

Webinar Transcript

Leveraging Micro-Moments: Using PPC When It Matters Most

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Kevin: Hello everyone, welcome to a webinar presented by Google and Hanapin Marketing: Leveraging Micro-Moments: Using PPC When It Matters Most

I am Kevin Klein at Hanapin Marketing, I am an Account Manager. What I do is I manage PPC accounts, all day, everyday. I'm in an adwords interface, and uh working with key words, bids, ad copy, data analysis. I've got backgrounds in music and more translatably, a background in statistical analysis looking at sports statics, and I have been able to apply that experience to approach PPC analytics and metrics with a fresh perspective. Uh, my hair does not look like that anymore. And I am with two guys who provide the platform in which I do all of my work. I am go ahead to let them introduce themselves as well.

Jonah: Hey everyone, Thanks for joining our webinar. I am Jonah, Google Account strategist who has been working extensively with Hanapin's Account Managers to achieve adwords success. Together we develop comprehensive marketing strategies, discuss general best practices to ensure accounts are meeting their goals, and implement betas to ensure that all accounts are on the cutting edge. And I'd like to introduce my colleague Jesse, my partner in crime.

Jesse: Hi everyone, I am Jesse Eisman. I am an agency development manager here at Google, I have also been working with Hanapin for quite some time now and basically my job is really to provide strategic insights for their advertisers, exclusive access to beta solutions and agency-wide training opportunities to ensure they remain up to date on best practices. And before we jump into the webinar, I'd just want to give a little more context about what this partnership is really all about.

My team partners with an exclusive group of agencies who we believe lead by example. And Hanapin has demonstrated an advanced adwords knowledge and expertise by using our recommended best practices. So we worked with Hanapin for awhile now and over the course of this partnership, Hanapin has earned the distinction of the Google partner badge. Which is basically Google's seal of approval given only to agencies that we trust, and in turn, we believe, potential clients can, too.

So, that being said, Hanapin is doing some really exciting things in order to reach customers in the moments matter most and that's what we are going to be talking about today.

We are going to talk about best practices as it relates to these so called micro-moments and throughout the webinar I will occasionally provide an overview of some of the many solutions we offer to do so. Throughout the handful of topics we discuss I will hand off the mic over to Kevin who will provide some color on how Hanapin uses these solutions to drive success for their customers. So again, we are all really psyched to be here and we hope our listeners come away with some learning about how digital marketing can be so powerful for businesses, particularly when used with Google solutions.

Kevin: Alright, as we get started here, we want you to be following along on social media, if you can, using the hashtag on Twitter, #ThinkPPC, or you can use the webinar question box to send us questions directly. We will be compiling them and answering them.

In order to get that kind of conversation rolling, we are going to introduce the poll questions to you, including this one, which you should be seeing on your screen now, which is – How long have you been in PPC? So use the PPC hashtag to let us know if you have been in PPC for less than a year, if you have been in PPC for 1-3 years, 3-5 years or 5+ years. And the poll is in the webinar.

Yeah, sorry about that - you are going to want to answer it through the webinar. And uh, it is interesting PPC is such an ever changing industry that people who have been in it, in these different buckets have such completely different perspectives. I mean, Google's always on the cutting edge of the industry, and even controlling it on some levels, so somebody who's been in the industry for 6 months, can know a lot about it and somebody who's been in it for 10 years, wouldn't necessarily.

Jesse: Right, and I think throughout today's webinar we're going to kind of touch on you know, beginner to intermediate to advanced concepts. I think there will be a little bit for everyone. And if, you know, some things are, uh, seem a bit more advanced than, let's say, some adwords newcomers are used to, we'll definitely have resources at the end of the webinar to accommodate that.

Kevin: Well, it looks like we have our poll results. Yeah, look like most of you have been in the industry for 3 years or fewer, with a lot of you less than a year. I think that's really common for such a booming industry. There's a lot of you out there who have been in for more than 5 years and you've seen exactly how much it changes.

Jonah: It looks like we are pretty even split here about a quarter, 25%, give or take a few percentages through for each bucket. So that's cool, excited to hear the questions at the end.

Kevin: So our second poll question here is - How do you manage your accounts? So there is obviously many different ways that somebody can find themselves in the trenches in an adwords account. So we'd like to know, using, uhm, excuse me, we'd like to know if you are part of an in-house PPC team, if you do all the marketing yourself, if you work with an agency, or if you a consultant.

Obviously, here at Hanapin, I am part of an agency; but I also have some experience in "in-house", in the sense that I run PPC for Hero Conf, our flagship conference, which I think is really similar, as well.

