



Google

Advertising Playbook

Discover new ways to increase
your clients' return on investment.

Google

Advertising Playbook



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You've already seen great
success with search advertising.

**But when it
comes to online
marketing,**

**there's more
out there.**

**And we're here
to help you
discover it all.**

Use this book to optimize what you're already doing for your clients and increase their return on investment (ROI).

It all starts with your clients' goals.

Keep these common objectives in mind while you develop unique solutions for your clients.

Drive Sales

Drive traffic, leads and conversions online and in-store.



Advertisers achieve a 7:1 ROI on investments in search-based marketing.¹

Gain Repeat Customers

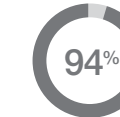
Establish your reputation and gain repeat customers.



of US online adults are "Critics," or users who contribute to ratings, reviews, blogs, and other social channels to voice their opinion.³

Expand Online

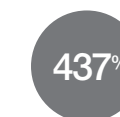
Build your online presence with social and mobile solutions.



of smartphone users look for local information on their phone and 70% connect with a business, 66% visit the business, and 36% make a purchase as a result.²

Generate Awareness

Increase the awareness of your business by reaching more people with your message.



Consumers exposed to a YouTube homepage ad are 437% more likely to engage in a key brand activity on the same day than those unexposed.⁴

How do I drive more sales online and in-store?



Google Display Network

Target the right audience

ONLINE: Use **Keyword Contextual Targeting** to match your clients' ads to relevant web pages (like targeting golf-related websites if they sell golf clubs). Implement **Remarketing** ads to target people who have already visited your clients' sites to remind them of their products and drive them back to purchase online.

OFFLINE: Include **Geographic targeting** ads in locations where your clients have physical stores and offer specific promotions to these users.



Mobile

Diversify your path to purchase

ONLINE: 65% of consumers start on a mobile device and 60% of those continue to purchase on a computer.¹ Design ads to capture customers on their phones with **mobile ad text** including calls to action like, "Call our store, now." Or, create a **mobile friendly landing page** or **mobile optimized site** on howtogomo.com.

OFFLINE: Increase sales and leads with **click-to-call**, a clickable phone number right in the mobile ad, making it as easy as possible for customers to connect directly to your clients' businesses. In the same way, **location extensions** add clickable directions. Focus local targeting by bidding higher for people near your clients' stores with the **bid by location** feature.



Google+

The power of recommendations

ONLINE: Show the number of +1s and followers your clients have across their Google+ pages, websites and ads with **AdWords social extensions** to make their ads more relevant and powerful at the moment of intent. On average, we see a 5-10% increase in clicks on ads with social extensions.



Analytics

Measure & optimize

ONLINE: Use **goals and event tracking** to better understand which marketing efforts are delivering the best results for your clients and discover areas for improvement. For customers who don't convert, find out where they dropped off and make website improvements based on your learnings.

OFFLINE: You can measure the effectiveness of your clients' websites offline, too. By including a **downloadable/printable coupon** on their sites, you can see how many customers are responding to content on their sites and visit their stores as a result.

¹) Google, The New Multi-screen World: Understanding Cross-platform Consumer Behavior, August, 2012.

Shoes of Prey integrates Analytics to gain conversions.

Goals:

To forge online partnerships leading to sales opportunities and to convert website visitors into purchasers.

- Stay up-to-date on what's being written about Shoes of Prey across websites and blogs.
- Identify top referring blogs and work with them to run follow-up articles.
- Gain knowledge about the most influential pages to maximize conversions generated through the website.



Results & Metrics:



Uplift in sales following a design competition via blog partner for launch of new product range



Shoes of Prey was able to identify the site pages most successful in motivating visitors to purchase

Shoes of Prey, a retail website that allows visitors to design, customize and buy handmade women's shoes online, used Analytics to their advantage.

Game Plan: Google Analytics

- Obtained Google Analytics **Intelligence Alerts** to reveal sources of converting traffic
- Identified valuable partners worth future time investment in order to create valuable sales opportunities
- Created **custom reports** in Google Analytics to review/gain insight on highest converting pages
- Measured page views and goal completions
- Derived percentage of visitors to a particular page who go on to buy
- Featured information contained in most successful pages in more places to stimulate sales

Why it worked:

Keeping up with the web

Google Analytics Intelligence Alerts reveal which blogs are sending the most valuable converting traffic to the Shoes of Prey website: "We constantly monitor the Intelligence Alerts reports...we want to ensure that we are speaking to people writing about us as soon as they publish."
- Michael Fox, co-founder, Shoes of Prey

Reaching out to partners

Shoes of Prey identified the wedding blog Polka Dot Bride as a potential partner when they launched a range of wedding shoes. "Together we ran a competition for their readers to design and win a pair of wedding shoes on Shoes of Prey," says Michael. The result? A 10% lift in sales.

