



GROW YOUR BUSINESS WITH HELP FROM GOOGLE – Adwords and Analytics

JUSTIN EMIG

**VP, MARKETING AND INNOVATION
WEB TALENT MARKETING**

HELLO

I am Justin Emig

- Holds 10 digital marketing certifications
- Has 9 years of digital marketing experience
- “Googles” for a Living
- Reads A LOT, tinkers, and thinks about the Future
- Obsessed with the consumer in the intersection of retail and digital



Web Talent
MARKETING

GET TO KNOW ME A BIT MORE.



AGENDA

- **Google AdWords:** Leverage Paid Search advertising to reach target audiences with less than \$300 a month in advertising spend.
- **Google Analytics:** A free tool to understand more about the people who come to your website.
- **Bonus...** If time permits.

GOOGLE ADWORDS: LEVERAGING PAID SEARCH TO REACH A LARGER AUDIENCE

WHAT IS GOOGLE ADWORDS?

- Google's advertising platform.
- Essentially an auction, done in real time. Think real estate. You bid on the space (keywords) that you want, in order to reach the audience you want to reach.
- You bid on specific keywords or combinations of keywords.
- Shown above the Organic Results (even Maps).
- Is there a budget requirement? No.
 - Everything is cost per click and you set budget limits.
 - Spend as little or as much as you want.
 - Have done it for \$250 per month all the way up to \$1 million per month.

notary public in san diego

All Maps Images News Shopping More Settings Tools

About 733,000 results (0.56 seconds)

South San Diego Mobile Notary | We Drive to You 24/7 | notaryclass.org
Ad www.notaryclass.org/ (619) 592-8663
Notary available anywhere in south San Diego. Call Now!

Mobile Notary San Diego Bonded | Business and Public Specialist
Ad www.thesandiegomobilenotary.com/
Mobile Notary service to you at hospitals, jails, businesses, homes. Great Rates
Contact · Prices

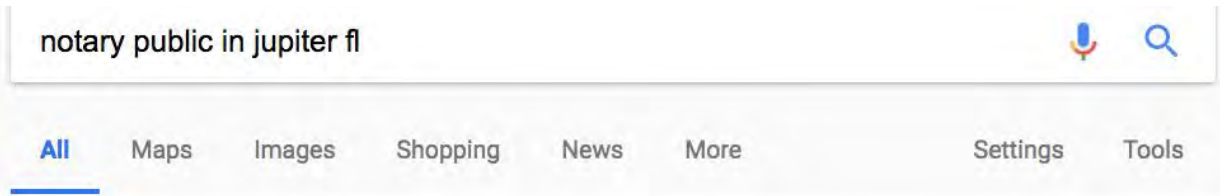
Licensed Notary Services | at The UPS Store in Mira Mesa
Ad sandiego-ca-1841.theupsstorelocal.com/Notary/Services
We offer our notary services anytime during our business hours.
Locally owned. · More than just shipping · Your one-stop shop. · Quick friendly service.
Notary Services · Mail Box Services · Professional Printing · Passports & Photo ID

24HR San Diego Mobile Notary | Very Helpful, Fast, Reasonable
Ad www.melissasmobilenotary.com/
Call Melissa to help you with all your notary needs - many repeat customers
Highlights: 24/7 Mobile Notary, BBB Accredited Business

Rating Hours

San Diego Notary Now - Mobile Notary Public
4.6 ★★★★★ (9) · Notary Public
San Diego, CA · (619) 784-1221
Open · Closes 11PM

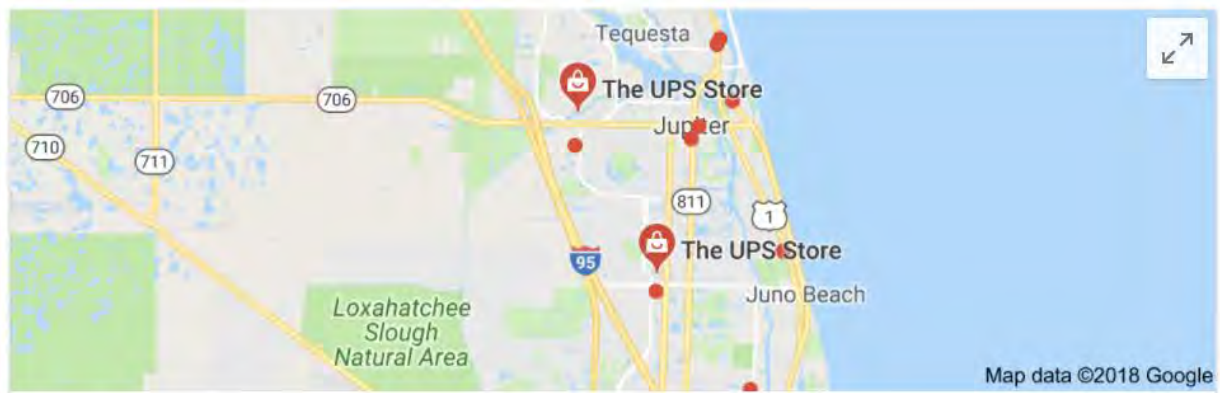
WHAT IS GOOGLE ADWORDS?



About 101,000 results (0.49 seconds)

Mobile Notary Service | Schedule Today | mobilenotarypb.com
Ad www.mobilenotarypb.com/
We come to you to notarize your docs. Call today to schedule an appointment.
24/7 service · Call us today · Notary Public
Services: Real Estate Closings, Power of Attorney, Legal Agreements

These are paid ads.



Rating ▾ Hours ▾

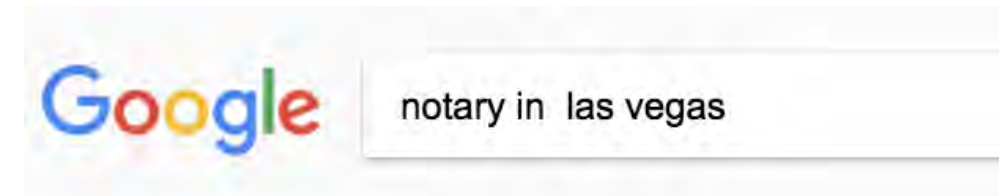
A Mobile Notary Service Company
No reviews · Notary Public
(561) 667-3976
Open · Closes 7PM
[WEBSITE](#)

The UPS Store
3.0 ★★★★★ (10) · \$\$ · Shipping and Mailing Service
Shipping, packing & business services · Abacoa Plaza
5500 Military Trail #22 · (561) 691-9222
Open · Closes 6:30PM
[WEBSITE](#) [DIRECTIONS](#)

