

SEM strategy: how to direct target audiences to your business

“Una manera de hacer Europa”

Fondo Europeo de Desarrollo Regional

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Introduction



When you **search for a product or service** on the Internet (e.g. on Google) you immediately activate a search and quickly get results. As a rule, at the top, **there are websites that are featured or sponsored**. The reason why they are there is that these brands or companies have opted for a **SEM strategy** and, with this, they get users to click on them before, thus achieving a competitive advantage over other similar offers throughout the digital universe.

SEM strategies are based on creating ads that appear when **searching for keywords or targeting a carefully selected segment of the target audience** to publicize the business or to attract the target audience to the website or even to the physical store.

What is an SEM strategy?

- SEM stands for "Search Engine Marketing". It consists of a paid digital **marketing strategy to promote a website**, increasing its visibility in the search results of, for example, Google, Bing or Yahoo.



How does SEM work?

- SEM is based on a **pay-per-click (PPC) model**, which means that advertisers pay only when someone clicks on their ad.
- The campaigns work thanks to "**machine learning**" which carries out a "**bidding system**". Advertisers choose the keywords for which they want their website to appear when these words are searched and set a maximum price they are willing to pay to appear in the first results.

What is the difference between SEM and SEO strategy?

- The concepts of SEO and SEM are often confused because, as a rule, they go hand in hand. However, they are different strategies that complement each other, **improving the positioning and digital reach of companies.**

SEM

- "Search Engine Marketing: marketing on Search Engines
- It focuses directly on the good segmentation of audiences through the use of keywords
- Focused on action (click-through)
- Targets are achieved in the short term
- Not free

SEO

- "Search Engine Optimization: search engine optimization
- Set of techniques and strategies used to improve the visibility and "organic" positioning of a website
- Focused on generating high value content (recognition)
- The objectives are achieved in the medium and long term
- Free



Advantages of a SEM strategy



Attract targeted traffic to the website or application



Immediate visibility



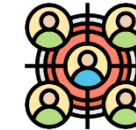
Connect with audience interest



Increase visits to the digital or physical store



Achieve conversions



Strong segmentation that helps to have a real vision



Amortization of investment



Budget control



Customization



Results monitoring

Recommendations and best practices to follow



Establish objectives



Define and segment
the target audience



Select the key words
or keywords



Add negative
keywords



Reinforce with SEO
strategy



Take care of the ads
and perform A/B
testing



Measuring results



Consider ROI (return
on investment)

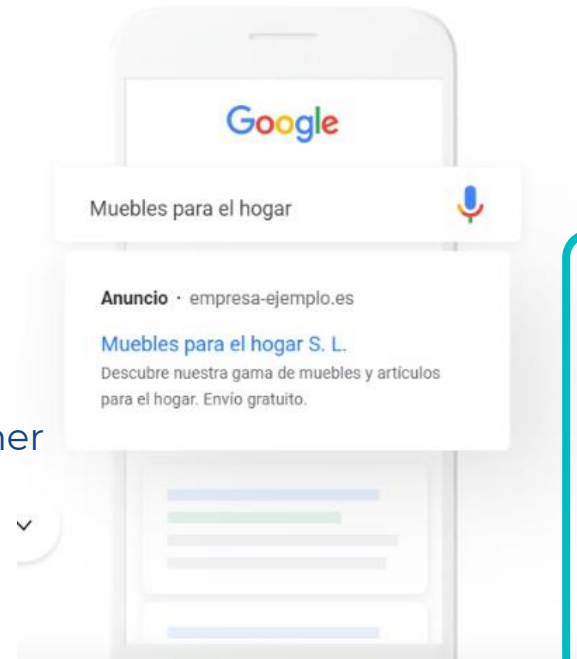


Keeping updated

Key tools

GoogleAds

- Google Trends
- Google Ads Keyword Planner
- Paid tools:
Semrush or AHREFS



Differences between Google Ads and Bing Ads:

- Reach (Google 90% market)
- Format (different display)
- Search Engines (different search algorithm)
- Registered advertisers (more competition on Google)
- Functionalities (e.g. YouTube)
- Budget (same keyword has different price)

Microsoft (Bing) Ads



How to create the SEM strategy?

1. First steps

1. Buyer persona
2. Register
3. Dynamic bidding strategy
4. Budget to invest

2. Create ad groups with different creatives or approaches

3. Select keywords (previous study)

4. Define the ad

5. Measure results and adjust the campaign

Conclusions

SEM strategies are key to **improve the web positioning** of SMEs in search engines.

These strategies -worked in parallel with SEO strategies- are essential for all SMEs that want to achieve **greater visibility and attract potential customers interested** in their business model.



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Financiado por
la Unión Europea
NextGenerationEU



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