



Using online tools, like Google,
to increase customers

Roberto Martinez



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?

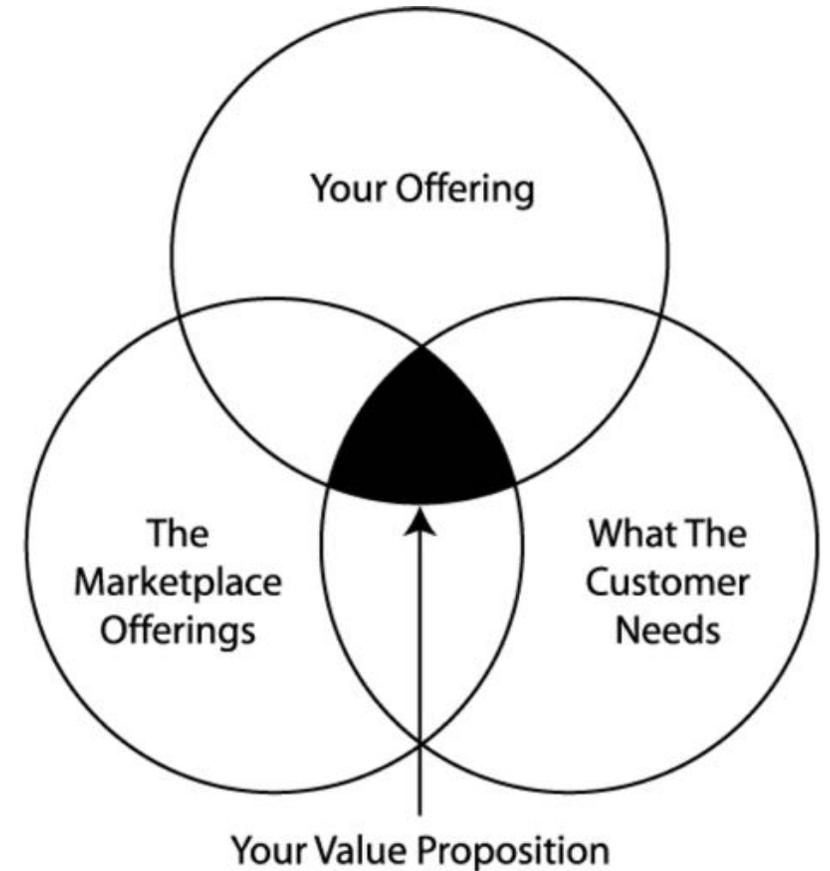


Value proposition

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



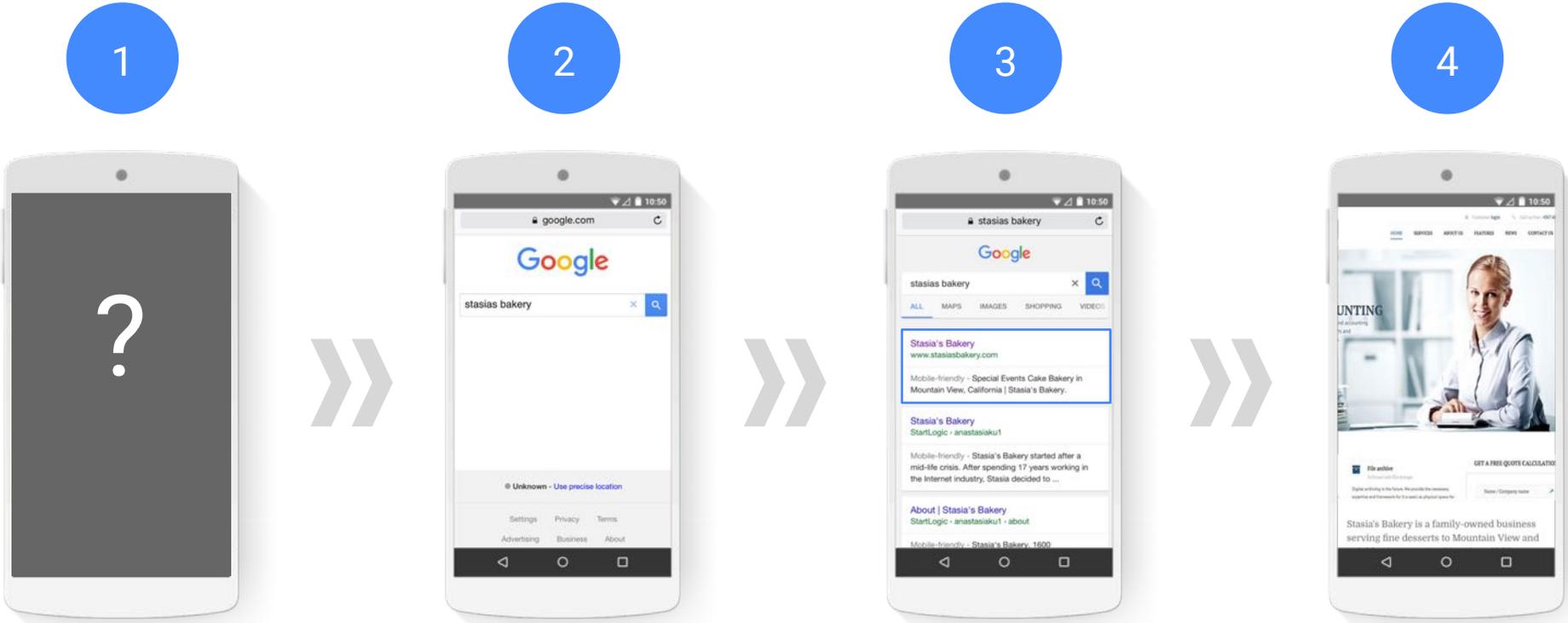
Your Future Client

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."

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.

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

Personality

Extrovert vs. Introvert: Extrovert (high)

Sensing vs. Intuition: Sensing (high)

Thinking vs. Feeling: Feeling (high)

Judging vs. Perceiving: Judging (high)

Motivations

Price: High

Comfort: Medium

Convenience: High

Speed: Medium

Preferences: Medium

Loyalties/Rewards: High

Brands

KAYAK, Basecamp, Outlook, enterprise, IHG

Technology

IT & Internet: High

Software: Medium

Mobile Apps: High

Social Networks: High

Demographics

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

Attributes

Organized, Practical, Protective, Hardworking

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.

