energy into presenting the country handsomely, with well-written blogs, articles about each city, detailed lists of things to do, and a beautiful and effective navigation structure. Before the launch, it produced well over 800 articles covering every city, cultural identity and activity. Consequently, when it went live, it quickly became the go-to source for Myanmar information, and monetised the traffic through hotel and flight bookings.

Expanding: The focus on creating interesting content made the task of online PR and link-building much easier.

EXECUTION

For the execution of the search campaign, it had a core team of five people – a mix of in-house content creators and agencies of different strengths. At the core was its in-house team that generated original and interesting content, including articles, blog posts, social media posts, infographics and photographs.

A digital agency managed the technical aspects of the site, including site speed, uptime, hosting across the globe, new content management, rich snippets and other necessary SEO features. A link-building agency focused on building relationships with high-profile travel blogs, sites and columns to attract influential links to the site. And a top PR agency focused on building relationships with offline media, magazines, etc, to gain brand visibility.

The site planned for a six-month soft-launch beta period to correctly set SEO fundamentals before officially launching. In this period, it communicated daily, had weekly project reviews and aggressively monitored its progress in the industry.
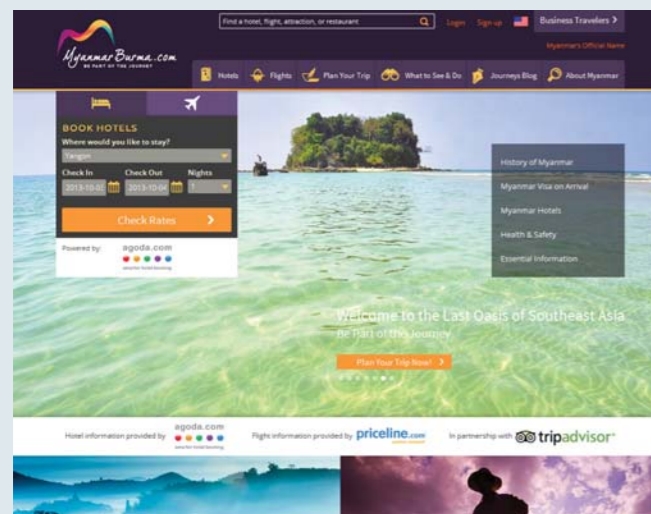
RESULTS

From a steady traffic flow when the site went live, it experienced a four-fold increase in traffic within a month – shattering the myth that SEO results take months. As Google evolves its SEO algorithm, it is confident its high-quality content will continue to rise in its rankings.

MyanmarBurma.com knows competing with Wikipedia and Lonely Planet's Myanmar sections will not be a short-term exercise.

Furthermore, while increased traffic is great, it's growth in bookings that indicates real progress. So it carefully balances its link-building and content-marketing efforts between high-volume and long-tail keywords.

Bottom line: Within three months of the site going live, and even before the official PR launch, the site broke into the top five traffic sites for Myanmar-related travel.

CASE STUDY

BUPA

BACKGROUND: For more than three decades, Bupa has grown to be the largest medical insurer in Hong Kong, known for its quality services and expertise in health insurance.

To both consumers and business, e-commerce plays an important part in the market nowadays as it becomes one of the most important channels to stay competitive in an ever-changing market.

Hence, Bupa proactively uses search engine as a key channel to support its e-commerce growth.

CHALLENGES: As an early adopter of online marketing in the insurance industry, Bupa is a pioneer in leveraging paid search as a key medium in driving product awareness and sales leads. Over time, the market has become more competitive with an influx of other insurance companies of which many have moved into the digital marketing space.

Bupa's first-mover advantage faded and driving ROI from its search investment had become a key challenge. The click volume had been greatly diluted by the presence of other insurance ads appearing around its properties.

CPC on generic keywords had lifted up four times in a quarter. Relying on a single medium could no longer generate the desired level of site traffic and sales lead to Bupa. And, hence, the marketing objective was to explore new channels to complement search to generate more leads and restore ROI.

STRATEGY: The core of the strategy designed for Bupa was to adopt multi-digital channels to its simplified customer conversion funnel: awareness, interest and purchase, with the aim to not only engage a much broader base of audience, who are scattered across channels, but also influence customer preference along the funnel to increase the likelihood to convert.

