



Using online tools, like Google,  
to increase customers

Roberto Martinez

OWN  
THE  
FUTURE

# 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?



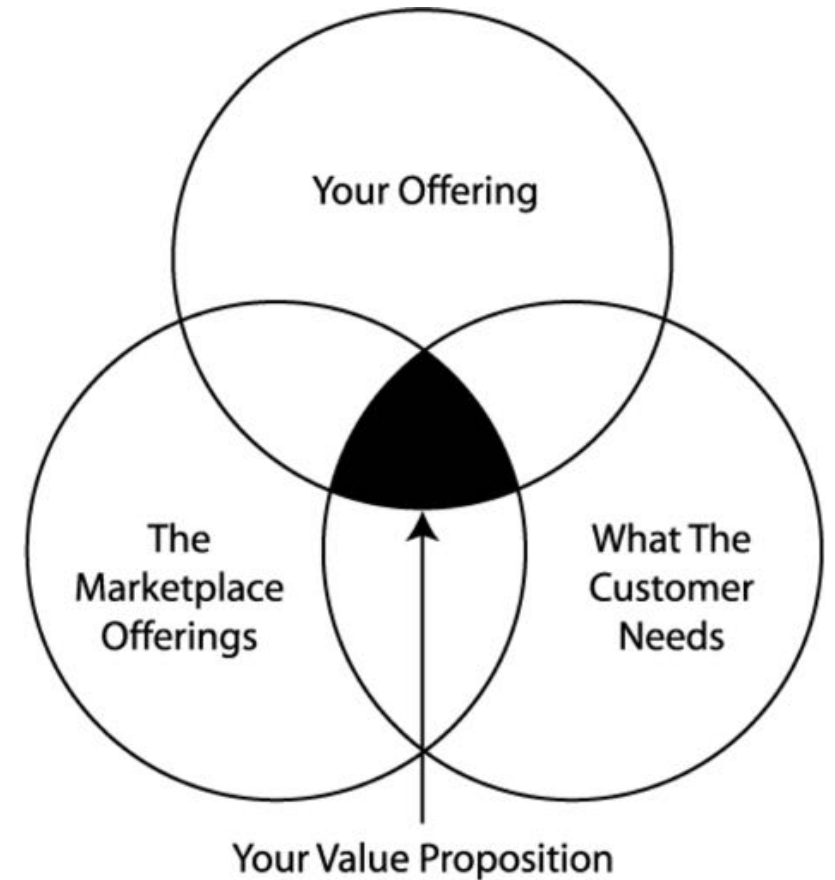


# Value proposition

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

### Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29  
OCCUPATION Regional Director  
STATUS Single  
LOCATION Portsmouth, NH  
TIER Frequent Traveler  
ARCHETYPE The Planner

Organized Practical  
Protective Hardworking

**Bio**  
Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

**Personality**

|           |            |
|-----------|------------|
| Extrovert | Introvert  |
| Sensing   | Intuition  |
| Thinking  | Feeling    |
| Judging   | Perceiving |

**Brands**

KAYAK Basecamp  
Outlook  
enterprise IHG

**Goals**

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

**Frustrations**

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

**Motivations**

|                   |  |
|-------------------|--|
| Price             |  |
| Comfort           |  |
| Convenience       |  |
| Speed             |  |
| Preferences       |  |
| Loyalties/Rewards |  |

**Technology**

|                 |  |
|-----------------|--|
| IT & Internet   |  |
| Software        |  |
| Mobile Apps     |  |
| Social Networks |  |

# 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.

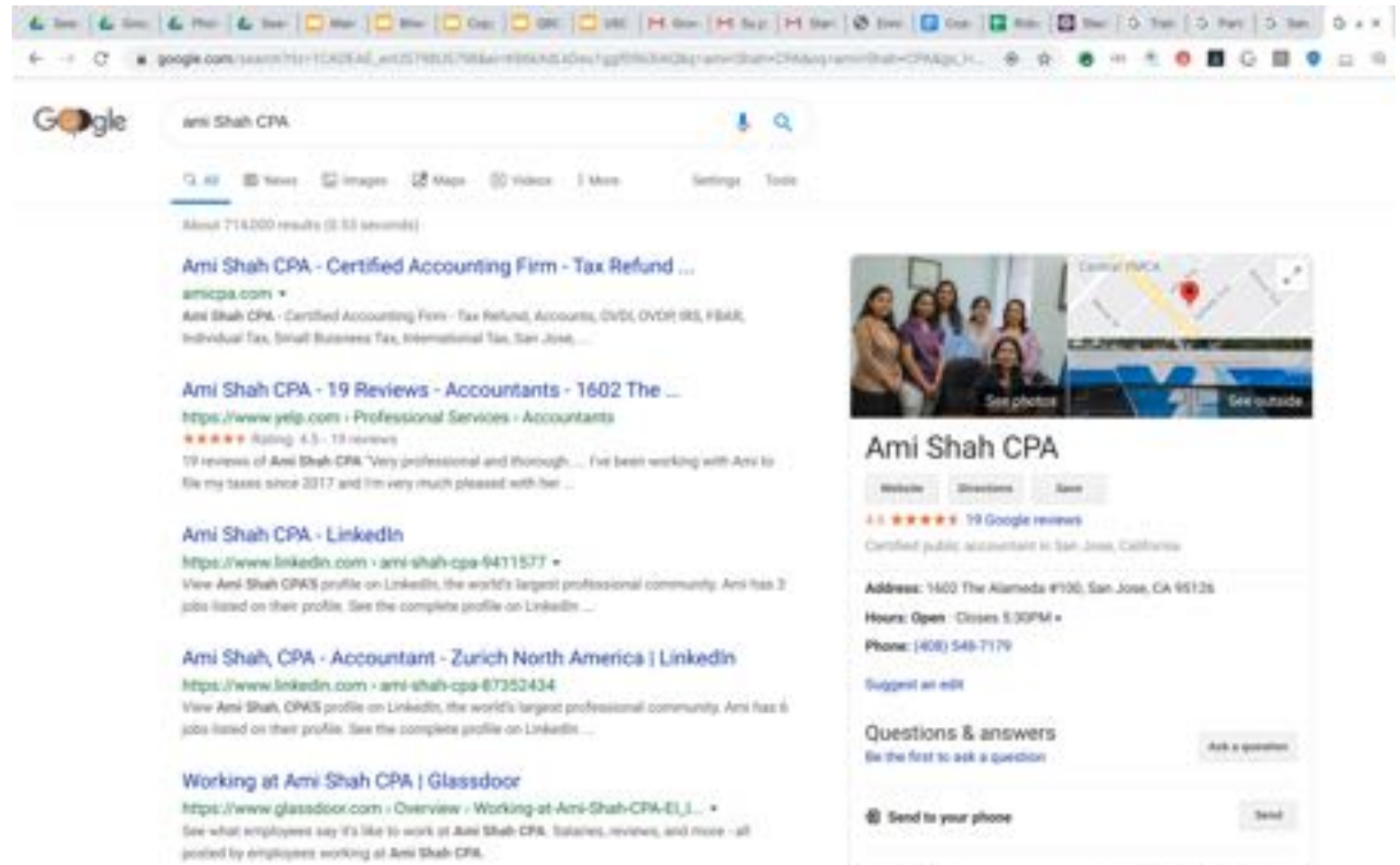


# Online presence

## Google My Business

Register at:

[www.google.com/business](http://www.google.com/business)