The UPS Store
3.8 ★★★★★ (11) · \$\$ · Shipping and Mailing Service
Shipping, packing & business services · Jupiter West Plaza
6671 W Indiantown Rd Ste 50 · (561) 575-5799
Open · Closes 6:30PM
[WEBSITE](#) [DIRECTIONS](#)

[More places](#)

Organic Listings



← Rating ▾ Hours ▾

Fingerprinting Express
Ad 5.0 ★★★★★ (47) · Fingerprint...
6485 S Rainbow Blvd
(702) 489-7994
[WEBSITE](#) [DIRECTIONS](#)

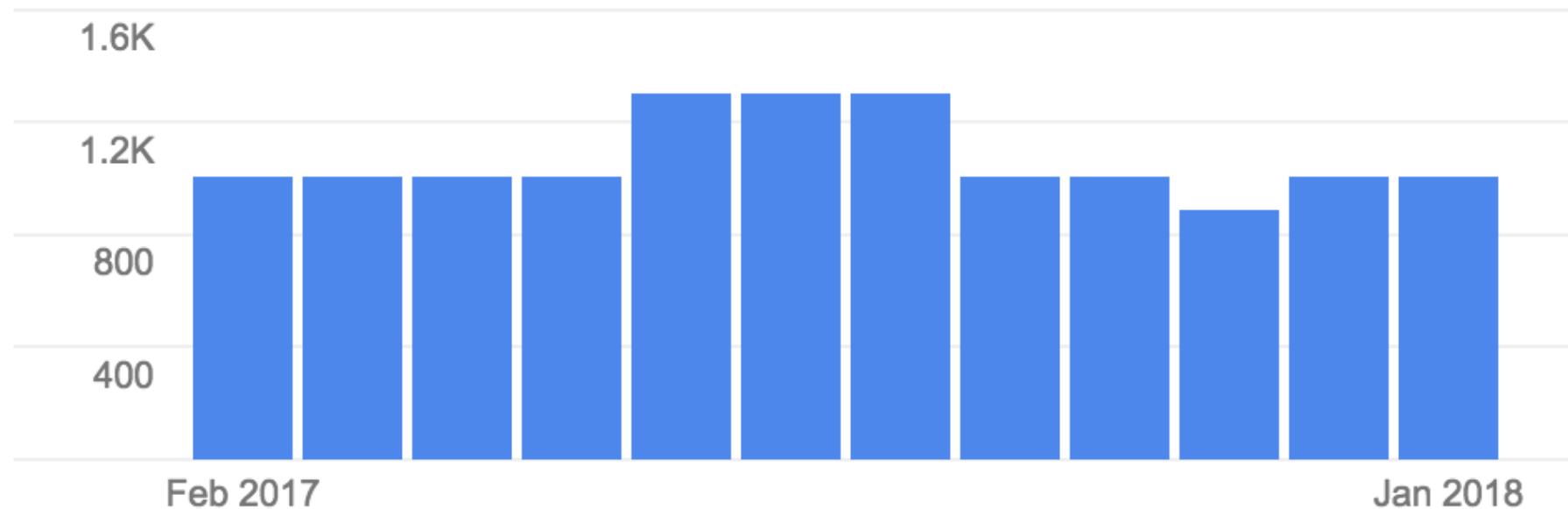
Sand Dollar Mobile Notary Las Vegas
5.0 ★★★★★ (69) · Notary Public
(702) 763-4747
Open · Closes 6:30PM

Mobile Notary Las Vegas
5.0 ★★★★★ (5) · Notary Public
(702) 825-7789
Open 24 hours
[WEBSITE](#)

The UPS Store
3.8 ★★★★★ (12) · \$\$ · Shipping a...
Store offering shipping, packaging, printing & other services, plus office supplies.
Downtown Summerlin
11035 Lavender Hill Dr #160
(702) 331-5512
Open · Closes 9PM
[WEBSITE](#) [DIRECTIONS](#)

WHY IS ADWORDS WORTH IT?

Monthly searches for: Feb 2017 - Jan 2018



- This is the amount of monthly searches for the query... Notary near me... in Lancaster County, PA (population of 500k).
- The intent of that particular query is strong for someone who wants to visit a brick and mortar Notary.
- You have the ability to place an ad for your business at the top of that page, above maps for that keyword. Top results receive approximately 30% of all clicks.

notary near me

All Maps Shopping News Books More Settings Tools

About 12,400,000 results (0.52 seconds)

Map data ©2018 Google

Rating Hours Sort by

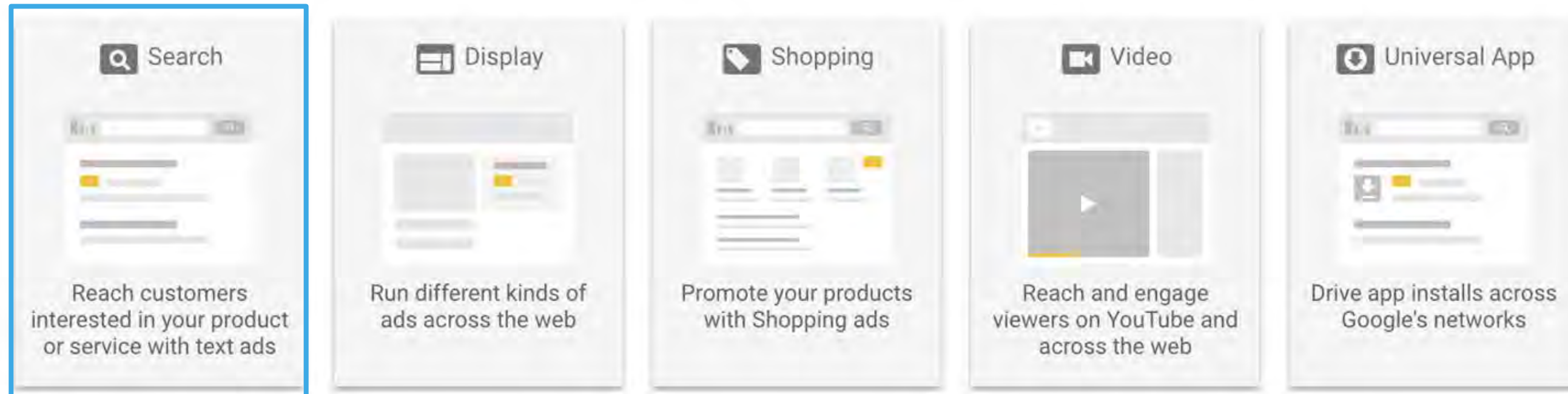
Runkle's Notary • Tag • Title
4.1 ★★★★★ (27) · Notary Public
0.9 mi · 22 East Ave · (717) 812-9292
Open · Closes 7PM
WEBSITE DIRECTIONS

