DESIGNING

AdWords CAMPAIGNS THAT MOVE GUARANTEED TRAFFIC TO GUARANTEED CUSTOMERS

Google Ads

US FARM DATA

© 2018 M&C Information Systems

TODAY'S AGENDA

- Hello
- Adwords, now Ads
- 3 Big Ideas/10ish things you can do right now
- Wrap up

Before we begin. . .

© 2018 M&C Information Systems

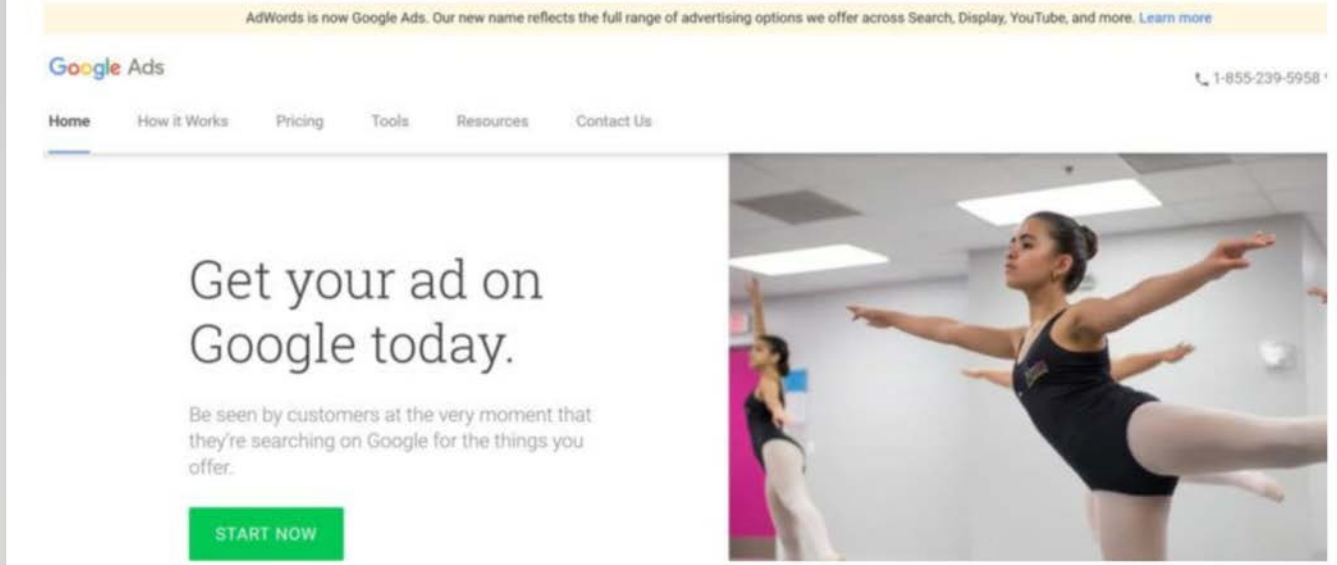
IN THE NEWS NOTE

Search Engine Land SEO SEM MOBILE LOCAL RETAIL GOOGLE BING SOCIAL MORE EVENTS

Google Ads arrives. So long, AdWords

Google's new branding for its ads platform is starting to roll out

Ginny Marvin on July 25, 2018 at 11:19 am



Starting Tuesday, paid search managers were greeted with Google's new branding for its ads platform, known as AdWords since its debut in 2000.

