

AdWords:
Making Advertising
on Google
Work for Your Brand

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Why are you here?





TOP POST
1,018,577 VIEWS



BuzzFeed NEWS

STYLE

21 Tees That Completely Understand Your Winter Priorities

If you need me, I'll be over here hibernating until spring.

posted on Nov. 18, 2014, at 4:01 p.m.



Melissa Harrison
BuzzFeed Staff



This Is The Texting Service Undocumented Immigrants Are Using To Avoid Police

by David Noriega



Connect With BuzzFeed Style

1. So, as you already know:



Like Us On Facebook

Follow Us On Pinterest

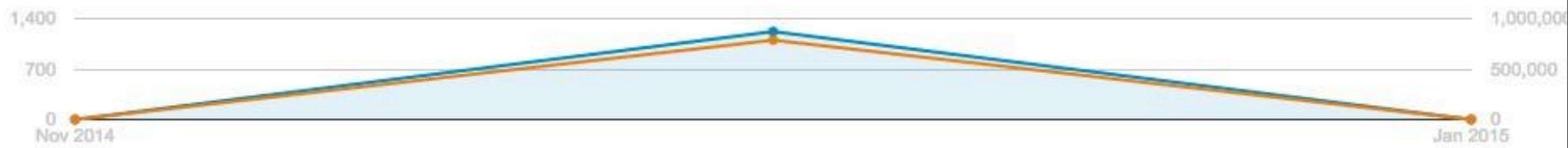


Get Style 1x a Week

Your Email Address

SIGN UP

Clicks vs Impr. Monthly



+ AD Edit Automate More actions... Labels

<input type="checkbox"/>	<input checked="" type="radio"/>	Ad	Status ?	Labels ?	% Served ?	Campaign type ?	Campaign subtype	Clicks ?	Impr. ?	CTR ? ↓
Total - all ad group ?								1,221	787,125	0.16%
<input type="checkbox"/>	<input checked="" type="radio"/>	Winter T-Shirts Not a fan of winter? Here's a tee for your thoughts www.buzzfeed.com	<input type="checkbox"/> Campaign ended	--	2.62%	Search Network with Display Select	All features	103	20,653	0.50%
<input type="checkbox"/>	<input checked="" type="radio"/>	T-Shirts That Get Winter The weather outside is frightful Don't miss these winter-themed tees www.buzzfeed.com	<input type="checkbox"/> Campaign ended	--	0.14%	Search Network with Display Select	All features	5	1,097	0.46%
<input type="checkbox"/>	<input checked="" type="radio"/>	T-Shirts That Get Winter Dreading the snow? Don't miss these winter-themed tees www.buzzfeed.com	<input type="checkbox"/> Campaign ended	--	0.06%	Search Network with Display Select	All features	2	491	0.41%
<input type="checkbox"/>	<input checked="" type="radio"/>	T-Shirts That Get Winter 21 t-shirts that hate winter Don't miss these winter-themed tees www.buzzfeed.com	<input type="checkbox"/> Campaign ended	--	0.14%	Search Network with Display Select	All features	4	1,073	0.37%
<input type="checkbox"/>	<input checked="" type="radio"/>	T-Shirts That Get Winter Not a fan of winter? Don't miss these winter-themed tees www.buzzfeed.com	<input type="checkbox"/> Campaign ended	--	1.66%	Search Network with Display Select	All features	48	13,085	0.37%
<input type="checkbox"/>	<input checked="" type="radio"/>	T-Shirts That Get Winter This reporter knows funny. Laugh through winter with these www.buzzfeed.com	<input type="checkbox"/> Campaign ended	--	0.14%	Search Network with Display Select	All features	4	1,096	0.36%

Role of Advertising

Strategy

What to do, how to do it

time -> t
lim
env -> e

(Goals x Methods)

List
Offer
Creative

Your customers are interested in

Public Relations x

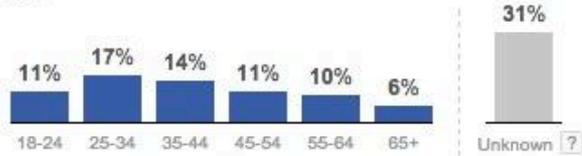
Your landing page

www.website.com

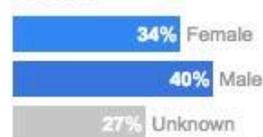
Available network inventory (Weekly) ?

100M – 500M Cookies 5B – 10B Impressions

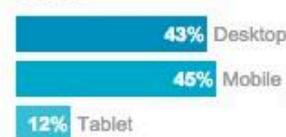
AGE



GENDER



DEVICE



Ad group ideas

Individual targeting ideas

Keywords Interests Topics Placements Demographics Remarketing

All placements Sites Mobile apps Videos

Website	Ad formats	Relevance ?	Hist. CPC ?
agencypimp.com + Show similar placements			\$3.00 – \$5.00
careers-in-marketing.com + Show similar placements			\$1.00 – \$1.50
marketingteacher.com + Show similar placements			\$1.50 – \$2.00
cataloxy.us			\$0.00 – \$1.00
dmnews.com			\$3.00 – \$5.00
clickz.com			\$10.00+

WIIFM

Headline of 25 char.

