

# The Digital Advertising Playbook for High-Ticket Products and Services



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Not all purchases are created equal. More often than not, the higher the price tag, the longer your customers' buying cycle. That's true whether the customer is eyeing a new bathroom remodel, luxury sedan, boat, or a high-end sofa.

As a location-based business, if you're not curating that process—a customer journey with higher demands and expectations—then you're leaving revenue on the table. Or worse, indirectly sending that revenue to your competitor.

With the tips in this playbook, you can design and implement an effective game plan to nurture and propel your high-ticket customers down the marketing funnel.



## High-ticket purchases require a special approach that includes:

Capturing intent with search

Developing and nurturing your audience

Mastering seasonality and trends

And we're about to explain the business elements and tools you need to develop that touch, along with a few key best practices to help you ensure success in your [localized digital advertising](#).



There's a difference between a consumer researching the best kitchen remodeling companies, looking for kitchen remodeling ideas, and someone looking for a simple faucet replacement. That difference is the key to differentiating between **high-intent** and **low-intent search queries**. When you're able to do so, attracting (and capturing) highly qualified traffic becomes that much easier.

## High-Intent Search

High-intent searches and keywords are those that signal a strong intent to conduct a transaction. These searches also represent the most promising and valuable shoppers.

*For example, searches that include sale, buy, deal, best, cheapest, or specific product searches represent searches with a high level of commercial intent.*

**Low-intent searches** and keywords are those signaling that someone is still in the early stages of investigation, looking for ideas and broad information. Capturing this type of researcher can still be valuable, but usually won't convert into a lead or customer as quickly or as frequently as a high-intent researcher.

**By focusing on capturing high-intent traffic, you're less likely to burn ad spend on clicks and views that won't convert to customers.**



# Negative Keywords

Negative keywords let you exclude search terms from your campaigns and help you focus on only the keywords that matter to your customers.

For example, if you're a dealership selling Jeeps, you don't want to waste money and show up for someone looking for a Barbie Jeep. In this case, you'd need to add negative keywords for search terms like "Barbie Jeep" and "Toy Jeep." If you don't, two things can happen:






1. The person can ignore your ad, which decreases your click-through rate (CTR)
2. They will click on your ad, realize it's irrelevant, and charge you for the click.

Both of these scenarios degrade your quality score as Google will think your ad isn't relevant or useful. You can add negatives at the account level, the campaign level, or the ad group level, with three different match types including broad, phrase, and exact.

## Negative Broad Match Keywords

**Negative broad match** keywords are the default for your negative keywords, and ensure your ad won't show if the search contains all your negative keyword terms, even if the terms are in a different order. Your ad may still show if the search contains only some of your keyword terms.

For example, if your negative broad match keyword is **kitchen repair**:

Search	Could an ad show?
kitchen remodeling	
kitchen repair near me	
best kitchen repair	
kitchen remodeling and repair	
kitchen repair	

## Negative Phrase Match Keywords

Negative phrase match keywords ensure your ad won't show if the search contains the exact keyword terms in the same order.

For example, if your negative phrase match keyword is "kitchen repair":

Search	Could an ad show?
kitchen remodeling	✓
kitchen repair near me	✗
best kitchen repair	✗
kitchen remodeling and repair	✓
kitchen repair	✗

## Negative Exact Match Keywords

Negative exact match keywords ensure the search contains the exact keyword terms, in the same order, without extra words.

For example, if your negative phrase match keyword is [kitchen repair]:

Search	Could an ad show?
kitchen remodeling	✓
kitchen repair near me	✓
best kitchen repair	✓
kitchen remodeling and repair	✓
kitchen repair	✗

**By keeping updated negative keyword lists, you can steer clear of irrelevant queries, increase your quality score, and prevent unnecessary ad spend.**





You have to really understand your audience—their interests, demographics, and buying behavior—before you can successfully connect with them. Setting up the right audience segments and targeting ensures that you’re connecting with the right person, with the right message, and at the right time. Here are six strategies marketers can use to find and reach their ideal customers.

## Strategy 1: Remarket Based on Website Visitors

Your website visitors and the actions they take while on your site are a treasure trove of insights. Remarketing to this audience based on the type of action they took is a great way to reach your audience, as they have shown interest and are more likely to convert. Remarketing can be used for any stage of the buyer’s journey, whether it’s awareness, consideration, direct response, or loyalty.

Here are some of the different types of remarketing lists you can create to make your audience targeting more precise:



### Product or Service Page

Promote, upsell, or cross-sell products or services based on ads that people viewed on your website or app. Whether on Facebook or Google, ads promoting recently viewed topics remind people about the products they’ve browsed and/or purchased on your website.



### Demographic Retargeting List

With demographic targeting, you can reach a specific set of potential customers who are likely within a particular age range, gender, parental status, or household income.



### Video Remarketing

Show ads to people who have interacted with your videos on YouTube or Connected TV. By reinforcing your message with people who have already seen your videos or channel, you’re more likely to succeed in increasing your return on investment.



### Remarketing Lists for Search Ads (RLSA)

RLSA lets you customize your search ad campaign for people who have previously visited your site and tailor your bids and ads to these visitors when they’re searching on Google and search partner sites.

## Strategy 2: Target the Right Customer Type

[Google's in-market audiences](#) help find you the most profitable prospects to target. This tool directs your digital ads to the select group of people that are already searching for products like yours online or have purchased them in the past.

For instance, if a customer is actively searching the internet for a top-of-the-line memory foam mattress or new SUV with all of the bells and whistles, in-market audiences can automatically align your ads with those specific people or those with a history of purchasing similar products or services.

