Megan: Hello everyone and welcome to today’s webinar, I’m Megan Stout, the online marketing coordinator here at Hanapin Marketing. Today we are going to be talking about Cutting Edge PPC: 8 New Techniques for 2013. Just as a reminder we will have a little bit of time at the end of the webinar for some Q&A. I’m going to toss it on offer to Jeff Allen and Dave Rosborough to start the Webinar.

Jeff: Hello, thanks for joining us today, I’m Jeff Allen, Director of Paid Search at Hanapin Marketing, I’m the first ugly mug… I’ve been doing internet marketing since Al Gore invented the internet, that’s a little-known fact about myself, and I started at Hanapin about a year and a half ago and I’ve very much enjoyed it. So I appreciate you guys joining us, and I’m going to let Dave talk a little about himself, and then we’ll jump right on into it.

Dave: Hi everybody. As Jeff mentioned, my name is Dave Rosborough. I am the second of the ugly mugs you get the pleasure of staring at. Let’s see, so I’m an account manager at Hanapin Marketing, also a writer for PPC Hero. I managed about 200,000+ in client PPC spend per month, and I also have quite a bit of experience in the automotive equipment, clothing, supplement verticals and more.

Jeff: Okay, thanks Dave. So again, take a look here – just a bit general briefing so we’re all on the same page. We’re going to start with a couple of quick polls. We’ll use this to help Dave and I tailor the presentation a little bit based on what experience people have and what people want to hear the most about on the Webinar today. Then we’re going to jump into our 8 tips. Dave is going to talk about Remarketing Expansion, Remarketing in Search, Automation and Segmentation… and I’m going to talk about Scripts, Top Performer Campaigns, a little about Pivot Tables - one of our coworker Sean Quadlin’s favorite topic - and The 1 Trick that Leads sto Flawless Account Management. Make sure you stay until the end for that. And then we’ll do a quick summary that will hopefully wrap things up, and then we’ll open up for Q&A. So if you have any questions during the webinar you can chat them over and we’ll make sure to address as many of them at the end as we possibly can. Well, Dave go ahead.

Dave: So those of you following along today have the option to take part in the live blogging on twitter. Just be sure to including the #cuttingedgeppc hashtag in your tweets. So to kick things off we’d like to start with a couple of live poll questions. Live poll question 1: In your opinion, which PPC strategy is going to become more/most valuable to your business as we move into 2013?

[pause]

Jeff: So please take a minute to just fill it out. We’ll wait a second so everyone has a chance to complete the response. For you Dave - Remarketing, Automation, PLAs , Attributions & Funnels, which one of those do you think is going to be the biggest one to hit 2013?

Dave: You know I feel like with the remarketing research on the horizon, of course it’s in Beta currently, but I think that’s going to become a huge player in the game as we move further into 2013 and begin to learn more about it. So, how about yourself, what do you think?

Jeff: I think that’s absolutely true. I also think some of the cool things analytics is doing with attribution modeling, that’s in Beta as well, but that’s a really cool feature for all of our clients to be able to tell in analytics better where clips are leading rank versus all those kinds of things. So I was creeping into 2012 and what’s going to become easier and more accessible in 2013. I think we probably concluded the poll results here, so we’ll go on, let everyone sit back for a minute. It looks like Attribution & Funnels is the top one that people think is going to be the biggest, and then followed by remarketing, so makes sense – along the lines of what Dave said. So moving on to poll question number 2: How long have you been in PPC? So this question really helps us better understand how to tailor this. There’s a lot of people new, some a little bit more high level. A lot of people at the 2-3 year level or the 5 or more, who may want to consider being a little more specific in our discussion today. Please take a minute to fill that out, give everyone a little bit of time here. I think for a lot of these topics, I wanted Dave to graze, the just started applies more than usual because we’re talking about a lot more new topics and new tactics.

Dave: Yeah definitely and we continue to learn more and more about these new tactics, so it’s somewhat of an ongoing learning process, as many of you already are well aware, so, just continuing to stay ahead of the game and staying on top of everything is really important for today’s industry.

Jeff: Absolutely, so it looks like we have a lot of people in the 1-3 year range, but 25% were 5 years, that seems a little higher than we normally see, so we’ll do our best to tailor the content on a little more of the advanced side. And now we’ll just let Dave get into his first four tips, and take it away.

