



7 Ways to Sell More Online

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Welcome



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Chase Business Banking

What we'll cover



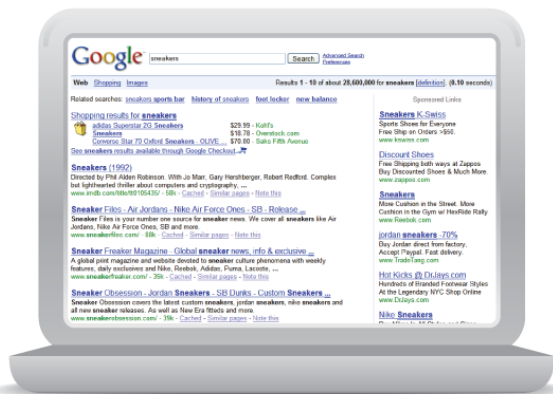
Today's Speaker:
Tad Clarke, Small Business Expert

1. Why your business is losing money if you don't market online
2. 7 ways to sell more online
3. Q&A



You're losing money if you don't market online

- ✓ **94%** of consumers research products online before buying and **60%** use search engines as their go-to online shopping resource
— Source: 2010 Compete Online Shopper Intelligence Study
- ✓ **75%** who are looking for a store, price or product information search online before or during a shopping trip
— Source: 2010 Deloitte LLP Survey
- ✓ **97%** use online media when researching products or services in their local area
— Source: March 2010 BIA/Kelsey consumer tracking study



Display ads



See your ad here
Place your ad on Google Images.
Reach more customers today.
adwords.google.com



Online classifieds

Mobile marketing

Ad networks



Group buying programs



Affiliate marketing

Social networking

How can your business take part in this?



7 ways to sell more online

1. Decide what direction to take
2. Reach the right customers
3. Set your budget
4. Expand your reach
5. Go local
6. Dive into mobile marketing
7. Measure results and fine-tune



About Google AdWords



Google

boise dog care

About 103,000 results (0.26 seconds)

Advanced search

Everything

Maps

More

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

All results

Social

Nearby

Standard view

Related searches

Wonder wheel

Timeline

Standard results

Sites with images

Fewer shopping sites

More shopping sites

Page previews

Translated search

Fewer search tools

Home Buddies Pet Sitting
www.CampBowWow.com/Boise Professional **Boise Dog** Sitting. We'll Love Your Pets Like Our Own!

Boise Area Pet Sitting
www.FetchPetCare.com In Home Pet Visits Feeding, Walks, Overnights
[+ Show map of FetchPetCare.com locations near Boise, ID](#)

Local business results for dog care near Boise, ID

Boise Kennels
www.boisekennels.com - (208) 343-0681 - 3 reviews

Camp Bow Wow Boise
www.campbowwow.com - (208) 331-5091 - 4 reviews

Downtown Hound
www.downtownhound.net - (208) 344-1060 - 1 review

Fetch Pet Care Boise
www.fetchpetcare.com - (208) 257-7245 - 1 review

Gem Crest Kennels, LLC
www.gemcrestkennels.com - (208) 375-4398 - 4 reviews

The Dog House
www.thedoghouseidaho.com - (208) 331-3060 - 2 reviews

Hendricks Veterinary Hospital
hendricksveterinaryhospital.com - (208) 853-0640 - 9 reviews

More results near Boise, ID »

Dependable, Friendly Care
A & B Critter Care
In home pet sitting & **dog** walking
www.boisecrittercare.com
2404 Ona St., Boise, ID

Wags Plus Pet Sitting
Pet sitting your pets in your home.
Call us for a free consultation.
www.wagsplus.com
Boise, ID

Local Dog Sitters
Sittercity Has Local **Dog** Sitters.
See Profiles, Photos & Reviews.
Sittercity.com/Dog-Sitters

Boise Dog Daycare
Find local pet **day care**
in the **Boise** area.
www.DexKnows.com
Idaho

Doggie Daycare and Salon
Indoor Greek Palace and Outdoor
Rigorous Play with a View
www.DoggieDaycareAndSalon.com

See your ad here »

Camp Bow Wow® - Boise - Home ☆
Camp Bow Wow **Boise** is the Premier doggy daycare and overnight boarding facility where the dogs play ... Welcome to Camp Bow Wow **Boise Dog** Daycare & Boarding ...
www.campbowwow.com/boise - Cached - Similar