Capitalizing on conversions

Google Analytics makes it easy to identify top-referring blogs that could turn into valuable partners. "I look at the traffic sources referring sites report, switch over to the 'Goals/Ecommerce' tab, and sort by conversion rate/revenue," Michael explains.

Delivering on data

Michael's team uses Google Analytics' custom reporting facility to review 3 key data points for their website: pages visited, number of views per page and the number of sales or goal completions generated per session. Based on the data, the team identified the most influential pages on their site and improved online messaging accordingly.



Learn more about Google Analytics Intelligence Alerts. Scan the QR code with your smartphone.

Or visit: www.g.co/intelligencealerts

The Home Depot: 360° mobile strategy bridges the gap between in-store and mobile experience

Goals: **Capitalize early on the fast-growing mobile market.**

- Expand mobile audience with mobile site redesign and a cutting edge app
- Improve user experience on mobile and in-store
- Better understand mobile impact on their physical locations




Google Mobile Ads helped The Home Depot more than quadruple mobile sales.

Results & Metrics:

3x Visits originating from a mobile phone have tripled in one year


4x Mobile sales more than quadrupled

 Implemented close monitoring of key mobile conversions (store locator clicks)


15 **7** Rose from 15 to 7 on Keynote's mobile commerce index


The Home Depot is the world's largest home improvement specialty retailer that's seen great results with Google Mobile Ads.

Game Plan: Google Mobile Ads

 Promoted mobile site through Google Mobile Ads using call extensions, location extensions, sitelinks and mobile Google Display Network to raise awareness.

Optimized for mobile conversions by answering needs of main audience:

 More than 1,000 How-To videos for "do-it-yourselfers" hungry for content from wherever they are.

 The ability to buy on mobile and pick-up in-store for pros/contractors who want to get in and out of the store quickly.

Why it worked:



Driving sales in-store

As a multi-channel retailer, The Home Depot understands the impact of its mobile website on its physical stores: "There is a stronger connectivity between mobile and stores than there is between our desktop site and the stores. Mobile is the bridge between interconnected retail," says Matthew Jones, general manager of mobile for The Home Depot.



Connect with customers faster

Google Mobile Ads have been fundamental to The Home Depot's online success. They include Mobile Ad formats such as call extensions for one-touch calling convenience, location extensions for access to addresses, maps and mobile sitelinks so users can navigate straight to specific pages.



Lower cost-per-conversion

"Sales are the macro-conversion but when users look up our store hours or a store phone number or driving directions, those are other mobile conversions that will potentially lead to a physical in-store purchase," says Jones. The cost per macro-conversion has decreased by 75% since the mobile site launched.



Learn more about extending your client's reach with Google Mobile Ads. **Scan the QR code with your smartphone.**

Or visit: www.g.co/mobileads

How do I build my online presence and move people from consideration to purchase?



Google Display Network Optimize at scale

Enable **Display Campaign Optimizer (DCO)** to automatically generate the maximum conversions at target cost-per-acquisition (CPA). Choose the ad rotation setting and optimize for conversions, give preference to ads that are expected to perform best and optimize display keywords just as you would for search. Increase bids on high performing keywords, and decrease bids or pause keywords that are not performing.



Mobile Engage on the go

13% of global online traffic comes from mobile phones.¹ Users expect their mobile experience to be as good as their desktop experience, and 67% of people say that a mobile-friendly site makes them more likely to buy a product or service.² Capitalize on this by offering **mobile ads** that drive to **mobile-optimized sites**, helping clients increase engagement and drive purchases from customers on the go.



Google+ Start meaningful conversations

Google+ Communities make it easier for businesses and people to get together and have meaningful discussions around common interests. Your clients can use Communities to extend the conversation from their Google+ page and reach new users with similar interests.



Analytics Test & improve

Run **content experiments** to test variations of your clients' pages so you'll know which information leads to the most conversions. Set up the tests in Google Analytics under "Experiments" in the Content section.

1) Source: Mary Meeker, State of the Internet Report, Dec 2012. 2) howtogomo.com, Google internal research.

See how the Google Display Network helped Julian Bakery grow.

Goals:
To drive brand recognition and increase sales online & in-store.