Dave: Okay so, to start things off, expanding your remarketing efforts is going to be important, at least in my opinion as we move into 2013. Just as a refresher for those new to the game, remarketing is a feature that allows advertisers to reach people that have previously visited their website. So, once this happens, visitors are added to your remarketing list and shown relevant ads when they visit other sites around the display net. So, retargeting in a nutshell has many layers of complexity, because you have to determine which pages to track and not track. Essentially cultivating relevant audience pools against the tracked pages and the creative messaging that goes along with each respective pool, so. Remarketing has become an essential part of any PPC campaign due to its ability to increase conversion volume and generate higher ROI. So, having said all of that, how can we enhance remarketing volume and performance in 2013? Well, you could start by targeting users in all stages of the buying cycle. I’m talking leveraging customer combinations, sending tracking back to specific pages based on initial interests. I’ve actually found that it’s good to start with a small, core group of audiences, maybe all visitors, converting visitors, and non- converting visitors. Jeff, do you have any thoughts there?

Jeff: I think as far as you mention non-converting or converting users, my favorite technique there is to reach in through the sale cycle for a lot of clients, people on the sales cycle, is to target the actual converters in the remarketing campaign, feed them different messaging throughout the process, so if it’s a 3-month sales process, message the first month, second month and third month to help month to help make it a little easier on the sales people, they certainly appreciate that.

Dave: Definitely, definitely, and you know, just to piggyback off that, for e-commerce clients, you might even expand your lists to include each product shopper as well. So another tactic would be that we could create a separate campaign to remarket to users visiting your top-performing placements. So, as you know that adding extra layers to your display network targeting ultimately narrows the overall reach that you have, so by creating this new campaign it could be an effective way to kind of increase in that regard. So, this ultimately helps avoid restricting your current remarketing traffic as I just mentioned, so just to make sure that you don’t narrow your reach too much, you know, something to keep in mind then. So you want to be sure to add an exclusion to the initial campaign for every managed placement you ad to the new, you know, that should kind of go without saying just to help avoid cross-contamination when using multiple remarketing campaigns. Next on the list is segmenting your list at the ad group level for increased control. So this is good for, you know, trying to limit each ad group on one audience or custom combination just for optimal control. I’ve even found that remarketing to my youtube viewers has also been successful in some cases, so there’s another idea there. Of course you could always expand the membership duration as well. As Jeff mentioned, the different lengths of sales cycles, you can kind of tailor your membership duration to that in order to provide the optimal returns. So, not only that but you know, can also help grow your audience substantially, so. Just for an example, for one of my clients I increased the membership duration from 30 to 35 days and that was the difference between an extra roughly 5000 users in that particular pool. So another way to get more out of your remarketing is to incorporate both image and text ads. So, as you probably already know, the display network is comprised of websites in all shapes and sizes. As a result, it’s important to utilize every type and size of ad in order to maximize compatibility with these various web sites. And lastly, on the remarketing expansion topic - leveraging the overall campaign settings. So this can seem kind of mundane but for successful remarketing campaigns I’ve found that opting into accelerated delivery, particularly for branded efforts and maybe even the converting/converters audience, you can definitely squeeze out a few extra leads that way.

