

Trends, Webmaster Tools, Google+, Hangouts and Hidden Gems

Barry Reicherter
Partner, Digital Insights
Finn Partners
@barryreich



FINNPARTNERS

A Ruder Finn Group Company

Getting **Googly**

with Creative and Content Development

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Typical Method: Spaghetti Meets Wall

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CREATING
INSPIRATION
COMING SOON



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Gettin' Googly With It

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INSPIRATION

DEFINITION:

Give yourself fully to the cloud to gain the full effectiveness...

Let data inform the draft – not the other way around

You get to great content ideas with great insights. Get to great insights by gamifying the process with an ad-hoc social network.



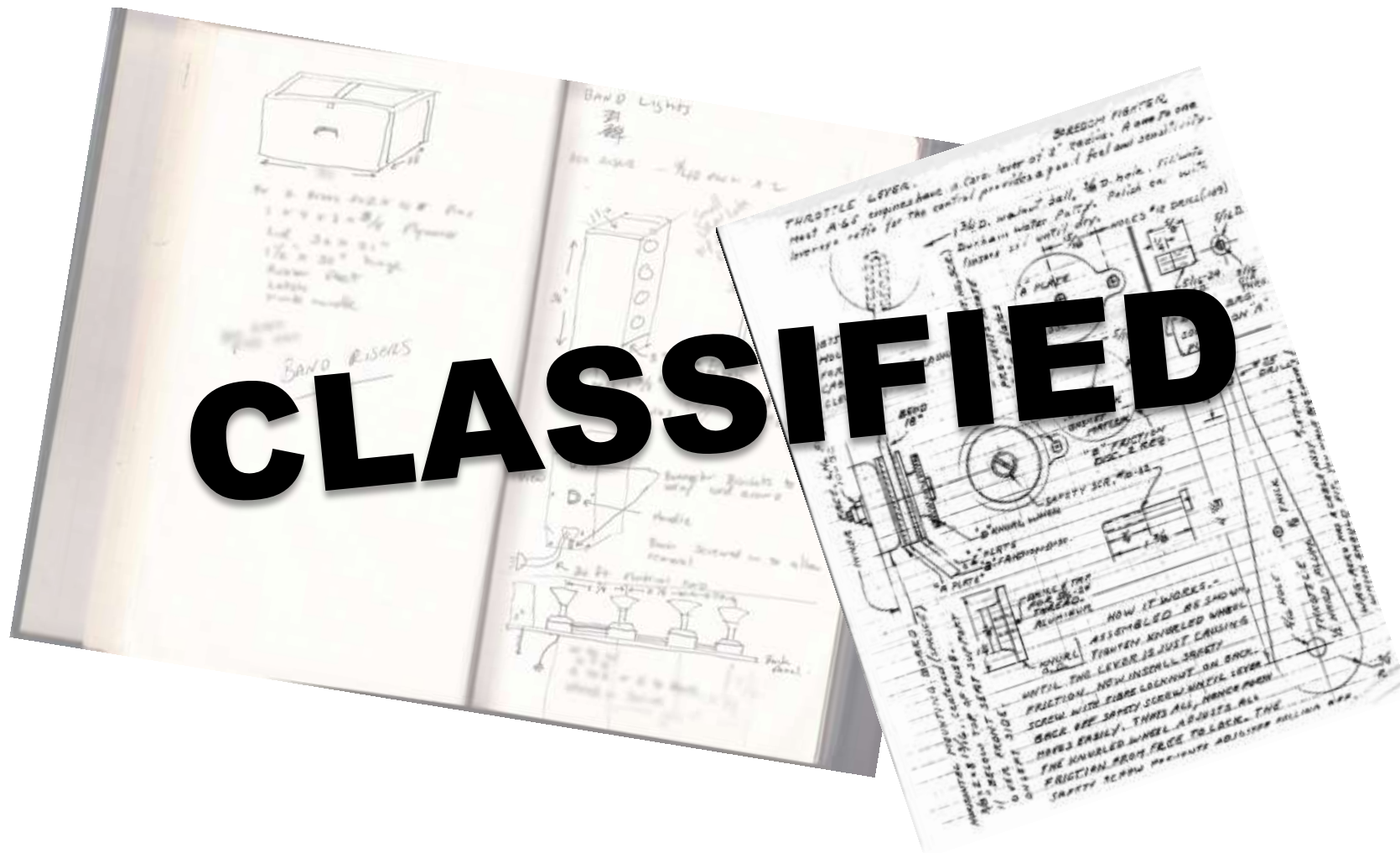
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Our Challenge Example



Our Challenge Example

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Our Challenge Example

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**CLEAN FLOORS &
GREAT DESSERTS!!!**



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Our Challenge Example

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**NEW
INVENTION**

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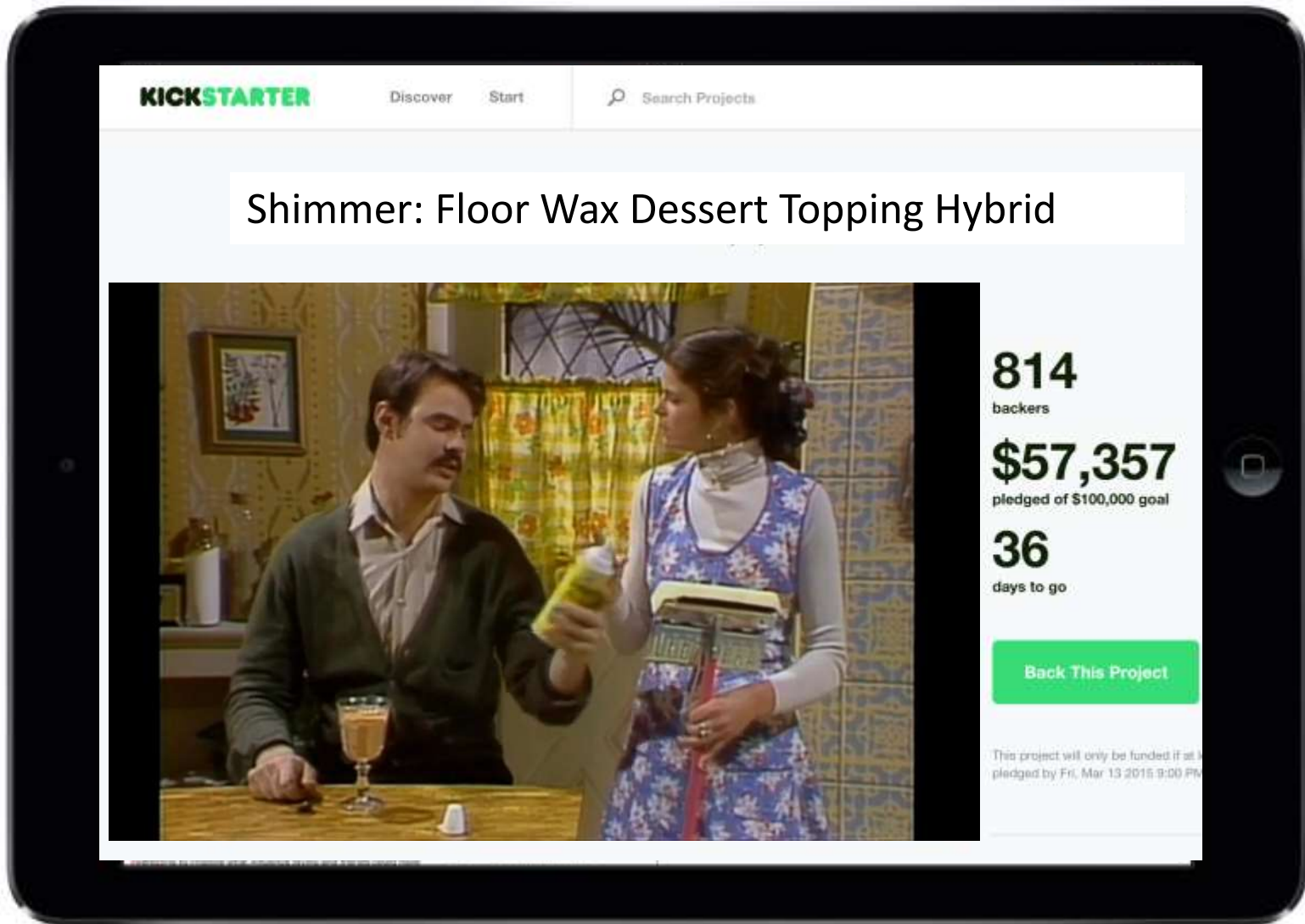
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Crowdfunding Campaign

