



Using online tools, like Google,
to increase customers

Roberto Martinez

OWN
THE
FUTURE

CPD Process

In order to receive CPD credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **3 CPD credits**
- CPD certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

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](https://www.linkedin.com/in/robthemarketer)



BRAVEN

Agenda | Our Journey Today

1. What is Your Value Proposition?
2. Your Future Client
3. Online Presence | Business Profiles
4. Online Presence | Website
5. Online Presence | Content Strategy
6. Online Presence | Paid Ads
7. Key Metrics for Budget | KPIs and Unit Econ





What Is Your Value Proposition?

A Propelling Question

How might we...

Attract our ideal customers by using digital marketing tools to increase sales?

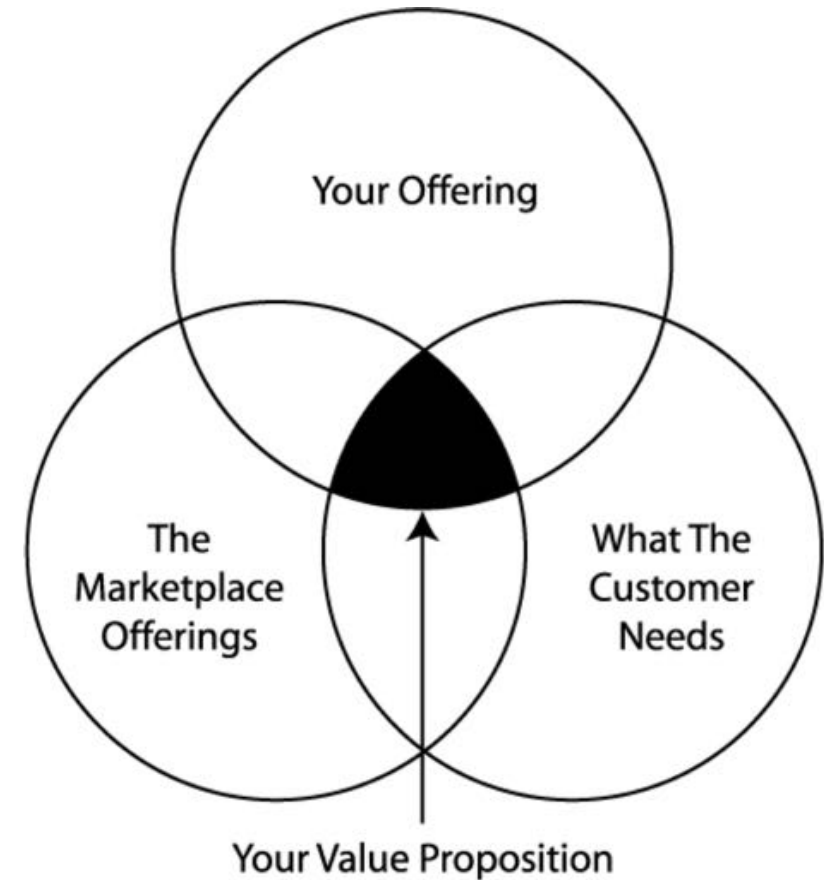


Value Proposition

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”



Value Proposition

Solutions to Market Problems

Why Customers Choose You

- Build a Better Mousetrap:

3x Improvement

- Customer Value (Brand)

Customer Service/Experience

Price

Location

Variety



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

- Attracts high quality leads
- Wins hearts and minds
- Improves reputation
- Develops 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
 - Background; Demographic; Age; Income Level; Edu; Geography
2. Share your persona with your neighbor



PERSONA NAME:

1

Sample Sally

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

2

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHICS

Male or female? Age? Income? Location?

3

- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

IDENTIFIERS

Demeanor? Communication preferences?

4

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



Online Presence

Create Your Business Profiles



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 Business Presence

Google My Business

Register at:

www.google.com/business

The image shows a Google search for "MM CPA Toronto" and the resulting Google My Business profile. The search results on the left include links to the company's website, LinkedIn, Facebook, and Better Business Bureau (BBB) profile. The Google My Business profile on the right displays the company name, address, phone number, and a 4.5-star rating from 24 Google reviews. It also includes a map, photos, and a "See outside" view of the storefront.

Search results for "MM CPA Toronto":

- www.mmcpc.ca •
HOME - M M CPA Professional Corporation- Chartered ...
Chartered Professional Accountant in Toronto for Tax Accounting and Advisory Services.
Accounting - Taxation - Tax Planning - Consultation
- www.linkedin.com • company • perfect-accounting-and-tax-services
M M CPA Professional Corporation | LinkedIn
See who you know at M M CPA Professional Corporation, leverage your professional network, and get hired. ... Toronto, Ontario 40 followers. See jobsFollow.
- www.facebook.com • Places • Toronto, Ontario • Business Consultant •
M M CPA Professional Corporation - Home | Facebook
★★★★★ Rating: 4 - 4 votes
M M CPA Professional Corporation - 1245 Danforth Ave Suite 202, Toronto, Ontario M4J 5B5 -
Rated 4 based on 4 Reviews "Wouldn't use anyone else as these ...
- www.bbb.org • toronto • profile • tax return preparation • m-m-cpa-... •
M M CPA Professional Corporation | Better Business Bureau ...
BBB accredited since 2011-09-27, Tax Return Preparation in Toronto, ON. See BBB rating, reviews, complaints, request a quote & more.
- www.yelp.com • biz • m-m-cpa-professional-corporation-toronto-2 •
M M CPA Professional Corporation - 2019 All You Need to ...
★★★★★ Rating: 1 - 2 reviews

Google My Business profile for "M M CPA Professional Corporation | Tax Accountant Toronto":

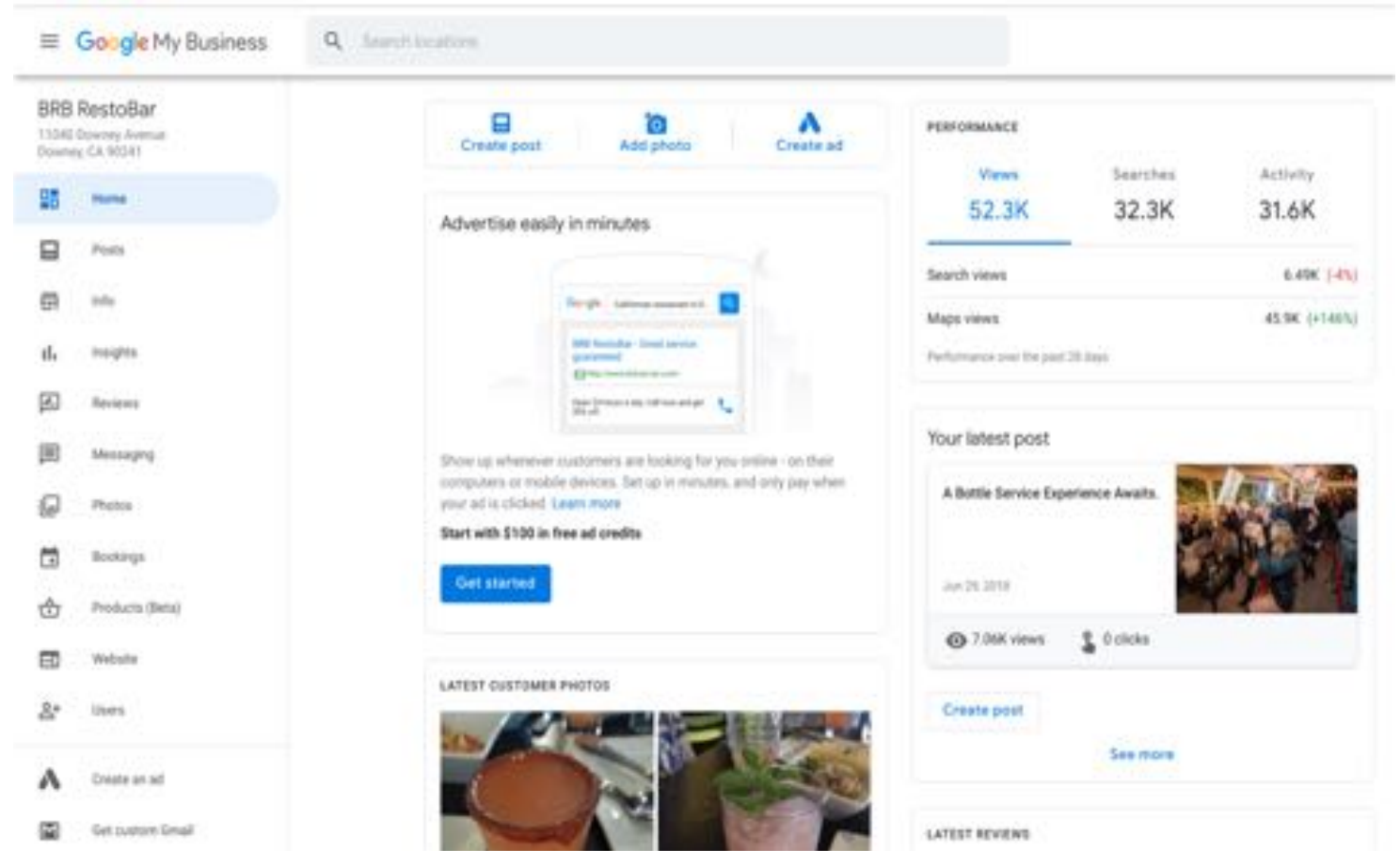
- Website Directions Save
- 4.5 ★★★★★ 24 Google reviews
- Certified public accountant in Toronto, Ontario
- Address: 1245 Danforth Ave #202, Toronto, ON M4J 5B5, Canada
- Hours: Closed • Opens 9:30AM Tue •
- Phone: +1 416-463-3330
- Province: Ontario
- Appointments: perfectaccounting.ca
- Suggest an edit
- Questions & answers
Be the first to ask a question
- Ask a question