So the second of our 8 topics today is remarketing in search. So, this is another cutting-edge tactic that we feel is going to be really important and up-and-coming into 2013. So until now, remarketing has essentially been limited to display network only, but that’s changing. With Google’s Remarketing in Search Beta program, Google wants to take the benefits of traditional display remarketing and start integrating those into a search landscape. So, essentially you create remarketing lists just as you would with display but instead using information from your search campaigns to influence your messaging strategy. So, remarketing in search ads work using the same cookie creation process as traditional display remarketing. First, you place the remarketing pixel on the page you want to retarget, of course, users then enter your site and are then added to that respective targeting list. When that user returns to do a search for a keyword we are targeting, it’ll then be served in that. So, some benefits for using remarketing in search include – just utilization of more broad keywords, only on users that have entered the site before. So, if the user has already been to your website, that user can pre-qualify in a sense, and it therefore increases the chances that the user will convert long-term. Some keywords are simply too broad when used alone, but this pre-qualification aspect helps those keywords become more effective. So, you can also serve up more specific and tailored ad copy to users who have been to the site or a specific page within your site previously. If you know someone is searching for men’s clothing on your website, for example, you can then use that knowledge to your advantage in order to create more tailored ad copy. So another benefit here is enhanced knowledge of customer search behavior for better decision making. Just knowing which users are more likely to convert into buyers will allow you to reach more of these users within the search results pages. With remarketing in search, advertisers will now be able to make better keyword bidding decisions based on customer intent alone. So it’s recommended that your remarketing for search keyword bids be set higher than those of your search campaigns, and we will discuss that a little later during the webinar. So, another benefit here is you have the ability to choose the best landing pages for, you know, particular groups of users. So the landing pages you should choose also defer based on the search history of your customers, ultimately. For example, someone searched for women’s running shoes on your site, remarketing in search provides the ability to target these users in the search results pages and cater a specific experience to them. So, this can be effective for, you know, you can then go and create a specific ad revolving around women’s running shoes, and of course, you know, send the traffic to a page that features women’s running shoes. So, one thing to keep in mind though with remarketing for search is that, as with many things we do in PPC, we should build this out separately, so by creating a new campaign… Just simply because your search remarketing campaigns will be targeting the same search results pages your search campaigns are, so, it’s something to be aware of there.

Third is campaign automation, and freeing up more time for innovation and expansion. We feel those are going to be important as we move into 2013 as well. So as PPC account managers we are always pressed for time, this shouldn’t be news to anyone, and if it is you’re probably not testing it enough. Due to our ever-increasing time constraints and distractions that come from launching these new initiatives it becomes extremely easy to lose sight of the basics, you know, and by basics I’m talking about CPA adjustments, first-page bids, quality score breakouts, high-spending keywords, etc. So just keeping those in mind and not losing sight of them. But, fortunately campaign automation provides a great opportunity for us to kind of streamline those seemingly mundane tasks.

Jeff: Yeah, I think that’s a good point and when we’re talking about campaign automation I think some account managers concern too much about “this might replace me or might make it so what I do is not important.” To me It really shifts your focus from the routine tasks that have to get done and allows you to focus more on testing big-picture things, focusing on bigger initiatives and bigger impact and layout and things that you talked about and things like that. So I think that’s the big thing about automation- “oh, it’s set it and forget it,” but all it really does is free up account managers to focus on some of the more important things.

Dave: Yeah, that’s a great point and you know, especially in an industry that’s ever-changing, it’s very important to kind of stay ahead of the game and you know, you can only take so much without giving anything. So, you know, kind of giving up those mundane tasks definitely helps in the long run, so.

So yes, as I mentioned, adwords offers up a nice solution to the time crunch issue and can help free up time to take up new initiatives as we just discussed. Consider a frequent task you perform manually on a regular basis and it should be pretty easy to come up with a chunk of work that automation can essentially just take off your hands. Um, so for example, scheduling ads for special sales and events, pausing underperforming ads and keywords, changing keyword bids to help target ad repositions or even increasing bids to show ads on the first page. And all of those are examples of things that automation can handle for you. So, to create a rule, simply click on the automate button from any tab in the Adwords interface. Any rule can be reviewed under the bulk operations section of the left-hand navigation or through the automate drop-down window. So that navigation included in the dropdown is also very user-friendly in my opinion. Because it enables us to easily create rules for any campaign ad group keyword or ad, so they’re very, very versatile. Few popular rules include activating temporary campaigns and ads for promo events as mentioned, you can change and alter keyword bids based on CPA and other performance metrics. You can also set up automatic email notifications to alert you when your budget runs out, so that can also be helpful because, you know, one less thing to worry about on a monthly basis. So, in your opinion Jeff, what are some of your favorite rules?

Jeff: So I really like the “send-email when” rule for various things. I use it to help track when a number of metrics are met, for when a cost is met or something like that. For me it allows me to measure some metrics like spikes and impressions. So I might set the rule to be “20% higher than a typical day of impressions” send an email notification when there’s an issue there. Also the budget running out is significant, we had a client yesterday who had some big new stories about the industry that spiked spend and fortunately spiked sales, which doesn’t always come side by side. You use those kind of settings to let you know if 11 o’clock in the morning you hit your budget when you’re still only down. So obviously when you see a jump in the account, take a look and everything like that. So, I think that’s one of the best ones.

