

LYONSCG DIGITAL MARKETING SERVICES

Paid Search & Media

Connect With the Right Audience

Benefits

- ✓ Target new customers with a sustainable ROI through paid search and prospecting efforts
- ✓ Convert visitors and re-engage past purchasers with advanced remarketing tactics
- ✓ Grow local store presence through local SEM optimization efforts
- ✓ Optimize shopping feeds to increase spend efficiency
- ✓ Find efficiencies and opportunities through a holistic approach to search (organic and paid)

The number and visibility of paid ads on search pages is only increasing. Today's pay-to-play environment allows you to quickly gain visibility and traffic, but often leads to siloed and ineffective paid and organic search strategies.

LYONSCG believes that paid and organic search channels should be complementary, working together to inform your strategy and connect your business with qualified customers.

Our roots in paid search run deep, and we know the space moves fast. Working closely with other channels, our holistic approach creates cost-effective ways to help searchers find you first.

Paid Search Management

Paid search management engages highly qualified customers through profitable targeted campaigns and search engine advertisements.

PPC Text Ads: Target highly relevant keywords and serve optimized text ads to specific audiences.

- Keyword review and analysis
- Ad copy testing
- Mobile optimization
- Store location optimization
- Non-brand and new customer acquisition

Shopping: Present relevant products to high-intent users through an optimized product feed and advanced bidding strategies.

- Feed automation
- Feed optimization
- Policy issues and approvals
- Shopping campaign segmentation

SEO Crossover: Enable paid and organic search channels to seamlessly work together with shared learnings and strategies.

- Keyword sharing reports and action items
- Holistic examination of overall search engine performance
- Ad copy optimized by organic search insights

Paid Media Management

Paid media management places targeted, relevant ads on display networks and social media platforms to drive new traffic and convert returning visitors.

Display Remarketing: Build customer loyalty and convert previous visitors with highly effective retargeting and remarketing tactics.

- Creative content management and testing
- Customer list segmentation and utilization
- Bid and budget optimization

Display Prospecting: Acquire new, highly qualified customers at the early stages of the buying process.

- Customer persona development and targeting
- User targeting based on existing customer profiles
- Banner, video, and dynamic creative strategy and optimization
- Brand awareness, site traffic, and social media growth

Affiliate Marketing

Affiliate marketing leverages strategic partnerships to drive incremental traffic, open new channels, and deliver qualified shoppers from all over the web to your digital store.

Relationship Management: Create and grow strong affiliate relationships with a network of successful partners that understand your target audience.

- Strategically align programs to your brand and customers
- Leverage trusted relationships with high-performing affiliates

Data-Driven Decisions: Track affiliate campaigns with cutting-edge tools that unlock new promotional methods and pave the way to smarter decision-making.

- Enhance partner performance transparency
- Understand traffic origins and behaviors
- Support a wider variety of promotional methods
- Integrate affiliate decisions into your overall strategy

Fraud Monitoring: Protect your business and customers from fraudulent tactics that can threaten the health of your affiliate program and business as a whole.

- Track and analyze potential fraud
- Mitigate issues before they grow into catastrophes
- Optimize program ROI

About LYONSCG

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG is a partner of Salesforce Commerce Cloud, SAP Hybris, and Magento; is a recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards, and Magento Partner Excellence and Magento Innovator of the Year awards. For more information, go to www.lyonscg.com.

Related Services



Strategic Foundations

Digital best practices that set you up for long-term success



Marketing Management

Campaigns that drive results across your entire business



Insights and Optimizations

Data services that track, test, and optimize performance



Search Engine Optimization

Strategies that enhance traffic and conversion



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