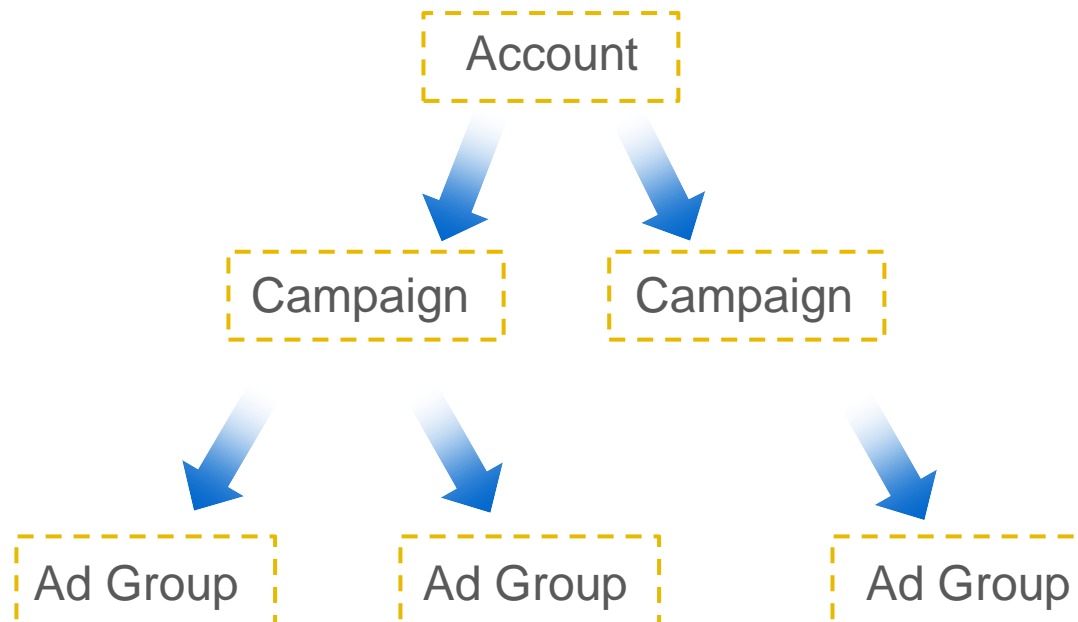
Boise Dog Walking Pet Sitting Service ☆
Boise Pet Care pet sitting **dog** walking service covers **Boise's** neighborhoods providing **dog** walks and in-home pet **care** Licensed, bonded, insured, ...
www.boisepetcare.com/ - Cached - Similar

Ads (AdWords)

#1. Decide what direction to take

What do you want to promote?

- Your business (**account**)
- A specific product or service area (**campaign**)
- Subcategories within a product or service area (**ad group**)



Example: Acme Gourmet Food Emporium

Campaign #1

Condiments

- Ad group 1: Mustards
- Ad group 2: Marinades
- Ad group 3: Salsas



Campaign #2

Cheeses

- Ad group 1: Italian cheeses
- Ad group 2: Spanish cheeses
- Ad group 3: French cheeses



#2. Reach the right customers

1. Select keywords

- Small group
- Highly targeted
- Single theme



The screenshot shows the 'Find keywords' interface in Google AdWords. It includes a text input field for 'Word or phrase (one per line)', a 'Website' input field, and a checkbox for 'Only show ideas closely related to my search terms'. Below these are 'Advanced options' and filters for 'Locations: United States' and 'Languages: English'.

2. Matching options

- **Broad match:** Includes keyword variations
- **Negative match:** Narrows ad targeting and reduces unqualified leads

3. Build your list with the Keyword Tool

- <https://adwords.google.com/select/KeywordToolExternal>

Condiments

Keyword phrase: **Gourmet marinades**

Broad match keywords

- ✓ Gourmet seafood marinades
- ✓ Marinades for gourmets

Negative match keywords

- ✓ Cheap
- ✓ Wholesale



#3. Set your budget

- ✓ Choose a daily budget — no minimum required
- ✓ Pay only when someone clicks your ad
- ✓ Lower budget = fewer ad appearances