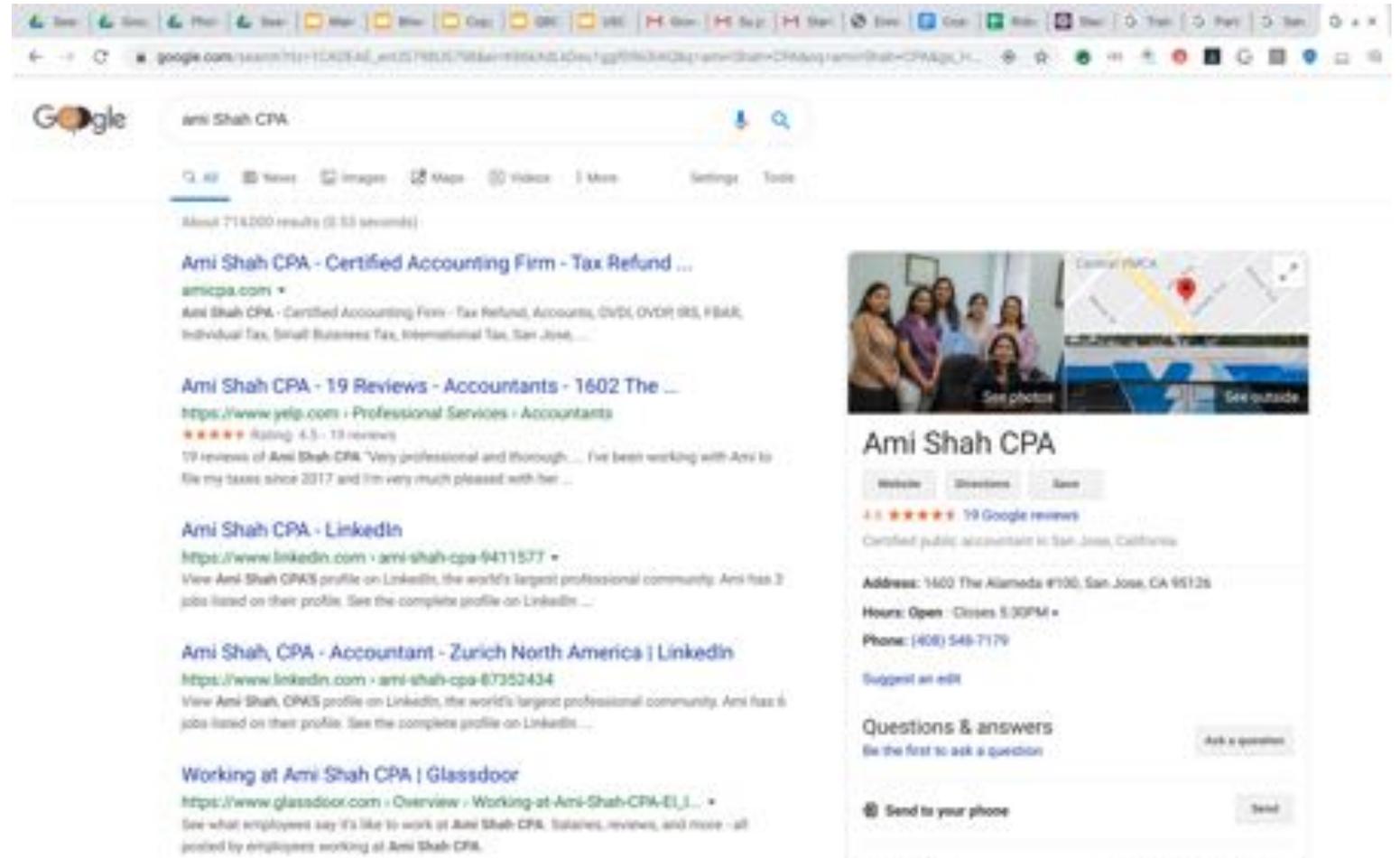


Online presence

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

The screenshot shows the Google My Business dashboard for BRB RestoBar. The dashboard includes a navigation menu on the left with options like Home, Posts, Info, Insights, Reviews, Messaging, Photos, Bookings, Products (Beta), Website, Users, Create an ad, and Get custom Gmail. The main content area features a 'PERFORMANCE' section with a table of metrics, a 'Your latest post' section with a post titled 'A Bottle Service Experience Awaits', and a 'LATEST CUSTOMER PHOTOS' section with two photos of drinks.

PERFORMANCE		
Views	Searches	Activity
52.3K	32.3K	31.6K
Search views		6.49K (-4%)
Maps views		45.9K (+146%)

Performance over the past 28 days

Your latest post

A Bottle Service Experience Awaits.