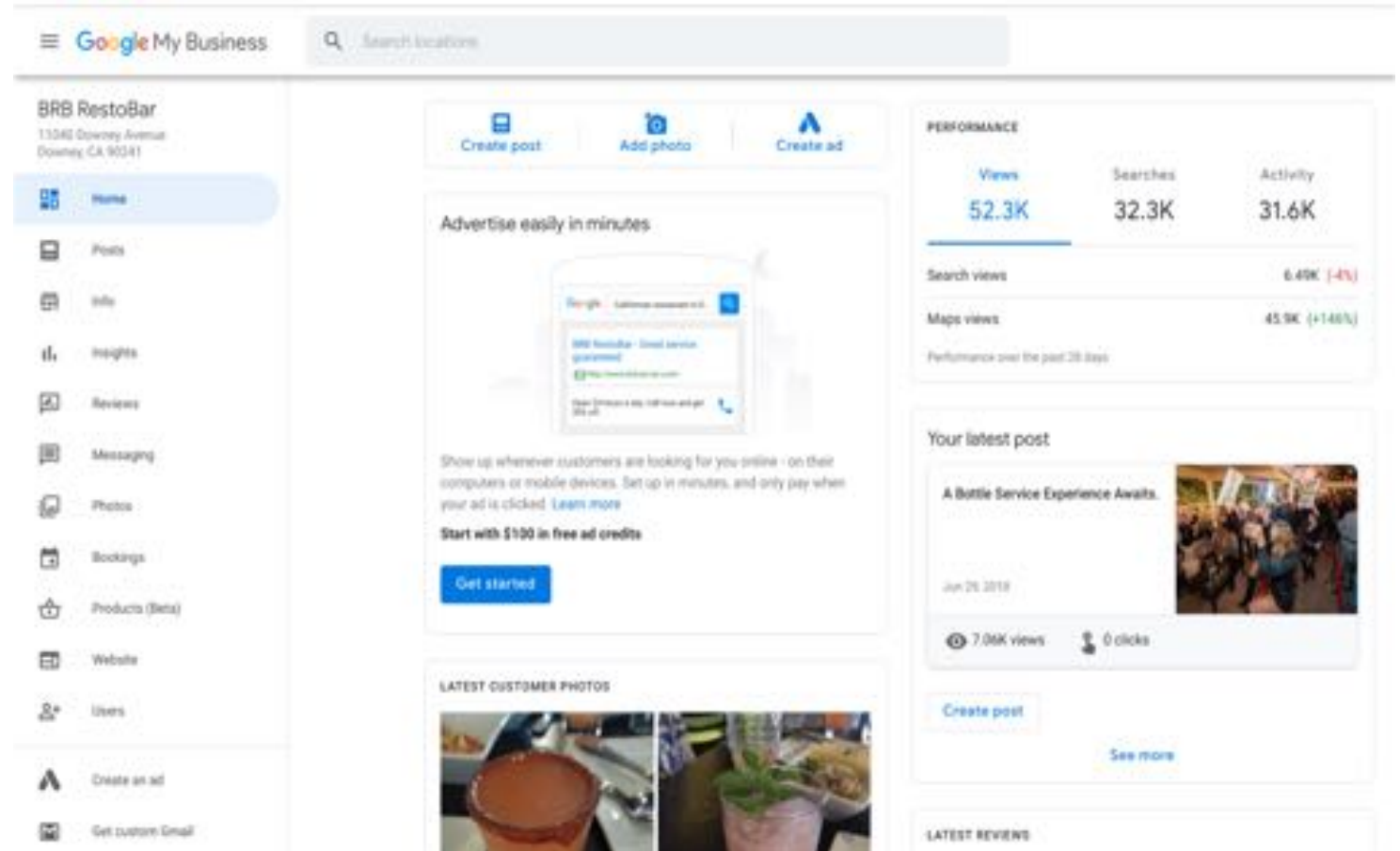


# Online presence

## Google My Business

### Key Takeaways

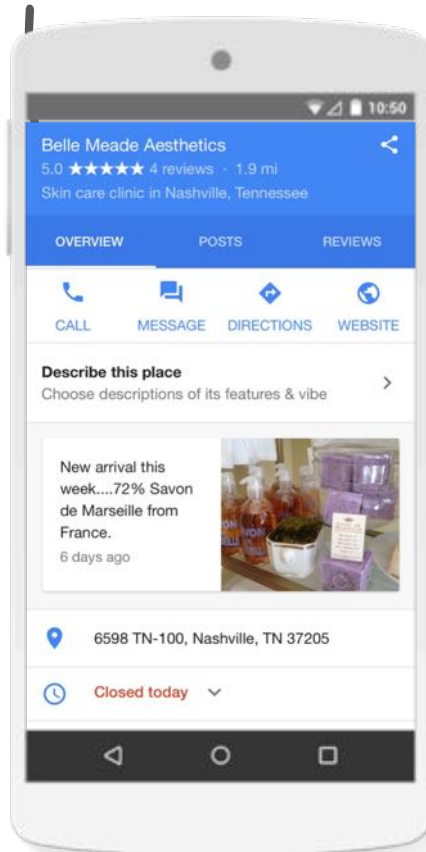
- Complete fill out profile
- Manage hours of operations
- Include hours of ops
- Humanize brand: Images and videos
- Data tools: Insights tool and keywords



