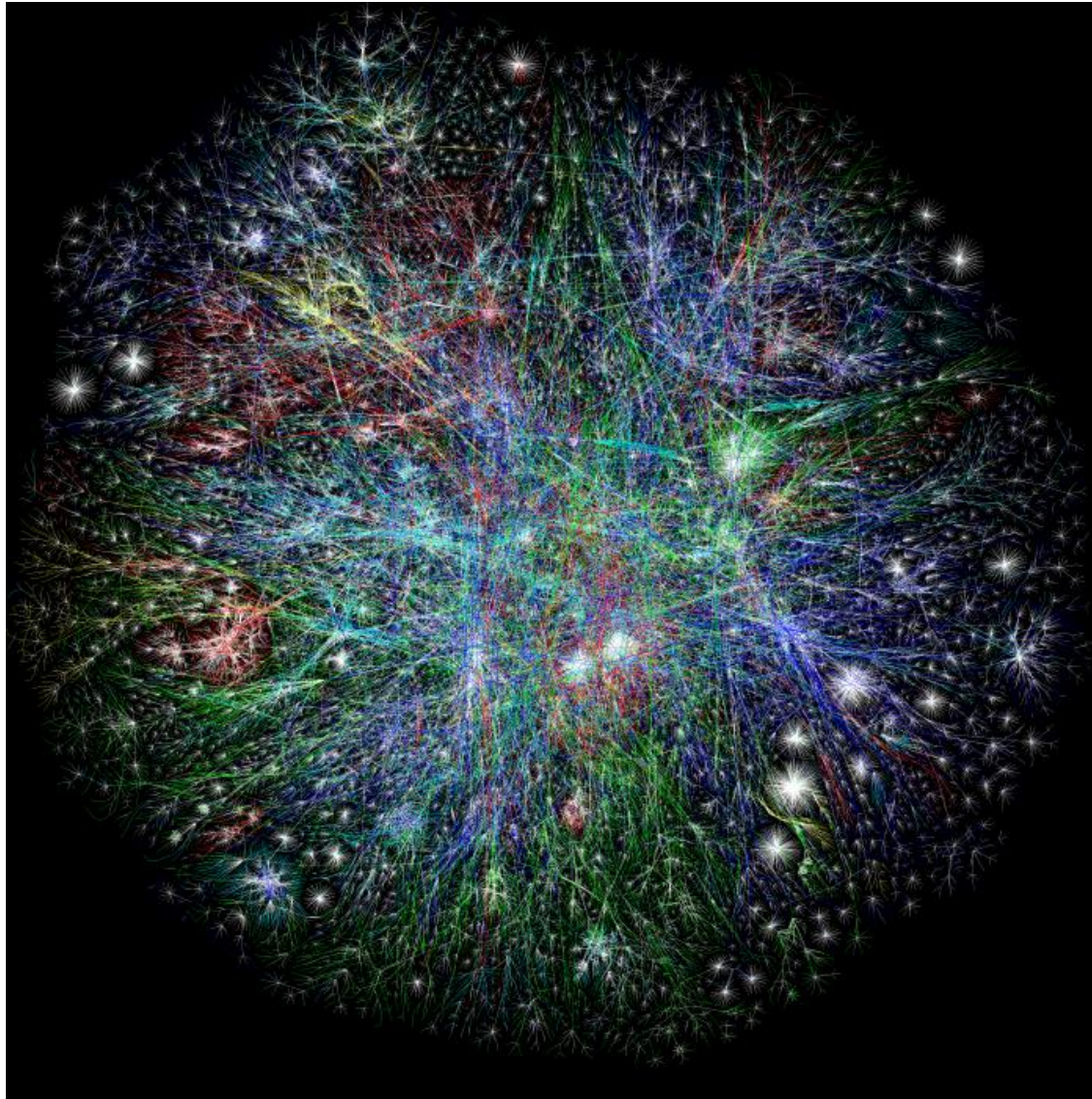


Internet advertising: Using PPC to drive traffic to your website.



The Internet



The Big
Picture!

Marketing Control - Before The Internet

The Little Picture



No wonder you women buy more **TIDE** than any other washday product!

TIDE'S GOT WHAT WOMEN WANT!

NO SOAP-NO OTHER "SUDS"-NO OTHER WASHING PRODUCT KNOWN-WILL GET YOUR WASH AS **CLEAN** AS **TIDE**!

ONLY **TIDE** DOES ALL THREE:

- 1. World's CLEANEST wash!**
Yes, Tide will get your wash cleaner than any other washing product! (Tide, unlike soap, removes both dirt and soap film.) No wonder more Tide goes into American homes than any other washday product!
- 2. World's WHITEST wash!**
It's a miracle! In hardest water, Tide will get your whites, sheets, towels whiter—yes, whiter—than any soap or any other washing product known!
- 3. Actually BRIGHTENS colors!**
Treat all your washable colors to Tide. With all its terrific cleaning power, Tide is really safe . . . and actually brightens soap-dulled colors.

