

Lean Six Sigma for Remote Search Engine Marketing (SEM) Teams

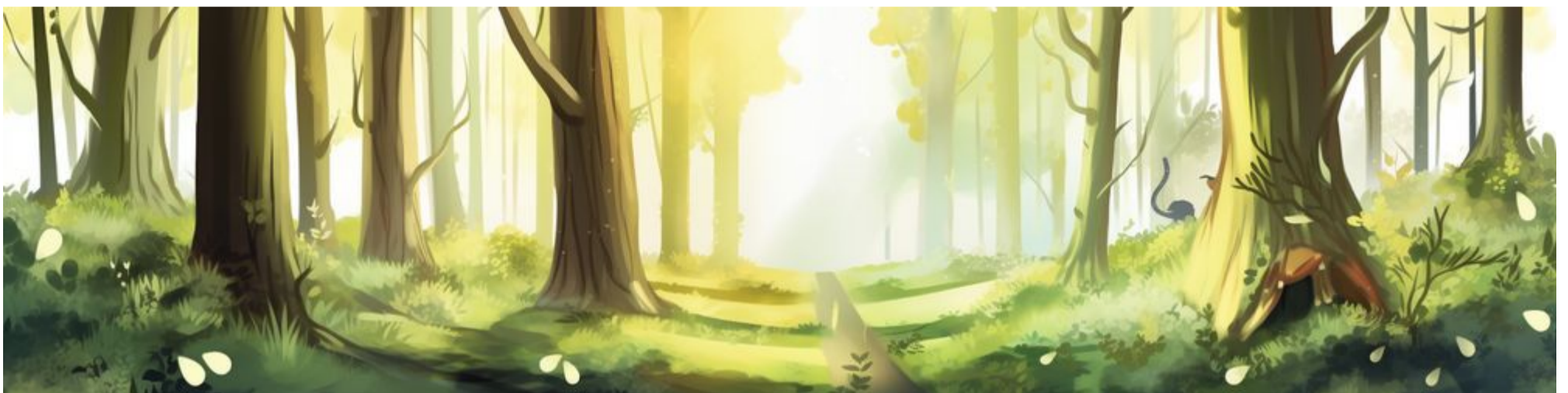
Peter B. Ferrigan

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Benefits

- Boost efficiency, employ data-driven solutions, and adapt to industry shifts.



Peter B. Ferrigan
Google Ads - B2C & B2B
[linkedin.com/in/pbferrigan](https://www.linkedin.com/in/pbferrigan)

1: Remote SEM Teams

- 95% of CMOs recognize SEM's role in customer acquisition & sales^[^1].
- Diverse talent is a strength, but coordination can be a challenge.
- Efficient management and continuous improvement are critical.



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2: Team Structure

- Team Leads steer SEM and set strategy direction.
- Specialists set up & refine campaigns; Juniors back seniors.
- Use DMAIC (Define, Measure, Analyze, Improve, and Control) for ongoing improvement.



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3: Essential Tools

- SEM: Search Ads 360, Kenshoo/Skai, Google Analytics.
- Communication: Slack, Zoom.
- Aim: Collaborate and refine with precision.



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4: Lean Six Sigma

- A focused methodology for data-driven decision-making and reducing waste, primarily through DMAIC.



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5: Six Sigma & SEM

- DMAIC: A route for ongoing SEM enhancement.
- Focus on core campaign performance issues beyond surface symptoms.
- Harness statistics and team insights for fine-tuning.



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6: Six Sigma in SEM - Insights

- Watch for misalignment; Six Sigma's structure may clash with SEM's dynamism.
- For Remote Teams: Boosts structured communication, minimizes waste, and fosters collaboration.
- Measure Progress: Assess KPIs pre- & post-implementation.



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7: Continuous Training

- Lean Six Sigma: Regular online sessions.
- SEM: Stay updated on current trends.
- Mentorship: Connect rookies with veterans.
- Emphasize DMAIC for campaign excellence.



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[linkedin.com/in/pbferrigan](https://www.linkedin.com/in/pbferrigan)

8: KPIs

- Profit Maximization: Leverage DMAIC.
- Track Brand Visibility.
- Prioritize regular feedback for growth.



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9: Budgeting & Allocation

- Strategic Funding: Focus on high-ROI campaigns & tactics.
- Optimize based on historical data.
- Champion team training for long-term success.



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10: Immediate Action

1. Start with DMAIC: Evaluate your SEM campaigns today.



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Thank you!



Peter B. Ferrigan
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