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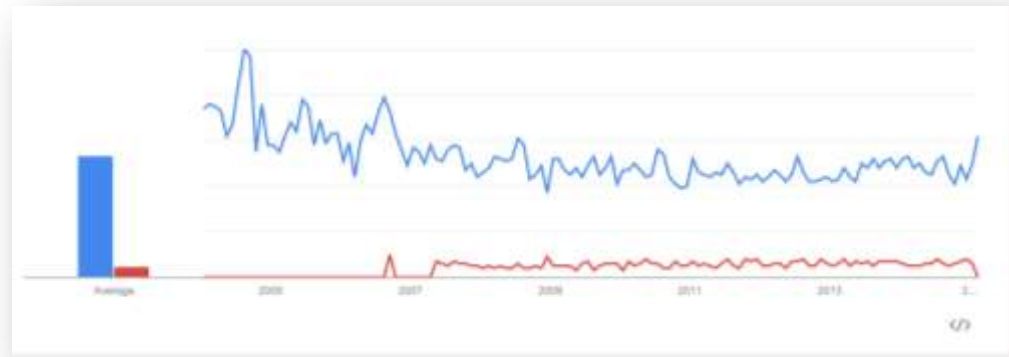
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Find your voice with Google Trends & AdWords



A screenshot of the Google AdWords Keyword Planner interface. The top navigation bar includes "Home", "Campaigns", "Opportunities", and "Tools". The main heading is "Keyword Planner" with the subtext "Plan your next search campaign". Below this, a section titled "What would you like to do?" lists four options: "Search for new keyword and ad group ideas", "Get search volume for a list of keywords or group them into ad groups", "Get traffic forecasts for a list of keywords", and "Multiply keyword lists to get new keyword ideas". On the right side, there are "Keyword Planner Tips" with links for "Building a Display campaign? Try Display Planner" and "How to use Keyword Planner".

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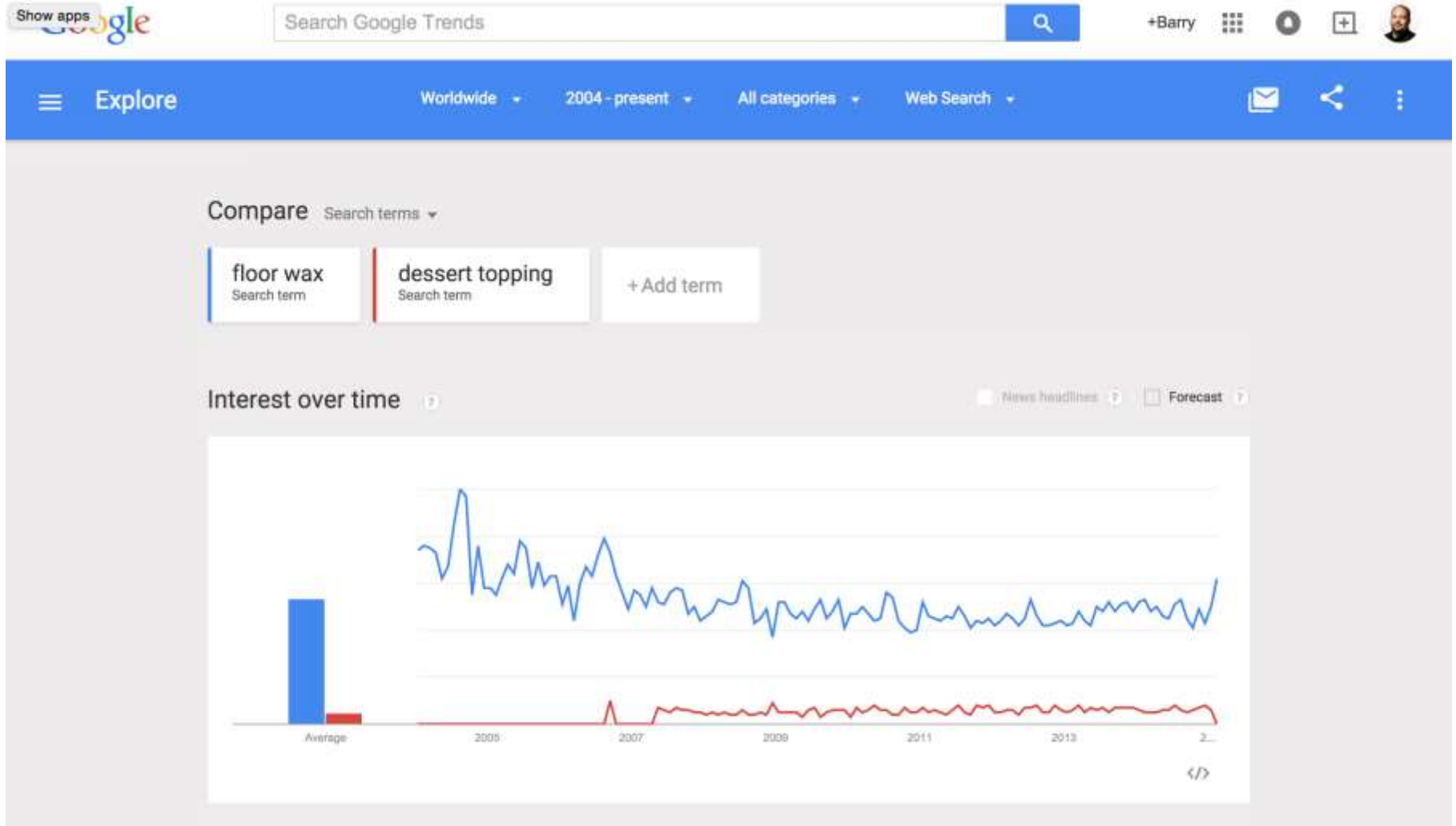
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Find Your Voice

Google Trends



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☰ Explore

Worldwide ▾

2004 - present ▾

All categories ▾

Web Search ▾



Regional interest ⓘ

floor wax | dessert topping



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Worldwide ▾

2004 - present ▾

All categories ▾

Web Search ▾



Regional interest ⌵

floor wax **dessert topping**



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Find Your Voice

Google AdWords Keyword Planner

Google AdWords: Home Campaigns Opportunities Tools

Customer ID: 463-446-8755
barry.reicherter@finnpartners.com

Your account isn't active - To activate your account and start running your ads, enter your billing information. [Fix it](#) | [Learn more](#)

Keyword Planner
Add ideas to your plan

Your product or service
floor wax, dessert topping Get ideas Modify search

Targeting ?