# Online presence

## Google My Business

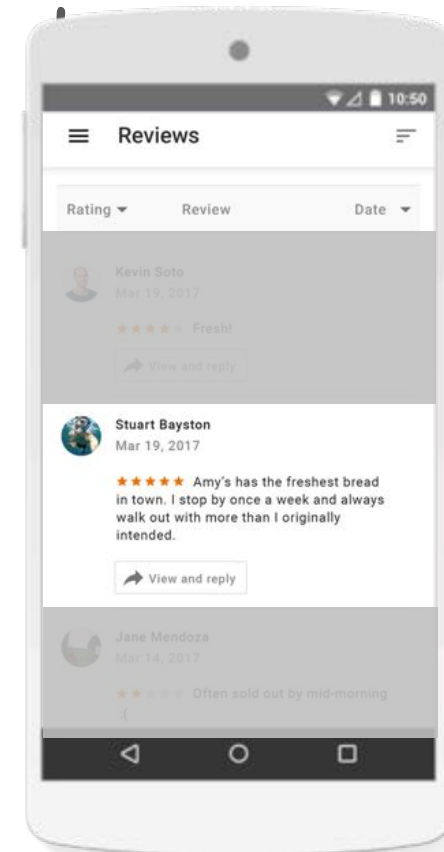
### Posts



### Messages

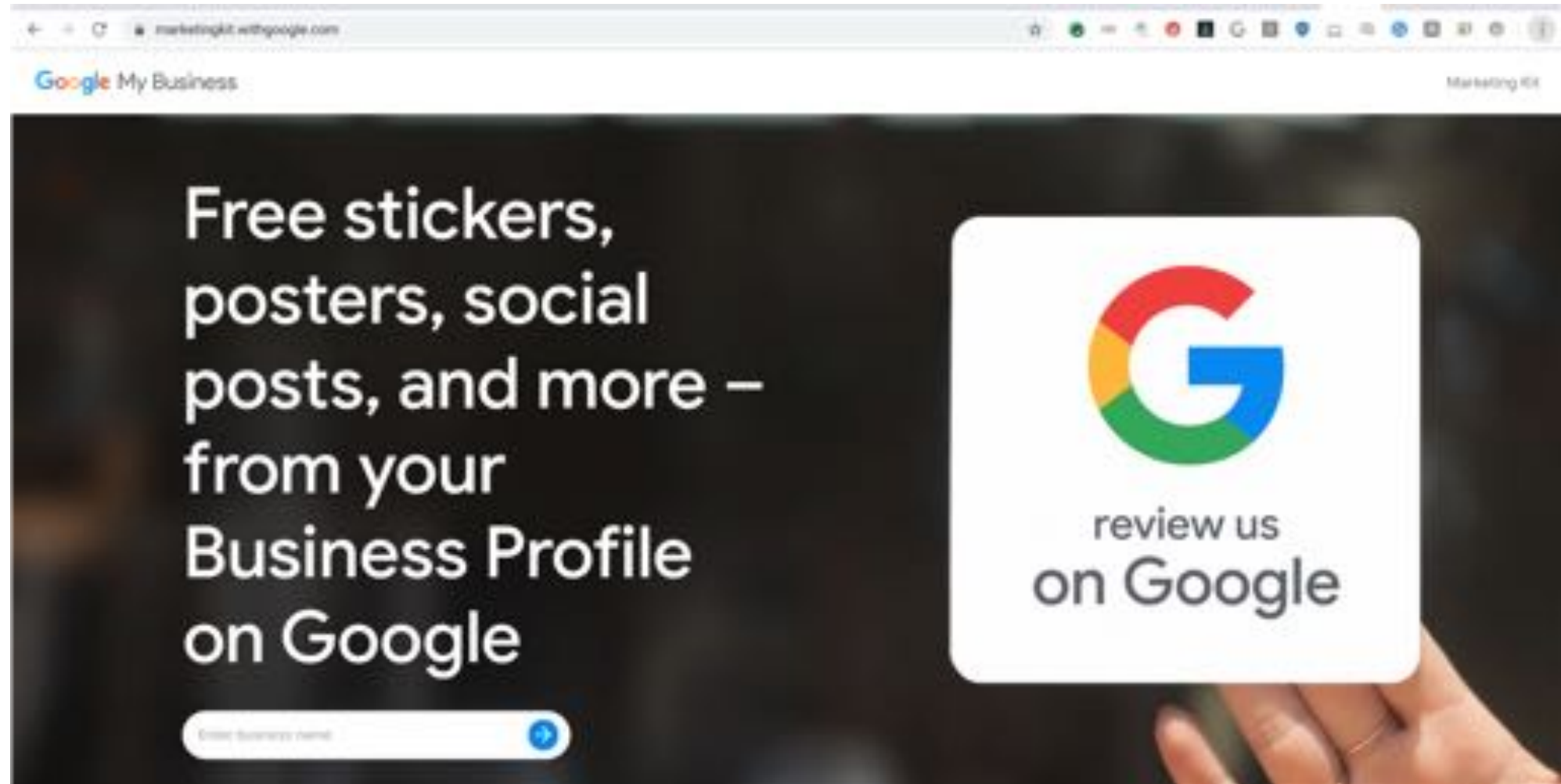


### Reviews



# Online presence

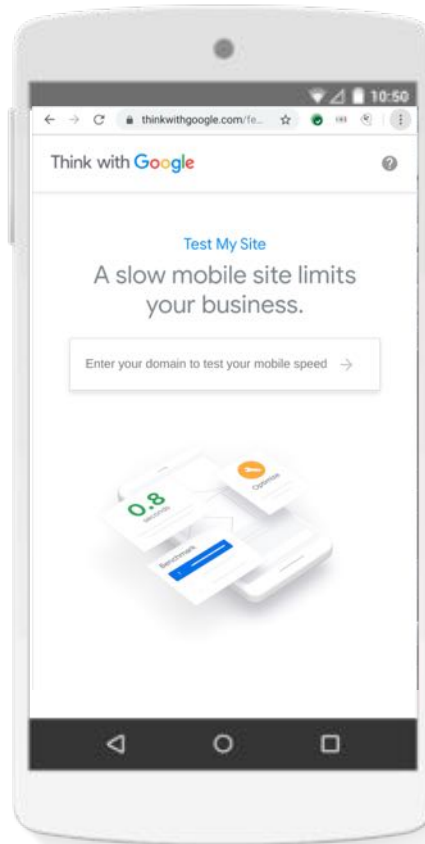
Google My Business: Marketing



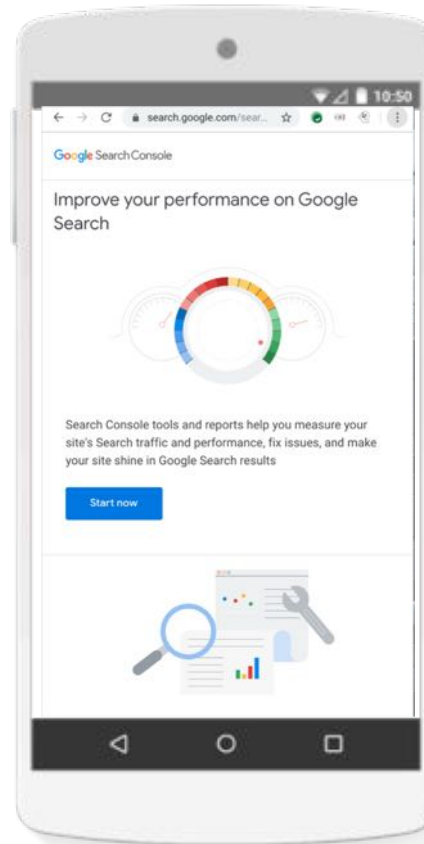


# Online presence

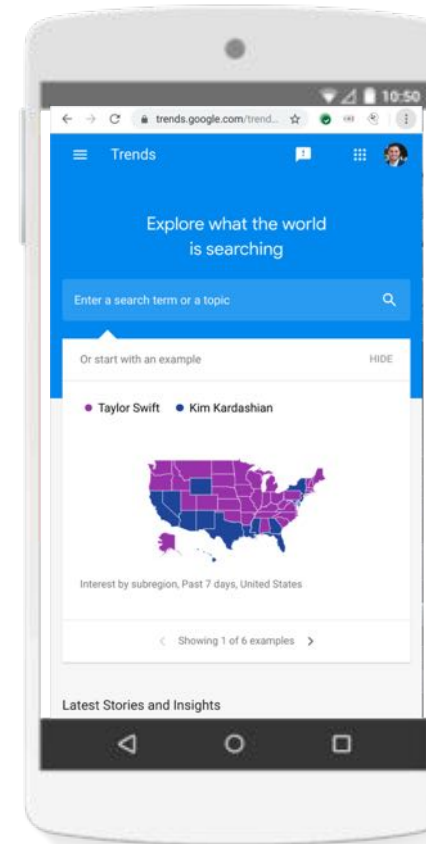
Google: Other tools



[g.co/testmysite](https://g.co/testmysite)



[g.co/searchconsole](https://g.co/searchconsole)

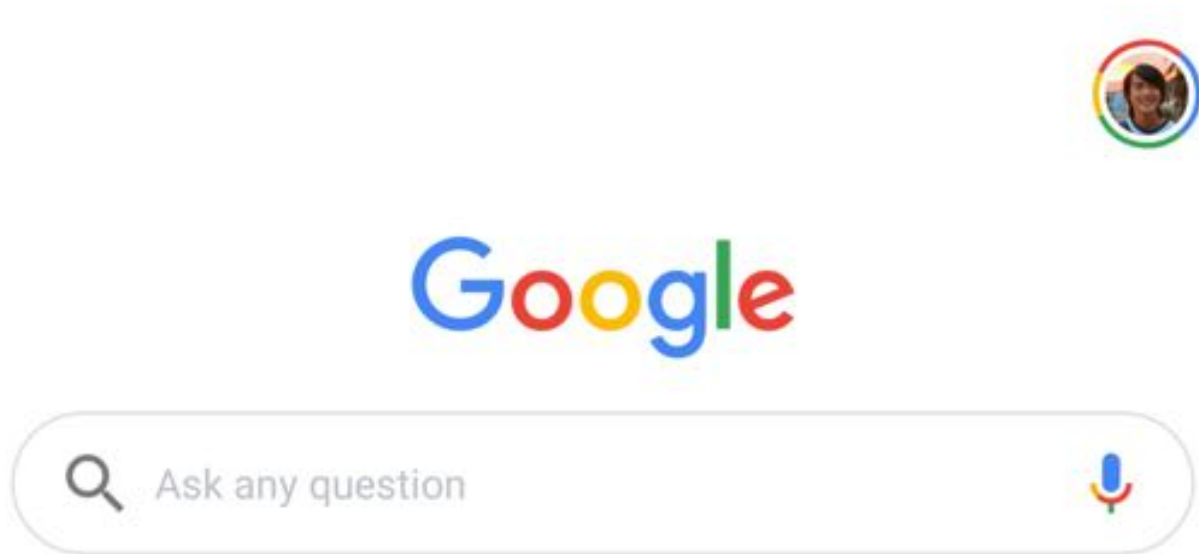


[g.co/trends](https://g.co/trends)

