

Google Partners

Micro-Moments Workshop

Agenda

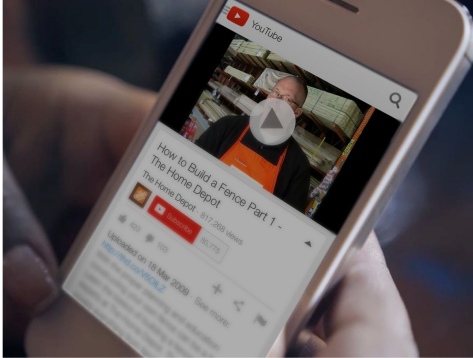
- 1 Why Online?
- 2 Why Now?
- 3 Why Google?
- 4 Why work with an Agency?

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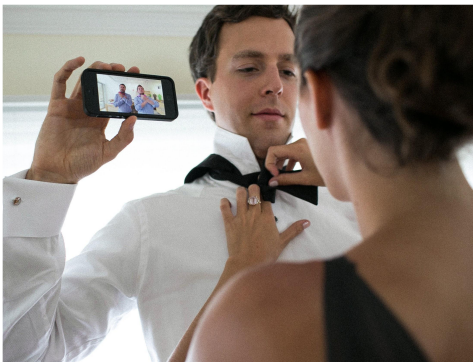
“ As many as **88%** of consumers are researching items online and then buying in a physical store. ”

Accenture: "Seamless Retail" - 2014

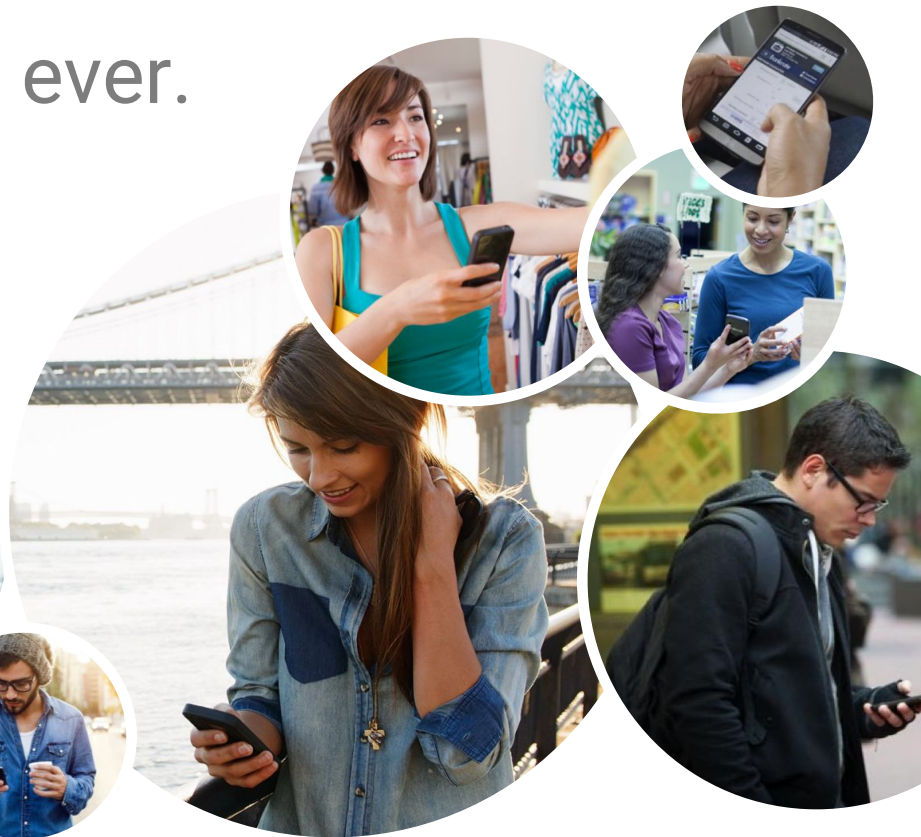
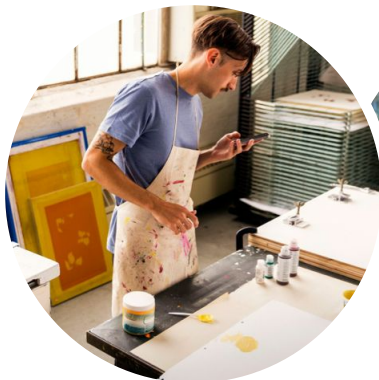




We don't go online. We live online.



We're tuning in more than ever.



Why online? Media consumption has **changed**.



2422 min/wk

1,939 min/wk

“Businesses that make use of the web are expected to grow **40%** faster than businesses that don’t.”

- BCG: “The connected world” - 2014

Take a look at John's sitting room.