Online Business Presence

Google My Business

Key Takeaways

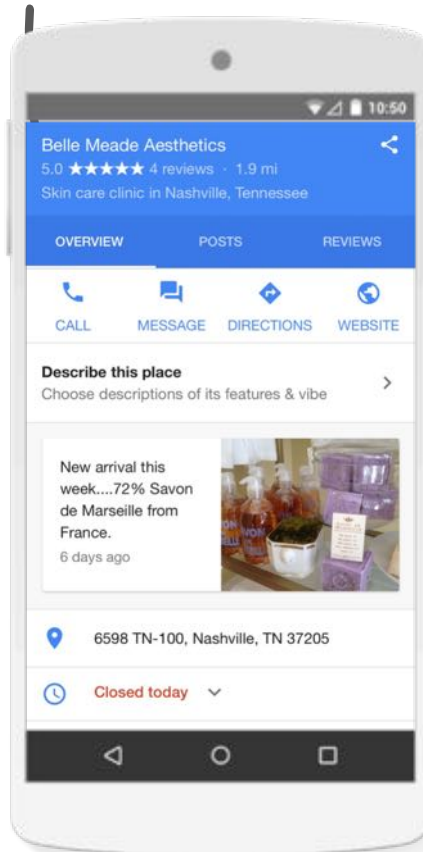
- Completely fill out profile
- Manage hours of operations
- Include hours of ops
- Humanize brand: Images and videos
- Data tools: Insights tool and keywords



Online Business Presence

Google My Business

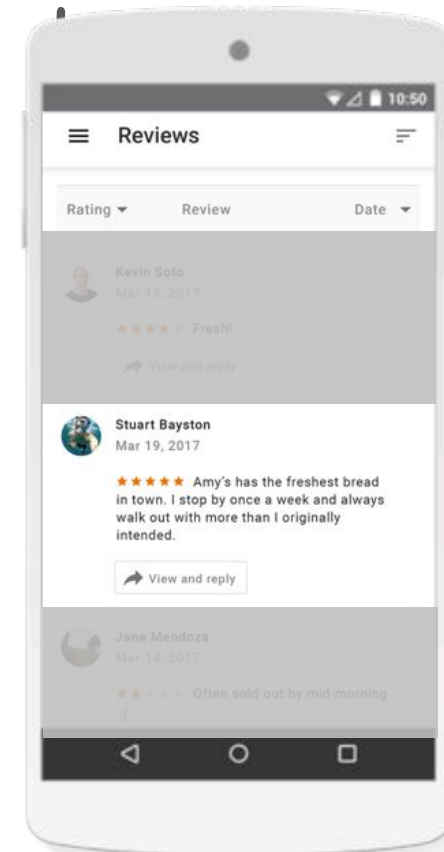
Posts



Messages

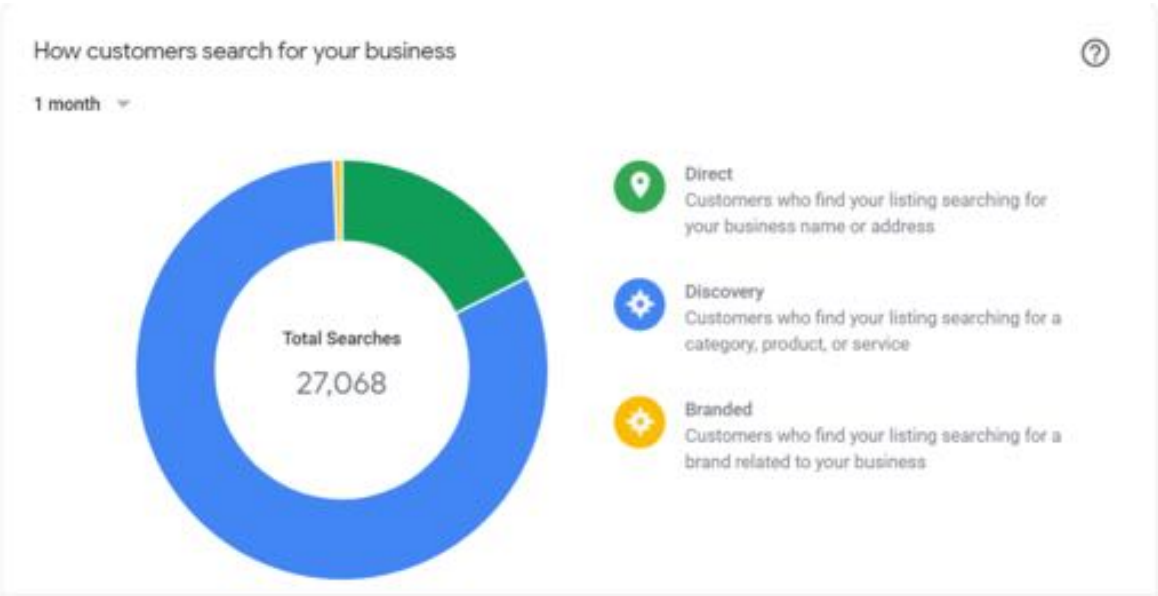
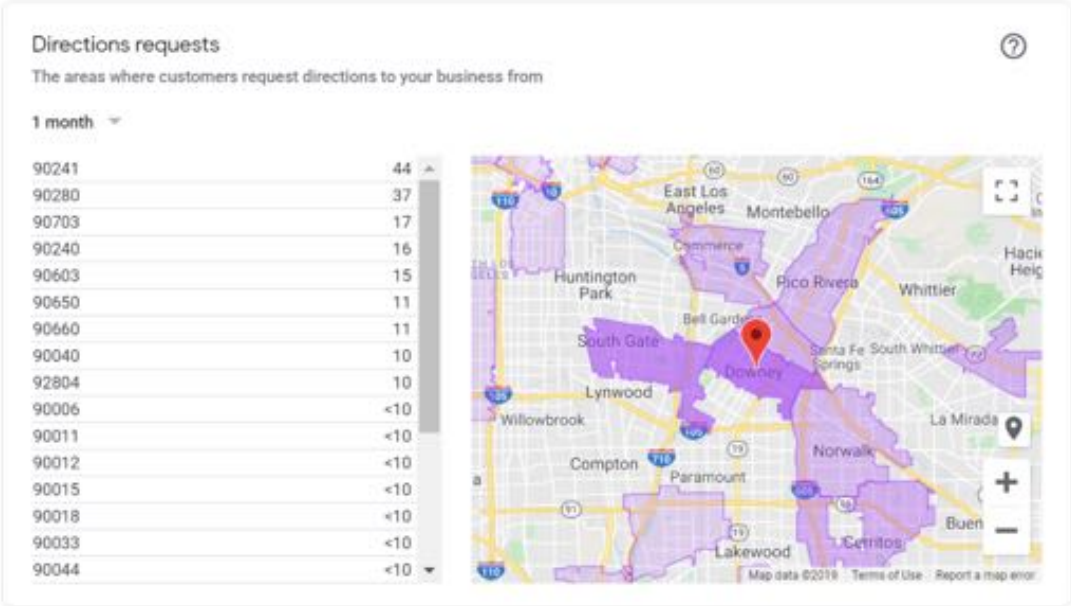


Reviews



Online Business Presence

Google My Business | Insights



Online Business Presence

Social Media Business Page

Facebook.com/business



Online Business Presence

Facebook Page Optimization

- Define Your Audience
- Jab, jab, jab, right hook
- Create Goals
- Engage with customers
- Use Video
- Long form content is back
- Clear CTA and conversion