Jun 26, 2019

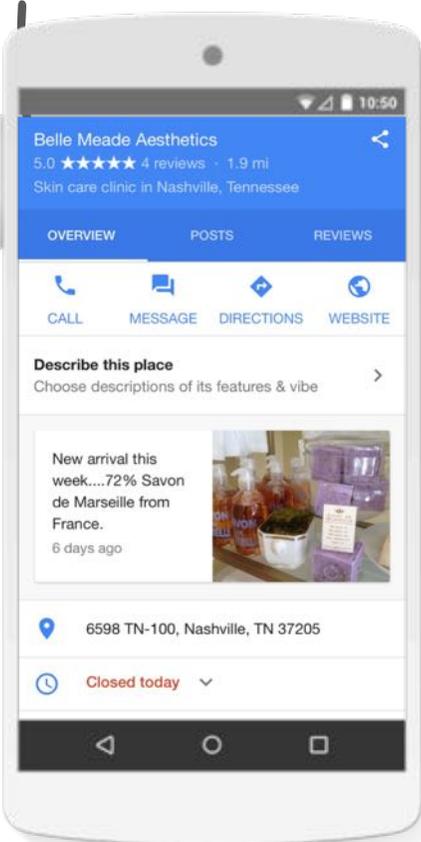
7.06K views 0 clicks

LATEST CUSTOMER PHOTOS

Online presence

Google My Business

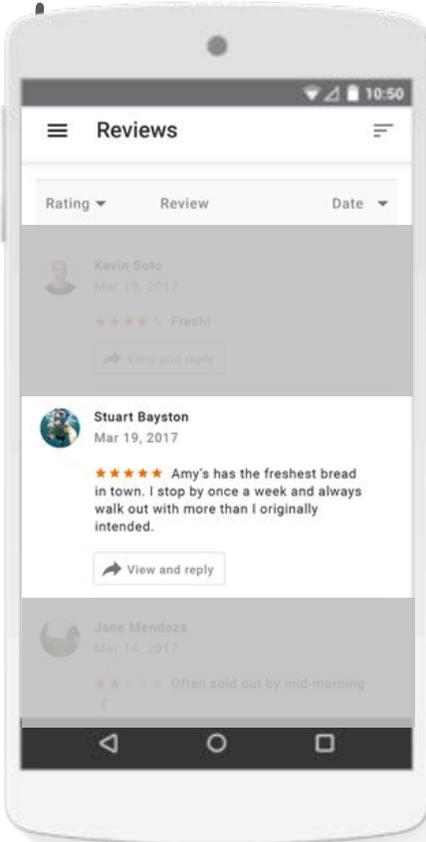
Posts



Messages

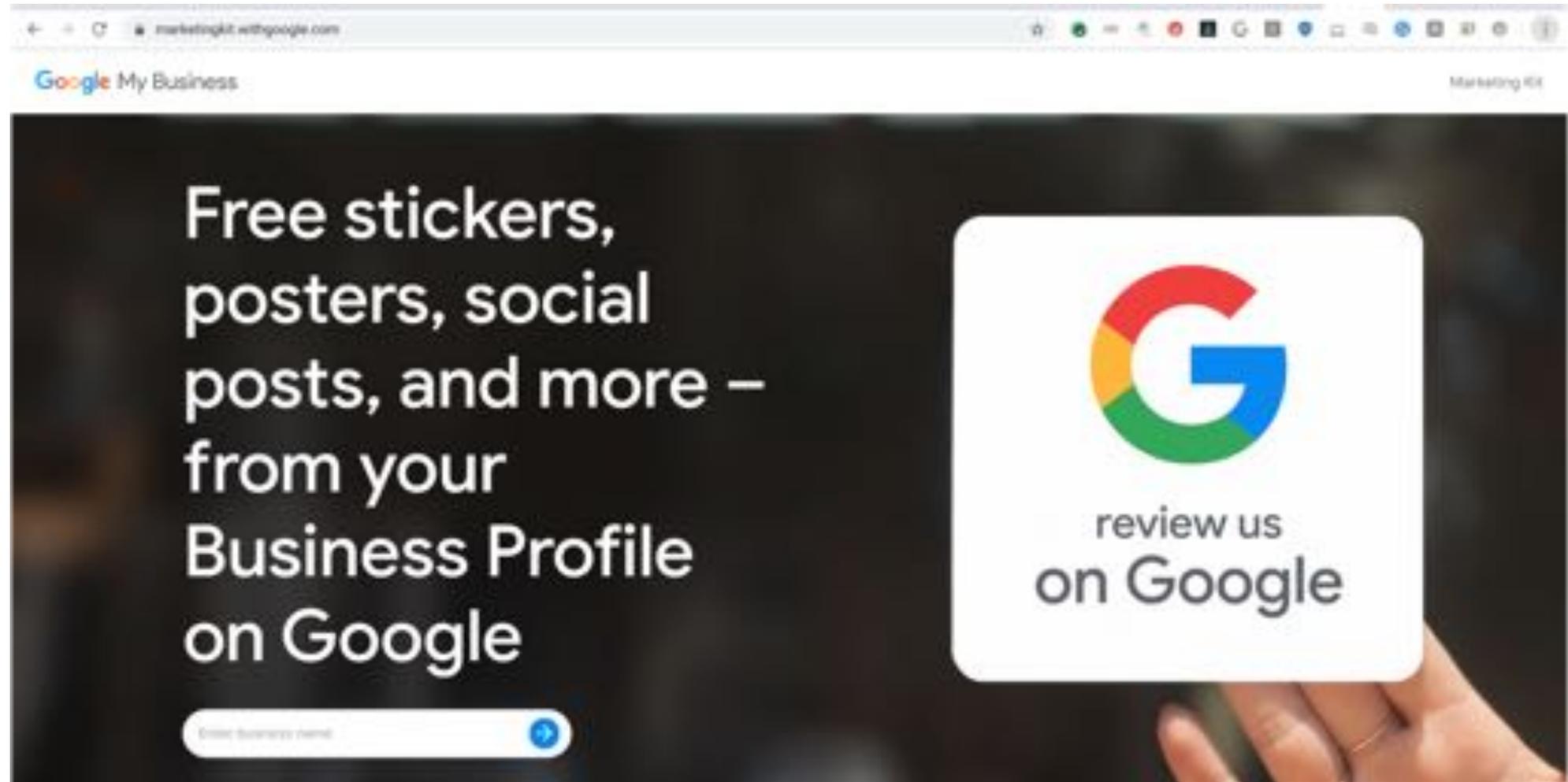


Reviews



Online presence

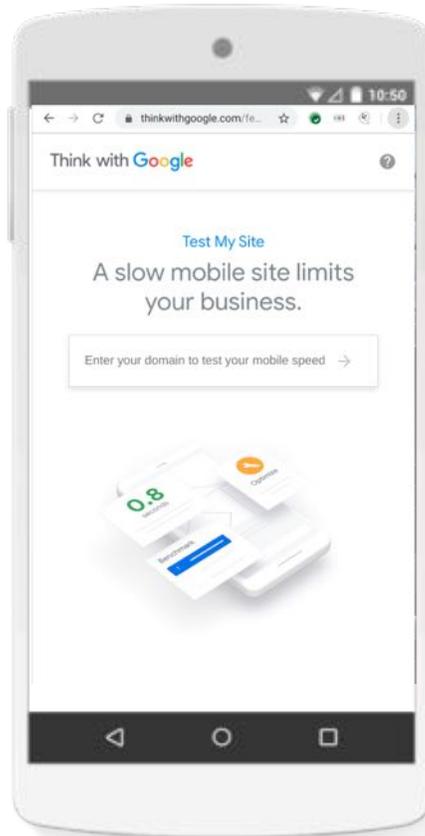
Google My Business: Marketing



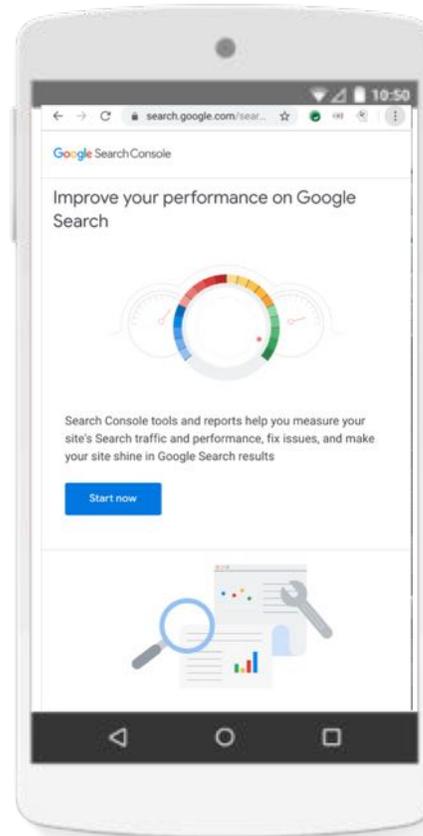
The image shows a browser window displaying the Google My Business Marketing Kit. The browser's address bar shows the URL "marketingkit.withgoogle.com". The page header includes the "Google My Business" logo on the left and "Marketing Kit" on the right. The main content area features a dark background with white text that reads: "Free stickers, posters, social posts, and more – from your Business Profile on Google". Below this text is a white search bar with the placeholder text "Enter business name" and a blue search button. On the right side of the main content area, there is a white rounded square sticker. The sticker features the multi-colored Google "G" logo at the top, followed by the text "review us on Google" in a dark grey font. A hand is visible at the bottom right, holding the sticker.