90%

Move between devices
to accomplish a goal



63%

Watch TV and surf the
web at the same time

Google Partners



MICRO-MOMENTS WORKSHOP

150x

PER DAY



11:15 PM
Buy festival tote for
Coachella next weekend



6:50 AM
Wake up and check
today's weather



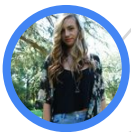
1:33pm
At lunch, play Scrabble
while waiting in line



11:09pm
Use flashlight app to
find dropped earring



1:13pm
Use maps to get directions
to Creole food truck



7:15 PM
Browse festival styles
on YouTube



8:42am
On the bus, read about
Coachella lineup



8:30am
At bus stop, listen
to new music playlist



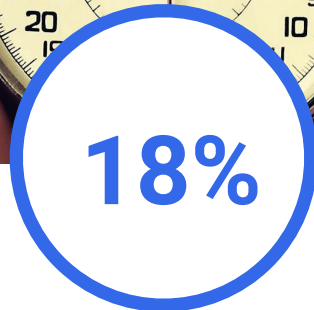
5:29pm
On bus, check email
for sales this weekend



11:36am
At work, book
Coachella tickets



increase in mobile's share of online sessions



decrease in time spent per visit



increase in mobile conversion rates

The world has changed.



61%

now prefer news on
PC, tablet, laptop or
mobile to newspaper



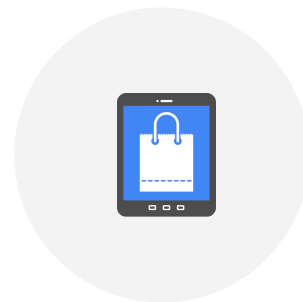
4hr 13min

more time spent online than
watching TV per week



150 hr/mo

spent online by the
average American



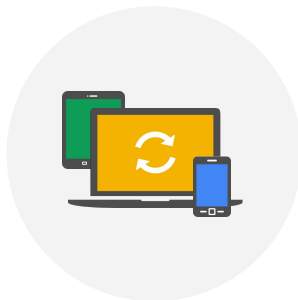
20%

of all online sales
are made on a
mobile device

Consumer Behaviour Changed

- 1 Why Online?
- 2 Why Now?
- 3 Why Google?
- 4 Why work with an Agency?

The buying process has changed too.



**They switch regularly
between devices.**



**They read reviews,
compare styles, and
research pricing**

The buying process has changed too.

They search.

Holiday in Vegas



93%

of buyers research online before purchasing.

40,000

online searches occur per second in the US.

They search again.

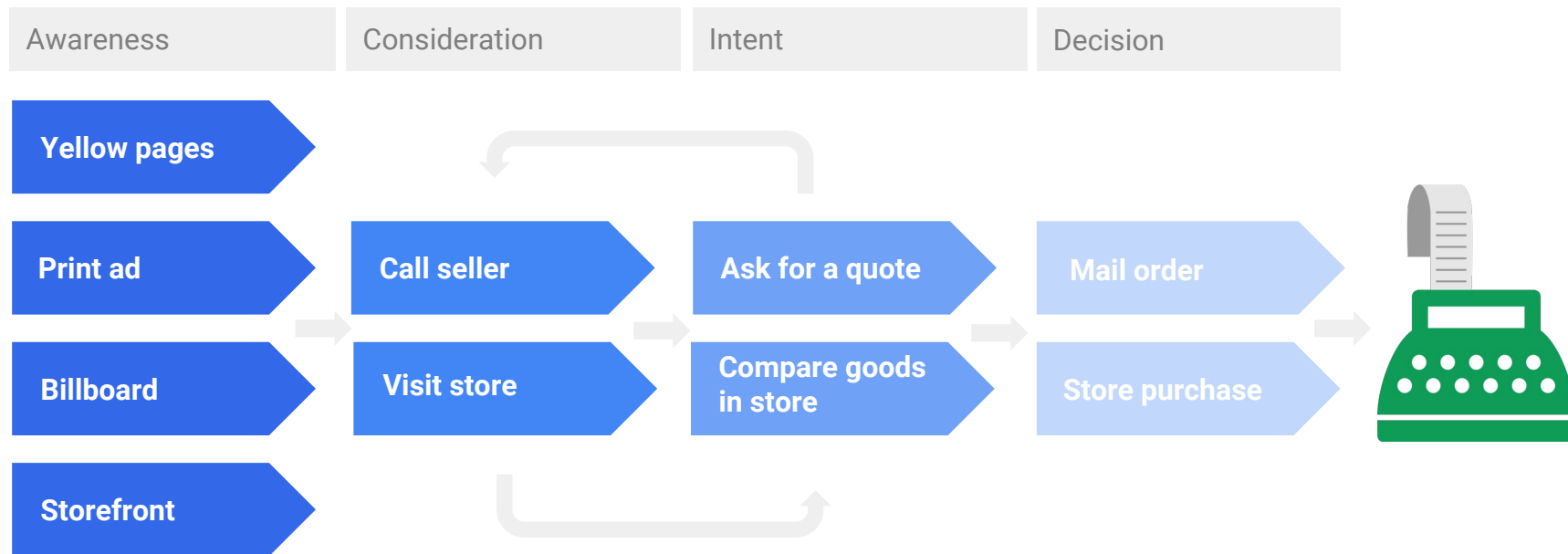
Cheap 2 nights + Vegas



10.4 sources

average number of information sources buyers research online before purchasing.