Online Business Presence

Social Media Business Page

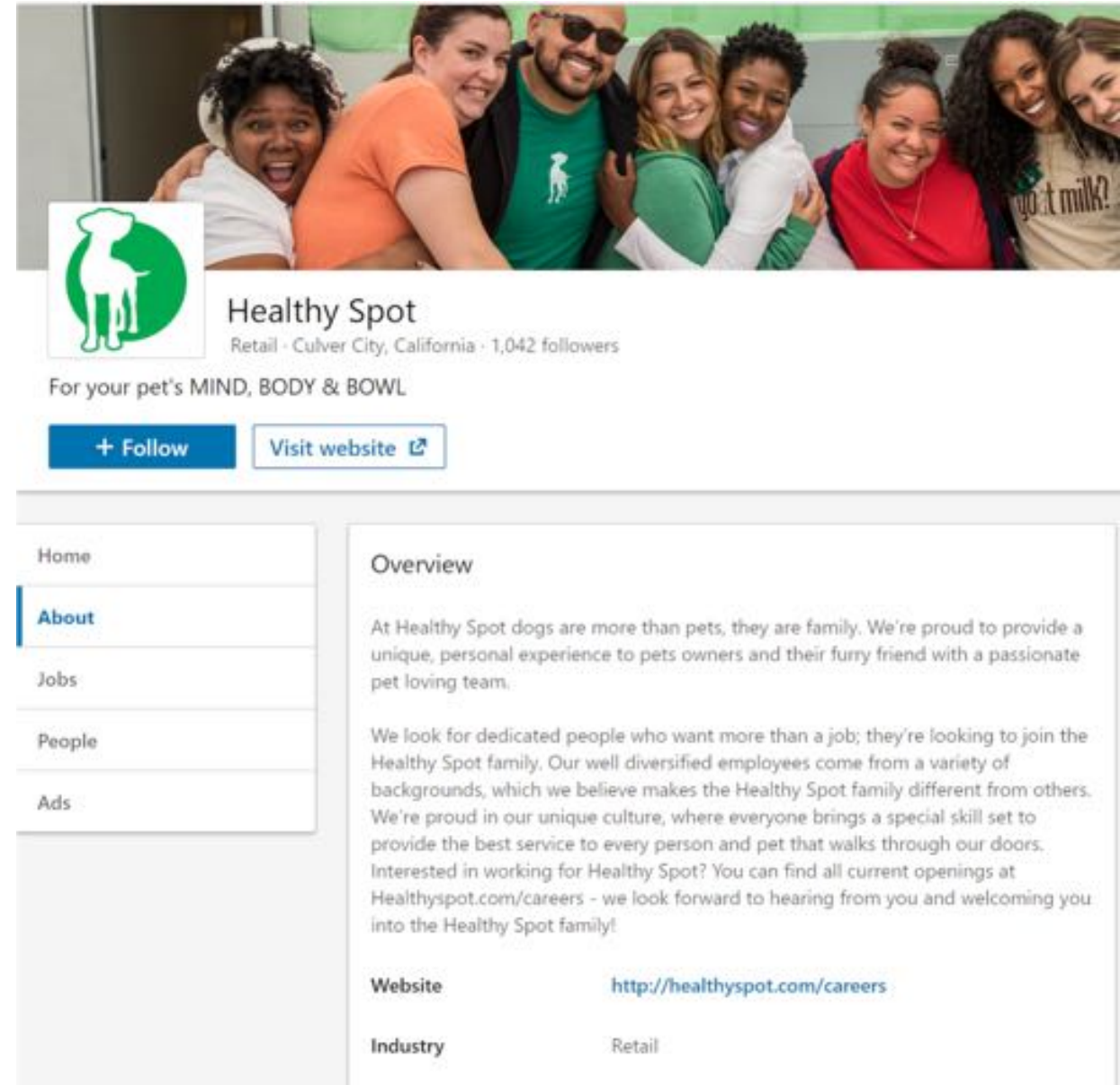
LinkedIn.com



Online Business Presence

LinkedIn Page Optimization

- Completely fill out your page
- Share content that matters
- Leverage & highlight employees
- Use Video
- Analyze & refine audience
- Customize your call-to-action





Online Presence

Website

Online Business Presence

Why Do We Want a Website



Build brand



Re-engage customers



Generate leads



Attract employees



Makes sales



Provide support

Online Business Presence

Website

Who is
your target
audience?



Why do I need a
website?



What is success
for my website?

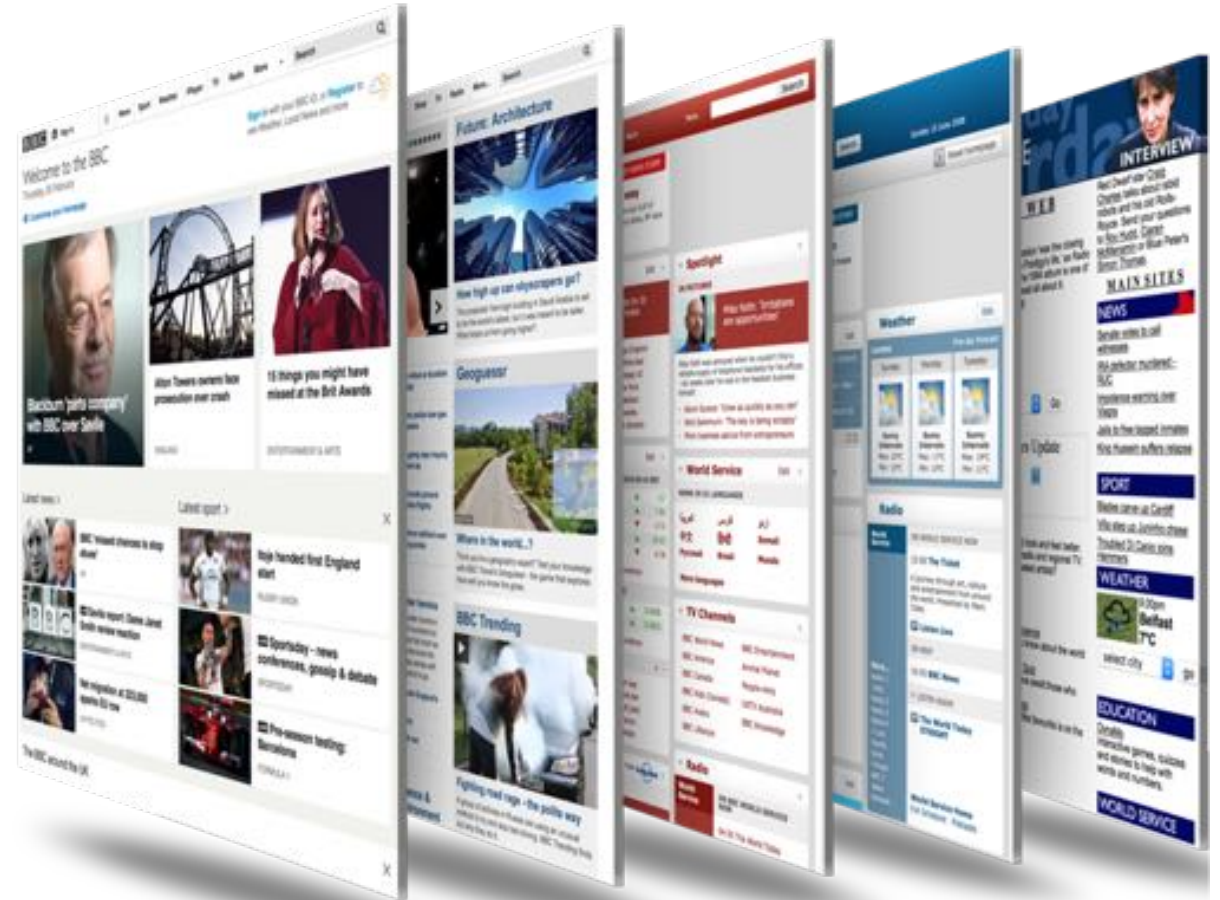


How do I track
success?

