Using online tools, like Google, to increase customers

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Let’s get acquainted

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Agenda: Our journey today

1. What is your value proposition

2. Your future client:
   • Customer journey
   • Persona creation
   • Content creation

3. Online presence:
   • Website optimization + social

4. Online paid ads:
   • Google Ads: Google Ads, Youtube Ads
   • Facebook/IG Ads
A propelling question

How might we...

Attract our ideal customers by using digital marketing tools to increase sales?
Value proposition

Solutions to market problems

Value proposition

- Clearly understand exactly what your product or services provides customers
- What makes your company unique or distinct compared
- “God Gene”
Activity
Define your value prop

1. Write out your value prop in 3-5 sentences
2. Share your value prop with your neighbor
Your Future Client

Ideal Customers
Customer journey

Overview
Customer persona

Overview

A semi-fictional representation of your ideal customer based on market research and real data about your existing customers.
Customer persona

Overview

- Attract high quality leads
- Win the hearts and minds
- Improve reputation
- Develop great strategies
- Provides content guardrails
- Saves time
Activity
Define your ideal customer

1. Create your persona: Demographic, age, income level, education, geographic location
2. Share your persona with your neighbor
Content creation

Overview

Customer focus:

• **Content marketing**: Focus on what prospects and customers care about

• **What is content marketing**: Any mix of text, images, and videos creation

• **Persona focus**: Focus on business and industry specific needs when it comes to content

• **Mix it up**: Variation across multiple channels will engage your visitors’ interest, inform them about your company, pull them across your marketing funnel
Your Online Presence

Optimization of Your Online Presence
Online presence

Business case

Not being online is a large missed opportunity

89% of consumers use Internet search engines to make purchasing decisions. Not having an online presence could lead to lost economic opportunities.
Online presence
Google My Business

Register at:
www.google.com/business
Online presence
Google My Business

Key Takeaways

• Complete fill out profile
• Manage hours of operations
• Include hours of ops
• Humanize brand: Images and videos
• Data tools: Insights tool and keywords
Online presence

Google My Business

Posts

Messages

Reviews
Online presence
Google My Business: Marketing

Free stickers, posters, social posts, and more – from your Business Profile on Google
Online presence
Google: Other tools

Use Trends to find popular search terms on Google

g.co/testmysite

Think with Google
Test My Site
A slow mobile site limits your business.

Enter your domain to test your mobile speed →

Google Search Console
Improve your performance on Google Search

Search Console tools and reports help you measure your site’s search traffic and performance. Fix issues, and make your site shine in Google Search results

Start here

Trends
Explore what the world is searching

Or start with an example

Showing 1 of 6 examples →

Latest Stories and Insights

Interests by subcategory: Food, 14 days, United States
Activity
What are customers searching?

1. Using **Google Search** type in words and phrases that you think will make your top competition pop up

2. Using **Google Search** type in words and phrases that your ideal customers my use when looking for your service/product.
Online presence

Website

Who is your target audience?

Why do I need a website?

What is success for my website?

How do I track success?
Online presence

Website optimization

- Clear CTA: Clicks are currency
- Information hierarchy
- Relevant & original content
- Optimize images
- Increase website loading
- Reviews and blogs
- Keywords and phrases
Online presence

Social media optimization

Facebook.com/business
Online presence
Social media optimization

• Build your tribe with a purpose
• Jab, jab, jab, right hook
• Social validation
• Right planform right time
• Thought leadership vignettes
• Long form content is back
• Clear CTA and conversion
Activity
Social media content

1. Write down what are the top 5 social media post you’ve seen in past 2 weeks
2. Write down if they provided value solution or asked for something from you
3. Write down top 5 industry themes your customers care about
In God we trust, all others bring data.

-Edward Deming
Online presence

Google Analytics: Measuring success

https://analytics.google.com
# Online presence

## Google Analytics: Measuring success

<table>
<thead>
<tr>
<th>Age</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
<td>Bounce Rate</td>
</tr>
<tr>
<td>18-24</td>
<td>21,619 (58.27%)</td>
<td>14,781 (56.11%)</td>
<td>42.53% (44.54% -4.65%)</td>
</tr>
<tr>
<td>25-34</td>
<td>14,781 (56.11%)</td>
<td>14,781 (56.11%)</td>
<td>42.53% (44.54% -4.65%)</td>
</tr>
<tr>
<td>35-44</td>
<td>9,013 (41.69%)</td>
<td>9,013 (41.69%)</td>
<td>27.45% (50.72%)</td>
</tr>
<tr>
<td>45-54</td>
<td>1,678 (7.76%)</td>
<td>1,678 (7.76%)</td>
<td>42.67% (8.42%)</td>
</tr>
<tr>
<td>55-64</td>
<td>649 (3.00%)</td>
<td>649 (3.00%)</td>
<td>45.32% (2.51%)</td>
</tr>
<tr>
<td>65+</td>
<td>352 (1.71%)</td>
<td>352 (1.71%)</td>
<td>46.36% (0.76%)</td>
</tr>
</tbody>
</table>
## Online presence

