Hero Conf Panel Discussion

Kayla: I'm going to bring up Jeff Allen to the stage. Jeff, where are you?

Hi, Jeff. Jeff's my best friend. That's a fact. Jeff is an account manager at Hanapin Marketing, and he's got 11 years of Internet marketing experience altogether. He's worked with our enterprise level clients at Hanapin to decrease their cost per lead, increase their market share, and then also increase the overall profitability of their PPC marketing efforts.

He works with our largest clients, and their combined monthly PPC spends are in the excess of six figures. Prior to working with Hanapin, he was an equity partner at a competing PPC agency, and he ran their highest spending and best performing accounts.

So, take it away, Jeff.

Jeff: I got to love an introduction to do introductions. This is awesome. Thank you, Kayla.

Can we have the people on the PPC panel come on up? I'm going to go ahead and give a pretty brief introduction to each of you, but we've got a limited time and we have five of you. We'll move through this part pretty quick.

So we have Charles and Cleo of 7Search. Charles has 10 years of PPC experience and Cleo has 6 years with 7Search and is the Admin for the AskPPC blog. Then we have Michelle, who's a Senior Account Manager at Yahoo, and who we at Hanapin work with very closely and absolutely love. We have Elizabeth Burkholder, who's Agency Lead at Google. She develops partnerships with independent SEM firms, and she also works with Hanapin. We absolutely love her. We play no favorites. And we have Merry Morud, who's an Online Marketing Account Manager at aimClear,

and who's spoken at, from what I can tell, every major industry event that we have. So that's our super panel for this afternoon.

We'll go ahead. This is just all on one slide deck. You guys are going first, and then we'll just go from there. Why don't you guys go, and then I'll come up at the end and we'll do a quick Q&A, if there's time left over.

Cleo: Thanks. How's everybody doing today?

I'm sorry we're late, but things are getting interesting. All right. I want to thank everybody for having us here today. My name's Cleo Betancourt, and Charles Meyer and I, we work for 7Search.com. Pretty much one of the oldest, private second-tier search networks available.

We were established in 1999, so we actually started before the term 'alternative search engine' actually existed. Our goal today basically is to share some of the experiences that we've had bringing on business and new clients. We've pretty much seen it all as far as the prejudices and the pitfalls that come with advertising for second-tier search networks.

If we can get you guys to maybe consider it as part of your marketing strategy, great. If you advertise with 7Search, even better. I also work on our PPC blog, which is askppcblog.com. It is something that we do in addition to the standard 7Search blog, we try to deal with more tips and tactics geared towards second-tier marketing as well.

One thing that I've found in the time that we've been doing this is that, well, people like lists. I thought I'd start you guys out with a list - the top five reasons that you might be a second-tier search engine. Why not 10? 10 might get me fired.

The number five reason you may be a second-tier search network: you promise your customers 10%, 50%, one billion percent better ROI than Google, Yahoo, or Bing. We're guilty of that as well. It doesn't work. The ad copy was there before we started. We're working on it.

The number four reason you might be an alternative search engine: your website features more stock photos of people than you have actual employees. This happens a lot. I know it. We have a ton on our own site and they're beautiful, but they don't work with us.

The number three reason: your search bar results don't seem to actually exist. In this space, you have a lot of people who are more so middlemen. They resell traffic, but they aren't really search engines. They're more so middlemen. They position themselves as search networks, though.

The number two reason: you think the last words of the 'Star Spangled Banner' are 'Gentlemen, start your engines'. This was our really bad attempt at a NASCAR reference.

Now, the number one reason you might be an alternative search engine: PPC Hero invites you to speak at their conference, and four out of five people in the audience are really saying, what's a 7search?

Basically, in our experience with 7Search, we find that customers don't want, or don't hold, the platform, or treat it with the respect that maybe they should. It's changing now, but historically, it's been more so a dump a few dollars in, test the platform, and then find out in online forums that your traffic sucks. Basically they want traffic to be better than Google's. We have seen a turn, though, as far as people actually dedicating themselves and exploring the platform, and they're finding pretty good results.

So now, I want to hand it over to Charles. He's going to give you guys some tips and some information on how second-tier search can help you.

Charles: Thanks a lot, Cleo, and thank you for having us here today.

So why is it worthwhile to use a quality alternative or additional search engines as part of your marketing strategy, and why are these engines and advertisers useful to your bottom line?

Well, as you know, Google search accounts for 65% of the entire search market, with Yahoo at around 15%, and of course Bing at 10%. This leaves between 8% to 10% of the market to be covered by some of the smaller, or second-tier, properties. This is very significant, because for each percentage point of search, on average, that's around $1 billion in revenue. With the average cost per click on Google at somewhere north of $3.50 a click, the value is clear. Paid search on the smaller, quality engines makes a lot of sense.

A few important points. Many of the smaller networks, like 7Search, have been in this search base for many years, and have, through time, collected data and developed patented software and technical methodologies that have been very effective in ensuring that the advertiser gets only quality converting traffic.