Use **Trends** to find popular search terms on Google

# 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 may 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?

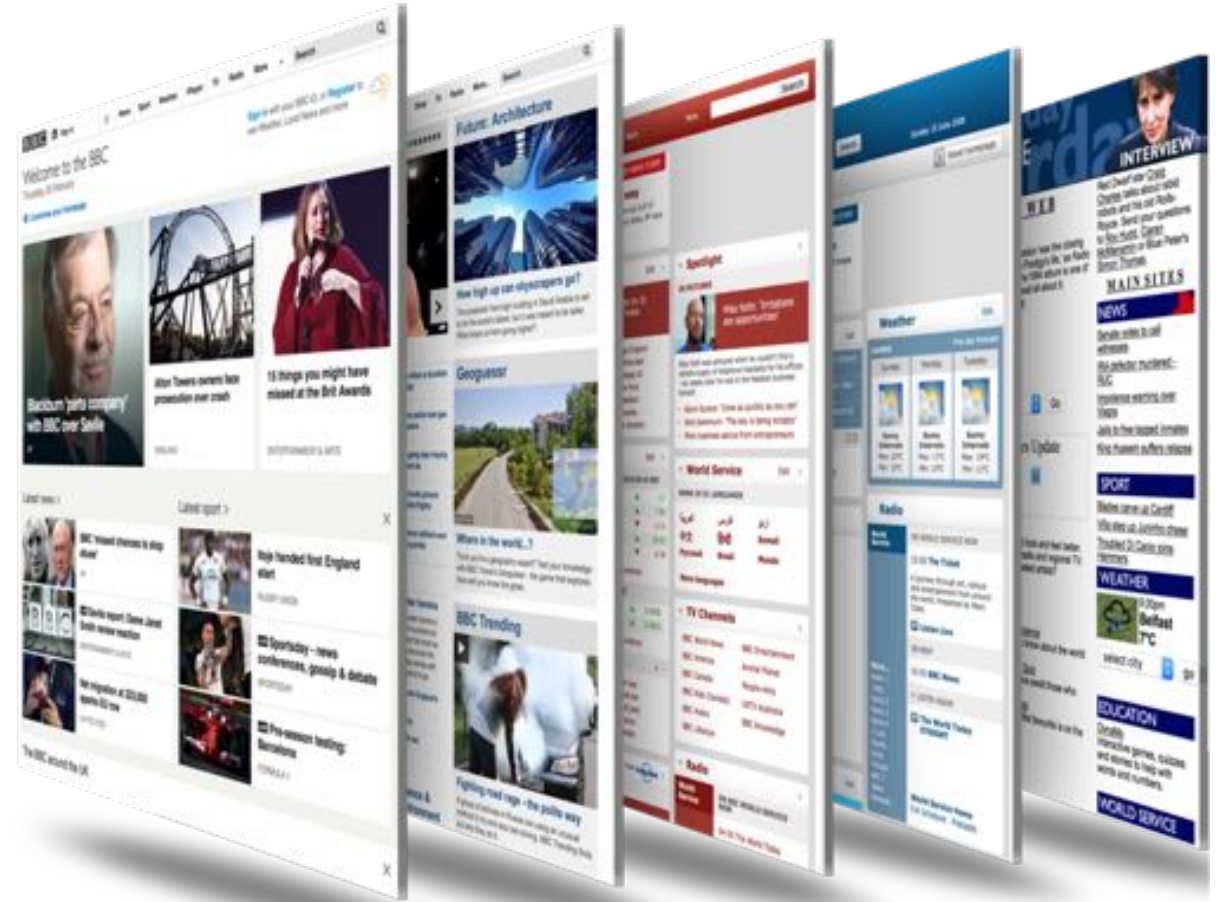


How do I track  
success?

# Online presence

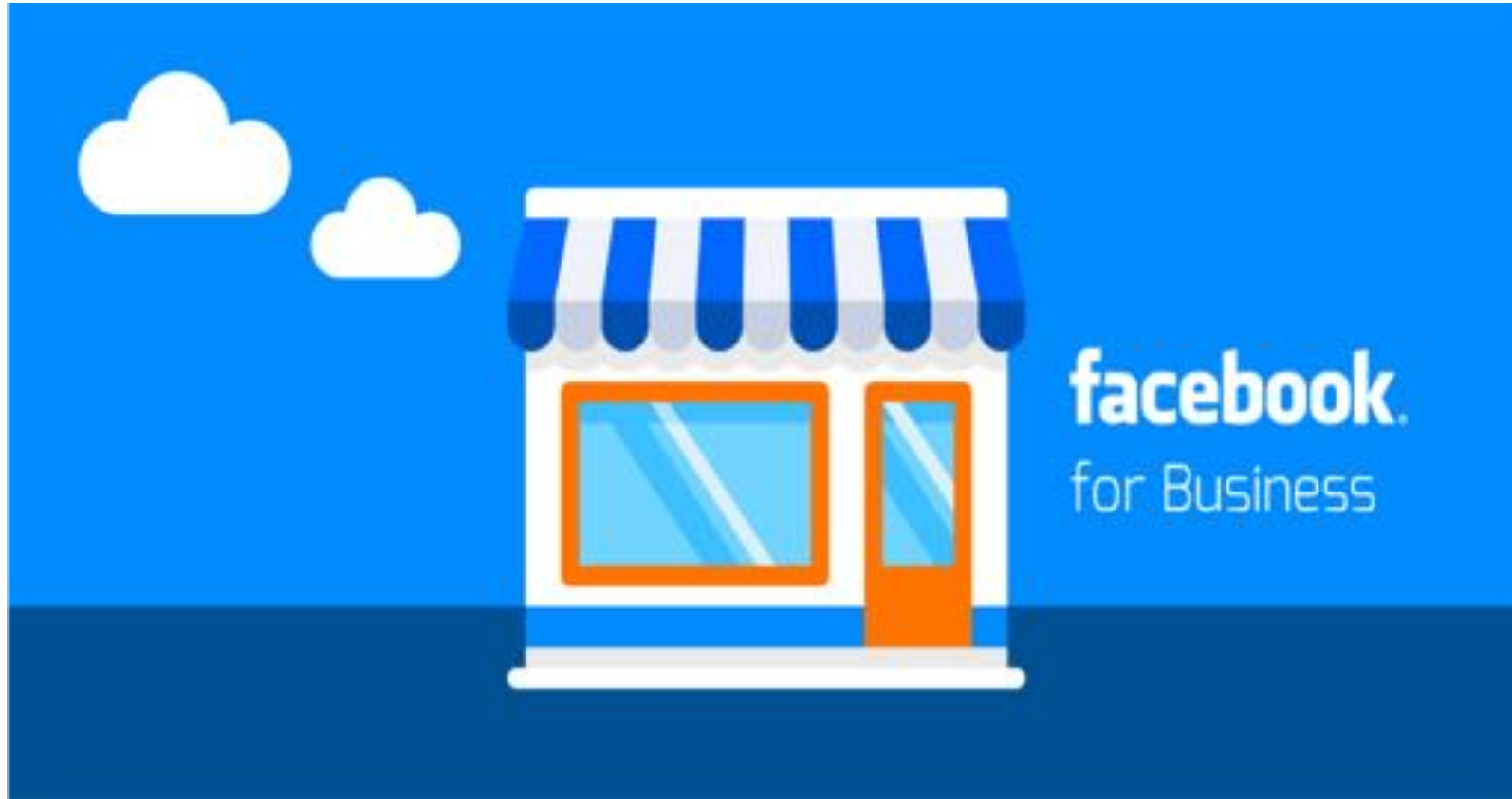
## Website optimization

- 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



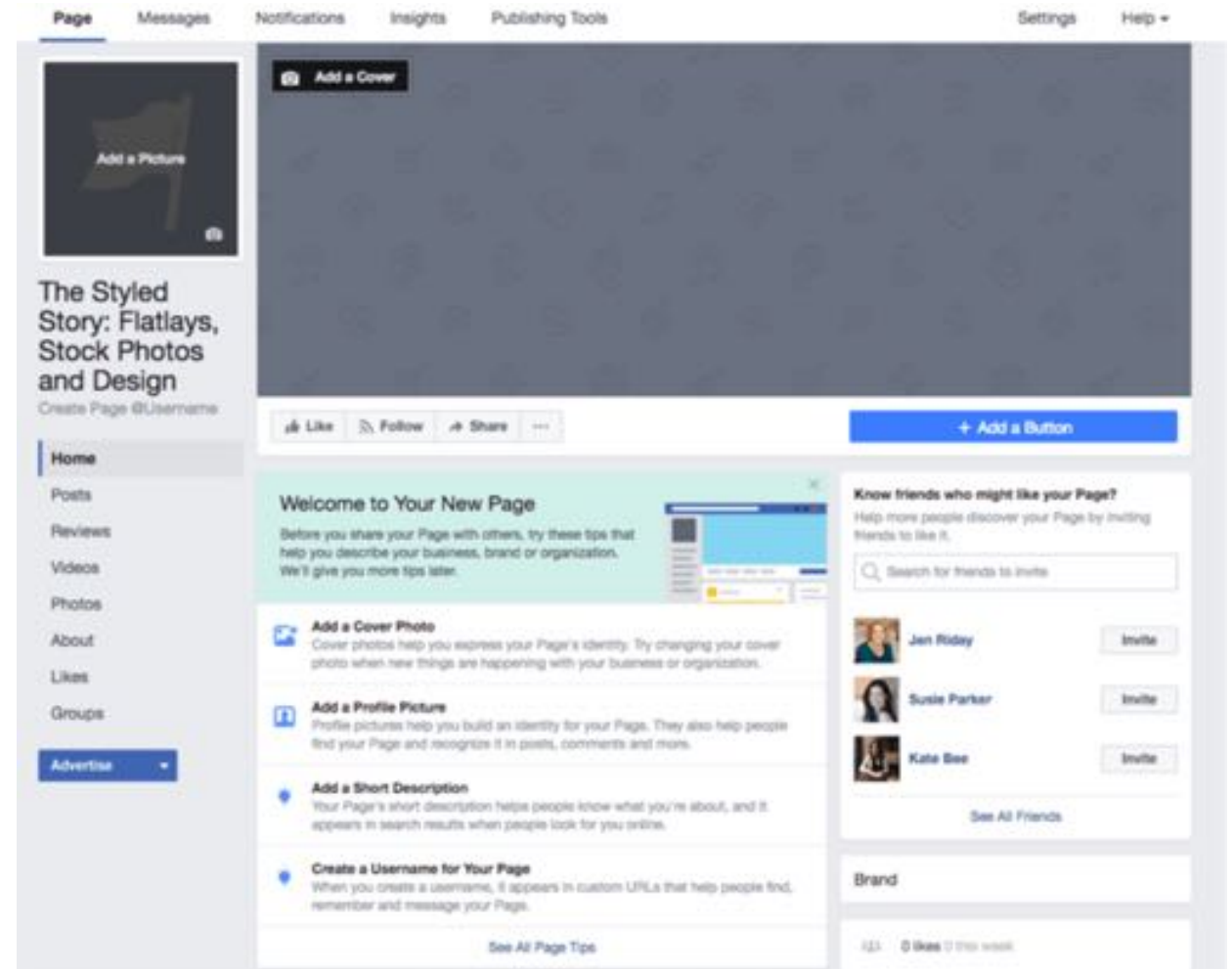
[Facebook.com/business](https://Facebook.com/business)



# Online presence

## Social media optimization

- Build your tribe with a purpose
- Jab, jab, jab, right hook
- Social validation
- Right platform 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
4. What is the best way to convey your theme? Video, Image, Copy? Is it seasonal? Time Sensitive? Does it drive clicks?



