HI EVERYONE.

WELCOME TO THE NATCH SMALL

BUSINESS WEEK VIRTUAL CONFERENCE

WEBINAR BROUGHT TO YOU BY THE

FBA AND GROW WITH GOOGLE.

MY NAME IS ALEXA.

I'LL BE THE MODERATOR.

A SOUGHT AFTER INTERNATIONAL

TRAINER IN GOOGLE ANALYTICS

JOINS US.

MATT WILL BE PRESENTING CREATING

EFFECTIVE ONLINE ADS.

BEFORE TURNING THE SESSION ON

OVER TO MATT, I WOULD LIKE TO

MENTION A FEW HOUSEKEEPING

DETAILS.

THIS WEBINAR SESSION WILL LAST

AN HOUR AND WILL INCLUDE TIME

FOR Q & A.

SO IF YOU HAVE ANY QUESTIONS,

PLEASE SUBMIT THOSE AT ANY TIME

USING THE Q & A BOX ON THE

LEFT-HAND SIDE OF YOUR SCREEN.

ALSO, PLEASE USE THE SAME BOX IF

YOU HAPPEN TO EXPERIENCE ANY

TECHNICAL DIFFICULTIES AND ARE

IN NEED OF ASSISTANCE.

THIS LIVE SESSION IS BEING

RECORDED.

A LINK TO THE RECORDING AND THE

SLIDE DECK WILL BE E-MAILED TO

ALL PARTICIPANTS.

YOU WE'LL BEGIN CREATING

EFFECTIVE ONLINE ADS.

>> HI, ALEXA.

>> HI, MATT.

>> I'M HAPPY TO BE HERE.

IT'S ONE OF MY FAVORITE TOPICS

AND I'M GLAD YOU INVITED ME TO

DO THIS TODAY.

TODAY I WANT TO TELL YOU ABOUT

MYSELF AND JUMP INTO THE

CONTENT.

I'VE BEEN WORKING IN DIGITAL

MARKETING FOR OVER A DECADE, AND

I'M PART OF A FUN TEAM.

WE'RE THE GROW WITH GOOGLE TEAM.

WE TYPICALLY TRAVEL ACROSS THE

COUNTRY HELPING SMALL AND MEDIUM

SIZED BUSINESSES IMPROVE THEIR

DIGITAL STRATEGIES.

I DO THIS REMOTELY FROM MY

HOMETOWN HERE IN ORLANDO,

FLORIDA.

I'M EXCITED TO BE WITH EVERYBODY

TODAY.

LET'S GET INTO IT.

WE'RE GOING TO TALK ABOUT FOUR

REALLY IMPORTANT TOPICS TODAY.

NUMBER ONE, WE'RE GOING TO TALK

ABOUT THE VALUE OF ONLINE

ADVERTISING AND HOW IT DIFFERS

FROM TRADITIONAL ADVERTISING IN

THE IMPACT IT CAN HAVE ON

BUSINESSES, SMALL, MEDIUM, AND

LARGE.

THE SECOND THING WE'LL TALK

ABOUT IS THE DIFFERENCE BETWEEN

SEARCH ADVERTISING AND DISPLAY

ADVERTISING.

A LOT OF PEOPLE MELD THOSE TWO

TOGETHER BUT IT'S REALLY

IMPORTANT TO KNOW THE

DIFFERENCES SO YOU CAN FIGURE

OUT WHICH ONE SHOULD BE A BIGGER

PART OF YOUR STRATEGY WHEN AND

WHY.

NOW THE THIRD ONE IS ALSO REALLY

ONE OF MY FAVORITE THINGS TO

TALK ABOUT BECAUSE WE'RE GOING

TALK ABOUT HOW TO CREATE

EFFECTIVE ONLINE ADS AND THE,

WHY I'M PERSONALLY EXCITED ABOUT

IT IS A LOT OF WHAT WE'RE GOING

TO TALK ABOUT TODAY IS DIY

MATERIAL.

IT'S VERY DO-IT-YOURSELF.

BUT TO BE SUCCESSFUL, THOUGH, WE

HAVE TO CONTINUE TO REALIZE

THESE ARE STILL ADS AND WE STILL

HAVE TO CREATE A COMPELLING

MESSAGE THAT HAS TO BE A LITTLE

BIT MORE COMPELLING THAN OUR

COMPETITORS.

WE'LL REVEAL SOME SECRETS ON HOW

TO DO THAT.

FINALLY, WE'LL TALK ABOUT WHERE

THE MONEY GOES, WHERE THE MONEY

SHOWS UP AND THAT'S TRACKING THE

PERFORMANCE OF YOUR AD

CAMPAIGNS.

THE GREATEST THING ABOUT DIGITAL

ADVERTISING IS THAT EVERYTHING

IS MEASURABLE.

EVERYTHING CAN BE OPTIMIZED

BECAUSE WE CAN MEASURE IT.

NOW GONE ARE THE DAYS WHEN WE

RUN AN AD IN THE NEWSPAPER OR

RADIO AND WE KIND OF GO HOME AT

NIGHT AND HOPE FOR THE BEST.

NOW WE KNOW EXACTLY WHAT WORKS,

WHAT DIDN'T WORK, AND WE'RE

GOING TO FINE TUNE IT TO ENSURE

THE THINGS THAT WORK WE GET MORE

OF AND STOP DOING THE THINGS

THAT DIDN'T WORK.

THE VALUE OF ONLINE ADVERTISING

CAN PROBABLY BE DEMONSTRATED

WITH YOUR OWN PERSONAL

EXPERIENCES.

YOU TRAVEL IN A WAY THAT MANY

CONSUMERS DO NOW.

BACK IN THE DAY, RIGHT, A COUPLE

OF YEARS AGO, NOT THAT LONG AGO,

SHOPPING FOR CONSUMERS STAYED IN

WHAT WE USED TO CALL SILOS.

YOU WENT TO THE STORE OR YOU

SHOPPED IN A CATALOG.

RIGHT.

YOU KIND OF STAYED WITHIN WHAT

WE COULD CALL ONE CHANNEL IN THE

MARKETING WORLD.

TODAY THAT'S REALLY, REALLY

DIFFERENT.

IN FACT, AS YOU CAN SEE ON THE

SCREEN, SIX IN TEN USERS CHECK

WHETHER A PRODUCT IS AVAILABLE

BEFORE THEY GO TO THE STORE AND

88% OF THE PEOPLE WHO CONDUCT A

LOCAL SEARCH ON A SMARTPHONE

VISIT A STORE WITHIN A WEEK.

A COUPLE OF BIG TAKE AWAYS FROM

THE TWO PIECES OF DATA.

ONE, SILO ACTIVITY OF SHOPPING

AND RESEARCHING IS NO LONGER A

SILO ACTIVITY.

WE KIND OF MOVE AROUND QUITE A

BIT.

THERE'S A HIGH INTERNET.

WHEN PEOPLE GO TO THE INTERNET,

THEY'RE PURPOSEFUL.

YOU CAN PROBABLY REMEMBER A DAY

WHEN WE USED TO USE THE PHRASE

"SURF THE NET."

RIGHT.

WE DON'T SURF THE NET ANYMORE.

WHEN PEOPLE GO TO THE NET, THEY

HAVE AN OBJECTIVE IN MIND.

THAT'S WHY IT'S A HIGH

CORRELATION BETWEEN WHEN PEOPLE

LOOK FOR SOMETHING AND END UP

VISITING A STORE WITHIN A WEEK

BECAUSE WE'RE PURPOSEFUL.

NOW LET'S TALK ABOUT THIS

CUSTOMER JOURNEY A LITTLE BIT

BECAUSE IT HAS CHANGED.

A LOT OF WHAT WE THINK ABOUT

ONLINE ADVERTISING IS BASED ON A

LITTLE BIT OF AN OUTDATED MODEL

IN THAT IS I THINK WE BELIEVE

THAT SOMEONE SEES AN AD ONLINE

AND CLICK ON THE AD AND GO TO

THE BUSINESS' WEBSITE AND DO THE

THING THAT THE BUSINESS WANTS

THEM TO DO.

WHETHER IT'S BUY OR FILL OUT A

FORM.

AND THAT STILL DOES HAPPEN, OF

COURSE.

WHAT WE SEE MORE AND MORE

CONSUME VERSE A COMPLEX JOURNEY

NOW GET TO THE END ACTION.

ON THE SCREEN, FOR EXAMPLE, IF I

GOT AN E-MAIL SAYING I WAS

GETTING READY TO GO TO

PHILADELPHIA, MY HOMETOWN.

THAT E-MAIL ON THE INTERNET

MIGHT STIMULATE ME TO DO

SOMETHING.

I MIGHT READ AN ARTICLE ON LOCAL

GUIDES IN PHILADELPHIA AND THEN

LATER PHILADELPHIA KNOWN FOR THE

GREAT MUSEUMS, I MIGHT DO A

SEARCH FOR BEST MUSEUM.

PEOPLE LOVE TO CONSUME CONTENT

NOW ON VIDEO.

I MIGHT SEPARATELY WATCH A VIDEO

ABOUT MUSIC VENUES BECAUSE I'M A

MUSIC FAN.

I MIGHT GO TO MULTIPLE TRAVEL

DESTINATION WEBSITES LIKE --

PHILLY.COM AND VISITPHILLY.COM.