This provides brands, advertisers, as well as agencies, an easy and cost effective way to test convertibility of web pages as well as consumer acceptability of products and services before going to the larger market and committing major budget dollars. These advertisers are able to bring

campaigns to scale, and once again without committing the same large amount of budget that is needed on the larger engines.

Also, many of the smaller, additional engines are able to partner with publishers that have access to niche traffic that is not necessarily available through other sources. This could be sources of traffic that specialize in social media, inline contextual, semantic, graphical, and, of course, vertical specific-type traffic.

The alternative engines also tend to be smaller shops that truly care about the success of the advertiser. Client support tends to be easier to access, and of course a lot more helpful than with some of the larger organizations. Remember, the goal is always to bring the advertiser a superior ROI at as low a CPA as possible and at the same time save the advertiser or campaign manager as much valuable time as possible in the management of these campaigns.

So specifically, what business verticals have been running strong on the additional engines? Most of the quality networks of course have some coverage in all the keywords like the larger engines do. But there are specific verticals lately that seem to have been receiving particularly good results. Just to name a few: credit report, auto warranty and insurance products, educational offers, dating offers, payday loan and financial products, coupon and daily deal products, career, airline tickets and travel products, IT, and of course, gaming.

So no matter what your campaign goals are, what can an alternative engine offer you? Of course, the opportunity to increase market share in new areas, lead gathering at a discount over the larger networks, and a new channel for online sales. And of course, brand building in front of a unique set of eyes that you can't get from the larger engines. So the quality additional search engines and advertising networks can be a valuable tool in the marketing of your business.

And of course Cleo and I look forward to answering any of your questions and any comments that you may have. Thank you. Thank you very much.

Michelle: Hello, everybody. My name is Michelle Campbell. I am a Senior Account Manager at Yahoo Search Marketing, working day-to-day with agencies. I've been doing it for about five years almost, now. As Jeff had said, I do work very closely with Hanapin and the team. I'm much looking forward to today and hearing your questions and comments.

So really quick, I hope everyone here is aware of the Yahoo Microsoft search alliance. It occurred in October of 2010. In case you aren't on the

search side of business, we combined our efforts between Yahoo and Microsoft, or their Bing search engine.

The key point when we started this was to allow each company to take their core resources and move those towards what we do best. On the Microsoft side, that's engineering, platform development. They have a lot of money there to put into adCenter and make it the search tool that we need it to be. On the Yahoo side, our core strength really is our strategic optimization and insights, especially through our account managers.

On the onset, the biggest core things that we are looking to do is deliver real, actionable ROI to our advertisers and to focus on allowing you to do more with less time between the two engines, rather than having to go to adCenter and work on your accounts and then going over to the Panama system on Yahoo and have to work on those accounts. It was a lot to do for marketers.

So we've already come a long way. It's been a little over a year since our search transition. From the way that we look at things, we didn't actually get into what we call 'steady state' until Q1 of last year. That's when all the transition activities were finished and clients were actually able to get into their adCenter accounts, look around, and say, what the hell is going on here?

Since then, we have done a lot stuff, especially on our back end technologies, to address the main concerns of our consumers at that point, which was volume, volume, and volume. Where is it? It's not there. You said you were going to get more, and we weren't delivering right away.

Since then, we've come a long way, and we've done a lot of things on the back end. We've seen some really great results. Some of our recent studies have shown that not only have we been increasing our overall volume and market share in the marketplace and increasing ad spend that we're seeing through the adCenter system, but we're also getting better performance on an ROI basis than we are on some of our major competitors, Google included.

The real story here is that it's not always just about the volume. It's about the value of the clicks you're actually receiving. If you wanted to, we can open up the adCenter broad match technologies on the back end and deliver many more impressions to your campaigns, but are they the right impressions? Are those going to lead to clicks, which in turn are going to lead to conversions and to revenue for your business? That's always our main focus.

Just looking at market share, when we started we were looking at about a 15% market share for Yahoo, about 10% on the Bing side, so combined, about a 25% market share. In the last year, we have been able to grow that market share. As it stands today, or as of January, we're delivering over six billion unique searches per month, which roughly correlates to about 30% of overall market share.

Our biggest concern, though, is we haven't seen the budgets following, which is normal. I know you guys are all very busy, and the standard out there is to spend 80%, 90% of your time on something like Google, which delivers a whole lot of volume to you and is a very powerful tool. But if you're not spending time, or taking the time to look at your actual goals and the ROI that you're getting and the value that you're getting from each of those clicks, your budgets are going to be off.

There's no reason to ignore 30% of the marketplace, or 10%, 15% of the marketplace on a smaller search engine just because you aren't getting 'volume' through that system.

In addition to just volume, there is actually a unique marketplace when you look at adCenter and serving on Yahoo and Bing itself. Across the U.S., there are 54 million unique searchers that only search Yahoo Bing. They don't use Google. They don't use the big guy to do their searches. 54 million unique searchers that you can go and get direct access to by only using Yahoo and Bing, which is a very sizable and is a very loyal audience.