Dave: Excellent. So, in closing for this 3rd point, Adwords automated rules in most if not all 3rd party bidding platforms offer change history logs that can be particularly effective in keeping tabs on what was changed and when. So these can then be used to investigate performance slumps and ultimately help stabilize your accounts when things go awry.

Okay, let’s see, the fourth point that I’d like to cover before I kick things over to Jeff concerns segmentation strategy. So, adopting these new segmentation strategies and adding more granularity can also be an effective way to get more out of your PPC accounts in 2013. In fact, the way you segment your campaigns and ads can have a huge impact on key metrics like immersion volume CPA for example. Each additional level of segmentation ultimately increases your control in the long run, perhaps that is why this concept is particularly useful for larger accounts that drive a lot of volume and spend quickly. However, you need to be sure to strike a clean balance between the number of campaigns and budget. You don’t want to create extra work for yourself or spread your budget too thin which can happen with smaller accounts using this strategy. PPC campaigns can be segmented in several ways, many of which you may already know. So, ultimately each of these is going to add extra control in the long run, so for example, we could segment by network. So, search, display, maybe we can go as far as to segment out our search partner traffic. Maybe it’s by device, you know, computers versus tablets versus mobile phones, each of them could perform much differently than one another. Perhaps it’s geographical location, so – country, state, city, region, province, whatever it may be. Often times, different locations are going to perform different, so. Then again, there’s top performers, so moving top-performing keywords to their own campaigns with dedicated budgets; demographics, maybe a particular age group or gender on the display network performs better than another group or gender. Or, perhaps it’s campaign type – display versus remarketing, so obviously we don’t want to combine a bunch of different campaign types into one. So, just making sure we have everything segmented in that regard. And then, of course, day parting and much, much more, so. Very, very versatile, that was definitely not a conclusive list, there are several other segmentation strategies out there. In your opinion Jeff, what ways do you like to typically segment your campaigns and efforts?

Jeff: So I think everything you mentioned here is important. There is also what was at least lesser known to me until the last little bit is things like segmenting location targeting by physical location and intent, and not doing one or the other but doing one campaign that is physical location and one campaign of location of intent and trying those differently. A lot of times you’ll find one has drastically different CPA or CPL than other one does, and you can change a bit appropriately. Or, if it’s a lead-generation, you’d find one has a much better quality of lead than another. Maybe people in the physical location have a much lead quality than those who just have the intent or interest of that location, and targeting separately allows you to either cut one off, but do it based on data, or just bid them differently, maybe one is still valuable but juts half as valuable to you as the other ones are.

Dave: Yeah I think that’s a great point to make and honestly it just goes to show that every minor detail and setting within the advertising interface, be it Adwords, be it Paynads[?], so on and so forth. Each extra setting basically provides the opportunity for segmentation because often times, with those settings come different performance characteristics as Jeff mentioned, so I’m very glad you mentioned that. So in another example, I did a case study to learn how performance would be affected if I segmented my campaigns geographically in one of my accounts. After a 6 week testing period, I was able to decrease CPA by 43% and increase leads by 151% for one of my clients in the automotive equipment vertical. So, results will almost always vary but this performance gain is all because I had an extra layer of control, over you know, the campaign targeting those certain areas. So I could now make better bidding and budget decisions based on those top performing locations since, as we mentioned, some areas are just simply going to have better conversion rates than others. All things to be aware of. Yes, so those were the first four, I’m going to kick things over to Jeff now and let him walk through his.