Jesse: I guess Jonah and I will fit kind of in the consultant category. Yeah, there you go. Haha

You don't do all the Google Marketing yourself? Hahaha. No, I don't.

Oh it looks like we have the results back.

Kevin: Yeah, lot's of in-house people out there coming to the webinar to find out how they can improve the bottom line for their businesses. It looks like about half of you do all the marketing or you work for an agency. So I guess these things aren't necessarily related – so about a quarter of you work for an

agency. About a quarter of you are just Jack of All Trades when it comes to marketing and PPC is probably just one prong on your fork of marketing justice.

So to walk you through the outline of what we are going to be touching on here, we are going to be talking to you about the micro-moments framework. What is a micro-moment and what are its components, how is it built?

We are going to be talking about reinvigorating existing customers. You don't want to grow stale. We're going to let you know how you are not going to do that.

We're also going to show you how to utilize some audience targeting to attract new and qualified customers and we are also going to talk about measuring the success of your effort.

So I am going to go ahead and let Jonah tell you about a micro-moment.

Jonah: Yeah so really excited to be here to talk to you guys about real-life and marketing and how these two things are intersecting and blurring into what we are now calling these "micro-moments".

So, in essence, a micro-moment is that time when we turn to one device or another to act on a need that we have at that exact moment. A need to learn, a need to discover, a need to find something or buy something and we expect something back to help us do it. So as marketers, it is critical to be there at that spontaneous, intent-rich moment; because they're moments where decisions are being made and preferences are being shaped. And you can see how these moments add up. There are literally billions of them happening every single day on Google. So let's go through an example of one of these moments.

So this is Cathy. Today I'd like to share a story with you about a moment in Cathy's life that leads to unique customer journey. It's a beautiful sunny day in Bloomington, IN, which is true it is, and Cathy is sitting outside in her garden looking to unwind. She thinks to herself how great it will be to have a nice outdoor pool to relax in, so she instinctively reaches for her phone and searches "Outdoor Pool". She has a loose idea of what she is looking for but no brand or plan in mind. From the search results, Cathy visits several different informational, review and comparison sites before putting her phone away. She continues shopping around for best prices on her computer while bored at work. She forgets about this dream of an outdoor pool until next week when it's another scorcher in Indiana when she finally completes this purchase on a tablet.

As we can see she went from multiple sources, multiple different resource online and also multiple different devices.

So Cathy didn't go into her online research knowing exactly what she was looking for. Rather her journey was unscripted and unique across multiple micro moments consulting multiple sources on all these different devices. And along the way she was open to being influenced, and was drawn to the content and brands that were most useful to her in the moments that mattered, these micro-moments.

Each search and site visit was an opportunity for brands to learn more about her, insert themselves into the journey, shape its direction and personalize interactions with Cathy.

To do this successfully, brands have to pick up valuable audience signals, identify relevant role..within consumer moments and surface the right content and messaging to Cathy in real-time, at scale across devices. But trying to execute within the moment, relevance and scale is really, really hard.

As you can see, there are infinite permutations, infinite possibilities of different interactions that could be had with these different customers. So these consumers are in control here. Constantly connected, seamlessly switching across devices, researching and comparing; and no 2 past approaches are alike anywhere. It is incumbent upon us as Marketers to understand what your customer is looking for and deliver target ads, but it is also difficult to do this right at scale with billions of unique users on the internet today.

So this is where Google's Audience Solutions can help you achieve scale success and convert these qualified audiences across streams.

So just to go a little bit over the cycle of how this happens. First we're going to learn a little bit about collecting data across all customer touch points to set the foundation for the digital strategy. Then we are going to segment to find out who the most valuable customers are, what they are searching and what they are browsing. Then we are going to serve them the most valuable personalized creatives in real time and deliver the right message, optimizing this to make sure our message gets seen at the right time by the right people. Next, we will measure the impact of this strategy across search and display, in mobile, as single view of all different devices, and the full Funnel. And lastly we will automate this process to activate the data that we have to make smarter business decisions in real time.

Now I am going to pass it off to Jesse to discuss how he can take this high level concept of micro-moments and actually utilize it and implement it in our accounts.

Jesse: Thanks Jonah. And so, you know, in the last slide Jonah said that we really want to start with good data, right? Like reliable and sound data is really at the heart of any successful digital strategy. And I am sure it goes without saying that what you get out of your digital marketing is only as strong as the data you put into it.

So fortunately, at Google, we have a number of solutions to help you capture data and rest assured that you can depend on it. So your data strategy should drive your overall business strategy, right? So no data silos, blind spots of your customers or stale audience signals – so enter Google Tag Manager.