Postal Connections - Red Lion
5.0 ★★★★★ (5) · Shipping Service
1.2 mi · 3151 Cape Horn Rd · (717) 246-3570
Open · Closes 7PM
WEBSITE DIRECTIONS

The UPS Store
3.6 ★★★★★ (14) · \$\$ · Shipping and Mailing Service
Shipping, packing & business services
1.2 mi · 651 Lombard Rd · (717) 246-7670
Open · Closes 7PM
WEBSITE DIRECTIONS

More places

ADWORDS CAMPAIGN OPTIONS



Notary Available Mon-Sat | Find A Location Near You | postalannex.com

Ad www.postalannex.com/Legal-Services/Notary-Public

Notarize documents such as loans, contracts, escrow, car titles, deeds & more.

Walk-Ins Welcome · Insured · Confidential · Bonded

Amenities: Shipping, Customized Printing, Copy Services, Fax Services, Packaging Supplies

📍 6549 Mission Gorge Rd, San Diego, CA - (619) 284-4006

Print Services

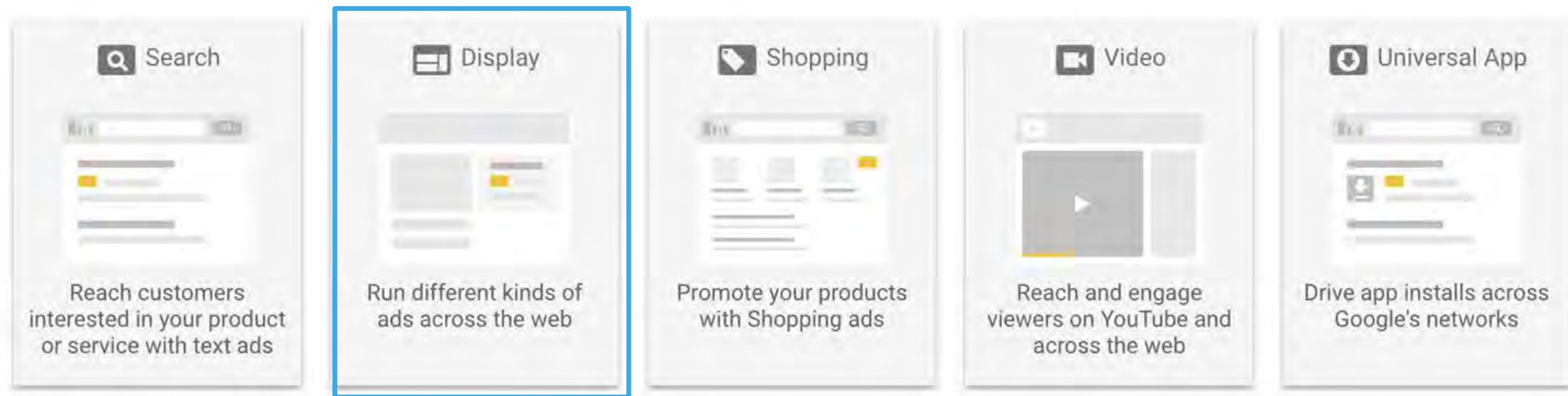
Print Documents, Photos, Mail, etc
In High-Res Color or Black & White.

Shipping Services

Ship Documents & Packages
Domestic or International

- Estimated Bid Amount for Notary Near Me within Lancaster County = \$0.76 per click.
 - This means for \$300, you could earn 394 clicks, which means 394 more people visiting your website, learning about your services and potentially visiting your location.
 - That is also only bidding on ONE keyword. Think of all the potential keywords.