Jeff: So the first one I’m going to talk about is adword scripts, and I’ll preface it that my tips probably require more reading afterwards than maybe I’ll be able to answer in the webinar. I want to touch on some things that we’re discovering here at Hanapin, using more and more of this year, and finding a lot of value in. So adword scripts, anyone who reads PPC Hero, probably in the last week has seen our miniseries on adword scripts, hopefully you’ve been able to dig into those, but it’s something we’ve been using a lot. They’re just easy ways to automatically generate reports, specifically how we generally use them on keywords, ads, or even account performing trends. So the scripts include ad performance review, keyword performance, quality score tracker and change over yesterday, which the change over yesterday is my favorite. You can actually program it to say, “if I saw whatever percent spike in impressions, say 20% spike in impressions yesterday or the day before, send me an email alerting me, so I know I need to check the account and that’s a metric I should look at.” So you can look at it by impressions, cost, conversions, cost per conversion, click through rate, any of those KPIs that you may want to consider and get emails automatically sent to you so that when you sit down at your desk, in my case it’s 6:30 in the morning, most people’s case 9:00 in the morning, you know exactly where you should start, which accounts or which metrics may be off the handle. It’s been a rule for a while, it’s under the bulk operations button on the left hand side under the shared library, and it’s just called “scripts”. So it’s under automated rules, just there you can see on the screen. As an example of what happens when you click it – so this is an account that we have several scripts set up for, you can see the button there to create a script. The scripts are written in javascript, so it’s certainly not for necessarily novices, this is something you’re going to want developers’ help on work. In the case of ours, someone on the team who’s really handy at it. You can see the impression alert test, that was something we created to test what would happen if you were sending emails based on a spike in impressions day over day. We can run it manually by clicking the run button or create a schedule for it. Right now it’s going to be run, so I get an email I think about 6:30AM when I get in in the morning. It’ll alert me with what’s happening with that metric to make sure nothing’s going haywire. Keyword performance for last 7 days, that tells me average position, tells me quality score, conversions by quality score, impression by quality score, and also puts together some charts and graphs to make it a little easier to digest the information, and something you can send along to the client if you really needed. So, it exports the data into Google Docs for you and then you can download into Excel and send it over. Quality Score tracker, this is something that solves a pretty frustrating things for us around here, where it will download on whatever interval you set, so let’s say once a month it’ll download all your keywords and their quality score. And you can set it on a schedule to do that every month, and every month it’ll add to that spreadsheet and show you the change for a specific keyword and that quality score.So if the keyword for one month turned to a 10 from a 7, you’ll get a notification or you’ll see in a column that you lost 3 points there. If it went from 7 to 10, you’d obviously see the opposite. So it’s a really cool way to do a running tally to make sure the things you’re doing on accounts are helping quality score and not hurting it, and you can track that performance over time. The ad report can be customized in a lot of different ways, but it basically is going to tell you the top performing headlines or the top performing display URLs or destination URLs, but it’s going to automatically run the report for you so if you’re doing a lot of ad testing, you can run that report, see the results, again some graphs and charts and something that you can export and diagnose what’s happening there. There’s obviously a lot to adword scripts, so I’ve put some resources in here to help point you in the right direction, this is definitely something that I think is the start of the path, but there’s developers.google.com/adwords/scripts, it’s a good useful site. I believe they have some templates on there that will help you get started, which I think how we got started was looking at some of those and customizing them. And then we have our two posts on PPC Hero part1 and part 2, and I think part 3 is going to come out soon. So, just go to PPC Hero and scan through the most recent articles you’ll find a few on scripts that explain it probably in much bigger detail and some more examples than I could do here. Then the basis is, it’s building a little bit on the automation that Dave talked about, but I use it a lot more for reports and things to guide strategy in anything from like… is that how you see scripts being used Dave?

Dave: Yeah, I definitely agree with that. I’d actually like to reiterate the importance of the quality score tracker. That’s something, as Jeff mentioned, it’s kind of really given us trouble, dare I say the PPC industry as a whole, simply not having the ability to see some sort of report that shows our quality scores increasing or decreasing. Obviously with larger accounts that becomes a process that you just simply can’t keep track of the scores of that many keywords. So having the ability to see over time whether or not your changes positively or negatively affecting your quality scores is going to be huge for something so important. Built right into the ad rank formula so it’s important to be aware of that.

