

## 6 Reasons Why In-House Search Engine Marketing (SEM) is Ineffective

With the growing popularity of Search Engine Marketing (SEM), many companies are currently running SEM programs in-house rather than outsourcing it to a certified firm. Although there are many resources available to help individuals implement SEM in-house, they are often very basic and do not explore the intricacies involved in an effective SEM campaign. “Many of our clients began SEM efforts in-house, but found this to be complex, ineffective and costly in the end,” explains Kelly Cutler, CEO of Marcel Media. “They would rather outsource these projects to trained and qualified experts with experience and proven techniques in this field.”

Here are 6 reasons why in-house SEM is ineffective:

### 1. SEM and SEO Campaigns are time intensive

SEM programs, unlike traditional media, are not “set it and forget it”. Effective SEM campaigns often include thousands of keywords which require customized ad text and landing pages. All of this must be updated on a regular basis to ensure that your marketing dollars are working hard for your business. Search Engine Optimization involves technical updates and ongoing upkeep with engine algorithms and constantly changing search environments. Most in-house marketers don’t have the time to dedicate to SEM.

### 2. SEM requires dedication

Paid ad campaigns, such as Google Ad Words, require specified constant maintenance on a daily level, sometimes hourly, to deliver the most effective results and to maintain a budget. Dedication to optimizing your campaign will give a competitive edge.

### 3. SEM is very competitive and the market drives costs up

Search Marketing professionals are able to predict spend and prevent any budget overages. Many in-house SEM campaigns falter because they are not able to maintain set budgets. A trained professional can put stops in place to maintain consistent costs and ensure a well managed budget is spread out evenly over the course of a given timeframe. Costs can easily spin out of control when not under a watchful eye.

### 4. Successful SEM campaigns demand accurate tracking and analysis of effectiveness

Many in-house SEM programs lack effective reporting. The appeal of SEM is that this type of marketing is results-driven and the best way to determine campaign success is through accurate and detailed reporting. Experts can not only tell you where the campaign is running well, but they can tell you where there is room for improvement through analyzing data, creating benchmarks, and optimizing campaigns.

### 5. In-house SEM programs often are unaware of search engine policies

Many companies find themselves in situations when they are either banned or reprimanded because they used practices that are forbidden by search engines’ policies. This can have very negative effects on a website and often lead to poor results with Google and other top search engines. Outsourcing SEM ensures that trained and certified individual are measuring the effectiveness of the marketing campaign.

### 6. In-house SEM programs do not have support

Agencies have direct partnerships with search engines and are able to work directly with the engines when needed. Many agencies enjoy testing product upgrades and a new feature before the general public.