© 2018 M&C Information Systems

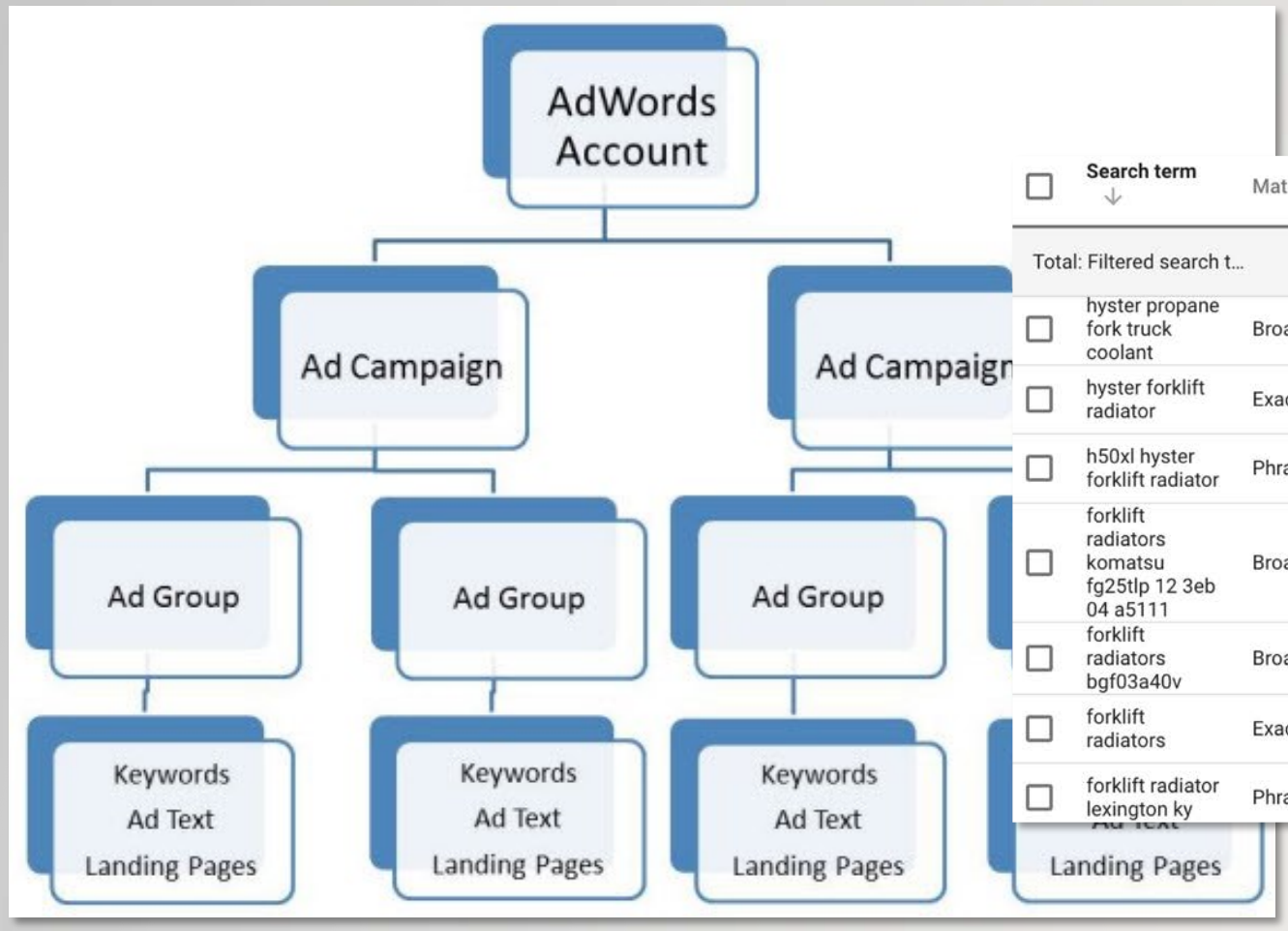
PLANNING TRICKS

HOW MUCH?
HOW LONG?

- IF SOMEONE WALKED IN TODAY?
- HOW LONG FROM START TO FINISH/LEAD TO SALE?