You're maximizing the return on your ad spend by targeting the ideal customer segments. Google defines this audience by looking at contextual factors like:



The content on the websites that people visit



How often they visit those sites



What ads they click on



Purchases they've made in the past

In-market audiences can help drive remarketing performance and reach high-intent consumers close to completing a purchase.

[Lookalike Audiences](#) are similar, but instead of looking at browsing and purchasing behavior, the platform—be it [Facebook](#), [LinkedIn](#), or [Twitter](#)—takes your personas or existing customer base and pairs your ads with people that are extremely similar to them. A Lookalike Audience is a way to reach new people who are likely to be interested in your business, because they're similar to your best existing customers.

When you create a Lookalike Audience, you choose a source audience—whether that is based from a current customer list, visitors to a specific page of your website, fans of your Facebook page, or those who joined your email list. You define what your ideal customer profile looks like and choose a source audience that reflects it to create your ideal Lookalike Audience.

## Strategy 4: Target Potential Customers Wherever They Are Online

Let's say a potential customer browses your site, pokes around for a bit, even checks out a product demo video or some other content you have. It's fair to say that this person shows interest in your products or you as a company.

But if that person suddenly realizes they're late for a Zoom meeting and navigates away from your site, does that mean they're lost forever? Or you're reliant on them to remember you and your product and, most importantly, to go back to your website and continue where they left off?

Multi-channel retargeting provides you with a significant amount of control over the matter. It allows your digital ads to follow that user as they pick up their browsing after that Zoom meeting on whatever platform they engage with next, whether that's responding to a friend on Facebook, scrolling through Instagram, Googling on their desktop, or watching a video on their phone. This way, your ads effectively pick up where the user—who's already displayed interest in your product—had abandoned the digital customer journey.

And since you can follow a user across their social media feeds or even their email if they stopped short of converting through a landing page, retargeting can be a component of a powerful [multi-channel strategy](#) for you and your digital advertising.

**Through multi-channel nurture campaigns, you're able to stay top of mind for future customers throughout their daily digital content consumption.**





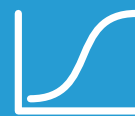
## Strategy 5: Bottom-of-Funnel Promotions

Sometimes you need a little something extra to push the customer over the edge and to actually make a purchase.

Certain adtech tools allow you to do just that, differentiating between customers at various stages in the funnel, isolating those closest to the point of purchase and automatically advertising promotions that can help seal the deal.

If you're a car dealership, for instance, you don't necessarily want to offer price breaks to anyone and everyone. But what if you could extend a targeted promotion to customers that have been teetering on the verge of a purchase? That way, you're preserving your top-line by limiting the promotion to those select customers that you've identified as "stuck" at the bottom of the funnel, yet still driving your conversion rates.





**Flexibility** and **foresight** are two of the greatest assets that location-based businesses can possess when tuning ads for seasonality and market conditions. You need to be able to read the room under any circumstances, identify trends, and tailor your digital advertising appropriately.

To give a 2020-specific example, as it became clear that daily routines would be disrupted, many brands were able to take advantage of the massive spike in digital content consumption across channels. With some advertisers backing off just as inventory was spiking, this became an ideal time to experiment with new ad types and audiences through lower cost ad inventory. Searches for home goods and services, car deals, and boats began to skyrocket as consumers looked for ways to stay entertained in new ways and take advantage of sales.

The lesson to learn, however, is far broader than any one advertising trend or period of time. Keeping your finger on the pulse of your market dynamics and buying cycles will inform strategic business decisions like when to start nurturing the top of funnel, which could be as much as a year in advance.

## Pivot Your Audience Targeting Based on Trends

Let's say you're an RV dealer. Whereas your target audience in 2019 might have been mostly retirees, in 2020 it was families desperately searching for things to do while amusement parks and other attractions were closed.

If you lack the foresight to identify trends based on what's happening in the world around you, you're missing out on potential revenue. However, even if you are able to stay on top of major marketplace shifts, you still need the flexibility to adapt your targeting and messaging—and engage different audiences based on your ideal customer profile.

## Shape Your Promotions to the Buying Cycle

Similarly, there are tides that come and go according to a fairly predictable pattern within a buying cycle. And when you can tailor your digital advertising strategy around those forces, you'll maximize your ROI by conforming to what your audience is looking for and when they're looking for it.

The home remodeling industry, for example, is obviously dependent on high-ticket sales. But remodels don't occur evenly throughout the year. Instead, people often want their new kitchen or bathrooms to be in-place and ready to go for the holidays when they might have relatives visiting.

Therefore, if your business is a chain of home remodeling franchises, then you want to time your digital advertising around that very specific seasonality. In other words, you want to ramp-up your messaging for the summer or fall, knowing that those are the times when a customer is researching contractors to use and improvements to make, all with the holidays as a hard deadline.

And while seasonality is essential for all digital advertising across every industry, it's crucial to delivering a high ROI for high-ticket purchases.

## The Netsertive Advantage

In this guide, we dove into the three key strategies for high-ticket products and services—capturing intent with search, developing and nurturing your audiences, and mastering seasonality and trends.

It takes digital expertise and the right technology to execute an effective digital ad strategy for high-ticket products and services. To run high-intent search ads with custom audiences and multi-channel nurture campaigns—especially when scaling across multiple locations—the right tools and partners are pivotal to your success. At Netsertive, we provide the provide the insights, experience, and technology you need to rise above the competition and drive those high-ticket conversions with a high ROI on your ad spend.

[Contact us](#) if you'd like to learn more about Netsertive's capabilities to help you drive revenue through omni-channel digital advertising.