- United States
- All languages
- Google and search partners
- Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customize your search ?

- Keyword filters
- Keyword options
- Show broadly related ideas
- Hide keywords in my account
- Hide keywords in my plan
- Keywords to include

Search volume trends

Average monthly searches

Month	Average monthly searches
Jan 2014	2.8M
Feb	2.6M
Mar	2.9M
Apr	2.8M
May	2.7M
Jun	2.7M
Jul	2.9M
Aug	2.7M
Sep	2.6M
Oct	2.6M
Nov	2.8M
Dec 2014	2.7M

Ad group ideas Keyword ideas Download Add all (49)

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
Refinishing Hardwo...	hardwood floor refin...	26,470	High	\$5.96	-	»
Bona Floor (8)	bona floor wax, bon...	36,120	High	\$0.79	-	»
Waxed Wood (22)	wood floor wax, woo...	5,750	High	\$1.31	-	»
Hardwood Floors (16)	hardwood floors, har...	160,970	High	\$4.36	-	»

Your plan
Saved until Feb 12, 2015

Bid range ?
\$0.00 – \$100.00

Daily forecasts
0 – 3.23K Clicks
\$0.00 – \$12.2K Cost

Ad groups: 9

- Cream Dessert (7)**
- Wax Finish (5)
- Quick Dessert (8)
- Polish Hardwood (7)
- Ice Cream (20)
- Dessert Toppings (14)
- Easy Dessert (10)

[Review forecasts](#)

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Google AdWords Keyword Planner

Google AdWords

Home Campaigns Opportunities Tools

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Keyword Planner

Add ideas to your plan

Your product or service

floor wax, dessert topping

Get ideas

Modify search

Targeting

United States

All languages

Google and search partners

Negative keywords

Date range

Show avg. monthly searches for: Last 12 months

Customize your search

Keyword filters

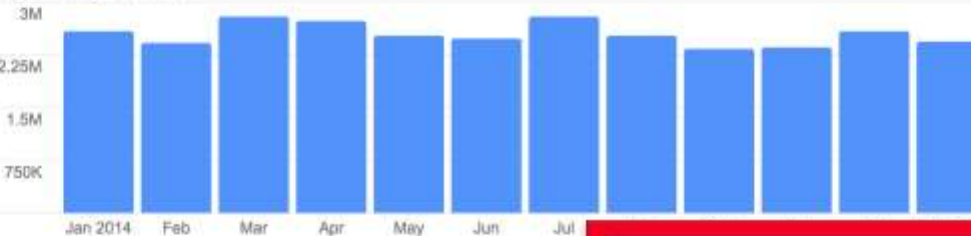
Keyword options

Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include

Search volume trends

Average monthly searches



Your plan

Saved until Feb 12, 2015

Bid range

\$0.00 - \$100.00

Daily forecasts

0 - 3.23K Clicks

\$0.00 - \$12.2K Cost

Ad group ideas

Keyword ideas

Ad group (by relevance)	Keywords	Avg. monthly searches	Competit
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Bona Floor (8)	bona floor wax, bon...	36,120	High
Waxed Wood (22)	wood floor wax, woo...	5,750	High
Hardwood Floors (18)	hardwood floors, har...	160,970	High

Ice Cream (20)

Dessert Toppings (14)

Easy Dessert (20)

Download plan

Review forecasts

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Google AdWords Keyword Planner

The screenshot shows the Google AdWords Keyword Planner interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', and 'Tools'. A red banner at the top indicates 'Your account isn't active - To activate your account and start running your ads, enter your billing information. Fix it | Learn more'. The main content area is titled 'Keyword Planner' and 'Add ideas to your plan'. A dialog box titled 'Download your plan' is open, showing 'Ad groups: 9, Keywords: 126'. The dialog has several sections: 'Historical statistics' with a checked box for 'Include average monthly searches, competition, and other statistics' and an unchecked box for 'Segment by month'; 'Traffic forecasts' with an unchecked box for 'Include clicks, impressions, and other forecasts' and a red warning 'You cannot download forecasts until you set a bid.'; 'File format' with radio buttons for 'AdWords Editor CSV' (unchecked) and 'Excel CSV' (checked); and 'Destination' with a checked box for 'Save to Google Drive'. At the bottom of the dialog are 'Download' and 'Cancel' buttons. In the background, a table shows search results for 'Hardwood Floors (16)' with 160,970 impressions and a cost of \$4.36. A 'Review forecasts' button is visible at the bottom right of the interface.

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Google AdWords Keyword Planner

Project Desert Wax barry.reicherier@finnpartners.com

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

fx Impr. Share

	A	B	C	D	E	F	G	H	I
	Ad Group	Keyword	Keyword Type	Currency	Segmentation	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Impr. Share
2				USD	Total - Tablet Only				--
3				USD	Total - Desktop Only				--
4				USD	Total - Mobile Only				--
5				USD	Total - United States				--
6	Floor Cleaning	cleaning hardwood floors	Broad	USD		5400	1	4.23	--
7	Floor Cleaning	cleaning wood floors	Broad	USD		2400	1	3.87	--
8	Floor Cleaning	floor cleaning	Broad	USD		2900	1	6.51	--
9	Floor Cleaning	hardwood floor cleaning	Broad	USD		1900	1	4.41	--
10	Floor Cleaning	wood floor cleaning	Broad	USD		1300	1	3.37	--
11	Floor Cleaning	how to clean hardwood floors	Broad	USD		9900	0.82	5.08	--
12	Floor Cleaning	floor cleaning services	Broad	USD		720	0.93	9.69	--
13	Floor Cleaning	floor cleaning products	Broad	USD		880	1	3.84	--
14	Floor Cleaning	wood floor cleaning products	Broad	USD		320	1	4.38	--
15	Floor Cleaning	how to clean wood floors	Broad	USD		6600	0.82	5.76	--
16	Floor Cleaning	professional floor cleaning	Broad	USD		170	1	10.4	--
17	Floor Cleaning	floor cleaning service	Broad	USD		170	0.82	8.9	--
18	Floor Cleaning	hardwood floor cleaning products	Broad	USD		320	1	2.91	--
19	Floor Cleaning	floor cleaning tools	Broad	USD		320	0.92	4.6	--
20	Floor Cleaners	wood floor cleaner	Broad	USD		12100	1	2.52	--
21	Floor Cleaners	hardwood floor cleaner	Broad	USD		22200	1	2.77	--
22	Floor Cleaners	laminate floor cleaner	Broad	USD		8100	1	2.48	--
23	Floor Cleaners	best hardwood floor cleaner	Broad	USD		3600	1	2.54	--
24	Floor Cleaners	floor cleaner	Broad	USD		22200	1	3.52	--