I WANT TO EAT AND I MIGHT SEARCH

FOR BEST RESTAURANTS IN

PHILADELPHIA.

THEN ULTIMATELY I MIGHT ACTUALLY

BOOK A RESERVATION.

BUT THAT JOURNEY ALL THOSE TOUCH

POINTS YOU SEE ON THE SCREEN

ACTUALLY LEAD TO THAT END

ACTION.

IT'S NO LONGER KIND OF A SIMPLE

SINGULAR PATH THAT PEOPLE TAKE,

IT'S NOW VARIOUS TOUCH POINTS.

NOW THIS IS THE VALUE OF ONLINE

ADVERTISING.

WHAT ONLINE ADVERTISING ALLOWS

US TO DO IS WE GET TO LAND OUR

ADS AT THE JOURNEY POINTS.

RIGHT, WE CAN BE PRECISE.

WHAT IS IMPORTANT TO TAKE AWAY

HERE IS HOW SPECIFIC PEOPLE HAVE

GOTTEN WHEN THEY SEARCH.

IT'S CRAZY HOW SPECIFIC PEOPLE

GET.

YOU CAN REMEMBER WHEN YOU WERE

LOOKING FOR A USED CAR ON

GOOGLE, YOU MIGHT HAVE SEARCHED

"USED CARS" IN THE NAME OF YOUR

CITY.

NOW WHEN YOU LOOK AT THE DATA,

PEOPLE WILL SEARCH 2016 MAZDA

GLT YELLOW FOUR DOOR WITH USB

PORT.

WE'RE VERY SPECIFIC.

YOU CAN SEE THOSE SPECIFIC KIND

OF PHRASES MATCH UP A LITTLE BIT

WITH THAT CUSTOMER JOURNEY.

THE VALUE OF ONLINE ADS, WE GET

TO KIND OF LAND OUR ADS RIGHT AT

A SPECIFIC POINT OF THAT JOURNEY

AND THEN ALL OF A SUDDEN WE'RE

MUCH MORE RELEVANT TO THE

CONSUMER THAN WE MIGHT HAVE BEEN

IF WE WERE JUST ADVERTISING

SOMETHING OBLIQUELY ON THAT.

SO WHEN WE SERVE WHAT THE

CONSUMER WANTS, THE MORE LIKELY

WE ARE TO GET THE CONSUMER TO DO

WHAT WE WANT THEM TO DO.

THAT KIND OF BEGINS WITH SEARCH

ENGINE MARKETING.

AND WHEN I TALK ABOUT SEARCH

ENGINE MARKETING, IT IS KNOWING

THAT PEOPLE GO TO SEARCH IN

TIMES OF NEED.

THAT'S 87% OF SMARTPHONE OWNERS

GO TO SEARCH IN THE TIME OF

NEED.

A SEARCH ENGINE RESULTS PAGE HAS

KIND OF BECOME THE NEW FRONTIER.

RIGHT.

THE NEW BATTLE GROUND.

YOU HAVE TO WIN THE SEARCH

ENGINE RESULTS PAGE.

IT'S SO MUCH MORE COST EFFECTIVE

TO SELL TO PEOPLE WHO ALREADY

KNOW WHAT THEY WANT TO OFFER

THAN TO CONVINCE PEOPLE THEY

WANT WHAT YOU OFFER.

ON THE SCREEN, YOU CAN SEE ATM

SEARCH ENGINE RESULTS PAGE.

WE SEE THE ORGANIC RESULTS ON

THE BOTTOM, WHICH ANY TYPICAL

SEARCH ENGINE WILL BE SORT OUT

TO BE RELEVANT.

RIGHT ABOVE THAT WILL BE THE

ADS.

THAT WE CAN DROP IN NOW IN THIS

PLACE IN THIS CUSTOMER JOURNEY

THAT MAKES MORE SENSE FOR US AS

A BUSINESS ON THAT.

HERE IS THE GREAT THING, IT

DOESN'T COST ANYTHING TO DISPLAY

THE ADS THAT YOU SEE AT THE TOP

THERE.

IT ONLY COSTS WHEN SOMEONE

CLICKS ON THEM.

THAT'S WHY THE MEDIUM IS CALLED

PAY PER CLICK ADVERTISING.

SO THEN THE USERS SELF-IDENTIFY

THEMSELVES AS BEING INTERESTED

IN WHAT YOU OFFER SO NOW WE'RE

NO LONGER PAYING TO ADVERTISE TO

PEOPLE WHO AREN'T INTERESTED.

THAT'S HUGE.

IT'S 2019.

WE DON'T ADVERTISE TO EVERYBODY

ANYMORE.

WE WANT TO SPEND OUR TIME,

ENERGY, AND ATTENTION ON THE

PEOPLE THAT HAVE SELF-IDENTIFIED

THE FACT THEY WANT WHAT WE'RE

OFFERING.

LET'S TALK ABOUT HOW SEARCH

ENGINE MARKETING WORKS.

BECAUSE I FOUND IN MY TRAVELS

ACROSS THE COUNTRY THAT IT IS A

LITTLE BIT OVERSIMPLIFIED.

WE KNOW AT THE TOP THERE THOSE

ARE TYPICALLY PAID ADS AND MOST

SEARCH ENGINES WILL IDENTIFY

THEM AS BEING PAID ADS.

BELOW THAT ARE THE ORGANIC

RESULTS.

UNDER THAT WE FOUND THAT WHEN

THERE ARE TWO ELEMENTS ON A

PAGE, RIGHT, AN ORGANIC LISTING

AND PAID LISTING, IT EVEN HAS A

STRONGER MORE COMBINED

SYNERGISTIC EFFECT THAN ANY ONE

OF THE TWO ELEMENTS

INDIVIDUALLY.

THAT REALLY GIVES THE CONSUMER

CONFIDENCE THAT WHAT THEY SEE

THERE IS A LEGITIMATE BUSINESS.

SOMETHING WORTHWHILE AND

SOMETHING RELEVANT.

WHEN I TALK ABOUT HOW THE

AUCTION WORK, MANY PEOPLE THINK

IT'S A AUCTION STRICTLY IN TERMS

OF MONEY.

AND MONEY DOES MATTER BUT MOST

SEARCH ENGINES ARE INCORPORATING

RELEVANCE.

IF YOU THINK ABOUT IT FOR US AS

CONSUMERS, IT'S IMPORTANT.

BECAUSE IF WE AS CONSUMERS WENT

TO OUR FAVORITE SEARCH ENGINE

THREE OR FOUR TIMES IN A ROW AND

PUT IN A PHRASE AND GOT

ABSOLUTELY NOTHING BACK THAT WAS

CLOSE TO WHAT WE WERE LOOKING

FOR, WE'D STOP GOING TO THAT

SEARCH ENGINE SO FOR US AS

CONSUMERS, WE WANT WHAT WE WANT.

THEN THE SEARCH ENGINES ARE

ADDING RELEVANCE INTO THE MIX A

LITTLE BIT.

IT'S HARD TO SERVE AN AD THAT IS

COMPLETELY IRRELEVANT TO WHAT

THE SEARCHER IS LOOKING FOR.

NOW INDEED IT DOES START WITH

THE MONEY ELEMENT OF IT.

THE MAXIMUM COST FOR CLICKS.

MOST SEARCH ENGINES YOU GET TO

SAY, HEY, THIS IS THE MOST THAT

I WOULD BID TO HAVE MY AD APPEAR

ON THIS PHRASE.

I'M GOING TO GET A LITTLE

MATHEMATICAL FOR A MINUTE.

WHEN YOU DO THE MATH BACKWARDS,

AND I'LL EXPLAIN WHAT I MEAN FOR

THAT IN A MINUTE, YOU CAN FIGURE

OUT HOW MUCH YOU CAN AFFORD TO

PAY PER CLICK AND STILL BE

PROFITABLE.

I'M GOING TO RUN THROUGH SUPER

ROUND NUMBERS FOR ILLUSTRATION

AND YOUR NUMBERS ARE DEFINITELY

GOING TO BE DIFFERENT.

IT STARTS WITH YOU KNOWING WHAT

YOUR AVERAGE CUSTOMER VALUE IS.

MEANING, IF I GAVE YOU A NEW

CUSTOMER, HOW MUCH WOULD IT BE

WORTH TO YOUR BUSINESS?

IF YOU HAPPEN TO CALCULATE THIS

RECENTLY, SIMPLY TAKE THE AMOUNT

OF SALES YOU GENERATED IN THE

FIRST QUARTER OF 2019.

THE AMOUNT OF MONEY YOU

GENERATED AND DIVIDE THAT BY THE

NUMBER OF TRANSACTIONS.

YOU'LL COME UP WITH AN AVERAGE.

ABSOLUTELY IT WILL VARY BY WHAT

YOU SELL.

WE NEED TO COME UP WITH A KIND

OF A NUMBER.

RIGHT.

A DISCUSSION POINT.

SO WE'RE GOING TO FIND AN

AVERAGE.

ONCE YOU KNOW THAT NUMBER, IF

YOU KNOW HOW SUCCESSFUL YOU ARE

IN CONVERTING LEADS FROM THE

WEBSITE TO SALES, NOW WE CAN

CALCULATE THE VALUE OF A LEAD.

AGAIN IN ROUND NUMBERS.

LETS SAY A NEW CUSTOMER IS WORTH

$1,000 TO YOU.

