

The Power of Google AdWords



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Meet Your Presenters



Mariana Murphy
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Digital Marketing Director



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Topics

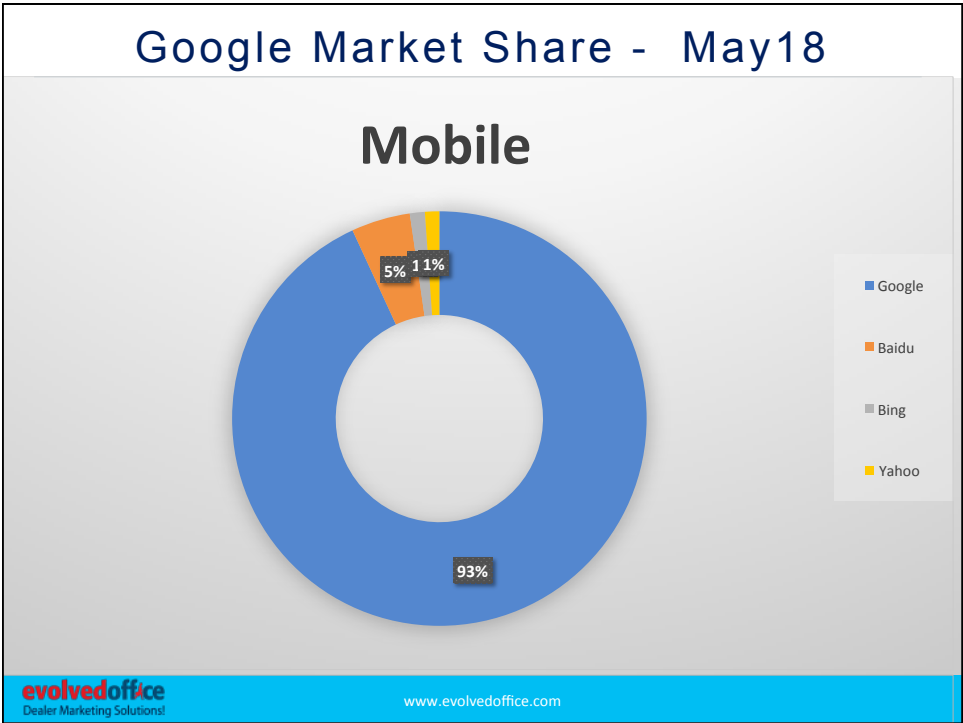
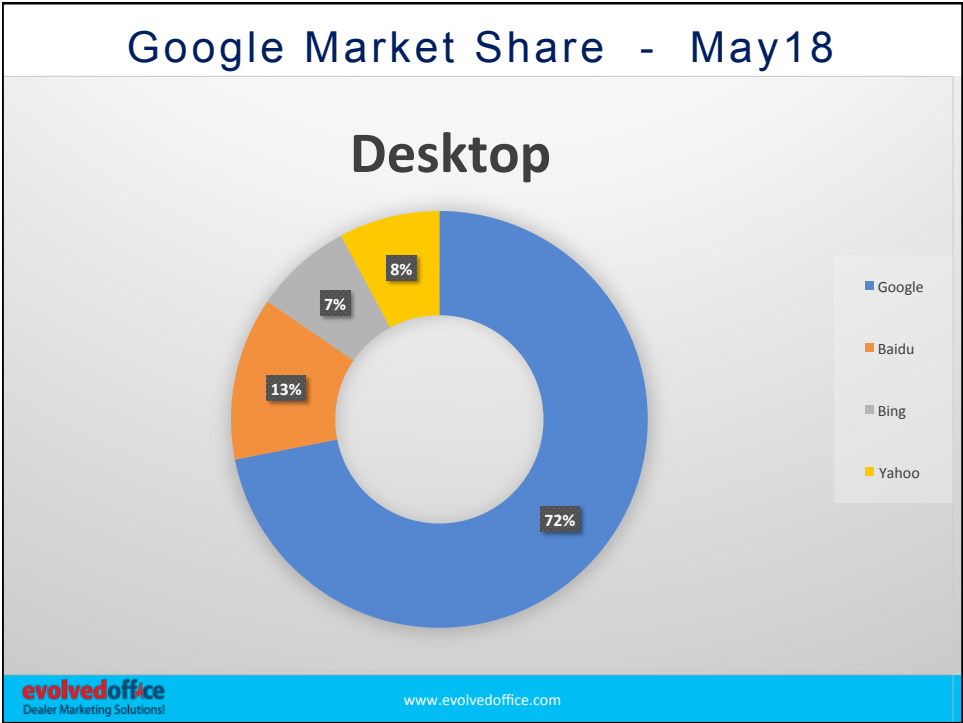
- 1) Digital Marketing Trends & Statistics
- 2) What is SEO and How it Works
- 3) What is PPC and How it Works
- 4) Case Study – Paid Search
- 5) Why PPC is Awesome!
- 6) Q&A

Digital Marketing Trends & Stats

59% of consumers use Google every month to find a reputable, local business
-Search Engine Watch

46% used web search engines as their first source when starting their research
-Search Engine Watch

70% of the buying process is done prior to making any sort of interaction with your sales team
-International Data Corporation



Digital Marketing Trivia!



