Using online tools, like Google, to increase customers

Roberto Martinez

OWN THE FUTURE

Let's get acquainted

Roberto Martinez
CEO and Founder of Braven
Google Digital Coach
Google My Business Trainer
Robert@bravenagency.com

@robthemarketer
@robertombraven
linkedin.com/in/robthemarketer

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?
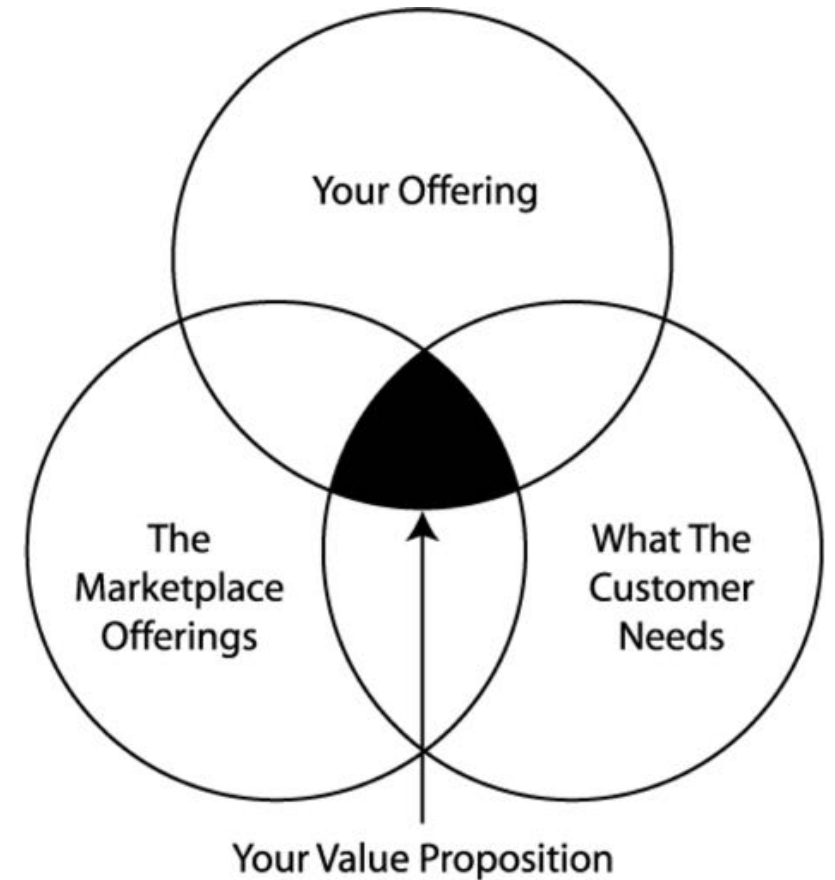
Value proposition

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"

Your Offering

The Marketplace Offerings

What The Customer Needs

Your Value Proposition

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

#QBConnect   @bravenagency

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

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.

"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

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 saavy - doesn't like the process

Motivations

Price
Comfort
Convenience
Speed
Preference
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 you 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
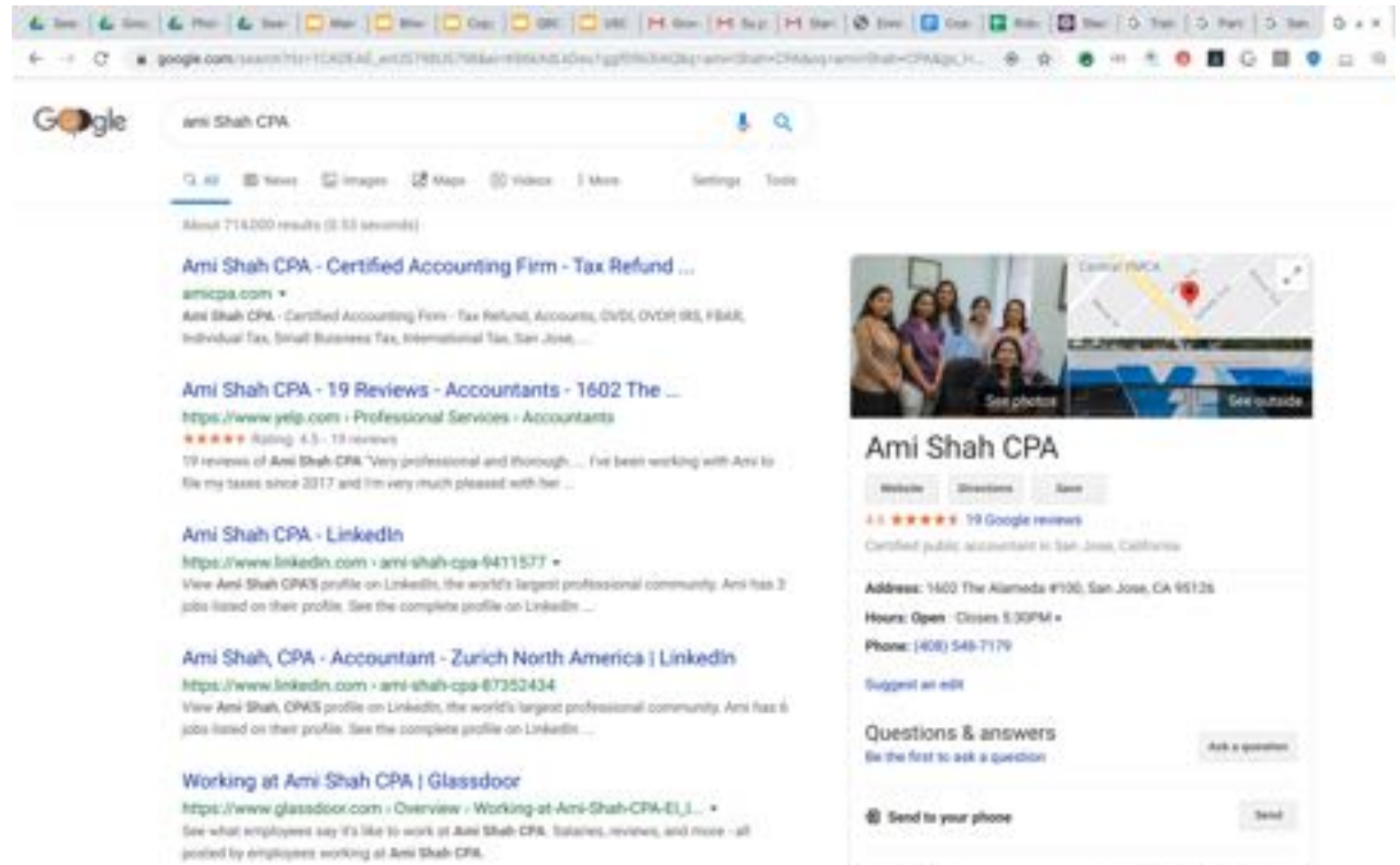
Online presence

