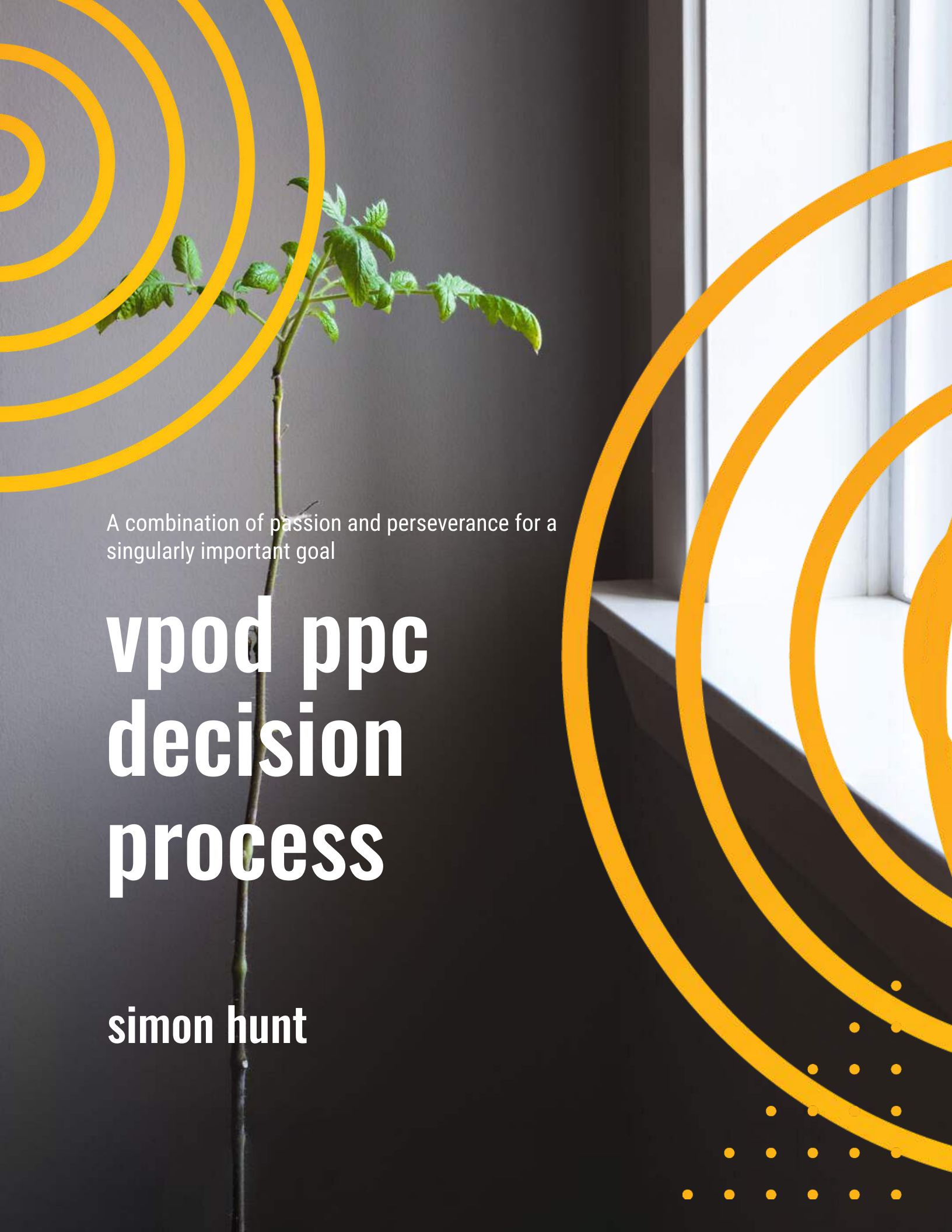




A combination of passion and perseverance for a
singularly important goal

vpod ppc decision process

simon hunt

Table Of Contents



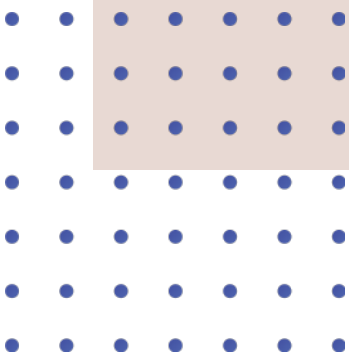
VPOD PPC Campaign Decision Process	2
1. Analyse Competitor Search Data	4
2. Identify Keywords with Search Volume	6
3. Classify by Search Intent	8
4. Model PPC Targets to Deliver 30 Leads per Month	11
5. Produce Outputs for Decision and Execution	17
Conclusion	19
VPOD PPC Funnel Architecture	21
1. Informational Stage	23
2. Remarketing / Nurture Stage	25
3. Commercial Stage	27
4. Transactional Stage	29





01

VPOD PPC Campaign Decision Process



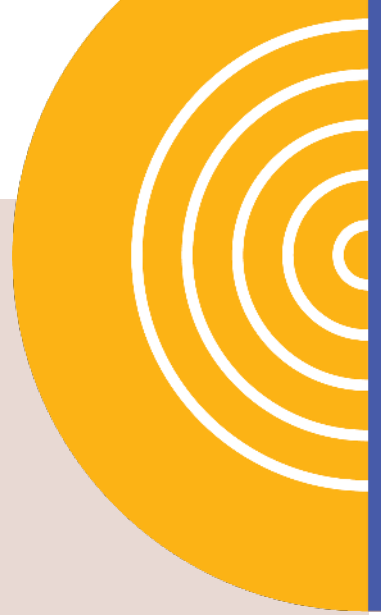


vpod ppc decision process

