

Travel marketer's guide to PPC



**Using micro-moments to
increase PPC conversions**





As people take more complex paths to booking holidays and related services, the travel marketer's challenge is to keep them motivated about your brand and ensure they don't book elsewhere.

Luckily, micro-moments can help you capture leads at different stages of the buying process, identify how far along they are and understand what it'll take to move them onto the next stage. The idea is to nurture leads, from even the most casual interactions with your brand, until they show serious buying intent and ultimately become your next customer.

In this guide

We explain how travel brands can use micro-moments to transform their PPC results. The main points we'll be covering:

- **What are micro-moments?**
- **How to make micro-moments useful**
- **Using micro-moments and PPC to increase bookings**

Micro-moments can help you capture leads at different stages of the buying process.

What are micro-moments?

Micro-moments are the small actions people take between first discovering your brand and making the final purchase.

We can use these to pinpoint where users are along the buying process, what they need to take that next step and target them with marketing messages that inspire them to do so. The thing is, we can't simply look at one of these micro-moments and suddenly know what people are thinking.

Individual users take very different paths along the buying process and interact with brands in very different ways. Even if you pick two users who click the same ad and end up booking the same holiday package, the journey they take between those two points could be poles apart.

Instead, what we need to do is group these micro-moments together so that we can take insights from them.

Micro-moments are the small actions people take between first discovering your brand and making the final purchase.

How to make micro-moments useful

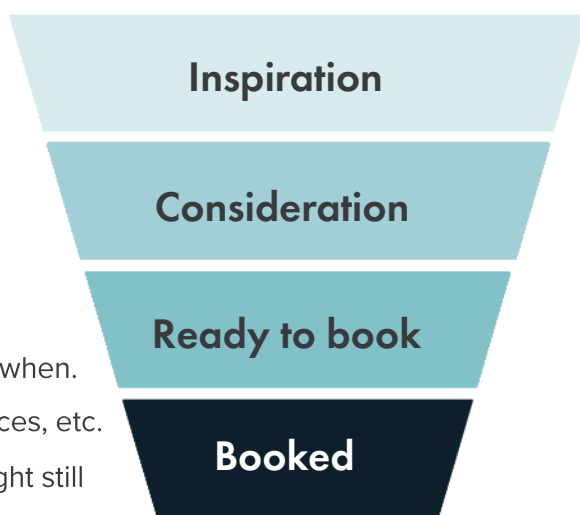
Before you can turn micro-moments into actionable marketing strategies, you need to understand which stage of the sales funnel each interaction belongs to. This is what we mean by grouping micro-moments together and the exact groupings may well vary depending on your business and industry.

Inspiration: Want to get away but aren't sure where/when.

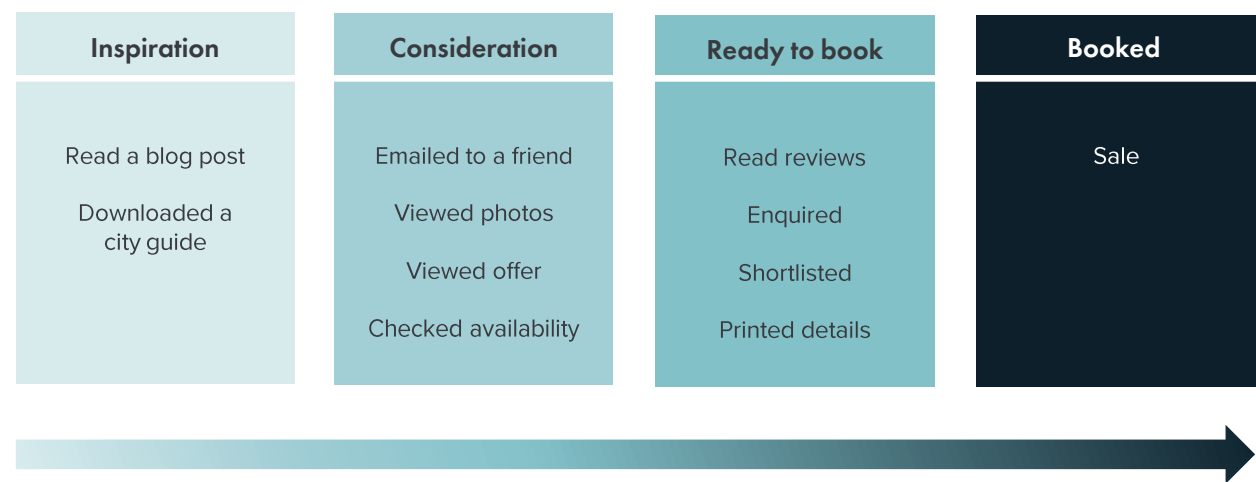
Consideration: Looking at specific places, times, prices, etc.

Ready to book: Know where they want to go but might still be swayed by another brand/deal.

Booked: Have made a booking.



Time to group your micro-moments



The goal in all of this is to move people from left to right, of course – from those early moments of inspiration to completing a booking with your brand. To do this, we’re going to create audience segments in Google Analytics (remarketing lists) for each stage of the sales funnel. Then we’re going to fill these lists with users who take any of the actions (micro-moments) that we grouped under them earlier.