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
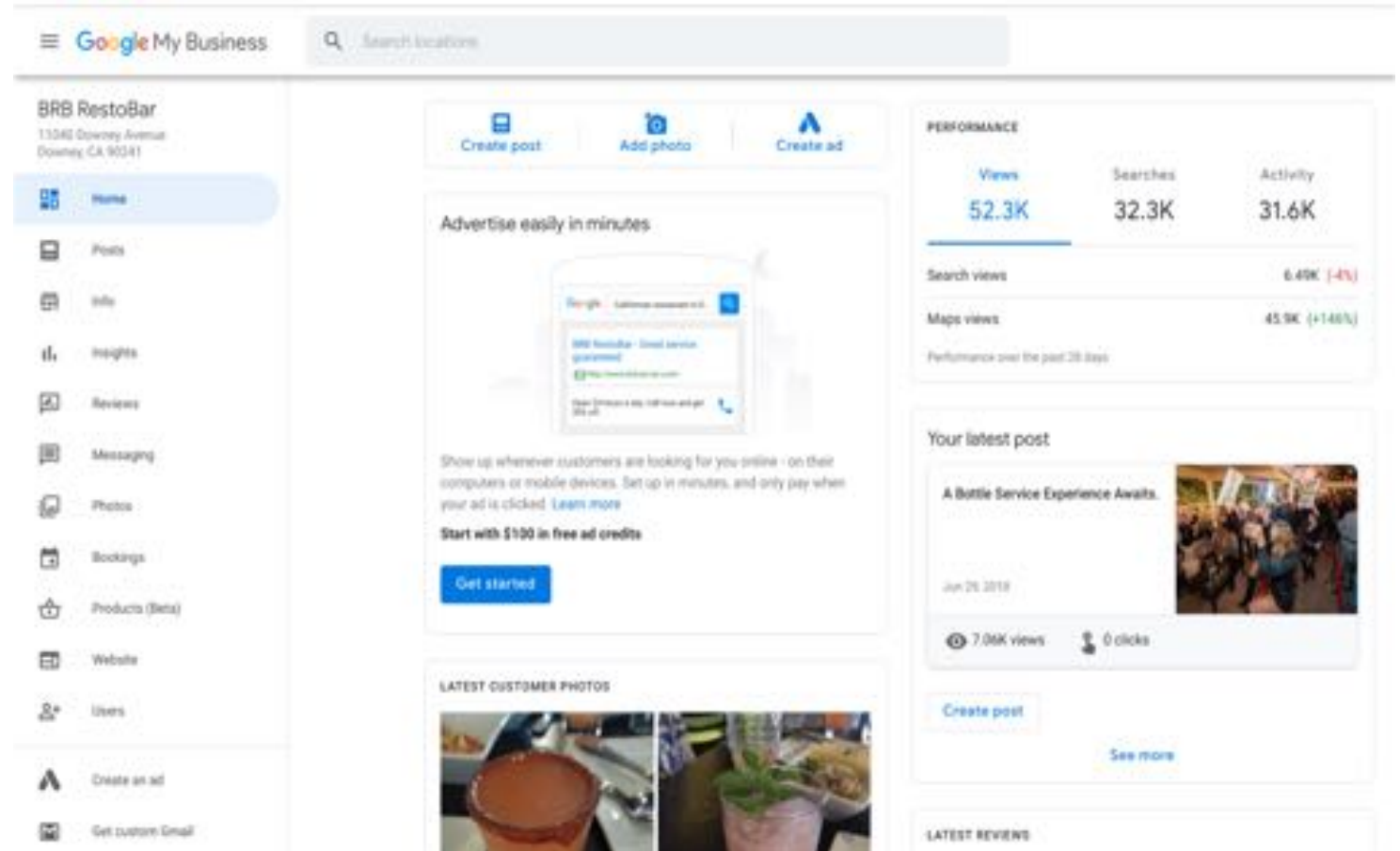
Online presence