### Google Analytics: Measuring success

<table>
<thead>
<tr>
<th>Default Channeling Group</th>
<th>Acquisition</th>
<th>Behavior</th>
<th>Conversions</th>
<th>eCommerce Conversion Rate</th>
<th>Transactions</th>
<th>Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Users</td>
<td>New Users</td>
<td>Sessions</td>
<td>Bounce Rate</td>
<td>Pages / Session</td>
<td>Avg. Session</td>
</tr>
<tr>
<td></td>
<td>% of Total:</td>
<td>% of Total:</td>
<td>% of Total:</td>
<td>% of Total:</td>
<td>Avg for View:</td>
<td>Duration</td>
</tr>
<tr>
<td></td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
<td>100.00%</td>
<td>4:00:00:00</td>
<td>00:02:50</td>
</tr>
<tr>
<td></td>
<td>(37,102)</td>
<td>(26,342)</td>
<td>(47,566)</td>
<td>(44.54%)</td>
<td>(4.41)</td>
<td>(0.00%)</td>
</tr>
<tr>
<td>1. Organic Search</td>
<td>20,024 (53.97%)</td>
<td>14,348 (54.47%)</td>
<td>23,735 (49.90%)</td>
<td>51.81%</td>
<td>3.62</td>
<td>00:02:10</td>
</tr>
<tr>
<td>2. Direct</td>
<td>8,923 (24.05%)</td>
<td>6,514 (24.73%)</td>
<td>10,779 (22.66%)</td>
<td>45.64%</td>
<td>4.21</td>
<td>00:02:55</td>
</tr>
<tr>
<td>3. Referral</td>
<td>5,042 (13.59%)</td>
<td>3,417 (12.97%)</td>
<td>8,880 (18.88%)</td>
<td>23.79%</td>
<td>6.88</td>
<td>00:04:33</td>
</tr>
<tr>
<td>4. Paid Search</td>
<td>1,410 (3.69%)</td>
<td>938 (3.56%)</td>
<td>1,879 (3.95%)</td>
<td>36.19%</td>
<td>5.10</td>
<td>00:03:06</td>
</tr>
<tr>
<td>5. Social</td>
<td>983 (2.65%)</td>
<td>635 (2.41%)</td>
<td>1,313 (2.76%)</td>
<td>51.70%</td>
<td>3.10</td>
<td>00:02:00</td>
</tr>
<tr>
<td>6. Affiliates</td>
<td>720 (1.94%)</td>
<td>490 (1.86%)</td>
<td>880 (1.85%)</td>
<td>57.54%</td>
<td>2.93</td>
<td>00:02:51</td>
</tr>
</tbody>
</table>
Online Paid Ads

Google, Facebook
Paid Ads – Marketing funnel
Driving online traffic to your point of conversion

Digital marketing channel
- Paid ads (PPC)
- Email marketing
- Webinars
- Social media
- Thoughts pieces: blogs
- Case studies/white papers
- Vlogs/videos
Paid Ads – Google Ads

Overview

• Only pay when customers click or call
• You set the monthly budget
• You control where your ads are shown
• Create copy or image ads
• Track and measure success
Paid Ads – Google Ads

Display network

• The display network includes millions of websites, including Google websites like Gmail and YouTube.

• Connect to millions of websites

• Allows you to remarket
Paid Ads – Google Ads

Google Search network

• Search-related websites and apps.

• Your ad can appear when people search for products or services you promote.

• The network includes Google.com, Google Maps, Google Play, plus search-related sites that partner with Google to publish ads.
Paid Ads – Google Ads: Ideal Ad

1. Two Headlines
   (30 characters each)

   Specialized Pizza - Call Us, We Can Make It
   www.designpizza.com

   Family-owned pizza parlor creating fine confections since 1974. Call or visit today!

2. Description Line
   (80 characters max)

   Display URL
   (Choose the most relevant page on your website)
Paid Ads – Google Ads

Target by location

OR

Target by radius
Paid Ads – Google Ads

Set your budget

Set the amount that you want to spend on advertising each day.

- $ 4.93 per day average
- $ 150.00 per month maximum

Predicted ad reach:
- 172 - 288 clicks and calls per month

How your budget works:

- What you pay for: Pay only when people click your ad or call your business.
- How much it costs: Costs vary for each click, but you won't spend more than your monthly budget.
- If you change your mind: Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.

This estimate is based on businesses with similar ad settings and budget.
Paid Ads – Google Ads

How Google bidding works
Paid Ads – Youtube Ads

1.8 Billion

Monthly signed in users.
Paid Ads – Facebook Ads

Facebook Ads

- Impressions vs clicks
- CTA clarity
- Geolocation
- Lookalike audience
- Boost post
- Long tail content vs short form vs video
Paid Ads – Facebook Ads

Long form content

- Tell a story
- Clear visuals
- Have clear CTAS
- Direct customer to conversion page
- Create a lookalike audience
Paid Ads – Facebook Ads

Video ads
- Tell A story
- Keep it short
- Have clear CTAS
- Direct customer to conversion page
Paid Ads – CAC + LTV

Customer acquisition cost
The CAC can be calculated by simply dividing all the costs spent on acquiring more customers (marketing expenses) by the number of customers acquired in the period the money was spent.

Example:
If a company spent $100 on marketing in a year and acquired 100 customers in the same year, their CAC is $1.00.
Paid Ads – CAC + LTV

Lifetime Value of Customer
A prediction of the net profit attributed to the entire future relationship with a customer.

Example:
An ideal LTV:CAC ratio should be 3:1. The value of a customer should be three times more than the cost of acquiring them. If the ratio is too close i.e. 1:1, you are spending too much.
Thank You!

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