One of our key strengths with the Yahoo network especially, and with Microsoft, is consumer engagement. Our core users really use our sites. They spend their whole time there. They come to the front page to take a look at the latest news. They go to Finance to check out their portfolios. They go to Mail. They come back to Yahoo and do their searches there.

In addition to that, again, back to value. Our audience is not only significant in its size on its own, but it's also significant in its online purchasing power. Right now, according to the latest studies, we're seeing that users spend 23% more. Yahoo users spend 23% more than the average U.S. search population. In addition to that, they're spending about 6% more on their conversions than they are on Google, as it stands.

So not only are we looking at a significant volume of very engaged consumers, but we're also looking at those clicks that we're delivering are performing better and bringing back better ROI in the end.

So that's what we've been doing. A lot of the stuff you guys may have not seen because it's been on the back end in the last year has been from the

technologies and improvements we're working on to bring volume to you to make the adCenter system actually a great, usable tool.

What you guys are going to be seeing this year and going forward into the rest of this year and into 2013 are a lot of more features and enhancements that are going to bring us not only the parity with some of the other search engines and tools out there that you're working with, but also to increase and to offer you guys new opportunities moving forward and easier ways to engage with Yahoo Bing and with our extended networks.

Right now, our current goal is to take our offering to the next level. It's not always about goal setting. It's not always about parity with other systems. What we actually want to do, or as our marketplace is stabilizing, what we're looking to do is to move from a current state where we're doing ongoing enhancements, working our algorithms on the back end, making sure you guys can use the tools, to move to a more easy-to-use system, make it more transparent, so that you can take a look at your results, understand them in context, and then make relevant decisions based on that. And then moving forward from that, really putting our money into strong advertiser and user engagement. If we bring the users to Yahoo and to Bing, we can bring the users to our advertisers and really make an impact on your business in the end.

The next few slides here are a little dense. I'm not going through everything on them, I promise, but I wanted to point out a few of the things that we're working on.

So our recent enhancements, this was the first quarter of this year, already we have launched over 20 different improvements to the adCenter system. Those can be as easy as OS and device targeting, which I know was talked about earlier. You can choose tablets. You can choose iPhones versus Blackberries. You can actually even choose OS deployment now if you have a particular app you're trying to promote. You can go ahead and target that particular system, that particular platform.

We also looked at making the system easier to use, so we've been adding a lot of bulk capabilities. We've been improving the adCenter desktop tool itself to make sure that you can manage your campaigns very effectively, efficiently, and in bulk all at once.

We've had some other things that came out in March, such as negative keyword enhancements. We're taking out these things in adCenter that worked against you. In the past, I don't know if you guys know this, if you had negative keywords at ad group, negative keywords at campaign, your ad group overrides it. They don't work together. Very confusing, very hard for people to manage around.

We took that away. We added phrase negatives. We're adding broad negatives hopefully in the very, very, very future. I don't have an ETA, but we're working on it. For those of you that use third party tools that have an issue or have had problems with match types in adCenter, they're all connected to the same keyword. You can't really get really, true data reporting back on match types delivered and bid within your system. That is coming.

Some of you may start seeing this in your accounts very soon, others may not see it until the summer, but by the time we get through the summer, you'll be able to have unique keywords with match type throughout your account so you can more easily find your data and move forward and make those decisions on what you need to do.

Some of the things that are coming up this month and next, one that just launched was broad match modifier. So, very similar to what they have on other search engines, you have the nice little plus sign in front of your keywords on broad match, your queries have to contain that in order to be mapped to it. This is brand new for adCenter, just launched. So if you do have business reasons why you need to use broad match modifiers, that's in there now as well for you.

If you're having problems with negatives, negatives just aren't working, they're blocking too much traffic, take a look at broad match modifier. That actually can give you the results that you're looking for without having to take 20, 30 minutes to look for each keyword at every possible negative keyword that's out there.

We're also doing a lot of enhancements on the back end still with click-to-call phone number only. So we're allowing click-to-call now through mobile. Right now, it's available on bing.com, but it will be extended into the yahoo.com on mobile properties extremely soon. A little late on that, but there's reasons behind that that you guys don't need to know.

Then on insights and actions, we are actually working on allowing you not only to link to your agencies, if you're not using an agency. Now, anyone that works in agencies knows with adCenter, very difficult. Client relationships begin and end very quickly in the search marketing world, and right now, you have to create new accounts every time that happens. You lose the data in the account and it makes it very difficult really to look at long periods of time.

Our agency enablement project, which is actually a very huge project, should be coming out hopefully at the end of May. It will make it much easier for you guys to link and unlink, and as agencies, to be able to get

into your client accounts, make those updates, and then continue forward from there. And then if you do need to leave for any particular reason, you don't lose all that data and all that historical performance information that you've built up in the past.