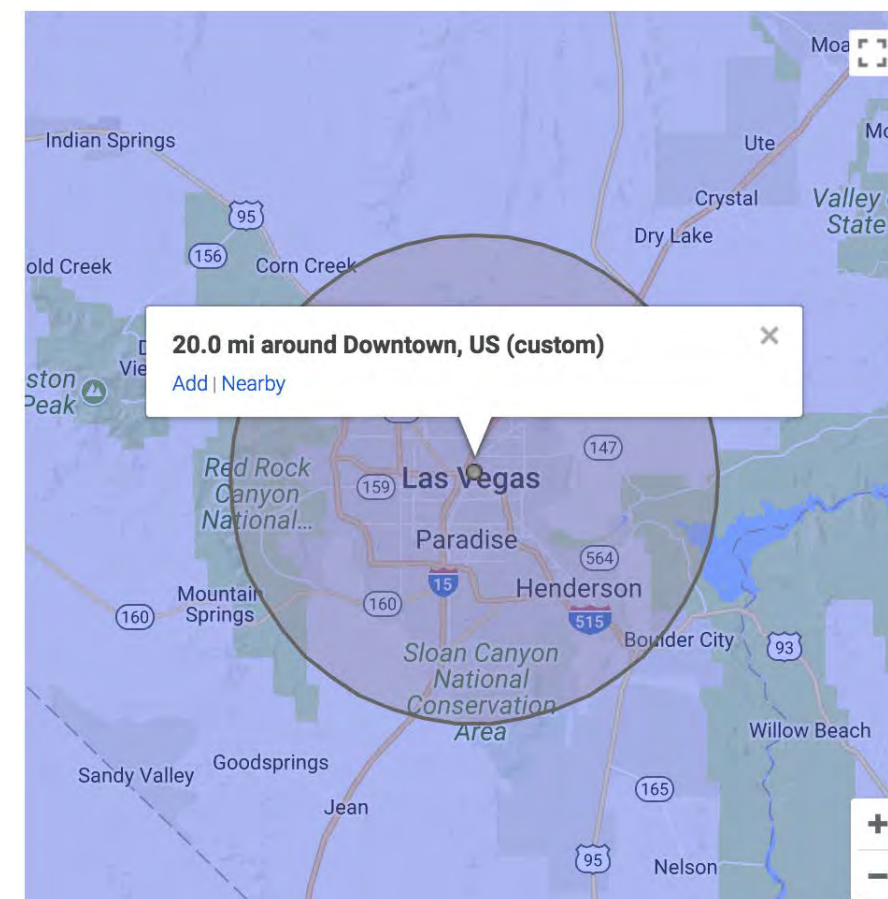
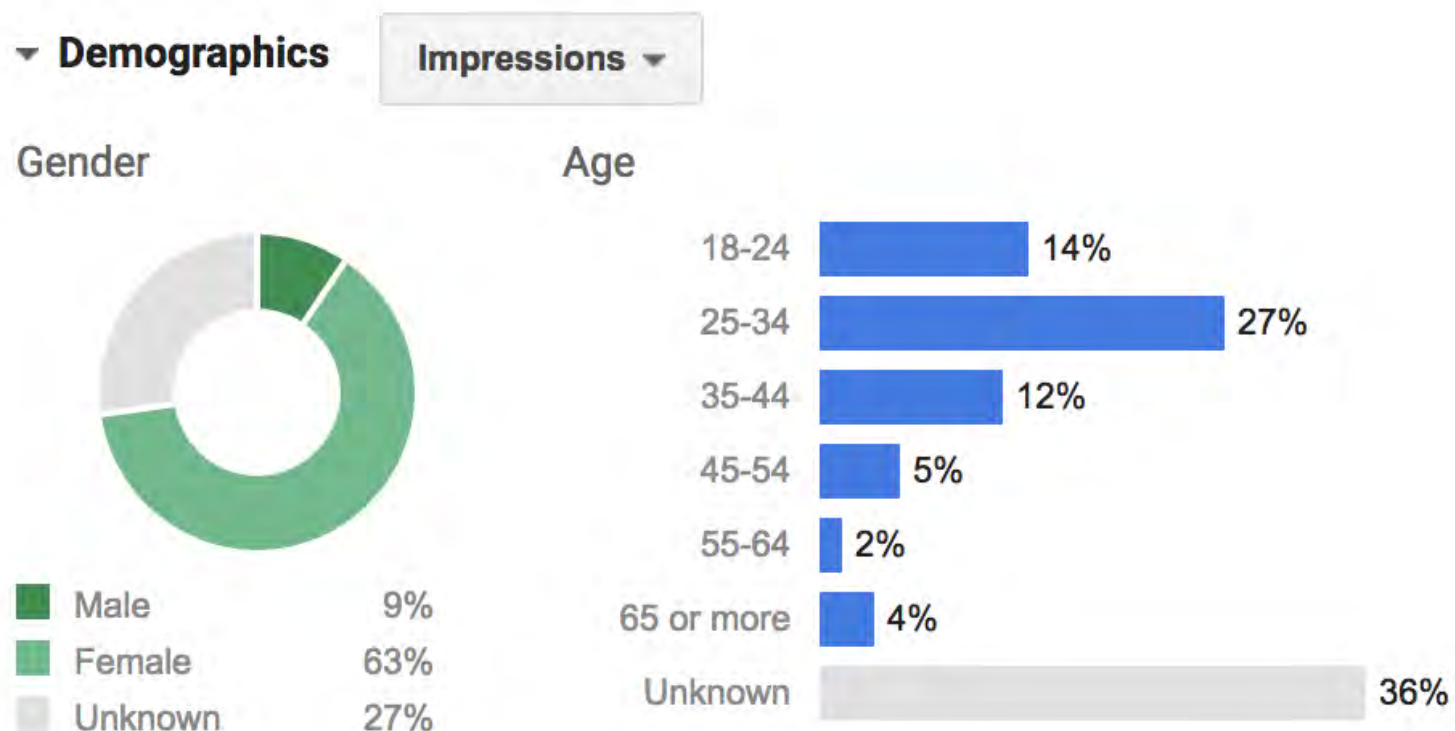
ADWORDS CAMPAIGN OPTIONS



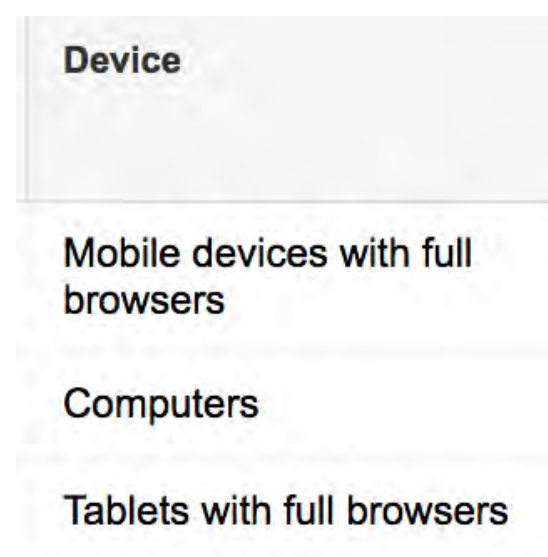
The screenshot shows the WikiHow website interface. The article title is "How to Become a Notary", which is marked as "Reader Approved". The article text describes the role of a notary and mentions that there are 6.4 million notaries in the US, expected to double by 2020. Below the article, there is a display advertisement for NationalNotary.org. The ad features the text "Why You Should Become A Notary Public" and a "READ MORE" button. The ad is labeled as an "Advertisement" with a dollar sign icon.

- Display ads are banner ads on particular websites throughout the internet. Google is able to place ads on over 300 million websites.
- Targeting is available based upon:
 - Topics
 - Interests
 - Demographics
 - Keywords

ADWORDS TARGETING OPTIONS



- AdWords provides you the ability to target via:
 - Geography (down to zip code)
 - Radius, county, Nielsen DMA
 - Device
 - Age and Gender Demo
 - Parenting also available for display campaigns
- Targeting allows you to reach a specific audience and control costs.



ADWORDS

Country/Territory	Region	Metro area	City	Most specific location ?
United States	Florida	Orlando-Daytona Beach-Melbourne FL	Apopka	32712
United States	Georgia	Savannah GA	Brooklet	30415
United States	California	San Francisco-Oakland-San Jose CA	San Jose	San Jose
United States	Florida	Orlando-Daytona Beach-Melbourne FL	Kissimmee	34743
United States	Florida	Orlando-Daytona Beach-Melbourne FL	Orlando	32812
United States	Florida	Orlando-Daytona Beach-Melbourne FL	Orlando	32839

Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?
144	1,804	7.98%	\$0.51	\$73.99	2.3