LET'S SAY THAT EVERY TIME YOU

GOT A LEAD FROM YOUR WEBSITE,

YOU SUCCEED IN MAKING THAT SALE

50 PERCENT OF THE TIME.

ALL RIGHT.

NOW WE HAVE AN IMPORTANT PIECE

OF INFORMATION.

WE KNOW THAT THE VALUE OF THE

LEAD IS WORTH $500.

HERE COMES THE TURNING POINT.

LET'S SAY YOU KNOW HOW

SUCCESSFUL YOUR WEBSITE IS IN

CONVERTING CLICKS TO LEADS.

BY THE WAY, THAT'S CALLED A

CONVERSION RATE.

SO IF YOUR SITE IS GOOD OR

AVERAGE, IT MIGHT BE 5%.

MEANING 5% OF THE PEOPLE THAT

COME TO THE SITE TAKE THE ACTION

THAT YOU WANT THEM TO TAKE.

THAT WOULD MEAN IN THIS CASE

EVERY CLICK IS WORTH YOU 5% OF

$500 OR $250 OR $25.

I TOLD YOU I WASN'T GOOD AT

MATH.

$25.

IF WE ACCEPT THOSE NUMBERS,

YOURS WILL BE DIFFERENT, WE CAN

GO INTO ONLINE ADVERTISING AND

SAY, HEY, AS LONG AS WE PAY LESS

THAN $25 PER CLICK, THE MATH

SHOULD WORK OUT IN OUR FAVOR.

LOTS OF ADDITIONAL ITEMS TO

DISCUSS.

PROFIT MARGIN, NET MARGIN, ET.

CETERA.

IF YOU'RE LEAVING WITH THE

GENERAL CONCEPT OF YOU CAN

CALCULATE HOW MUCH YOU CAN

AFFORD TO PAY PER CLICK, THEN

ESTABLISHING THIS MAXIMUM COST

PER CLICK IS IMPORTANT.

IF YOU'RE WILLING TO PAY FOUR

AND SOMEBODY ELSE IS WILLING TO

PAY TWO, IT GIVES YOU AN

ADVANTAGE.

BUT I LIKE TO REFER TO ONLINE

ADVERTISING AS A BRAIN VERSUS

BRAWN MEDIUM.

WHEREAS BRAWN IS THE MONEY.

HOW MUCH MONEY YOU HAVE.

THE BRAIN IS HOW TO MAKE IT

RELEVANT TO THE CONSUMER.

MOST SEARCH ENGINES WILL

SUPPRESS ADS THAT AREN'T

RELEVANT TO THE SEARCHER AND

ELEVATE ADS THAT ARE RELEVANT TO

THE SEARCHER.

THIS IS DONE BUT GOOGLE AND BING

CALL THIS A QUALITY SCORE.

THEY ACTUALLY RATE HOW RELEVANT

WHAT YOUR OFFERING IS TO THE

SEARCHER.

LET ME GIVE YOU AN EXAMPLE HOW

IT WORKED AGAINST SOMEONE

RECENTLY.

IT WAS A LANDSCAPING COMPANY AND

THEY WERE SELLING THEIR LAWN

CUTTING AND LANDSCAPING SERVICES

AND SAID, HEY, WE WANT TO RUN AN

AD ON THE WORD "LAWN MOWER" WHEN

PEOPLE ARE THINKING ABOUT BUYING

A LAWN MOWER, WE CAN RUN AN AD

SAYING DON'T BUY A LAWN MOWER.

HAVE US CUT YOUR GRASS INSTEAD.

IN TRADITIONAL MARKETING MAKES A

LOT OF SENSE.

THE CONSUMER HAS A PROBLEM AND

YOU'RE PROPOSING AN ALTERNATE

SOLUTION.

BUT ONLINE THEY'LL SAY, YOU

KNOW, THE USER ISN'T LOOKING FOR

LANDSCAPING.

THEY'RE LOOKING FOR LAWN MOWER.

YOUR WEBSITE ISN'T ABOUT LAWN

MOWERS.

IT'S ABOUT LANDSCAPING.

THEY WOULD BE SUPPRESSED FROM A

RELEVANT STANDPOINT AND EVEN

THOUGH THEY HAD A FAIR AMOUNT OF

MAXIMUM BID TO BID, THEIR AD

SIMPLY WOULDN'T DISPLAY.

LET'S SAY THE SEARCHER PUT IN

WEDDING PHOTOGRAPHY.

AND WE'RE GOING RUN AN AD THAT

SAYS WEDDING PHOTOGRAPHY IN

PHILADELPHIA.

YOU CAN SEE THE WE'RE RELEVANT

TO THAT PHRASE.

WE HAVE A CHANCE OF DISPLAYING.

WHAT IF OUR AD DIDN'T SAY

WEDDING PHOTOGRAPHY.

WHAT IF IT SAID WEDDING

SERVICES, MAYBE WE DID IT ALL.

WE'RE NOT AS RELEVANT TO WHAT

THE SEARCHER IS LOOKING FOR AND

THEREFORE OUR AD DOES NOT HAVE

AS MUCH OF AN ABILITY TO APPEAR.

IN ADDITION, THIS DOES INFLUENCE

HOW MUCH YOU PAY.

IT MAY NOT GUARANTEE OUR AD IS

AT THE TOP AND IN SOME CASES IT

MAY NOT GUARANTEE THAT OUR AD

APPEARS AT ALL.

IF SOMEBODY CAME IN WITH MORE

BRAINS AND MADE THEIR AD MORE

RELEVANT, IT COULD APPEAR ABOVE

US.

IT DOES START WITH A MAXIMUM

COST WHICH YOU CAN CAREFULLY

CALCULATE TO MAKE SURE YOU'RE

NOT BIDDING MORE THAN YOU CAN

CONVENTIONALLY BE PROFITABLE FOR

YOU.

THAT'S HOW TO USE SEARCH ENGINE

MARKETING AND USE WHAT WE KNOW

THE USER IS LOOKING FOR TO

APPEAR ON THOSE SEARCH ENGINE

RESULTS PAGES TO GET IN FRONT OF

OUR VERY BEST PROSPECTS.

LET'S TALK ABOUT DISPLAY

ADVERTISING WHICH HAS A LITTLE

BIT OF A DIFFERENT ROLE BECAUSE

WITH SEARCH ENGINE MARKETING,

WHICH IS ENORMOUSLY IMPACTIVE,

AND I WOULD RECOMMEND IT FOR ANY

BUSINESS TO MAKE SURE IT'S AT

THE BASE OF THEIR MARKETING

PYRAMID ON THAT.

WHEN THE PERSON LEAVES THE

SEARCH ENGINE RESULT PAGE, IF

THEY DIDN'T CLICK ON OUR AD,

THERE COULD BE A NUMBER OF

REASONS WHY IT HAPPENS, WE'VE

KIND OF LOST THEM.

SEARCH ENGINE MARKETING IS GOOD

FOR THAT MOMENT.

IT'S A POWERFUL MOMENT WHEN

PEOPLE ARE LOOKING FOR THE

THINGS THEY WANT.

DISPLAY ADVERTISING ALLOWS US TO

REACH PEOPLE THROUGHOUT THE DAY

IN DIFFERENT SITUATIONS AND

CHARACTERISTICS.

LET'S SAY FOR DISPLAY

ADVERTISING WE CAN RUN ADS ON

ALL KINDS OF DIFFERENT WEBSITES.

FROM THE BIG TO THE SMALL.

MAYBE YOUR NEIGHBOR HAS A

GARDENING WEBSITE AND YOU WANT

TO BE ON THE GARDENING WEBSITE.

YOU CAN POTENTIALLY RUN AN AD

THERE.

LET'S SAY YOU HAD A POD CAST AND

THAT POD CAST WAS ABOUT THE

CINEMA.

MAYBE PEOPLE AREN'T ACTIVELY

LOOKING FOR A CINEMA-RELATED POD

CAN BUT WHAT CAN WE DO?

WE CAN ADVERTISE ON

CINEMA-RELATED WEBSITES BECAUSE

THAT'S WHERE OUR POTENTIAL

AUDIENCE HANGS OUT.

LET'S FIND THEM AND BE WHERE

THEY ARE.

I SAID FISH WITH THE FISH ARE.

BUT HERE IS WHERE IT GETS

EXCITING.

WE KNOW THAT OUR FILM LOVERS WHO

MIGHT FOLLOW THE POD CAST

DEFINITELY GO TOSIN MA-RELATED

WEBSITES.

LIKE ALL OF US, THEY GO TO A

BUNCH OF WEBSITES.

THEY GO TO THEIR FAVORITE SOCIAL

MEDIA OUTLETS, THEY GO TO

WEBSITES TO GET THE NEWS, ET.

CETERA.

WHAT BECOMES IMPORTANT THEN IS

NOT WHERE THEY ARE BUT WHO THEY

ARE.

THEN WE GET TO FOLLOW THEM

BECAUSE OF THEIR KNOWN

CHARACTERISTICS.

WE KNOW BECAUSE OF THEIR PAST

WEBSITE USE THEY HAVE GREAT

INTEREST IN CINEMA.

WE CAN GO TO ONLINE ADS AT WORK

AND SAY I WOULD LIKE TO REACH

PEOPLE WHO HAVE A DEMONSTRATED

INTEREST IN CINEMA AND WE CAN

FOLLOW THEM.