Keyword Planner 2015-02-02 at 22:43:07.tsv Count: 394

https://docs.google.com/a/finnpartners.com/spreadsheets/?authuser=0&usp=sheets_v

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Google AdWords Keyword Planner

The screenshot shows a Google Docs spreadsheet titled 'Project Dessert Wax Search Terms'. The spreadsheet displays data from the Google AdWords Keyword Planner for the keyword 'Wax Finish'. The data is organized into columns for Ad Group, Keyword, Avg. Monthly Searches (exact match only), Competition, and Suggested bid. The spreadsheet is viewed in a browser window with multiple tabs open, including 'M follow', 'Fin', 'Search', 'ICE', 'Prc', 'SUMI', 'Sci', 'Hope', 'PR', 'B C', 'Pocke', 'Crc', 'Mural', 'Go', 'Fre', 'Keywo', 'Ent', and 'go'. The browser address bar shows the URL: https://docs.google.com/a/finnpartners.com/spreadsheets/d/1JX0Ni1VjdmAmTwtUuGgdT6jEEM5uSITqJpOyXmDM/edit#gid=1864111249. The spreadsheet interface includes a menu bar (File, Edit, View, Insert, Format, Data, Tools, Add-ons, Help) and a toolbar with various editing tools. The data table is as follows:

	A	B	C	D	E
1	Ad Group	Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid
2	Cream Dessert	ice cream desserts	2,400	0.41	2.36
3	Cream Dessert	desserts with ice cream	140	0.22	1.35
4	Cream Dessert	easy ice cream desserts	170	0.22	0.90
5	Cream Dessert	desserts with whipped cream	110	0.29	0.61
6	Cream Dessert	ice cream for dessert	90	0.17	0.00
7	Cream Dessert	vanilla ice cream desserts	50	0.16	0.00
8	Cream Dessert	whipped cream desserts	260	0.38	0.26
9	Dessert Toppings	floor wax dessert topping	70	0.18	7.45
10	Dessert Toppings	floor wax and dessert topping	30	0.16	0.00
11	Dessert Toppings	dessert toppings	260	0.45	1.44
12	Dessert Toppings	sanders dessert toppings	20	0.65	0.56
13	Dessert Toppings	dessert topping mix	20	0.66	0.93
14	Dessert Toppings	top rated desserts	90	0.10	1.49
15	Dessert Toppings	top desserts	390	0.04	0.34
16	Dessert Toppings	top dessert recipes	320	0.14	0.97
17	Dessert Toppings	top ten desserts	210	0.16	0.44
18	Dessert Toppings	top thanksgiving desserts	70	0.00	0.00
19	Dessert Toppings	sanders dessert topping	20	0.93	0.31
20	Dessert Toppings	top 10 desserts	390	0.14	0.62
21	Dessert Toppings	stove top desserts	210	0.06	0.00
22	Dessert Toppings	dessert pizza toppings	20	0.21	0.00

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Project Dessert Wax Search Terms

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Comments Share

Quick Dessert

	A	B	C	D	E	F	G	H	I	J	K
1	Ad Group	Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Weighted Opportunity Rating (higher # better)	Cumulative Score (higher # better)	Objective Relevance (1=low, 2=moderate, 3=high)	Volume Tier (1=low, 2=moderate, 3=high)	Competition Level (1=high, 2=moderate, 3=low)	Bid Tier (1=low, 2=moderate, 3=high)
2	Floor Cleaning	how to clean hardwood floors	9,900	0.82	5.08	26	10	3	3	1	3
3	Floor Cleaning	how to clean wood floors	6,600	0.82	5.76	26	10	3	3	1	3
4	Floor Cleaners	floor cleaners	40,500	1.00	3.64	25	9	3	3	1	2
5	Floor Cleaners	floor cleaner	22,200	1.00	3.52	25	9	3	3	1	2
6	Floor Cleaners	hardwood floor cleaner	22,200	1.00	2.77	25	9	3	3	1	2
7	Floor Cleaners	hardwood floor cleaners	18,100	0.96	3.22	25	9	3	3	1	2
8	Floor Cleaners	wood floor cleaner	12,100	1.00	2.52	25	9	3	3	1	2
9	Floor Cleaners	lamineate floor cleaner	8,100	1.00	2.48	25	9	3	3	1	2
10	Quick Dessert	quick and easy desserts	6,600	0.32	1.48	25	10	2	3	3	2
11	Quick Dessert	quick desserts	5,400	0.30	1.66	25	10	2	3	3	2
12	Floor Cleaning	cleaning hardwood floors	5,400	1.00	4.23	25	9	3	3	1	2
13	Dessert Toppings	floor wax dessert topping	70	0.18	7.45	24	10	3	1	3	3
14	Floor Cleaning	floor cleaning	2,900	1.00	6.51	23	9	3	2	1	3
15	Quick Dessert	quick easy desserts	3,600	0.19	1.37	22	9	2	2	3	2
16	Floor Cleaners	best hardwood floor cleaner	3,600	1.00	2.54	22	8	3	2	1	2
17	Floor Cleaning	cleaning wood floors	2,400	1.00	3.87	22	8	3	2	1	2
18	Floor Cleaners	best wood floor cleaner	2,400	1.00	3.42	22	8	3	2	1	2
19	Polish Hardwood	hardwood floor polish	2,400	1.00	1.45	22	8	3	2	1	2
20	Floor Cleaning	hardwood floor cleaning	1,900	1.00	4.41	22	8	3	2	1	2
21	Floor Cleaning	wood floor cleaning	1,300	1.00	3.37	22	8	3	2	1	2

Keyword Planner 2015-02-02 at 22:43:07.tsv

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Project Dessert Wax Search Terms

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Competition Level (1=high, 2=moderate, 3=low)

	A	B	C	D	E	F	G	H	I	J	K
1	Ad Group	Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Weighted Opportunity Rating (higher # better)	Cumulative Score (higher # better)	Objective Relevance (1=low, 2=moderate, 3=high)	Volume Tier (1=low, 2=moderate, 3=high)	Competition Level (1=high, 2=moderate, 3=low)	Bid Tier (1=low, 2=moderate, 3=high)
2	Floor Cleaning	how to clean hardwood floors	9,900	0.82	5.08	26	10	3	3	1	3
3	Floor Cleaning	how to clean wood floors	6,600	0.82	5.76	26	10	3	3	1	3
4	Floor Cleaners	floor cleaners	40,500	1.00	3.64	25	9	3	3	1	2
5	Floor Cleaners	floor cleaner	22,200	1.00	3.52	25	9	3	3	1	2
6	Floor Cleaners	hardwood floor cleaner	22,200	1.00	2.77	25	9	3	3	1	2
7	Floor Cleaners	hardwood floor cleaners	18,100	0.96	3.22	25	9	3	3	1	2
8	Floor Cleaners	wood floor cleaner	12,100	1.00	2.52	25	9	3	3	1	2
9	Floor Cleaners	laminare floor cleaner	8,100	1.00	2.48	25	9	3	3	1	2
10	Quick Dessert	quick and easy desserts	6,600	0.32	1.48	25	10	2	3	3	2
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20	Floor Cleaning	hardwood floor cleaning	1,900	1.00	4.41	22	8	3	2	1	2
21	Floor Cleaning	wood floor cleaning	1,300	1.00	3.37	22	8	3	2	1	2