Google Tag Manager allows you to collect audience insights to capture and harness signals of intent. It can allow you to build a strong data foundation and establish a centralized, real-time view of your audience. So there are essentially 3 main benefits of using Google Tag Manager.

The first is Marketing Agility. So you can add and update Tags yourself with just a few clicks, so no more dependence on your IT, your webmasters, and this holds true for conversion tracking, site analytics, re-marketing and more.

The second is that the data is dependable. So you know, we have easy to use error checking and speedy tag loading which means you will know that every tag works so you know you are collecting the right data at the right time.

And finally, the third, is that this all works in real time. So Google has the unique ability to use search queries plus a variety of audience signals from multiple data sources to tell you who your potential customers are at each stage of the path to purchase.

So because customers often take immediate action, especially on mobile devices, you need real time data to capture that demand. So in just that instant, an in-market buyer can make a purchase and cease to be in-market. And in another instant, a cold prospect can become a paying customer. So after you have developed a strong data foundation, you want to segment and reach your customers at any point in the purchase journey, on any device using our full suite of targeting solutions.

So in this webinar we are going to talk about re-connecting with past visitors as they search or browse content, and then beyond that, engaging with new potential customers who are actively researching or comparing products and services across the web.

For now, let's explore how you can re-connect with past visitors and re-engage them to convert. So the 2 solutions which can be powerful in this regard, are Remarketing Lists for Search Ads or RLSA as you might know it, and Display Re-marketing.

So to give you a sense of how important it is to re-engage with past visitors – 95% of visitors to a site don't complete a purchase on their first site visit. So remarketing really helps you plug this "leaky bucket" by re-engaging them with highly relevant messaging to guide them to take action. And also, re-marketing on desktop is more or less table stakes now. However, we cannot reconnect with users across the mobile web and apps too.

So let's talk about RLSA. RLSA allows you to reconnect with past visitors by optimizing your search ads on Google.com, so you can customize your ad text and landing pages and optimize bids to continue the conversation with your past visitors when they are ready to convert.

Display remarketing allows you to re-engage with existing customers on any device, so you can use automatically created lists or build powerful self-service segments based on custom parameters.

So smart segmentation of past visitors allows you to leverage what you've learned about your audience as they move through your site. Their path helps you to understand what they are most interested in, the degree of their purchase intent, and so that you can convert your best audiences. So we automatically create remarketing lists for you, which makes it easy to execute a holistic segmentation strategy that includes visitors on all devices.

Also want to call out some synergies of using RLSA and Display Remarketing together. The first is, the same list is usable from the adwords ...takes from both solutions. Both solutions give you the same ability to isolate and focus high converting traffic, the same bidding capabilities, both manual or automated, via conversion optimizer, and the same ability to close conversion paths.

So now I hand it over to Kevin, he's going to talk about how Hanapin uses these solutions to drive success for their customers.

Kevin: Yeah, I am going to be giving you guys a bit of a more zoomed-in approach to some of these concepts. Right now I am going to speak specifically to using a dual remarketing strategy to guide customers through your purchase funnel. Umm, obviously, when you think of past visitors, you think remarketing.

So let's talk about your sustained presence levels, and the first question I am going to ask you and want you to answer to yourself is -Are you an Active or are you a Passive Advertiser? I am going to explain what that means. You should be both.

The active advertiser appears to the customer in the moment that the customer has basically shown their intent to perform some sort of action, of subscription action or lead action, and the way that they show that intent is by conducting a search. Uhm, about 2 years ago, Google rolled out a targeting capability called RLSA or Remarketing for Search. Remarketing for Search is a very active, pro-active, form of advertising. You're taking somebody who already familiar with your brand and showing your ad to them, in that moment that they are admitting that they want your product.

Passive advertising is traditional display remarketing which most of you are probably familiar with. You decide that you want a pair of shoes, you search for the shoes, click on a picture of the shoe that you like; you don't buy it just then but then that shoe follows you around for the next month on the internet until you pull the trigger. And that's passive advertising, because even when you are not necessarily in the shopping mode, umm, that brand is reminding you of its presence. And so that's kind of one way to understand the dichotomy of remarketing.

So, there are searchers who are familiar with your brand and who are searching for your product. You need to speak directly to them with RLSA ads. You need to remarket under the auspices that your traffic is qualified because of this. So I'm going to talk to you about a way that I like to implement my remarketing for search campaigns, and explain the logic behind it.

So my personal remarketing strategy recommendation is for you to target broadly. Literally. So before we get into this, let's get a bit granular here. What I am talking about is layering your remarketing lists over your key words, and then you suck the target in to target and bid in the adwords interface.