Buyers used to follow a linear path to purchase.



Top trending Verticals in your Market

Suggestion to add Top Trending Vertical (max 3) in your local market.

So what can you do to ramp up your presence online in 2015?

- 1 Why Online?
- 2 Why Now?
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BUILD AWARENESS

INFLUENCE CONSIDERATION

DRIVE SALES

Products to invest in per objective: an overview



YT Brand Channel + content



Livestream



TrueView



Rich Media Display
Search + Extensions



G+ pages and social
outreach



Enhanced Campaigns
+ Retargeting
Audience Targeting



Google Shopping



Click to Call
Location extensions
Proximity Bidding



G+ Community
Social extensions



Hangouts



Trueview



Brand and category keywords
Dynamic search ads
Search Extensions



Mobile Extensions



Always optimized with Analytics Remarketing
(Search, Display, Video, Dynamic)



Contextual targeting



Product info on YT



Google Shopping



Own all branded keywords

BUILD AWARENESS

INFLUENCE CONSIDERATION

DRIVE SALES

Targeted mass reach across devices during moments of relevance



Create iconic experiences

- Rich Media & Engagement Ads
- GDN Awareness Ads & YT Prime Packs



Reach your audience at the right time and place

- Click-to-call, app download, and location mobile extensions
- Active View Display Ads
- Engagement Display Ads
- TrueView YouTube Ads
- G+ Hangouts

People can't buy a brand if they don't know it



Greet those who are looking

- Google and YouTube Search
- Location, sitelink & offer extensions
- Remarketing
- Display Targeting (interest Category, Topic, Keyword Contextual)
- YouTube Content and Brand Channel



Amplify with social endorsement

- Social extensions for search
- Google+ communities
- Google+ Hangouts
- Community/Blogger Outreach
- YouTube Channel Subscriptions

BUILD AWARENESS

INFLUENCE CONSIDERATION

DRIVE SALES

Engaging communication for the right audience



Tell them the story they need to hear

- Enhanced campaigns
- Targeted video & display ads
- Retargeting (search, display, and video)
- Display Rich Media & Engagement Ads
- YouTube TrueView



Make it easy to buy

- Click-to-call, location extensions, and proximity bidding
- Mobile app extensions
- Product listing ads, Google Wallet, Offers

Turn people
who are aware
of the brand into
a buyer of the
brand



Answer their questions

- Display Targeting (Interest Category, Affinity, Keyword Contextual)
- Google & YouTube Search across devices
- G+ communities and circles
- G+ hangouts



Help them discover what others think

- Review extensions + Google places page
- G+ badge, Social Annotations, +Posts
- Google+ communities
- YouTube TrueView

BUILD AWARENESS

INFLUENCE CONSIDERATION

DRIVE SALES

Ensure your brand is present across the web when and where your customers are looking with smart ads that are relevant to their context and intent



Always There

- Brand and category keywords for Google Search and YouTube Search
- Dynamic Search Ads
- Display Targeting (Keyword Contextual, Similar Audience, Interest category)
- Display enhanced campaigns with Geo and Proximity bidding
- G+ page for business



Lead from
consideration to
purchase



Always Relevant

- Remarketing with relevant messaging (Search, Display, Video, Dynamic)
- Extensions (sitelink, location, social)
- Product Listing Ads
- Google Shopping
- Mobile extensions (app download, click-to-call, etc.)
- Display on product comparison and review sites



Always Optimized

- Search funnels
- Use Conversion tracking
- Use Google, YouTube
- Display Campaign Optimizer

Work and Win with Agencies

- 1 Why Online?
- 2 Why Now?
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The value of an agency

Market knowledge

Performance

Time



The value of a badged agency

A badged agency:

1. Has certified knowledge of AdWords, which can effectively improve your online advertising.
2. Demonstrates Google best practices through testing and performance optimization.
3. Actively manages customer needs and provides tailored reports to track ROI.
4. Runs a healthy business, proven through a minimum level of spend with AdWords.
5. Provides ongoing market and customer strategic insights.



Thank you!