This document outlines the structured, data-driven process used to design VPOD's PPC campaign strategy.

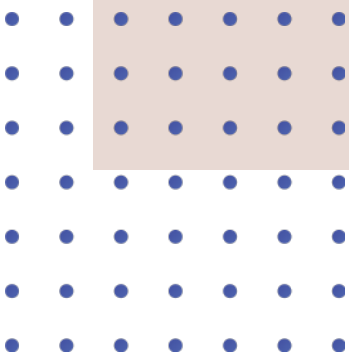
It combines keyword intelligence, search intent analysis, and performance modelling to build a campaign framework capable of delivering 30 qualified leads per month at optimal cost efficiency.





02

1. Analyse Competitor Search Data



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

- Analysed:-

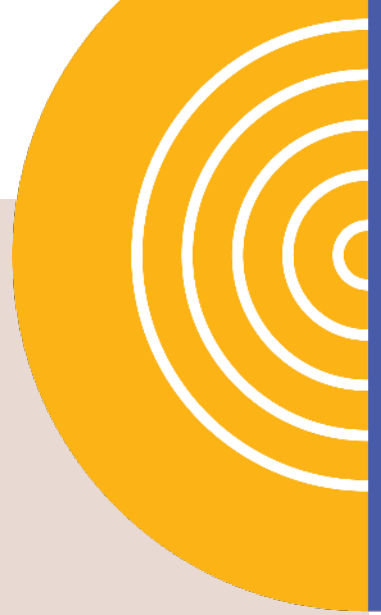
- Workspace,
- Vecos,
- Elocker
- Yellow Box

The competitor domains for UK searches in Google.

- 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).

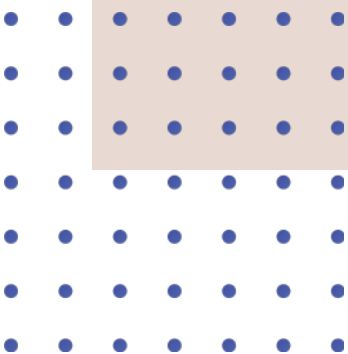
Outcome: A total dataset of 1,333 keywords related to smart lockers and workspace automation.