IT BECOMES LESS ABOUT WHERE THE

ADS IS AND MORE ABOUT WHO THE AD

IS IN FRONT OF.

AGAIN 2009 WE DON'T ADVERTISE TO

EVERYBODY.

WE ONLY ADVERTISE TO THE PEOPLE

THAT WE HAVE A REASON TO BELIEVE

ARE INTERESTED IN OUR PRODUCT OR

SERVICE.

A COUPLE OF DIFFERENCES BETWEEN

SEARCH ENGINE MARKETING AND

DISPLAY ADS.

ONE IS THAT WE CAN APPEAR ON

DIFFERENT TYPES OF WEBSITES.

IF I'VE GOT MY CINEMA-RELATED

POD CAST, ALL KINDS OF WEBSITES

ARE NOW AVAILABLE TO ME.

TO ADVERTISE MY POD CAST.

SECONDLY, THE TYPE OF AD MEDIUM

ITSELF CHANGES.

ON SEARCH, I'M GOING RUN VERY

EFFECTIVE TEXT ADS.

THROUGH THE DISPLAY NETWORK AND

ADVERTISING, I CAN RUN VIDEO

ADS.

I CAN RUN BANNER ADS THAT MOVE.

I CAN RUN BANNER ADS OF ALL

SHAPES AND SIZES.

I HAVE THIS POWERFUL ARSENAL OF

CREATIVE TYPES THAT I CAN USE TO

CONVINCE PEOPLE WHO I KNOW HAVE

A DEMONSTRATED FONDNESS FOR WHAT

I SELL OR INTEREST IN WHAT I

SELL AND CONVINCE THEM.

SO YOU CAN SEE WHERE IT'S REALLY

GOOD FOR BRANDING.

IT MAY GOOD TO DRIVE CLICKS AND

SALES.

ONE OF THE MOST POWERFUL THINGS

YOU CAN USE TO DISPLAY

ADVERTISING FOR IS YOU CAN GET

IN FRONT OF PEOPLE WHO VISITED

YOUR WEBSITE BUT DIDN'T TAKE THE

ACTION YOU WANTED THEM TO TAKE.

THAT'S CALLED MARKETING AND

YOU'VE EXPERIENCED IT.

YOU'VE EXPERIENCED GOING TO

SOMEBODY'S WEBSITE AND A FEW

SECONDS LATER SEEING AN AD FOR

THE ITEM YOU LOOKED FOR OR THE

WEBSITE YOU'RE ON.

HOW DID THAT HAPPEN?

THAT'S CALLED REMARKETING.

AND YOU CAN TAKE ADVANTAGE OF

THAT.

A QUICK RECAP OF THE DIFFERENCE

BETWEEN SEARCH ENGINE MARKETING

AND DISPLAY ADVERTISING.

IN SEARCH ENGINE MARKETING WE'RE

GETTING IN FRONT OF THE PEOPLE

ACTIVELY LOOKING FOR THE THING

YOU DO.

AND THOSE ADS ARE INFLUENCED BY

THE AMOUNT OF MONEY WE'RE

WILLING TO PAY AND ARE RELEVANT

TO WHAT THE SEARCHER IS LOOKING

FOR.

IN DISPLAY ADVERTISING, WE HAVE

A GREATER PALATE TO WORK WITH.

WE HAVE MULTIPLE MILLIONS,

LITERALLY, OF WEBSITES WE CAN

RUN ADS ON.

AND WE'VE GOT THE ENORMOUS

VARIETY OF GREAT CREATIVE AD

TYPES WE CAN USE TO REACH

PEOPLE.

WHAT IS NEAT, WE GET TO RUN OUR

ADS IN FRONT OF PEOPLE

REGARDLESS OF WHERE THEY ARE

BECAUSE THEY HAVE DEMONSTRATED

FONDNESS OR INTEREST IN WHAT WE

DO.

LET'S TALK ABOUT HOW TO CREATE

EFFECTIVE ONLINE ADS.

BECAUSE, YOU KNOW, I THINK IT

LOOKS EASIER THAN IT REALLY IS.

ONCE YOU CAPTURE A FEW GOOD BEST

PRACTICES, I THINK ALMOST

ANYBODY CAN DO IT.

ONE OF THE BIG THINGS HERE, OF

COURSE, WE HAVE TO GET BACK TO

THE IDEA OF RELEVANCE.

WE CAN'T EMPHASIZE ENOUGH THAT

PEOPLE WANT WHAT THEY WANT.

WE GOT TO TIE INTO CONSUMER'S

EXPECTATIONS HERE.

PEOPLE HAVE AN EXPECTATIONS

BECAUSE THEY'RE SURROUNDED BY

THE INTERNET 24 HOURS A DAY.

AND THEY HAVE THIS OVERT

EXPECTATIONS THEY CAN FIND

WHATEVER THEY WANT WHEN THEY

WANT.

IT MEANS THEY'RE NOT WILLING TO

COMPRISE ON SOMETHING LESS THAN

THEY WANT IT.

SOME OF YOU ARE PROBABLY ABLE TO

REMEMBER A TIME WHEN YOU MIGHT

HAVE DRIVEN TO A STORE AND YOU

GOT THERE AND THEY DIDN'T HAVE

EXACTLY WHAT YOU WANTED BUT YOU

SAID TO YOURSELF, OH, YOU KNOW,

I DROVE HERE.

I PAID FOR THE GAS.

I ALREADY GOT MY TIME INVESTED.

I'M GOING TO GO AHEAD AND BUY

THIS THING EVEN THOUGH IT'S NOT

EXACTLY WHAT I WANT.

TODAY I HAVE TO TELL YOU, THAT

NEVER HAPPENS.

NEVER HAPPENS.

BECAUSE WHAT TODAY'S CONSUMERS

DO, IF YOU DON'T DELIVER EXACTLY

WHAT THEY'RE LOOKING FOR, THEY

SAY I'M GOING TO OPEN UP ANOTHER

SEARCH AND LOOK AGAIN.

I'M GOING TO OPEN UP ANOTHER TAB

AND LOOK AT SOMEBODY ELSE.

THAT'S IMPORTANT FOR US AS

BUSINESS OWNERS TO EMBRACE THIS

IDEA THAT PEOPLE ARE LOOKING FOR

SOMETHING SPECIFIC.

AND I WANT TO DRILL DOWN A

COUPLE REAL WORLD EXAMPLES OF

THIS.

SO IF YOU'RE IN AN ACCOUNTANT,

YES, PEOPLE STILL SEARCH FOR

ACCOUNTANTS.

KNOW WHAT THEY DO MORE OFTEN?

THEY SEARCH FOR ACCOUNTANT FOR

RESTAURANT BUSINESS.

OR THEY SEARCH ACCOUNTANT FOR

CONSTRUCTION BUSINESS.

AND IF YOU'RE AN ACCOUNTANT

LISTENING TO THE PROGRAM, YOU'RE

GOING IT'S THE SAME THING.

YEAH, NOT REALLY, TO THEM.

THEY WANT TO SEE WHAT THEY'RE

LOOKING FOR.

I GOT SPEAK WITH A NICE WOMAN

LAST WEEK AND SHE RUNS A SKIN

CARE CLINIC AND WE FOUND PEOPLE

WILL USE THE PHRASE "ADULT

CYSTIC ACNE."

AND SEARCH FOR "CYSTIC ACNE."

PEOPLE SEARCHING FOR "ADULT"

WEREN'T RESPONDING TO HER ADS

AND CONVERTING.

SHE WAS RUNNING AN AD SAYING WE

HELP CYSTIC ACNE.

IF '02 AN ADULT, YOU WANT TO SEE

THE FACILITY PARTICULARLY HELPS

ADULTS IN ADDITION TO TEENS.

WHEN SHE MADE THAT CHANGE, SHE

SAW A DRAMATIC INCREASE IN THE

RESULTS OF ONLINE ADVERTISING.

PEOPLE WANT WHAT THEY WANT.

IT'S REALLY IMPORTANT TO CREATE

SOMETHING THAT IS REINVENT.

WE'RE RELEVANT AND RUNNING ON

THE RIGHT PHRASES.

WE HAVE TO CREATE AN AD THAT

STANDS OUT.

PROBABLY IN ANY SCENARIO, IT

WILL BE OUR AD AND SOME OF OUR

COMPETITORS.

HERE IS WHERE THE COMPETITION

KICKS IN.

HOW CAN WE STAND OUT?

BY BEING RELEVANT AND MATCH THE

WORD THAT THE SEARCHER IS

LOOKING FOR AS CLOSE ASLY

POSSIBLE.

SO IT'S A LITTLE BIT LESS ABOUT

SALES AND MORE ABOUT SERVICE AND

MORE ABOUT EMPATHY FOR WHAT THE

CONSUMER IS LOOKING FOR.

REALLY GET INTO WHAT THE MIND OF

THE CONSUMER IS LOOKING FOR.

AND SECOND JUST LIKE OTHER

CHANNELS, OFFERS WORK TO TRY TO

CREATE A COMPELLING OFFER.

AND I'LL GIVE YOU A LITTLE TIP

HERE.

IT'S WORTH THE TIME BEFORE YOU

SET UP YOUR ONLINE AD PROGRAM TO

DO SOME SEARCHES ON YOUR

FAVORITE SEARCH ENGINE AND MAKE

NOTED OF WHAT DO YOUR

COMPETITORS SAY.