Coming up for the rest of 2012, we have a couple of big things in here, a couple of smaller things. Really under the usability piece here in adCenter, you're going to get a lot more transparency. A lot of times you get alerts that you have keywords disapproved or a keyword that was doing well a couple of days ago now all of a sudden you go in and it's completely tanked. Why is that? We're adding these things in.

As it stands today, you can go in within the UI and very easily pull out and see which of your keywords is below the first page bid? That's very important. If you're not showing it on the first page, you're not going to get traffic very often. You'll also be able to go in and see, okay, I have a declined keyword. Why? Tell me why, in an easy way, why my keyword's declined. What do I need to do to fix it?

And we'll then be able to allow you to wrap those up in bulk and send those over and appeal them yourself. You no longer have to reach out to Microsoft or Yahoo, say, hey, I have this keyword that's declined. Can you help me out? Now it takes two or three days to get that work through. So that's coming.

adCenter desktop has a lot of improvements that have happened on the back end, and some of those things you'll be seeing very soon. If you use Macs, you guys are very well aware I'm sure, up until a few months ago, the adCenter UI did not work, or it worked, sometimes. That's already been fixed. If you're on a Mac, you can go ahead and use adCenter UI. As it is today, very few bugs in there. If you do see one, report it. We want to know. We'll also be extending that to adCenter desktop as well. You'll be able to download the desktop, which is an extremely powerful tool and use that on your Macs going forward.

We're also looking a lot at the insights and action section as well here. We have a lot of improvements to share your voice. Right now, you do have share your voice reporting in your systems. You'll be able to pull out and tell keyword relevance. What percentages of keyword relevance are affecting my account? How are my budgets affecting my account?

You may not even know it, but you may have a campaign budget set up that's completing cutting off your traffic at the knees. Our system is getting better and smarter at allowing you to see that, and to understand what that means, and showing you what additional volume you can actually pull out of that.

There's a lot of things in the opportunities tab. Right now, if you guys go in there now, it will give you budget suggestions. It's going to give you some bid suggestions. But we're working on expanding that as well so that you as marketers can very easily jump in, go to one tab, and see these are the things that if you make action today are going to make a huge impact and huge difference on your search marketing campaigns and on the overall performance of your account and your profitability in the future.

On the performance side, we're adding additional features out there. Right now, we have product extensions which is getting ready to come out, where you have ratings within your ads themselves. If you have ratings on say PriceGrabber, we can pull those and put those directly into your ad for you. So strong ratings, we're able to highlight your ads that way.

We're also working on site linking sections. Right now in Yahoo, you can do what we call rich ads in search. These are mega-ads, as I like to call them. You get a picture or video, you get four or five deep links, you can even put in a form box, and really allow the customer to have direct access to the parts of your website that you want them to have access to, and highlight multiple areas without having to have multiple ads. We're extending this down to our regular ads themselves and allowing site links within those regular ads so that you'll be able to add additional deep links within your ads themselves.

That's it for the presentation. One of the big, key takeaways here that I just want to make sure that everyone understands is that when you look at the search marketing world, it's not just about market share or about the volume you're getting. You always have to tie it back to the value of what you're getting. You can get a billion clicks, but if only two convert, that's not well performing. You need to be looking at not only the big engines and the big guys that provide the volume, but you need to start looking at things like adCenter, 7Search, and some of the smaller-tiered search engines to make sure that you are aligning your time, your budgets, to the value of what those search engines are bringing to you in the future. And that's going to make the biggest impact you can right away.

That's it for me. Thank you, everybody.

Merry: Who here is doing Facebook ads? Yeah? To supplement search and what-not, it can be quite a bargain depending on what vertical you're in.

I'm Merry Morud. I work at aimClear in lovely Duluth, MN, where it's warm three months of the year, and just pure crap the rest of the time. I don't know why I still live there, but it's because of this job. No doubt.

You may know Marty, my boss, if you've ever been to an SES or SMX, he's hard to miss.

We're closed solutions, because the UI is not fun. Optimization and conversions with Facebook ads.

Is this the only social PPC presentation today? Yeah? Maybe? Okay, buckle up. I have 43 slides in 12 minutes. All right. Marty wrote this book called 'Killer Facebook Ads'. Check it out. It's $29.95 on Amazon and then you get a $25 Facebook ad credit. It literally costs you $5, really cheap.

This is a part of our team. We speak all over the world. I write for Search Engine Watch. I also write for aimClear blog. This is the email to Facebook support team. Jot it down. If you don't have an account rep, they get back to you within a day and a half. So if it's an important thing, just cross your fingers. I usually work out a workaround by the time they get back to me, and I just report bugs to them. I bet they love it.

So first of all, we're going to cover account structure and new campaign workflow, targeting from the vanilla to the crazy, twisted, psychotic world that is aimClear, tools to run the targeting reach, killer creative. Power Editor. Who has Power Editor? It's awesome, isn't it? Confirming conversions. Also, email that GMS support, if you don't have Power Editor, to try and get it. Just do it, because it's like AdWords editor for Facebook. Then we'll also go over confirming conversions with Google Analytics.