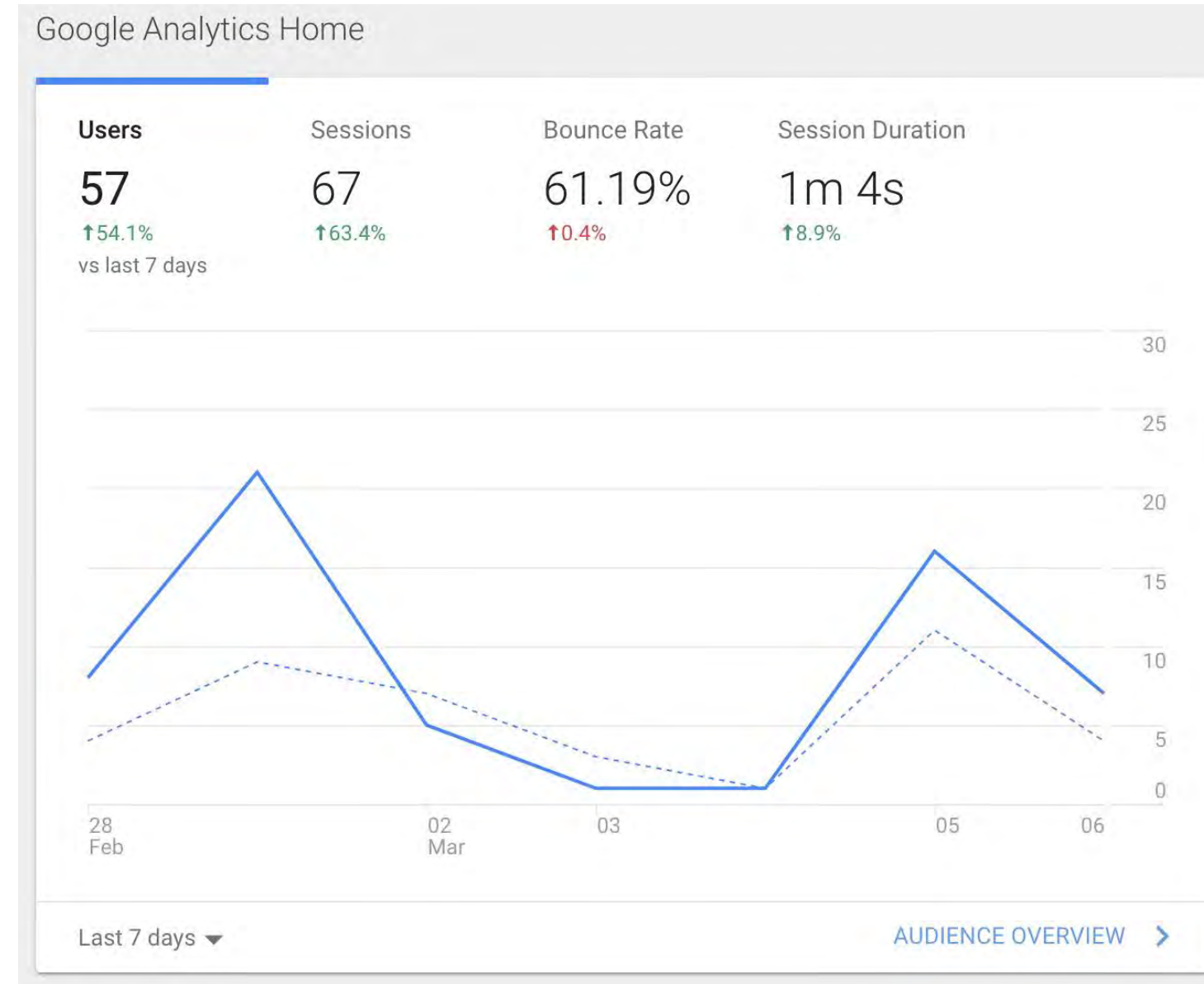
- You are able to understand performance, down to a zip code level.
- This allows you to understand where clicks originate and who saw your ads.
- Top level performance also available.



GOOGLE ANALYTICS: UNDERSTAND MORE ABOUT YOUR AUDIENCE

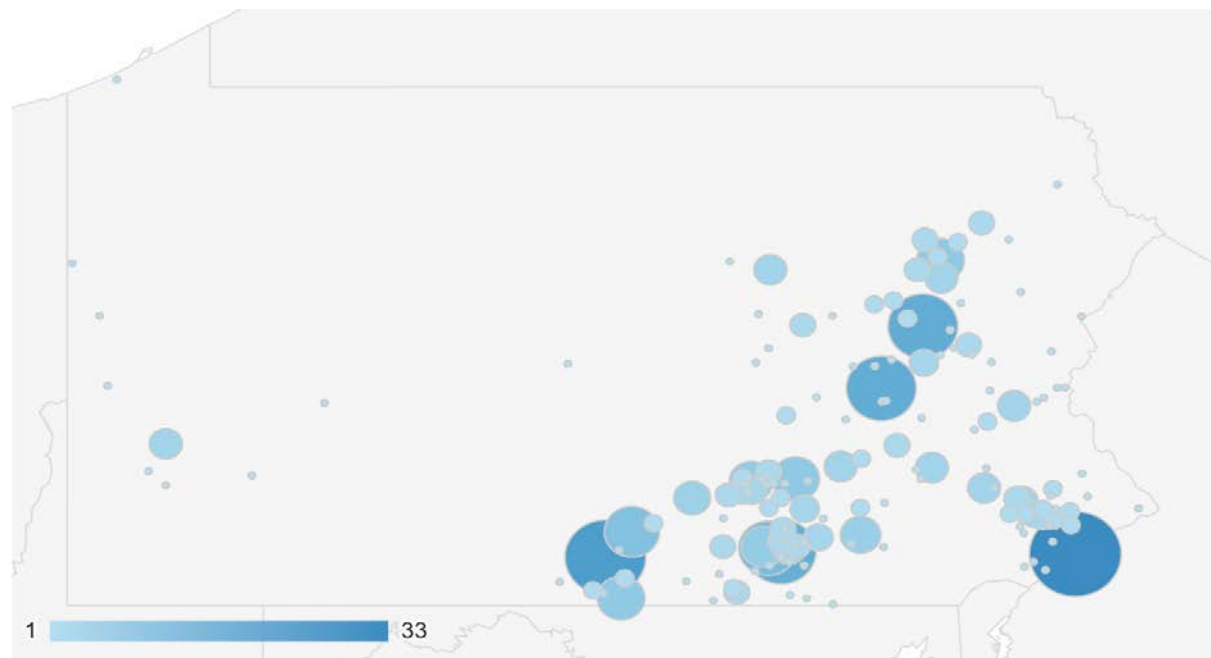
WHAT IS GOOGLE ANALYTICS?