© 2018 M&C Information Systems

PLANNING TRICKS

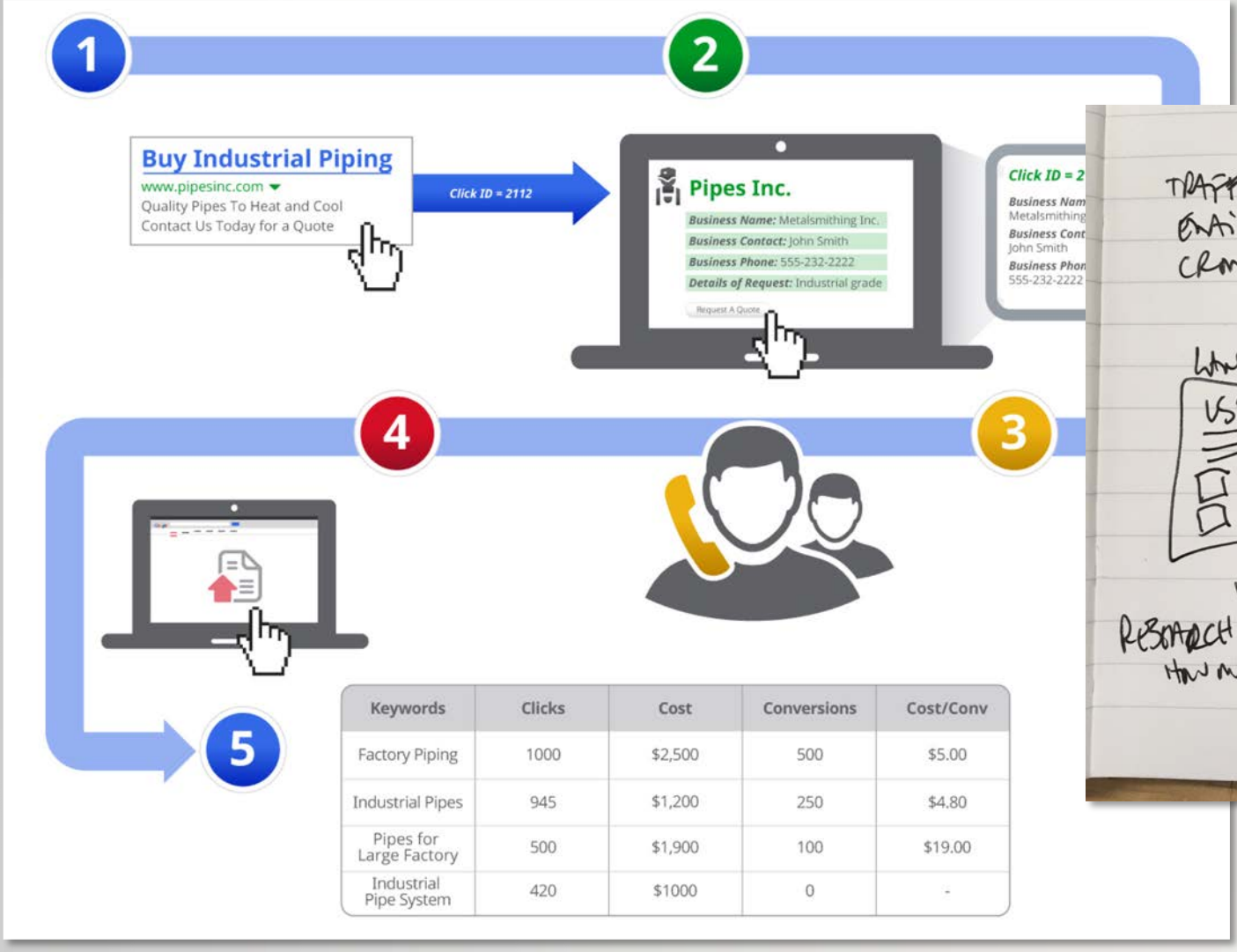


Search term	Match type	Added/Excluded	Campaign	Ad group
Total: Filtered search t...				
hyster propane fork truck coolant	Broad match	None	Radiators-Branded	Forklift Radiator
hyster forklift radiator	Exact match	✓ Added	Radiators-Branded	Forklift Radiator
h50xl hyster forklift radiator	Phrase match	None	Radiators-Branded	Forklift Radiator
forklift radiators komatsu fg25tlp 12 3eb 04 a5111	Broad match	None	Non-Branded	Semi-Truck
forklift radiators bgf03a40v	Broad match	None	Non-Branded	Semi-Truck
forklift radiators	Exact match	✓ Added	Radiators-Branded	Forklift Radiator
forklift radiator lexington ky	Phrase match	None	Radiators-Branded	Forklift Radiator

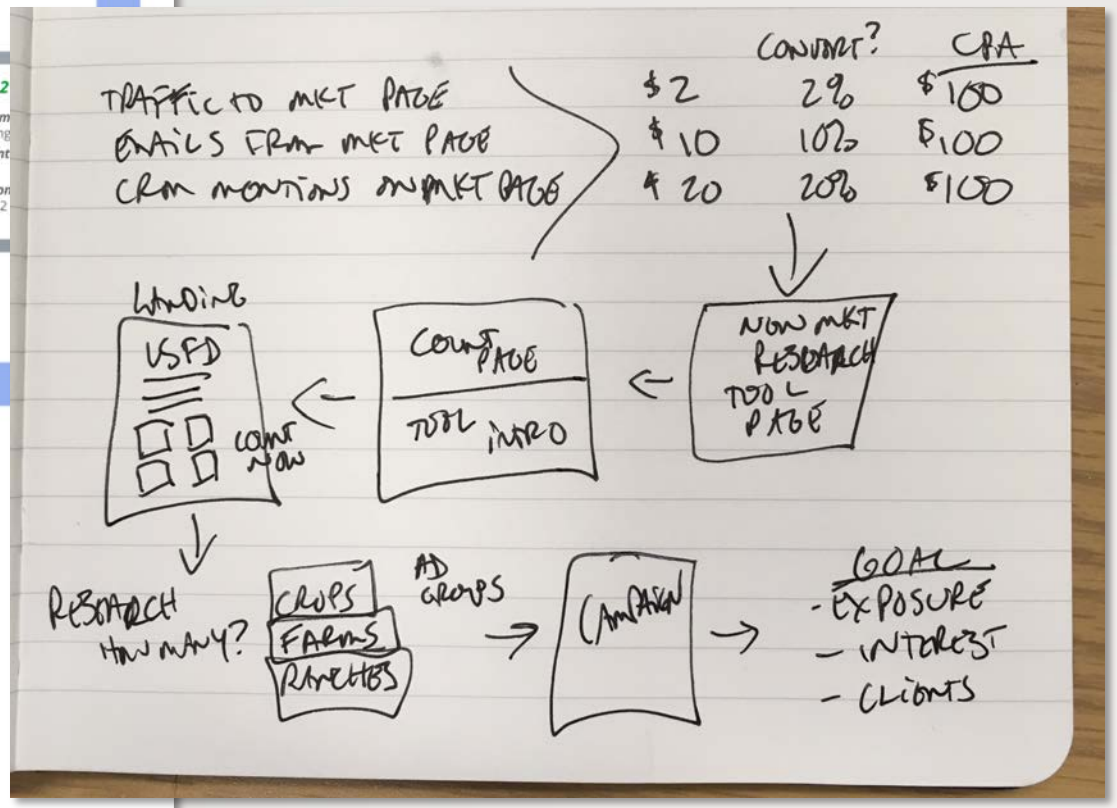
Via Wordtracker

© 2018 M&C Information Systems

PLANNING TRICKS



Keywords	Clicks	Cost	Conversions	Cost/Conv
Factory Piping	1000	$2,500	500	$5.00
Industrial Pipes	945	$1,200	250	$4.80
Pipes for Large Factory	500	$1,900	100	$19.00
Industrial Pipe System	420	$1000	0	-