So comparison with the account structure in Google. You have the account, and then you have the campaigns, then you have the ad groups, and then you have ads, right? Great, great structure. In Facebook, you have the account, campaigns, and then just a big whole mess of ads within those. After coming from Google PPC, that was just not acceptable. So what we do is for every campaign, that's like the ad group. So all the ads in that campaign go to the same targeting segment. It's the same. So it's like an ad group. So if I say campaign, that means segment ad group. Same thing.

So first, establish your expectations at KPIs and goals. Your CTRs are going to be a lot lower because people are on Facebook like two hours a day, three times a day. They see your ads a lot. So they're just going to be lower. I say 0.02, pretty good. Anything above that, great. Anything below that, trash it, you need to do something else.

So goals can be branding, so that's brainwashing your people sitting in their Facebook profile versus direct response. And yes, you can do sales in

Facebook. This could be measured by direct site to your traffic, increased branding keywords to your traffic, and of course sales.

New campaign workflow, identify and build your targeting segments first. The way the UI is set up, you create your ad and then you create the targeting, which doesn't make any sense. Get the personas from your client and then do additional brainstorm within your team.

Create your segments with a mocked ad. We do something very simple. The ad copy has to be tailored to the URL that you're going to send it to. Otherwise, Facebook will be like, what the heck? You're sending this to a different URL. It doesn't make sense, and we don't like it. So do that. Bid it low, because you don't want it to run. You're going to save these targeting segments as a different campaign, as I said.

So this is an example of one initiative in a Facebook account. This is for one service of a client and then we have like 12 different targeting segments.

Campaigns and ads will go live after you start them, or create them, which, again, sucks on our end because you want to build it all first and then turn it on. You can't upload, pause ads. It just doesn't work. Again, bid it really low so Facebook isn't going to show it. Create your segments first, because it's like keyword research and then you can tailor your ads to those segments and really speak to them. It takes a long time, just like keyword research, but it's worth it.

We have this segment for Japanese anime manga. I have no idea about anything manga. So I went to Wikipedia. Wikipedia's awesome for building segments in Facebook, because just about every blue link in Wikipedia has inventory in Facebook. I went from just manga keywords, Japanese anime to the authors of the comics, the comic book series, the characters, movies based on the comic books, and I doubled the segment. So that's pretty awesome.

Search to social. This is an obvious place to start, but it doesn't always exist. Cable and Gauge. Does anyone know what that is? No? Neither does anyone on Facebook, but it's a women's clothing retailer kind of like Ann Taylor, Talbot's, or Chico's. But apparently it doesn't exist on Facebook. And they're always not in the best segments. Like hearing aids, it's not going to be a direct, one to one, I love hearing aids.

Again, think about what people are sharing about themselves on Facebook. Maybe if they're 63 and older and they have children, they might have grandkids. So serve them an ad that says, never miss what your grandkids have to say. Pull at their heart strings a little bit. We can do

literal targeting. That's like selling pizza coupons to people who like pizza. Pretty simple. Competitive targeting. Again, this is like Cable and Gauge, targeting people who like Chico's or Talbot's.

Then we're marketers. We've been doing this for years. Inferred targeting. The National Physique Committee. Any idea? Health and fitness association. Those are conferences that personal trainers go to. I don't think that anyone else knows about those things or likes them on Facebook unless they're a personal trainer. That's a pretty good bet.

Going Rogue: An American Life. Who knows what that is? Sarah Palin's book. You can infer that those people might be a part of the Tea Party. They might be Republican, but you can be gosh darn sure that they're not liberals. Not those bleeding heart liberals.

Then you have people who like smoking weed, and they put it on Facebook. We can target that. So what can we infer from that? I don't know. Maybe that they're lazy, or not too smart, so some University of Online Phoenix degree, or any food delivery service after 4:20. I don't know.

So think about all the information that people disclose on Facebook and that Facebook's asked them to disclose. It's kind of a lot. I set up a new profile just to see all the different fields that people had to lay out, and it's languages, books, movies, games they play, sports they play, sports they love to watch, athletes, people they look up to. Just about every gosh darn thing that you could think of, it's in there.

What's my favorite? Political views. I love it. Republicans are such good clickers. They love to click. If you say, where are Obama's jobs, or, isn't Rush Limbaugh great, either way, they love it. They love it, they love it, they love it, and they'll click.

Everything that's in green is great to target for B2B. Especially books. Books are great. No one reads books. They don't really talk about them on Facebook because we're all in this new digital age, and books are kind of a thing of the past. But if someone says they like Rachel Carson's 'Silent Spring' or Aldo Leopold's 'Sand County Almanac', they're into conservation, right? The Earth is their mother. Those are really granola-y people.

Then also pare down if you're looking for people who have a lot of money. Look for people who graduated from Harvard Business School or Yale. Then geo-target them by the most expensive areas to live in the United States. It's amazing. Target the whole person from what they read online,

to the magazines that they get in the mail, to the store that they like to shop at. Is it Wal-Mart or is it Target?