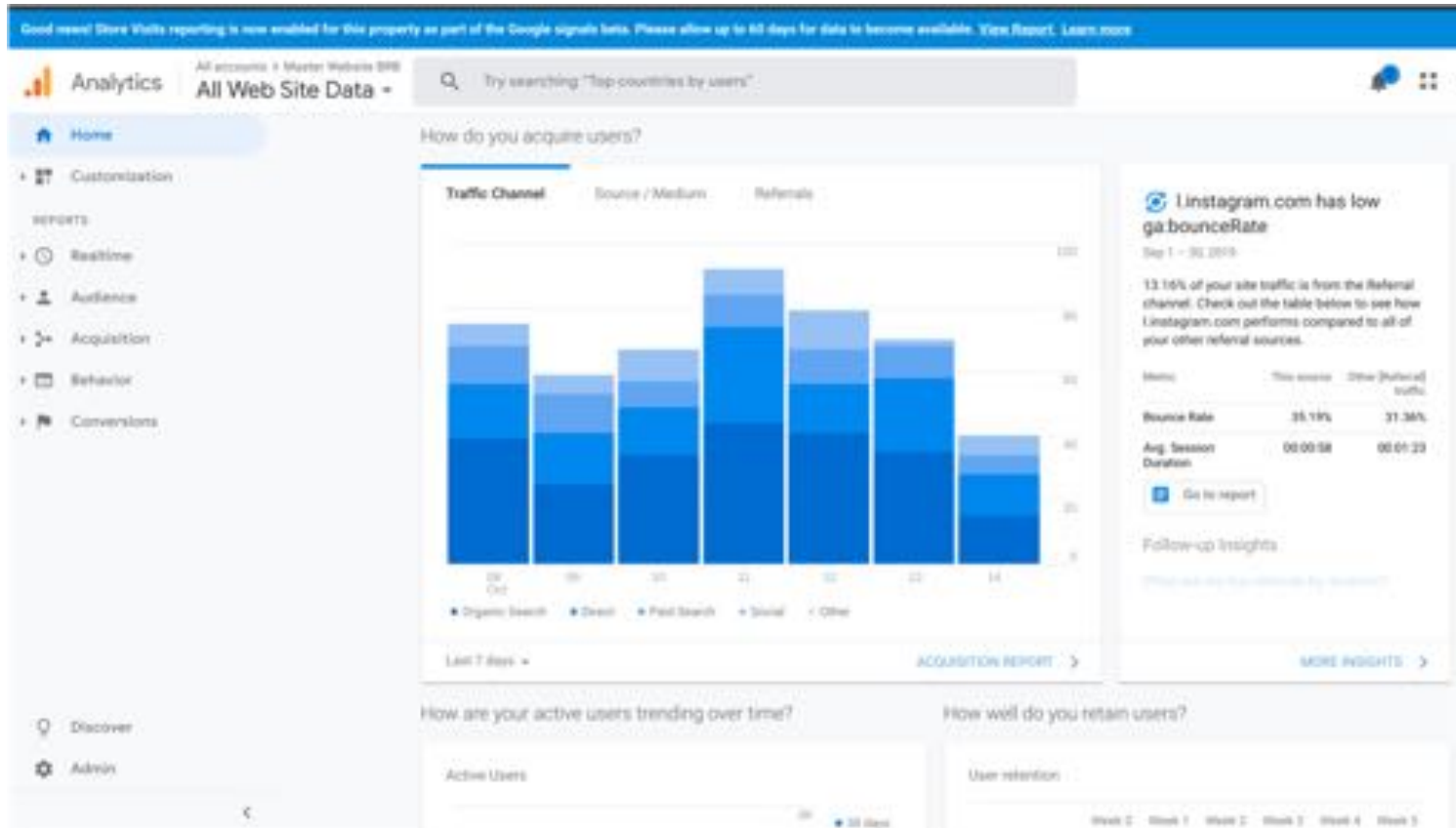
**In God we trust, all others bring data.**

-Edward Deming



# Online presence

## Google Analytics: Measuring success



<https://analytics.google.com>

# Online presence

## Google Analytics: Measuring success

| Age |       | Acquisition                                    |   | Behavior  | Conversions                                   |   |   |
|-----|-------|--|---|---|---|---|---|
|     |       | Users  | New Users                                       | Bounce Rate                                       | Transactions                                  | Revenue   | Ecommerce Conversion Rate                       |
|     |       | <b>21,619</b><br>% of Total:<br>58.27%(37,102) | <b>14,781</b><br>% of Total:<br>56.11% (26,342) | <b>42.53%</b><br>Avg for View:<br>44.54% (-4.65%) | <b>2,269</b><br>% of Total:<br>70.06% (3,239) | <b>\$64,865.04</b><br>% of Total: 71.50%<br>(\$90,720.34) | <b>9.32%</b><br>Avg for View:<br>8.73% (18.22%) |
| 1.  | 18-24 | 5,234 (24.21%)                                 | 3,700 (25.03%)                                  | 45.53%  | 273 (12.04%)                                  | \$5,669.20 (8.74%)  | 6.78%   |
| 2.  | 25-34 | 4,693 (21.71%)                                 | 3,139 (21.24%)                                  | 47.86%  | 580 (25.55%)                                  | \$8,192.45 (12.63%)                                       | 8.39%   |
| 3.  | 35-44 | 9,013 (41.69%)                                 | 6,059 (40.99%)                                  | 27.45%  | 1150 (50.72%)                                 | \$42,713.63 (65.85%)                                      | 21.63%  |
| 4.  | 45-54 | 1,678 (7.76%)                                  | 1,159 (7.84%)                                   | 42.67%  | 191 (8.42%)                                   | \$5,448.66 (8.4%)   | 6.40%   |
| 5.  | 55-64 | 649 (3.00%)                                    | 472 (3.19%)                                     | 45.32%  | 57 (2.51%)                                    | \$2,568.67 (3.96%)  | 8.32%   |
| 6.  | 65+   | 352  | 252 (1.71%)                                     | 46.36%  | 18 (0.76%)                                    | \$272.43 (0.42%)  | 4.44%   |



# Online presence

## Google Analytics: Measuring success

| Default Channeling Group | Acquisition                                   |   |   | Behavior                                      |  |   | Conversions <span>eCommerce ▾</span>        |   |  |
|--------------------------|---|---|---|---|--|---|---|---|--|
|                          | Users   | New Users                                     | Sessions                                      | Bounce Rate                                   | Pages / Session                          | Avg. Session Duration                             | Ecommerce Conversion Rate                   | Transactions                                | Transactions   |
|                          | <b>37,102</b><br>% of Total: 100.00% (37,102) | <b>26,342</b><br>% of Total: 100.00% (26,342) | <b>47,566</b><br>% of Total: 100.00% (47,566) | <b>44.54%</b><br>% of Total: 100.00% (37,102) | <b>4.41</b><br>Avg for View: 4.41(0.00%) | <b>00:02:50</b><br>Avg for View: 00:02:50 (0.00%) | <b>8.73%</b><br>Avg for View: 8.73% (0.00%) | <b>3,239</b><br>% of Total: 100.00% (3,239) | <b>\$90,720.34</b><br>% of Total: 100.00% (\$90,720) |
| 1. Organic Search        | 20,024 (53.97%)                               | 14,348 (54.47%)                               | 23,735 (49.90%)                               | 51.81%  | 3.62                                     | 00:02:10  | 2.86%                                       | 247 (7.63%)                                 | \$4,672.10 (5.15%)                                   |
| 2. Direct                | 8,923 (24.05%)                                | 6,514 (24.73%)                                | 10,779 (22.66%)                               | 45.64%  | 4.21                                     | 00:02:55  | 4.58%                                       | 233 (7.19%)                                 | \$6,876.60 (7.58%)                                   |
| 3. Referral              | 5,042 (13.59%)                                | 3,417 (12.97%)                                | 8,980 (18.88%)                                | 23.75%  | 6.88                                     | 00:04:33  | 18.75%                                      | 1,595 (49.23%)                              | \$41,631.56 (45.89%)                                 |
| 4. Paid Search           | 1,410 (3.80%)                                 | 938 (3.56%)                                   | 1,879 (3.95%)                                 | 36.19%  | 5.10                                     | 00:03:06  | 18.23%                                      | 1127 (34.78%)                               | \$35,825.47 (39.49%)                                 |
| 5. Social                | 983 (2.65%)                                   | 635 (2.41%)                                   | 1,313 (2.76%)                                 | 51.70%  | 3.10                                     | 00:02:00  | 4.59%                                       | 36 (1.12%)                                  | \$1,478.74 (1.63%)                                   |
| 6. Affiliates            | 720 (1.94%)                                   | 490 (1.86%)                                   | 880 (1.85%)                                   | 57.54%  | 2.93                                     | 00:02:51  | 3.37%                                       | 1 (0.05%)                                   | \$235.87 (0.26%)                                     |