Online presence

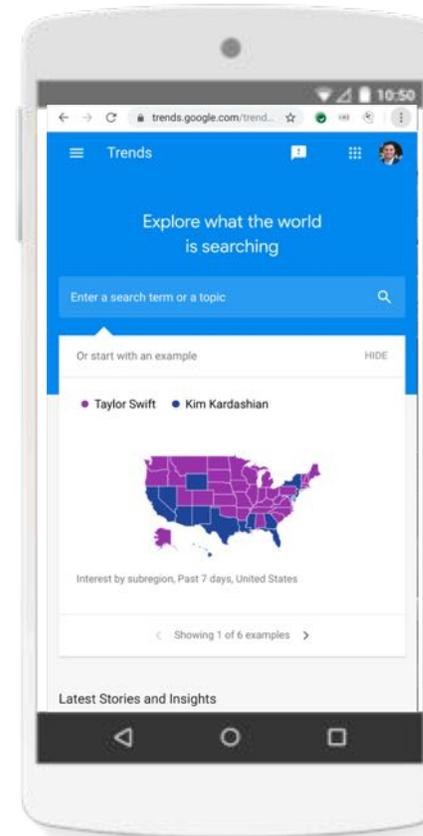
Google: Other tools



g.co/testmysite



g.co/searchconsole

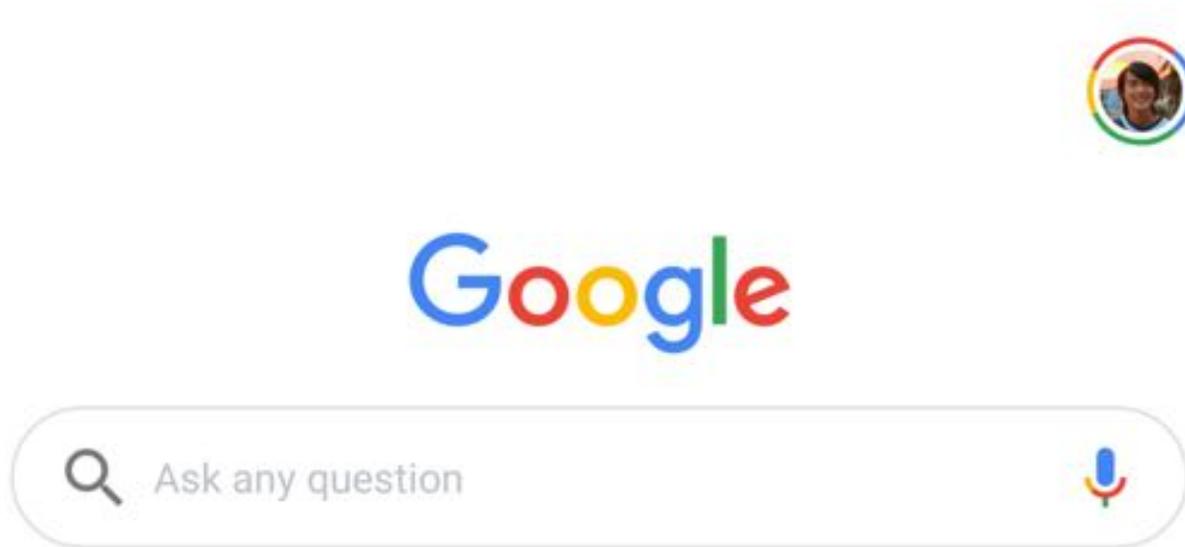


g.co/trends

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 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?

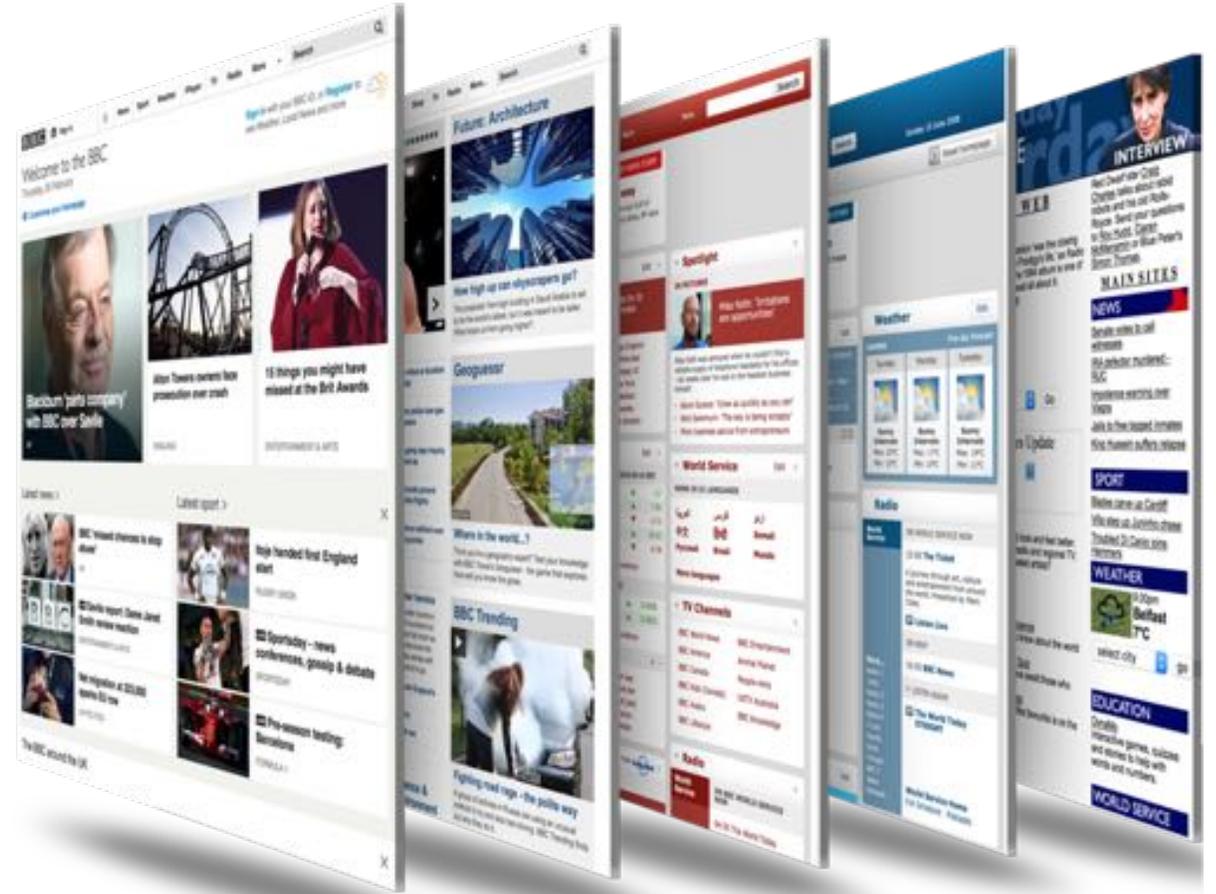


How do I track success?