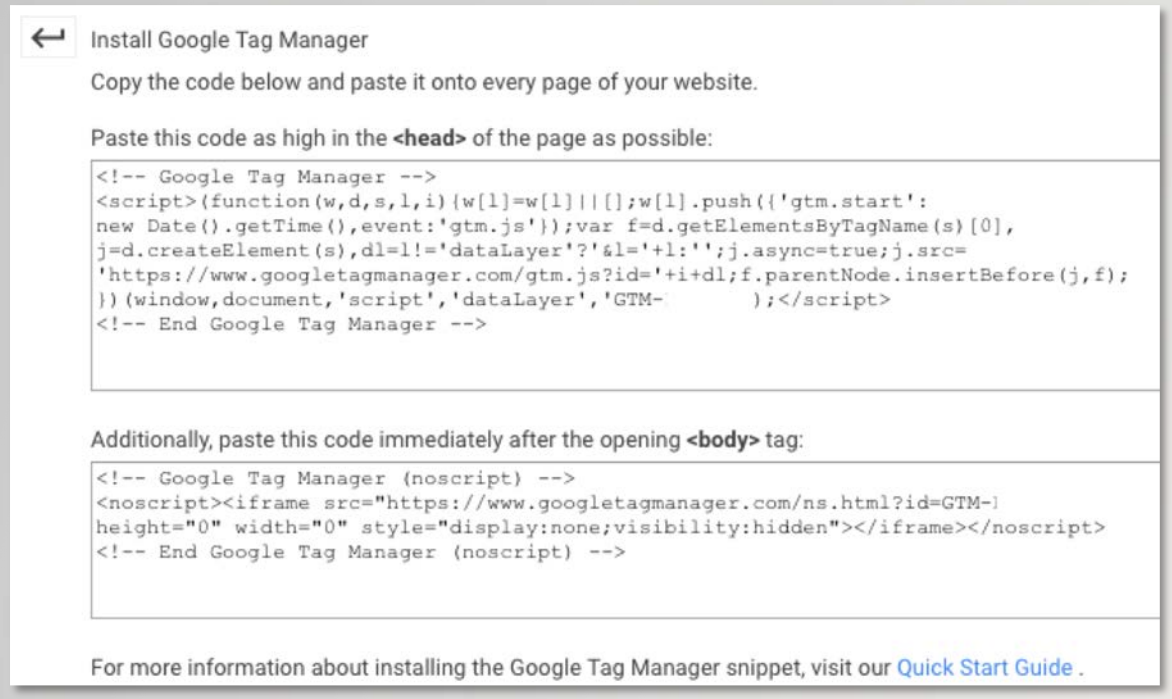
© 2018 M&C Information Systems

TRACKING TRICKS

HOW WILL
YOU KNOW?

© 2018 M&C Information Systems

TRACKING TRICKS



Install Google Tag Manager

Copy the code below and paste it onto every page of your website.

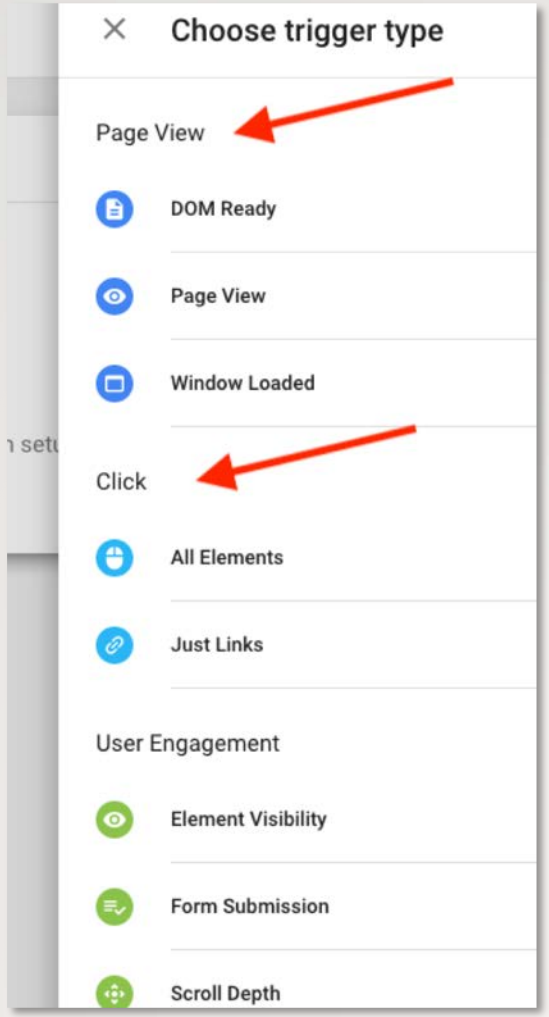
Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-       );</script>
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening **<body>** tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

For more information about installing the Google Tag Manager snippet, visit our Quick Start Guide .