REMEMBER!
TIDE GETS CLOTHES CLEANER THAN ANY OTHER WASHDAY PRODUCT YOU CAN BUY!

TIDE'S A SUDSING WHIZZ EVEN IN HARDEST WATER

THERE'S NOTHING LIKE PROCTER & GAMBLE'S **TIDE**

A vintage Tide advertisement featuring a woman in a polka-dot dress holding a box of Tide detergent. The box is labeled 'New washing miracle Tide Tins of Suds cleaner CLOTHES'. In the background, there's a smaller illustration of a woman washing clothes in a tub. The ad includes several headlines and a list of three benefits: 'World's CLEANEST wash!', 'World's WHITEST wash!', and 'Actually BRIGHTENS colors!'. It also features a small cartoon at the bottom left and a speech bubble at the bottom right.

Remote-Control Marketing



How Can I Reach MY Customers?



Outbound vs. Inbound



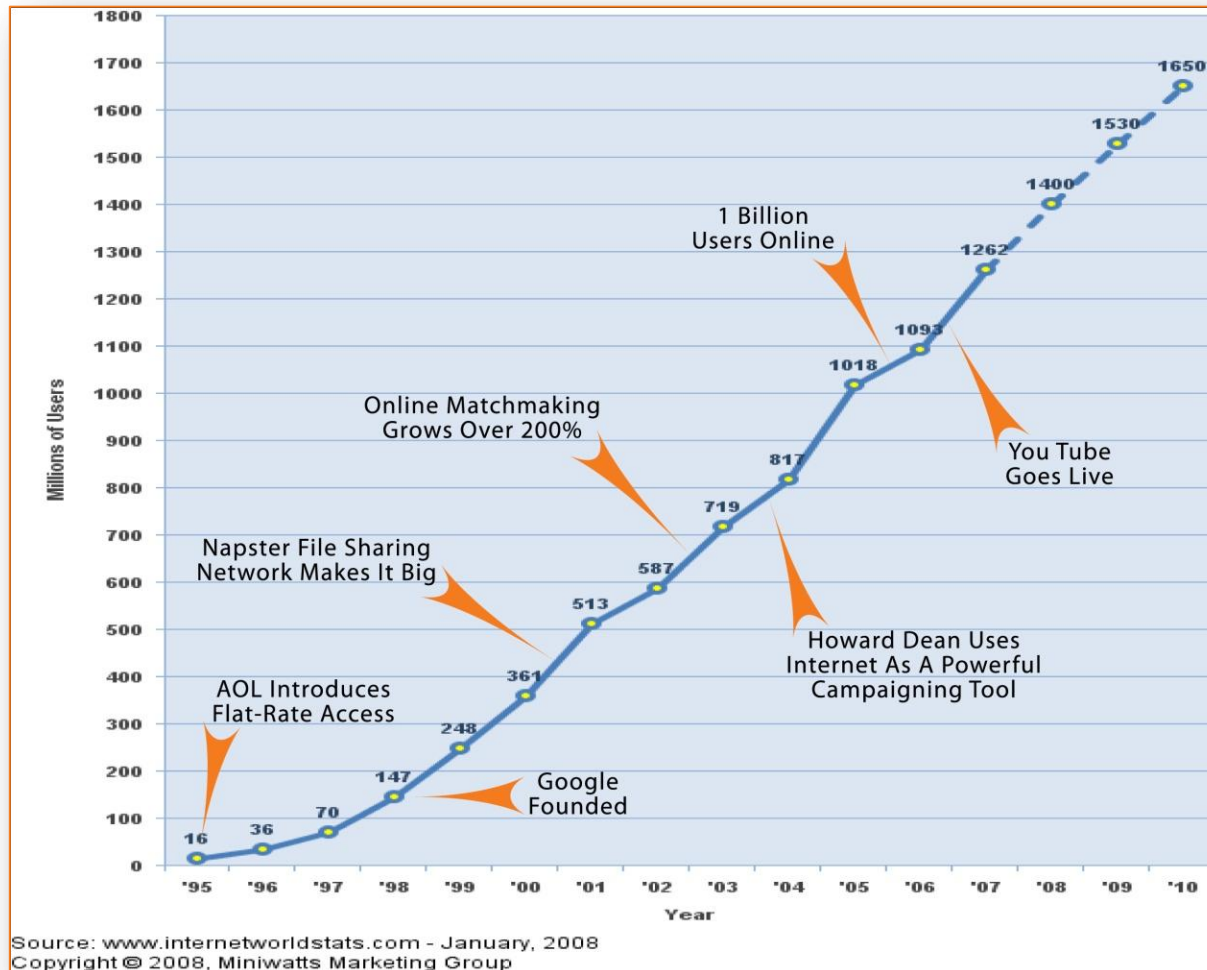
VS.



“If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing” – Guy Kawasaki

Search Is On The Rise

Online User Growth from 1995



Why Does Search Work?

1. Search delivers the specific , relevant information consumers are looking for –
just when they need it!
2. Search delivers quantifiable results and positive ROI (if you do it right!).