REMEMBER THE CONSUMER WILL

TYPICALLY SEE TWO, THREE, AND

RARE CASES FOUR ADS UNDERNEATH

EACH OTHER AND I ALWAYS ADVISE

PEOPLE YOU HAVE TO MARKET TO

SKIMMERS AND NOT READERS.

RIGHT.

WE'RE NOT VERY THOROUGH,

DELIBERATE, READERS ON THE

INTERNET.

WE'RE TYPICALLY SKIMMERS.

ELEPHANTS TRY TO MEMORIZE

EVERYTHING AND SQUIRRELS ARE

BOUNCING FROM THING TO THING.

MOST PEOPLE ARE LIKE SQUIRRELS

ON THE INTERNET AND LESS LIKE

ELEPHANTS.

SO WE HAVE TO HAVE SOMETHING

SENSATIONAL TO MAKE OURSELVES

STAND OUT FROM THE OTHER ADS.

THINK ABOUT WHAT OFFERS YOU CAN

PUT OUT THERE.

HERE IS AN INTERESTING CONCEPT.

I CALL THIS THE NAME A BULLET

PRICING PHENOMENA.

IF YOU'VE GOT YOUR STANDARD

PRICING YOU'RE USING, AND AS YOU

REEVALUATE YOUR PRICING, MAYBE

THERE'S AN OPPORTUNITY TO SAVE

ONE OF YOUR BETTER OFFERS OR AN

ELEMENT OF YOUR OFFER OR PART OF

YOUR OFFER FOR YOUR ONLINE ADS.

THINK ABOUT WHAT OFFER YOU MIGHT

BE ABLE TO SET ASIDE FOR THE

ONLINE ADS.

THE THIRD WAY TO STAND OUT IS TO

PROVIDE A CLEAR CALL TO ACTION.

PEOPLE ARE A LITTLE BIT FUNNY ON

THE INTERNET.

THEY WANT TO KNOW WHAT IS COMING

UP NEXT.

THE MORE YOU COMMUNICATE WHAT IS

COMING UP NEXT, THE MORE

COMFORTABLE THEY ARE.

IF I WANT TO POINT OUT THAT THE

GOAL OF THE AD IS NOT TO MAKE

THE SALE.

THE GOAL OF THE AD IS TO GET THE

CLICK.

THAT'S ALL WE'RE TRY TO DO.

WHAT WILL MAKE THE SALE?

YOUR WEBSITE.

SOME PEOPLE TRY TOO HARD IN

THEIR ADS TO MAKE THE SALE.

THAT'S NOT WHAT THE AD IS FOR.

GIVE THEM SOME CUES FOR THE

SIGNAL.

SO IT'S A QUICK RECAP OF THIS.

REALLY STRONG, RELEVANT

HEADLINES.

GET THEIR ATTENTION.

BE IN SYNC WITH WHAT THE USER IS

LOOKING FOR.

YOU CAN REMEMBER WHEN A RETAILER

SAID FREE SHIPPING AND HOW MUCH

THAT STOOD OUT.

EVERYBODY IS PUTTING FREE

SHIPPING IN THEIR ADS.

WHAT IS THE NEXT ELEMENT YOU'LL

PUT IN THERE TO MAKE IT STAND

OUT?

AND HAVE A CLEAR CALL TO ACTION

AS TO WHAT THE NEXT STEP IN THE

JOURNEY IS FOR THE USER.

YOU HAVE A STRONG OFFER AND A

STRONG CALL TO ACTION AND YOU'VE

DONE A LITTLE BIT OF HOMEWORK TO

KNOW WHAT YOUR COMPETITORS ARE

SAYING SO YOU CAN STAND OUT.

I HOPE YOU'RE WITH ME.

WE'RE GETTING TOWARD THE END AND

THE LAST THING I WANT TO TALK

ABOUT IS TRACKING THE

PERFORMANCE OF YOUR AD CAMPAIGN.

I WISH I HAD A SOUND EFFECTS

BOARD WITH ME.

I WOULD BE HITTING THE CASH

REGISTER SOUND OVER AND OVER

AGAIN.

BECAUSE THIS IS WHERE THE MONEY

IS.

IF WE TAKE A STEP BACK, IT MEANS

THAT HOPEFULLY YOUR WEBSITE IS

DESIGNED WITH SOME END ACTION IN

MIND.

THERE'S A LOT OF PEOPLE SELLING

ONLINE AND THE WIN FOR THEM IS

PLACING AN ORDER.

CERTAINLY A LOT OF PEOPLE ARE

TRYING TO GET A CONTACT REQUEST

AND A LOT OF PEOPLE LISTING HAVE

A FORM ON THEIR WEBSITE SAYING

IF YOU WOULD LIKE TO GET A QUOTE

OR ESTIMATE OR MAYBE THERE'S

FOLKS LISTENING THAT SAY HEY,

DOWNLOAD OUR CATALOG OR DOUBLE

OUR SPECIFICATIONS SHEET.

WHATEVER THAT END ACTION IS

THAT'S THE WIN FOR YOU.

WE WANT TO TRACK THAT.

THERE'S A NUMBER OF WAYS TO DO

IT.

ONLINE ADVERTISING BECOMES FAR

LESS RISKY WHEN YOU'RE TRACKING

CONVERSIONS.

WHEN SOMEONE GOES TO YOUR

WEBSITE AND DO THE THING IT GOES

WITH THAT PAGE.

AND YOU CAN RECORD EVERY VISIT

TO THAT THANK YOU PAGE AND KNOW

THE ONLY WAY SOMEONE GOT THERE

IS IF THEY HAD TO FILL OUT THE

FORM.

GOOGLE ANALYTICS CALL IT A GOAL

OR A CONVERSION.

THIS IS WHERE THE MAP STARTS

THAT I TALKED ABOUT EARLIER IN

THE PROGRAM.

IT'S SO IMPORTANT, I WANT TO

RECAP IT HERE.

IF WE TAKE THE NUMBER OF

TRANSACTIONS YOU HAD IN THE

FIRST QUARTER OF THIS YEAR, AND

THE AMOUNT OF REVENUE THEY

GARNER AND TIED IT BY THE NUMBER

OF TRANSACTION ACTIONS, YOU GET

AN AVERAGE TRANSACTION VALUE.

SOME FOLKS WILL SAY I HAVE A

LIFETIME VALUE I KNOW WHICH IS

GREAT.

IF YOU'RE A DENTIST OR DOCTOR

AND A PATIENT STICKS WITH YOU

FOR SIX OR SEVEN YEARS.

YOU'RE LOOKING A THE ROLE IN

TERMS OF AVERAGE LIFETIME VALUE

THAT'S GREAT.

BUT YOU HAVE TO FIGURE OUT A WAY

TO GET THE NUMBER.

WHAT IS THE LIKELIHOOD THEY

BECOME ONE OF THOSE?

WHAT IS THE THAT PERCENTAGE.

NOW WE CAN CALCULATE THE VALUE

PER LEAD.

THE ROUND NUMBERS I USE IS

AVERAGE TRANSACTION VALUES OF

$1,000 FOR YOU.

IF YOU'RE GOOD AT SELLING AND

YOU CONVERT TO 50% OF PEOPLE

THAT FILL OUT A FORM TO A SALE,

NOW THE LEAD IS WORTH $500 EVERY

TIME IT HAPPENS.

WE HAVE A VALUE OF A WEBSITE

VISITOR WE CAN SAY LET'S DO OUR

ONLINE ADVERTISING.

LET'S ADD ONE MORE DIMENSION TO

THE CONVERSATION ABOUT TRACKING

CONVERSIONS.

ONCE WE'RE GETTING ALL THE DATA

IN PLACE, THE NEXT THING WE'LL

DO IS WE'RE GOING TO SAY WHERE

DO OUR BEST PEOPLE COME FROM?

IT TAKES TIME, EFFORT, AND

ATTENTION.

WE HAVE A LIMITED OF TIME,

EFFORT, AND ATTENTION.

WHICH ONE IS MAKING THE CASH

REGISTER RING?

THEN WE GET THE FOCUS.

AND THEN WE START SAYING, ALL

RIGHT, THIS IS NOT GENERATING A

LOT OF PROFITABILITY FOR THE

COMPANY.

A LOT OF REVENUE.

LET'S DO A LITTLE LESS OF THIS.

BUT THIS IS WORKING.

LET'S PUT OUR TIME, EFFORT, AND

ENERGY ON THIS.

DOT THING YOU WANT THEM TO DO.

IT'S AMONG THE HIGHEST AND MOST

VALUABLE METRICS THAT A BUSINESS

OWNER CAN KNOW.

RIGHT UP THERE WITH YOUR GROSS

PROFIT MARGIN, YOUR NET MARGIN.

YOUR EBITDA.

THEY SHOULD KNOW THE CONVERSION

RATE OF THEIR WEBSITE.

IF WE REDUCE IT TO THE SIMPLEST

LEVEL, WEBSITE IS IS A

SALESPERSON.

IT'S TRYING TO CONVINCE A

VISITOR TO DO BUSINESS WITH YOU.

AND TRACKING CONVERSIONS ALLOWS

US TO MEASURE HOW SUCCESSFUL IT

IS AT DOING THAT.

WE HAVE TO HOLD OUR WEBSITE UP

TO THE SAME STANDARDS.