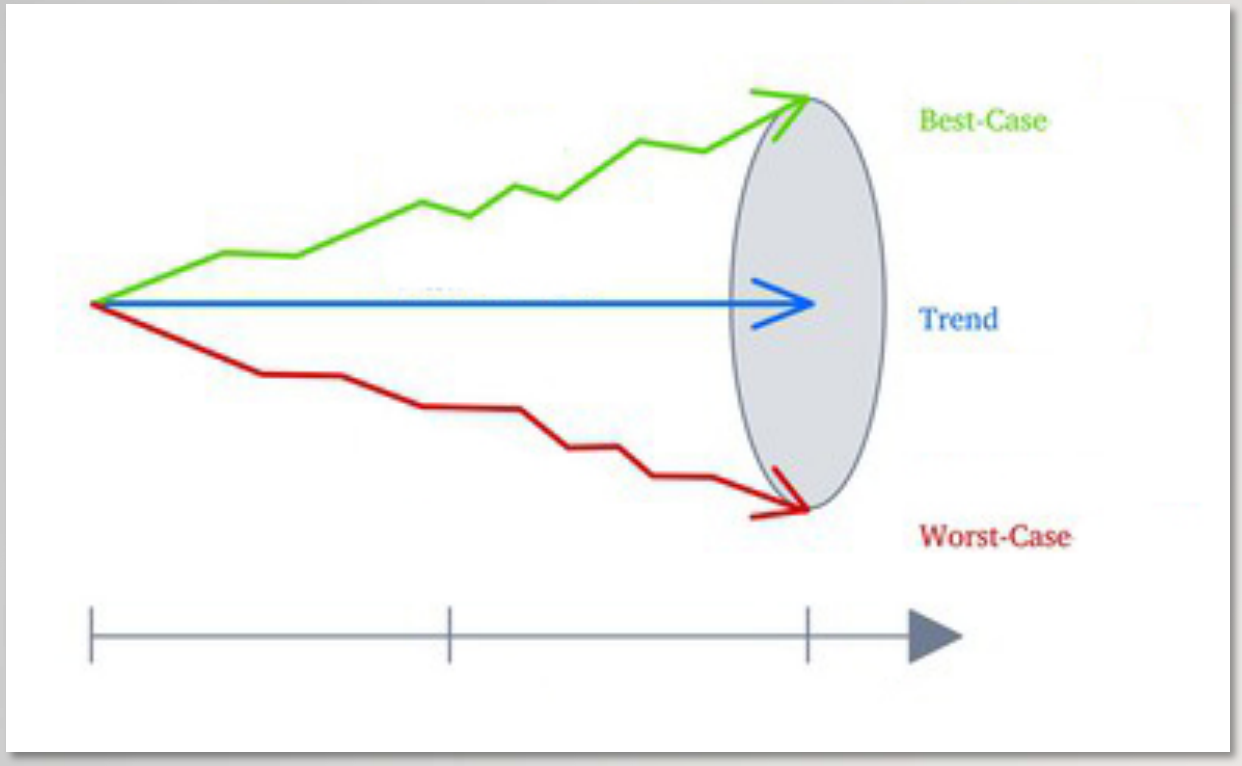
© 2018 M&C Information Systems

TRACKING TRICKS

CASH?
EMAIL ADDRESS?
CONTACT INFO?
SURVEY RESPONSE?
CLICK?
IMPRESSION?