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Sum: 31

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Project Dessert Wax Search Terms

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Volume Tier (1=low, 2=moderate, 3=high)

	A	B	C	D	E	F	G	H	I	J	K
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Sum: 57

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Project Dessert Wax Search Terms

Objective Relevance (1=low, 2=moderate, 3=high)

	A	B	C	D	E	F	G	H	I	J	K
	Ad Group	Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Weighted Opportunity Rating (higher # better)	Cumulative Score (higher # better)	Objective Relevance (1=low, 2=moderate, 3=high)	Volume Tier (1=low, 2=moderate, 3=high)	Competition Level (1=high, 2=moderate, 3=low)	Bid Tier (1=low, 2=moderate, 3=high)
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20	Floor Cleaning	hardwood floor cleaning	1,900	1.00	4.41	22	8	3	2	1	2
21	Floor Cleaning	wood floor cleaning	1,300	1.00	3.37	22	8	3	2	1	2

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Sum: 64

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Project Dessert Wax Search Terms

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fx | Weighted Opportunity Rating (higher # better)

	A	B	C	D	E	F	G	H	I	J	K
	Ad Group	Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Weighted Opportunity Rating (higher # better)	Cumulative Score (higher # better)	Objective Relevance (1=low, 2=moderate, 3=high)	Volume Tier (1=low, 2=moderate, 3=high)	Competition Level (1=high, 2=moderate, 3=low)	Bid Tier (1=low, 2=moderate, 3=high)
1											
2	Cream Dessert	ice cream desserts	2,400	0.41	2.36	16	7	1	2	2	2
3	Cream Dessert	desserts with ice cream	140	0.22	1.35	15	7	1	1	3	2
4	Cream Dessert	easy ice cream desserts	170	0.22	0.90	14	6	1	1	3	1
5	Cream Dessert	desserts with whipped cream	110	0.29	0.61	14	6	1	1	3	1
6	Cream Dessert	ice cream for dessert	90	0.17	0.00	14	6	1	1	3	1
7	Cream Dessert	vanilla ice cream desserts	50	0.16	0.00	14	6	1	1	3	1
8	Cream Dessert	whipped cream desserts	260	0.38	0.26	12	5	1	1	2	1
9	Dessert Toppings	floor wax dessert topping	70	0.18	7.45	24	10	3	1	3	3
10	Dessert Toppings	floor wax and dessert topping	30	0.16	0.00	22	8	3	1	3	1
11	Dessert Toppings	dessert toppings	260	0.45	1.44	17	7	2	1	2	2
12	Dessert Toppings	sanders dessert toppings	20	0.65	0.56	16	6	2	1	2	1
13	Dessert Toppings	dessert topping mix	20	0.66	0.93	16	6	2	1	2	1
14	Dessert Toppings	top rated desserts	90	0.10	1.49	15	7	1	1	3	2
15	Dessert Toppings	top desserts	390	0.04	0.34	14	6	1	1	3	1
16	Dessert Toppings	top dessert recipes	320	0.14	0.97	14	6	1	1	3	1
17	Dessert Toppings	top ten desserts	210	0.16	0.44	14	6	1	1	3	1
18	Dessert Toppings	top thanksgiving desserts	70	0.00	0.00	14	6	1	1	3	1
19	Dessert Toppings	sanders dessert topping	20	0.93	0.31	14	5	2	1	1	1
20	Dessert Toppings	top 10 desserts	390	0.14	0.62	14	6	1	1	3	1
21	Dessert Toppings	stove top desserts	210	0.06	0.00	14	6	1	1	3	1

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fx | Quick Dessert

	A	B	C	D	E	F	G	H				
1	Ad Group	Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Weighted Opportunity Rating (higher # better)	Cumulative Score (higher # better)	Relevance (1=low, 2=moderate, 3=high)	Volume Tier (1=low, 2=moderate, 3=high)	Competition Level (1=high, 2=moderate, 3=low)	Bid Tier (1=low, 2=moderate, 3=high)	
2	Floor Cleaning	how to clean hardwood floors	9,900	0.82	5.08	26	10	3	3	1	3	
3	Floor Cleaning	how to clean wood floors	6,600	0.82	5.76	26	10	3	3	1	3	
4	Floor Cleaners	floor cleaners	40,500	1.00	3.64	25	9	3	3	1	2	
5	Floor Cleaners	floor cleaner	22,200	1.00	3.52	25	9	3	3	1	2	
6	Floor Cleaners	hardwood floor cleaner	22,200	1.00	2.77	25	9	3	3	1	2	
7	Floor Cleaners	hardwood floor cleaners	18,100	0.96	3.22	25	9	3	3	1	2	
8	Floor Cleaners	wood floor cleaner	12,100	1.00	2.52	25	9	3	3	1	2	
9	Floor Cleaners	lamineate floor cleaner	8,100	1.00	2.48	25	9	3	3	1	2	
10	Quick Dessert	quick and easy desserts	6,600	0.32	1.48	25	10	2	3	3	2	
11	Quick Dessert	quick desserts	5,400	0.30	1.66	25	10	2	3	3	2	
12	Floor Cleaning	cleaning hardwood floors	5,400	1.00	4.23	25	9	3	3	1	2	
13	Dessert Toppings	floor wax dessert topping	70	0.18	7.45	24	10	3	1	3	3	
14	Floor Cleaning	floor cleaning	2,900	1.00	6.51	23	9	3	2	1	3	
15	Quick Dessert	quick easy desserts	3,600	0.19	1.37	22	9	2	2	3	2	
16	Floor Cleaners	best hardwood floor cleaner	3,600	1.00	2.54	22	8	3	2	1	2	
17	Floor Cleaning	cleaning wood floors	2,400	1.00	3.87	22	8	3	2	1	2	
18	Floor Cleaners	best wood floor cleaner	2,400	1.00	3.42	22	8	3	2	1	2	
19	Polish Hardwood	hardwood floor polish	2,400	1.00	1.45	22	8	3	2	1	2	
20	Floor Cleaning	hardwood floor cleaning	1,900	1.00	4.41	22	8	3	2	1	2	
21	Floor Cleaning	wood floor cleaning	1,300	1.00	3.37	22	8	3	2	1	2	

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Weighted Opportunity Rating (higher # better)