Online Business Presence

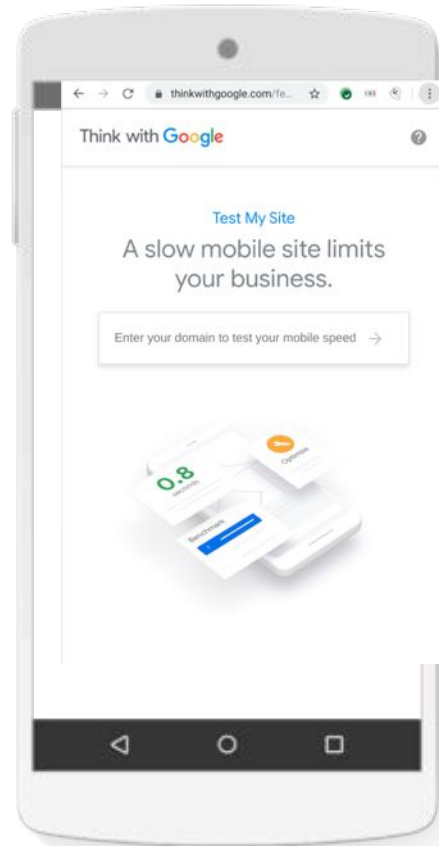
Website Optimization

- Clear CTA: Clicks are currency
- Information hierarchy
- Relevant & original content
- Optimize images
- Increase website loading
- Reviews and blogs
- Keywords and phrases



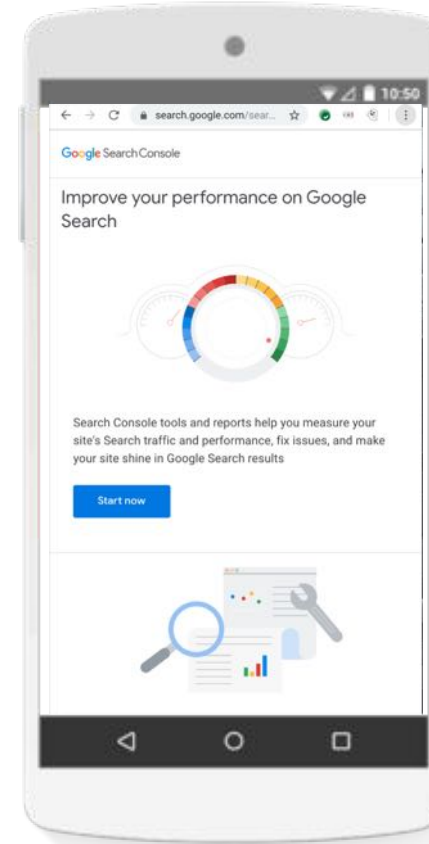
Online Business Presence

Google: Other Tools



g.co/testmysite

- Improve Mobile Website
- Stop losing Traffic
- Optimize for Mobile



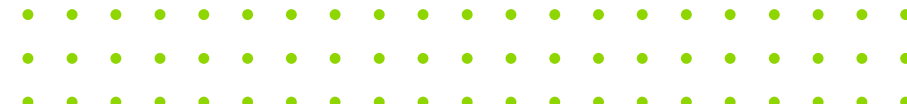
g.co/searchconsole

- Keywords Overview
- Website Ranking
- Backlink Sources



In God we trust, all others bring data.

-Edward Deming



Online Business Presence

Google Analytics | Measuring Success



<https://analytics.google.com>

Online Business 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 Business 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 Presence

Content Strategy

Content Creation

Overview

Customer Focus

- **Content Marketing:** Focus on what prospects & customers care about
- **What is Content Marketing:** Any mix of text, images, and videos created
- **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



Marketing funnel

Driving Online Traffic to Your Point of Conversion

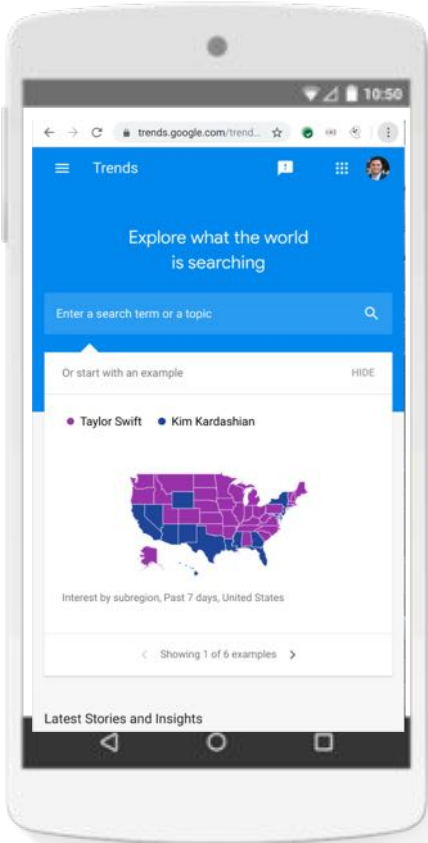


Digital Marketing Channel

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

Content Strategy

Google | Search Query



g.co/trends

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

Google Trends

Explore topics

See how people are searching ahead of Thanksgiving.

where people can see more and night before Thanksgiving than a typical Wednesday

same as a typical Friday morning commute

on a typical Sunday as people travel home

Mapping Thanksgiving

Using Google Maps data, we let you know the places people visit around the holidays, when to visit them, and the best times to go.

[CLICK TO EXPLORE](#)

Thanksgiving Side Dishes

Uniquely searched Thanksgiving side dishes, by state

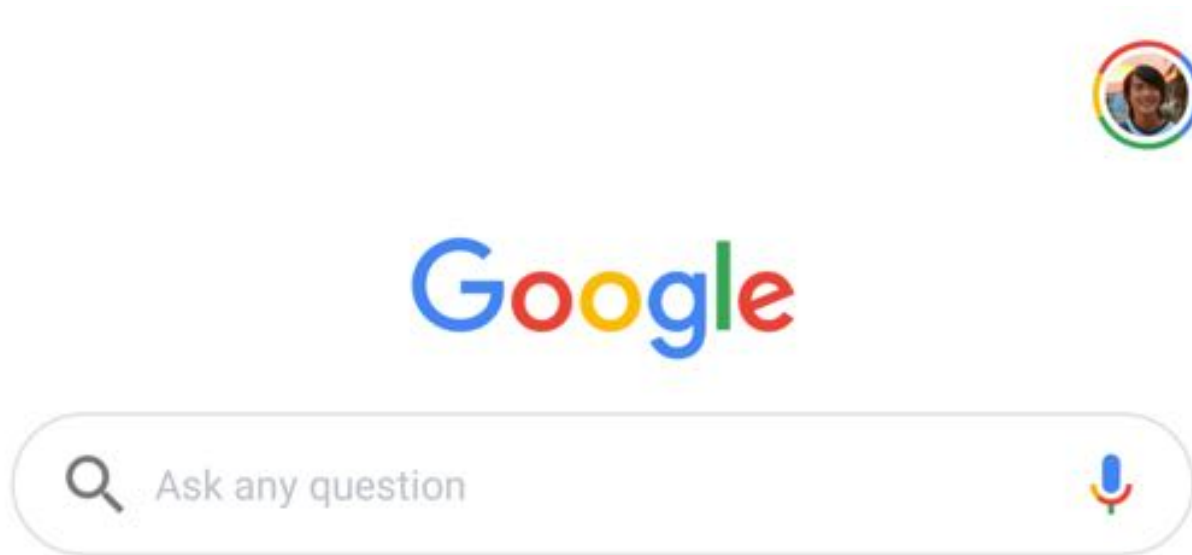
Thanksgiving Side Dishes

Uniquely searched side dishes by state

[CLICK TO EXPLORE](#)

Activity

What are customers searching?