- Optimize display campaigns and maximize return on investment through contextual targeting, geographic targeting and conversion tracking.



The Google Display Network helped Julian Bakery become familiar to consumers, and as a result, helped them generate sales.

Results & Metrics:


40 to **1,000**
Grown from 40 distributors to 1,000 distributors nationwide

1,000 to **300,000**
Grown from 1,000 to 300,000 customers

Case study published in 2012.

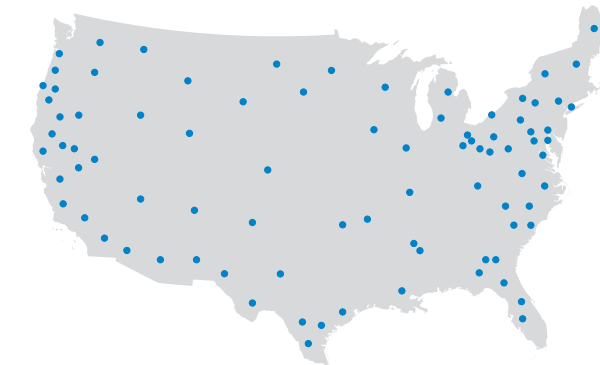
Julian Bakery is a specialty bakery on a mission to bring healthy and delicious breads to everyone with the help of the Google Display Network.

Game Plan: Google Display Network

 Created an **image ad** featuring an image of their bread and logo to generate greater consumer recognition for their business.

 Used **relevant keywords** and **geographic targeting** to display ads only in states and cities where their bread is sold.

Why it worked:



National reach
“With the Google Display Network, we’ve really seen an increase in sales, not only online but offline. People are either calling us on the phone placing their orders, purchasing through our website, or finding a store close to them that sells our bread.” – Heath Squier, Vice President, Julian Bakery



Learn more about display ads.
Scan the QR code with your smartphone.

Or visit: www.g.co/displayads

They’re also on YouTube!

Take a look at their brand channel for healthy cooking demos.
www.g.co/engagelcase1

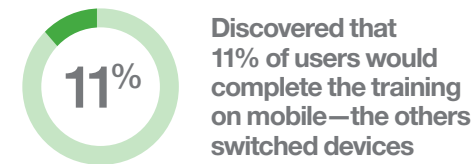
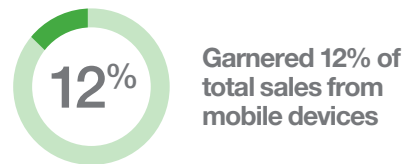
See how ProTrainings found success with a cross-device model.

Goals:
Understand user behavior in a multi-device context.

- Cater to on-the-go users
- Understand cross-device attribution



Results & Metrics:



Case study published in 2012.

Google Mobile Ads helped ProTrainings, a nationally recognized training company, provide e-learning on health and safety courses to more people.

Game Plan: Google Mobile Ads

Offered \$5 discount for customers signing up from mobile devices so they have a reason to sign up from their phone rather than enter the URL on their computer.

Measured and optimized for mobile conversions to increase sales and discover insights about their target audience.

Why it worked:



Understand user behavior

ProTrainings' target audience is comprised of on-the-go doctors, nurses, and paramedics, etc. In December 2011, they unveiled a mobile site and began using mobile search ads for their time-strapped audience. The campaign data from Google Analytics revealed that a shocking number of people were searching for information and visiting the website on mobile devices.

Create a multi-device solution

It was important for ProTrainings to understand their users' journey across devices. So, when visitors access the site from their smartphones, they land on a mobile optimized page offering a \$5 discount on the overall training. Since the code is only given to mobile visitors, ProTrainings can identify converting users who originated from mobile and determine a more accurate attribution model across devices.

Increase sales

Thanks to this smart method, ProTrainings can attribute 12% of overall sales to customers who initiated the training process from their mobile devices. Thanks to the mobile offer, sales initiated from mobile increased by 35%. "Many marketers have been asking themselves: does mobile work as a marketing medium, and can it be attributed? We have no doubt about it," says Scott Andersen, co-founder, ProTrainings.



Learn more about creating a mobile-optimized site with howtogomo. Scan the QR code with your smartphone.

Or visit: www.g.co/engagegomo

How do I build a loyal fan base and gain repeat customers?



Google Display Network Capitalize on interest

Launch a **remarketing campaign** to pick up customers who may have left your clients' sites without making a purchase. With the help of Google Analytics, go to **Content Reports** to see which content users are most interested in on your clients' sites and customize ads based on those categories. You can also target customers with special deals and let them know about new offerings.