Online presence

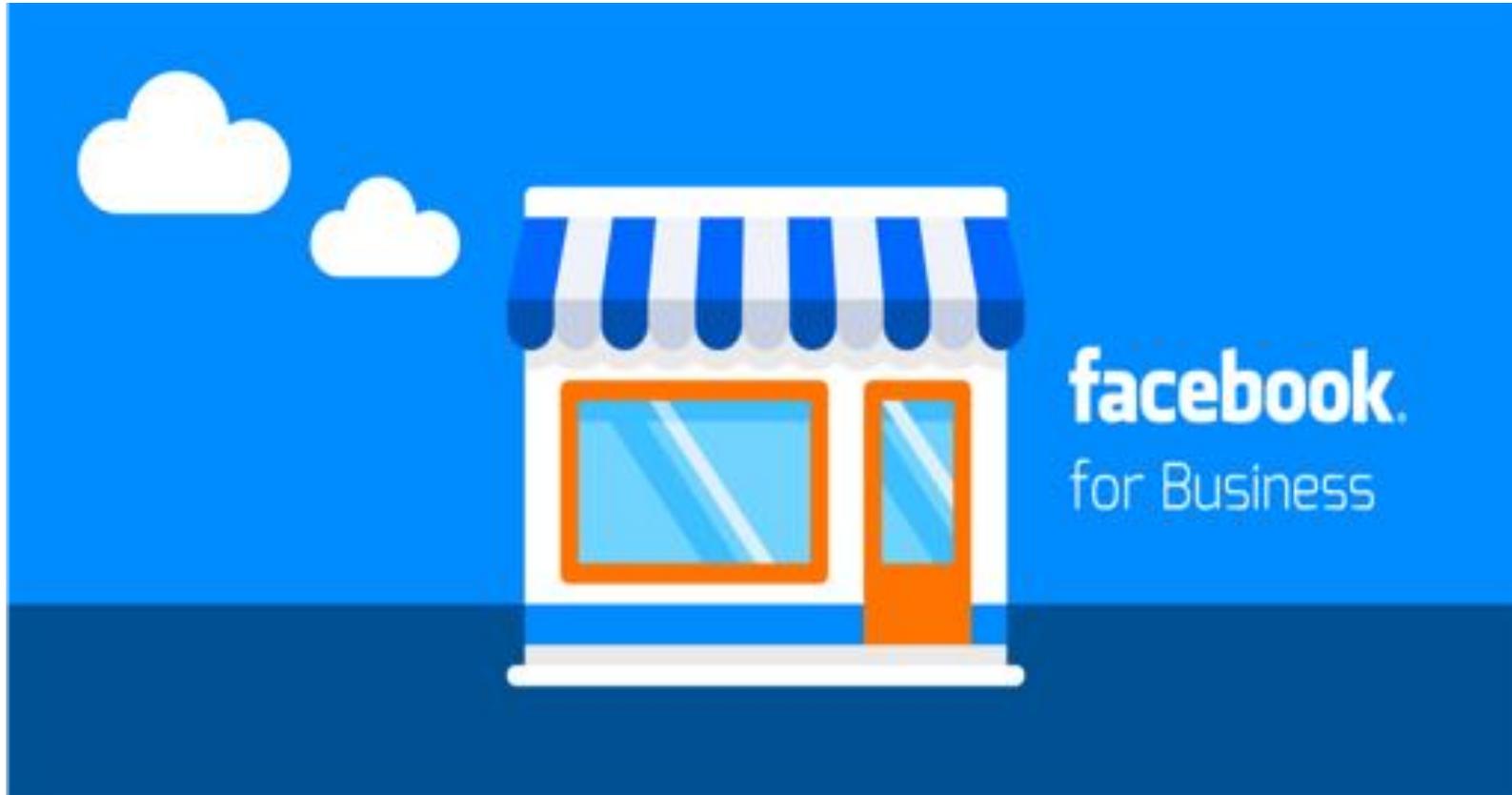
Website optimization

- 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

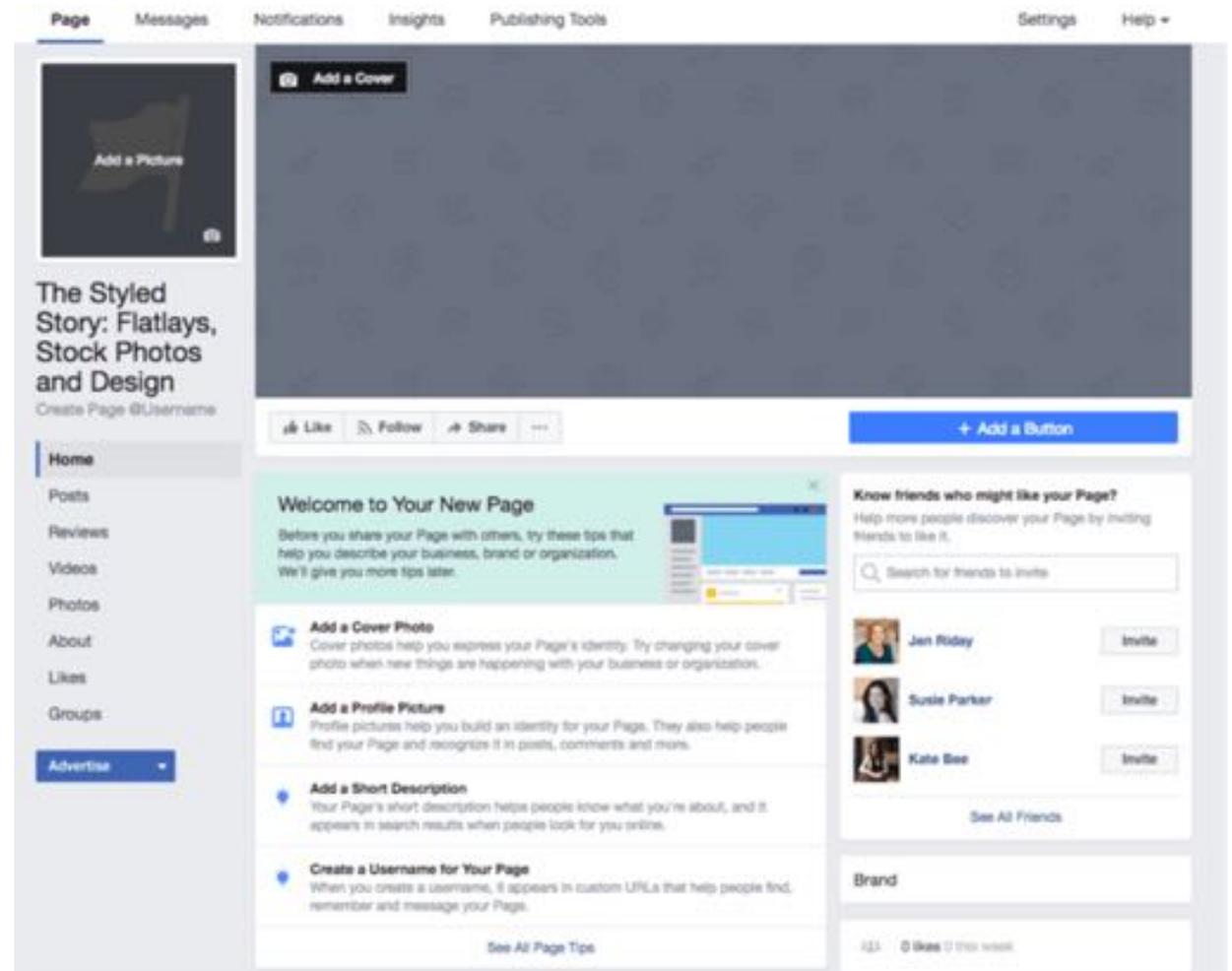


[Facebook.com/business](https://www.facebook.com/business)

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?



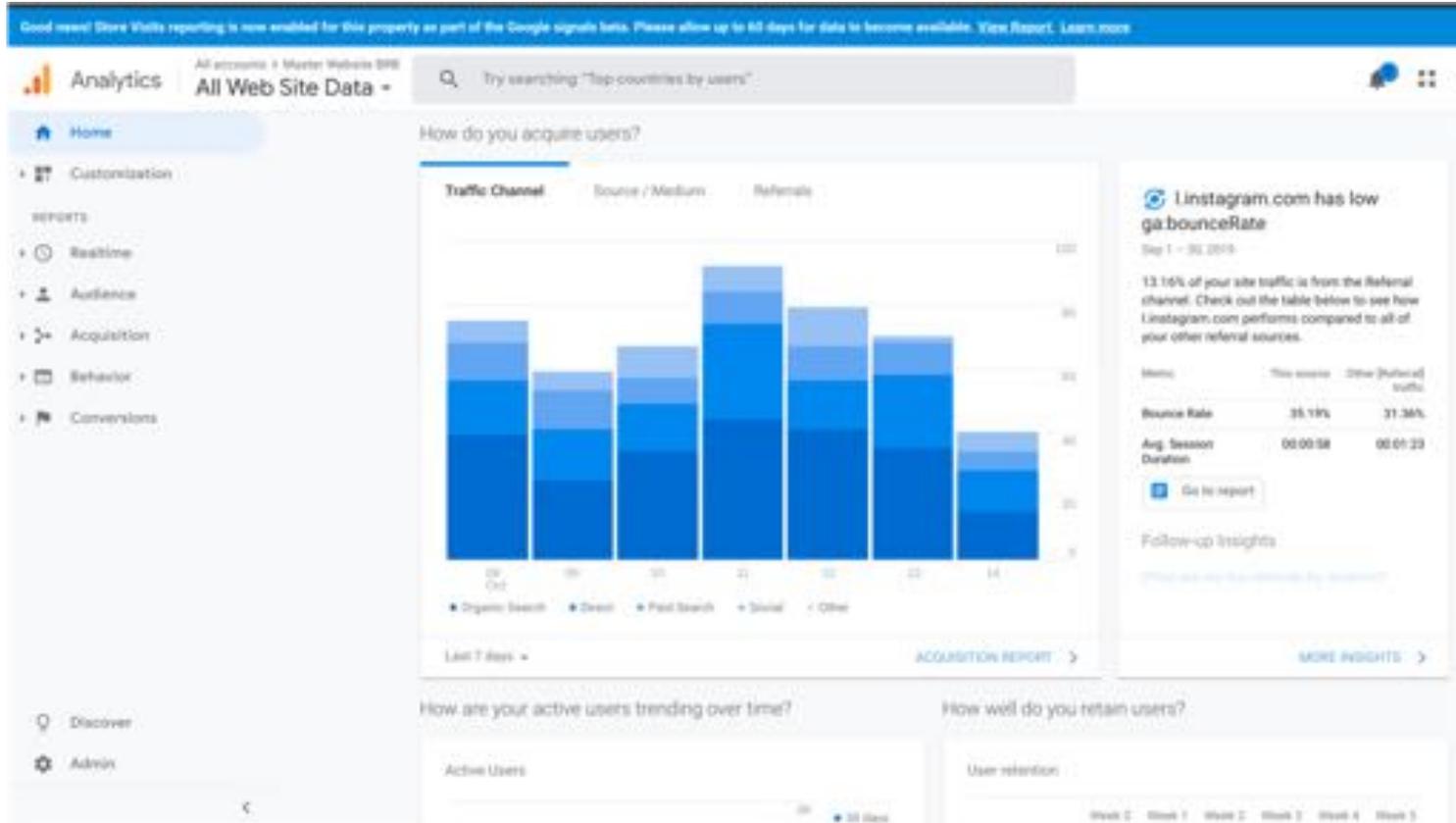
In God we trust, all others bring data.