© 2018 M&C Information Systems

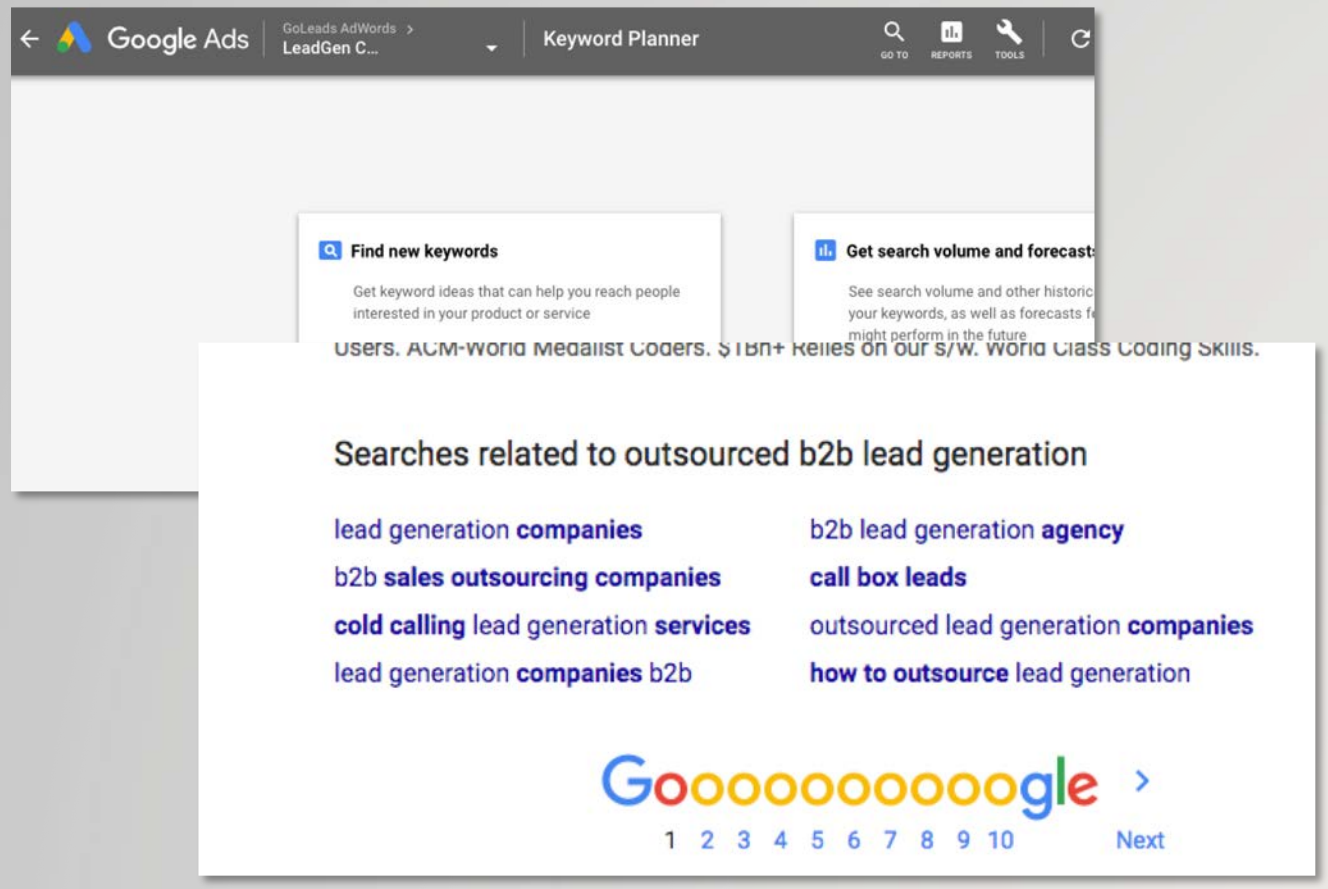
TRACKING TRICKS

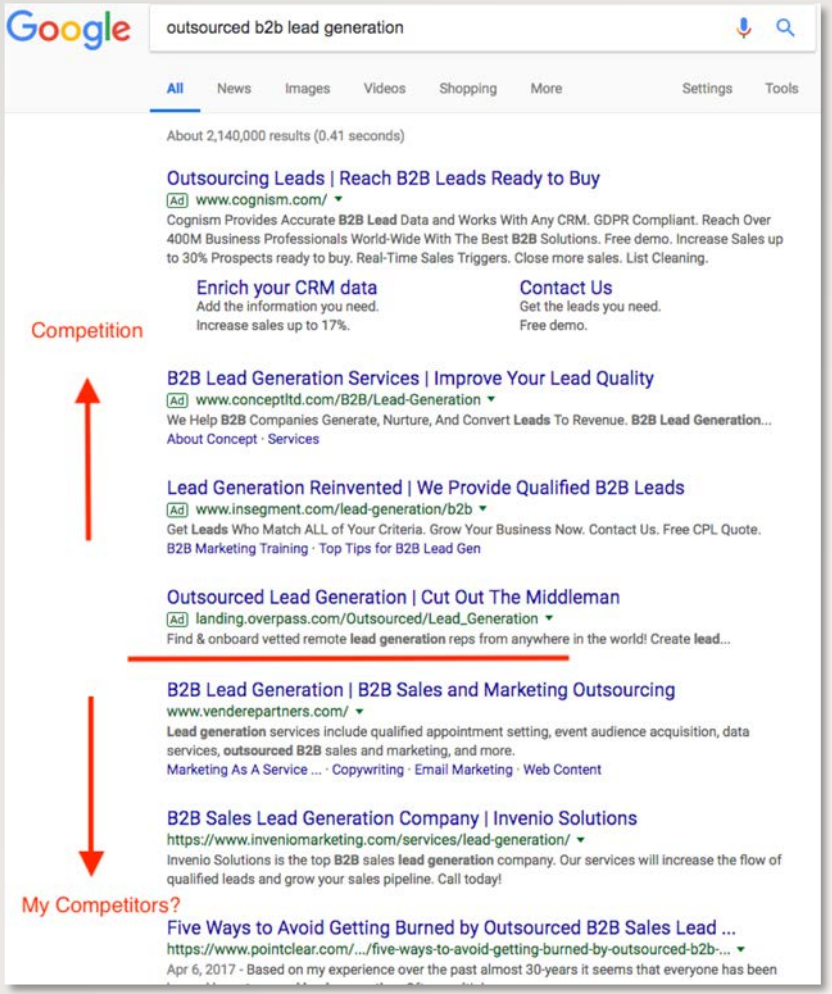


"WHAT WOULD SUCCESS LOOK LIKE IF YOU TRIPPED ON IT?"