1. **Wider reach of audience:** Despite search being ranked top among all online activities, online users' attention has been spread across other online channels supported by the fact that 93% of HK's 4.8 million active online users are engaged in social media (source: comScore) and there are 4.6 million of 3G or 3.5G mobile users accessing mobile content (source: ADMA). Adding social and mobile to the media mix will greatly enhance the reach which cannot be captured by search.
2. **More relevant messaging to cater to channel-specific behaviour:** Online users demonstrate different behaviour in different channels, and it was analysed Bupa's customers typically go through an awareness-interest-purchase conversion funnel. Adopting a cross-channel strategy allows Bupa to customise its ad messages to online users who are at the different stages of the buying cycle.
3. **Cost efficiency:** Although mobile search generates less traffic than desktop search, mobile users show a much stronger buying intent that helps in driving ROI. Also, mobile search is still in its infancy in HK and so CPC is lower than that in desktop search

by as much as 60% to 80%. Therefore, mobile search acts as a perfect hedge to the cost fluctuation in desktop search.
4. **Create a sense of trustworthiness:** Blog recommendations are perceived as more trustworthy over commercials. Bupa has made use of HK's top discussion forums to create positive viral. This in turn gave rise to a spillover effect which drove interested clients to search for more information.
5. **Long-tail strategy and in-depth keyword diagnosis:** Adopting long-tail keywords helps to attain cost-efficiency, but Bupa's optimisation tactic uses an innovative keyword diagnostic model to evaluate keyword effectiveness and generate actionable insights.
6. **Creative adaptation to mobile environment:** Instead of a

POTENTIAL	BURDEN
Keywords sensitive to bid adjustment with high ROI **Action: Bid up**	Low performance keywords and insensitive to bid **Action: Remove**
MATURE	MEDIOCRE
High performance keywords in optimal position **Action: Keyword expansion**	High cost generic keywords that draw traffic **Action: Adjust match-type to save cost**

lengthy lead form, mobile search results would lead to a call button where consumers could get a quotation instantly over the phone.
7. **Wide selection of local forums and customised topics:** A wide variety of forums were chosen, including mass-focused (Yahoo knowledge+), men-focused (hkgolden.com) and parent-focused (baby-kingdom.com) to generate interest for the wide spectrum of Bupa's products. The topic of the posts in each forum was carefully selected to arouse users' interest.

RESULTS: Restored awareness and CTR in desktop search: With the buzz and iWOM generated in local forums, 100% and 60% of search result pages in Google and Yahoo respectively was client-controlled content when branded keywords were entered. The increased impression share in search results allowed Bupa to restore the high CTR at around 0.17% on average.

A 318% increase in web traffic and a 288% increase in leads from desktop search: The unique keyword diagnostic tool was effective in identifying keywords, especially the long-tail ones, with up-bid potential.

This allowed Bupa to make use of the low-cost, high-performance keywords that were not bid by its competitors. On the other hand, the web analytic tools used by Bupa has shown that 18% of the increased web traffic was coming from new customers.

This was largely attributed to the adoption of the multi-channel strategy which identified new customers that had not been reached by Bupa before when leveraging only search channels.

A 38% increase in ROI overall: Paid search optimisation by taking in-depth analysis has itself improved desktop search ROI by 30%. Unexpectedly, the overall ROI was lifted up by mobile search where the total sales volume coming from mobile search was accounted for 15%.

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CASE STUDY

MALAYSIA AIRLINES

In search of a bigger market: Malaysia Airlines has placed a strong emphasis on making search foolproof.

Flag carrier Malaysia Airlines (MAS) is a global airline and one of Southeast Asia's original air travel pioneers. But by 2011, the airline was facing strong headwinds: despite posting record revenues, Malaysia Airlines was also logging net losses of nearly SG$1 billion (US$800 million). Facing stiff competition from regional budget upstarts, Malaysia Airlines decided to turn the business around by re-aligning the sales distribution strategy with an emphasis towards expanding online direct-to-consumer selling.