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Digital Marketing Trivia!

__ % of Internet users never scroll to page 2 of Google search results

75%

Source: Search Engine Journal / Hubspot / and others

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Digital Marketing Trivia!

What do Internet users view as their **Most Trusted Source** when searching for local products & services?

- a. Ratings & Reviews
- b. Family / Friends
- c. Search Engine Ranking
- d. Company Website

Source: Local Search Association (LSA) * Local Media Tracking Study: 2017

Search Engine & Website = \$\$\$

Preferred Sources When Searching for Local Products/Services According to US Internet Users, 2016

% of respondents

	Most trusted source	Most accurate source	Preferred source when I'm ready to purchase
Search engine	37%	32%	24%
Friend/family	13%	8%	10%
Company site	11%	18%	27%
Printed yellow pages	9%	10%	5%
Ratings/reviews	7%	7%	9%
Printed white pages	5%	5%	4%
Circular/email/coupon	4%	5%	8%
Internet yellow pages	4%	5%	3%
Newspapers/magazines	3%	3%	2%
Mobile app	2%	2%	2%
Online videos	2%	2%	2%
Social networks	2%	2%	2%
Daily deals	1%	1%	3%

Note: numbers may not add up to 100% due to rounding
Source: Local Search Association (LSA), "Local Media Tracking Study: 2016 Key Data Topline Report" conducted by Burke, March 2017
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1. People trust **Search Engines** more than family & friends or a company website when searching for products/solutions
2. With 72% of the market share of Search Engines and 90% on Mobile, **Google is where you want to focus** your digital marketing efforts.
3. 75% of Internet users never scroll past page 1 of Google. **Page of 1 of Google is where you want to be!**

copiers in orlando

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Pay-Per-Click (PPC) | Google AdWords

"Paid Search"

Search Engine Optimization (SEO)

"Organic Listing"


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SEO


vs

PPC




Roger Jung





Mariana Murphy



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What Is SEO?

Search Engine Optimization (SEO) is the process of maximizing the number of visitors to a website by ensuring that the site appears high on the list of search results.





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GoogleInside Search

Google's Ultimate Goal

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Algorithms

You want the answer, not trillions of webpages. Algorithms are computer programs that look for clues to give you back exactly what you want.

For a typical query, there are thousands, if not millions, of webpages with helpful information. Algorithms are the computer processes and formulas that take your questions and turn them into answers. Today Google's algorithms rely on more than 200 unique signals or "clues" that make it possible to guess what you might really be looking for. These signals include things like the terms on websites, the freshness of content, your region and PageRank.


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In Other Words...

"The most **RELEVANT & **UPDATED** source of information based on the keywords typed by the user"**



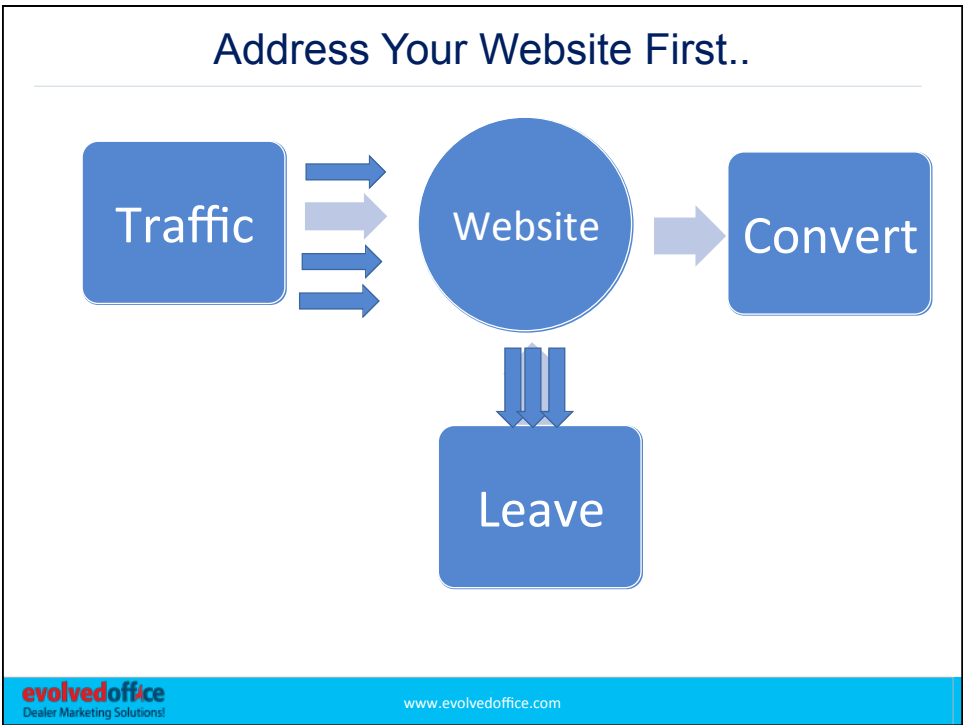
User is searching for "Managed IT"