# Online Paid Ads

Google, Facebook



# Paid Ads – Marketing funnel

Driving online traffic to your point of conversion



## Digital marketing channel

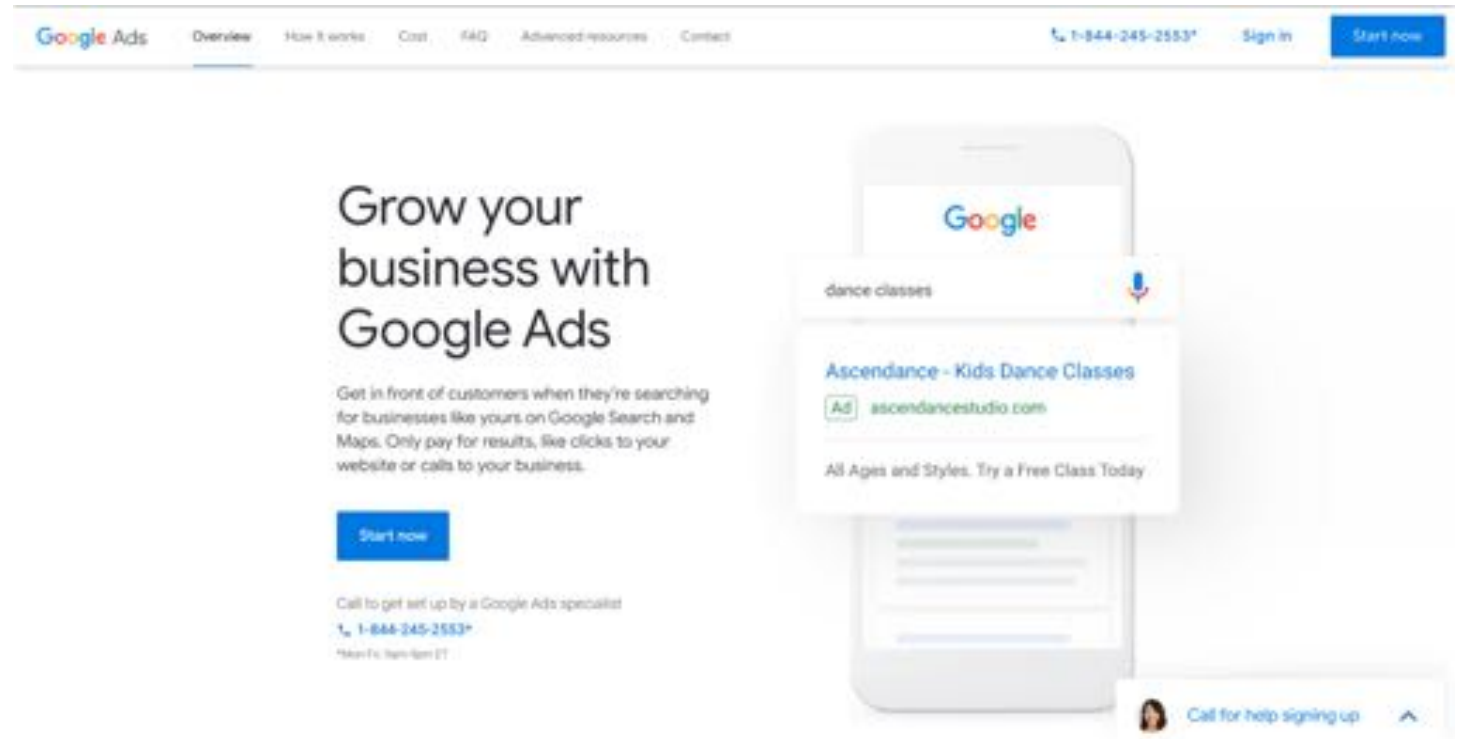
- Paid ads (PPC)
- Email marketing
- Webinars
- Social media
- Thoughts pieces: blogs
- Case studies/white papers
- Vlogs/videos

# Paid Ads – Google Ads



## Overview

- Only pay when customers click or call
- You set the monthly budget
- You control where your ads are show
- Create copy or image ads
- Track and measure success

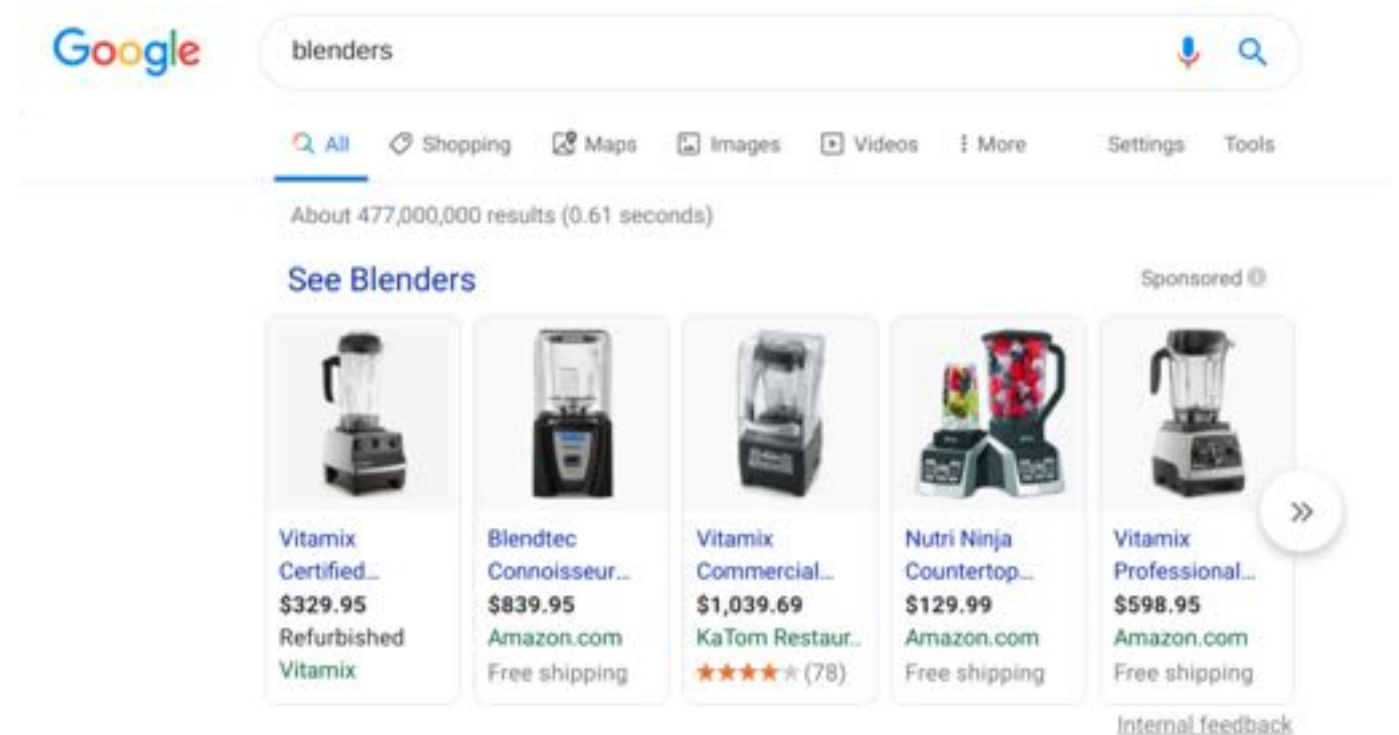


# Paid Ads – Google Ads



## 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.

### Blenders at Amazon® | Amazon Official Site

Ad [www.amazon.com/](http://www.amazon.com/) ▼

★★★★★ Rating for amazon.com: 4.6

Buy **Blenders** at Amazon. Free Shipping on Qualified Orders. Explore Amazon Devices. Fast Shipping. Save with Our Low Prices. Shop Best Sellers & Deals. Try Prime for Free. Shop Our Huge Selection. Shop Prime Wardrobe. Read Ratings & Reviews.