What this means is that the keywords in that campaign or that ad group, whatever you have, your all visitors remarketing list layered over, are only going to serve ads when those people on your remarketing lists are making that search.

So the idea is, if they are already familiar with your brand, they are pre-qualified. So you want to use your broad match keywords because you want to show your ad. You don't want to risk – run the risk of missing out on them if they are searching for anything that is relevant to you and they know about your brand. The broad match keyword is what addresses that and ensures that you will be showing that.

So the example that I use is Maserati because I'm sure that most of you are in the market for one and so I wanted to appeal to your general sensibilities. So for example, you have Maserati in your campaign layered with your all-visitors remarketing list. If somebody searches for "I want to buy a Maserati" your ad's going to show. If somebody searches for "How much does a Maserati cost?" your ad might show or excuse me, your ad will show. "Where can I get a Maserati?", it shows. "If I get a Maserati, will Tiffany go to dinner with me?", your ad will show. I can't answer the question for you, though.

So your takeaway here is that your remarketing list pre-qualifies all of your traffic. Or, excuse me, your remarketing list, pre-qualifies your traffic. The people on your remarketing list are familiar with your brand and you need to capture all of it.

Let's move on to the passive advertising side of things. You want to remind your potential customers that you exist. So however long your customer's journey is, you can be there for the entirety of it. With display remarketing you going to keep your brand's presence towards the top of your customer's mind. With remarketing on the Google's display network, you can use a combination of image ads and text ads to diversify your appeal and then ultimately, you're going to serve your ad at the moment of purchase.

What it looks like is this. This is just kind of a visual breakdown. RLSA - be active. Display - Constantly be reminding them that you exist. And then you are going to have a heavy brand presence really throughout the entire customer journey, but especially at the moment of the purchase decision.

Jesse: Cool. So Kevin's just gone through some best practices to re-engage with past visitors. But what about attracting new visitors?

So at Google, we use the same predictive algorithms machine learning systems behind Google now, which is actually used in the self-driving car, you guys are familiar with that? We use that in our advertising solutions as well, and using these powerful algorithms, you can expand your reach globally and find new qualified customers who are looking to buy online. So we encourage you to use the power of predictive modeling to guide users on their purchase journey as they browse the web.

So 2 solutions, which can really help do this are: Similar Audiences and In-Market Audiences, which you see on the slide.

So first let's talk about Similar Audiences. So based on your remarketing list we can leverage audience signals to understand shared interest and characteristics of users visiting your site. So using this information, we automatically find new potential customers who have similar interests to your site visitors. So with our Best in Class Look Alike algorithm, similar audience lists are automatically created in an advertiser's account once remarketing lists are created. So leveraging powerful signals across both the GDN and YouTube, similar audience signals are updated in real time with zero latency, which helps the marketer find similarity at even the most granular level.

So now let's talk about In-Market Audiences. In-Market audiences allows you to connect with qualified high value prospects, who've recently demonstrated their intent to purchase within a specific category. So, sophisticated semantic algorithms will differentiate between interest and intent, in real time. So this

allows you to connect with consumers who are closer to purchasing, showing them relevant, personalized messages, at a global scale.

So to segment and reach new potential customers, it's important to develop a smart, mid funnel segmentation strategy. So to do this you will want to set CPA goals based on new customer acquisitions, segment and target similar audience lists based on advertiser goals and select in-market segments most closely aligned with the business description, you know, primarily focused on intent. So, just as we did with past visitors, I'm going to hand it over to Kevin again to talk about how Hanapin is using these support solutions to really drive success to their customers.

Kevin: Yeah. So let's talk about adding customers to the top of your funnel and I'm going to speak in a little bit more detail and a little bit in a more adwords and account management specific perspective on to the segments that he talked about.

So remarketing for new visitors, that doesn't sound right. Remarketing, by definition, is appealing to the old visitors, but that's not necessarily the case. And that's awesome. Because Google, they can look at your remarketing lists and they can make recommendations based upon them. You, as the advertiser, as the business owner, you know the types of people who are likely interested in your product and service. But it is Google who knows how to find you more of that. And as Jesse said, similar audiences and in-market segments are 2 approaches to this and they are related to your remarketing lists and they work in a very similar way.

And off-hand first, on the similar audiences, it analyzes the browsing history of millions of users on the display network and it finds users similar to your customer and that's based on the components of your remarketing list and each individual on there is scanned and analyzed and trends are sought and found and then applied to the similar audience list, so you can advertise in an similar manner except to new users. And it's super dynamic so your audience might change because maybe your products have changed, or maybe your features and benefits have changed, or maybe your messaging has changed because you've made an observation about your ideal audience, and it changes the way you need to advertise. And so as you bring in more of those, users, who kind of more fit the persona of your ideal customer, your remarketing list is becoming more pertinent and effective. So is the similar audiences list. It is going to be changing in tandem with it.