Google+ Get closer to customers

A **Google+ page** keeps your clients directly connected to their customers. They can use posts to share a unique offer with followers, thank customers for their business, or engage their customers face-to-face via Hangouts. It's easier to grow a loyal fan base when your clients add the **Google+ badge** to their websites. It lets visitors +1, share their content and follow their Google+ page without leaving their sites.



YouTube Diversify content

Create a **brand channel** or add new video content to your clients' existing channels to engage current followers. Likewise, running good quality **video ads** on YouTube can lead to their ads being shared widely and more word of mouth and direct response sales.



Analytics Give users what they want

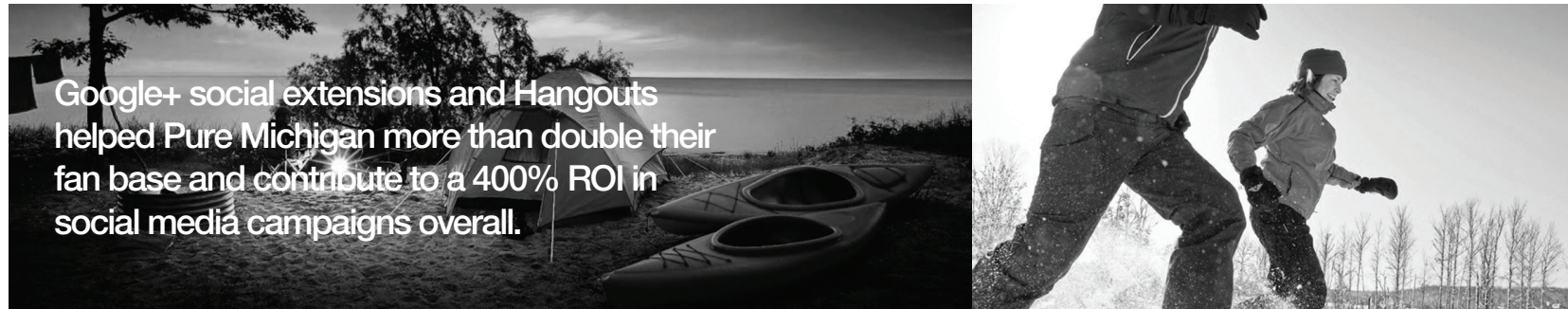
Measure all your clients' online promotions and outlets (newsletter, email, social media, blog, etc.) with the URL Builder.¹ Then, use the **All Traffic Report** to determine which efforts users best respond to and focus your attention on the most successful channels. Use **Real-time Reports** (available under the Home Tab) to see if and how people are responding to launch promotions as quickly as possible.

¹ Learn more about URL Builder at the Help Center. Go to support.google.com and search "URL Builder."

Pure Michigan strikes pure gold with Google+

Goals:
Connect with people (inside and outside the state) and encourage them to vacation in Michigan.

- Promote Michigan as a great place to live, work, play and build a business.
- Make Michigan.org a destination site for activity suggestions and ideas.

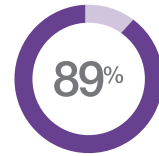


Google+ social extensions and Hangouts helped Pure Michigan more than double their fan base and contribute to a 400% ROI in social media campaigns overall.

Results & Metrics:



Higher CTR when displaying social connections



Increase in followers after first Hangout



2012 Mercury Awards for Social Media and four other categories

The Pure Michigan campaign (michigan.org) is the most-visited state tourism website in the US.

Game Plan: Google+ Social Extensions & Google+

+1 Included **social extensions** on paid-search ads.

Hangouts Hosted **Google+ Hangouts** with guests like NASCAR driver Brad Keselowski.

“We’ve found that for every dollar the state of Michigan invests in the travel campaign, it gets back over \$4.00 in revenue via taxes. The overall campaign is profitable for the state,” says Wiebesick.

Why it worked:



Synergy of social & search

“In a search for Michigan, our AdWords search ad may also show you which of your friends like our Google+ Page. There is social proof in seeing which of your dozens of friends already like the page,” says Chad Wiebesick, director of social media and interactive marketing, Michigan Economic Development Corporation (MEDC).

Results & ROI

Pure Michigan has seen a higher click-through rate on paid search results when displaying social connections. And, a higher return on investment (ROI) when it comes to social-media campaigns overall.

Connect & share

Pure Michigan is all about getting to know their Google+ followers and sharing content that interests them. “With Google+, we envision ourselves as curators of a fine art gallery,” Wiebesick says. “Michigan has stunning beauty and marvelous diversity. We showcase that in a very photographic way on Google+.”