843 of these Keywords had volume searches a month



03

2. Identify Keywords with Search Volume



vpod ppc decision process

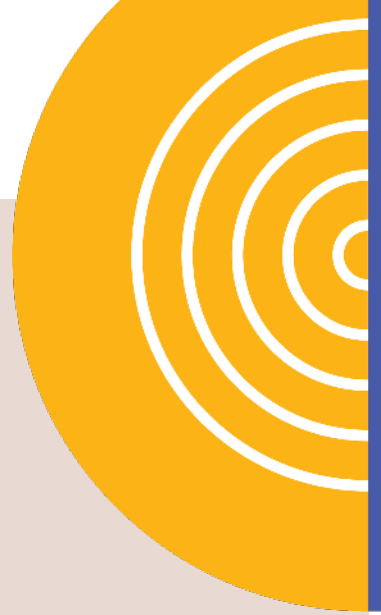
Goal:

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.

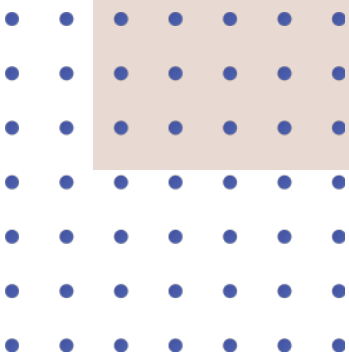
Outcome: A refined master keyword file ready for segmentation.





04

3. Classify by Search Intent





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

Intent Type

Example Keywords

Role in Funnel

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





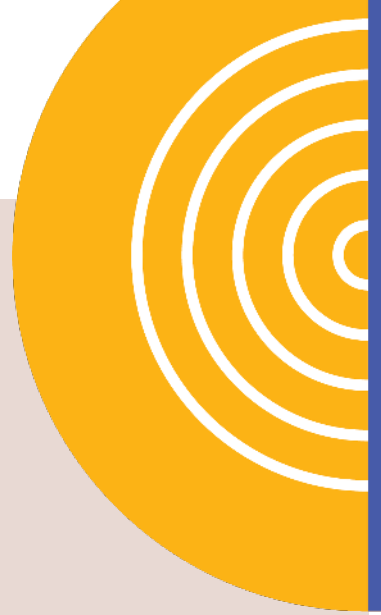
Transactional

"buy smart lockers", "smart locker cost", "locker supplier"