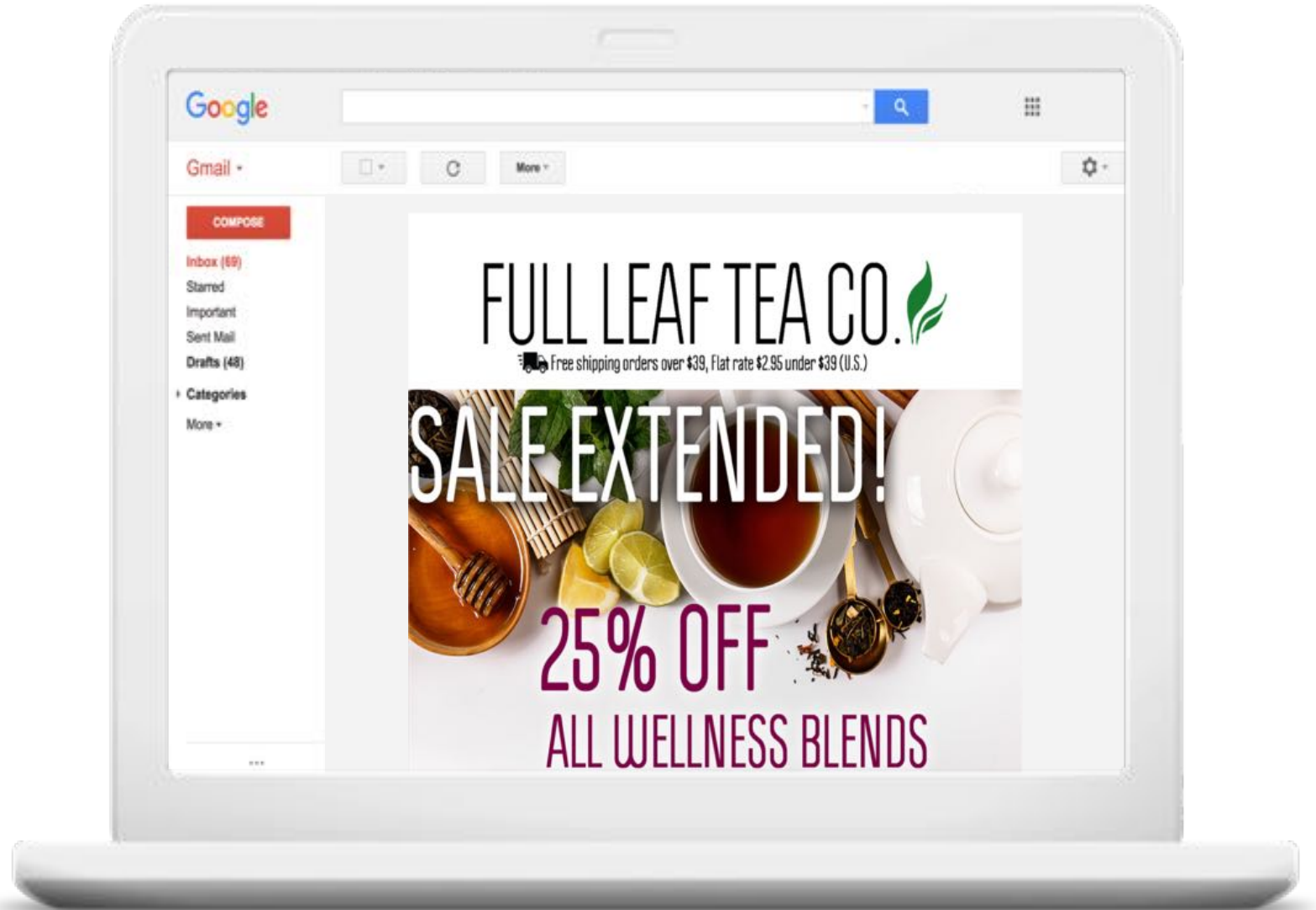


1. Using **Google Search** type in words and phrases that you think will make your top competition pop up.
1. Using **Google Search** type in words and phrases that your ideal customers might use when looking for your service or product.

Content Strategy



Email Marketing

- Build, Build, Build
- Clear CTA
- Clear Subject Line
- Mobile Responsive
- Timely
- A/B Testing



Content Strategy

Social Media

	A	B	C	D	E	F	G
1	Week	Network	Time	Content Type	Topic	Copy	Link
2	WEEK 1					WEEK 1: MONDAY, DATE	
3		FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	http://ow.ly/7Nu5C30c577y
4			10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/0tHw30c5d98
5			12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/r2jK530bH4jZ 5?	(insert video file link)
6			3:00 PM	Promotion	Product Launch	LiftMetric  Hootsuite Impact  New name and offerings to help you measure and maximize ROI. http://ow.ly/r7Nw530bK0qN	http://ow.ly/r7Nw530bK0qN
7			5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	(include CTA link)
8		LINKEDIN					
9			6:00 AM	New Blog Post	UTM Parameters	You don't need to be a programmer to track key indicators of ROI like website traffic, leads and conversions.	http://ow.ly/G3K00c5d8U
10			9:30 AM	Curated Content			
11			11:45 AM	Video			
12			1:30 PM	Promotion			
13			4:15 PM	Education			
14		TWITTER					
15			5:45 AM	New Blog Post	Instagram Hacks	So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/akdF30c5d00	http://ow.ly/akdF30c5d00
16			7:15 AM	Curated Content			
17			10:30 AM	Video			
18			1:00 PM	Promotion			
19			3:45 PM	Evergreen Blog Post			
20		INSTAGRAM					
21			7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owllys do you see? ++	(insert image file link)

Activity

Social Media Content



1. Write down the top 5 social media posts you've seen in past 2 weeks
2. Write down top 5 industry themes your customers care about
3. What is the best way to convey your theme? Video, Image, Copy? Is it seasonal? Time Sensitive? Does it drive clicks?

Content Strategy

YouTube Marketing



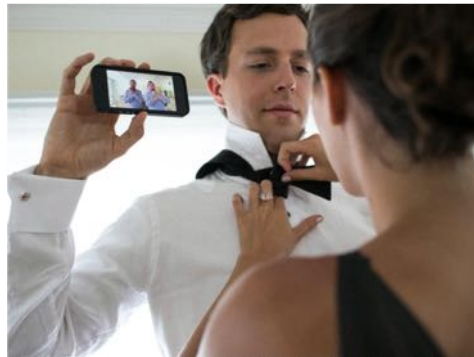
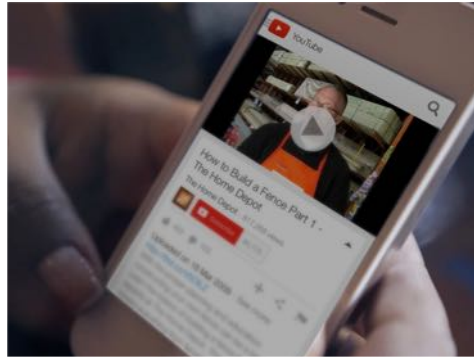
1.8 Billion

Monthly logged in users.

Globally, video will be

82%

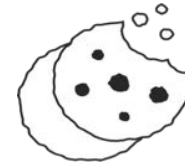
of all consumer Internet
traffic by 2021.