© 2018 M&C Information Systems

KEYWORD TRICKS





© 2018 M&C Information Systems

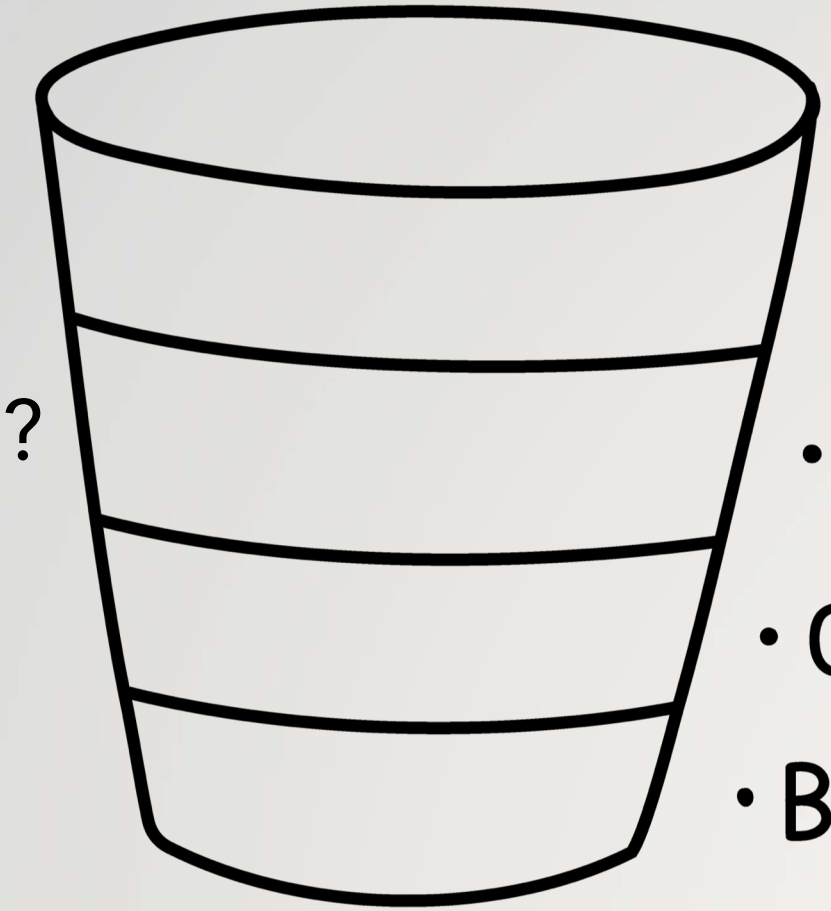
KEYWORD TRICKS

ENLIGHTEN ME?

MY ALTERNATIVES?

WHAT FITS ME?

DECISION, SHOP.



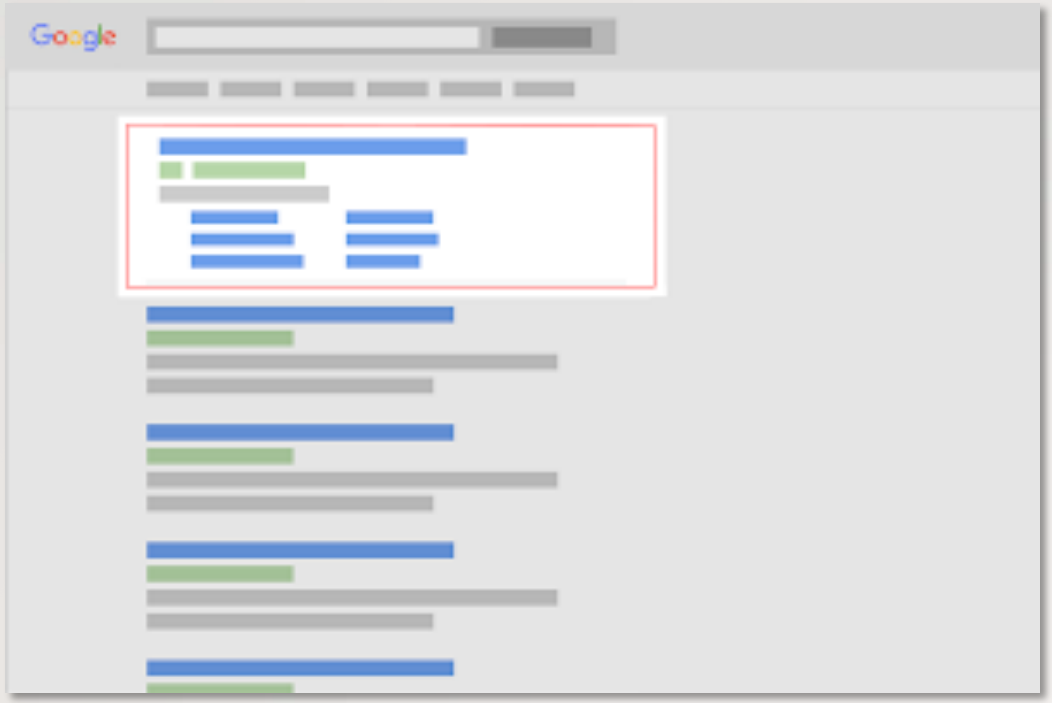
- PROBLEM
- RESEARCH
- OPTIONS
- BEST DEAL