-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
		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

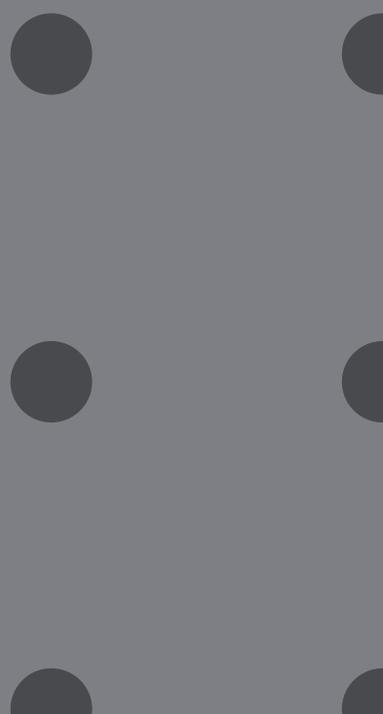
Google Analytics: Measuring success

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

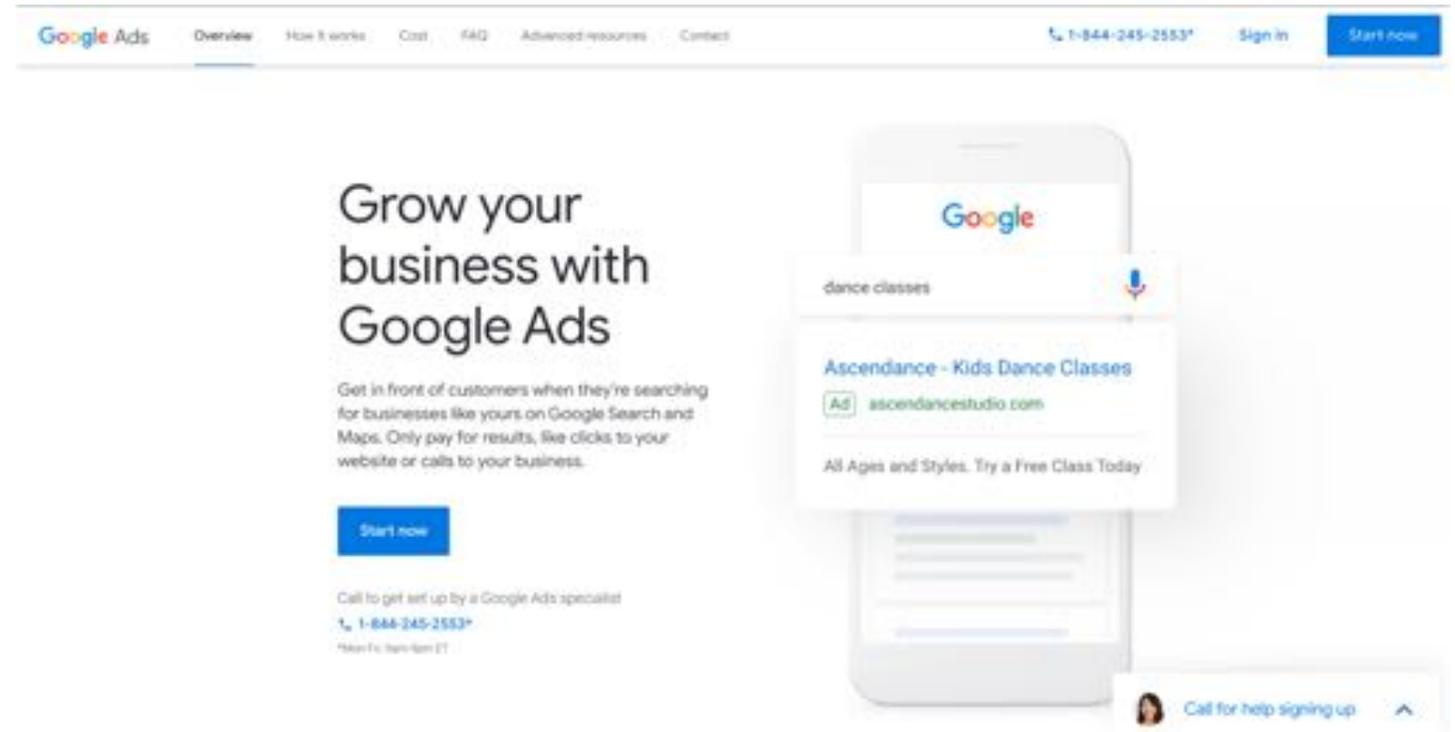
- Paid ads (PPC)
- Email marketing
- Webinars
- Social media
- Thought pieces: blogs
- Case studies/white papers
- Vlogs/videos

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

A screenshot of a Google search for 'blenders'. The search bar shows 'blenders' and the search button. Below the search bar are navigation tabs for 'All', 'Shopping', 'Maps', 'Images', 'Videos', 'More', 'Settings', and 'Tools'. The search results show 'About 477,000,000 results (0.61 seconds)'. A section titled 'See Blenders' displays five sponsored product listings for blenders. Each listing includes an image of the blender, the brand name, a truncated title, the price, the retailer, and shipping information. A 'Sponsored' label is visible in the top right corner of the listings area. A double arrow icon is on the right side of the listings.

Product	Price	Retailer	Shipping
Vitamix Certified... Refurbished Vitamix	\$329.95	Amazon.com	Free shipping
Blendtec Connoisseur...	\$839.95	Amazon.com	Free shipping
Vitamix Commercial...	\$1,039.69	KaTom Restaur...	★★★★★ (78)
Nutri Ninja Countertop...	\$129.99	Amazon.com	Free shipping
Vitamix Professional...	\$598.95	Amazon.com	Free shipping

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)

Paid Ads – Google Ads

Target by location



Select where to show your ad

Target by distance from business

Target by city, region, or country

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.

