Costa’s Customs Marketing Report

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**Executive Summary**

 The primary marketing challenges that Costa’s Customs is experiencing include poor implementation of digital marketing initiatives and little engagement; therefore, it is imperative for the company to implement new digitalinitiatives for marketing its products. Paid and organic search can help the Costa’s Customs to market its products digitally. Organic search refers to a method that allowsa person to search one or more items in the search engine as a single string of text. The results appear as a paginated list, according to their relevance to the primary search terms. Organic search also excludes advertisements. On the other hand, non-organic search does not exclude advertisements. Paid search consists of pay-per-click marketing campaigns. It enables companies to advertise their products and services in sponsored listings of search engines. They also advertise in these listings by visiting partner sites and pay every time someone clicks ontheir ads.

**Strengths and Weaknesses of Organic Search and Paid Search**

 The first strength of organic search is that it is cost effective. Pay-per-click advertisements can attract potential website visitors to a business’s link but the costs of click-throughs can increase. When businesses implementorganic search, the pay-per-click cost becomes zero; thus, providing companies with a competitive advantageover their business rivals. Another strength involves credibility because web designers and digital marketing teams solidify the reputation and online presence of a business(Agarwal et al., 2012). Moreover, companies that aim at increasing their competition strategies can implement organic search as it prevents the online presence of rivals. Investing more efforts in enhancing organic search traffic increases the number in which a firm’s website appears in search rankings. Additionally, organic search traffic provides a combined approach since internet users do not engage in homogenous activities. Some of them tend to access websites using search engines, while others click paid advertisements. Therefore, it is crucial for businesses to utilize a combined approach, which combines paid and unpaid search traffic(AbouNabout, 2015). Nevertheless, organic search has its shortcomings; for example, its quality assessments are prone to errors and the evolving algorithms for determining positioning may result in changes in the number of visitors who visit a company’s website.

 Businesses can also gain a lot of benefits from advertising in paid search. For instance, paid search advertisements produce quick results unlike organic search engine, which may take a lot of time to see the results(Kritzinger&Weideman, 2017). Pay-per click ads bring quick traffic to the company’s website from search engines. The second advantage of using paid search is that companies can produce more qualified leads. The leads come to the company’s website from pay-per-click advertisements. These ads enable business to strategically target a specific market that may love their brands(Schlangenotto et al., 2018). Additionally, the advertisements provide companies with measurable results.Organizations can measure all aspects of their pay-per-click advertisement campaigns, such as the number of clicks, their costs, and the number of sales from the clicks. Thus, it allows them to utilize their ad budget effectively and implement other strategies for enhancing their results in the future.

Using paid search advertisements improves the recognition of a company’s brand name over time. Not all search engine users will click on the company’s ads when they appear in search engine results. Nevertheless, the more they search the keywords that relate to an industry, the more the brand name of companies will be exposed. Some of the limitations of paid search advertisement are that each click to a single advertisement cost companies money even if the lead does not result in sales(Blake et al., 2015). In most cases, only three percent of the total clicks will result in a sale, while the rest get wasted. It also expensive for businesses to make competitive queries. Businesses may have to pay more per click to make their advertisements appear on the first search results page.

**Using Paid Search and Organic Search**

 When Costa’s Customs use paid search advertisements, it will have to pay a fee every time users click on an advertisement. The company may utilize various online platforms, such as Facebook to place its paid advertisements. Also, when the Costa’s Customs decides to use paid search, it will have to bid on advertisement placement to ensure its ads appear as sponsored links on the result page of a search engine. This process causes the pay-per-click ads to appear at the top of search queries every time search engine users type keywords that relate to Costa’s Customs business. Every time visitors click on Costa’s ads, the company will pay a small amount of fee to the search engine. An effective set up of the paid search campaigns can help the company in minimizing the fee. Moreover, Google recognizes and rewards businesses that create relevant paid search engines that target specific customers strategically. Thus, making more relevant advertisement campaigns will enable the Costa’s to pay less for every click; hence, helping it to make more profits. It is also imperative for Costa’s Customs to involve pay-per-click agency to help it with management and relevant knowledge. It can also hire an agency because it does not have the necessary expertise for effective implementation of campaigns.

 Moreover, hiring an agency is a crucial alternative if the company aims at achieving almost all the desired results. Management of pay-per click campaigns involve many pieces; hence, it may be challenging for the Costa’s Customs to identify factors that hinder its success. Agencies can assist it in determining areas that require improvement and initiate changes to improve its campaign results. The Costa’s Company can as well utilize organic search to enhance its digital marketing. Organic search works by providing the biggest source of site traffic. The Costa’s Customs will put its content on its website and then choose a channel, platform, or source that will bring more visitors to its website. The company can also use it build its brand awareness. There are three types of search queries like transactional, navigational, and informational. Each query consists of keywords, which can either be branded or non-branded. Unbranded search terms have greater traffic than the branded one. However, when the company builds its content to target every type of keyword, it can hold the hands of its customers through all stages of their buying journey until they decide.

**Adwords Sample**

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| **Ad:** [**www.costa’s**](http://www.costa's) **customs.com** Costa’s Customs: Fashion Feeds more than Food, Make All Your Outfits Count Come direct to Costa’s Customs to get the best looksanytime and anywhere. We offer calm and classy outfits that you cannot get anywhere else. Remember it is not just about fashion but respect and design.  Get A DiscountWant A Home Free Delivery? Come to our shop now and see how Visit our website and select all  Much you can save in all your that you need for free delivery  Selections. We offer 10% discount on services. All pieces. Remember life is like  A party, so let us dress like it.  |

Search Result

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| --- |
| **Google:** Search; Costa’s  |
| **Ad:** [**www.costa’s**](http://www.costa's) **customs.com** Costa’s Customs: Life is short, So Make All Your Outfits Count Come direct to Costa’s Customs to get the best look anytime and anywhere. We offer calm and classy outfits that you cannot get anywhere else. Remember it is not just about fashion but respect and design.  Get A Discount Want A Free Home Delivery? Come to our shop now and see how Visit our website and select all  Much you can save for all your that you need for free delivery  Selection with 10% discount on services.  All pieces |
| **Costa Rica- Wikipedia, the free encyclopedia** [www.costarica.wikipedia.thefreeencyclopedia](http://www.costarica.wikipedia.thefreeencyclopedia)A country in Central America that has coastlines on the Pacific and Caribbean.  |

 In conclusion, it is beneficial for Costa’s Customs to utilize both paid and organic search campaigns because the two will enhance a clear identification of the company’s brand. This will attract potential customers and shift them to the top of the search. Combining the two campaigns will increase online visibility of Costa’s Customs. Algorithm advances that consist of advertisements and other valuable information are making Google pages with search engine results more visible. One of the differences between paid and organic search involves costs. Organic search concentrates on unpaid search results, whereas paid search focuses on paid results in both short and long terms. Therefore, organic search is more cost effective.Another difference deals with the speed of the two campaigns. Paid search produces quick results than organic search ranking results.

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