Google My Business

Posts
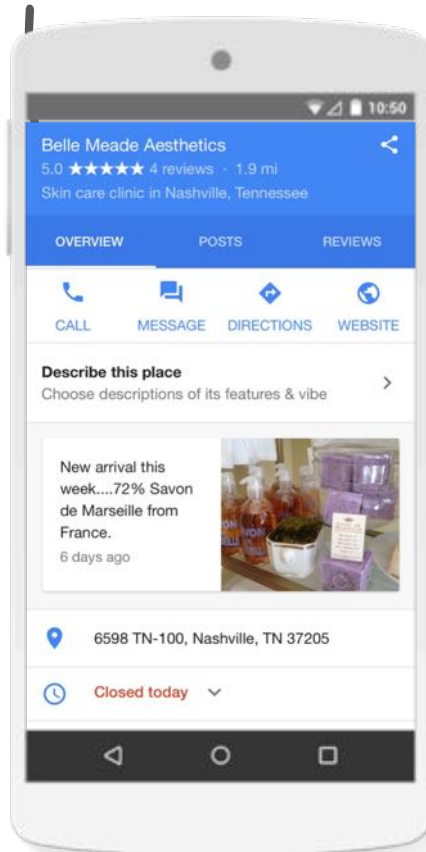
Messages

Reviews
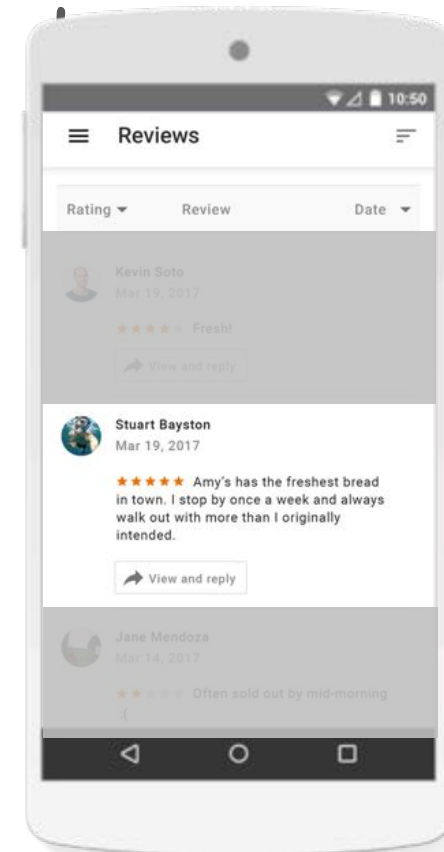
Online presence

Google My Business: Marketing
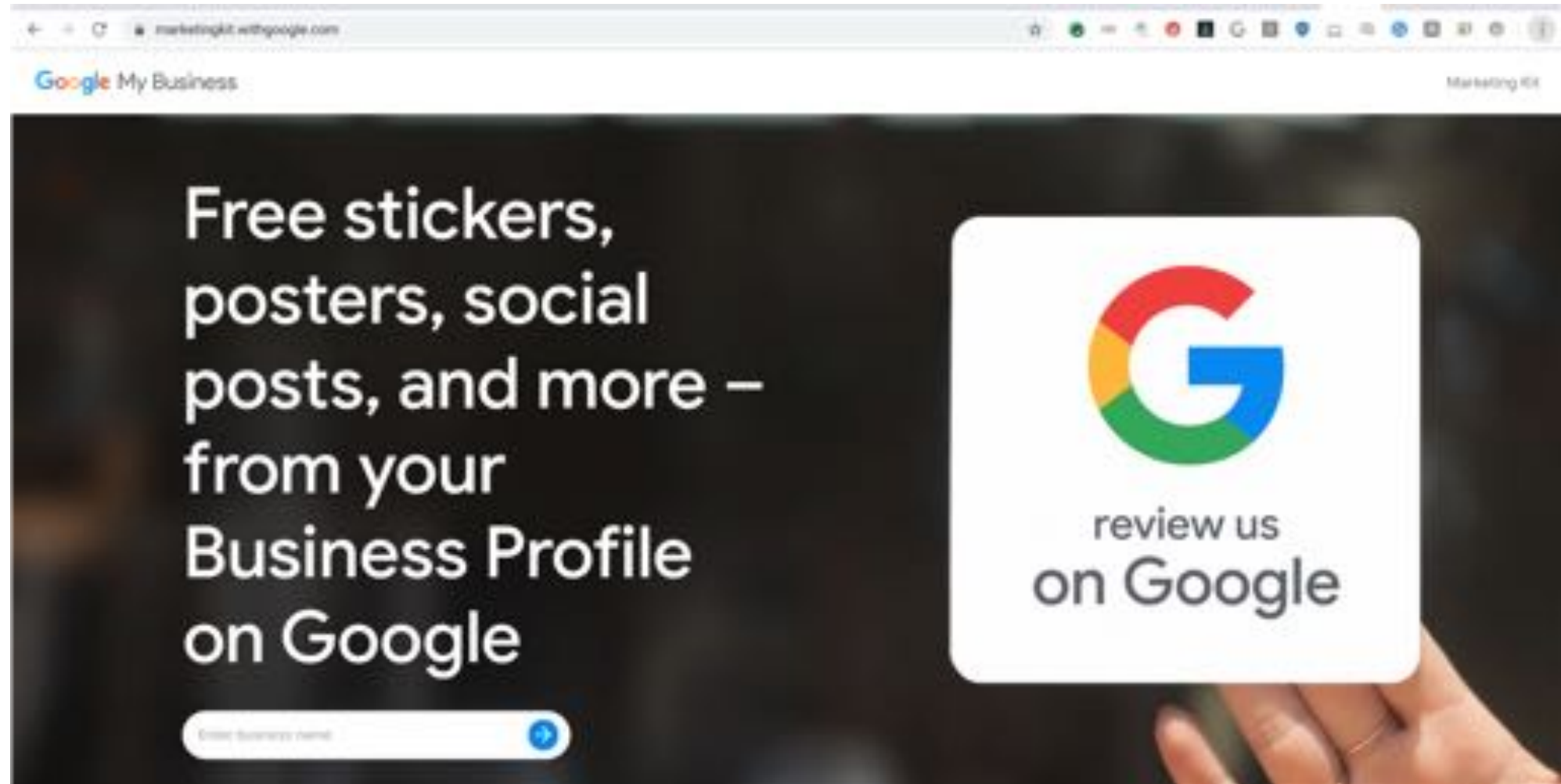
Online presence

Google: Other tools
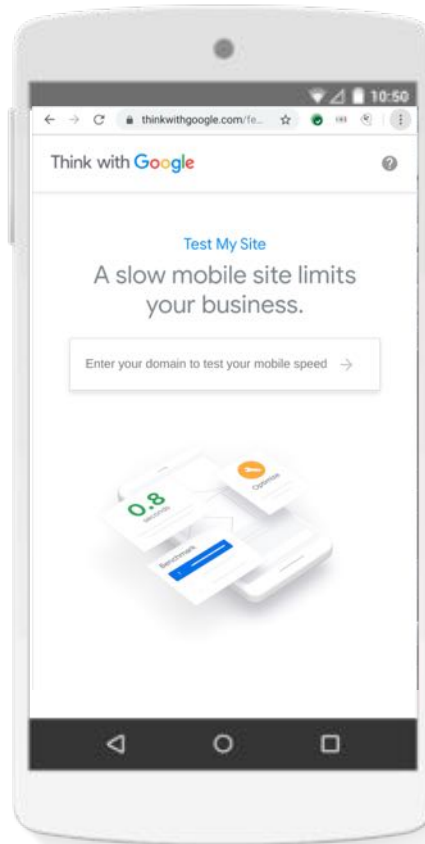
g.co/testmysite
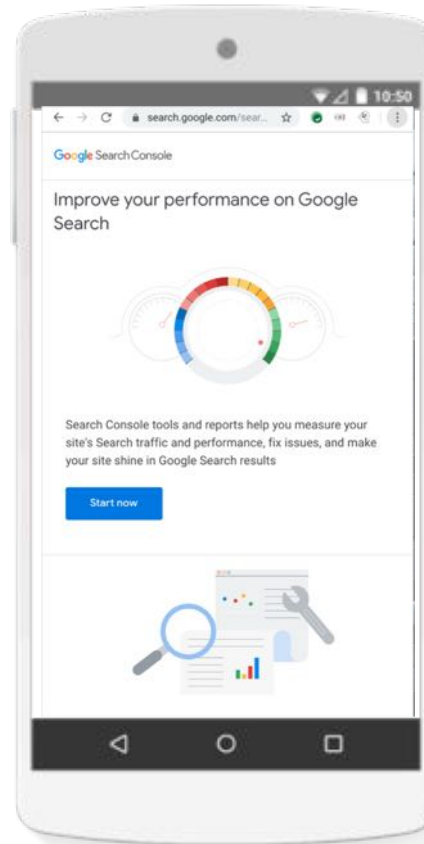
g.co/searchconsole
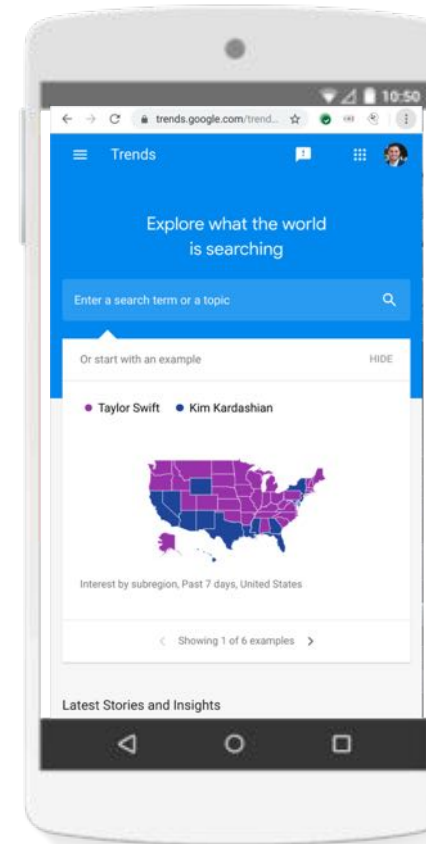
g.co/trends

Use Trends to find popular search terms on Google

Activity

What are customers searching?
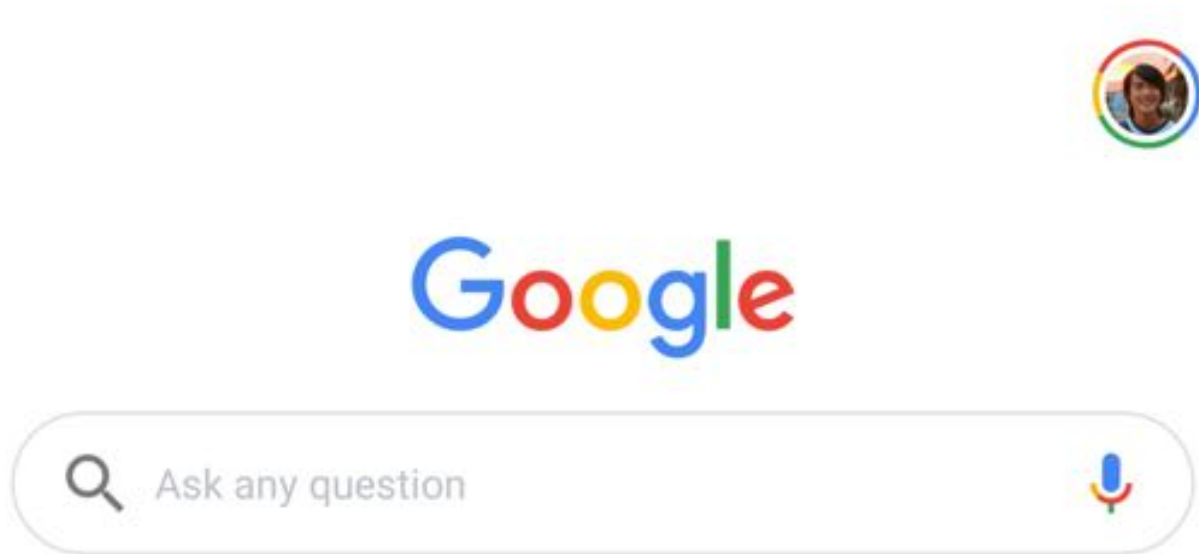
1. Using **Google Search** type in words and phrases that you think will make your top competition pop up