Content Strategy

YouTube Marketing

Formats for all
attention spans



Bite
:06 sec



Snack
:15 - :20 sec



Meal
:30+ sec



Online Presence

Paid Ads

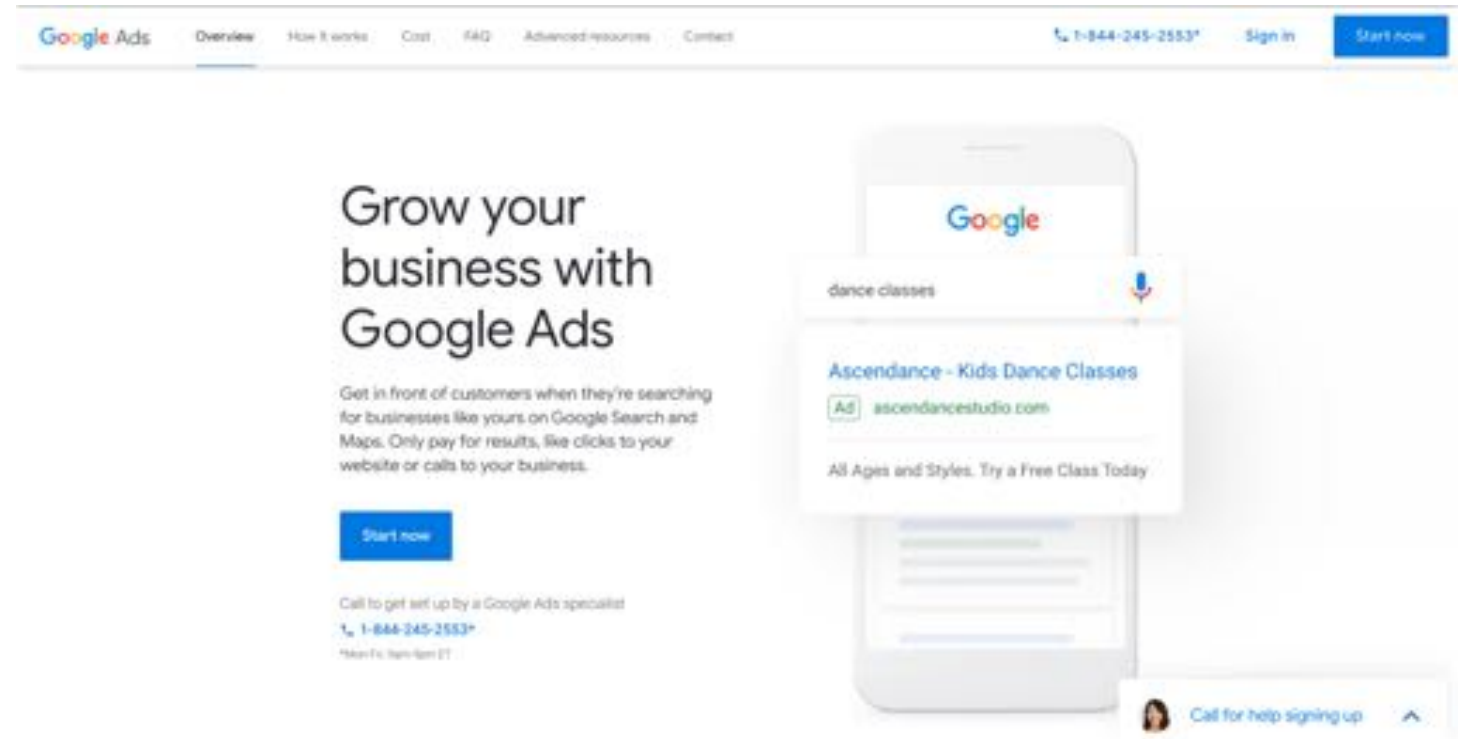


Paid Ads | Google Ads



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

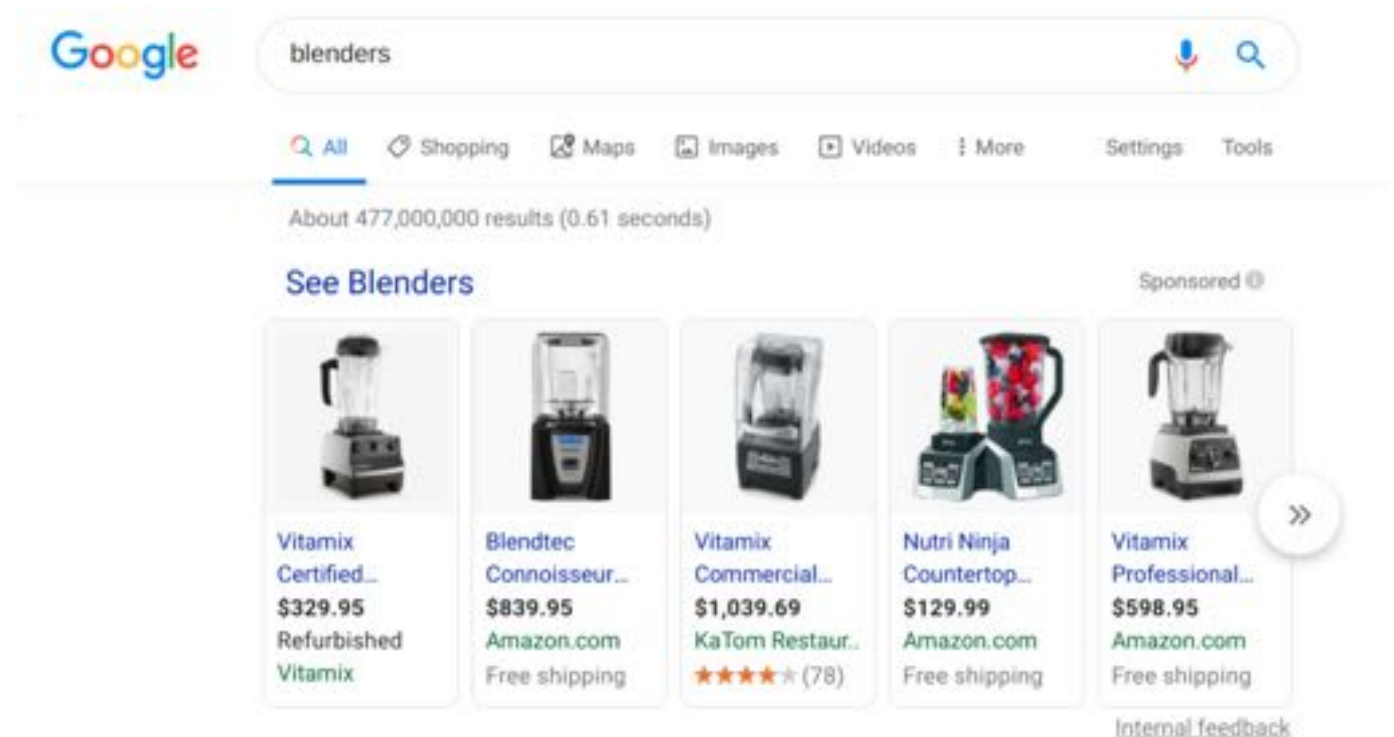


Paid Ads | Google Ads



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 appears when people search for products or services you promote
- 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

OR

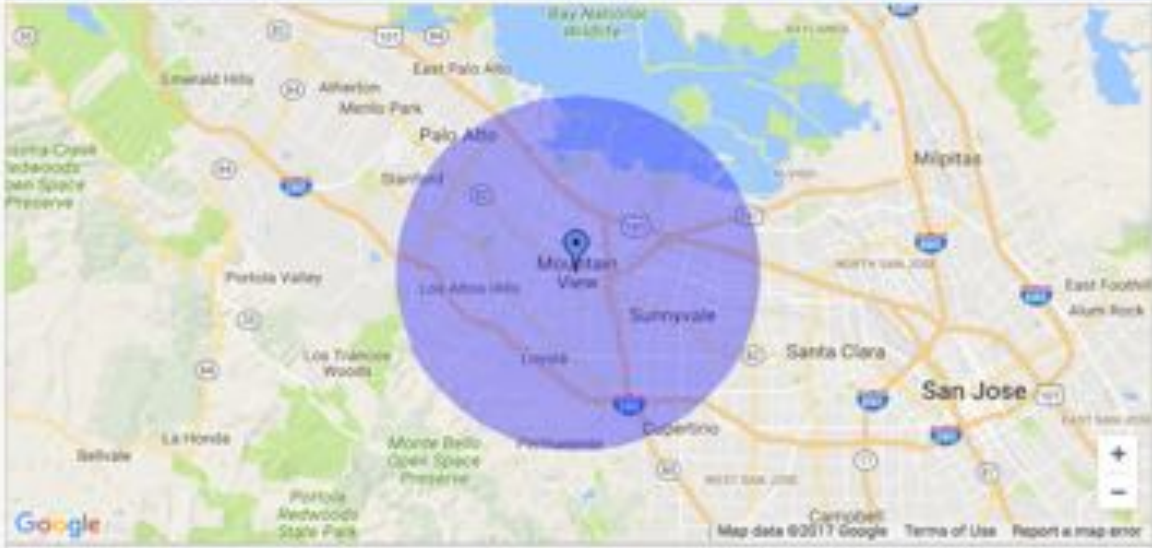
Target by
radius

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

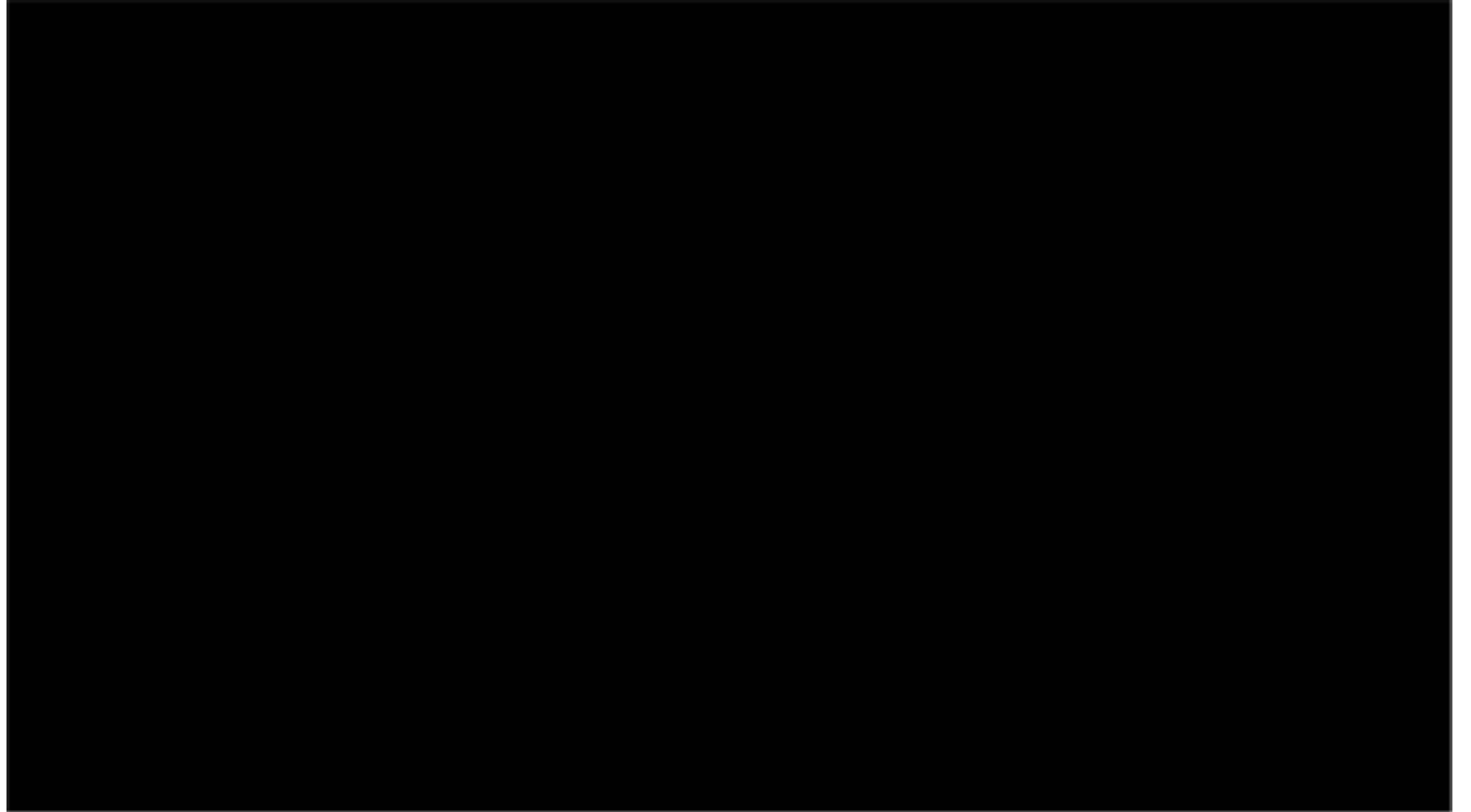
What you pay for
Pay only when people click your ad or call your business.