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

Targeting radius

5 miles

5 mi 40 mi

OR

Target by radius



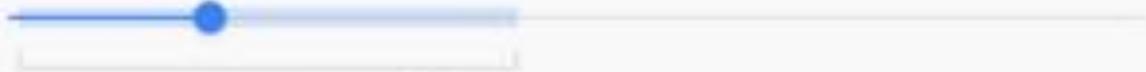
Paid Ads – Google Ads

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

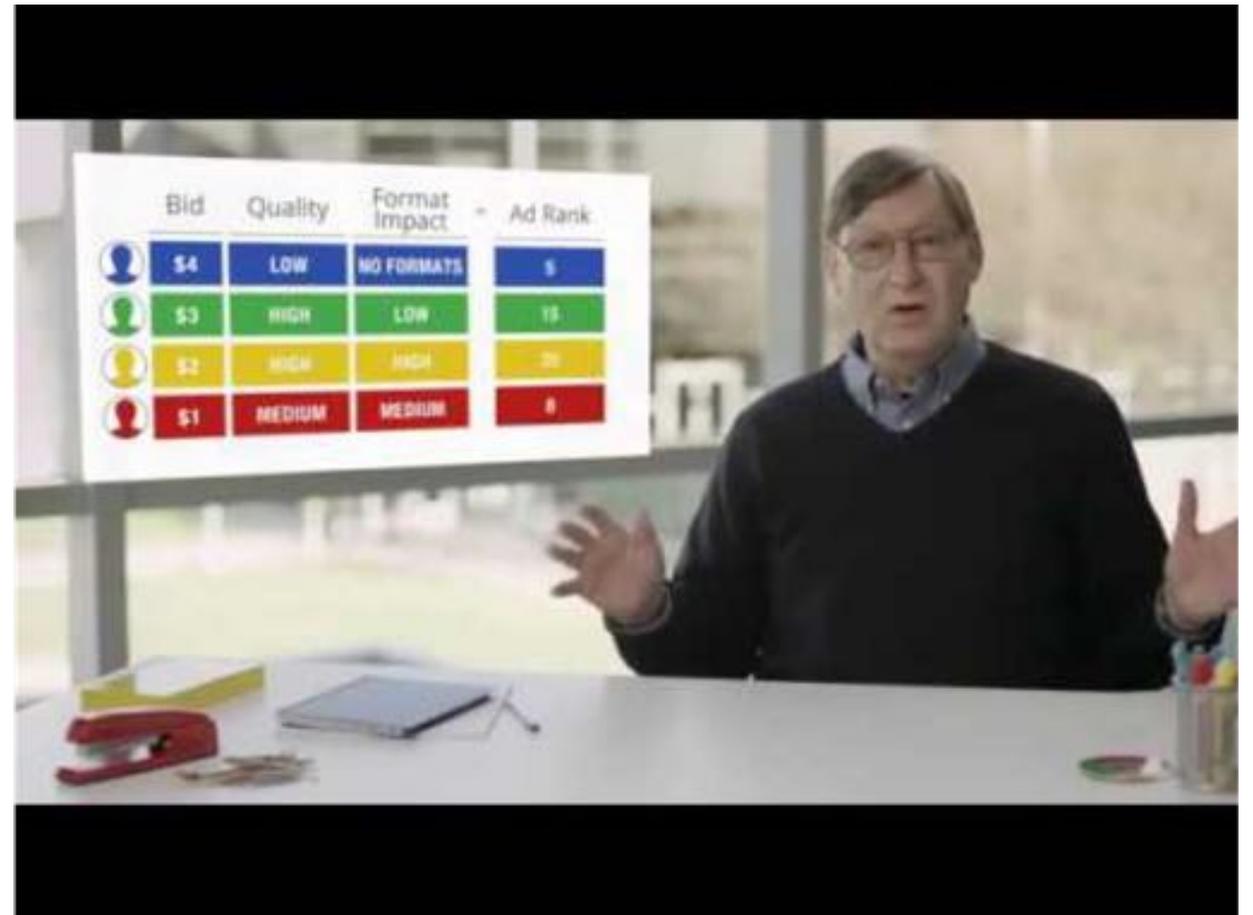
This estimate is based on businesses with similar ad settings and budget.

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.
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Paid Ads – Google Ads

How Google bidding works



Paid Ads – Youtube Ads



1.8 Billion

Monthly signed in users.

YouTube | Advertising

TALK TO US START NOW

How it works Making a video ad Driving results Pricing Success stories Resources

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?

START NOW

No video? No problem.

LEARN MORE

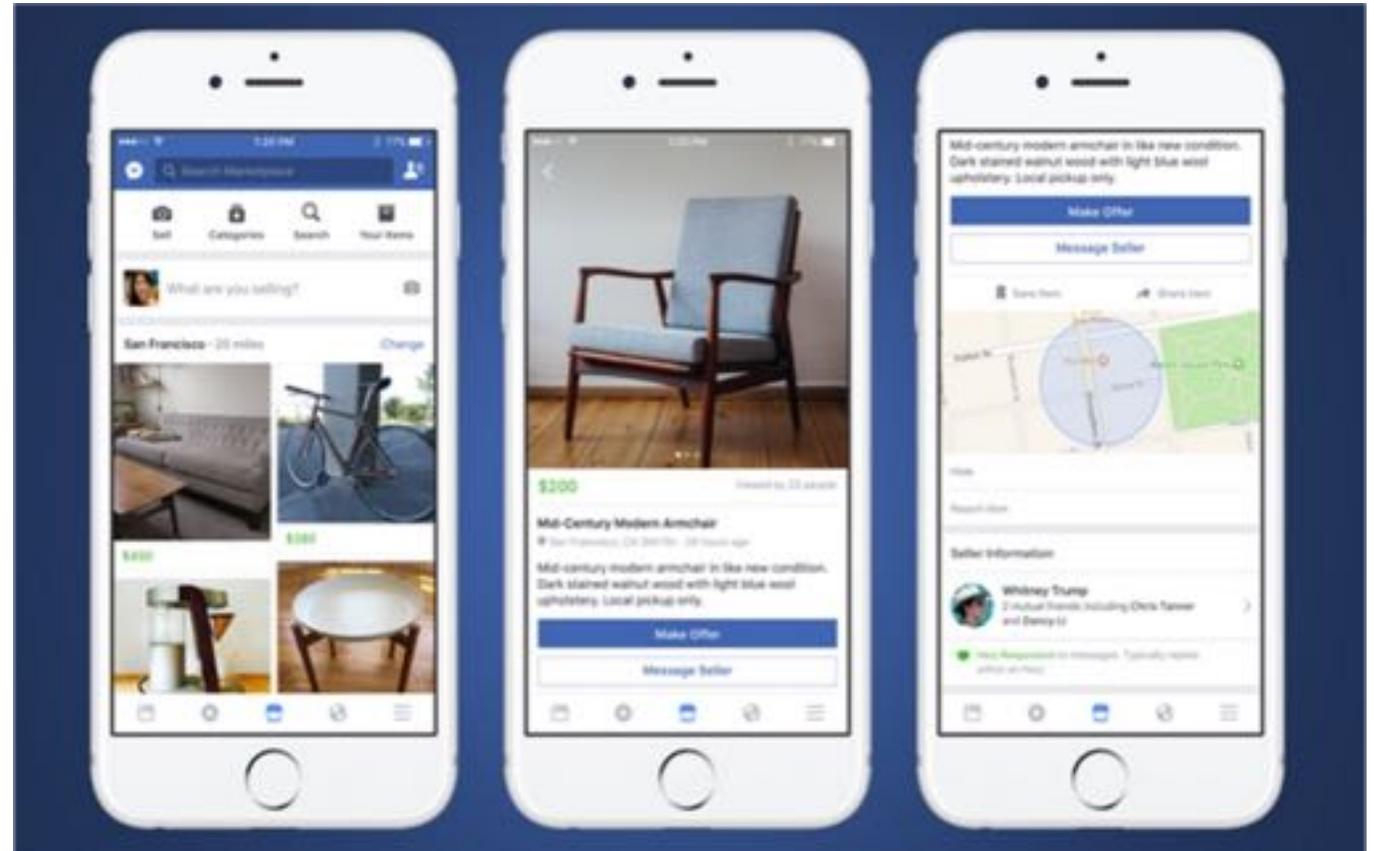
Get \$100 free credit when you spend \$25 on video ads GET OFFER CODE

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

Hoover Institution
Written by NextAfter · December 15, 2017 ·

Get economic insights about how American exceptionalism has led to the most dramatic improvement in widely shared human well-being in history from John H. Cochrane—a leading Senior Fellow of the Hoover Institution at Stanford University.