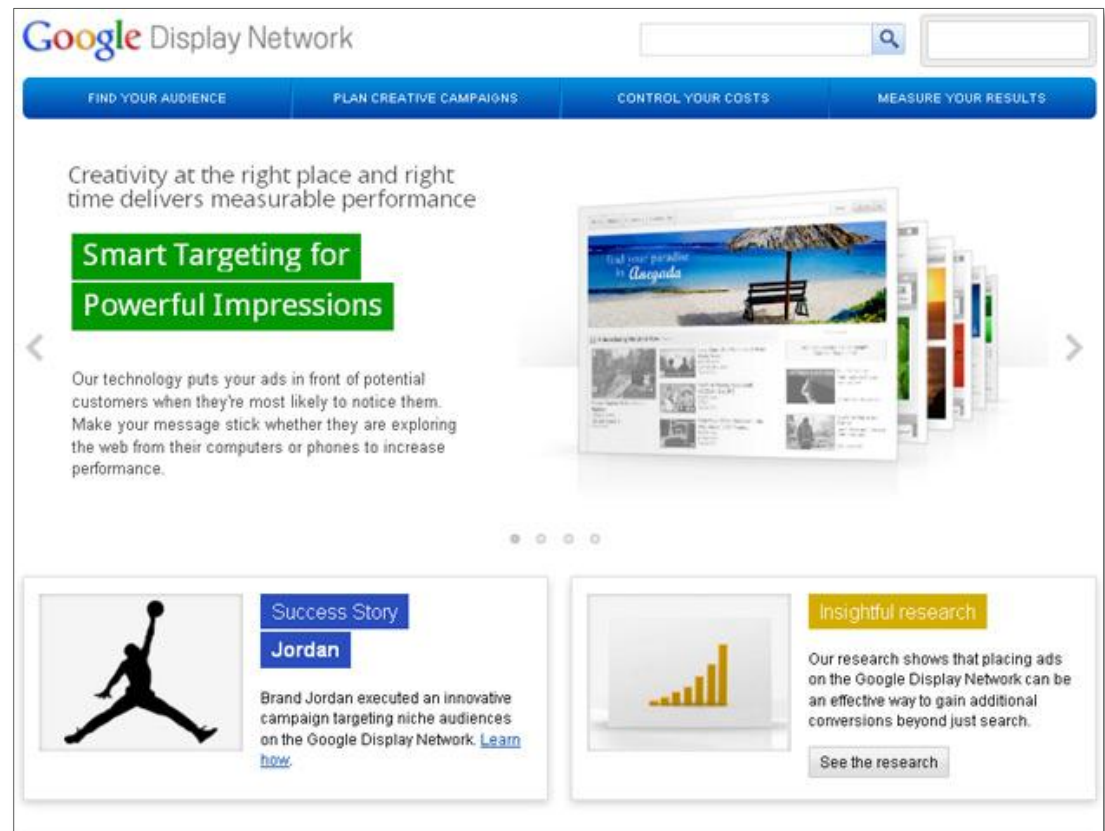
Helpful tools

- Estimate traffic with the Traffic Estimator
<https://adwords.google.com/select/TrafficEstimatorSandbox>
- Check AdWords' daily budget recommendations
<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6312>

#4. Expand your reach

Google Display Network

- ✓ Place ads on relevant web pages
- ✓ Ad types
 - Text
 - Image
 - Rich media
 - Video



The screenshot shows the Google Display Network homepage. At the top, there's a search bar and a navigation bar with four tabs: "FIND YOUR AUDIENCE", "PLAN CREATIVE CAMPAIGNS", "CONTROL YOUR COSTS", and "MEASURE YOUR RESULTS". Below the navigation bar, a large banner features the text "Creativity at the right place and right time delivers measurable performance" and "Smart Targeting for Powerful Impressions". To the right of this text is a carousel of various ad creatives, including a beach scene with a bench and umbrella. Below the banner, there are two main sections. The left section is titled "Success Story Jordan" and features a silhouette of a basketball player in mid-air. The text describes how Brand Jordan executed an innovative campaign targeting niche audiences on the Google Display Network, with a link to "Learn how". The right section is titled "Insightful research" and features a bar chart showing an upward trend. The text states that research shows placing ads on the Google Display Network can be an effective way to gain additional conversions beyond just search, with a link to "See the research".