The MAS team realised it had to boost the number of seats sold direct to consumers to strategically complement the traditionally important network of distributors and travel agents who sell the vast majority of its seats. Malaysia Airlines realised to grow revenues while

cutting costs, it had to acquire a greater share of consumers who chose to purchase their travel products online, while they dreamed, researched, experienced and shared their plans to travel.

To do so, the team beefed up the search component of its campaign. Studies showed more than two billion people globally are using the internet to plan their travel, with search providing the primary gateway for carriers to understand and capture this intent. A study by IPSOS, Travellers Road to Decision 2012, found 83% of travellers rely on search engines to plan travel. Other research also pointed to a paradigm shift to online: data from Google showed an increase of more than 140% year-on-year in air travel queries on google.com.

MAS' own internal analysis showed the average order value of

visitors who came to the MAS website through Google search ads was up to 12% higher than other channels.

MAS decided to overhaul its search engine marketing strategy with a view to targeting potential customers across the five stages of travel, in three ways:

1. Reaching qualified users: it showed search ads to people searching Google for Malaysia Airlines and versions of its brand terms, ensuring it covered misspellings and variants.

2. Going upstream by investing strategically in destination and city pairing key words: for example, "flights from KL to SG") as well as other generic terms (honeymoon destinations, shopping, etc) thereby dramatically increasing reach and entering the consideration of customers when they were dreaming about their next holiday or researching flight options for their next holiday.

3. Leveraging consumer insights gleaned from its search campaign in its other business and marketing efforts. For example, Malaysia Airlines noticed users in India searched for information about luggage weight allowances more than consumers in other markets. So when MAS raised the weight limit on baggage, it ran ads highlighting the new allowances to searchers in India – leading to higher conversions. MAS also used the data from its search

campaigns to inform the messaging in their print and outdoor campaigns, incorporating high-performing keywords into copy for display and even print ads as well.

Going into the campaign, the team set some ambitious targets: it aimed to grow internet revenue by 15% year-over-year, while growing the search engine market's contribution to internet revenue by 25% in the same period. But the results outpaced even its ambitious goals: during the campaign, internet revenue grew by 38.8%, nearly 2.5 times higher than the campaign target.

Search engine marketing's contribution to internet revenue grew by 76%, three times the target figure of 25%. And the airline was also able to realise significant savings in commissions and distribution costs as web bookings grew. The combination of these meant MAS was able to reduce its losses by 500%, from RM2.5 billion in 2011 to RM500 million in 2012.

In 2013, Malaysia Airlines increased its investment in search. The team decided to expand its search marketing efforts to include markets which weren't directly served by Malaysia Airlines flights, but which had consumers looking for flights between cities that were. It also looked towards boosting search volumes of high-order value-branded keywords. And it continued to test different search strategies with an eye towards rapid feedback and innovation.

For 2014, with the wind at its back, Malaysia Airlines is looking towards continuing to expand its investment in search.

ABOUT THE CONTRIBUTORS

About Happy Marketer

Happy Marketer is Singapore's go-to firm for everything Google. The company runs the official Google Classroom training programme for agencies; is a Google certified partner for AdWords; a reseller for Google Analytics Premium; and home to Singapore's first Google Certified Professional.

Happy Marketer's clients include Far East Hospitality, StarHub, Phillip Capital, Blum, LivingSocial, InSing.com, NTU, SUTD, ad:tech and many others. To learn more about its Happy Hour videos or daily digital marketing infographics, head to **www.HappyMarketer.com**.

About iClick

iClick is the leading digital buy-side platform in Asia that integrates search, display, mobile and social media marketing capabilities to allow marketers to plan and manage their cross-channel campaign in one single destination. Harnessing the power of programmatic buy and technology, iClick's proprietary platform XMO (cross-marketplace optimisation platform) is designed to deliver maximum ROI and greatest efficiency to marketers.

iClick has seven offices – in Beijing, Shanghai, Shenzhen, Hong Kong, Singapore, Taiwan and Korea with more than 250 staff. iClick is committed to delivering increased revenue, more leads, improved advertising ROI and lower cost of acquisition to its customers. Partner with us today and experience the difference. Contact us: **sales@i-click.asia** / **www.i-click.asia**