In-market segments is a little bit different. Here you can reach potential customers while they are actively browsing or researching products or services are similar to yours. So this is based on the immediate behavior of these internet users. And these consumers, all of a sudden, if you are an advertiser for steak knives, Google's going to identify "Hey, this person in Northern California has been researching steak knives and grills and researching different cuts of meat and then their different flavors and how to cook them" and it's going to say "This person is very clearly in the market for steak knives" and then you can go into your account and from an audience list, the same place you would target your topics and interests, you can select an in market segment and choose one that is pertinent to you. And these are the kind of people who are going to be in that one: People who are actively searching for your

product, whereas, similar audiences are people who are similar to users you have had success with in the past.

So let's take a look at some of the current in-market segments that Google offers and note that there are many more segments in beta stages. Apparel and Accessories, Auto and Vehicles, Baby and Children's products, Computer and Peripherals, Consumer Electronics, Consumer Software, Education, Employment, Financial services, Gifts and Occasions, Home and Garden, Real Estate, Telecom, Travel. It's obviously a really, really wide scope. So many advertisers fall into this.

I have personally had success in the Auto and Vehicles In-market target buyers segment and the Employment In-Market target buyer segment, and then it is always expanding. They are always testing and figuring out what works and then unveiling it. So if you're not, or if you're in one of, these affable industries, and you're not utilizing an in-market segment, you can really, really be missing out. The Google Display Network is so vast and it comprises so much of the internet. You don't have to wait for people to come to Google, specifically type in a search query and hope that you have got your bid right. You hope that you're going to be showing up, hope that you have written ad messaging that's going to appeal to them. You don't have just one chance. You can just go out and get these people, you don't have to wait for that. That's what in-market buyer segments does, and that's why you should at least add it as a target and experiment with it and begin to understand how it relates to your account.

So in summary, your Similar Audiences kind of work towards the top of your funnel, there's a high likelihood that those people are interested. So you might want to hone your messaging towards them and your creative to understand, that they may not immediately be interested in your product but there is a likelihood that they will be. Whereas the in-market segments, you can probably be a bit more proactive about scooping them in because you've got high probable cause to believe that they are ready to make a purchase.

Jonah: Thus far we have mostly been focusing on targeting at different levels of the funnel. Kevin's given some great insights, for instance, on how you would break that down - go from top of the funnel to the bottom of the funnel.

But the second half of the equation is messaging at these different levels of funnel, providing a personalized creative that matches the person at that phase they are at in the purchase cycle. So best practices to build dynamic creatives, to deliver the most relevant ad for each viewer in real time. Customers crave personalization and contextual awareness, but creatives often take a back seat to targeting. So it's really important to get smart about your customers each time they interact with your brand and use that knowledge to make your next message more relevant, more personal or engaging than the last. Programmatic is as much about as real time creatives as is about real time targeting and bidding. So it is really important to leverage audience signals such as demographic, location and interest-base, plus real time data that someone viewed on your site to connect with users in a more meaningful way.

Will now pass it back to Kevin to discuss how Hanapin leverages dynamic creatives to personalize messages to capture the steak knives shopper, or even possibly, get that date with Tiffany. Hahaha

Kevin: Tiffany, hahaha, that bloody temptress. Hahaha

Alright, here's a familiar quote. "Brevity is the soul of wit" William Shakespeare. I love this quote because it's almost quote painting, it is an example of itself. It takes a really complex idea, and this is the idea that I am going to get into in a little bit, which is that a thought is more powerful when it is simplified. However, the thought has to mature before it can be simplified to kind of achieve that strength. And I just explained it to you in like 3 sentences. William Shakespeare explained it by saying "Brevity is the soul of wit".

Jesse: Another quote is, I'm going to chime in, I think I am paraphrasing, but Mark Twain "I would have written you a shorter letter, but I didn't have the time". Hahaha.

Yes, it's the same idea. Right. Like it really takes focus and thought to just simplify complex concepts as opposed to just, you know, a lengthy explanation.