- Google Analytics is a free tool from Google that provides you information about your consumer's interaction with your website.
- Information available includes:
 - Geographic location (down to city)
 - Device (mobile vs. desktop vs. tablet)
 - Demographics (age, gender, parental status)
 - Topics (items they are interested in i.e. news)
 - What pages they are visiting on your site
 - Social Networks (did they come to your site from Facebook, etc.)
 - Length of stay on your site, etc.
- This information is to be used to help you understand who is finding your website and what they are doing.



WHAT SHOULD YOU USE GOOGLE ANALYTICS FOR?

- Understand what channels (Google Organic, AdWords, Facebook, etc.) are bringing people to your website.
- Understand if you are reaching people within your geographic radius (people who could physically come to your location).
- Learn which pages on your website people are viewing the most. This could help you further improve those particular pages to attract even more.



Source / Medium ?	Users ? ↓	New Users ?	Sessions ?
	663 % of Total: 100.00% (663)	571 % of Total: 100.00% (571)	776 % of Total: 100.00% (776)
1. google / organic	387 (57.93%)	321 (56.22%)	464 (59.79%)
2. (direct) / (none)	81 (12.13%)	71 (12.43%)	88 (11.34%)
3. bing / cpc	76 (11.38%)	68 (11.91%)	86 (11.08%)
4. bing / organic	60 (8.98%)	51 (8.93%)	68 (8.76%)
5. google / cpc	30 (4.49%)	28 (4.90%)	34 (4.38%)
6. yahoo / organic	16 (2.40%)	15 (2.63%)	17 (2.19%)

WHAT SHOULD YOU USE GOOGLE ANALYTICS FOR?

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	21,510 % of Total: 0.74% (2,901,153)	18,254 % of Total: 0.84% (2,181,691)	00:01:57 Avg for View: 00:01:15 (55.97%)	14,671 % of Total: 1.93% (759,766)	78.99% Avg for View: 57.41% (37.60%)	66.16% Avg for View: 26.19% (152.61%)
1. /blog/rabbitry-part-2-tanning-hides/index.php	1,629 (7.57%)	1,280 (7.01%)	00:02:34	1,277 (8.70%)	79.64%	76.37%
2. /blog/homemade-summer-sausage/index.php	1,189 (5.53%)	1,072 (5.87%)	00:02:18	1,071 (7.30%)	89.26%	88.06%
3. /blog/paper-gardening-grow-successful-garden-now/index.php	871 (4.05%)	826 (4.53%)	00:02:24	717 (4.89%)	83.96%	79.45%
4. /blog/power-failure-can-light-life/index.php	863 (4.01%)	778 (4.26%)	00:02:25	694 (4.73%)	74.35%	69.06%
5. /blog/how-to-make-hand-dipped-candles/index.php	748 (3.48%)	614 (3.36%)	00:03:11	607 (4.14%)	77.76%	74.73%
6. /blog/light-your-home-without-electricity/index.php	692 (3.22%)	613 (3.36%)	00:02:08	530 (3.61%)	80.00%	72.69%
7. /blog/25-ways-flour-sack-dishtowels/index.php	654 (3.04%)	584 (3.20%)	00:02:48	576 (3.93%)	86.81%	83.79%

- Understand what pages visitors are getting to on your site. Provides you insight into the pages receiving all the attention, so you can optimize and devise ways to increase these metrics.
- It is key to understand time they spend on the page vs. the amount of words you have on that page. If it is a lengthy page, less than 1 minute isn't good.

WHAT SHOULD YOU USE GOOGLE ANALYTICS FOR?

Device Category ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	506,269 % of Total: 100.00% (506,269)	469,791 % of Total: 100.18% (468,952)	759,786 % of Total: 100.00% (759,786)
1. desktop	224,913 (44.02%)	206,213 (43.89%)	331,189 (43.59%)
2. mobile	212,841 (41.65%)	198,437 (42.24%)	315,389 (41.51%)
3. tablet	73,225 (14.33%)	65,141 (13.87%)	113,208 (14.90%)

Mobile Device Info ?	Users ? ↓
	287,012 % of Total: 56.69% (506,269)
1. Apple iPhone	102,178 (35.58%)
2. Apple iPad	50,067 (17.43%)
3. (not set)	10,460 (3.64%)
4. Samsung SM-G930V Galaxy S7	4,815 (1.68%)
5. Samsung SM-G955U Galaxy S8+	3,546 (1.23%)
6. Samsung SM-G900V Galaxy S5	2,393 (0.83%)
7. Samsung SM-N950U Galaxy Note8	2,352 (0.82%)
8. Microsoft Windows RT Tablet	2,334 (0.81%)
9. Samsung SM-G920V Galaxy S6	2,030 (0.71%)
10. Samsung SM-G950F Galaxy S8	1,852 (0.64%)



- Understand what devices consumers are using when they come to your website.
- You are able to look at device category, or specific devices (none desktop).
- This is important so that you can replicate the user experience.




BONUS: FACEBOOK ADS

WHAT ARE FACEBOOK ADS?

- Facebook's self-serve advertising platform.
- Ads are not based upon keywords, but based upon targeting criteria.
 - Best targeting in the business (more on that later).
- Displays on the following:
 - In News Feed
 - Right Column (desktop only)
 - Facebook Audience Network (think Google Display Network)
 - Facebook Messenger (Home Screen)
- Pay per click or per impression.