Check out their Google+ page. Scan the QR code with your smartphone.

Or visit: www.g.co/engagecase3

How do I generate more awareness for my business?



Google Display Network Reach the right audience

Just like your clients' businesses cater to certain customers, their customers may be interested in certain topics. To help your clients' AdWords ads reach the right audience, use **Topic Targeting** and **Interest Category Targeting** to place their ads on websites their customers will likely visit.



YouTube Make a lasting impression

Use **video advertising** to engage your clients' potential customers in a unique, memorable way. You decide where the ads show up on YouTube and your clients only pay when someone chooses to watch their ads. Or, create a **brand channel** for clients who have rich video content. Add a social element by offering the chance to subscribe to the channel at the beginning and at the end of the video.



Mobile Be "on" all the time

Searches on mobile have increased 200 percent in the last year, and Android now ships 1.3 million devices daily.¹ Don't miss out on customers—make sure your clients can be found by people searching from all devices. You can even **schedule your extensions** to show up at the time that works best. For example, show a clickable phone number when your clients' stores are open then turn off click-to-call and direct customers to a website after hours.



Analytics Leverage recommendations

Use the **Traffic Sources report** to find blogs or other sites that have featured your clients' businesses before. Start a conversation with the owner or editor for future mentions and find other relevant sites that could help promote their business.

¹) Mary Meeker, State of the Internet Report, Dec 2012.

See how Airbnb used several Google products to reach an audience beyond expectation.

Goals:

Build awareness globally.

- Acquire customers for Airbnb's unique online marketplace.
- Attract, engage and inspire an audience beyond budget travelers.
- Increase awareness about Airbnb amongst consumers in target cities and countries.



The Google Display Network and YouTube helped Airbnb grow to over 2 million nights booked.

Results & Metrics:





Increased the number of nights booked from 800,000 to 2 million

 **450,000**


Generated 450,000 video views in 4 months

Google helped Airbnb grow as a trusted community marketplace for people to list, discover, and book unique accommodations around the world.

Game Plan: Google Display Network

-  Used **remarketing** to reach customers who have shown an interest in Airbnb through site visits.
-  Featured images of rental accommodations in **display ads** to show rather than tell their story to prospective customers.

YouTube

-  Showcased inspiring properties and reached a valuable audience on YouTube using **video ads**.

Why it worked:



International reach

"Airbnb has become an incredibly international business. People abroad wouldn't otherwise know about us, and the way that we reach our foreign audience is through the Google Display ads," says Nathan Blecharczyk, CTO & Co-Founder.



Geographic targeting

Airbnb was looking for platforms and channels that allowed them to target a specific audience – particularly by geography.

Nathan Blecharczyk says they went to Google first because, "they had the best targeting tools."



Cost efficient at scale

Airbnb found advertising with Google to be tremendously cost efficient. "When something's working we scale it up and when something's not we optimize it or we turn it off," explains Blecharczyk.



See the founders of Airbnb talk about Google firsthand. [Scan the QR code with your smartphone.](#)

Or visit: www.g.co/engagecase2

Call your Google representative to get started.

Use a combination of Google advertising products to increase your clients' ROI. Call your rep to talk about possible opportunities to customize solutions for your clients. When you adopt two or more products per account, let your rep know, and you could be featured as our next case study.

Visit Agency Edge to learn how to use all the Google ad products.

	 Google Mobile	 YouTube	 Google Display Network	 Google+	 Google Analytics
Drive Sales	Mobile ad text Mobile bid adjustments Bid by location Mobile optimized site Click-to-call Location extensions		Keyword Contextual Targeting Remarketing Geographic Targeting	Social Extensions	Intelligence Alerts Custom Reports
Expand Online	Click-to-call Mobile bid adjustments Mobile ad text		Display Campaign Optimizer Contextual Targeting Conversion Tracking Geographic Targeting	Communities	Content Experiments
Gain Repeat Customers	Mobile optimized site Mobile sitelinks	Brand Channel AdWords for Video	Remarketing Content Report (with Google Analytics)	Social Extensions Hangouts	All Traffic Report Real-time Report
Generate Awareness	Mobile ad text Mobile optimized site Schedule extensions	Brand Channel AdWords for Video	Topic Targeting Interest Category Targeting		Traffic Sources Report
Learn on Agency Edge	www.g.co/engagemobile	www.g.co/engageyt	www.g.co/engagedn	www.g.co/engageplus	www.g.co/engagega



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