Once we do this, our grouped micro-moments act like a radar, flagging up users when they complete a certain action and telling us which part of the buying process they’re at. Best of all, we can use these audience segments to target them with highly focused marketing messages, designed to move them on to the next stage of the sales funnel.

We can use these audience segments to target them with highly-focused marketing messages, designed to move them on to the next stage of the sales funnel.

Guiding people along the buying process with Google Ads

Let's imagine someone casually going about their online business until a blog post captures their attention about swimming pigs in the Bahamas. This blog post inspires our prospect to go traveling, which puts him at the first stage of the sales funnel we looked at earlier.

Now, how do you go about moving him along the buying process? Well, you've already got him on your remarketing list because he read your article on swimming pigs, which is one of the micro-moments you identified for your 'inspiration' audience.

Now you can target him with ads reminding him about the Bahamas, swimming pigs and all things tropical. Your ads at the inspiration stage should be generic because our traveler isn't fully committed yet. He's certainly not thinking about specific hotels or restaurants and there are no guarantees the Bahamas will be his next destination.

Your goal at this stage is to keep him thinking about the Bahamas, get him back to your site and make your brand discoverable.

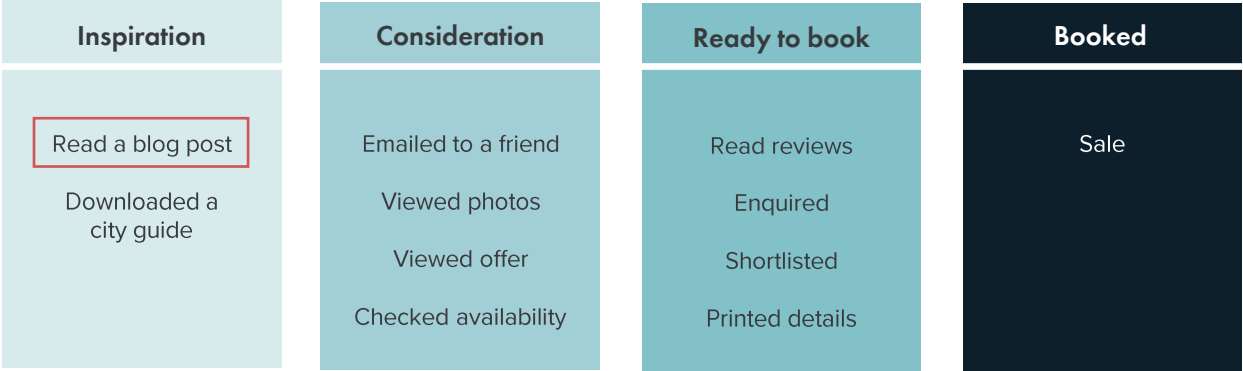
Ads at the inspiration stage should be generic because our traveler isn't fully committed yet.



Step 1: Use RLSAs to increase your bids

To improve your chances of retaining his interest in the Bahamas and getting him back on your website, use an AdWords feature called **remarketing lists for search ads** (RLSAs). When using manual CPC bidding, this allows you to increase the bids on your search keywords for people on your audience lists only. Here you could increase your bids by 10% using RLSAs and the next time our traveler triggers one of your keywords, your ad features more prominently because he’s on your ‘inspiration list’.

Note: If you’re using Smart Bidding, which is now very common, Google will adjust your bids automatically. However, it is important to have a PPC specialist keep an eye on campaign performance to ensure Smart Bidding is helping you to hit your specific campaign objectives.



Remarketing: Generic



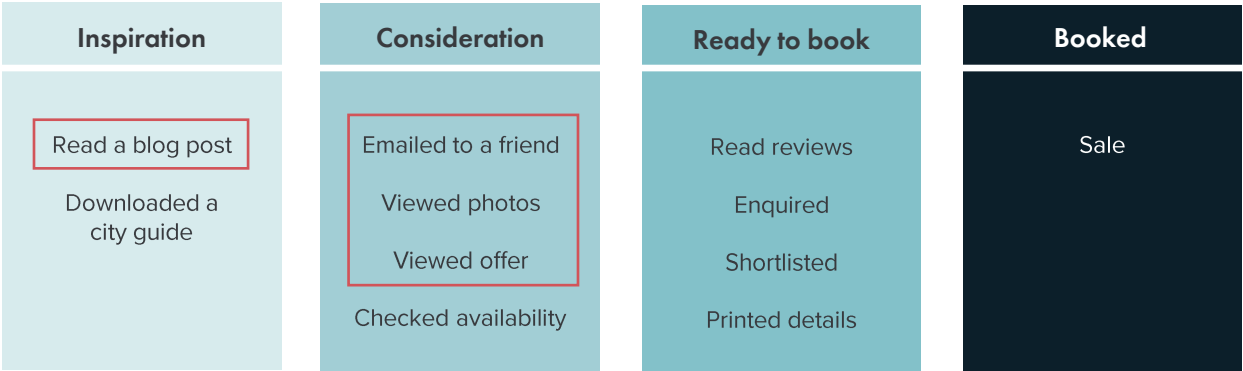
Search: Bid +10%

Use RLSAs to drive prospects back to your website

Step 2: Get specific with dynamic remarketing

Once our traveler is back on your site and looking at your holiday packages, he’s now in the ‘consideration’ stage of the sales funnel. He’s got Bahamas on the brain thanks to the gentle reminders in your remarketing ads over the past couple of weeks and now he’s genuinely considering the possibility of going.