Bottom-funnel conversion

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



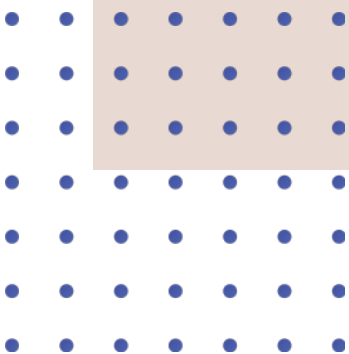


05

4. Model PPC

Targets to Deliver 30 Leads per Month

"Intent" - work back from 30 leads

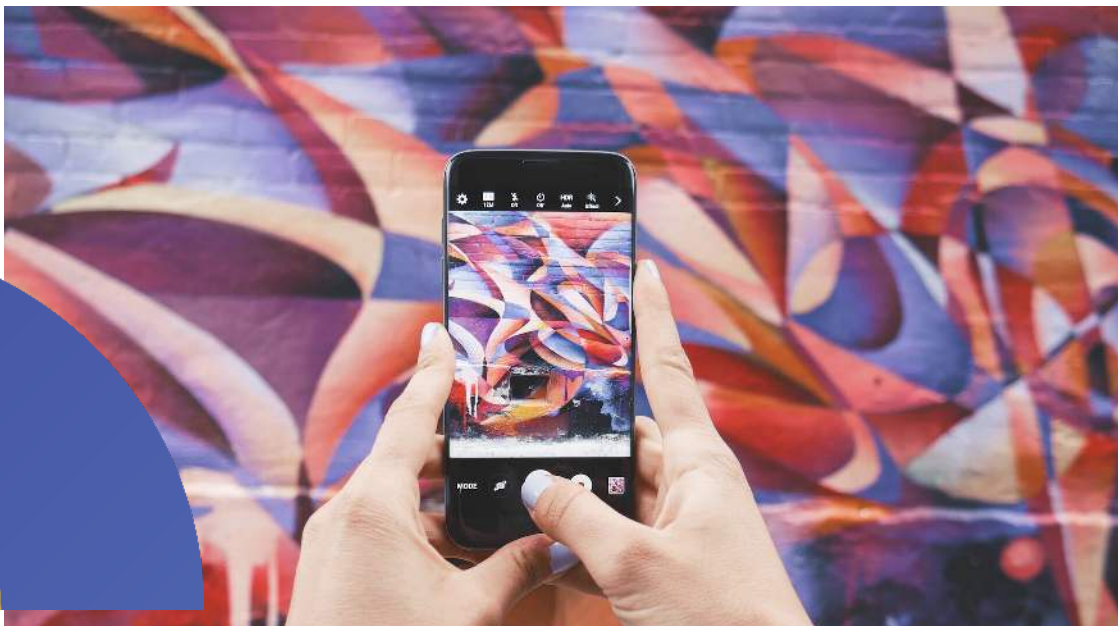


vpod ppc decision process

Goal:

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

- Applied conversion benchmarks: Click Thru Rate 6% Cost Per Click £2.50, Conversion Rate 4%.
- Modelled three vertical campaigns for scaling: -
Workplace,
Padel/Leisure,
Parcel/Asset.

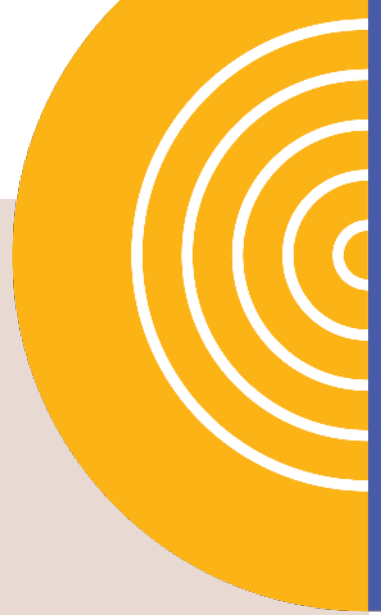


vpod ppc decision process

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.							

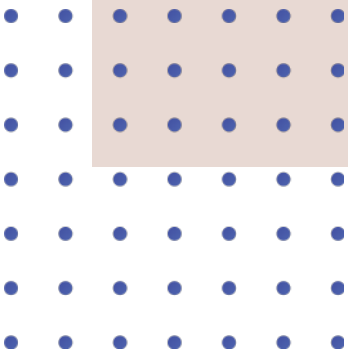
- We will fix the current issues - slow Web Page Loading 27/10
- Week 1 Build Baseline data - how does existing campaign perform
- Week 2 we start adding elements to increase performance
- Dedicated High Conversion Landing Pages
- Featuring Value Exchange Offers to boost conversion
- At the same time we will build an End To End PPC measurement system
- Measuring Top of Funnel PPC campaign
- Measuring a Nurturing Campaign
- Measuring Pipeline Build
- Measuring Pipeline Conversion
- That will give us ROI decision data to increase spend based on decent stats
- But also identify process weaknesses and improve them





06

5. Produce Outputs for Decision and Execution





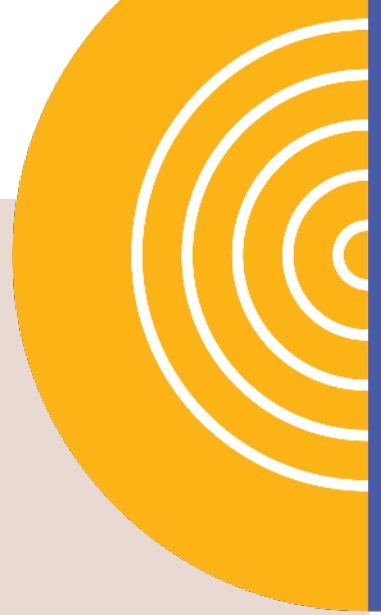
vpod ppc decision process

Deliverables created to support the decision:

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

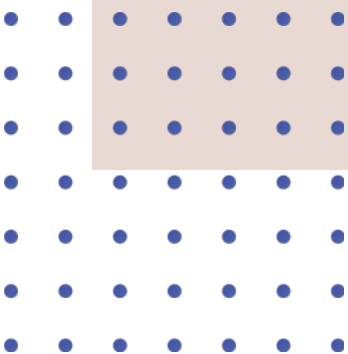
Vpod Data Driven Marketing Quarter 4





07

Conclusion



vpod ppc decision process

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.

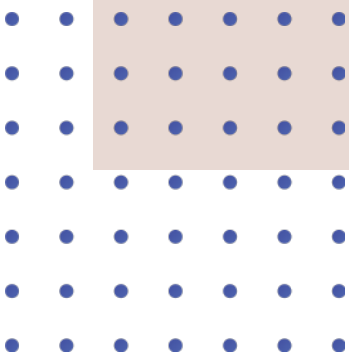
Informational keywords remain valuable for SEO and remarketing audience building.





08

VPOD PPC Funnel Architecture

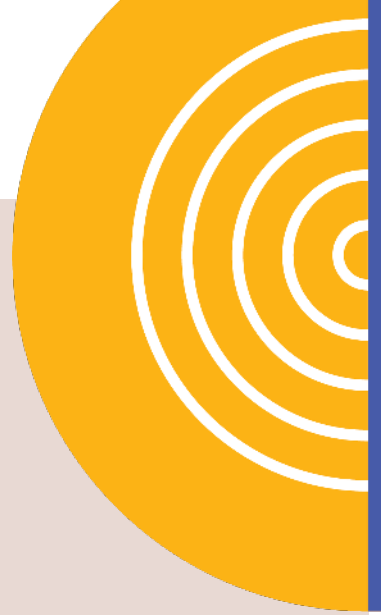


vpod ppc decision process

A full-funnel PPC architecture combining SEO, awareness, remarketing, and high-intent conversion campaigns.

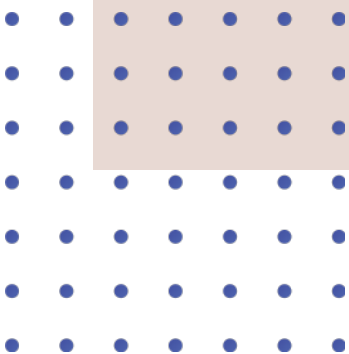
This model aligns VPOD's marketing investment with Communications Edge's data-driven growth framework.





09

1. Informational Stage

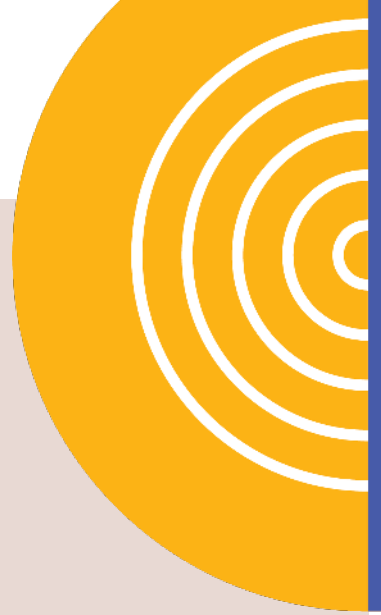




vpod ppc decision process

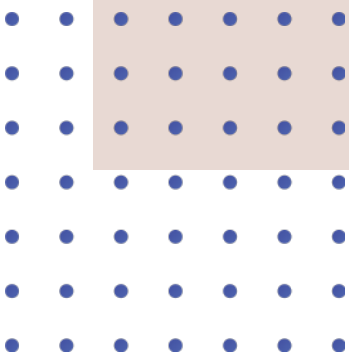
- Keywords: 'what is a smart locker', 'how do smart lockers work'
- Channel: SEO, YouTube, Display
Awareness
- Goal: Educate, build pixel audiences
- Content: Blogs, videos, guides, explainer
PDFs