Like I said, people say weird, weird things about them, that they smoke pot, or they get wasted and they're 20 years old. Again, sell hockey sticks to hockey players. You can sell Jonas Brothers tickets to 13 year old girls. Obviously, we created this slide before One Direction came out, because I guess they're the new thing.

Qualify further by where they went to school, what they majored in. This is people in New York, Manhattan, 30 to 50, who majored in business, law, or medicine. They've got money, and they like tennis in the city. That's expensive, right? So sell them Philharmonic tickets. Anything. We can also use Rolex. Sell Porsche's to Rolex's, or BMW's, crossing the gaps.

Occupation targeting is possible on Facebook, and it's one of my favorites because B2B people are truly B2C people and we're never off duty. Whether it's the bus driver who has back pain and serving him up a little back support ad, or if it's us marketers, I'm always thinking about what I need to do the next day at work or the carpal tunnel that I'm getting in my wrists.

So again, hit them when they're watching CSI with their family. You can sell budget brands to people who don't make a whole lot of money like bartenders, waitresses, or stylists, or handwarmers and synthetic motor oil to people who are into construction and live in the Northern United States.

Education and work buckets are also great. You can filter down by workplaces, if they've graduated or not, precise interests. Again, we use alpha patterns, so we do a root keyword whether it's manager space A, manager space B, and drill down. Sometimes you have to go a couple letters in, but it's totally worth it.

What I do is I start with the root interest. Say it's football. Then we'll do space A, W. These are all soccer interests. Not what I'm looking for, except at the bottom, watching and playing. Facebook will only give you a finite amount of drop down suggests. Get in your head and say, there's got to be more people saying that they like watching football on Facebook. It's America's pastime. Wait, that's baseball.

Expand it out a little bit more. Football watching, watching and playing, watching football and hockey. Grab all those, and, again, with us, football didn't give me anything about football on Sunday, but that's a sacred holiday, at least in my household during football season. Drill down a little bit more, and then you can cherry pick the ones that you want.

Avoid grouping related but not similar interests. Kind of like the ad groups, and then expand with social synonyms. Attorneys are also called lawyers. They append their name with Esquire, and in the UK, they're Barristers. They're also Public Defenders. Great, so synonyms.

Tools that will help you with this? Google. If you don't know anything about makeup and that's what you're trying to sell, and you're trying to get other brands, Google it. It'll come up with Sephora, Ulta, and MAC Cosmetics, like Joanna mentioned. Thesaurus, obviously. Wikipedia, like I said. One of my favorites.

If you don't know anything about what you're trying to sell or the target you're going after, Visuwords, WordStream, and OneLook Reverse Dictionary are all great options to get you thinking outside the box about what else you can target.

And use your head, and then spying on your friends on other pages. We were trying to target people who worked at the U.S. Navy. Going into the Likes wasn't going to get us who we wanted. Going into workplaces was too small. So I went to my friend's page, who was in the armed forces, and he said, I'm in infantry battalion whatever. Plug that in, and then we had people who were in Bravo Company, Delta Company. Those people reveal that on their Facebook profile because they're proud. And that's great.

Non-profits are great to look at. If you're looking at literacy, look and see what other pages they like. Facebook also has a new feature where you can copy and paste keywords. It's great, but don't blindly rely on that. Here we have a list of conferences and Facebook turned up Mix 106.5 and 'Where the Heart Is'. I don't know where that came from, but just don't blindly rely on it.

Facebook's broad category targeting is awesome. You have less control over what you're targeting. Luxury goods, I don't know if Facebook thinks that's Ralph Lauren or Hermes. Quite a difference between a $300 skirt and a $30,000 handbag. Again, I found about half the sites when I looked at high-end luxury goods than Facebook. There's more competition because it's a one-click, easy to do.

Then the Facebook broad category targeting pro's, quick and dirty, Facebook maintains these categories, and they keep growing. Now you can do ethnic targeting, you can do pregnancy targeting, and now you can target broad categories on top of precise interests at the same time using the 'and' operator. Oh my gosh.

It's amazing. It's what we've been waiting for. It's really cool. Check it out. They just unrolled it last week in the UI, it's been in Power Editor for about a month. You can target all the small business owners who like Danny Sullivan and Search Engine Round Table, which is perfect because that's what we want to target. Or you could target all the parents who say they like smoking weed. There's 1.3 million of them.

Ad copy. Assemble a team to create variation. Again, speak directly to those targeted segments. Use your successful, literal ads from search. If it ain't broke, don't fix it, but get a little more creative. Collate them all to one document and be brutal. If the headline doesn't scream out at you to make you think, yeah, that's an awesome ad, then it's not going to be that great. You have to cut through a lot of muck in Facebook.

I do an Excel template, model them after the ads. All the columns represent segments. The character count formula is equals LEN, and then you select the cell. Super easy.