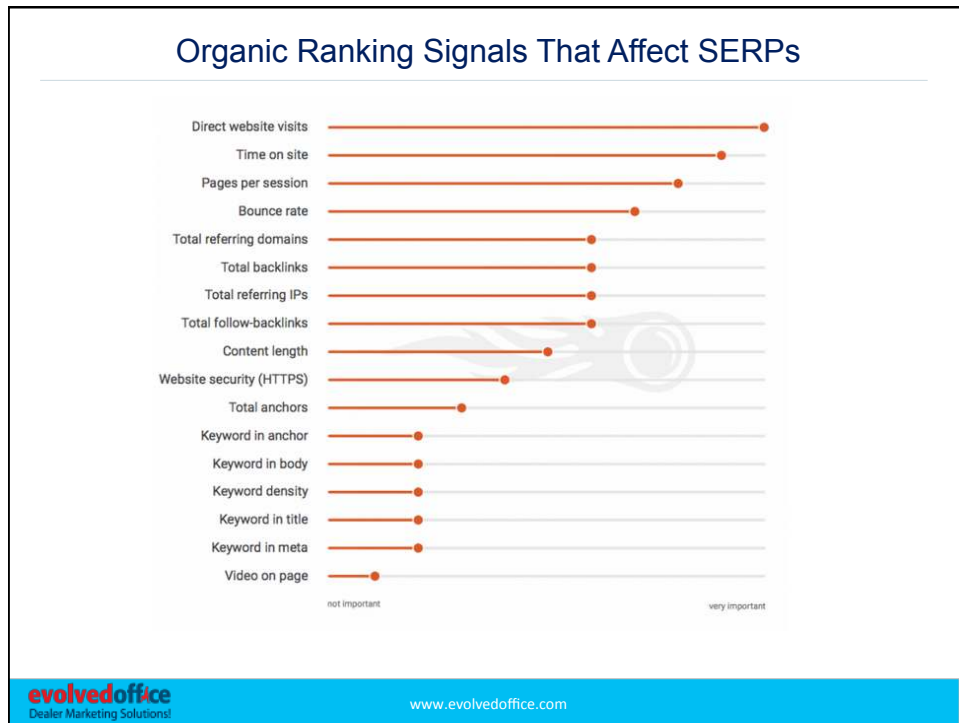


Last time you updated your website, blogs, social media, etc.

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Seems like a lot of work...

WHY SHOULD I DO SEO?

The screenshot shows a Google search for "copiers in orlando". The results include a list of organic search results and a map of Orlando, Florida, with several copier service locations marked. Blue arrows point from the statistics on the right to the organic search results and the map.

Why SEO?

70%

Organic Clicks

33%

Top Listing

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Other Benefits of SEO...

1. Credibility
2. Sustainability
3. Improved Click Through Rate
4. Strategic Advantage

Pay-Per-Click Search



Mariana Murphy

Evolved Office
Digital Marketing Director

What Is Paid Search?

Paid Search refers to advertising within the paid listings section of a search engine or partner site by paying each time your ads is clicked on (pay-per-click or PPC).



Why Should You Pay For PPC?

- Instant Visibility
- Premium Positioning in the SERP
- Search Engine Stability
- Improved Ads
- Laser Targeting
- Visual Ads
- Increased Branding
- Budget Control
- Campaign Agility
- Marketing

PPC Benefits

Instant Visibility

When it comes to developing organic visibility, it can take time to see real results. A PPC campaign can be created in days and ramped up in a few weeks to months. PPC is the fastest way to get your business visible to potential customers the moment they are primed to buy.



PPC Benefits

Premium Positioning in the SERP.

Paid search dominates the above-fold content in the SERP. Users will always see paid search ads first, even if they continue scrolling.