# Paid Ads – Google Ads: Ideal Ad

## 1. Two Headlines

(30 characters each)

**Specialized Pizza - Call Us, We Can Make It**

[www.designpizza.com](http://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

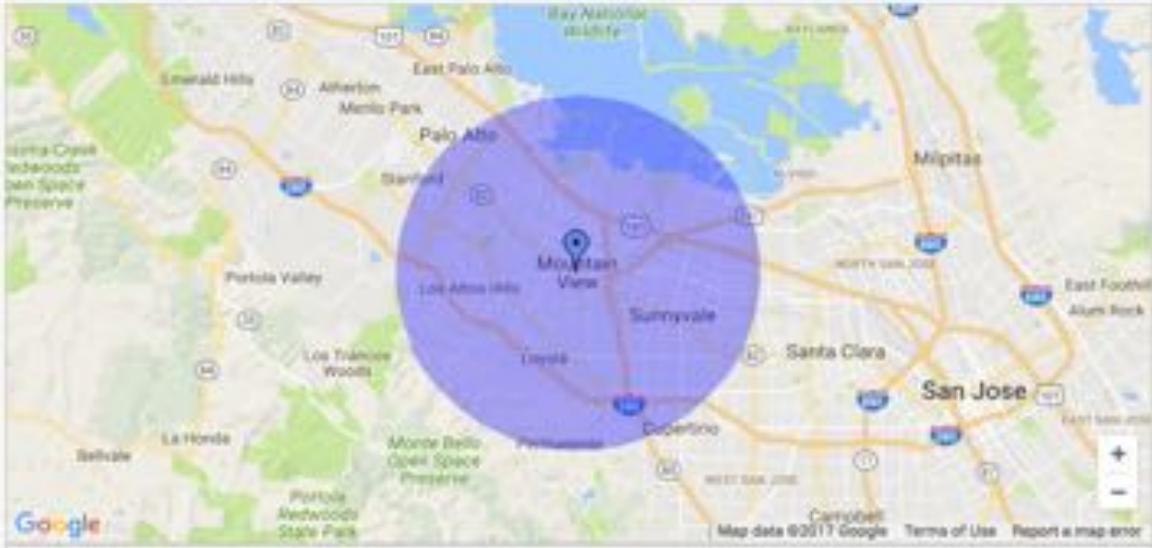
Target by  
radius

Select where to show your ad


 Target by distance from business

 Target by city, region, or country

Where do you want your ad to appear?  
Mountain View, CA, United States



Targeting radius  
5 miles

Potential audience size  
 **2,289,204**  
people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

# 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

typical competitor budget range ⓘ

### Estimated ad reach

 **172 - 288**  
clicks and calls per month

This estimate is based on businesses with similar ad settings and budget.

### 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.

# Paid Ads – Google Ads

## How Google bidding works



# Paid Ads – Youtube Ads



1.8 Billion

Monthly signed in users.

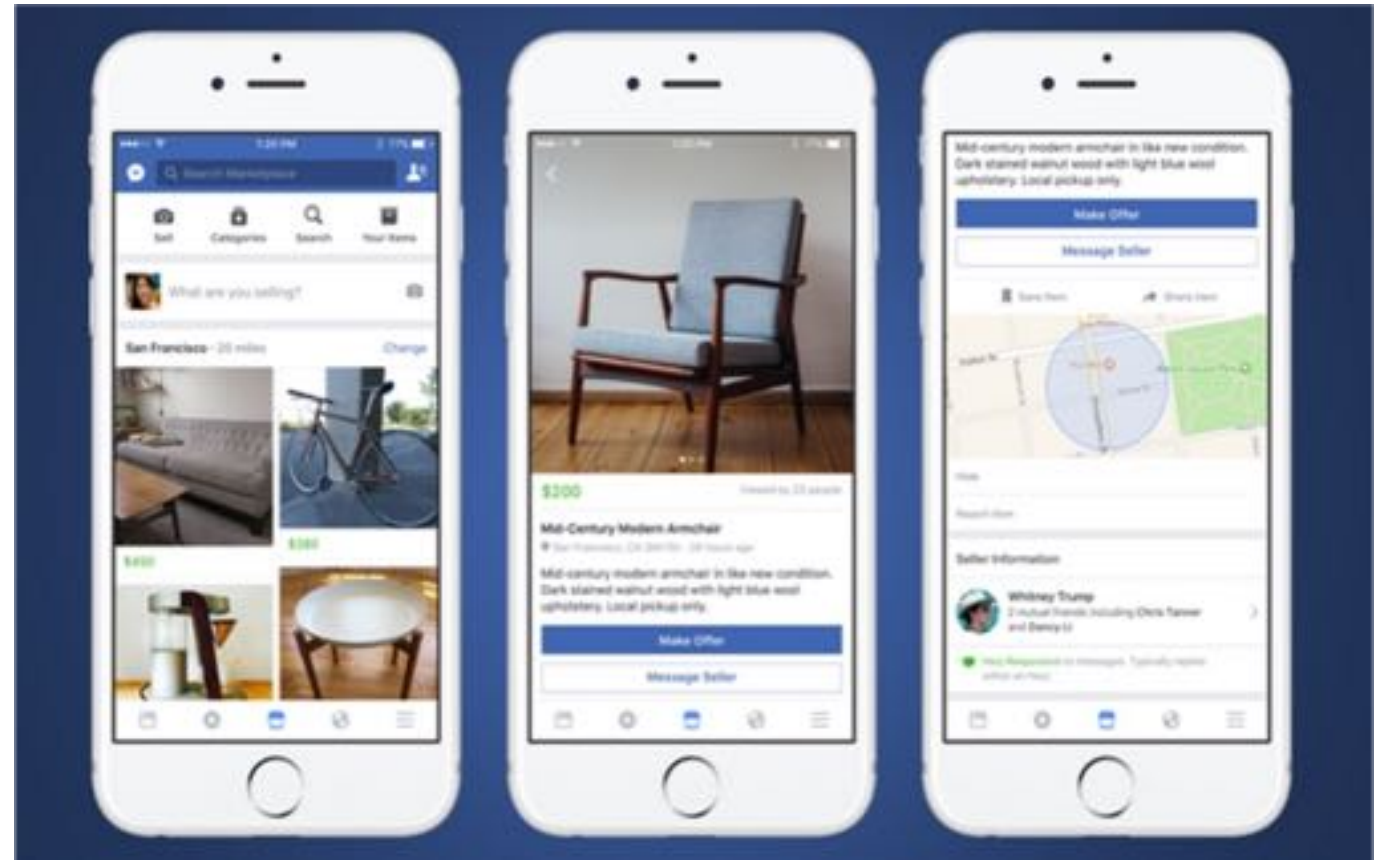
The image shows a screenshot of the YouTube Advertising landing page. At the top, there's a navigation bar with the YouTube logo, the word "Advertising", and links for "TALK TO US" and "START NOW". Below this is a secondary navigation bar with links: "How it works", "Making a video ad", "Driving results", "Pricing", "Success stories", and "Resources". The main content area features a large background image of a woman in a "Coffee" sweatshirt sitting on the floor with dogs in a cafe-like setting. Overlaid on this is a white diagonal shape containing text: "Be seen where everyone is watching", "With YouTube ads, reach potential customers and have them take action when they watch or search for videos on YouTube – and only pay when they show interest.", "Already have a video?" with a "START NOW" button, "No video? No problem.", and a "LEARN MORE" link. At the bottom, there's a promotional offer: "Get \$100 free credit when you spend \$25 on video ads" with a "GET OFFER CODE" button. A smartphone in the foreground shows a video of the same woman.