	A	B	C	D	E	F	G	H	I	J	K
	Ad Group	Keyword	Avg. Monthly Searches (exact match only)	Competition	Suggested bid	Weighted Opportunity Rating (higher # better)	Cumulative Score (higher # better)	Objective Relevance (1=low, 2=moderate, 3=high)	Volume Tier (1=low, 2=moderate, 3=high)	Competition Level (1=high, 2=moderate, 3=low)	Bid Tier (1=low, 2=moderate, 3=high)
2	Floor Cleaning	how to clean hardwood floors	9,900	0.82	5.08	26	10	3	3	1	3
3	Floor Cleaning	how to clean wood floors	6,600	0.82	5.76	26	10	3	3	1	3
4	Floor Cleaners	floor cleaners	40,500	1.00	3.64	25	9	3	3	1	2
5	Floor Cleaners	floor cleaner	22,200	1.00	3.52	25	9	3	3	1	2
6	Floor Cleaners	hardwood floor cleaner	22,200	1.00	2.77	25	9	3	3	1	2
7	Floor Cleaners	hardwood floor cleaners	18,100	0.96	3.22	25	9	3	3	1	2
8	Floor Cleaners	wood floor cleaner	12,100	1.00	2.52	25	9	3	3	1	2
9	Floor Cleaners	laminate floor cleaner	8,100	1.00	2.48	25	9	3	3	1	2
10	Quick Dessert	quick and easy desserts	6,600	0.32	1.48	25	10	2	3	3	2
11	Quick Dessert	quick desserts	5,400	0.30	1.66	25	10	2	3	3	2
12	Floor Cleaning	cleaning hardwood floors	5,400	1.00	4.23	25	9	3	3	1	2
14	Floor Cleaning	floor cleaning	2,900	1.00	6.51	23	9	3	2	1	3
15	Quick Dessert	quick easy desserts	3,600	0.19	1.37	22	9	2	2	3	2
16	Floor Cleaners	best hardwood floor cleaner	3,600	1.00	2.54	22	8	3	2	1	2
17	Floor Cleaning	cleaning wood floors	2,400	1.00	3.87	22	8	3	2	1	2
18	Floor Cleaners	best wood floor cleaner	2,400	1.00	3.42	22	8	3	2	1	2
19	Polish Hardwood	hardwood floor polish	2,400	1.00	1.45	22	8	3	2	1	2
20	Floor Cleaning	hardwood floor cleaning	1,900	1.00	4.41	22	8	3	2	1	2
21	Floor Cleaning	wood floor cleaning	1,300	1.00	3.37	22	8	3	2	1	2

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Insights from **The Wisdom of Crowds Teams**


INSIGHTS SPRINT

- It's audience-centric
 - Emotional and rational motivations
 - Resolve tension/solve problems
- It sparks creative thinking
 - Unique and differentiating ideas
- It provides a strategic foundation (and filter) for tactics

“Connecting with the needs, desires and motivations of real people helps to inspire and provoke fresh ideas.”
- *Creative Confidence*

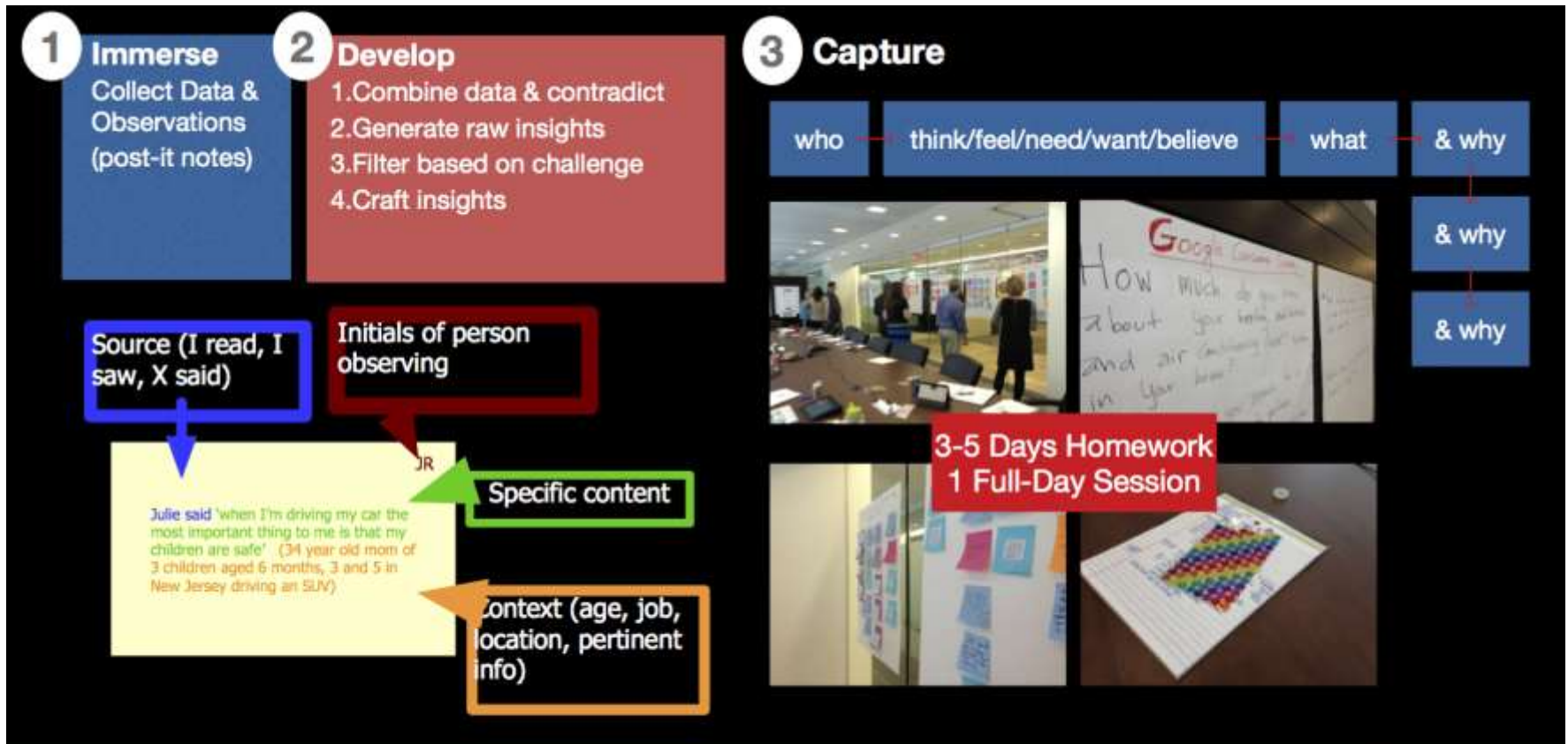
Why Insights Immersion?

- It's audience-centric
 - Emotional and rational motivations
 - Resolve tension/solve problems
- It sparks creative thinking
 - Unique and differentiating ideas
- It provides a strategic foundation (and filter) for tactics



“Connecting with the needs, desires and motivations of real people helps to inspire and provoke fresh ideas.”
- *Creative Confidence*

Getting to the Big Idea



What's an Insight?

