

# **Understanding Search Engine Marketing (SEM)**

## What is a Search Engine ?

- A Search Engine helps users to find web pages on a given subject.
- They use programs, often referred to “robots” to collect information.
- The most common Search Engines in Asia are:  
Google, MSN, Baidu, Yahoo.
- Search Engine marketing can provide an effective method of driving highly targeted visitors to book your hotel online.

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Google™

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### What is Search Engine Marketing ?

- Internet becomes a very popular research tool
- More and more traffic to travel websites is being generated from Search Engines.
- Search Engines Marketing is any legal activity intended to bring traffic from a search portal to a specific website.
- In a Search Engine, there are two kinds of placements:
  - Sponsored links, which are the paid placements
  - Organic placement which is a free ranking.

# Understanding Search Engine Marketing

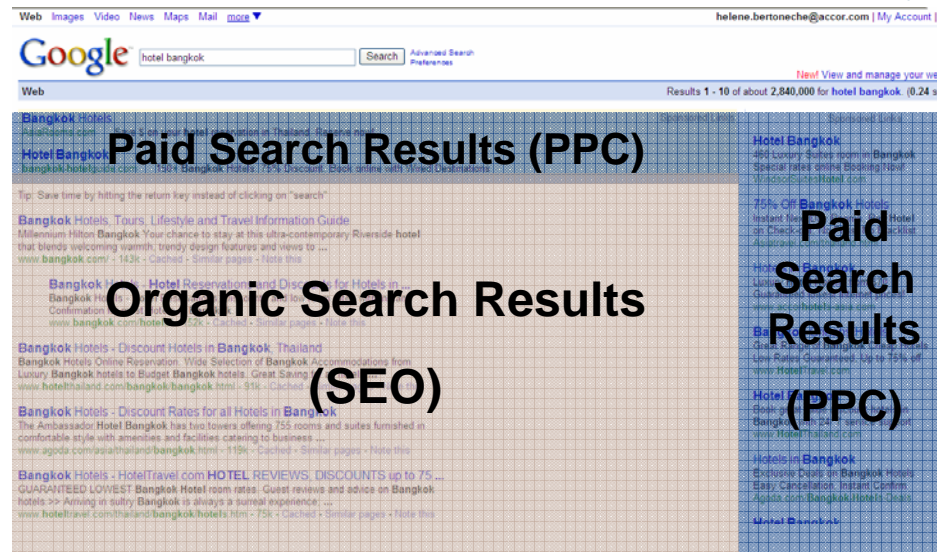
SEM  
(Search Engine Marketing)

Sponsored links  
Pay Per Click (PPC)

Organic/Natural placement  
Search Engine Optimisation (SEO)

**Purchase of keywords** (via a bidding system) to ensure ads are displayed in top positions of the paid search listings, when a user enters a relevant search query into a search engine

The **build, development and maintenance of a website**, to ensure search engines can index the website's content to display the site in the organic listing when a user enters a relevant search query, into a search engine.



### The benefits of a PPC campaign

- Consumers actively looking for an hotel and ready to buy
- Target qualified consumers - using specific terms  
*ex. 'hotel wedding Thailand', 'hotel meeting Bangkok' ...*
- Pay when an ad is clicked on – increased brand awareness
- Ability to track & measure campaigns
- Flexibility – turn up & turn down
- Consumer Insights help identify market opportunities

## The brief for a PPC campaign

- Timing period
- Budget & Billing Address
- Key offer (conferences, weddings, weekend special, location, promotion ...)
- Target Audience
- Hotel's media, promotional and PR activity
- Contact in the hotel(s)

### How to conduct a PPC campaign?

- Appoint a specialised search agency to create, execute, manage and optimise PPC Campaigns for hotel specific.
- Fill in the Hotel PPC campaign brief form and send it to the E-Commerce team
- Upon receipt of your objectives for conducting a PPC campaign, the agency will define your keyword strategy, set up, execute and manage your hotel campaign.