2. Using **Google Search** type in words and phrases that your ideal customers my 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
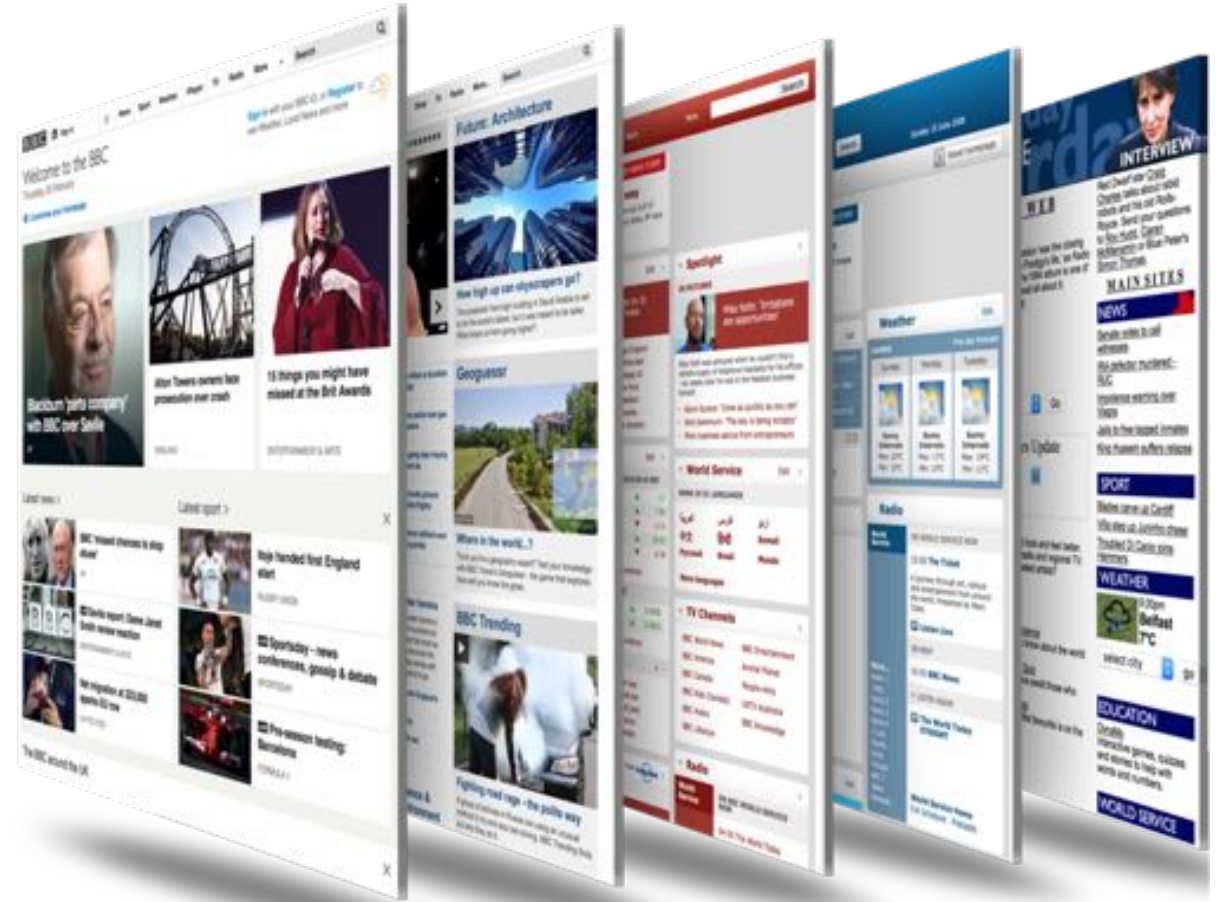
Online presence

Social media optimization
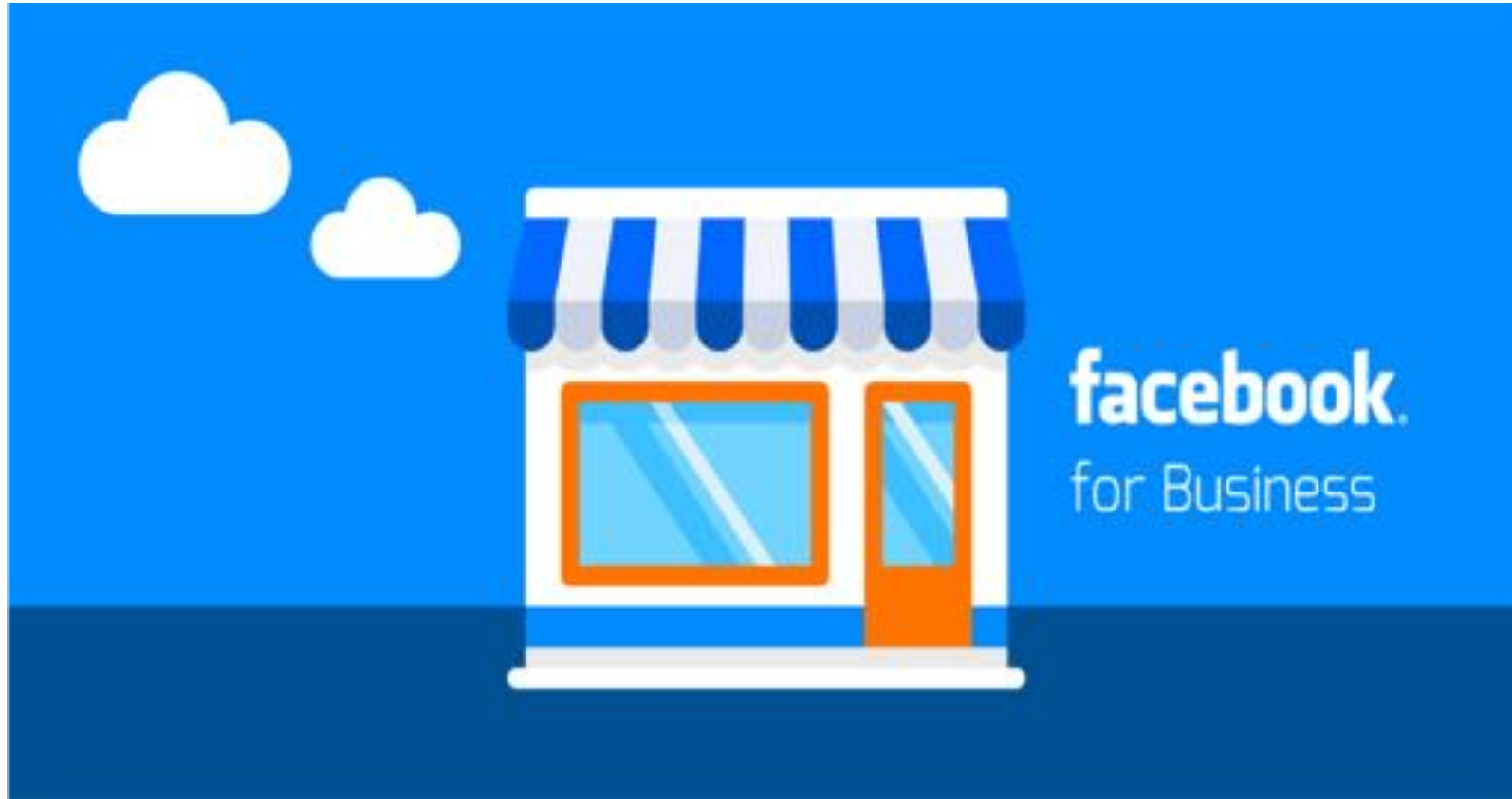
Facebook.com/business