PPC Benefits

Search Engine Stability

AdWords is not subjected to the same turbulence that organic search can suffer from. While there are some updates, they tend to have much less of an impact on marketing strategies and are far easier to manage. Careful analysis of data will allow for the removal of junk and increase a business' ROI over time.



PPC Benefits

Improved Ads

PPC allows for more granular control and options for delivering your marketing methods. In interfaces such as AdWords, users have optimization options—such as callouts and sitelinks—that allow your ads to dominate the page.



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PPC Benefits

Laser Targeting

PPC offers laser targeting capabilities to ensure a business' ads are being shown to potential customers. Ads can be targeted by search keywords, time of day, day of week, geography, or audiences based on previous visits. Organic traffic is far more scattershot.



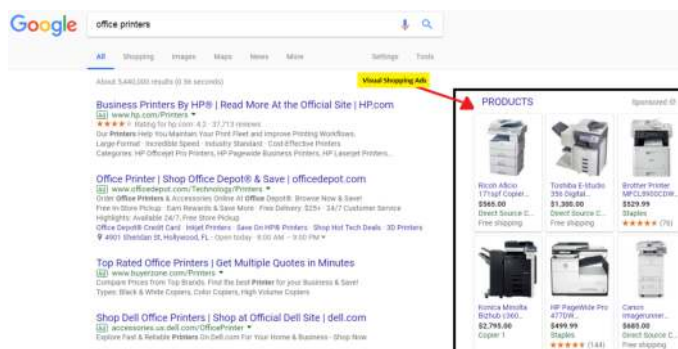
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PPC Benefits

Visual Ads

Google provides a visual shopping feature that helps users see what they will be clicking on. This feature is not available for Organic search and can really improve CTR.



Additional PPC Benefits

Increased Branding

When a business runs paid search ads, they are creating an opportunity to be seen by the right people. Even if the user backs off to perform a brand search before visiting your site, the visibility will pay dividends to your business's marketing.

Budget Control

With PPC, businesses have a tight control of their budget. AdWords allows advertisers to set daily budgets as a fixed limit.

Campaign Agility

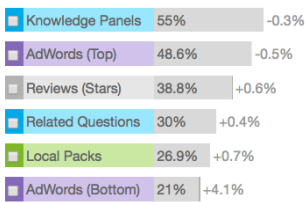
The same speed that drives paid search's immediate results also allows businesses to receive rapid feedback on a new product launch by running a short PPC ad campaign.

Marketing Benefits

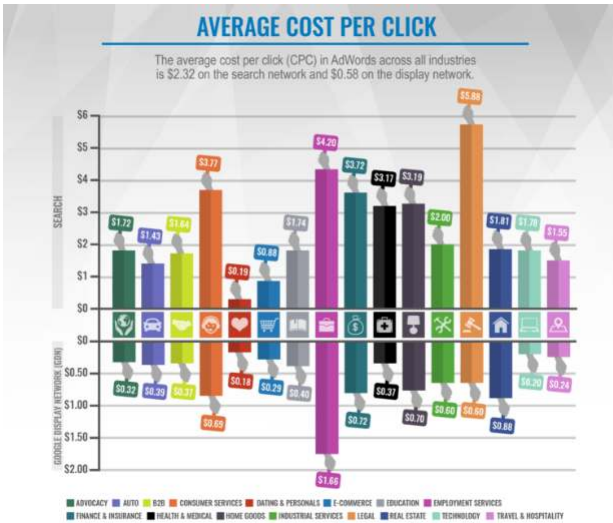
With conversion tracking and a solid integration with analytics software, advertisers can determine what keywords convert and at what percentage and cost. This intelligence can be fed directly into organic search marketing to improve results across the board.

Why Should You Pay For PPC?

Other features that are measured include AdWords, related questions, reviews etc. AdWords that are displayed at the top of the SERPs is shown for 48.6% of queries, verifying that businesses should focus their wider efforts on all aspects of search engine marketing and not just SEO. PPC campaigns and Google advertising is also advantageous.



Expected ROI



SO WHY IS PPC SO AWESOME?!

In Sum: PPC is Good Because...

- PPC visitors are 50% more likely to purchase something than organic visitors.
- The average revenue per click produced by a non-brand Google search ad on desktop improved nearly 20% year-over-year in Q4 2017.
- Google Shopping accounted for 55% of retailers' Google search ad clicks in the US and 58% in the UK.



Monster Technology: PPC Results

Campaign	Budget	Status	Imp.	Interactions	Interaction rate	Avg. cost	Cost	Conversions
Managed Print Services	Shared Budget \$100.00/day	Eligible	25,736	230 clicks	0.89% CTR	\$2.75 per click	\$633.35	2.00

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ROI 1,200 p. mo. @ 37% margin x 36 months = **\$15,984**



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