Local Search Intent To Purchase

86% of local searchers follow up with a phone call or an in-store visit.

61% end up making a purchase.

Foot of water in the Basement



LOCAL SEARCHES are done
when there is a need.

Who is finding success online?

- Banks
- Car Dealerships
- Carpet Cleaners
- Day Spas
- Dry Cleaners
- Dentists
- Doctors
- Electricians
- Employment Services
- Hobby Stores
- Insurance
- Loans and Finance
- Lawyers
- Moving and Storage
- Pest Control
- Plumbers
- Real Estate
- Restaurants
- Retail Stores
- Travel Services
- Transportation Services
- & Many more...



GREAT! So, How Can That Help ME?

Hundreds and even thousands of potential customers are actively searching for your product or service every month.

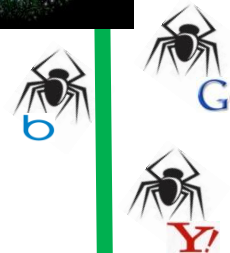
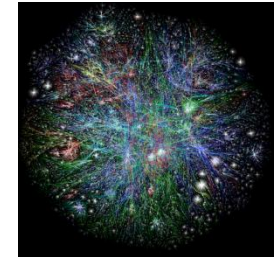
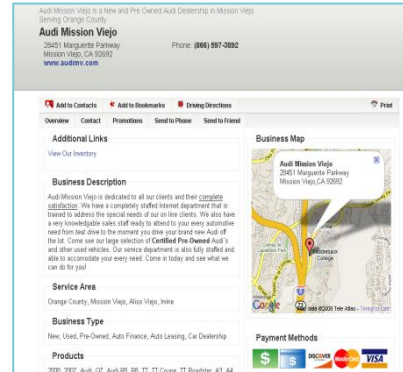


If you're not doing any search marketing
how will they find you?

If they aren't finding you –
they're finding your competitors!

How do I get into the Search Results?

Google/Yahoo/Bing Paid Search Bidding Systems



Sponsored Links

Starr Auto Detail
www.stardetail.com Automotive Detailing - LA Area. We Come To You! Request A Quote.

Professional Auto Detail
www.UltimateAutoCare.com Orange County's Mobile Detailer Protecting Your Car Since 1996

Local results for auto detail near Irvine, CA

A **Car Buff** maps.google.com
49 Finisterra, Irvine, 92614 - (949) 400-8971
[Get directions](#) - [More information](#)

B **Car Spa** maps.google.com
15291 Culver Dr, Irvine, 92604 - (949) 733-9700
[Get directions](#) - [More information](#)

C **Auto Recon** www.autorecon.com
7 Oldfield, Irvine, 92618 - (949) 587-2886
[Get directions](#) - [More information](#)

Executive Look Auto Detailing - Irvine, CA
Call us for the best in Auto Detailing, Paintless Dent Removal and Complete Cosmetic Repairs.
[www.executiveautodetailing.net/](#) - 19k - [Cached](#) - [Similar pages](#)

The Car Spa - Irvine, CA. Car Wash, Auto Detail
The Car Spa located in Irvine, CA at the corner of Culver and Deerfield in the Culver Plaza, provides hand wash and detail service for your car, ...
[profiles.ocregister.com/carspa](#) - 27k - [Cached](#) - [Similar pages](#)

Sponsored Links

Auto Detailers Directory
Find A Pro Auto Detailer In Your Town. Mobile Or Shop Locations!
[www.DetailKing.com](#)

VIP Auto Detail - LA Area
Service At Your Doorstep!
First-Class Automotive Detailing.
[www.vipmmd.com](#)

Irvine Auto
Search Huge Selection of Inventory from Over 50 Local Dealerships Now
[www.irevire.com](#)

Car Detail
Save on Car Detail
Car Detail Discounts!
[Car-Detail.Pages.US.com](#)

Automotive Detailing
The Spot To Find It!
It's All Here.
[eautomotivedetailing.com](#)

All the Auto Detailing
Auto Detailing & Related Services
Find Local Auto Detailing Here
[www.alltheautodetailing.com](#)

Paid Search

Local Search

Organic Search

orangesoda

Paid Search – “PPC”

The screenshot shows a Google search for "St George Dentist". The search bar at the top contains the text "St George Dentist" and a "Search" button. Below the search bar, the text "Results 1 - 10 of about 529,000 for St. George Dentist" is visible. The search results are divided into several sections:

- Sponsored Links:** The first section contains two sponsored links. The first is "St george dentist" from "www.DrPainless.com" with the text "Innovative, Gentle Touch Dentistry For Beautiful Smiles. S Utah." The second is "St George Dentist" with the text "Schedule Your Annual Dental Checkup And Teeth Cleaning Today. Call Now. VirginValleySmiles.com".
- Local Business Results:** A map of St. George, UT, is shown with several red location pins labeled A through G. To the right of the map is a list of local businesses with their names, websites, and phone numbers:
 - A. Staples Dental Care - www.staplesdentalcare.com - (435) 673-9606
 - B. Hall Phillip DDS - www.phillipchalldds.com - (435) 656-1111
 - C. Orthodontic Specialists Dr. Jeff Erickson - www.ortho-specialists.com
 - D. Riverside Dental Care - www.stgeorgesmls.com - (435) 673-3363
 - E. Bloomington Dental - www.bloomingtondental.com - (435) 674-9977
 - F. Jeppson Dental - www.michaeljeppson.com - (435) 628-9600
 - G. Advanced Dental Concepts - www.adcutah.com - (435) 674-1418
- Find a dentist in St George, UT 84770:** A text snippet for "133 E Tabernacle St. St George, UT 84770. Phone: 435-628-3288 E-mail Web Nathan S Moore, DDS Country Dentist Family Dentistry - Technology for your family's ... www.shoppingstgeorge.com/Directories/dental.htm - 53k - Cached - Similar pages".
- Dentists in St George, UT - StGeorge.biz:** A text snippet for "Gentle Dentistry 720 S RIVER RD STE C215 ST GEORGE, UT 84790-2102 An Apple a Day Family Dentistry 382 S BLUFF ST STE 200. ST GEORGE, UT 84770-3646 ... www.stgeorge.biz/st_george/Health_and_Medical/Dentists.html - 320k - Cached - Similar pages".
- Dentistry in Saint George, UT on Yahoo! Local:** A text snippet for "Dentistry in Saint George, UT on Yahoo! Local Get Ratings & Reviews on Dentistry with Photos, Maps, Driving Directions and more. local.yahoo.com/UT/Saint+George/Health+Beauty/Dental/Dentistry - 71k - Cached - Similar pages".
- St. George Utah Dentist:** A text snippet for "Apple A Day Dental Clinic Cosmetic Dentistry & Implants Visit Us For Total Dental Care www.jumpagesolutions.com 382 S Bluff St #200, St George, UT".

Paid Search

Paid Search Value

AKA:

PPC / Pay-Per-Click

SEM / Paid Search

Sponsored Links

Bid for Placement

Defining Paid Search

Pay per click (PPC) - advertisers only pay when a user actually clicks on an search engine result to visit that advertiser's web site. - Wikipedia

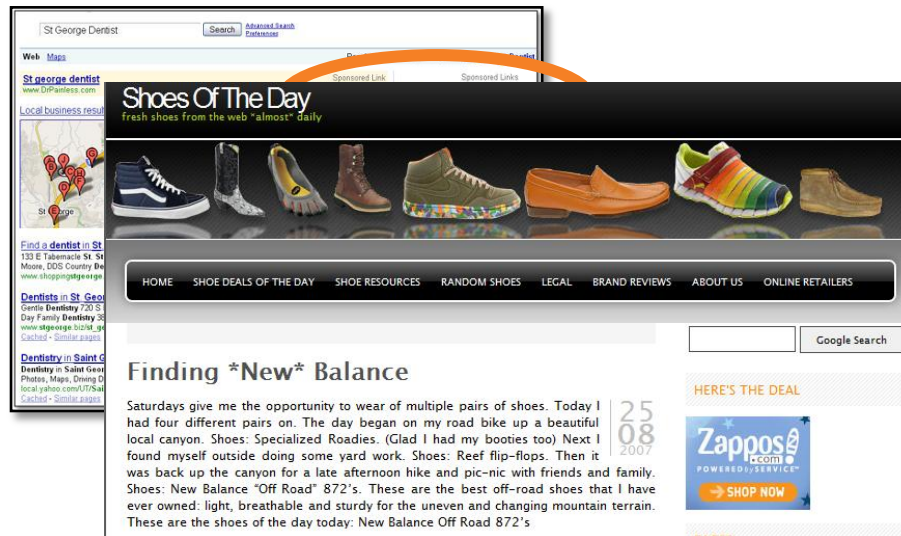


“Wikipedia is the best thing ever. Anyone in the world can write anything they want about any subject, so you know you are getting the best possible information.”

Paid Search : How It Works



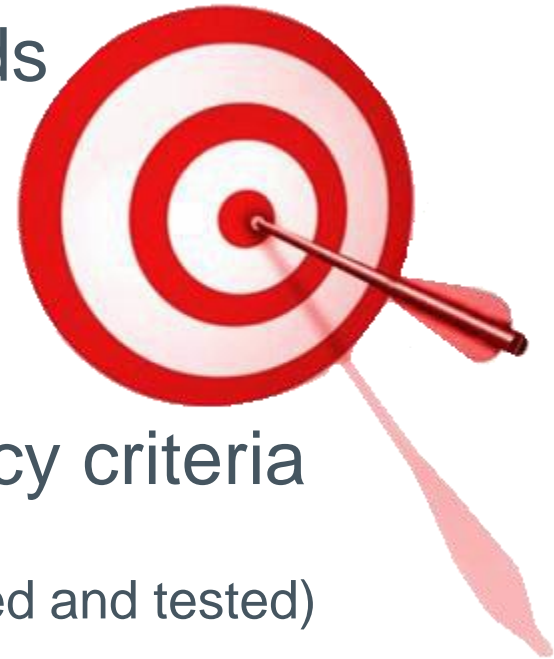
“Buy New Balance Shoes”