LET'S THINK ABOUT WHAT WE TALKED

ABOUT IN THE PROGRAM AS WE WIND

DOWN HERE.

WE TALK ABOUT THE VALUE OF

ONLINE ADVERTISE.

I THINK THE BIG TAKE AWAY OF

THAT SECTION, IF YOU'RE TAKING

NOTE, HOW PEOPLE NOW CROSS

CHANNELS IN TRYING TO GET TO A

PURCHASE.

IT'S NO LONGER A SINGLE SILO

ACTIVITY.

IT GETS MORE COMPLEX BY THE DAY

BUT THAT'S OKAY.

THE MORE WE UNDERSTAND ABOUT

THAT JOURNEY, THE MORE WE HAVE

THE ABILITY TO DROP IN ON THAT

JOURNEY AND JUST THE RIGHT POINT

AS BUSINESSES.

WE DREW A LINE BETWEEN SEARCH

ADVERTISING AND DISPLAY

ADVERTISING.

WE HIGHLIGHTED THE TWO.

THE PRINCIPLE DIFFERENCE OF A

SEARCH WE TALK TO PEOPLE WHO

RAISE THEIR HAND.

I WANT WHAT YOU HAVE.

AND THE DISPLAY ADVERTISING

WE'RE KIND OF FOLLOWING THOSE

PEOPLE ELSEWHERE AS THEY CROSS

THE INTERNET.

WE FOLLOW THEM BECAUSE OF WHO

THEY ARE AND NOT WHERE THEY GO,

PER SE.

WE TALK ABOUT HOW TO CREATE

EFFECTIVE ONLINE ADS BY BEING

RELEVANT.

HAVING A GREAT OFFER AND MAKING

SURE WE SIGNAL TO THE USE WHAER

IS GOING TO HAPPEN.

BY WRAPPING IT UP AND MAKE SURE

WE GET THE MONETARY VALUE OUT OF

THIS, BY TRACKING IT.

THE GREAT THING ABOUT DIGITAL

MARKETING AND ONLINE ADS, WE GET

TO CONNECT THE DOTS.

WE KNOW WHAT IS WORKING AND WHAT

ISN'T WORKING AND THE GREAT

PLEASURE IS SPENDING LESS TIME

AND MONEY ON THE THINGS THAT

AREN'T WORKING AND GOING TO BED

AT NIGHT KNOWING YOU SPENT TIME

AND MONEY ON THE THINGS THAT ARE

WORKING.

I HOPE THAT WAS A VALUABLE

OVERVIEW OF ONLINE ADVERTISING.

I SEE WE'RE GETTING QUESTIONS

ABOUT THE CONTENT ALREADY.

WE'LL TURN IT OVER TO YOU ALEXA

AND SEE IF WE CAN ANSWER THE

QUESTIONS.

>> WE WILL MOVE INTO THE Q & A

PORTION OF THE WEBINAR.

WE'LL DO OUR BEST TO ADDRESS AS

MANY QUESTIONS AS POSSIBLE IN

THE TIME REMAINING.

IF WE DON'T HAVE TIME TO GET TO

YOUR QUESTION, I WOULD LIKE TO

ENCOURAGE YOU TO CONNECT WITH A

MENTOR AFTER THE WEBINAR IN THE

MENTORING HALL OR VISIT THE

EXHIBIT HALL TO CONNECT WITH THE

GROW WITH GOOGLE TEAM AT THEIR

BOOTH.

WITH THAT, LET'S JUMP INTO THE

QUESTIONS.

MATT, FIRST QUESTION FROM

JENNIFER.

SHE'D LIKE TO KNOW IF ONLINE ADS

GOOD FOR A COMMERCIAL OFFICE

CLEANING?

IS IT REALLY EFFECTIVE FOR THIS

KIND OF BUSINESS?

>> GREAT QUESTION, I LOVE THE

SPECIFICS.

IT DEFINES THE BENEFIT OF THIS

TYPE OF ADVERTISING.

YES, JENNIFER, THE ANSWER IS

YES.

THE REASON WHY IS BECAUSE YOU'RE

ONLY GOING TO ADVERTISE TO

PEOPLE THAT YOU ARE 100% SURE OF

HAVE A DESIRE FOR YOUR SERVICE.

IF THEY WAKE UP IN THE MORNING

AND GO TO A SEARCH ENGINE AND

SEARCH FOR COMMERCIAL OFFICE

CLEANING WITH THAT'S YOUR BEST

PROSPECT.

SO YOU WANT TO TAKE YOUR TIME

AND ENERGY AND DEVOTE IT TO THE

PEOPLE YOU KNOW WANT WHAT YOU

OFFER INSTEAD OF USING YOUR TIME

AND ENERGY TO CONVINCE PEOPLE

YOU'RE NOT SURE HAVE ANY TYPE OF

NEED FOR WHAT YOU DO.

100% THE ANSWER IS YES.

I THINK IT'S A PERFECT MEDIUM

FOR YOU AND I DON'T THINK YOU

CAN SPEND YOUR MONEY IN A BETTER

PLACE.

>> OKAY.

OUR NEXT QUESTION COMES FROM

BRIANNE.

ASKING WHAT IS THE DIFFERENCE

BETWEEN SEARCH ENGINE MARKETING

AND SEARCH ENGINE OPTIMIZATION.

>> OH, YEAH.

THE TWO TERMS ARE OFTEN

CONFUSED.

IN GENERAL, WHEN SOMEONE TALKS

ABOUT THE SEARCH ENGINE

OPTIMIZATION, THEY'RE TALKING

ABOUT TEBLG ANEMIC AND STRATEGY

THAT ALLOW A WEB PAGE TO RANK ON

THE PORTION OF THE SEARCH ENGINE

WHERE NO MONEY IS TRANSACTED.

WHEN PEOPLE TALK ABOUT SEARCH

ENGINE MARKETING, THEY'RE

TYPICALLY TALKING ABOUT ANY ONE

OF THE MULTIPLE TECHNIQUES WE

TALKED ABOUT TWO OF THEM TODAY.

YOU DO IT THROUGH A VEHICLE LIKE

GOOGLE ADS OR BING ADS.

THERE'S A LITTLE BIT OF A SUBTLE

DIFFERENCE BUT IN GENERAL WE

HAVE OUR ONE SEARCH ENGINE

OPTIMIZATION IS THE ACTIVITY

INVOLVED IN GETTING A WEB PAGE

TO RANK ON THE FREE PORTION OF

THE SEARCH ENGINE RESULTS PAGE

AND TWO SEARCH MARKETING IN

GENERAL REFERS TO THOSE

ACTIVITIES THAT INVOLVE SOME

TRANSACTION OF MONEY TO TAKE

ADVANTAGE OF A SEARCH ENGINE

AUDIENCE TO DRIVE BUSINESS TO

YOU.

ASKING IF YOU CAN DIRECT US TO A

TEMPLATE OR OTHER RESOURCES TO

MEASURE THE CONVERSION RATE.

YOUR CONVERSION RATE IS MOST

SPECIFICALLY GOING TO BE FOUND

IN YOUR GOOGLE ANALYTICS.

THE CONVERSION RATE IS THE

PERCENTAGE OF PEOPLE WHO COME TO

THE WEBSITE THAT DO THE THING

THAT YOU WANT THEM TO DO.

IF YOUR WEBSITE WAS A

SALESPERSON, YOU WOULD BE

EVALUATING THEIR CLOTHING RATE.

IF YOU HAD A SALESPERSON AT YOUR

COMPANY AND YOU GAVE THEM

QUALIFIED LEADS BUT THEY DIDN'T

SELL ANYBODY, YOU PROBABLY WOULD

MAKE A CHANGE.

THE CONVERSION RATE IS THAT SAME

METRIC FOR YOUR WEBSITE.

YOU CLICK ON GOAL OVERVIEW.

IF YOU GO TO THE BOTTOM

LEFT-HAND SIDE AND CLICK ON

CONVERSION AND CLICK ON GOAL

OVERVIEW, YOU GET A MESSAGE THAT

POPS UP AND TALK ABOUT THE

ADVANTAGES OF SETTING UP GOALING

YOUR ANALYTICS IS SET UP BUT

IT'S NOT FULLY SET UP TO TRACK

GOALS.

AVERAGE TRACTION ACTION RATE IS

EACH BUSINESS.

BUT IN GENERAL, IF IT'S NOT A

METRIC YOU'RE CURRENTLY

TRACKING, I SAY TAKE A SMALL

UNIT OF TIME.

LIKE THE FIRST QUARTER OF 2019

AND TOTAL UP YOUR TOTAL REVENUE

FROM FIRST QUARTER OF 2019 AND

DIVIDE IT BY THE NUMBER OF

TRACTIONS FOR DO YOU ACCUMULATE

THE REVENUE AND YOU'LL GET THAT

NUMBER.

WHAT DO THE MODELS LOOK LIKE?

PPC PROJECTOR WITH AN "O."

PPCPROJECTOR.COM.

WILL ALLOW YOU TO BUILD MODELS.

THERE'S WIDER BARS ON THERE AND

YOU CAN SAY, OKAY, WHAT IF I

PAID $5 COST AND MY WEBSITE

CONVERSION RATE WAS THIS AND MY

LEAD TO SALE CONVERSION RATE WAS

THIS.

AND THE RESULT WILL BE YOU'LL

KIND OF SEE HOW MUCH YOU CAN

AFFORD TO PAY PER CLICK AND

STILL BE PROFITABLE.