Online presence

Social media optimization

- Build your tribe with a purpose

- Jab, jab, jab, right hook

- Social validation

- Right planform right time

- Thought leadership vignettes

- Long form content is back

- Clear CTA and conversion
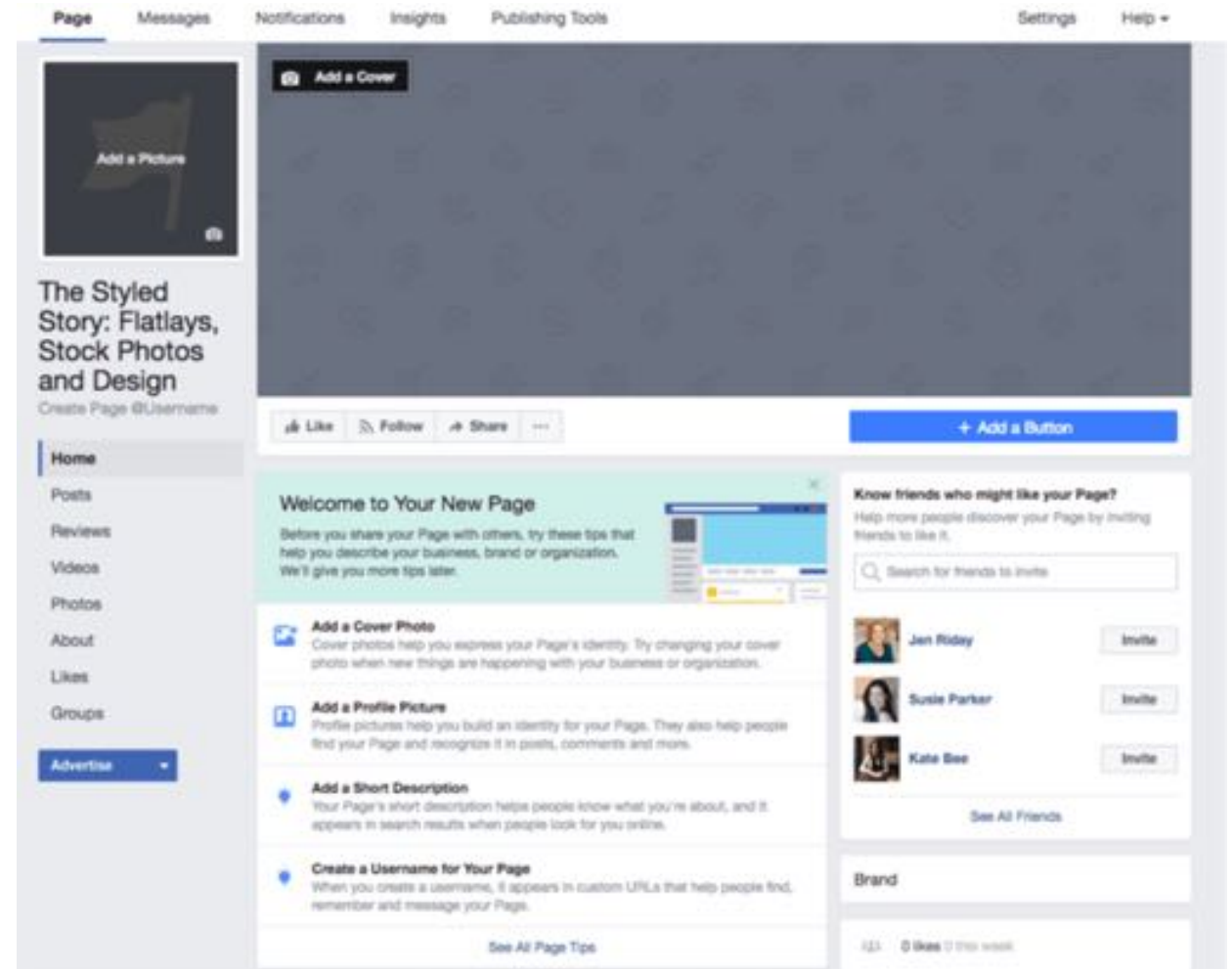
Activity

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
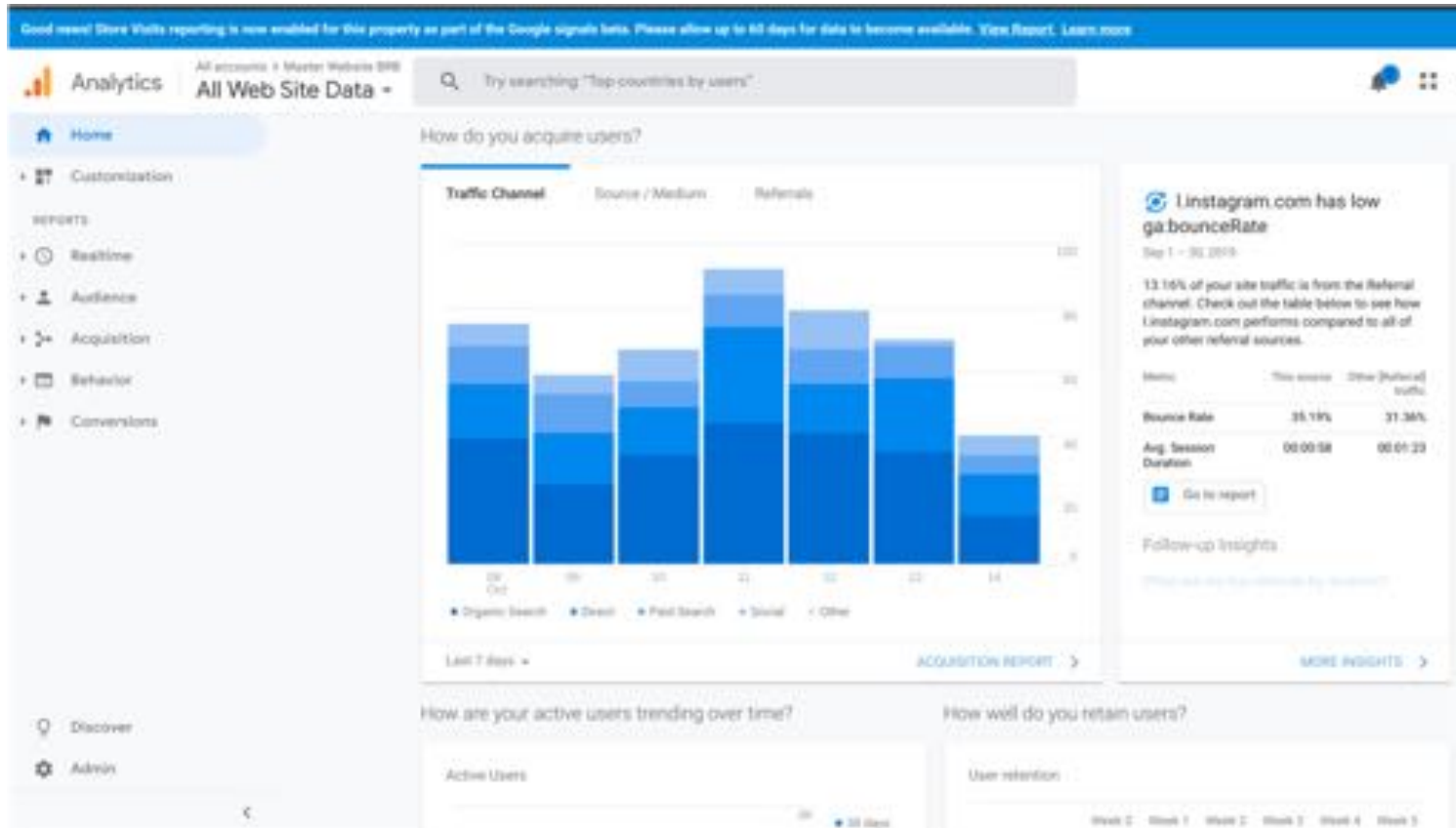
Online presence