Jeff: Excellent. So the next one is something that Dave actually talked about on his segmentation which is top performing campaigns. I put this as new for 2013, I probably talked about it for about half of 2012 but I still don’t see as much of it as I’d like to see which is taking the group of keywords you want to target and then – most impressions, most click, most conversions, best CPA – whatever the metric is, group them into one campaign and watch it closely. So it’s kind of the Warren Buffet approach – put all your eggs in one basket and watch that basket closely. It helps you decide where to spend your time, create better focus there, and also makes it a little easier to test things. This helps increase quality score, helps drive more conversions I found, and helps make a better proving ground for ad tests, that kind of thing. So here’s my little simplified process for how to do it and to explain it in a little more detail. So I usually start with the top 25 keywords. For this example let’s say we’re trying to improve quality score, so I find the top 25 keywords by impressions that also have a sub-7 quality score. We’re going to create a brand new account and name it top performer whatever variation of the campaign I’m going to use. And add 25 ad groups – one ad group for every keyword. So, this is a pretty important step – one ad group for keyword and then write hyper-specific ad copy for each ad group. This is where you get a big bump in quality score a lot of times so you can write more relevant ads that score higher for relevancy but also for expected click-through rate. And then ,my recommendation would be for 2 weeks after breaking out the top performing campaign, spend 80% of your time working on the top performing campaign – writing new ad copy… usually you’re going to find most things are going to be maybe exact match a lot of times, but broad match in this case where you’re working on impressions. Then you can have more negative keywords and that kind of thing. You’re really going to want to work on the top 25 keywords affecting the account. So this is an example just to back up what I’m saying a little bit here. So this was two 30-day periods – 30 days before breakout and 30 days after. The top line is the after, the bottom is how to do a bunch of filters obviously to find those 25 keywords and have them all reported in one place, and that’s what we see at the bottom. You see that the top performer campaign after the breakout had a much higher CPA, but in case of this client the goal was volume, so CPA wasn’t it, it was how many more conversions could we get. So you can see 143 conversions compared to 77 conversions before the breakout. You can also see that click-through rate went from 2.74% up to 4.76%, and that came from really doing a hard focus on ad copy and negative keywords and everything like that in the process. So you can see again that the CPA rose significantly, but the spend went up significantly and it’s the conversions which was really the goal here was top-line volume. So, you get a good look by breaking the campaigns down, breaking the keywords down and focusing really on the top 25 which will give you the biggest bang for your buck. Pivot table grouping – so for a lot of you, especially the five plus years of experience users this is probably nothing new. For me this is something I only learned about 6 months ago and I used to do things a lot harder. But, grouping allows you, instead of say doing average position by every possible by every possible average position, so 1.1, 1.2, 1.3, it allows you to group them in increments. So, you just right click the row in your pivot table that you want to group. Go the the “group and outline” and click “group”, and then you can choose “start at”, “end at”, and do your incremental grouping. So, for this, we’re looking at average position which was 5.25. So I want to look at average position by a quarter position to see what kind of effect it had on some primary metrics. You can see if you go into the spreadsheet now, the row labels are groups – you see 1-1.25, 1.25-1.5, and so on and so forth. And now you see all the impressions in that group, all the clicks in that group, and obviously you can extend to see conversions and click-through rate and all the different metrics you want to see, and throw some graphs together that show you not just average position by every single average position but ranked average position which is usually more helpful because it’s hard to target a position of 1.2 and then it’s between a 1 and a 1.25. So that just kind of gives you and idea of after grouping what you’re going to see. So this is click-through rate by grouped average position. You’re going to see a huge increase around the 3.5 to 4 range. Part of that may be because top performing keywords might attract a lot of clicks but not necessarily a lot of conversions so they get kind of bid down through the page. But it’s certainly an anomaly on this page that you want to consider. And then you can see between an ad position of 4 and 5.25, the click-through rate is so bad there’s probably something that’s going to hurt quality score which is going to have an impact on the rest of the account. That tells me if I’m down there I might consider chopping those keywords or taking out a lower average position because on the lower end the click-through rate goes back up, or a higher average position. So it’s going to give me some guidance on what kind of tests to run and where to really focus my efforts. So our other grouping options, you group by quality score, you group by score 1-3, then 4-7 and 8-10, and see how the different performance metrics vary for those different ranges. Click-through rate, conversion rate, cost per acquisition, cost per click. Basically anywhere there can be a lot of bearings in the number and you’re looking for trends, if you group that row you’re going to be able to tell a lot more data about the groupings, such as impression by average position as shown here. You can see the 1-1.75 there’s a lot of impressions, and that makes sense because it’s a high average position, but if I know based on the last graph that maybe I don’t perform that well at that high of a level, I’m actually doing the wrong type of impression. So this kind of informs where to start testing and things like that.