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 and "Advertising" text, a "TALK TO US" link, and a "START NOW" button. Below this is a horizontal menu 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. Overlaid on this is a large white diagonal shape containing text. The text reads: "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" (button), "No video? No problem.", "LEARN MORE" (link), and a promotional offer: "Get \$100 free credit when you spend \$25 on video ads" with a "GET OFFER CODE" button. In the bottom right corner of the white shape, there's a small image of a smartphone displaying a video ad.

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

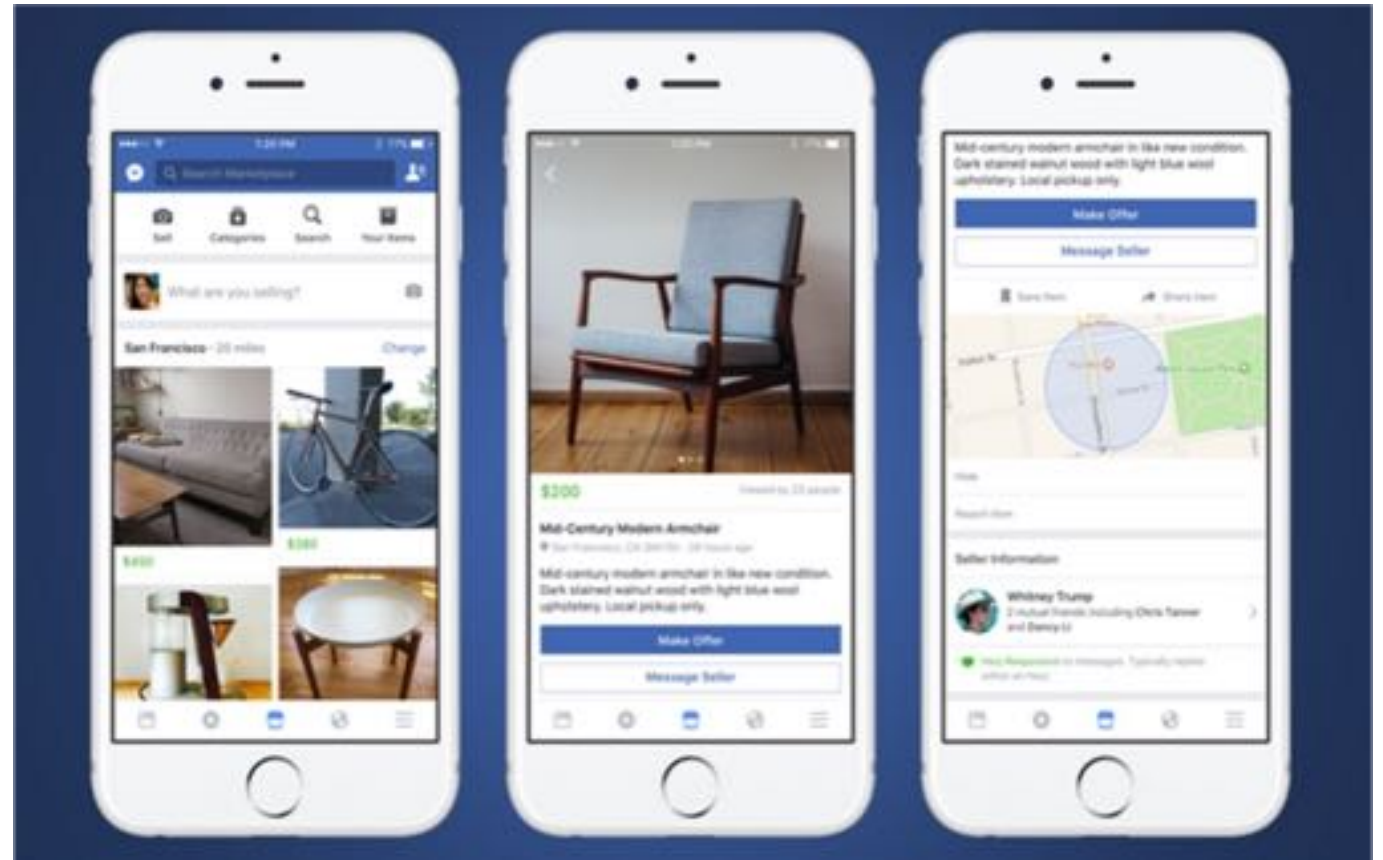
GET OFFER CODE

Paid Ads | Facebook Ads



Facebook Ads

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

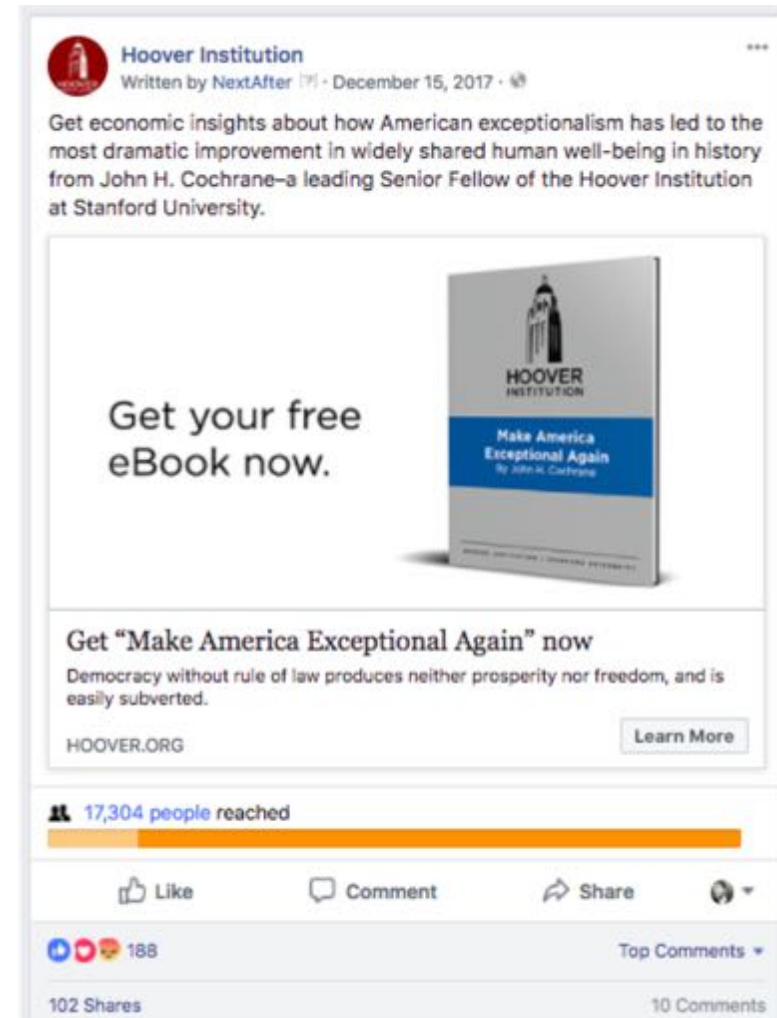


Paid Ads | Facebook Ads



Long Form Content

- Tell a story
- Clear visuals
- Have clear CTAS
- Direct customer to conversion page
- Create a lookalike audience



Paid Ads | Facebook Ads



Video Ads

- Tell a story
- Keep it short
- Have clear CTAs
- Direct customer to conversion page