Power Of Paid Search (PPC)

PPC accounts for more than 85% of total online spending.”*

- Advertisers can target many keywords
- Quick set-up with immediate traffic
- Highly measurable
- Drives credibility: must meet relevancy criteria
- PPC is a flexible medium (can be changed and tested)



***Marketing Sherpa**

Paid Search (Google, Yahoo!, Bing)

Methodology

PPC Ranking, and Cost Per Click

- Maximum bid
- Ad Quality
- Landing Page Quality



Google™
64.53%

YAHOO!®
13.54%

bing
6.89%

Ask™
2.09%

AOL
.89%

mywebsearch™
.46%

dōgpile
.42%

Other
11.09%

3 Simple Rocking PPC Tips

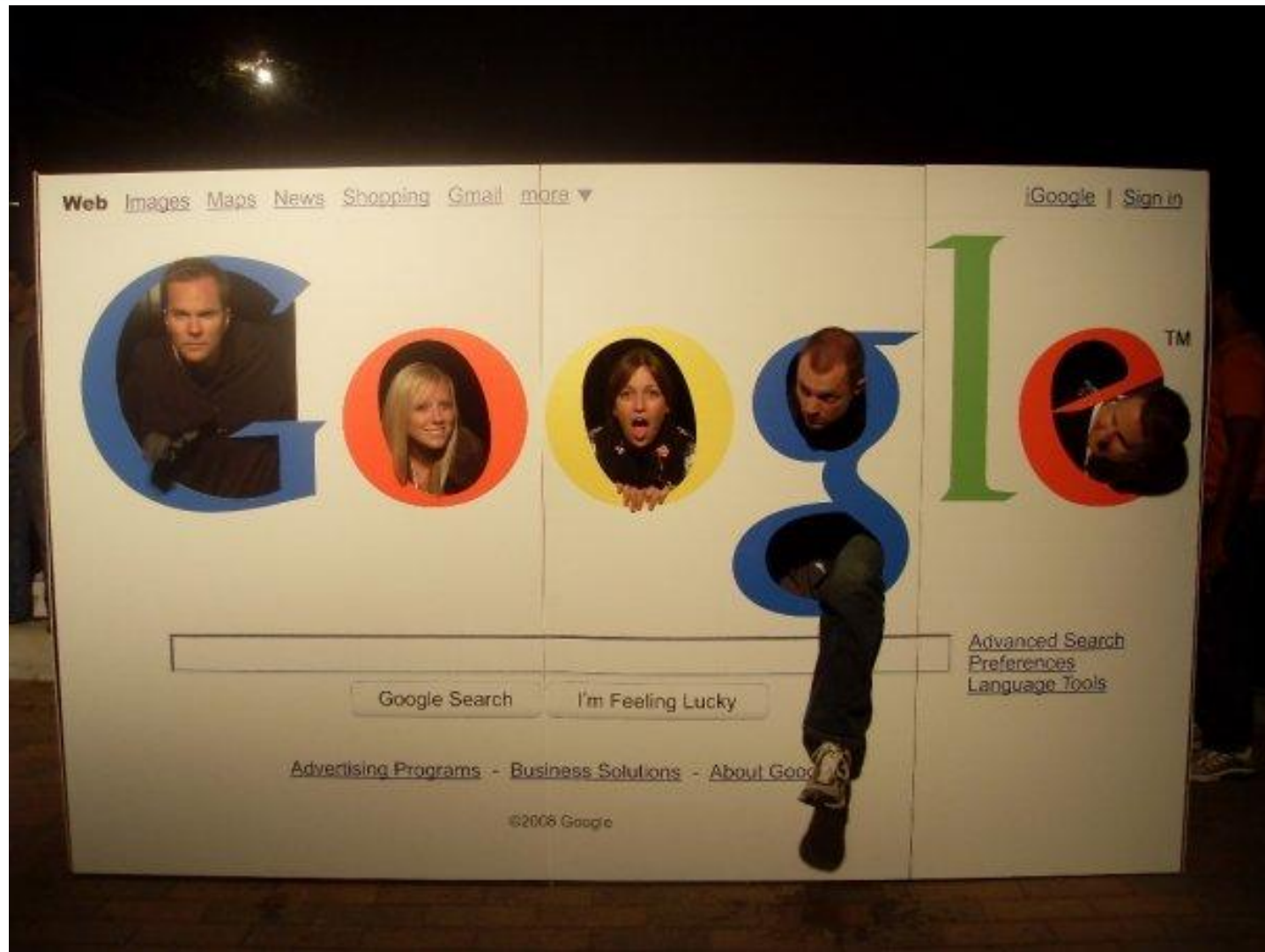


**Rocking
Keywords**

**Rocking
Ad Copy**

**Rock Your
Landing Page**

Inside Google



Paid Search Placement



Paid search is more than placement!