© 2018 M&C Information Systems

KEYWORD TRICKS

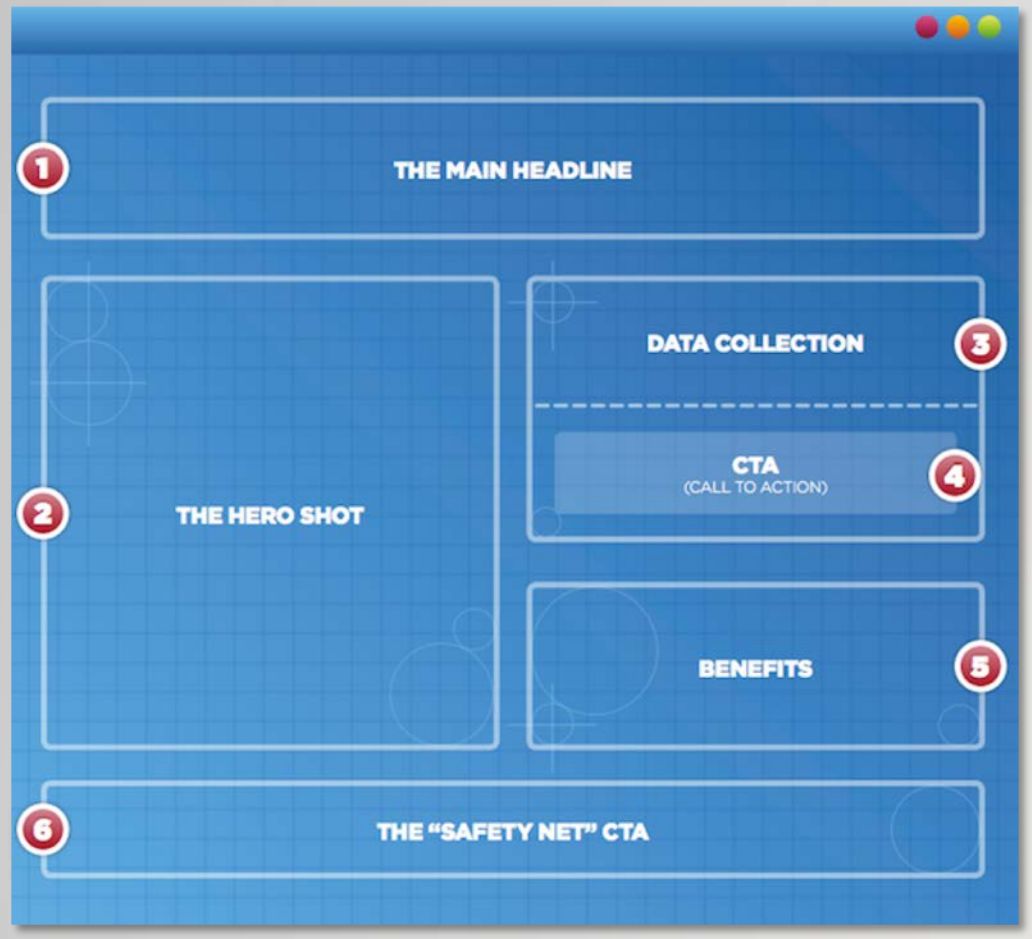
RULE OF

30

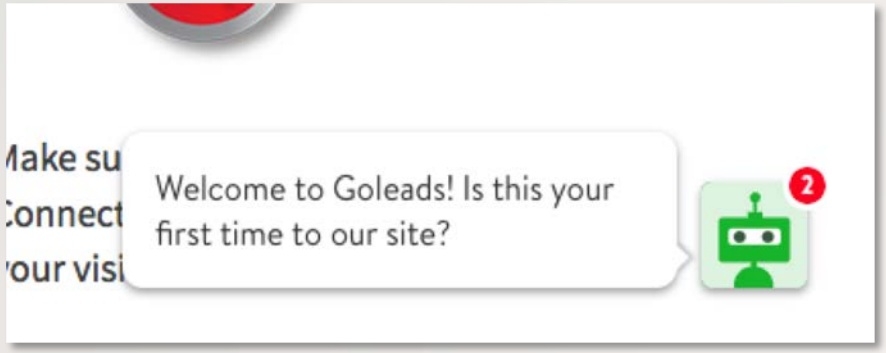


© 2018 M&C Information Systems

ONE LAST SHORTCUT



GET HELP FROM ACTUAL VISITORS



AUTO-BOTS GET QUESTIONS

© 2018 M&C Information Systems

SUMMARY

STRUCTURE:
Work Backwards
Structure It
Finish on Paper

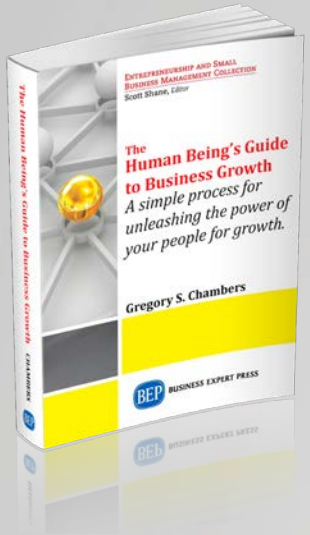
TRACKING:
Types of Indicators
Manage it
Multiple Currencies

KEYWORDS:
Using Results
Using Decisions
Thinking Branding

and Chat it up

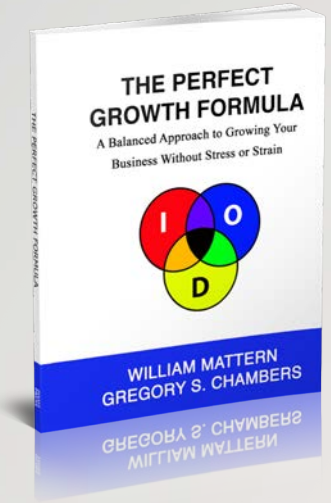
© 2018 M&C Information Systems

BONUS ITEMS



The Human Being's Guide to Business Growth

A simple process for unleashing the power of your people for growth



The Perfect Growth Formula

A Balanced Approach to Growing Your Business Without Stress or Strain

LEADGEN COMPASS

LeadGen Compass

Learn more and Sign up at

leadgencompass.com

© 2018 M&C Information Systems

CONTACT US

USFarmData.com

LeadGenCompass.com

800-960-6267

Info@usfarmdata.com

© 2018 M&C Information Systems