TELL ME ABOUT THE HOMEWORK YOU

DID.

THEY DIDN'T DO ANYTHING.

SO JUST A LITTLE BIT OF SIMPLE

MATH CAN PUT SOME NUMBERS IN

FRONT OF YOU THAT ALMOST ASSURES

YOU THAT THE TRAIN WILL NEVER

GET OFF THE TRACK.

I KIND OF COMPARE IT TO IF

YOU'RE BOWLING, YOU WOULDN'T GO

BOWLING IF YOU'RE NOT GOOD LIKE

I AM.

IF YOU DO THE MATH RIGHT, YOU

CAN MAKE IT.

YOU CAN ALMOST MAKE IT

IMPOSSIBLE TO THROW A GUTTER

BALL.

>> NEXT QUESTION ASKING IF YOU

CAN PLEASE EXPLAIN THE

DIFFERENCE BETWEEN COST PER

CLICK AND CUSTOMER ACQUISITION

COST.

A COST PER CLICK IS WHAT YOU PAY

FOR THE CLICK WHICH DOES VARY.

IF YOUR AD SHOWS UP ON A SEARCH

ENGINE RESULTS PAGE, BECAUSE

YOU'RE BIDDING ON A PARTICULAR

KEYWORD, THAT'S THE EXACT COST

THAT YOU PAY.

AND IT WILL VARY.

WHEN WE ACQUIRE A LEAD, WE HAD

TO BID ON A BUNCH OF KEY WORDS

AND IT PROBABLY TOOK US A BUNCH

OF CLICKS TO GET SOMEBODY TO

FILL OUT THE FORM.

WE GO BACK TO THE CONVERSION

RATE.

LET'S SAY THAT 5% OF THE PEOPLE

THAT COME TO YOUR WEBSITE FILL

OUT A FORM OR DO THE THING YOU

WANT THEM TO DO TO BECOME A

LEAD.

IF YOU PAID FOR 100 CLICKS, YOU

HAVE 5 PERCENT CONVERSION RATE.

YOU HAVE FIVE PEOPLE FILL OUT

THE FORM.

LET'S SAY YOU TYPICALLY SELL 20

PERCENT OF THE LEAD YOU GET IN A

PIECE OF BUSINESS.

YOU GOT ONE SALE.

ALL THE COSTS THAT WENT INTO

GETTING THAT CUSTOMER.

IT WAS ALL THE CLICKS NEEDED TO

GET A CERTAIN PORTION OF THOSE

PEOPLE TO FILL OUT THE FORM THAT

WERE NEEDED TO GET THE ONE

PERSON TO MAKE THE SALE.

PEEL ALSO USE THAT TERM TO SAY

WHAT WAS YOUR COST PER

ACQUISITION OF THE LEAD.

AS OPPOSED TO COST PER CLICK

WHICH IS IS A SINGULAR ACTION

THAT IS PART OF YOUR COST PER

ACQUISITION.

I HOPE THAT MADE SENSE.

>> ALL RIGHT.

NEXT QUESTION FROM KIMBERLY.

HOW MUCH CHEAPER ARE COSTS FOR

ONLINE ADVERTISING COMPARED TO

PRINT ADVERTISING?

I BOUGHT A LOT OF PRINT IN MY

DAY.

A LOT OF PRINT.

AND IT'S SO MUCH CHEAPER BECAUSE

PRINT, WHEN THEY PRICE IT, IS

BASED ON THE TOTAL REACH.

THE REASON THEY CALCULATE THE

RATE IT'S CIRCULATION.

THE TOTAL AMOUNT OF PEOPLE THAT

VEHICLE IS REACHING.

WE'RE ONLY PAYING IN WHAT WE'RE

INTERESTED IN.

IF YOU SAY IT'S GREAT YOU DIAL

THE PEOPLE BUT I ONLY WANT TO

PAY FOR THE PEOPLE THAT ARE

INTERESTED IN WHAT I DO.

THEY'LL LAUGH AT YOU.

IF YOU GO ONLINE AND SAY I WANT

A VEHICLE, AN ADVERTISING

VEHICLE AND I WANT TO REACH

PEOPLE WHO ARE INTERESTED IN

WHAT I DO.

YOU GET THAT.

IF YOU'RE BUILDING A MARKETING

PLAN, STEP ONE IN THE MARKETING

PLAN IS USUALLY PAY SEARCH.

I WANT TO SPEND MY MONEY ON THE

PEOPLE WHO ALREADY KNOW THEY

WANT WHAT I'M OFFERING.

>> IS IF BETTER TO PAY FOR

ADVERTISEMENT RATHER THAN FIND

FREE WAYS TO ADVERTISE.

>> INTERESTING QUESTION.

I SAY IF SOMEBODY GIVES ME

SOMETHING FREE, WHAT CAN BE

WRONG WITH THAT?

I WORKED WITH A LOT OF SMALL AND

MEDIUM SIZED BUSINESSES AND ONE

OF THE PLACES THEY TEND TO GET

OFF TRACK IS THEIR ATTENTION

GETS DIVERTED.

THEIR ATTENTION GETS DILUTED AND

SMALL AND AMAZE YUM SIZED

BUSINESS OWNERS HAVE A LIMITED

AMOUNT OF TIME.

THEY'RE ADVERTISING IN THE

CLASSIFIED ADS AND SO IT DIDN'T

COST THEM ANYTHING FINANCIALLY.

BUT, MAN, IT WAS REALLY

EXPENSIVE FROM A TIME AND

ATTENTION STANDPOINT.

I ONLY SAY THAT TO SAY THAT, YOU

KNOW, FINANCIALLY I WANT THE

FREE STUFF.

I SEE A LOT OF PEOPLE SPENDING A

LOT IN TERMS OF TIME AND EFFORT

AND ATTENTION ON FREE THINGS.

WHEN I COUNSEL THEM, LET'S GO

THROUGH A PAY STRATEGY.

WE KNOW WHERE THOSE PEOPLE ARE.

WE KNOW THE WHAT THE PEOPLE WILL

LOOK FOR.

IT COSTS MORE MONEY BUT IT'S

EFFICIENT IN TERMS OF TOTAL TIME

AND ENERGY.

I THINK WHEN YOU'RE A SMALL

BUSINESS OWNER, YOU HAVE TO BE

SENSITIVE.

WHERE IS YOUR ENERGY GOING IN

THERE'S A LIMITED AMOUNT OF

PLACES YOUR ENERGY CAN GO.

I HOPE IT WILL ANSWER YOUR

QUESTION.

>> NEXT QUESTION FROM JENNIFER

ASKING HOW DO WE AVOID SOMEONE

FROM CLICKING ON AN AD THEY'RE

NOT REALLY INTERESTED IN OUR

SERVICE.

WHAT DO WE DO TO ASK THE GREAT

QUESTIONS FROM WOMEN?

THAT'S A GREAT QUESTION.

WHEN I TRAVEL AND TALK TO

SMAUDSS, THE NUMBER ONE QUESTION

I GET IS HOW DO I PREVENT MY

COMPETITOR FROM CLICKING ON MY

AD AND WRACKING UP A BIG BILL.

IF WE LOOK AT THE DEVICE AND THE

HISTORY OF THE PREVIOUS USE OF

SEARCH ENGINES AND THEY LOOK AT

A CLICK THEY LOOK AT A PATTERN

AND SAY THAT CLICK HAS NO

PATTERN OF THAT SHOULD HAVE

CLICKED ON THE AD.

THEY HAVE A REALLY AN AMAZINGLY

STRONG ABILITY TO DETECT

FRAUDULENT CLICKS.

YOU'LL SEE A CLICK ADJ.

AND IT STANDS FOR CLICK

ADJUSTMENT.

IT MEANS THEY LOOKED AT YOUR

CLICK IN THE REAR VIEW MIRROR

HISTORICALLY AND SOME OF THEM

DIDN'T MEET THE PATTERN OF SOME

OF THE OTHER CLICKS AND THEY'VE

ACTUALLY SAID, YOU KNOW, WE

THINK THAT'S FRAUDULENT.

SO WE'RE GOING TO CREDIT THE

COST OF THAT CLICK BACK.

SIMILARLY IF YOUR ACOUNT IS NOT

SET UP WELL AND YOU'RE BIDDING

ON OVERLY BROAD TERMS, IN THE

PROGRAM, WE TALK ABOUT WEDDING

PHOTOGRAPHERS.

IF YOU'RE BIDDING ON THE TERM

PHOTOGRAPHER AND SOMEONE IS

BIDDING ON A TERM WEDDING

PHOTOGRAPHER, WHICH WILL TRIGGER

BECAUSE IT INCLUDES THE WORDS

PHOTOGRAPHER, BUT YOU DON'T DO

WEDDINGS.

THEY GOT TO YOUR SITE ANYWAY.

YOU PAID FOR THE CLICK.

WHY DID THAT HAPPEN?

BECAUSE YOU WEREN'T AS -- IN

SETSING UP YOUR CAMPAIGN AS YOU

COULD HAVE BEEN.

THERE ARE THINGS WE CAN DO AS

ADVERTISERS TO MAKE SURE WE'RE

ATTRACTING THE RELEVANT PEOPLE

AND NOT THE PEOPLE WHO ARE

IRRELEVANT AND THE SEARCH GINS

THEMSELVES ARE DOING QUITE A BIT

BEHIND THE SCENES TO DETECT

FRAUDULENT ACTIVITY.