 **Promo** Sponsored · 

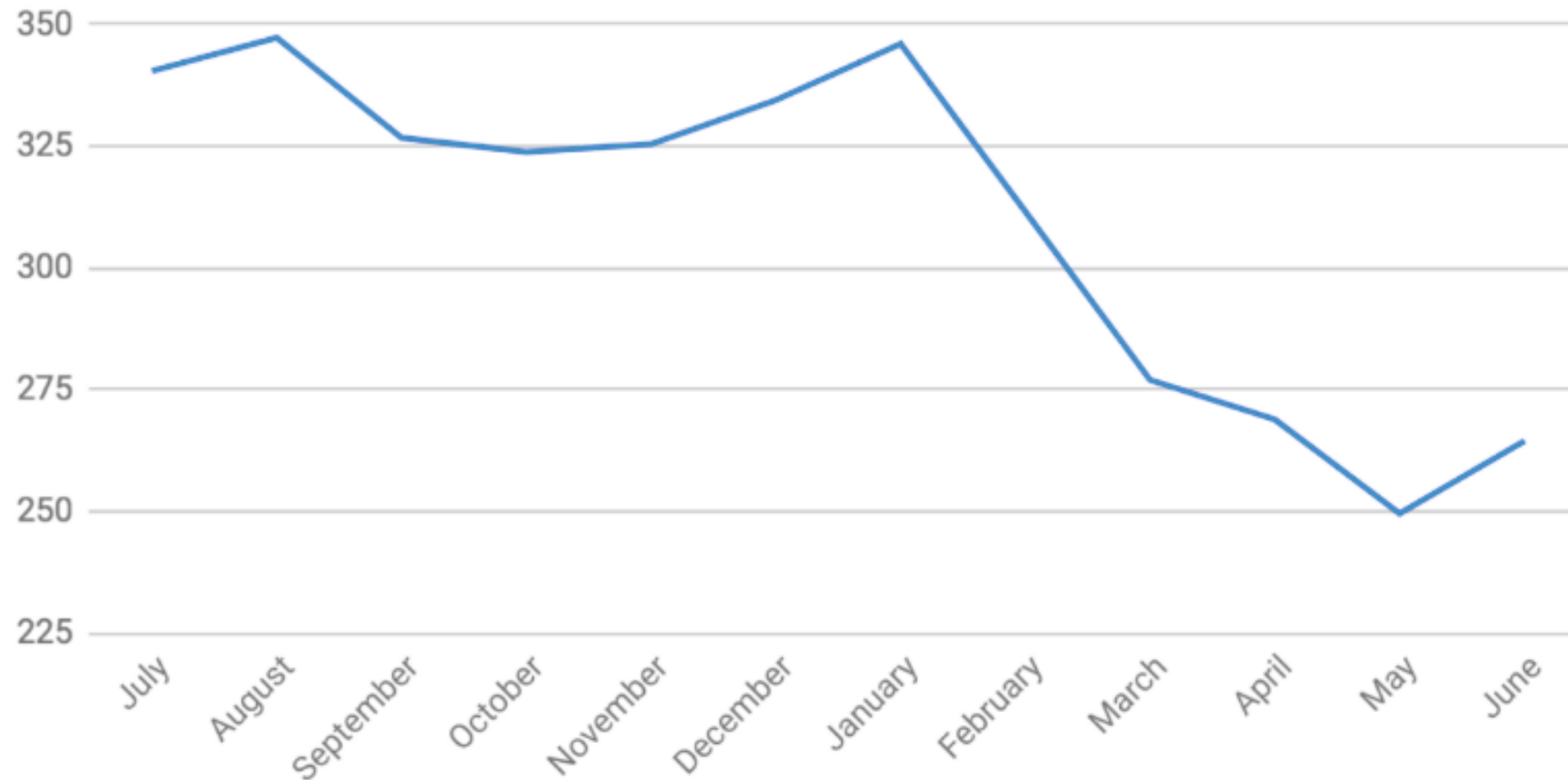
Making quality videos for your business was never this easy.



Your Own Marketing Videos in Less Than 5 Minutes.
Footage, music and creative text included. Just add your message and logo!

WHY FACEBOOK ADS?

Average Facebook Engagements 2016/17 (All Post Types)



BuzzSumo analysis of 880m Posts 2016/17

- Facebook reach is declining more and more every month.
- New Facebook algorithm (February 2018) further put a dent in this.

FACEBOOK TARGETING OPTIONS


INCLUDE people who match at least ONE of the following

Behaviors > Purchase behavior > Pet products

- Cat owners
- Dog owners

Add demographics, interests or behaviors | Suggestions | Browse

Audience Size



Your audience selection is fairly broad.

Total Size: 25,000,000 people

- Targeting is the most invasive and best in the business. Available for:
 - Demographics -- age, gender, parental status, (age of child), employment status, life event status, homeowner vs. renting, etc.).
 - Purchase behavior (they know what you have purchased).
 - Interest behavior (you 'like' specific pages).
 - Others (Charitable donations, Anniversary dates, Birthdays, Expats, Phone carrier, TV shows, etc.).

33,330,800 people

Behaviors > Purchase behavior > Pet products > Dog food and products

Description: People in households that are heavy buyers of dog products.

Source: Loyalty card and transaction-level household purchase data with multi-channel coverage across all product categories.

- Potential Audience:**
- Potential Reach: 68,000 people
- Audience Details:**
- Location:
 - United States
 - Age:
 - 21 - 60
 - Language:
 - English (All)
 - People Who Match:
 - Behaviors: Dog owners
 - And Must Also Match:
 - Behaviors: Dog food and products
 - And Must Also Match:
 - Behaviors: Online buyers

HOW DOES FACEBOOK HAVE ALL THIS DATA?

FROM THE USERS

Given the fact that you didn't update your Facebook status saying you brushed your teeth, I'm a little worried you didn't.



your e cards
someecards.com

THEY BUY IT

acxiom

Acxiom

Acxiom is an enterprise data, analytics and software...

CCC
MARKETING

CCC Marketing Co.,Ltd.

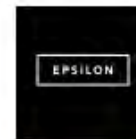
CCC Marketing is a "Database Marketing Company" which...

ORACLE
DATA CLOUD

Datalogix

Datalogix

Datalogix (DLX) by Oracle Data Cloud helps marketers...



Epsilon

Epsilon is the global leader in creating connections...



Experian Marketing Services Audience Targeting

For over 30 years, Experian Marketing Services has...

