

## 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 can be ineffective:

**1) SEM and SEO Campaigns are time intensive.**

SEM programs, unlike traditional media, are not “set it and forget it”. 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 which is required to have the most impact.

**2) SEM requires dedication.**

Paid ad campaigns, such as Google Ad Words, require constant maintenance on a daily level to deliver the most effective results and to maintain a certain budget. Dedicating time to your SEM campaign also allows you to identify your biggest and most aggressive competitors, so that you can manipulate your campaign in order to make it more effective.

**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.

**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 unwanted situations when they are either banned or reprimanded because they used practices in their SEM that are forbidden by search engines’ policies. This can have very negative effects on a website and often lead to banning by Google and other top search engines. Outsourcing SEM to a notable firm ensures that a trained and certified individual is 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 get support when needed. In-house campaigns find that they are at a lost when they need help with their SEM campaigns. Many agencies enjoy the privilege of being able to take advantage of any upgrades or testing before the general public is allowed.

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### ABOUT MARCEL MEDIA

Marcel Media is a strategic interactive advisory firm that specializes in search engine marketing, web development and application integration, social networking, and online marketing and advertising. Since 2003, Marcel Media has worked with clients such as Hub International and Rush University Medical Center to achieve their online marketing goals. In 2005, Marcel Media produced the Chicago Search Report, a groundbreaking analysis of business owner search engine usage. Learn more: [www.marcelmedia.com](http://www.marcelmedia.com) or call 312.255.8044.