

Creating Successful Search Campaigns for Multiple Brands

CASE STUDY: CONSUMER PACKAGED GOODS

Search is often seen as an advertising platform where past experience in a particular industry can provide a marketer with invaluable knowledge and insight on how to create a successful campaign. When IMPAQT was approached by a renowned consumer packaged goods company to manage multi-brand Search campaigns, it was assumed that these campaigns would share insights and strategies since many of their brands were targeted towards similar markets. IMPAQT was faced with the challenge of managing the extensive keyword overlap across all of the client's brands.

Question:

How could IMPAQT create successful Search Marketing campaigns for multiple brands of similar products?

Revelation:

IMPAQT interacted with each brand's individual product manager to determine the appropriate messaging. Working in collaboration with our client, we developed targeted keyword lists for each brand, separated based on site content and brand targeting. Additionally, IMPAQT developed future plans to conduct Paid testing between brands where keyword overlap occurred. The audience would determine which keyword is more appropriate for each brand.

The IMPAQT:

Initially, we expected to see parallel successes, particularly in patterns of traffic from the search engines. However, what we continue to learn throughout the course of these campaigns is that, even though brands may be targeted towards the same audience in the same market, each Search campaign must be treated as a separate entity. Our experience in managing these various campaigns has provided the knowledge that, though similar strategies can be pursued, each outcome will be different. Our client has achieved many individual brand successes with their Search initiatives, including increases in conversions that ultimately build brand awareness as well as the highly coveted brand loyalty.