

PPC Ad General Strategy Sample

Location

The location selected for this exercise is **Sanibel and Captiva Islands in Florida**. They are located about 15 minutes from Fort Myers, a popular destination on the Gulf Coast of SW Florida. Sanibel and Captiva are sister islands and they're a popular luxury tourist destination that is ideal for this exercise.

Keyword Selection Strategy

We've selected keywords that are **transactional** in nature; terms that a searcher would query when they're in the process of booking their travel. These searchers are lower in the funnel and **more likely to convert**.

We focused primarily on **lodging / accommodation-related keywords**, since this is where tourists are going to spend most of their money (aside from airfare.)

We're **avoiding more informational keyword terms** — something you'd write a blog about, for instance — because they are associated with searchers who are higher in the funnel, as they're

in the research phase of their travel planning. We want searchers who are in the buying phase.

We've also included some **longtail keywords**, since these are very precise and show real transactional intent.

Notably, we were surprised to find that the **CPC is quite low** for a luxury travel destination. Both islands were obliterated in 2022 by Hurricane Ian. Many of the "related" keywords were queries such as "Are Sanibel hotels open?" Many hotels were closed for an extended timeframe, which served as a bit of a "reset" button on CPC. Just a few years ago, a CPC of \$5-15 was not uncommon!

Target Keywords

KEYWORD	SEARCH VOLUME	CPC
sanibel island beach resort	19700	\$0.88
sanibel island resorts	9500	\$1.39
sanibel island vacation rentals	4800	\$1.51
captiva island resorts	4500	\$1.43
hotels in sanibel island florida	3000	\$0.99
sanibel vacation rentals	2900	\$1.51
hotels in sanibel island	2800	\$0.99
sanibel island hotels beachfront	2400	\$0.95
sanibel hotels	2400	\$0.99
best hotels in sanibel island	2300	\$1.28
captiva vacation rentals	2200	\$1.51
sanibel island beachfront hotels	1800	\$0.95
captiva island florida hotels	1800	\$1.07
captiva hotels	1300	\$1.07
hotels in sanibel island florida on the beach	1300	\$0.95
hotels in captiva island	750	\$0.90
captiva island vacation rentals	820	\$1.51

Budget Recommendation

The Sanibel and Captiva **CPC average is quite low** considering the exclusive, luxury nature of the island's real estate. This is a case where you could get *a lot of mileage* with a relatively modest PPC budget.

That said, we would recommend starting with a **budget of \$5,000-\$10,000 per month** during the cold winter months, when there is more travel to this warm destination.

During the warm summer months when travel slows, the PPC budget may be reduced to a sum that's **½ to ⅔ of the winter budget**.

Keyword Match Type Strategy

Phrase match - The searcher's intent is taken into consideration with **phrase matching** and I find this is a good starting point because it allows for moderate reach and moderate relevance.

The alternatives — **broad match** and **exact match** — are more extreme, with broad match having a *larger reach with lower relevance*, while exact match has a *lower reach and greater relevance*.

With a new campaign, it's best to **start at the midpoint** — opting for phrase match — and then shift toward one of the other match

types if the analytics suggest that this would be a prudent decision.

Bid Strategy

Sanibel and Captiva are luxury tourist destinations and as such, we have the ability to bid on some higher value keywords because the average conversion value will be in the thousands.

But, as mentioned above, **the average CPC is quite low** for the luxury vacation niche. So there's no need to worry about pricey keyword bidding in this instance.

This is a campaign where I'd feel comfortable activating "**smart bidding**", which optimizes in a way that drives conversions. I'm rather reluctant to activate smart bidding with higher CPCs since you have higher stakes; I prefer to maintain control when you have \$30+ CPC. But I'm comfortable with trusting Google's AI to handle the adverts when CPC is averaging around \$1.

This campaign should absolutely include **geotargeting**. Target the **northeast and the Midwest** during the cold winter months and even into the spring, with a focus on **school vacation weeks**. Residents of cold locations are far more likely to book travel to a warm destination during the cold seasons.

Seasonality would be a key consideration for this sort of campaign. It's prudent to scale back on spending during the hot summer months when travel slows (although I would continually run adverts because everyone loves a summer beach vacation!)

Overall PPC Strategy

In line with a **data-driven approach** to marketing – especially when it comes to PPC – we perform **iterative refinement**, gradually improving the campaign and delivering an ROI that actually increases over time! When you allow the data to be your guide, the campaign runs itself to some degree.

A/B testing is another key component of our PPC campaigns. We will experiment with different wordings to arrive at the best-performing adverts for the campaign.

References:

[SanCap Tourism Website](#)