Google Analytics: Measuring success

Age	Acquisition		Behavior	Conversions		
	Users	New Users	Bounce Rate	Transactions	Revenue	Ecommerce Conversion Rate
	21,619 % of Total: 58.27%(37,102)	**14,781** % of Total: 56.11% (26,342)	**42.53%** Avg for View: 44.54% (-4.65%)	**2,269** % of Total: 70.06% (3,239)	**$64,865.04** % of Total: 71.50% ($90,720.34)	**9.32%** Avg for View: 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		eCommerce ▾
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Transactions
	37,102 % of Total: 100.00% (37,102)	**26,342** % of Total: 100.00% (26,342)	**47,566** % of Total: 100.00% (47,566)	**44.54%** % of Total: 100.00% (37,102)	**4.41** Avg for View: 4.41(0.00%)	**00:02:50** Avg for View: 00:02:50 (0.00%)	**8.73%** Avg for View: 8.73% (0.00%)	**3,239** % of Total: 100.00% (3,239)	**$90,720.34** % 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
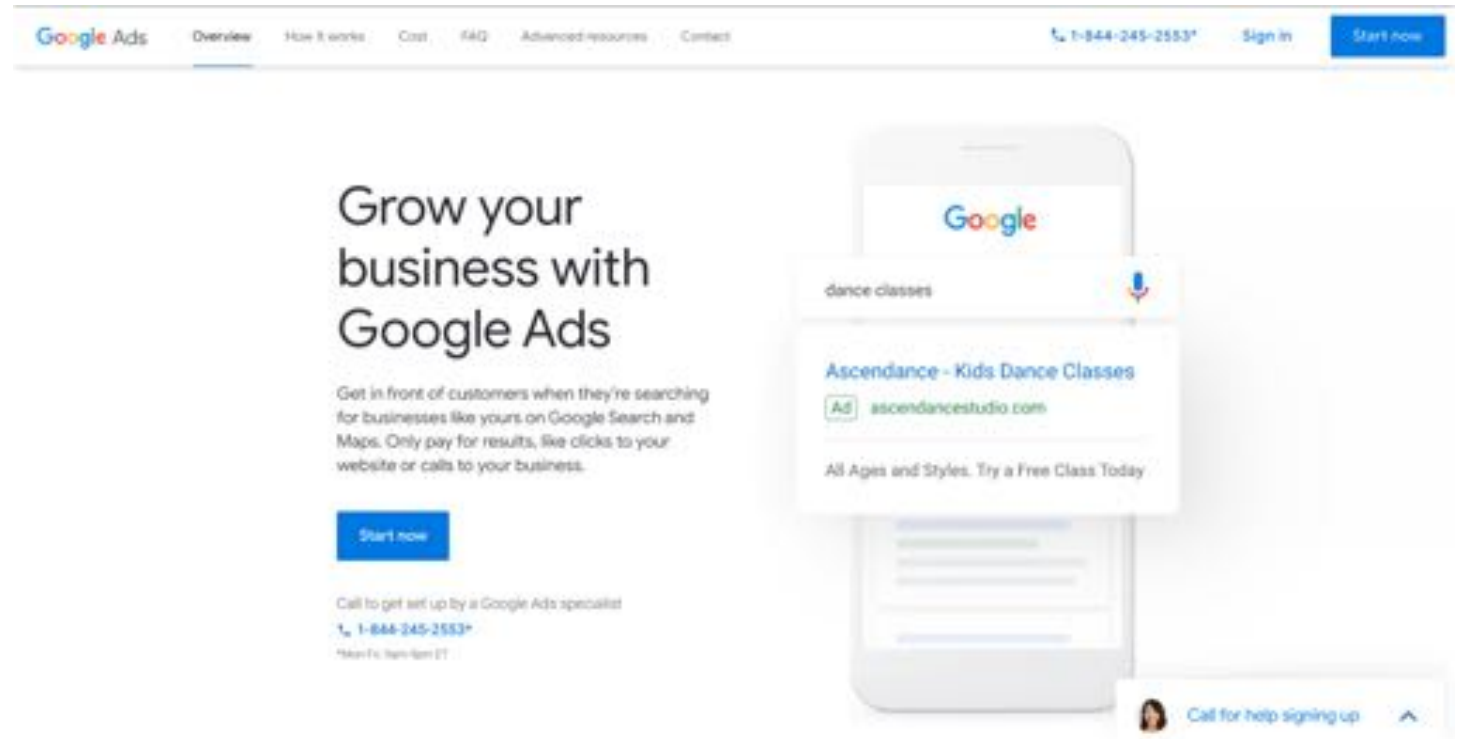