You now want to be more specific in your messaging. Instead of promoting the islands as a whole, focus on specific landmarks, activities, etc. Once again, when using manual bidding it’s a good idea to increase your bids using RLSAs for the people who have upped their interest in your packages.



Remarketing: Generic + Specific & Dynamic



Another feature worth using now is **dynamic remarketing** which allows Google to dynamically change the content of your remarketing ads to match the pages, products and packages users have looked at on your site (e.g. specific hotels, tours, etc.).

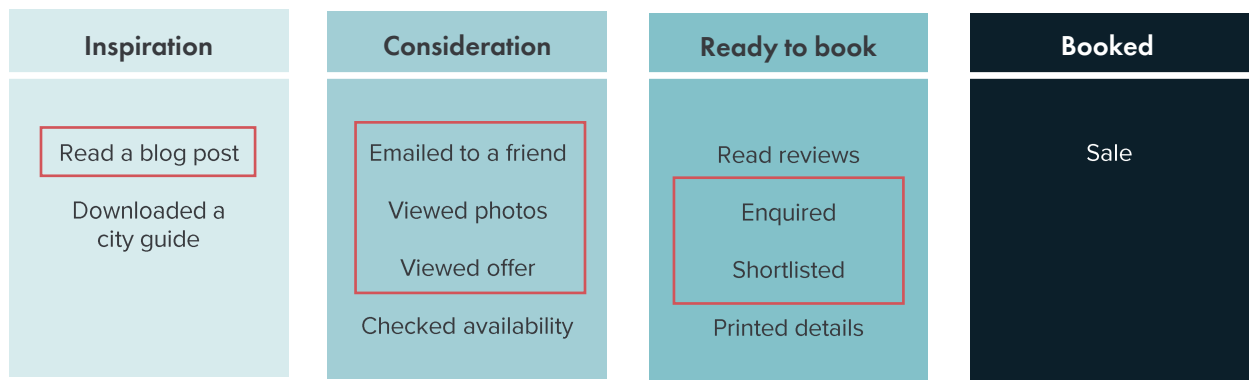
Remember your goal here is to encourage people to take one of the actions on your ‘ready to book’ list. This might be shortlisting some hotels in the Bahamas and sending out some enquiries for more information.

At the consideration stage, make your ads more specific and use dynamic remarketing

Step 3: Create urgency and bid aggressively

At the ‘ready to book’ stage, your ad messages should still be specific, but you can create a sense of urgency by using time critical content. Switching to ‘book now’ in your ad copy or targeting the traveler with special offers that end soon will give him extra incentive to book. You’ll also want to work on gaining his trust through reviews, testimonials and other signals that give him

confidence to book. Your goal now is to get those bookings, and people on this list should be close to taking the final step. So, bid aggressively on your lower funnel search keywords for users in the ‘ready to book’ remarketing list to make sure your ad appears on every relevant search for people who are most likely to purchase.



Remarketing: Generic + Specific & Dynamic + Time Critical & Trust

To limit your campaigns to target only those users within your remarketing list, we make use of a campaign setting called ‘flexible reach’. Selecting the flexible reach option **‘target and bid’** for your audiences will only allow the ads to show to people who are included in your targeted remarketing lists.

Once users confirm their booking, your main objective is complete, but there’s still more work to be done. Next, you want to turn this customer into a repeat buyer, brand advocate and someone who continues to contribute to your marketing efforts. But that’s a guide for another day!

Let’s say our traveler searches ‘weather’ in Google soon after visiting your site; he may only be checking up on the weather at home, but you can target him with an ad to remind him that sunnier pastures are only a booking away. Likewise, if he’s searching for the weather in the Bahamas, there’s your ad giving him extra incentive to book now.

Use ‘target and bid’ to show ads only to users in your remarketing lists.

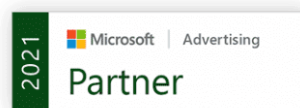


Need help?

We have [lots of experience working with travel companies](#) so whether you need help setting up your campaigns, or your existing campaigns are under-performing, our team of PPC specialists are here to help.

We are a Google Premier Partner which means Google recognises us as a PPC agency that consistently delivers the highest levels of PPC services. We are also certified partners with Amazon, Facebook and Microsoft Ads.

For more info visit www.vertical-leap.uk, or to speak to one of our team, contact us on **02392 830281** or info@vertical-leap.uk.



To speak to our PPC specialists,
contact us on **02392 830281** or
info@vertical-leap.uk