Cheeses

Potential Google Display Network matches:

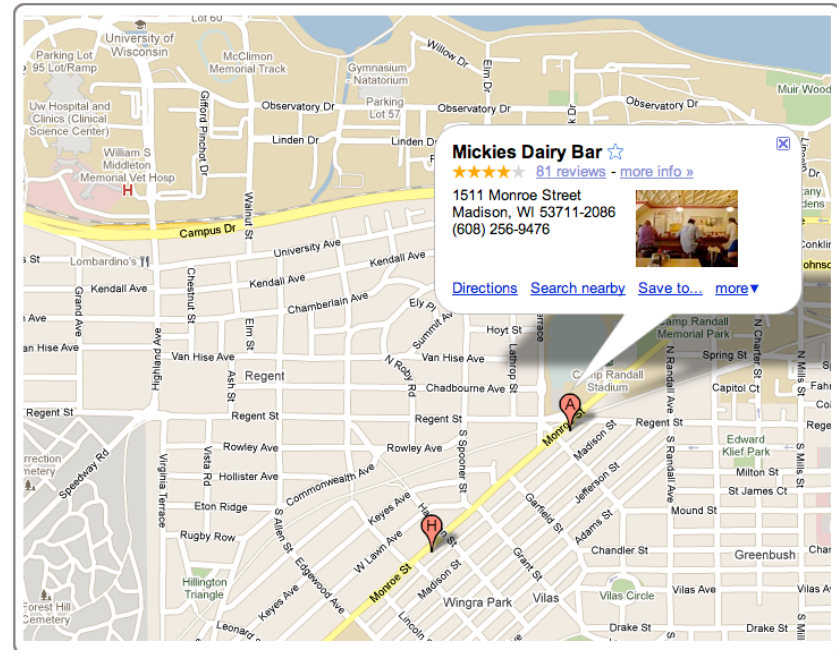
- Recipe exchange
- Wine enthusiasts
- Organic lifestyle
- Cheese making



#5. Go local

Target users based on their physical location

- ✓ Set a radius around a point on the map
- ✓ Target a custom shape on the map
- ✓ Exclude areas within selected locations
- ✓ Choose specific countries, regions, cities



Acme Gourmet Food Emporium — Local

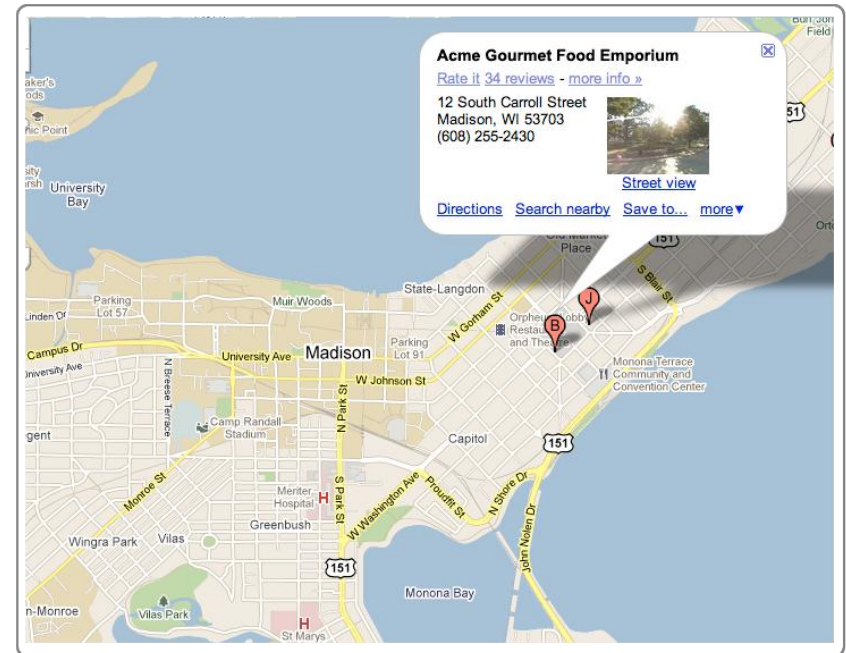
Store location: **Madison, Wisconsin**

Goal: **Promote hand-made cheeses**

Geographic target: **Continental U.S.**

Target ads by:

- User's physical location
- User's search intent



User Location	Search Query	Sees Ad
Austin, Texas	Wisconsin cheddar	Yes
Madison, Wisconsin	Cheddar cheese	Yes
Toronto, Canada	Wisconsin cheddar	No