Kevin: Yeah, Mark Twain would have been a phenomenal digital marketer. Hahaha. William Shakespeare, not so much. Hahaha

So let's talk about the maturation of thought. Let's talk about it in the context of ad creative. I'd like to get more romantic with it. But we can just, hmmm. Tiffany will make a re-appearance. Hahaha

Here is kind of an example of the maturation of thought in this hypothetical "There is this consumer looking for shampoo at the aisle of a grocery store or shampoo store", I don't know. So imagine she has her micro-moment, which is the moment that she realizes that she needs information. And she's shopping. Or, he's shopping, for, looking at all the different shampoos and not understanding which one, he or she, should purchase. And the first thought, the way that it originates, is "What is the difference between shampoo X and shampoo Y and shampoo Z?" I mean, why should I care which one I buy? And then, that person is going to realize that one of them is going to be best for him or her and that person's hair.

There is a personalized aspect that's introduced to the thought which simplifies it to "What is the best shampoo for hair volume?" Volume being the component that this person is interested in. And then, as that shop thought matures further, it becomes really simple, because the person realizes that there is a word and a concept that they know that encapsulates all of it. The word is review, and then all a sudden all they need to do is say or type in "Volume Shampoo reviews" instead of "what is the difference between shampoo X and shampoo Y and shampoo Z?" That's how that thought has matured.

So the thought originates in its newest and wordiest form and then it refines, and then it becomes precise. There is probably a whole lot more intermediary steps there, but those are the big 3.

So this used to be where search was conducted. What is the best shampoo for hair volume / volume shampoo reviews. People used to be thinking about their thoughts longer, before getting to a search engine and so search queries would more closely resemble these refined and precise words.

Now, it happens here at the beginning, because we have mobile devices. “What is the difference between shampoo X and shampoo Y and shampoo Z?” that thought occurs. Well, guess what. They have a cellphone in their pocket and I mean, you can even just use one of those voice activated functions and say “Siri, please Google what is the difference between shampoo X and shampoo Y and shampoo Z?” and then it goes in. And the way that we harness this in PPC is by showing our ad right at this moment and I am going to show you how and how to make your ad copy more impactful.

You’re going to utilize exact match long tail keywords. So, just to take a step backwards, remember that we are trying to take advantage of the actual immaturity of the thought as it occurs in its original form. The logic being that it is going to be wordier, maybe less direct to the ultimate goal. So we want to build out exact match long tail keywords and kind of pre-empt what people might be typing in or voice searching for. What is the best shampoo for volume? How can I tell the best shampoo volume? What is the difference between shampoo X and Y? What shampoo should I buy for best volume? What shampoo will make my hair look good?

And you might be wondering but why exact match? I could capture any of these by using broad and modified match volume shampoo or broad modified match best volume shampoo? I mean, that’s going to capture all of these but you can’t target your ad copy in the same way, and if you serve in an ad that isn’t hyper-relevant to what that person searched for in that moment, you run the risk of missing out on them as a customer.

So these are low track average keywords, no doubt about it. Not a lot of people are going to type in “How can they find best volume shampoo” compared to what you’re bringing in with phrase match “volume shampoo”. Of course there are impact key words. Because these ...(38.10)..important in any given moment.

So if you want your copy to appeal directly to the raw thought, you want to write your copy as if you are serving an ad to a person holding a bottle of shampoo in one hand and their cellphone in another hand. So if they typed in “What shampoo should I buy for best volume”, write in your copy “Learn what shampoos are going to give your hair the best volume that it wants.”

If they search for “What’s the difference between shampoo x and shampoo Y”, let them know that you’re the ones who has that information. “Find out the difference between shampoo x and shampoo Y, now.” By using these exact match terms, you can ensure that your ad copy speaks directly to the question that they have. If my hair has more volume, will Tiffany go out to dinner with me? You can’t answer this question but you can let them know that you care about Tiffany. Hahaha

Jonah: We’ve been discussing a lot about customizing ad text based on levels based on the customer’s level in the funnel, the second half of this equation is going to be how can we customize bids based on different levels of purchase funnel, because as we know, not all search users are created equal. With Kevin’s example of shampoo we have different value for someone comparing shampoos versus someone who’s actually looked at different product on your site versus that person who has actually put the shampoo in their shopping cart but has not completed that final purchase. So in short, it is really, really important to bid based on potential because at the end of the day, all your messaging does not

matter unless you are actually showing up. So I am going to pass it back off to Kevin to discuss a little bit more about tiered bidding strategies and how that can help us get our message shown to the right people with the right value.

Kevin: Thanks Jonah, I'm going to talk to you about Tiered Bidding based on customer engagement, the best way to control your cost per acquisition and where you are showing up on the page is through your bids. But you should be prioritizing your bids based on how familiar your customer is with who you are. So, I'm going to organize it into tiers and then one of these tiers is going to have its own tier.