Get your free eBook now.

Get “Make America Exceptional Again” now
Democracy without rule of law produces neither prosperity nor freedom, and is easily subverted.

HOOVER.ORG [Learn More](#)

17,304 people reached

Like Comment Share

188 Top Comments

102 Shares 10 Comments

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.



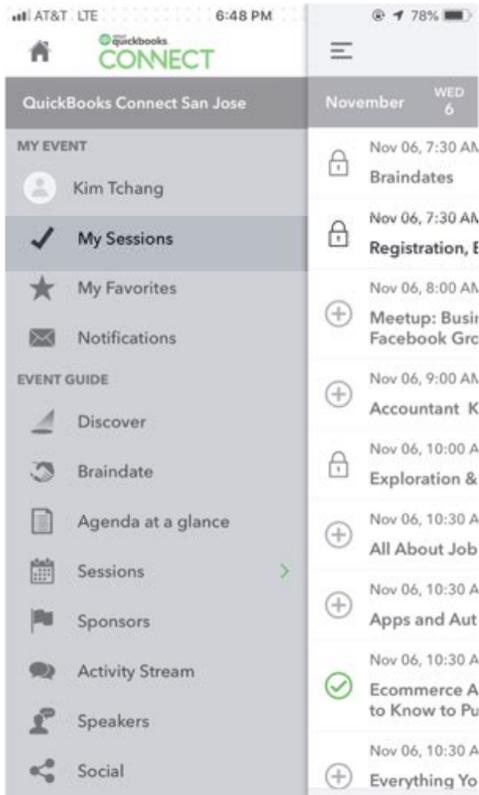


Thank You!
Questions?

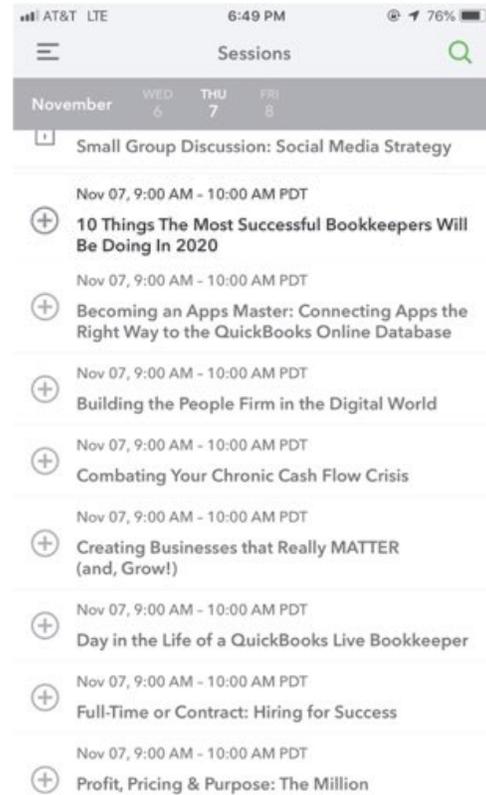
Rate this Session on the QuickBooks Connect Mobile App

Provide feedback to help us design content for future events

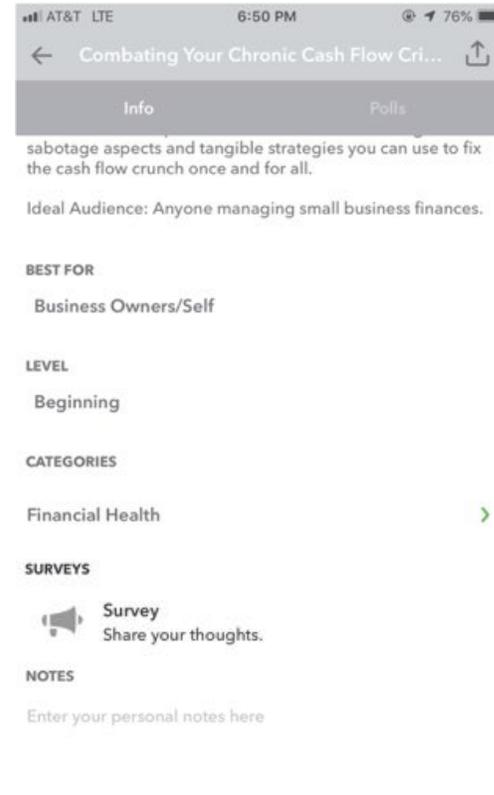
1. Select Sessions



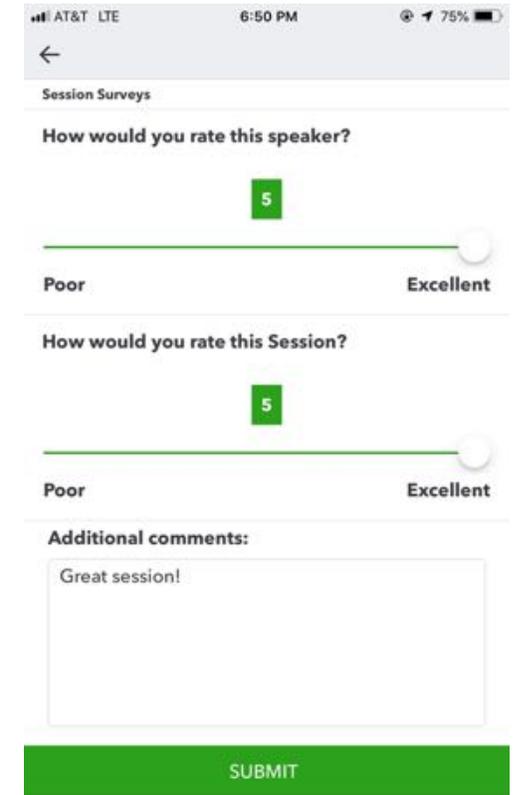
2. Select Session Title



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 page features a navigation bar with the event name and various menu items like 'Why Attend', 'Agenda', 'Speakers', 'Pricing', 'Sponsors', 'Travel', and 'FAQ'. A 'Register now' button is visible in the top right. Below the navigation, there are tabs for the dates: 'November 6: Accountant Day', 'November 7' (selected), and 'November 8'. A 'Print Agenda' link is also present. The main content area includes a search bar for sessions and a set of filters: 'Business Growth', 'Life & Business Skills', 'Organizational Culture', 'Technology Training', 'Advisory', and 'Financial Health'. The agenda items for November 7 are listed below, including 'Registration, Breakfast & Exploration' (7:30-9:00 am), 'Braindates' (7:30-10:30 am), 'Yoga' (8:00-8:30 am), and 'Breakout Sessions' (8:00-8:45 am). The breakout sessions include '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 plus sign (+) to its right, indicating that more information can be viewed.

 **CONNECT**

OWN
THE
FUTURE
TURE