

VPOD PPC Campaign Decision Process

This document outlines the structured, data-driven process used to design VPOD's PPC campaign strategy. It combines keyword intelligence, search intent analysis, and performance modelling to build a campaign framework capable of delivering 30 qualified leads per month at optimal cost efficiency.

1. Analyse Competitor Search Data

Goal: Identify the most valuable and high-intent search opportunities in the smart locker category.

- Analysed Workspace, Vecos, Elocker, and Yellow Box competitor domains.
- Extracted keyword positions, search volumes, and competition metrics.
- Created a unified dataset covering all smart locker–related queries (brand, feature, product, use case, and intent).

Outcome: A total dataset of 1,333 keywords related to smart lockers and workspace automation.

2. Identify Keywords with Search Volume

Goal: Focus on keywords that actually generate measurable traffic.

- Filtered 1,333 keyword list to remove zero-volume or duplicates.
- Retained 843 keywords with search volume validated via Keyword Planner and SERanking.

Outcome: A refined master keyword file ready for segmentation.



3. Classify by Search Intent

Goal: Understand user intent and align campaigns with the customer journey.

<u>Intent Type</u>	<u>Example Keywords</u>	<u>Role in Funnel</u>
Navigational	"vpod smart lockers", "vecos", "elockers login"	Brand or platform specific
Informational	"what is a smart locker", "how do smart lockers work"	Top-funnel education
Commercial	"smart locker providers", "office smart locker solutions"	Mid-funnel consideration
Transactional	"buy smart lockers", "smart locker cost", "locker supplier"	Bottom-funnel conversion

Outcome: 843 keywords grouped by intent, providing clear targeting guidance.



4. Model PPC Targets to Deliver 30 Leads per Month

Goal: Quantify what traffic, spend, and campaign structure are required to hit 30 qualified leads/month.

- Applied conversion benchmarks: CTR 6%, CPC £2.50, CVR 4%.
- Modelled three vertical campaigns for scaling: Workplace, Padel/Leisure, Parcel/Asset.

Campaign	Search Volume	CTR %	Clicks	CPC (£)	Spend (£)	CVR %	Leads/mo
Workplace Smart Lockers	4,500	6	270	2.5	675	4	10.8
Padel / Leisure Lockers	4,000	6	240	2.5	600	4	9.6
Parcel / Asset Lockers	3,500	6	210	2.5	525	4	8.4
Total	12,000	-	720	-	1,800	-	28.8

Outcome:

Three campaigns at £600 each can reliably deliver ~30 leads/month with an average CPL of £62.50.



5. Produce Outputs for Decision and Execution

Deliverables created to support the decision:

- Keyword Master File (1,333 total, 843 with volume)
- Intent Segmentation File (4 intent tabs)
- PPC Scaling Model (Excel)
- Board Funnel Summary (PDF/Word)
- Funnel Architecture Visual (for presentations)

Conclusion

The data-driven keyword analysis and segmentation enabled VPOD to focus budget on high-intent traffic.

A three-campaign structure, supported by dedicated landing pages, achieves 30 qualified leads/month at optimal cost efficiency.

Informational keywords remain valuable for SEO and remarketing audience building.

VPOD PPC Funnel Architecture

A full-funnel PPC architecture combining SEO, awareness, remarketing, and high-intent conversion campaigns. This model aligns VPOD's marketing investment with Communications Edge's data-driven growth framework.

1. Informational Stage

- Keywords: 'what is a smart locker', 'how do smart lockers work'
- Channel: SEO, YouTube, Display Awareness
- Goal: Educate, build pixel audiences
- Content: Blogs, videos, guides, explainer PDFs



2. Remarketing / Nurture Stage

- Keywords: 'smart locker benefits', 'use cases', 'ROI of smart lockers'
- Channel: Display Remarketing, LinkedIn Retargeting
- Goal: Re-engage visitors, move to consideration
- Content: Case studies, ROI calculators, demo invites

3. Commercial Stage

- Keywords: 'smart locker providers', 'office smart lockers', 'padel locker solutions'
- Channel: Google Search (Exact & Phrase Match)
- Goal: Drive demo requests
- Content: Product/sector landing pages, benefit-focused CTAs

4. Transactional Stage

- Keywords: 'smart locker cost', 'buy smart lockers', 'locker suppliers'
- Channel: Search + Performance Max
- Goal: Capture high-intent buyers
- Content: Pricing, contact forms, instant demo booking

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VPOD Smart Locker Marketing Framework