So Tier 1 here, you see, probably a couple familiar segments because we talked about them earlier - Similar audiences and In-markets Segments. Let's fill up that top funnel, and in-market segments isn't necessarily Top of Funnel but this is bid strategies based on customer engagement, remember. So these people could be closer to the bottom of the funnel but they are not quite familiar with your brand yet, which is how we are structuring this particular bid strategy, and then Display Topic and Interest category. So all 3 of these targets are found in the same place in the adwords interface. They all comprise my first tier.

The 2nd tier is comprised of Display remarketing, so that passive in-marketing that we talked about, and Low to Medium intent key words. By definition, key word marketing is going to be more precise than the other ones, so I bring it down a tier here. And then your Dynamic Ad Audiences because someone who is coming through a dynamic ad will have seen an ad that is either really relevant to what they want or been brought to a landing page if you're utilizing dynamic search ads which scans the content of your web page dynamically generates the destination URL and brings the person there based on their search term.

In the bottom tier, we have your Remarketing Lists Search Ads, remember really active advertising going out and getting them in that moment. Then your High-intent keywords, your exact match key words saying Buy or Purchase or anything like that. And then, Time on Site. And in this, here, I am going to divert a little bit away from the bidding strategy and just kind of give you a little side bar on targeting and a great way that you can utilize Google Analytics, to be even more segmented and targeted here.

So Google Analytics Custom Remarketing Lists you can just do the analysis of the data yourself, figure out how long it takes, on average, a customer to complete a purchase or I'll rephrase that – or figure out how much longer until engagement somebody who makes a purchase on your site usually has. So, I've defined it somewhat arbitrarily but logically here for you. So in this example I'll consider in Low someone who's on site for no time at all to 45 seconds. Medium engagement from 0.45 sec to 2:15 and then in high engagement is anyone who's been on site for longer than 2:15. You can, in analytics, you can literally segment your audience this way and create lists so that you can specifically target people who bucketed as Low, Medium or High engagement.

So I tier my strategy basically on this. Generally speaking, when it comes to keyword targeting, your bids are going to be based on market saturation and competition and that's kind of where the benchmarks are going to come from, so I don't give you specific numbers here. Because they are going to be specific to your needs, but you want your Tier 2 Bid to be higher than your Tier 1 bid and your Tier 3 bid to be

higher than your 2 tier/ Tier 2 bid. My goodness, Mark Twain wouldn't be able to say that. hahaha. So the entire strategy is that you bid more aggressively to your most qualified audiences and the breakdown that you saw here, is the Tiers. So the Tier 3 Bid is also going to be segmented there. The Google Analytics Custom Remarketing Lists, they are a part of your 3rd Tier where you should be bidding the most aggressively and then inside of that, you can even further the same approach by engagement.

So that's kind of how we use customer engagement to set-up a logical bidding style and then you of course have to be dynamic and fluid and strategic in how you want to modify your bids. But you'll want a structure in place, and this provides a very clear one that's sensible. Uhm, pretty much no matter how you think of it.

Jesse: So up until this point we've talked about the importance of micro moments and how we can re-engage past visitors to extract new customers and in each time because we are wrapping up shortly and we want to make sure we have enough time for Q&A, I am going to try to cover the measurement phase relatively quickly. But it is extremely important, because it is not enough to base our strategy out of just existing data. We need to perpetuate this virtual cycle of cost and improvement and in so doing we really need to reliably remember our efforts right? We need to innovate and uh, push and move our insights forward by measuring throughout our strategy.

So at Google we really offer Best in class multi panel and cross device measurement tools. Our tools are fully transparent, and allow you to view, measure and optimize your campaigns, all in one place. So the measuring attribution can be very complex, so consider the following. 54% of conversions require multi-touch points. Display is 11 times more likely to play an assisting role and about over 90% of display activity occurs prior to the last click touch point.

So the reality of these stats, calls for strong reporting tools. Our multi-channel attribution funnels, use cross-channel metrics to evaluate search and display together. Furthermore, our *[inaudible]* is the hugely, forwardly understanding the cross conversion behavior of your customers. So together, these tools aligned have a more concrete view of your customer's purchase behavior.

So bringing it all together, you really want to unify your audience strategy across the purchase funnel and this really ties together everything we've talked about today, right?

Earlier in the presentation I talked about using Google Tag Manager, its ease of use, using one interface and one tag across search and display. Workflow efficiencies, you know, improving your workflow efficiencies by 30% on a unified global platform. We've a number of solutions that are using these predictive algorithms to really capture your audiences' signals and intent in real time on a global scale. Campaign effectiveness – we spoke a lot about that and you know, best practices as it relates to dynamic creatives and dynamic strategies in a single customer view. It's not just about re-engaging your past visitors or attracting new visitors but it's about using both sides of that, at the same point to kind of perpetuate that virtual cycle we were just talking about.