Digital marketing channel

- 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
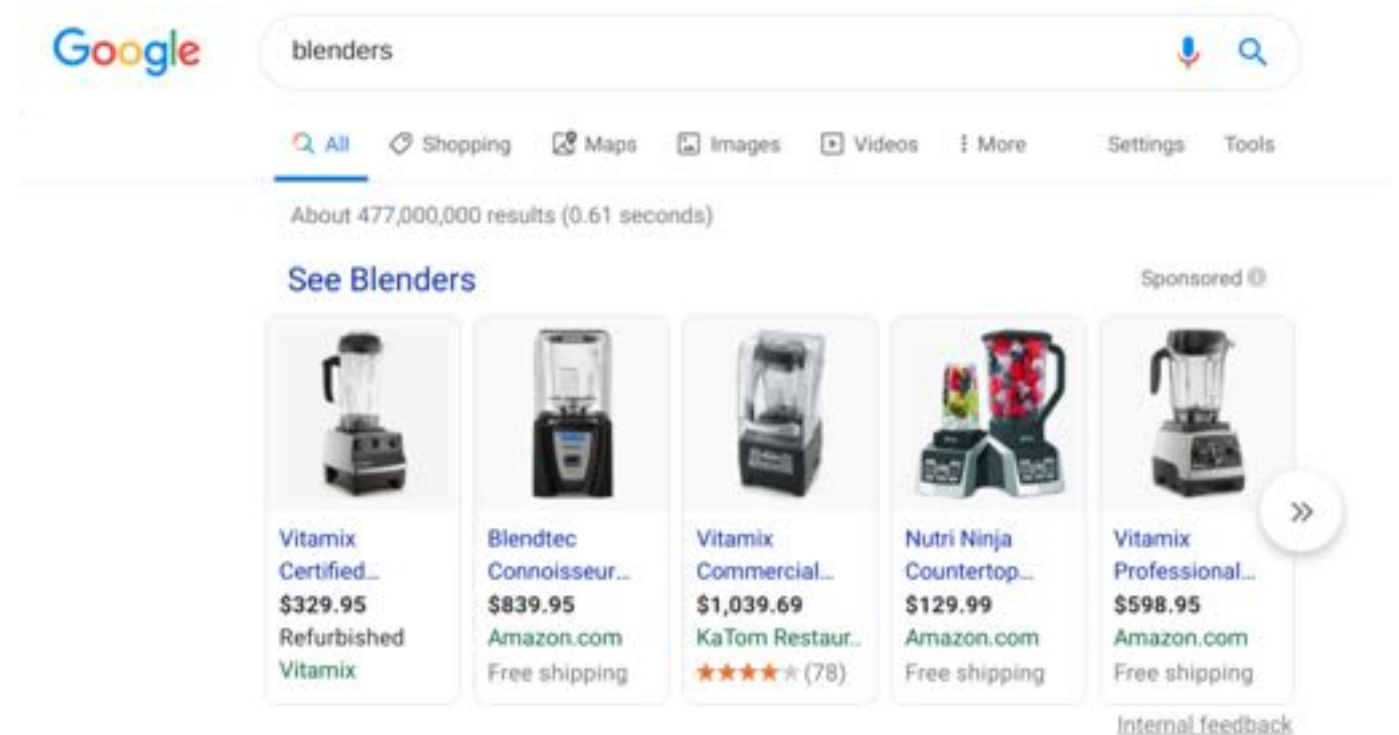
- Create copy or image ads

- 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/ ▼

★★★★★ 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

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)

intuit quickbooks.
CONNECT

Paid Ads – Google Ads

Target by
location

OR

Target by
radius

Paid Ads – Google Ads

Paid Ads – Google Ads

How Google bidding works

Paid Ads – Youtube Ads

YouTube

1.8 Billion

Monthly signed in users.

Paid Ads – Facebook Ads

Facebook Ads

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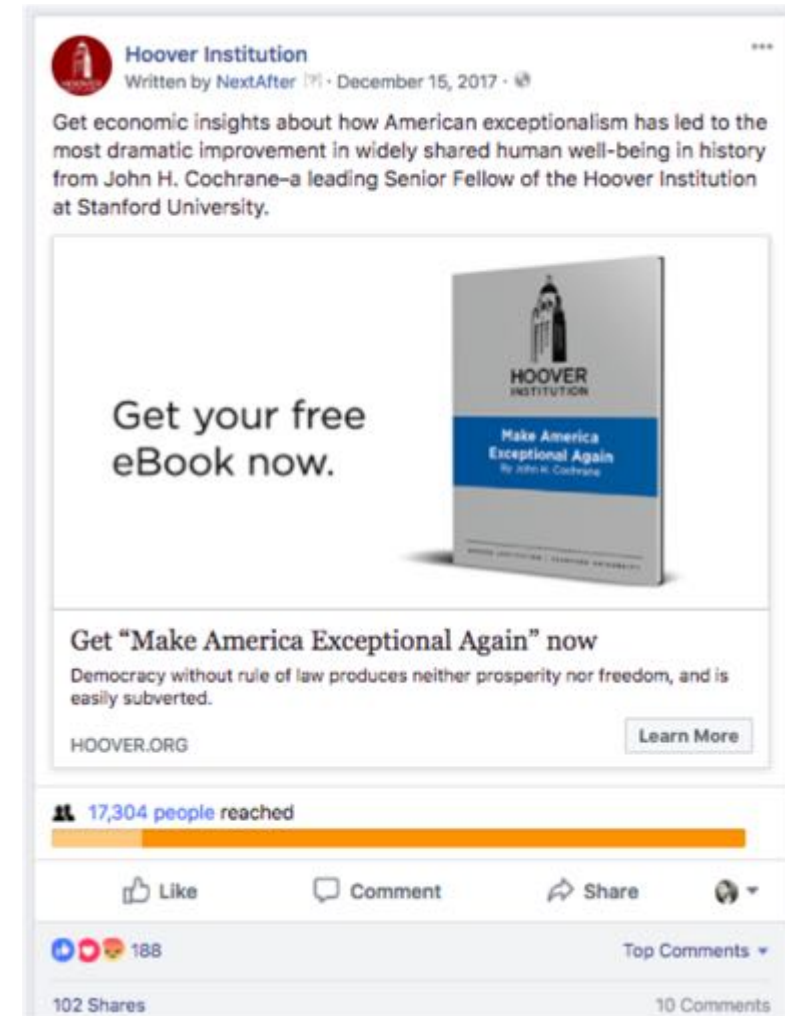- Long tail content vs short form vs video
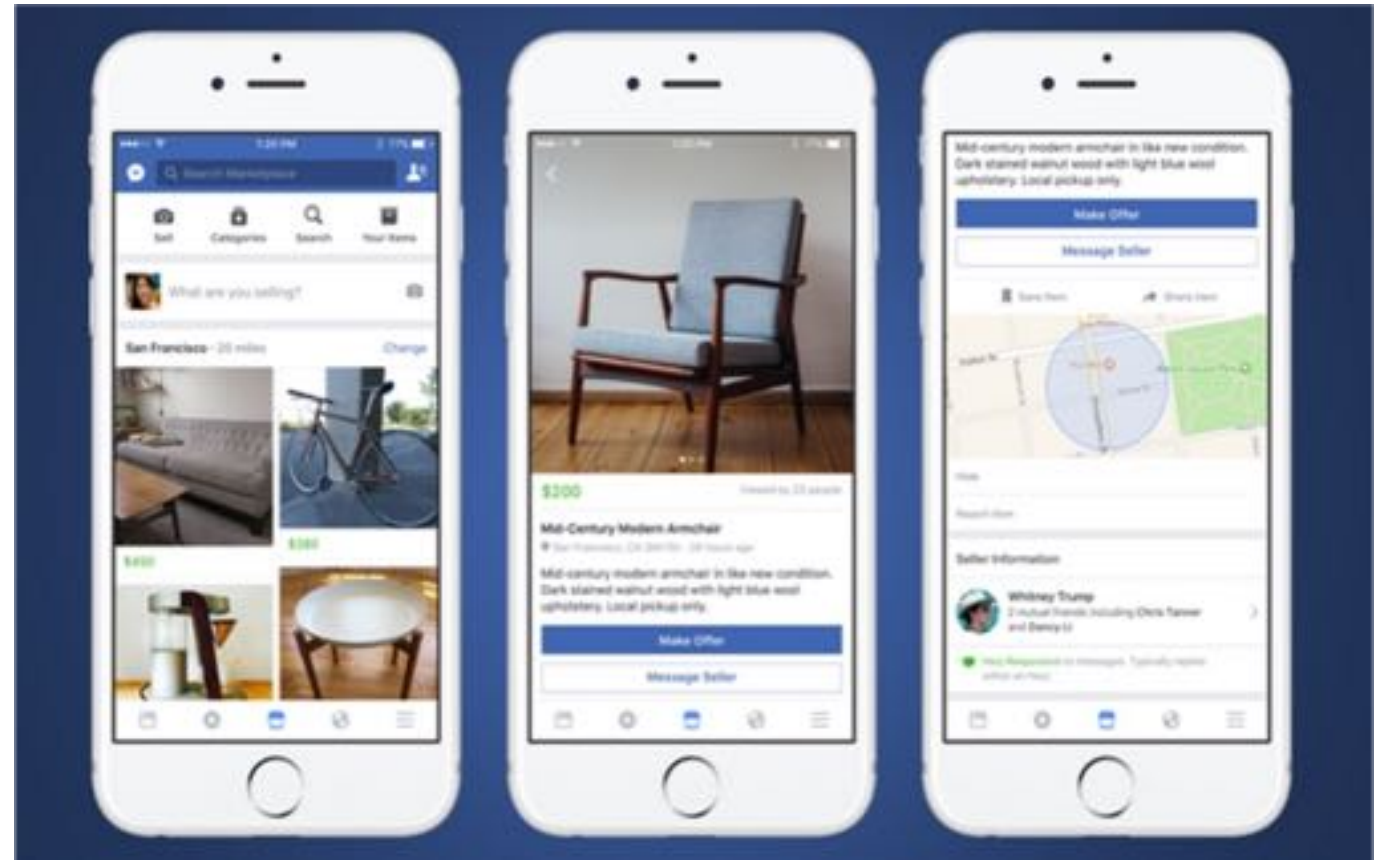
Paid Ads – Facebook Ads