Line one of 35 char.

Line two of 35 char.

URL

Why Some Ideas Survive
and Others Die

MADE



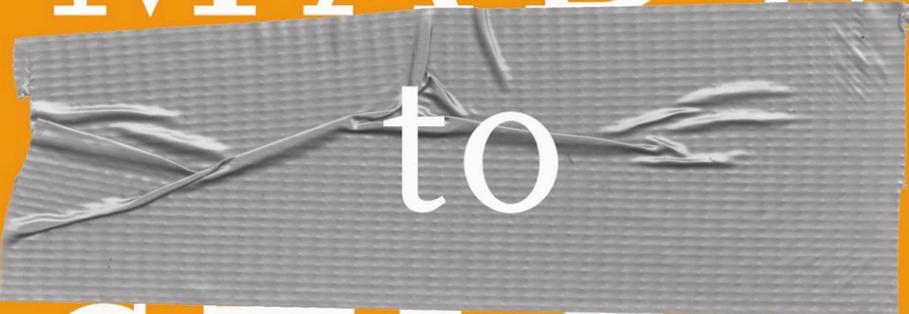
to

STICK

Chip Heath & Dan Heath

Why Some Ideas Survive
and Others Die

M A D E



to

S T I C K

Chip Heath & Dan Heath

Simple
Unexpected
Concrete
Credible
Emootional
Stories

Measurement

What to measure

Marketing Objective	 Create brand awareness	 Generate online leads	 Drive customers to store
Marketing Channels	TV Video Social Display/Rich media	Paid and organic search Display Online referrals Website content	Mobile web and apps Email Print Radio
KPIs (Key Performance Indicators)	GRPs Brand lift Video/Rich media engagement	Number of leads CPA ROAS	In-store visits Number of purchases Purchase value
Measurement Tools	TV viewership Consumer panels Web analytics Brand surveys	Conversion tracking Web analytics CRM	Mobile app analytics CRM Transaction data

Ads are more than clicks

Primary Dimension: MCF Channel Grouping Source / Medium Source Medium Other Channel Groupings

Plot Rows Secondary dimension advanced

<input type="checkbox"/> MCF Channel Grouping ?	Assisted Conversions ↓	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversions
<input type="checkbox"/> 1. Direct	650 (44.61%)	\$4,157,825.98 (54.47%)	1,796 (56.48%)	\$12,154,312.96 (65.69%)	0.36
<input type="checkbox"/> 2. Organic Search	380 (26.08%)	\$2,961,779.97 (38.80%)	636 (20.00%)	\$5,341,153.95 (28.87%)	0.60
<input type="checkbox"/> 3. Email	183 (12.56%)	\$46,587.00 (0.61%)	383 (12.04%)	\$112,427.00 (0.61%)	0.48
<input type="checkbox"/> 4. Referral	110 (7.55%)	\$325,267.00 (4.26%)	223 (7.01%)	\$619,783.00 (3.35%)	0.49
<input type="checkbox"/> 5. Social Network	99 (6.79%)	\$124,967.00 (1.64%)	119 (3.74%)	\$187,801.00 (1.02%)	0.83
<input type="checkbox"/> 6. (Other)	32 (2.20%)	\$32.00 (0.00%)	12 (0.38%)	\$12.00 (0.00%)	2.67
<input type="checkbox"/> 7. Paid Search	3 (0.21%)	\$16,413.00 (0.22%)	8 (0.25%)	\$69,234.00 (0.37%)	0.38
<input type="checkbox"/> 8. Display	0 (0.00%)	\$0.00 (0.00%)	3 (0.09%)	\$16,413.00 (0.09%)	0.00

The Magic Money Chart!



Measuring great ads

Type	Bid strategy type	Bid strategy	Max. CPC (USD)	Dest. URL	First page bid est	Top of page bid €	Quality score ▼
Broad	Budget Optimizer		5.00		3.25		6
Broad	Budget Optimizer		5.00		2.75		6
Broad	Budget Optimizer		5.00		3.50		6
Broad	Budget Optimizer		5.00		2.91	6.56	6
Broad	Budget Optimizer		5.00		5.32	10.10	6
Broad	Budget Optimizer		5.00		4.44	12.30	6
Broad	Budget Optimizer		5.00		4.75		5
Broad	Budget Optimizer		5.00		5.00		5
Broad	Budget Optimizer		5.00		4.59	7.83	5
Broad	Budget Optimizer		5.00		4.25		5
Broad	Budget Optimizer		5.00		3.02	3.32	5
Broad	Budget Optimizer		5.00		3.42	3.83	5
Broad	Budget Optimizer		5.00		4.29	12.20	5
Broad	Budget Optimizer		5.00		4.06	4.12	5
Broad	Budget Optimizer		5.00		4.86	9.22	5
Broad	Budget Optimizer		5.00		3.38	3.58	4
Broad	Budget Optimizer		5.00		4.97	5.05	4

Takeaways

Use AdWords to amplify or take control:

Be **there**, be **relevant**, be **optimized**

3 ingredients for a great AdWords campaign:

List, Offer, Creative

What to measure:

Business goals, conversions, diagnostic metrics

Getting started:

google.com/partners

Get Started!

And Q&A...