- **Ranking = Quality Score x CPC**
- **Quality Score is**
 - Click-Through Rate
 - Keyword Relevancy
 - Ad Copy Relevancy
 - Landing Page
 - Historical Performance
 - Various Relevant Factors

Rocking Keywords

Keywords

- Keywords, keywords, keywords!
- Who's your target audience?
- Check out your competition
- Expand / Refine your keyword list
 - KeywordCreation.com (list)
 - Google.com "keyword tool" (free)
 - WordTracker.com (paid)
 - Excel Spreadsheet (😊)



Keyword Research

There are “special” people that search in a “special” way... don’t forget them!

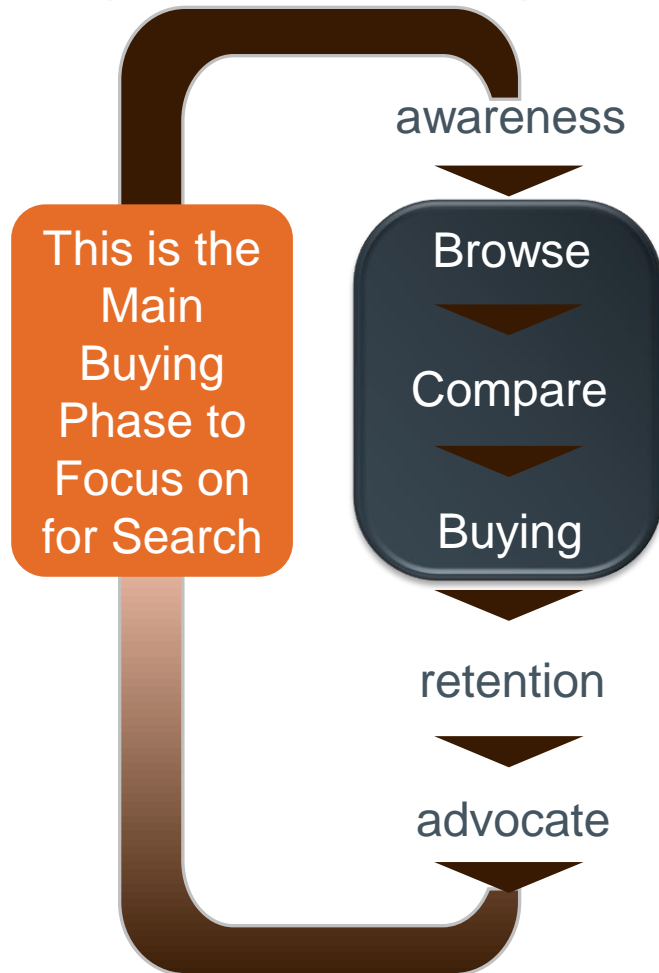
Things to remember:

- Misspppellings
- Abbrev.
- Lingo
- Descriptive phrases
 - Buying vs. Shopping



Choosing the Right Keywords

Stages of the Buying Cycle



Example Keyword Searches

New TV Ideas

Flat Screen TV

LCD Widescreen HDTV

1080p HDTV Samsung 58"

Samsung Warranties

Samsung

Geo-Targeting Paid Search

Geo-targeted ads appear only when your specified keyword is searched for from a specified geographic region.



Geo-Qualifying

A Search for “dentist” in Utah County produces ads for local dentists in Utah County.

Sponsored Links

[Salt Lake City Dentist](#)

Choose a **Dentist** with an Eye for Detail. Learn About My Work Here
[SaltLakeSmileDesign.com](#)
Salt Lake City, UT

[Dentist](#)

Get a Smile You Can be Proud of. Call Now for Gentle Dental Service.
[www.DrWilliamBurns.com](#)

[Salt Lake Dentist](#)

Looking for a local **dentist** office? Providing Specialized Dental Care
[stobbessaltlakedentist-slc.com](#)
Utah

[General Dentists](#)

Find local **dentists** in the Provo area.
[www.DexKnows.com](#)
London, UT

[Orem Dental Clinic](#)

Local general **dentists**. Creating beautiful smiles.
[presleyorthodonticsfamily.com](#)
Orem, UT.

**Rocking
Ad Copy**

Paid Search Ad Copy

Web Images Maps News Shopping Gmail more ▼ Sign in

Google

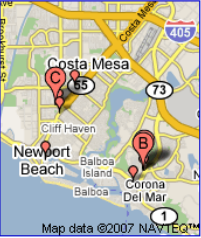
newport beach dentist Search Advanced Search Preferences

Web Maps Results 1 - 10 of about 343,000 for [newport beach dentist](#) (0.17 seconds)

Local OC Dentist Sponsored Links
[ArialvaniDDS.com](#) A Caring Orange County Dentist. Cosmetic & General Dentistry!

Dentist Newport Beach, CA
[newportbeachsmile.com](#) Family and Cosmetic Dentistry Request an appointment online!