#6. Dive into mobile marketing

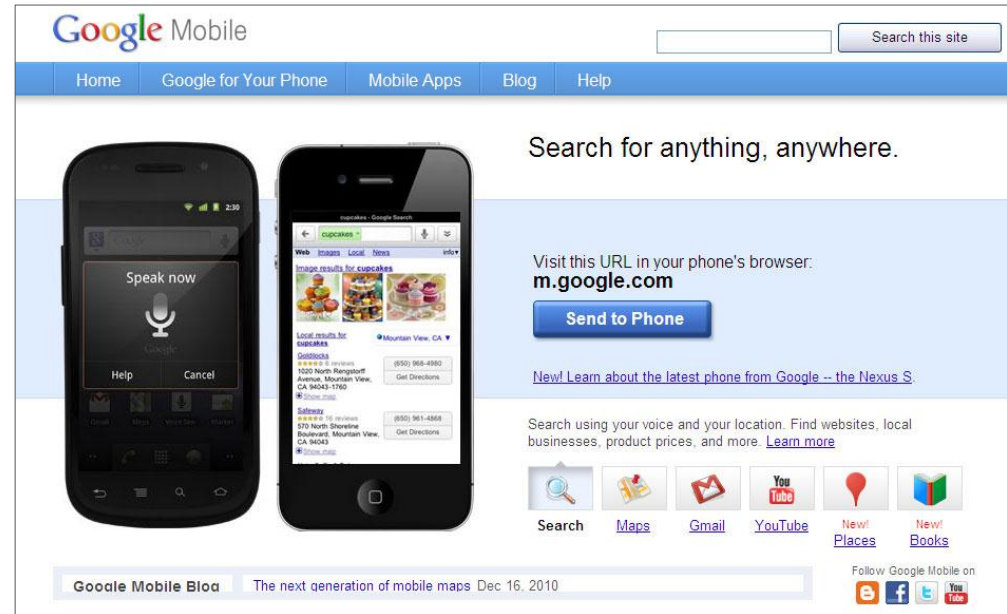
- Opt in to show ads on **mobile devices**
- **Optimize** keywords and ad text to mobile users
- Create **landing pages** for mobile users
- **Connect** AdWords and Local Business Center accounts
- Include **click-to-call** phone number for closest location



Acme Gourmet Food Emporium — Mobile

Goal: Increase clickthroughs from mobile users

- Found that most mobile users looked for a physical location
- Linked AdWords and Local Business Center accounts
- Created a mobile-specific landing page
- Included a mobile-only special offer



#7. Measure results and fine-tune

Look for:

- ✓ Top performers (maintain or increase)
- ✓ Under performers (refine)
- ✓ Poor performers (abandon)

AdWords statistics:

- ✓ Clickthrough rate
- ✓ Keyword performance
- ✓ Average position
- ✓ Quality score



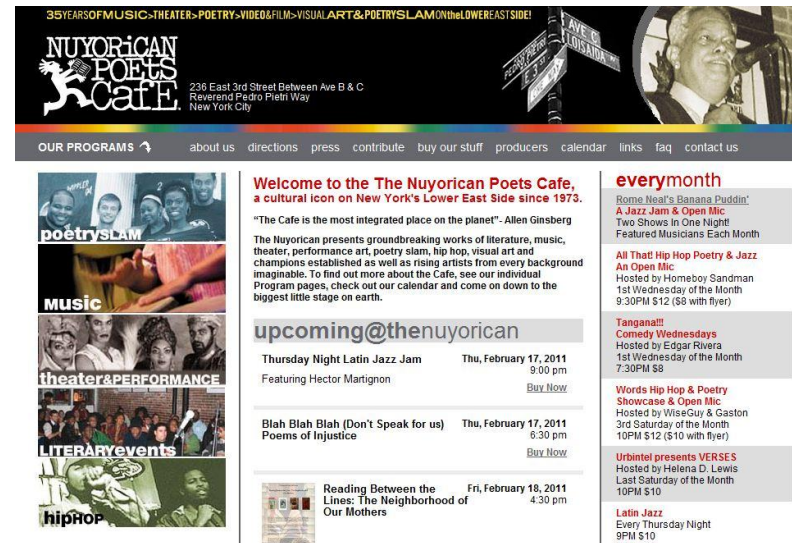
Small business success story

Nuyorican Poets Café

- Founded in 1973 as an informal gathering of poets and playwrights
- Gained a grassroots, word-of-mouth following

Marketing challenges:

- Word of mouth was not bringing in enough new visitors
- Print and online advertising was no longer effective
- People seemed to be misinformed about the venue's location and events