Dave: So yeah, I think those are all great points to cover there, and one quick thing to add there is you can also group date ranges, so on and so forth, which can be effective for looking at let’s say week over week, you know, performance, that tends to help us with a lot of our accounts just looking at weekly trends, daily trends, and maybe even monthly trends. So, you can.. there’s quite a bit of versatility when it comes to these grouping options so we definitely encourage you guys to kind of experiment and play around with those on your own time.

Jeff: Yeah, the date range one is a good catch. I use that one quite a bit and it helps. So, number 8 was the one I promised – the one trick that leads to flawless account management. This may just be the kick of the week but, this book by Shawn Achor, The Happiness Advantage, brilliant book, talking about being happy, make less mistakes, enjoy the work you do more, think of more creative solutions and everything like that. PPC gives us the wonderful opportunity to fail pretty much every day. Most of our tests, at least half of our tests are probably not going to work. We kind of know that going into it of course , we’re going to learn something, but at the end of the day it may be a failed test to stop doing. So the account managers who make the least numbers of mistakes, are the most resilient and who are the thought leaders of the industry are those who are the most happy. They’re the ones who have found joy in that, who learn something even if it’s not something that maybe they want to learn, like floor average position, kills sales volumes so you can’t do that, it’s not necessarily exciting news, but people who really absorb that information are the people that are the happiest and enjoy their work more. So a lot of this book and I really do recommend that you go out and buy it and read it, is talking about how to prime yourself before doing whatever. How to prime yourself for happiness before working on an account. How to put yourself in the right mindset before you approach your account, so you don’t go out there and haphazardly do something, or do something out of frustration or something like that. So a couple of tips - take 5 minutes and meditate, just breathe, just relax, just not think about PPC for a minute, this is specifically useful if you got a bad phone call, or you had a bad month or a bad week and you need. Take a walk around the building, the block, your house, your office, whatever you have there. Just get out, release some endorphins getting up and moving around but also helps to clear your head. And a couple of other ones which I think help put you in the right frame of mind which is not to say looking for mistakes or problems but looking for good things is to look at accounts which are doing well. Don’t just look at the ones that are doing bad – audit or campaign or test you’ve done is doing well, try to learn what you can from that, so train yourself to look for the good things sometimes. Sometimes that’s helpful. Also work on someone else’s account for a half hour or an hour. You’re probably going to be a little nicer to them or more congratulatory to them or more complimentary towards the things they’re doing, and again that’s going to put you in a little better mindset when you approach your account, and not be so critical of the work you’re doing. So, those are my 8 tips, Dave’s going to wrap up a summary here and we’ll have a final poll and take some questions.

Dave: Yes, so, we covered a lot today, all of which can help us stay ahead of the game in 2013, including focusing efforts on remarketing, automation, and segmentation; utilizing available adwords scripts, simply for saving time; driving more conversions for top performing campaigns, and better understanding and grouping our data through pivot tables. And then of course, taking a look at Shawn Achor’s book “The Happiness Advantage”. In closing, we now have one last poll question for those of you following along today, so we’ll kick it over to that now.

Jeff: Alright so the question is: we have exclusive offers for our webinar attendees, and we would just like to know which of these is the most intriguing or interesting to you, obviously this helps us do a little bit of market research as we’re doing this, so. Option A is free solutions blueprint with Hanapin Marketing. This is for existing accounts that are currently spending 15,000$ or more, so this is partly just aimed at who out there is in an active account spend $15k or more; and B is free market reach analysis with Hanapin, and those are for people who don’t have a PPC account and then really have a budget, say 10,000$ to start, really getting in there and they’re looking, they’re just kind of starting to dip their toes in PPC and figure out what’s going to work for them, and want some assistance with that. So, those are our two poll questions, I imagine 5+ years of experience are probably going to do a lot of one category A. [pause] So, we’re going to let Megan wrap up real quickly here and we’re going to take some questions.

Megan: Great, well thanks Jeff, first of all just thank you to everybody who joined us today, I hope you enjoyed the webinar and as a free-but-mighty gift we have a Hero Conf code. So if you’re planning on going to Hero Conf, you can just log on and through your registration if you type in webinar\_hc, you can save $100 on your Hero Conf registration. For those of you who don’t know what Hero Conf is, Hero Conf is Hanapin Marketing’s 100% PPC conference. We are going to be in Austin, TX this year from April 8th to the 10th. We’ve also got a link here for our solutions blueprint – if you want to submit your contact directly to us through our website, you use this link here. And as always, if you want to have a conversation, or have some questions for Jeff or Dave, feel free to reach out to either one. Jeff, you have some questions to go with here.