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.

UBER
$20 OFF
YOUR FIRST RIDE
WITH PROMO CODE:
jolinal1

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.
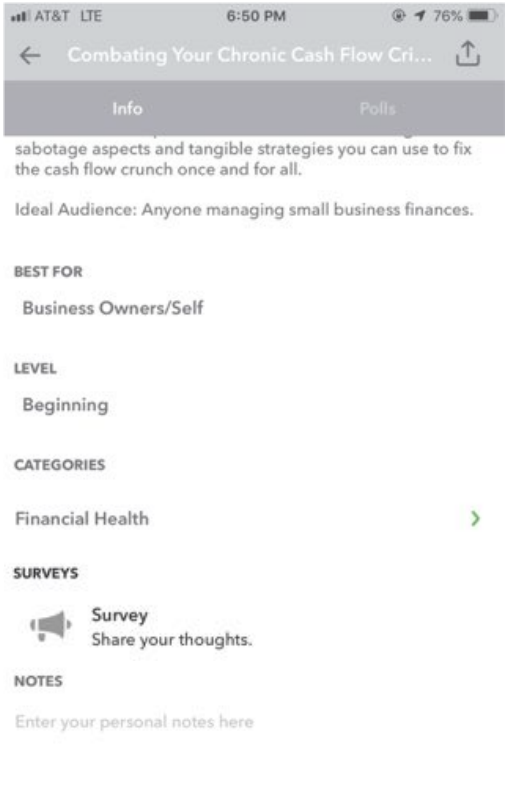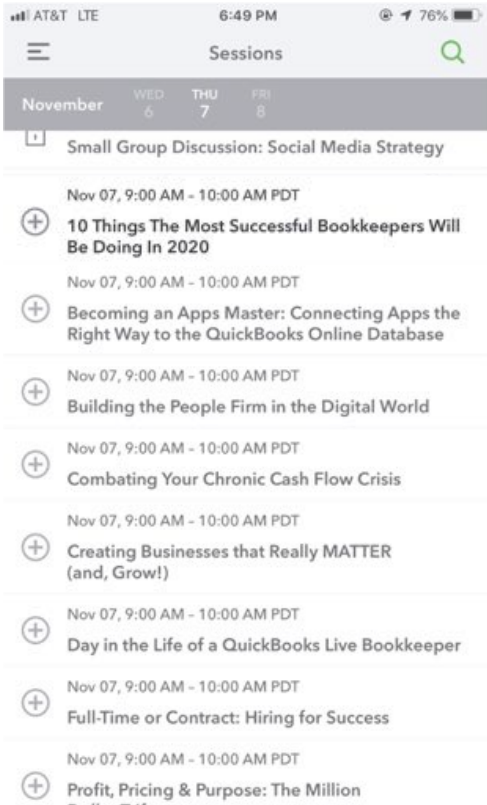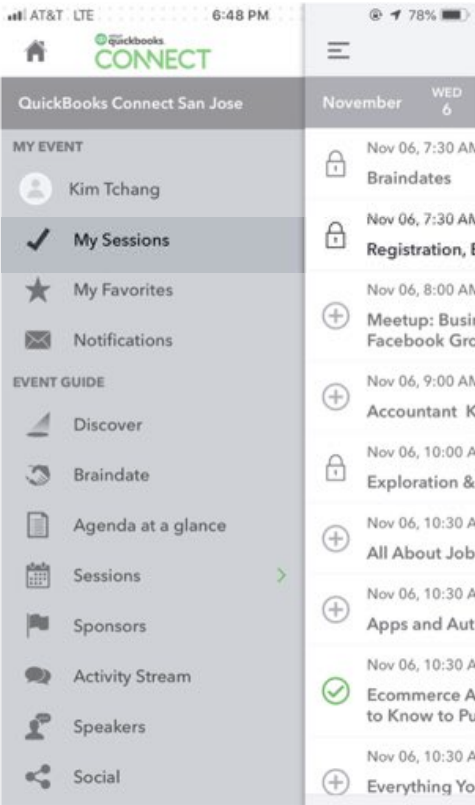

Your Product

Activation

Free Trial!

Customer Lifetime

Buy   Renew   Renew

$50 + $50 + $50

= $150 Lifetime Value

A User

Renew? X

Churn

Thank You!
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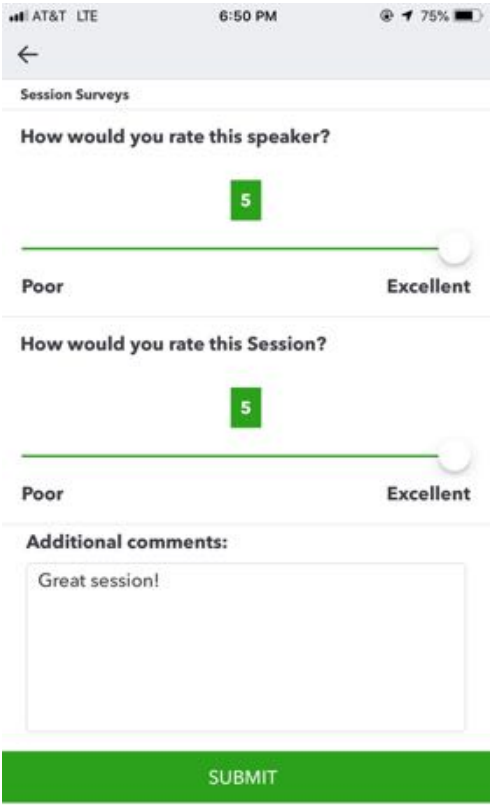
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