Key Metrics

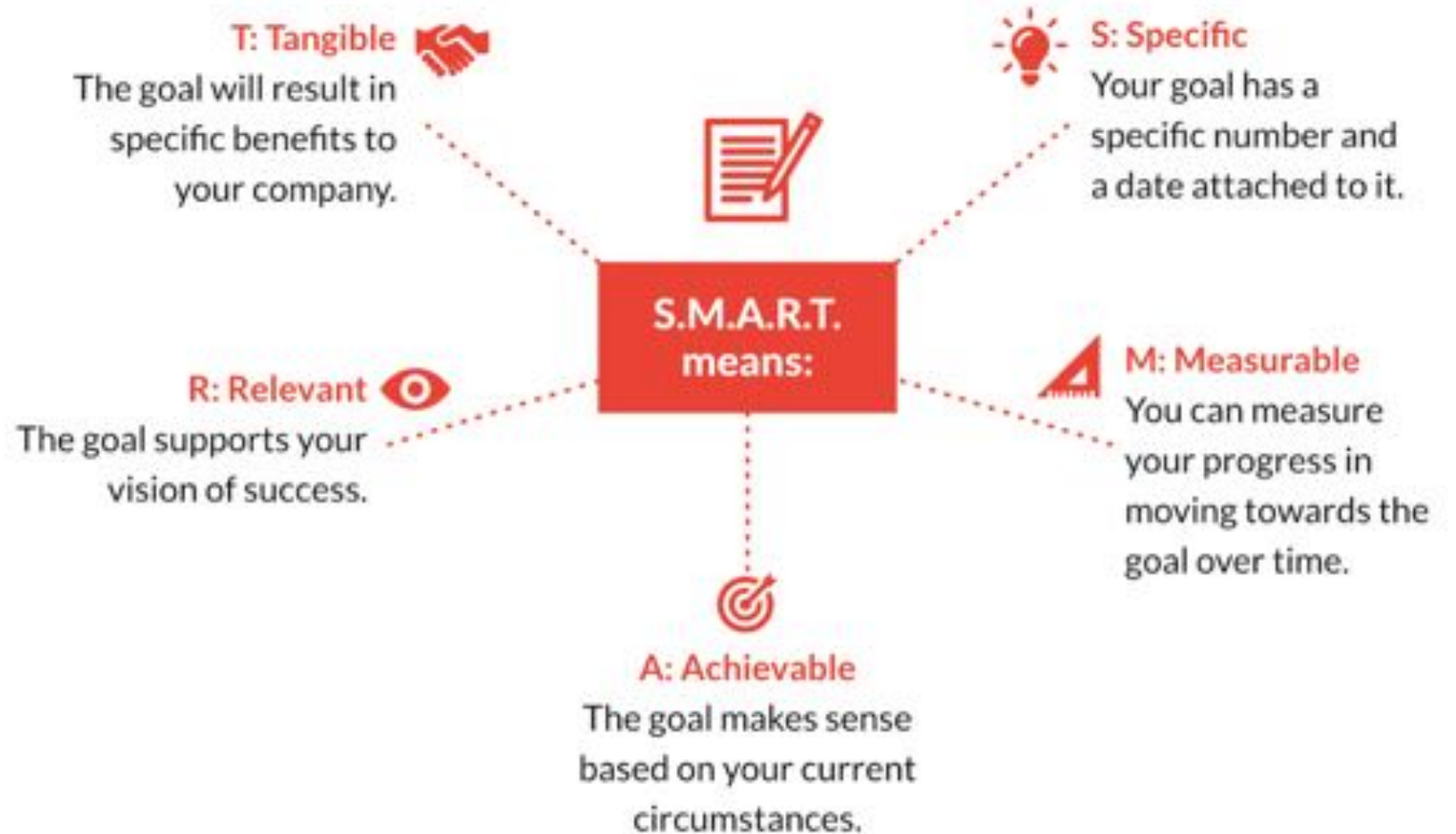
KPIs and Unit Economics



Key Metrics: SMART Goals

Example:

Improve sales by 25% to \$500,000 by December 31



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.



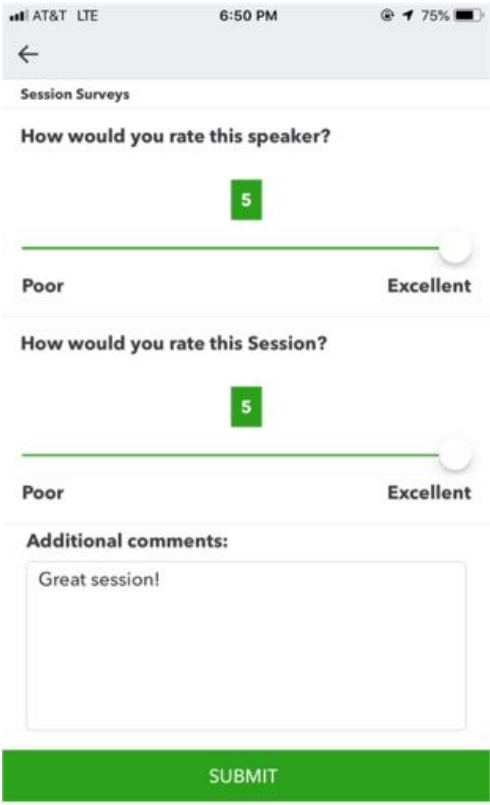
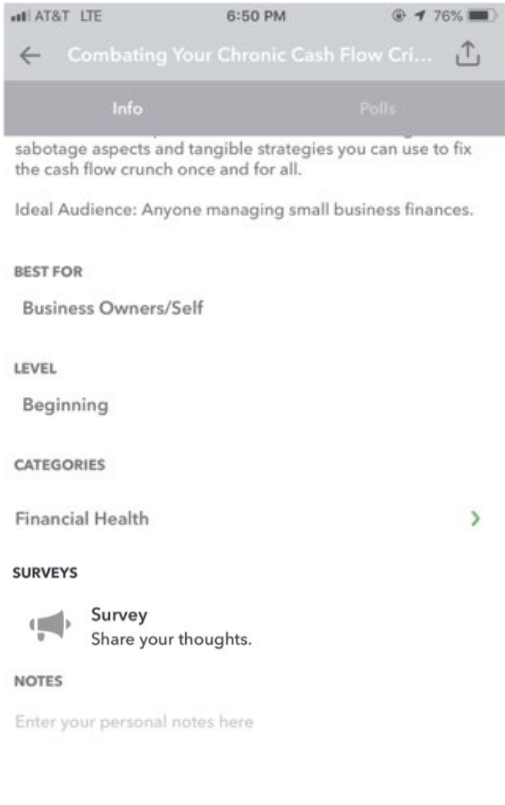
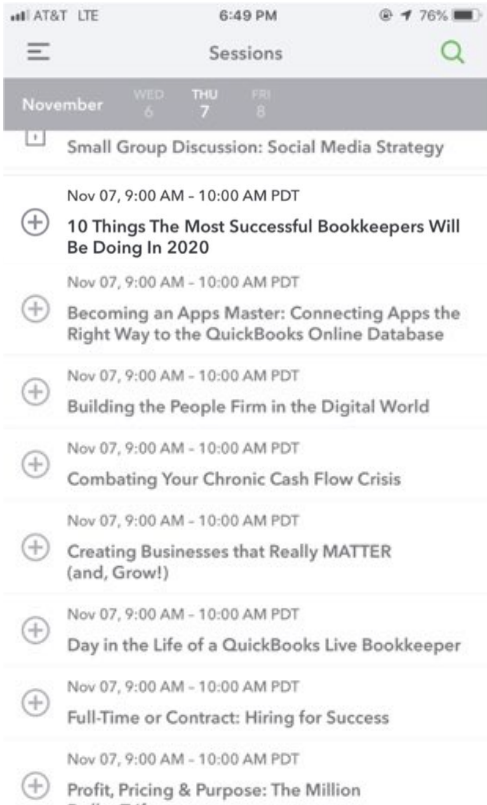
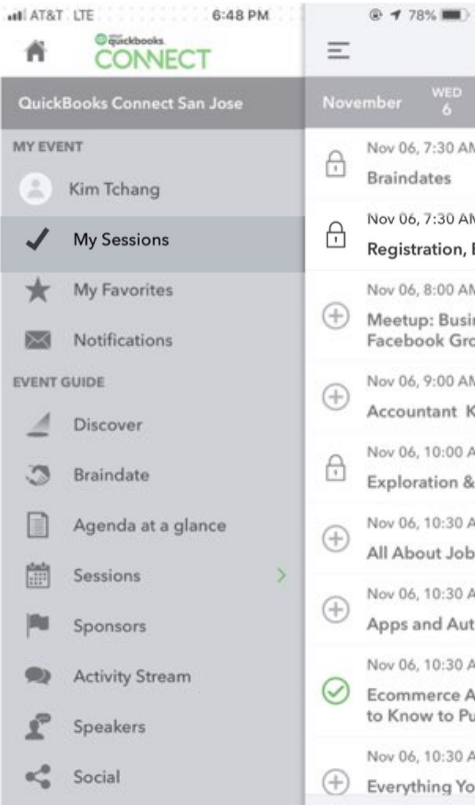


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The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. The date 'November 7' is highlighted. Below the date, there is a search bar and filter buttons for Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, and Financial Health. The agenda list shows sessions for November 7, including 'Registration, Breakfast & Exploration', 'Braindates', 'Yoga', and 'Breakout Sessions'. The 'Breakout Sessions' section lists several small group discussions with expandable icons (+).

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November 6 Accountant Day November 7 November 8 Print Agenda

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7:30-7:00 am Registration, Breakfast & Exploration

7:30-10:30 am Braindates
New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. [Learn more](#)
Best for: All Audiences
CPE Hours: not eligible

8:00-8:30 am Yoga

8:00-8:45 am Breakout Sessions

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

Small Group Discussion: Build Your Dream Bookkeeping firm



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