Local business results for [dentist near Newport Beach, CA](#)

 Map data ©2007 NAVTEQ

Eggleston David w DDS - [maps.google.com](#)
1441 Avocado Ave # 508, Newport Beach - (949) 640-
[Directions and more »](#)

Newport Beach Oral Surgery - [www.aaoms.org](#)
1401 Avocado Ave, Newport Beach - (949) 760-1661
[Directions and more »](#)

California Dentistry - [maps.google.com](#)
570 W 19th St, Costa Mesa - (949) 642-4222
[Directions and more »](#)

[More results near Newport Beach, CA »](#)

John P. Eriksmoen DDS, Dr. John Eriksmoen, Newport Beach Cosmetic ...
Dr. John Eriksmoen is dedicated to excellence in cosmetic dentistry specializing in total smile makeovers. He offers sedation dentistry to ease the anxiety ...
[www.eriksmoen.com/](#) - 17k - [Cached](#) - [Similar pages](#)

Newport Beach Dentist :: Newport Beach Cosmetic Dentistry :: Dr. ...
Newport Beach Dentist :: Newport Beach Cosmetic Dentistry.
[www.markkramerdds.com/](#) - 8k - [Cached](#) - [Similar pages](#)

Newport Beach dentist, Dr. Alysia Borgman, provides gentle caring ...
Newport Beach dentist, Dr. Alysia Borgman, specializes in gentle caring dentistry for the entire family! She provides the very best in general dentistry and ...
[www.drborgman.com/](#) - 11k - [Cached](#) - [Similar pages](#)

[Dentists Newport Beach, CA -](#)

Sponsored Links

Newport Beach Dentist
Top Rated General & Cosmetic Dentist. Call Our Office Today!
[www.bringodontist.com/draiaee](#)

Kidcare Dental
UCLA Trained Dentist Dr. Jen
Accepted
om
kwy, Irvine, CA

Newport Beach Dentists
Affordable expert range of services by top Newport Beach dentists.
[www.get-me-cheaper.com](#)

Dentist - Full Service
Full Service Family Dental By The Renowned Dentist Dr. Rodger Kurthyl

Ad Title

Ad Copy

Ad Description

URL

Ad Copy: is required for paid search ad to include a Title, Description, and URL (domain name).

You Call That Ad Copy?

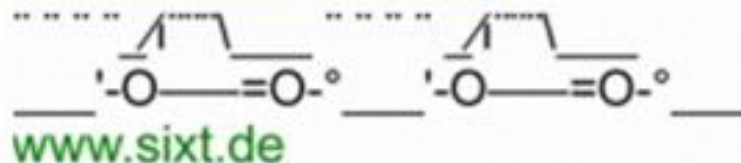
OtherWorldEnterprises

rds:

Mietwagen



Autovermietung



Mietwagen



What is really perplexin

a Display URL

Best Ad Copy – 26 Words

...our time unless thorough
qualified. M. L. Barker. 1408 Chap-
man Bldg.

MEN WANTED

for hazardous journey, small wages,
bitter cold, long months of complete
darkness, constant danger, safe re-
turn doubtful, honor and recognition
in case of success.

Ernest Shackleton 4 Burlington st.

MEN—Neat-appearing young men of
pleasing personality. between 20-30
and 40 to work

Paid Search Ad Copy Guidelines

Differentiating an Advertiser's Ads

Use **Keywords** in Titles and Copy

- Keywords **highlighted** in search results
- Improves Quality Score

Add a *Call to Action*

- List words like buy, order, save
- Call today, download now etc.

What is the Unique Selling Point (USP)?

- Lower Price?
- Higher Quality?
- Faster service?
- Guarantees?

Pre-qualify Customers

- List prices, shipping times, minimums

Add a sense of **URGENCY!**

- Limited Time
- Today Only
- Web-only

Seasonality

- List Summer, Spring, Christmas sales, convey freshness

Paid Search Ad Copy Quiz

Which ad produced the best results?

Keyword: *International Truck*

New International Trucks

International Truck Has a New Site
Come Take a Peek Under the Hood.

www.InternationalTrucks.com

10.72%

2007 International Trucks

The Most Reliable, Serviceable and
Durable Trucks On The Market Today.