>> BASED ON THE TIME OF DAY.

FOR EXAMPLE, IF YOU SOLD SLEEP

AIDS TO DO IT AROUND EVENING

VERSUS MORNING.

>> YES.

YOU CAN.

THAT'S THE AMAZING LEVEL OF

CONTROL WITH THE MEDIUM.

YOU CAN DO THAT AND NOT ONLY DO

IT BUT OF COURSE TRACK THE

RESULTS.

YOU SAW THIS FOR A LONG TIME

WITH THE FAST FOOD INDUSTRY.

THE FAST FOOD INDUSTRY WAS VERY

HEAVY ONLINE FOR BREAKFAST ITEMS

IN THE MORNING WHEN THEY THOUGHT

PEOPLE WERE LOOKING FOR

BREAKFAST OPTIONS AND SAME THING

WHEN PEOPLE WERE LOOKING FOR

DINNER.

ABSOLUTELY THAT'S A GREAT

TECHNIQUE AND YOU SHOULD

EXPERIMENT WITH IT.

YOU CAN BREAK IT DOWN BY THE

HOUR.

YOU CAN BREAK IT DOWN BY THE

HALF HOUR, ACTUALLY.

BREAK IT DOWN BY THE HALF HOUR

AND CONTROL WHEN YOUR AD

DISPLAYS.

>> NEXT QUESTION COMES FROM

ABBY.

WHO SAYS SHE'S CONSTANTLY

RECEIVING CALLS SAYING THEY ARE

GOOGLE ADS MANAGERS.

SHE'D LIKE TO KNOW IF THOSE ARE

REAL OR SPAM.

HOW CAN SHE TELL THE DIFFERENCE?

SHE SAID SHE'S INTERESTED BUT

HESITANT IN MAKING A DECISION

THINKING THAL MIGHT BE SPAM.

>> HUH.

YOU KNOW, I PROBABLY HAVE TO --

I'M GOING TO GIVE AN ANSWER HERE

BUT A LITTLE BIT OF A

DISCLAIMER.

I DON'T KNOW WHAT KIND OF A

BUSINESS SHE HAS.

I'LL MAKE THIS ANSWER, UNLESS

YOU'RE A REALLY LARGE

ADVERTISER, AND I MEAN HOLIDAY

INN, COCA-COLA, ET. CETERA, IT'S

PRETTY LIKELY THAT NONE OF THE

SEARCH ENGINES ARE REACHING OUT

TO YOU.

SECOND PART OF THE ANSWER IS,

YES.

THAT'S A KNOWN TECHNIQUE.

I WOULDN'T CALL IT SPAMMER BUT

PEOPLE WHO ARE TRYING TO SELL

GOOGLE AD WORDS MANAGEMENT

SERVICES.

I'M CERTAINLY BEEN AWARE OF AND

HAVE BEEN PERSONAL WITNESS TO

SOME OF THOSE COMPANIES SELLING

THEMSELVES AS REPRESENTING FROM

GOOGLE WHEN THEY'RE NOT.

IF YOU'RE SEEKING AND AGENCY TO

MANAGE YOUR AD, GOOGLE HAS A

DIRECTLY.

IT'S CALLED THE GOOGLE PARTNER

DIRECTORY.

YOU CAN FIND IT BY SEARCHING

GOOGLE PARTNER DIRECTORY AND

THEY'LL SHOW YOU THE AGENCIES

THAT HAVE PAST GOOGLE

CERTIFICATIONS THAT MEET

GOOGLE'S MINIMUM REQUIREMENTS.

I THINK YOU CAN SEGMENT THAT BY

YOUR TYPE OF INDUSTRY AND

PERHAPS FIND AN EDUCATION THAT

SPECIALIZES IN THAT.

THE CONCLUDING POINT TO THAT

ANSWER IS PROBABLY HIGHLY LIKELY

THE PEOPLE CALLING YOU ARE NOT

FROM GOOGLE.

IF YOU HAVE AN ACCOUNT AND THE

ACCOUNT EXISTING ACCOUNT IS NOT

PERFORMING, IT'S NOT UNCOMMON

FOR YOU TO GET A CALL FROM A

GOOGLE AD REPRESENTATIVE TO HELP

YOU.

IF YOU DON'T HAVE GOOGLE AT ALL,

AND YOU DON'T HAVE ANY ACCOUNT,

IT'S PROBABLY NOT GOOGLE.

WHAT YOU RECOMMEND OR SUGGEST

BEING THE MOST EFFECTIVE FORM OF

ONLINE ADVERTISING FOR A NEW

BUSINESS WITH A PRODUCT BUT NO

STORE FRONT.

OKAY.

THAT'S GREAT.

YOU'RE SELLING ONLINE THEN,

JENNY, WHICH IS AWESOME.

SO WE'RE GOING TO TALK ABOUT

FRICTION POINTS HERE.

YOU'RE IN A GREAT SITUATION IF

YOU MEET SOMEBODY ONLINE,

THEY'RE THE MOST LIKELY TO BE

ABLE TO BUY ONLINE.

JUST FROM YOUR QUESTION, I'M

SAYING YOU'RE 100% OF YOUR

ATTENTION SHOULD BE FOCUSSED ON

ONLINE ADVERTISING VEHICLES.

WITHOUT KNOWING WHAT YOU'RE

SELLING, I WOULD SAY PAID SEARCH

NOW.

IF YOU USE PAID SEARCH, AS WE

DISCUSS, YOU'RE TALKING TO THE

PEOPLE THAT ARE INTIMATELY

INTERESTED IN WHAT YOU'RE

SELLING.

I'M GOING TO ASSUME FROM YOUR

QUESTION THAT YOU HAVE AN E

COMMERCE STORE.

IF THAT'S THE CASE, IS YOU'RE

SELLING ONLINE FOR E COMMERCE,

YOU DEFINITELY WANT TO USE

SHOPPING CAMPAIGN ADS.

THOSE ARE THE ADS THAT YOU'VE

SEEN THAT DISPLAY A PHOTOGRAPH

OF THE PRODUCT AND THE PRICE.

WHEN YOU SET IT UP, THE SEVERAL

ENGINE GOES INTO THE PRODUCT

FEED AND PULLS OUT THE CURRENT

DESCRIPTION AND THE PRODUCT AND

THE PRICE.

YOU HAVE TO IMAGINE IT'S

EFFECTIVE.

THEY'RE LOOKING FOR A BUNCH OF

EXAMPLES THAT IS IN FRONT OF

THEM.

AND IT JUST DOESN'T GET IT.

HOPEFULLY I'VE MADE THE RIGHT

ASSUMPTION THERE.

>> OKAY.

MATT, WE HAVE TIME FOR ONE FINAL

QUESTION.

THIS COMES TO US FROM ANDREA

ASKING HOW YOU AVOID

OVERWHELMING SEARCHERS WITH YOUR

ADS.

SHE SAID THERE ARE COMPLAINTS

THAT ONLINE POP UP ADS CAN BE A

NUISANCE.

>> I'M GOING IT ASSUME THAT

ANDREA IS ASKING THE QUESTION

FROM A STANDPOINT OF AN

ADVERTISER.

AND NOT A PUBLISHER.

SOMEONE THAT HAS A WEBSITE TO

DISPLAY THAT.

LET'S ASSUME THAT ANDREA IS

ASKING FROM THE STANDPOINT OF AN

ADVERTISER.

SO THE WEIGHT WAY -- WAY TO

BATTLE THAT IS ENSURE USE EVERY

LEVEL OF TARGETING.

IF YOU HAVE A PIECE OF

INFORMATION THAT SUGGESTS MEN

BUY YOUR PRODUCT MORE THAN

WOMEN, SHOW YOUR PRODUCTS TO

MEN.

IF YOU HAVE AN INFORMATION TO

SUGGEST THAT 35 TO 54 ARE MORE

LIKELY TO BUY YOUR PRODUCT, ONLY

SHOW YOUR ADS TO THOSE PEOPLE.

THAT'S THE KEY, IF WE'VE

ANSWERED YOUR QUESTION FROM YOU

BEING AN ADVERTISER.

TARGET, TARGET, TARGET.

>> ALL RIGHT.

THOSE ARE ALL THE QUESTIONS WE

HAVE TIME FOR DURING THE

SESSION.

ON BEHALF OF THE SBA AND GROW

WITH GOOGLE, I WOULD LIKE TO

THANK YOU FOR ATTENDING THIS

WEBINAR AND GIVE A BIG THANK YOU

TO MATT WEBER FOR PRESENTING

WITH US, AS WELL.

MATT, THANK YOU!

>> IT WAS GREAT TO BE HERE.

A LOT OF FUN

>>WELL, THE VIRTUAL REQUIREMENT

WILL REMAIN OPEN FOR THE NEXT

HOUR SO WE HOPE YOU'LL CONTINUE

ON TO THE MENTORING HALL

NETWORKING LOUNGE OR CHAT WITH

INDUSTRY EXPERTS AND THE GROW

WITH GOOGLE TEAM AND THE EXHIBIT

HALL WHERE FREE RESOURCES ARE

ALSO AVAILABLE.

WE WISH YOU A GREAT EVENING.

WE LOOK FORWARD TO SEEING YOU

BACK TOMORROW.