Jonah: And to just build upon that virtual cycle, I know we are short on time so I will keep it quick, but I just want to go into 3 steps to success with micro moments. At Google, we believe that the biggest

opportunity is in the smallest moments. And the way that we see these moments and we capture them as marketers, is first, we have to identify the moments we need to win. And we talked a lot about this using Google Tag Manager to collect data. Using Google's actual external data to target similar audiences and in market categories. Then we go on to deliver the needs in the moment with the best, most relevant experience, and this is what Kevin was saying as far as the dual remarketing strategy being both active and passive marketers, having personalized messaging into your bid strategies, and lastly, this is what digital is all about to really evolve your current strategy and to value all the moments better than the customer experience. Measuring, optimizing and continually improving our messaging.

If you want more insights, more information into this micro-moment concept and how we could leverage it to achieve success in PPC, please do visit our landing page thinkwithgoogle.com/micro-moments and we will be continuously over the next couple of days adding more and more content to help you succeed within these micro-moments.

Kevin: Ah obviously, we've given you a lot of information today, a lot of concepts and it's only really the tip of the iceberg in terms of the paid search industry and how dynamic and competitive and ever-changing it is.

Here at Hanapin we just live and breathe this stuff. If you ever need any help, that's the service that we offer. We offer on-going and one time retainers in addition to standard client work. So you can learn more at hanapinmarketing.com/ppc-retainers. What we are going to do now is to take a look at some of the questions that you submitted throughout this presentation and it looks like the first one is for me.

Am I using a branding ad or product-centric ad for RLSA advertising? Both, I am doing both. I think the impact is a bit heavier for the product-centric ad. Oh, I uhm, I misinterpreted the question. I think that that's a point of preference. My preference is going to be using the brand, a branding ad but also try to speak to the product in the copy itself. They're familiar with who you are, so you want to remind them. Put your company name in the headline maybe, and then speak to the product itself in the description line, so you are touching on both.

Jonah: So it's our 2nd question is- what criteria Google uses to create a Similar Audiences List? So just an overview of similar audiences lists, they combine your remarketing audience such as your site visitors, your past purchasers, and use rich audience data that covers GDN, 89% of internet users and an intelligent look alike modeling algorithm to build a custom audience of high performance new users who are in the same mindset as your existing users. And just a little bit of specifics as far as what kind of information or data that it uses, it comes down to online browsing behavior, types of pages visited, and *[inaudible]*. All of this helps build a look alike model as far as who is very similar to remarketing, which helps us extend that segment and to attract new customers.

Kevin: Someone out there asked that they are a financial services business and Google disallowed their display remarketing campaigns? How can we take advantage of the ideas from this webinar?

I am assuming that your display remarketing was flagged for the kind of insensitivity issues. You don't want/ somebody who has financial troubles doesn't want ads following them around that's letting anybody know/ whoever that looks over their shoulder, that they can tag with financial services remarketing tag. That doesn't mean that you can't use, in the in-market segment perhaps, look out/ look what and see if there is anything applicable and you can still get that remarketing tag on your website and make sure that you are utilizing the RLSA strategy that I talked about, the broad key words. Financial Services is a massively broad stroke and when you are in that audience you can make sure that *[inaudible]* looking for your services on the search network.

Jesse: Just cycling through some of the other questions here, Uhm okay, sorry there's a, I think we only have time for about one more question but again in the following slides you will see other ways to reach out to us, particularly Hanapin, to bounce a few questions off that we didn't have time to get to yours.

Let's see.

Jonah: One question seems to be about software solutions and how we can use different targeting methods to attract those people, and I just want to highlight the fact that even though we did go over the comprehensive list of all the different in-marketing categories that we had, Apparel and Accessories, Auto and Vehicles, these were the Highest level. So in these, it trails down almost 4 different sub levels to go very, very specific. So if your software solution is *[inaudible]*.

So I just want to kind of highlight the fact that though these are all in-market categories, it does drill down to be a lot more granular and we are really able to achieve success in targeting new people looking for software solutions. I hope that answers your question out there.

Kevin: Cool. Well. So we are out of time today, but if you have more questions, you can contact us directly – marketing@hanapinmarketing.com. You can use the #thinkppc, and then you can reach out to me directly on Twitter – I am @kkwrites.

Thank you. Thanks everybody for attending.

Jonah: Thanks for joining us, everybody out there.

Jesse: Bye.