- What we know about the target's mindset and motivations about this subject today that will help us to change his/her attitudes/behaviors tomorrow?
- **Combining two elements...**
 - Because (explanation)
 - But (tension)

How We'll Turn **Observation** into **Insights**?

- Using the observations, together we'll craft insight statements

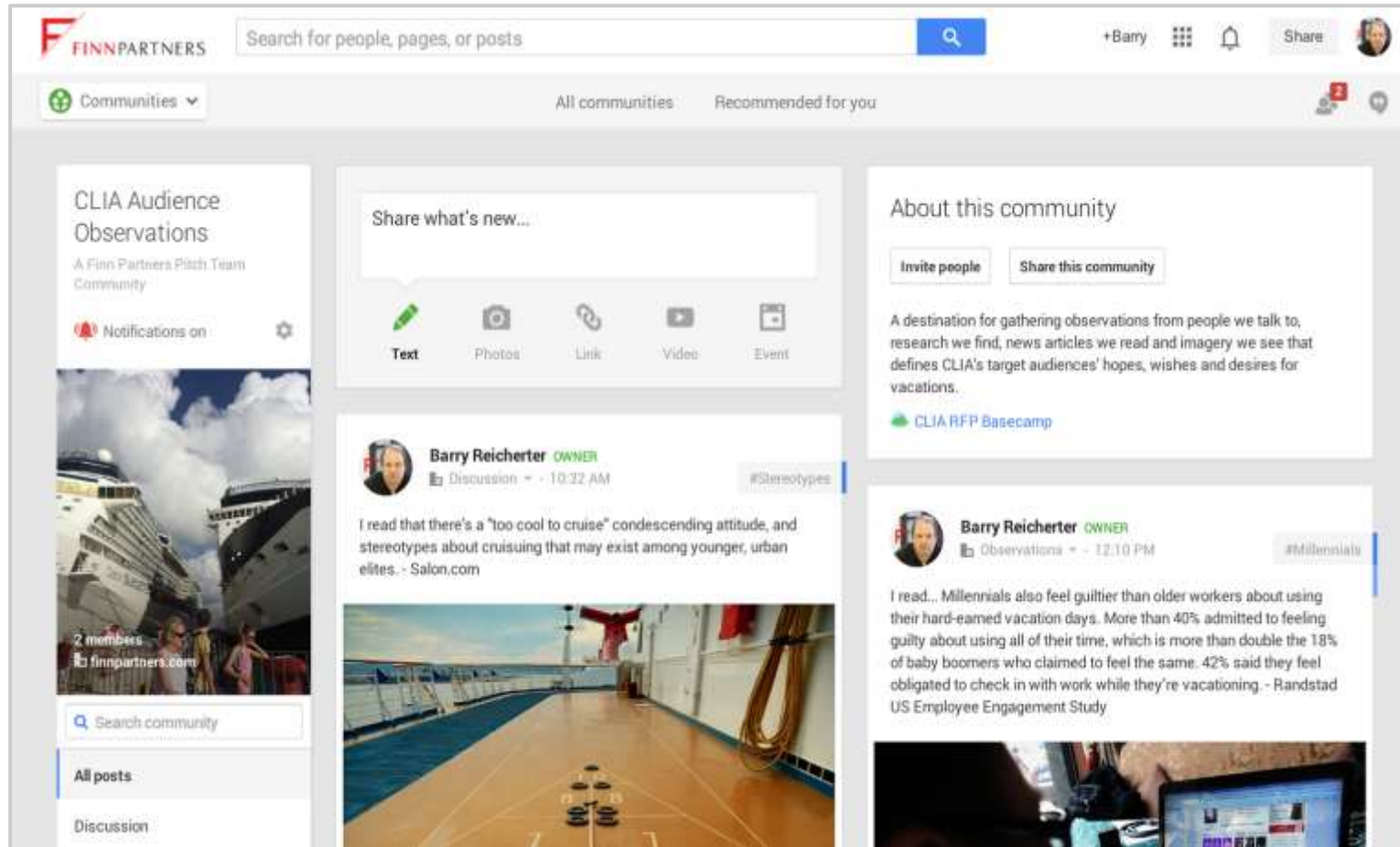
WHO -> THINK/FEEL/WANT -> WHAT -> WHY?
(target) (verb) (noun) (adverb)

Millennials don't consider cruise vacations. . .

- . . .because they have guilt about taking vacations
- . . .because they feel the need to "check-in" to work
- . . .because internet connectivity on cruise has been historically slow, unavailable and/or expensive

How to post observations in 2 steps

1 Go to the Observations [Google Plus Community](#) page



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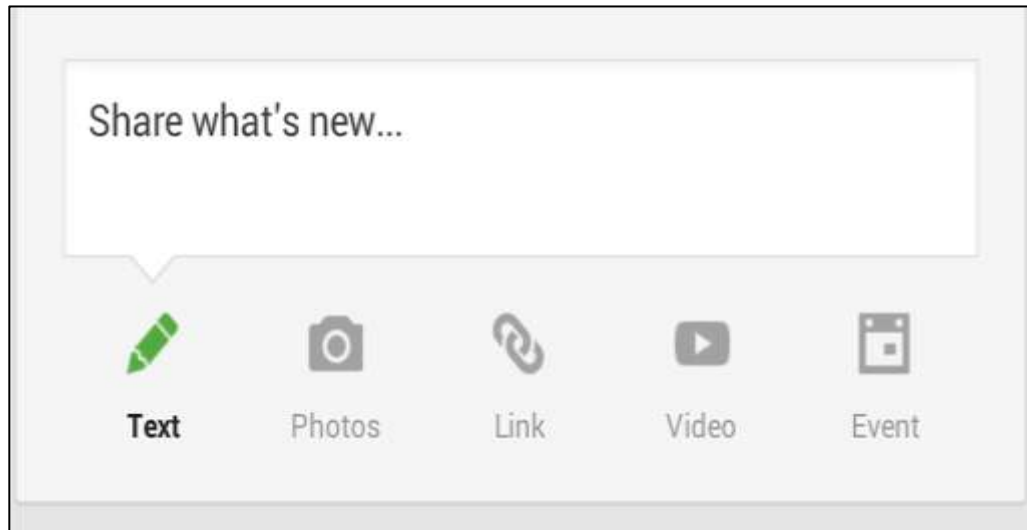
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How to post observations in 2 steps

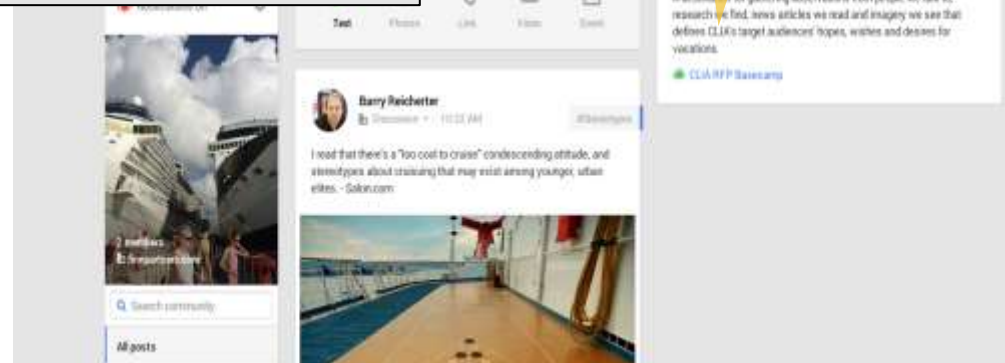
2

Paste a link, attach an image or video, or simply write a note for your observation



Try and collect
at least 15
observations

That's It!