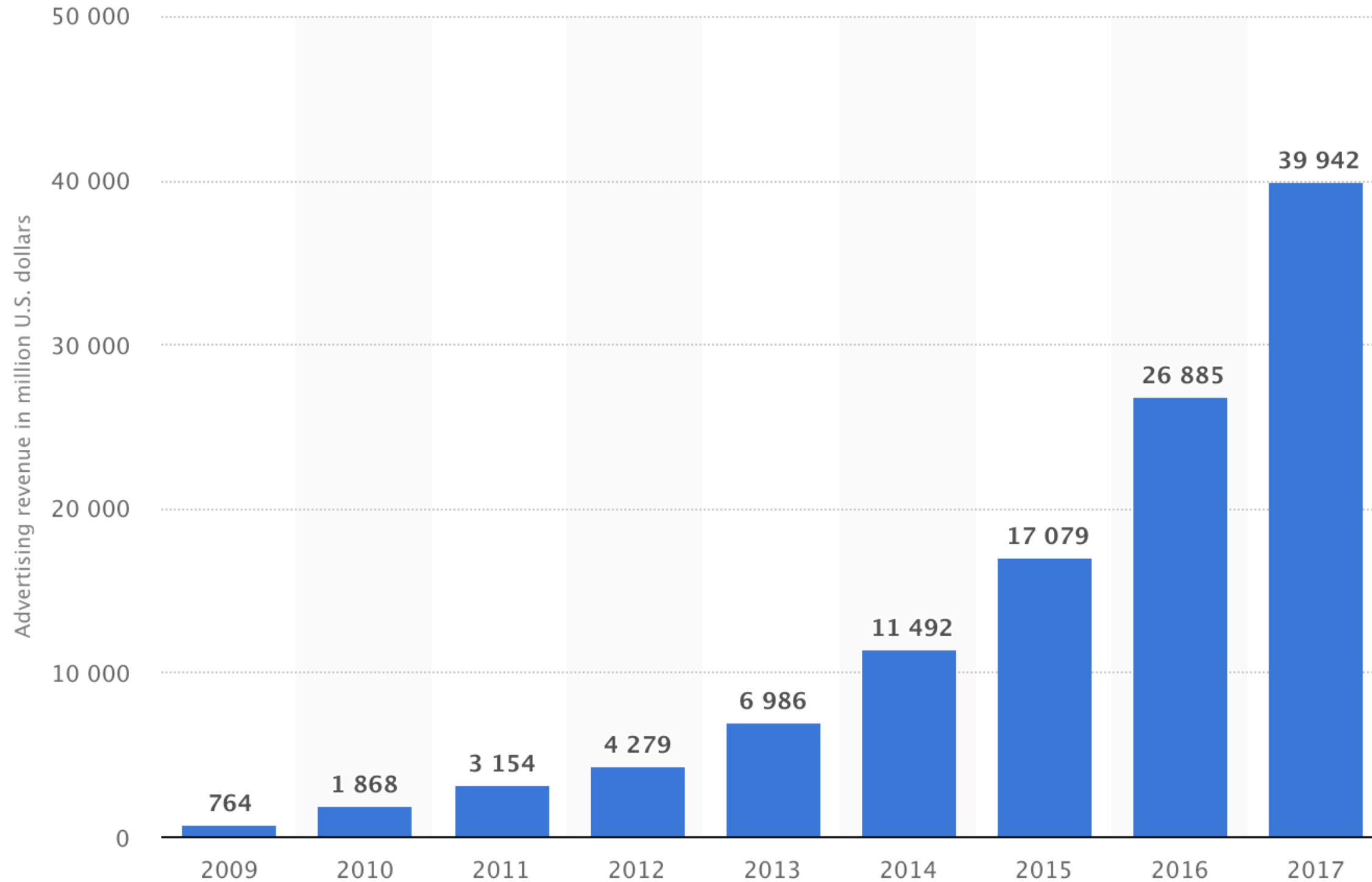


QUANTIUM

Quantium

Quantium brings more data-driven targeted advertising options to...

WHY DO THEY BUY THIS DATA?



FACEBOOK AD EXAMPLE

- Bowling alley looking to promote a wine league, targeted towards female consumer.
- Were able to target based upon:
 - Geography
 - Age
 - Gender
 - Behaviors
 - Purchase behavior
- Results:
 - 85% of the people who signed up for that league, came from this ad.
- Total Spent:
 - \$45.00



Like Page

Does an evening with the girls, bowling, and a glass of wine sound like a great Sunday night? If so, then join our Ladies Wine League starting January 8th. Enjoy a fun night out. Child care available.



Potential Audience:

Potential Reach: 3,500 people

Audience Details:

- Location:
 - United States: Sinking Spring (+20 mi) Pennsylvania
- Age:
 - 21 - 55
- Gender:
 - Female
- Language:
 - English (UK) or English (US)
- People Who Match:
 - Behaviors: Wine
- And Must Also Match:
 - Interests: Merlot, Sauvignon blanc, Wine, Pinot noir, Chardonnay, Winery, Cabernet Sauvignon, Food & Wine, Wine Lovers, Wine tasting, Champagne, White wine or Sparkling wine

EXAMPLE FACEBOOK AUDIENCES

Potential Audience:

Potential Reach: 6,000 people ⓘ

Audience Details:

- Location - Living In:
 - United States: Las Vegas (DMA)
- Age:
 - 21 - 60
- Language:
 - English (All)
- People Who Match:
 - Relationship Status: Separated

Potential Audience:

Potential Reach: 2,100 people ⓘ

Audience Details:

- Location - Living In:
 - United States: Las Vegas (DMA)
- Age:
 - 21 - 60
- Language:
 - English (All)
- People Who Match:
 - Behaviors: Likely to move
- And Must Also Match:
 - Home Ownership: Homeowners
- And Must Also Match:

THE IDEA IS SMALL, TARGETED AUDIENCES

PROMOTE YOUR OFFER WITH FACEBOOK

- Running a promotion? You are able to use Facebook to have a unique coupon code.
- These are called 'Offers' and can be a one time use for individuals, or same code for everyone.
- This does not cost anymore.
- Users store it attached to their Facebook account.

The image shows a screenshot of the Facebook Offer creation and details interface. On the left is the 'Create Offer' form, and on the right is a preview of the 'Offer Details Page Example'.

Create Offer

Start Date: JUN 7, 2017 | End Date: 12:00 AM

Offer Redemption

Where People Can Redeem: Online In Store Both

Remove store-specific details

Type of Promo Code: No Code One Code Unique Codes

In-Store Promo Code:

Total Offers Available:

Advanced Options

Prevent people from sharing this offer

Terms and Conditions: 0 / 5000

Offer Details Page Example

FREE Pizza with Glow Bowl Lane Reservation

100 people got this offer

Expires on Jun 7, 2017

This offer is available in-store only

Actions: Saved for Later, Mark as Used, Share Offer

Details: This space is where you give more information about your offer.

Terms and Conditions: This space is for the important rules and legal details about your offer.

THINGS TO REMEMBER ABOUT FACEBOOK ADS

- The point of Facebook ads is targeting. Small audiences > Big audience.
- Costs are very low, when done effectively.
- People rarely take a direct action from a Facebook ad, but it is about awareness.
 - Reason: Facebook is a lean back, consumption medium. Search is a lean in medium.
- Test, Test, Test.
- Do not set your ads for longer than one month. Decay rate.
- You are able to measure performance in Google Analytics!!



TAKEAWAYS / RECAP

RECAP

- Leverage Google AdWords to reach a larger audience by bidding on specific keywords most valuable for your business. Perform these searches and see if others are bidding on them. If not, GO!!
- Make sure you are using Google Analytics to understand where people are going on your site and how they got there. Hint: It is free!
- Use Facebook ads as another low cost medium to reach your target audience.



QUESTIONS?

NNA 2018
LAS VEGAS
THE SKY'S THE LIMIT



NATIONAL NOTARY ASSOCIATION