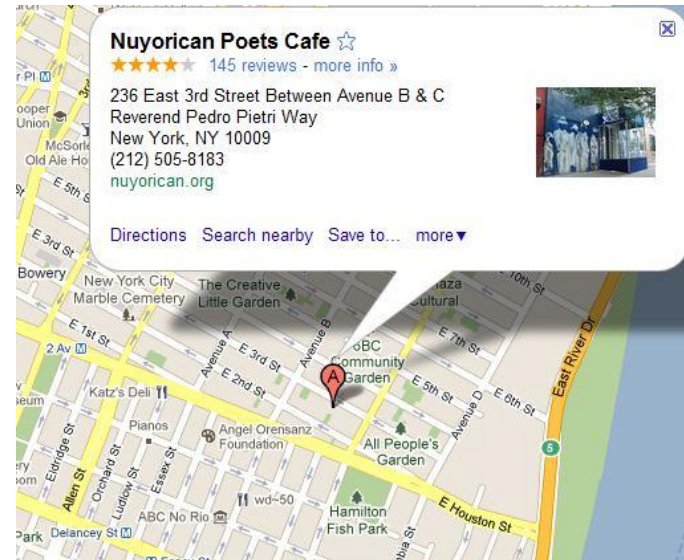
Action and results

Reach new audiences:

- ✓ Created a Google Places page
- ✓ Tapped social media
- ✓ Runs two AdWords campaigns simultaneously

Effort pays off:

- ✓ Online ticket sales increased 30%
- ✓ Website visits are up 40%
- ✓ Sales for specifically targeted events jumped as much as 50%



Get started with Google AdWords

Learn more

- Visit the [AdWords Online Classroom](#) for more tutorials

Set up your AdWords Account

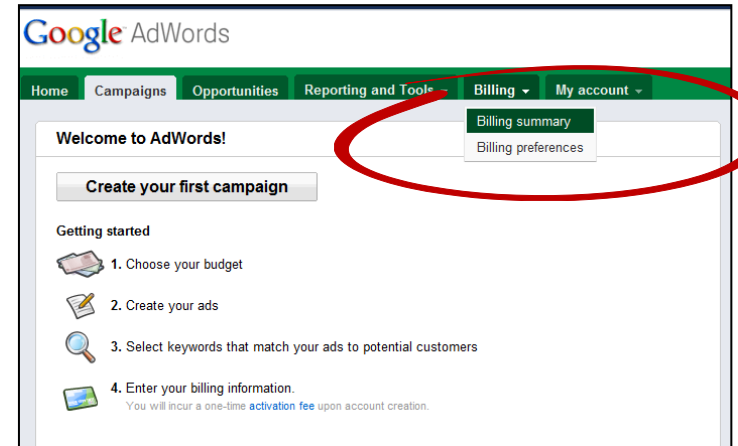
- Call **1-877-906-7955** to set up an AdWords Account and start your first campaign

Redeem your \$100 AdWords coupon

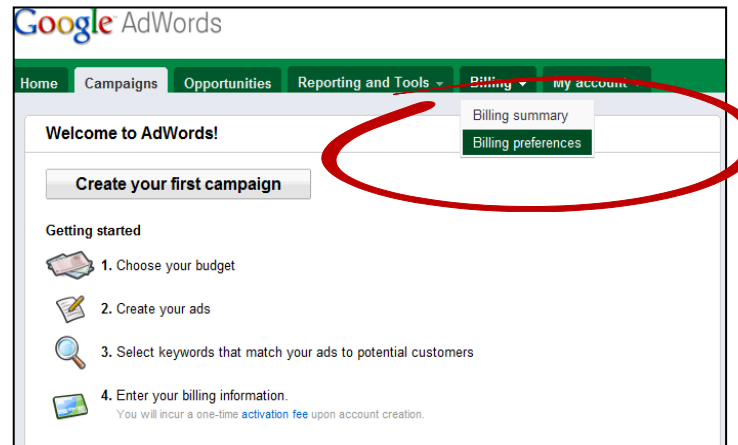
Once you receive your promotional code, there are two ways to enter it into the Google AdWords dashboard:

- **#1:** If you are setting up a new account and setting your billing in billing summary, enter promotional code when submitting your credit card information
- **#2:** If you already have an active AdWords Account, go to billing preferences and press more actions and click “Apply promotional code” (code must be entered in all CAPS)

Review your redemption in your transaction history under the billing summary tab



OR





Thank you

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