# Paid Ads – Facebook Ads



## Facebook Ads

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



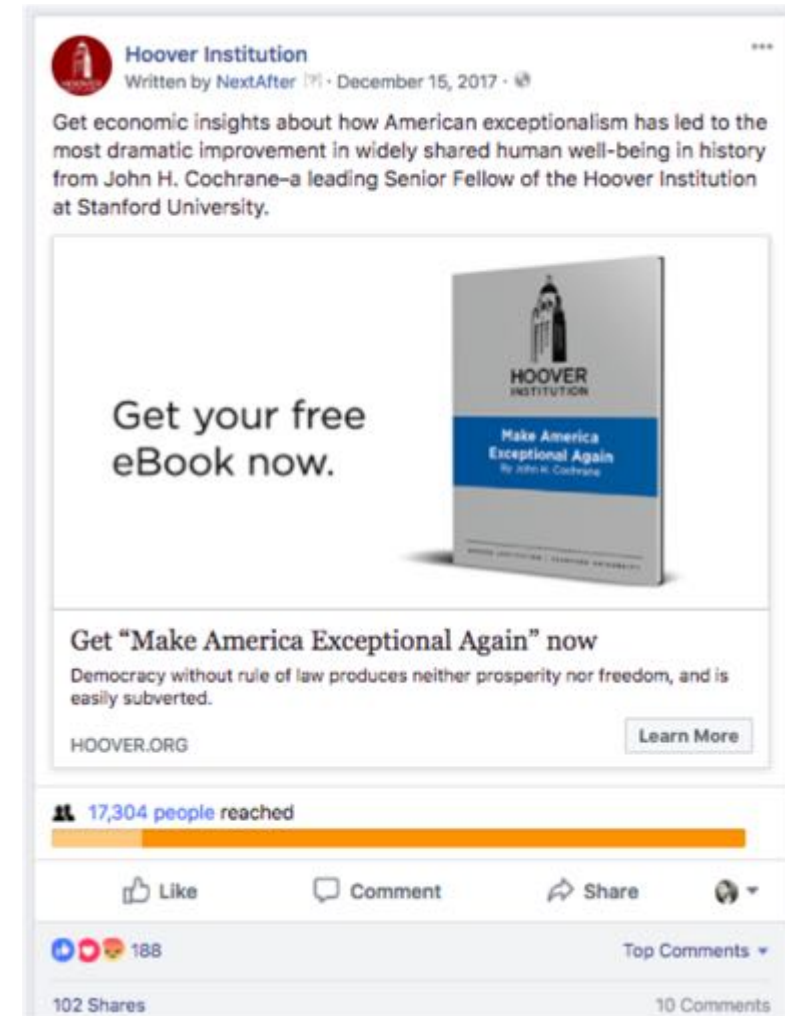


# Paid Ads – Facebook Ads



## 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.



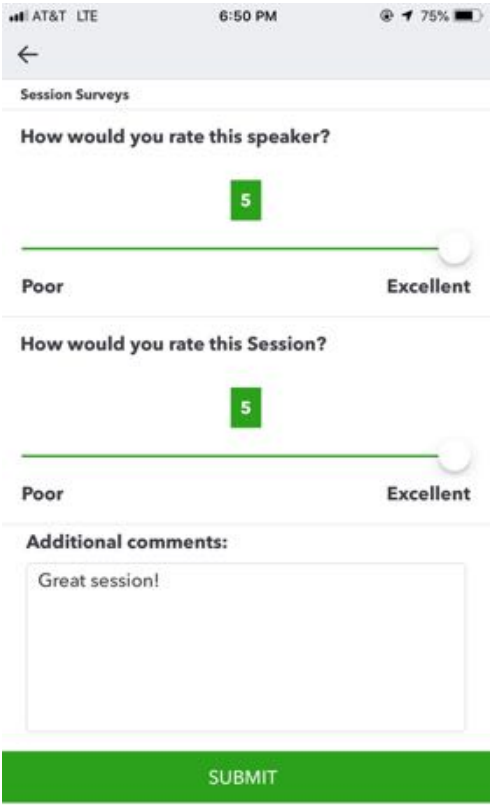
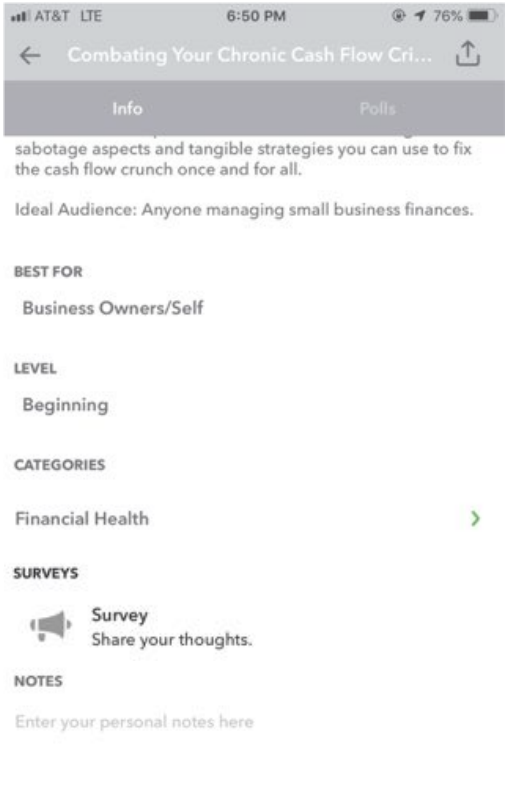
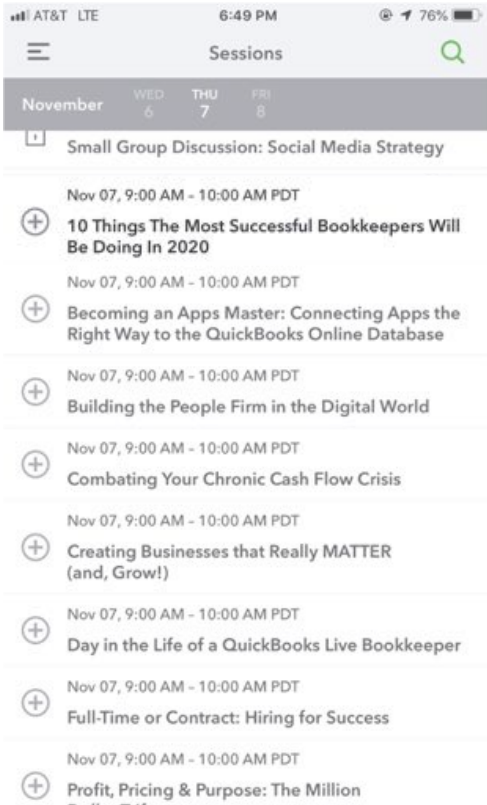
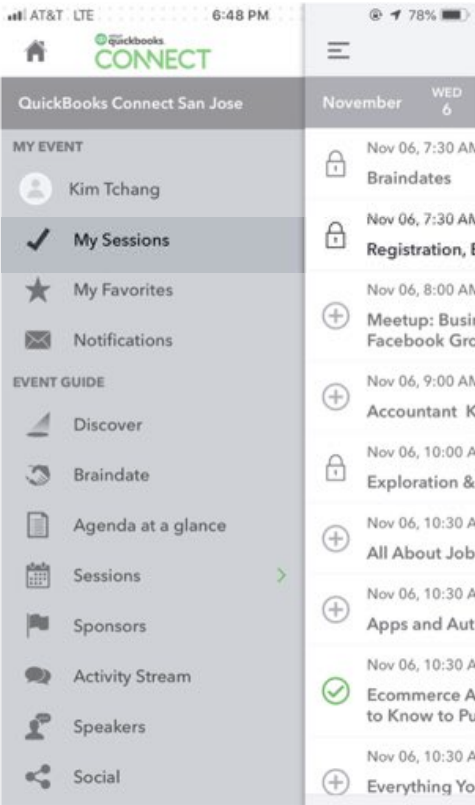


Thank You!  
Questions?

# Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

1. Select Sessions
2. Select Session Title
3. Select Survey
4. Add Ratings





# Material Download

1. Find the session on the agenda
2. Select + for more information
3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. The date 'November 7' is highlighted, with 'November 6: Accountant Day' and 'November 8' also visible. A 'Print Agenda' link is in the top right. Below the header, a paragraph describes the event: 'Get new insights from experts in business growth, organizational culture, financial health, technology and life skills. Book a Braindate with peers and expert consultant for one-on-one learning. Unwind in the evening with our legendary celebration.' A search bar labeled 'Search for sessions' is present. Below it, filter buttons for 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health' are shown, along with an 'Expand all +' link. The agenda list for November 7 includes: 7:30-7:00 am (empty), 7:30-10:30 am 'Registration, Breakfast & Exploration', 8:00-8:30 am 'Braindates' (with a description and 'Learn more' link), 8:00-8:30 am 'Yoga', and 8:00-8:45 am 'Breakout Sessions'. Under 'Breakout Sessions', there are five items: 'Small Business Meetup: Relationship Marketing and the Power of Human Connection', 'Small Group Discussion: Social Media Strategy', 'Small Group Discussion: Showing up - Why What You Wear Matters', and 'Small Group Discussion: Build Your Dream Bookkeeping firm'. Each item has a '+' icon to its right for more information.



OWN  
THE  
FUTURE