And enhancing images for Facebook, I'll just say this is one of the most important things that you can do with your Facebook ad, which is sad. Facebook is changing it to 99 by 72, so it's going to be even smaller. It's a landscape orientation. Crop for emotion. Do a three feet test. If you can't stand away from your computer at that size and see what that image makes you feel, or you can see what's going on, it's not going to be good.

So those people piled in the snow, I'm sure they're having a great time, but I don't know. They could have all ran into each other and dislocated ribs, shins, and who knows. So maybe a smiling face of a wind-burnt cheek, that would have been much better. Crank up the saturation and the contrast. People know what a head looks like. You want to see the emotion from the eyes to the mouth. That's all you need.

Orange is the best color. Not red, not pink, not yellow. Orange. It's warmer than red and not as gender specific as pink.

So building the campaign in the web UI, you have your segments, approval, production, time to go. Go to your campaign, and the ad that you have the placeholder in, create a similar ad. It holds the targeting. It's wonderful. Then we screen cap our ads. Send this document to clients. Power Editor. You can do that in Chrome. Similar to AdWords editor. Looks beautiful. They did a funky little feature update, which I didn't like. I might write a blog about. But anyway. Then you can copy batches of ads into other campaigns. It'll hold the targeting of the original ads, but you can easily delete that and do the copy and paste comma delimited interests also in Facebook, which is awesome.

Then you can easily go between individual accounts. Again, there's that email to get the Power Editor. And then ad rotation. This is a major problem in Facebook, because Facebook will serve the ads that get clicks right out of the gate over and over to the detriment of the other ads. That doesn't mean they're bad ads. It just means that they didn't gain traction soon enough.

What I'll do is turn on all the ads in a campaign. Wait a couple hours to see what Facebook is going to serve. Leave those on for a couple days. Turn all the other ones off, and then rotate new ones in. But you have to activate ads in groups with similar CTR, otherwise, the one that has .03 is going to outshine the one that has .02, and they're both pretty darn good.

Optimization. It's not like a set it and forget it kind of program like AdWords, Google, or Bing. Identify ads that work across all of the segments by going to view all ads, and then sorting by CTR, taking into account how many clicks that ad got. If it got one click and it has awesome CTR, who cares? You have to look at the amount of clicks as well.

Then look at ads within each campaign to see which ones are really speaking to that particular segment. Then get even more creative. What worked in that segment? Was it the OMG, or Win, Fail, or quotes in the headline? Or was it the call to action at the beginning of the body copy or at the end of the body copy? Which image worked best for these people? It varies depending on those segments.

Last couple slides. Google conversion code. Make sure it's on your site. Then identify your URL's thank you page syntax. Whether it's thank you for signing up for our newsletter or whatever, and then tag your URL's in Facebook with the Google tool. The URL builder. It's easy to find. It tags the UTM sources. Then filter in Google Analytics. Create an advanced segment where the landing page is going to be the UTM source equals Facebook. Make sure you're only seeing that segment, and then filter it by the pages that contain the thank you page URL syntax. It's as easy as that.

And that's all. I think I made it with 10 seconds. Whew. Thanks. I'm parched.

Jeff: All right. So we have a little time for some questions. Bethany Harvey is going to do somersaults around with a microphone to hand to you, so we can record your questions. Please wait until she gets you a microphone, and if you guys could speak into one of these handheld microphones when you answer. So who has a question?

Man:	Do you know if there's any plans to have mobile breakouts separately for the Google insights tool? Because we find that for some of our clients, mobile behaves quite differently from desktop, and we'd love to be able to get a sense of how those break out. It's in the keyword research tool broken out, but it seems like it should make sense to bring it over to insights as well.
Elizabeth:	Yeah, I wholeheartedly agree. I think as the mobile query volume grows, we'll probably continue to break out mobile and tablet, eventually, in all of our insights tools. In the interim, the workaround would be if you have any Google teams, they can pull that data for you. If you work with specific clients that have Google account teams, make them your best friend and ask them to pull those insights for you.
Jeff:	Anyone else?
Man:	This question is for Merry. You had mentioned in Facebook ads using orange as a specific color and using images that convey emotion. I was wondering if you had any other results regarding image testing in Facebook ads, whether it's better to use a human face, an object, or any other color theory, text versus images, or anything like that?
Merry:	I often will put the brand's logo in the image, trying to incorporate that. That's a way of adding text to your image. Red works, too. Yellow works. Anything that contrasts Facebook's - anyway, I do think that faces work better, again, if they convey emotion and they're looking at the person instead of away or off into the distance. We do use products in some cases, like if it's a fresh food place, a grocery store, then a nice bouquet of fresh fruit or vegetables would work great.
	Again, I like cranking up the saturation and contrast to really make it glow, almost. I don't like the tactic where you put an outline around the image. If it's kind of a darker image, put a red outline around it. It just seems schem-y to me. People can see through that.
Man:	Thank you.
Jeff:	Who else?
Man:	This is an adCenter question. Your slide mentioned click-to-call, but I don't think you really expanded on that. Can you give us a little more feedback on that?
Michelle:	Sure. On the mobile space in adCenter right now, we just launched click-to-call on bing.com, on the mobile site. Works just like click-to-call anywhere else. You're able to add the phone number into it, client clicks it,

off you go. We've always offered this on the low-fi feature phones. Any non-smartphone with a full web browser has always had that. This is really a release into the smartphone atmosphere for us.