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How to post observations

Remember, an observation can come from any of the following:



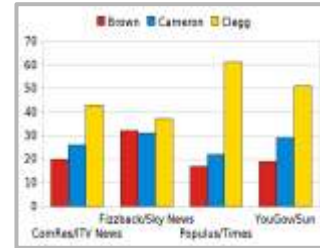
Conduct informal interviews w/ friends, family, anyone relevant to the audience or influencers



Participate or lurk in social media



Read, Watch, Listen articles, programs, news



Review existing research



Role play as the target audience



as an insights hub

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INSPIRATION

This collage displays a variety of content from Barry Reicherter's Google+ profile, including:

- Text-based posts with images and links.
- Bar charts showing survey results.
- A circular infographic with segments labeled LOVE, BEAUTY, INSPIRATION, VACATION, and SUMMER.
- Line graphs and data tables.
- Profile information and navigation elements.

Barry Reicherter OWNER
Observations - Jul 27, 2014 #research

In our Google survey #research I saw that respondents within the income range of our target audience that reliance on online information sources (search & social) was greater the higher the income, while reliance on people they knew decreased and travel agents increased very slightly.

	Urban	Rural	Suburb	\$0-24K	\$25K-49K	\$50K-74K	\$75K-99K	\$100K-149K
Online web search	48%	50%	52%	39%	48%	54%	50%	60%
Friends, family, or coworkers	22%	21%	27%	33%	24%	23%	25%	20%
Travel agents	17%	15%	12%	7%	14%	12%	14%	15%
Printed Materials	8%	8%	7%	14%	10%	9%	7%	0%
Social Media	5%	7%	2%	7%	4%	2%	3%	5%

+1 Add a comment...

Barry Reicherter OWNER
Observations - Jul 27, 2014 #research

In our Google survey #research there are two conflicting associations with cruisers – either they viewed as adventurous or fun vs old or rich or lazy.

As best as you can, please use adjectives to describe the kind of person you think takes a vacation aboard a cruise ship? (Open-ended)

anyone busy not sure money smart
adventurous
middle class happy no ideas
awesome stupid old no
boring brave old outgoing
retired fat



as an insights hub

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READY TO INSPIRE

Rise of the STRESSED-OUT DIY PROSUMER



1. ECONOMIC BENEFITS
2. LACK OF PRODUCT QUALITY
3. LACK OF PRODUCT AVAILABILITY
4. NEED FOR CUSTOMIZATION



Identity Enhancement

Blurred Boundaries

Mirage of Relaxation

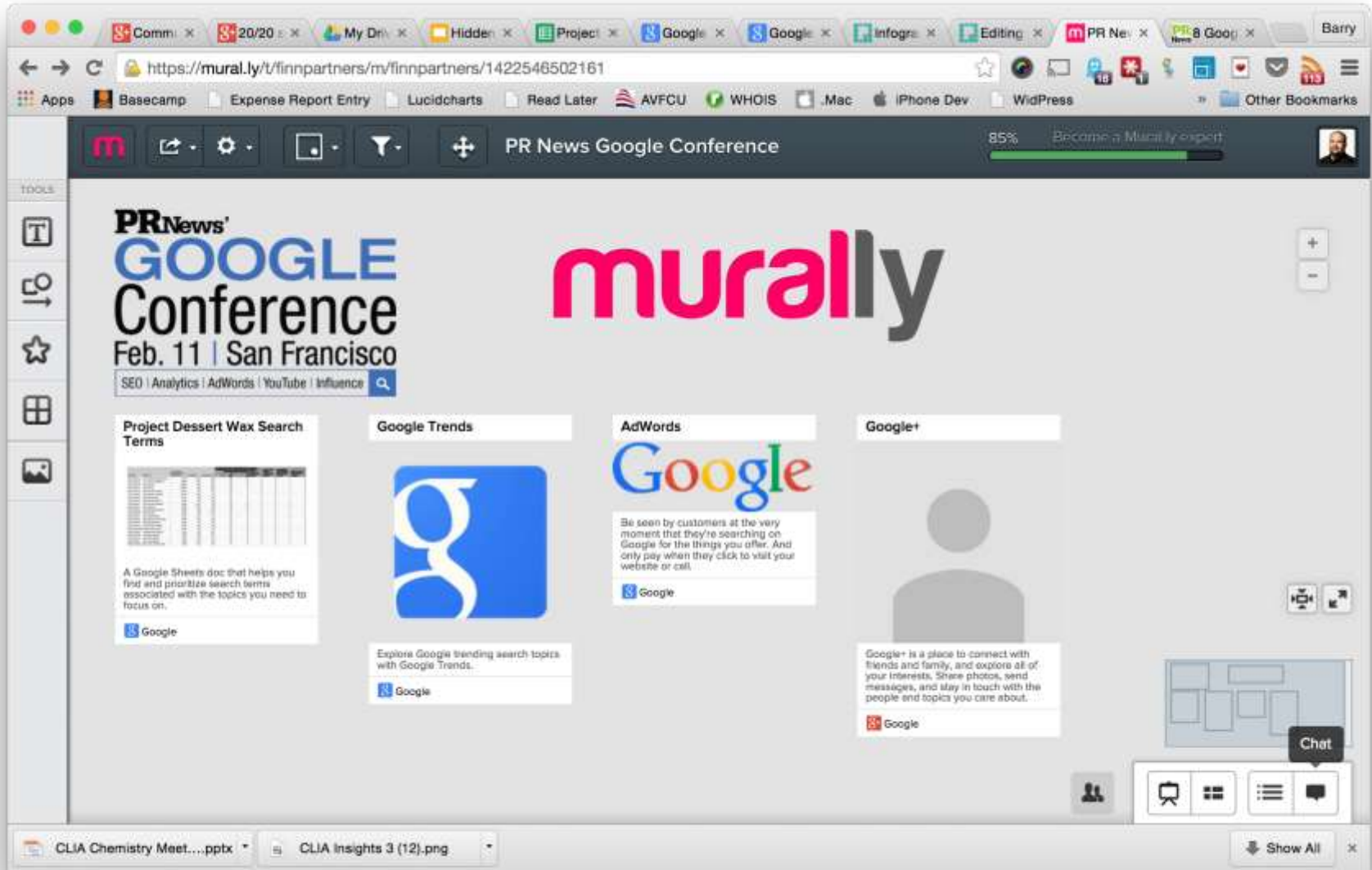
Seek Experts

Just add more DIY

Collage of social media posts and survey results related to the DIY Prosumer trend, including posts from Amy Richey, Megan Ingram, and others, along with various charts and text snippets.

Conference Mural

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CREATING
INSPIRATION



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