Dave: Yes, so, a couple of questions from the audience here.. so, number 1: what do you do if you create a top performer campaign but it spends without converting? Yeah, that’s a great question, I’m glad whoever asked this did, so, yes, if it were me, I would definitely utilize all of the exclusion tactics that I possibly could. So, maybe it’s transferring the negatives that you already had running in your.. in the campaign that you pulled those top performers from, that can kind of help cut out some of the excess spend. You know, of course, looking for new negative opportunities, and then just having better control over the bids themselves, could be particularly effective. It’s... even though it’s a top performer, maybe it isn’t ideal to jack up the bid on that particularly keyword and have it in position 1. But, maybe it’d be better off to target a lower position, say somewhere between 3 and 4, they can still drive traffic but at a much lesser cost. And also kind of help cut out some of that excess spending in that way, so. There are a few things you can do there but that’s a great question, thanks for asking.

Jeff: Yeah, that’s a great point and there’s probably always… you always need an escape route, right? I would say to make sure that you download [sadam editor new campaign export ?] because there are times we would talk about how to test your work. So, I’ve seen this but there are times that we do everything right most frustrating thing is when we do the best practices and it comes out worse. So make sure you download the account so if something doesn’t work you can see if it works. We also had a question on where can we see the quality score tracker in adwords I’m doing this comparison manually; this is something very frustrating – you actually have to set up the script. So if you go to PPC Hero there’s a whole blog post on setting up scripts. The quality score one is one that Google actually created for us, so it’s pretty easy to find if you go to URL that’s in the slide deck and find that there. It’s not an actual function in adwords yet but hopefully sometimes soon they’ll have it in there and it’ll be easier so we don’t have to do any coding or set up scripts. But right now it’s scripts and it requires a process to set it up. Another good question and really quick, we had a lot of question on this webinar, to answer any unanswered question send it to PPC Hero with exclamation, so we will go through and make sure we make time to answer more questions. We’ll just go through a few more here. So one question that we got is – what’s the difference between intent and location targeting, which is something I talked about. It’s the difference between targeting physical location and intent based location. Physical location means, if I’m targeting New York, and I’m targeting by physical location, one group that will actually see the ad are people in New York. If I do it by interest, it can be people all over who have an interest in New York. It’s the difference between someone typing “Hotel” in New York, they’re going to get a lot of NY hotel offers. But if I’m in Bloomington, Indiana, which I am, and I type “hotels in New York”, I’m going to get hotels in New York based on my interest location if that makes sense. That’s really the difference there. I think we probably have about one more time… time for about one more question, so I’ll let Dave take it away.

Dave: Okay so, this one says “is it uncommon to be given free reign to spend until I drop if ROA stays steady?” So, in most cases, that’s what I like to refer to as a dream account- no real spend threshold, if you’re hitting goals, the sky’s the limit. I think those are kind of a dime a dozen but, if you do have the opportunity to work with a client that’s …. Or for a particular business that does offer the opportunity to basically, no budget cap whatsoever as long as those goals are consistent, I would say why not, shoot for the stars. So yeah, got anything to add to that?

Jeff: Yeah I would say the same I mean, is it uncommon I would say.. it’s uncommon to maybe not have a cap at all, because most companies try and budget so that money has to come from somewhere and not necessarily have the money on hand or have the cash flow to handle the increase. I would say it’s somewhat uncommon but usually there’s buffer about 15-20% over if ROA has been met. Uncommon, yes, but it certainly happens and recommended if you’re hitting the goals, why not allocated more budget to the channel. I think that’s it for the questions, if we have time answer more, like we said, post to PPC Hero. You can also reach out to Dave and I directly, our email address are on the screen – [jeff.allen@hanapinmarketing.com](mailto:jeff.allen@hanapinmarketing.com) and [dave.rosborough@hanapinmarketing.com](mailto:dave.rosborough@hanapinmarketing.com), and if you ask us any questions we’d be happy to answer them. And I think that’s it, we want to thank you guys for joining us, we appreciate your time, and listening to Dave and I ramble on about what we think is going to be hot in 2013, so hope to have you guys on our next webinar.

Time – 6:25