10

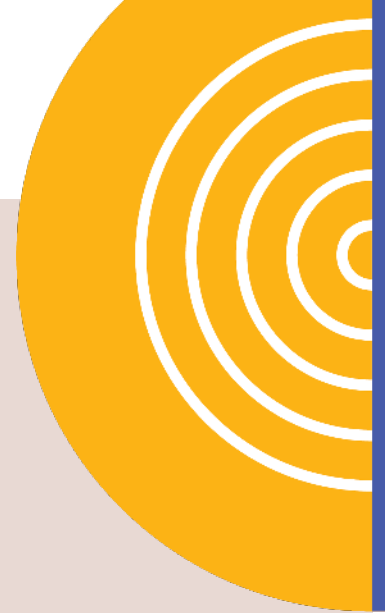
2. Remarketing / Nurture Stage





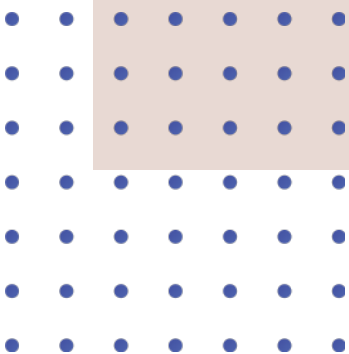
- Keywords: 'smart locker benefits', 'use cases', 'ROI of smart lockers'
- Channel: Display Remarketing, LinkedIn Retargeting
- Goal: Re-engage visitors, move to consideration
- Content: Case studies, ROI calculators, demo invites





11

3. Commercial Stage

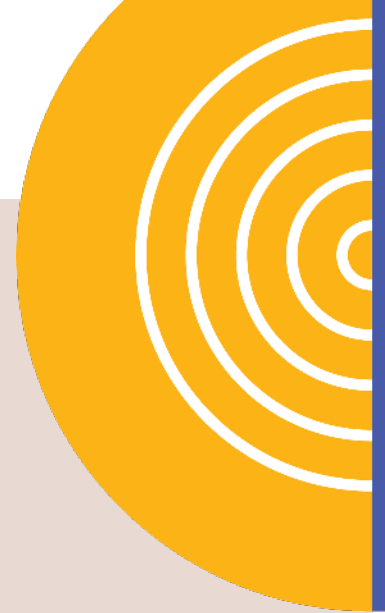


vpod ppc decision process

- **Commercial**

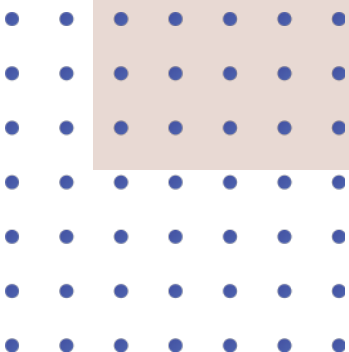
- Keywords: 'smart locker providers', 'office smart lockers', 'padel locker solutions'
- Channel: Google Search (Exact & Phrase Match)
- Goal: Drive demo requests
- **GAP** - Value Exchange Offers - SH / PT
- **GAP** - Value Proposition document - Smart Lockers / Padel Leisure Lockers / Parcel Asset lockers - SH / PT
- **GAP** - **77.6% PPC campaign waiting 8 seconds - abandon - fix WebSite 27/3**
- Run Statistics on new web page for 1 week why we build landing pages with value exchange
- Present baseline to Paul Twitchell Week 1 of new website
- Week 2 Insert High Conversion Landing Pages
- **GAP** - Give Purity Vecos / Workspace / ELocker / Yellowbox - Search Data - Owner SH
- Content: Product/sector landing pages, benefit-focused CTAs





12

4. Transactional Stage



vpod ppc decision process

- **Transactional** Keywords
- 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

Whilst the campaign is running

Prepared by Communications Edge | October 2025 | VPOD Smart Locker Marketing Framework