www.InternationalTrucks.com

4.53%

Find International Dealer

Fuel Efficient, Amazing Uptime,
Bold Styling & Low Cost of Ownership

www.InternationalTrucks.com

2.39%

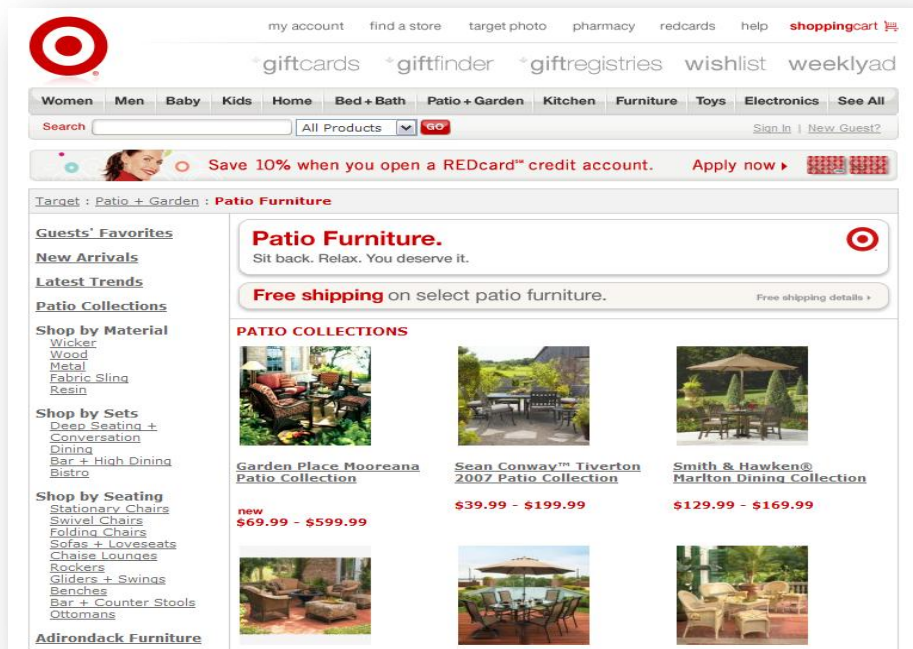
PPC Campaigns

**Rock Your
Landing Page**

Coming In For A Landing!

Landing Page

The web page where a consumer is taken to when they click on a PPC ad.



Keyword:
“Buy Outdoor Patio Furniture”

Call Me!

Call To Action

Statement used in a PPC ad or on a landing page used to elicit a specific action from the consumer.



GOOD
CALL-TO-ACTION
BUTTONS



Review

- You're in **control!**
- Advertisers can target **many keywords**
- Appear across **multiple** Search Engines
- Quick set up with **immediate traffic**
- PPC is a **flexible** medium
- Easily **Measured, so MEASURE IT!**

Level The Playing Field



Just the tip of.....



THE ICEBERG

Rock Your Search Campaigns!



Reason for SEM



Simple Solution

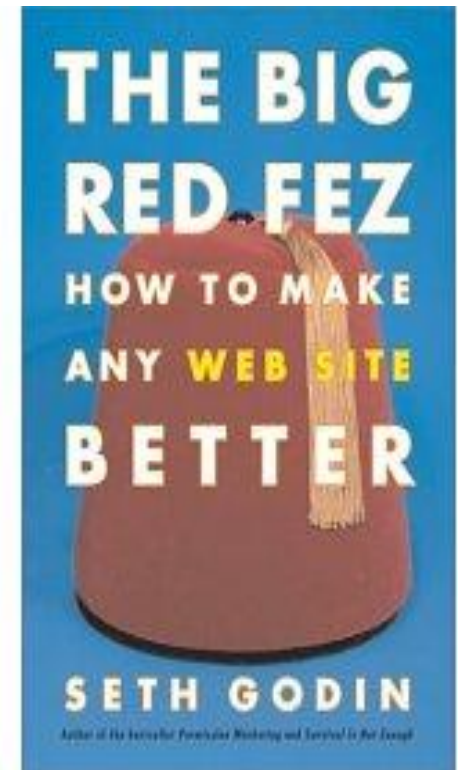
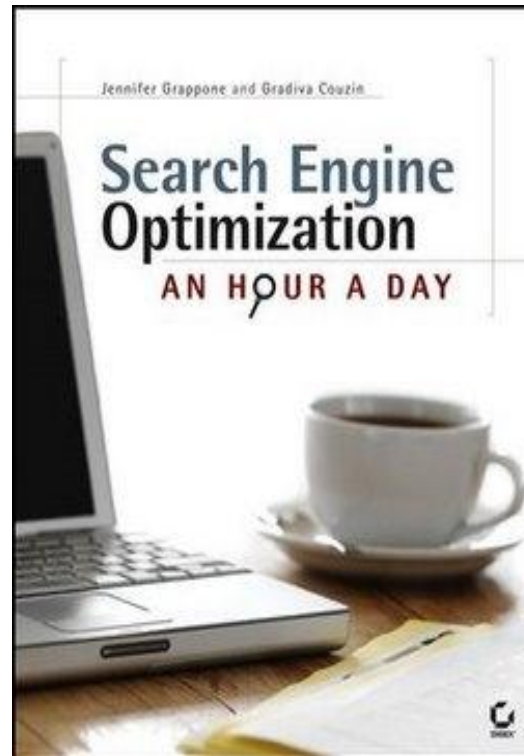
What is going to help the Business

Knowledge & Expertise

Technology

Customer Service

Worthwhile Reads



The Internet Is Awesome!

Derek Miner

dminer@orangesoda.com

Co-Founder, OrangeSoda

801-610-2529

OrangeSoda.com



@derekminer



OrangeSoda believes that the internet is forever altering the course of business, and for the better. We **SEEK** out and **EMBRACE** new technologies. We blog, tweet, Stumble, Facebook, and have been known to game. We could no more live without the internet than we could live without soda. Go ahead, love the internet, it's awesome.

orangeSODA™

orangesoda™