There's always ways to cheat and still get click-to-call ads without paying for them, but very quickly a lot of the search engines are taking that away to monetize them. Like I said, we did go ahead and offer that for smartphones. It does run bing.com mobile and hopefully within the next couple months it will also be on the yahoo.com mobile networks as well.

Jeff: Anyone else?

Woman: Of course.

Man: He did that just to mess with you.

Jeff: I waited until she crossed.

Man: I also have a question for Merry about Facebook. What's your success rate depending on directing ads to either Facebook pages or external landing pages? Do you have thoughts, because it seems like you have wonderful thoughts. Expound. That's it.

Merry: I have opinions. We always hear that there's a better conversion rate within Facebook, keeping users on Facebook. However, consider your goals, consider those KPIs. In the end, if you do direct traffic to Facebook using a Facebook ad, you're essentially paying Facebook for traffic to Facebook. I would always like to try an outside my client's website where I can track it with analytics and see where else they go.

            We have comparable success rates with conversions for both of those. We hear that Facebook, leaving them in there is better, but again, you're paying Facebook lots of money to not get any traffic to your site.

Man: I've got a 7Search question. We use 7Search for a couple of our accounts, but I'm not sure exactly how best to see my 7Search ads in the environment in which they exist. I see the numbers. They're okay, but how do I actually see what my ads look like? I have no idea.

Charles: That's why we've recently, as you know, we've been updating our client interface pages, and as you know, 7Search is very much more transparent and granular than what it used to be. We include, within the client interface pages, the exact IP address where your ad is being shown at any given point dealing with that particular keyword, so you know exactly where the ad is being rotated through.

If you email me, I'd be more than happy to get you a complete list of all of our larger partners and to where those ads are being shown. Either Cleo or I would be more than happy to do that.

Cleo: You can also go to 7search.com/go, and your results will pop there.

Charles: Right, but this is on the publishers.

Man: Thanks.

Jeff: I think we have time for one more, if anyone has one.

Man: I don't even know if this question format will work, but I'm going to try it. We've heard that there are differences between the users of each of the search engines here, that they behave differently, they react differently. Can you tell me a little bit about what makes them click differently? Is there a difference in the type of call to action that I should put on Bing versus Google versus 7Search? What would make an ad successful on yours different from the other providers, instead of putting the same ad on all of yours.

Charles: Since 7Search here is the only site that's here that is not a primary destination website and our traffic comes to us through our publishers, when we have partnerships with our publishers, normally we get demographic, you know, who are your users, what do they like to do? Than when we talk to our advertisers about how they should be writing their ads and selecting their keywords, our client support people a lot of times help them out with that.

And of course because of our transparent and easy to work with client interface pages, the reporting is very clear as to what things are working and what things are not. But yes, you can always call us for that, too. Okay? So it really depends. That's the answer.

Michelle: I would say in my experience, it's not necessarily that there's a best practice for one search engine that's different from another that's different from another. As you said, all users are different. On the Yahoo Bing side, we have very engaged users. We are a web destination. We're not a search engine, first of all. Get that out of your heads. Yahoo is not a search engine. We are a digital media company. We provide user experiences, user content for people to come to our sites, and then we have advertising on the back end in order to support our revenue streams, our advertisers out there.

From my experience, one is know that there's a difference. Never think that what's working on Google is going to work on Yahoo is going to

work on 7Search. You need to get your campaigns up and running and look at them from fresh eyes. See what works in Yahoo and apply best practices to get the results there. See what's working in Google and find out how to get your best results from that spot as well.

It's not necessarily, in my experience at least, overarching differences that you can actually take action to. It's about your individual campaign performance and your individual industry itself.

Elizabeth: Yeah, I don't have a ton more to add, but I would just say at Google, we have tons of engineering resources that are always innovating when it comes to search ad formats. So I would encourage you to definitely take advantage of all of our ad extensions. For anyone who hasn't been on Ad Innovations, if you Google 'ad innovations', you'll have a list of all of our latest search betas, that even if you don't have an account team, you can often request to be whitelisted for.

So that's a great way to stay on the cutting edge in terms of what's going on in search from the Google standpoint.

Cleo: Can you repeat the question?

No, I'm kidding. I'm kidding. Something in addition, if you want to put our ads up versus, say, Google or a Yahoo, we have larger character limits as far as editing or us cutting or removing asterisks or other characters that Google doesn't accept, we do allow it. I've seen a lot of affiliate marketers that are really hands-on, throwing all kinds of crazy characters trying to get attention. There's more flexibility in how you create the ads.

So that's probably an advantage with us, if you're looking to test or test something wild.

Jeff: All right. Let's give them all a hand, again. Thanks, guys.