

Maintaining Lead Generation During Disruptive Times: How PPC Minimizes The Impact of Fewer Live Sales Meetings & Less Customer Contact

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www.AtkinsMarketingsolutions.com

New Lead Follow Up Tips At The End!



Webinar Guidelines

- Please save Q&A till the end.
- Use the Q&A box for written questions.



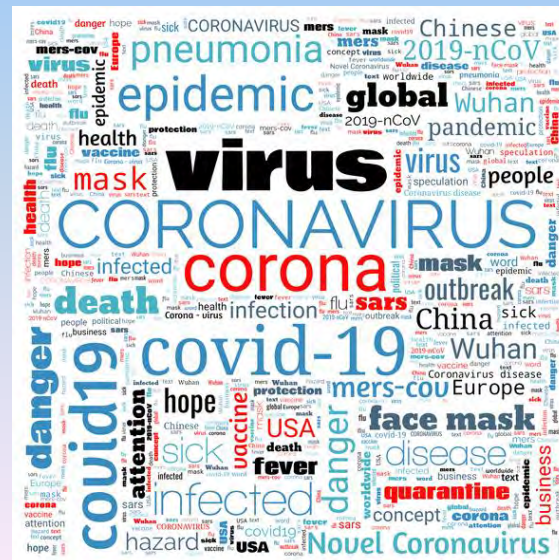
Stu Atkins Bio

- Over 30 Years Marketing Experience
- Founded AMS in 2008
- Search Specialist, Author & Professor
- Over 250+ Small Business Clients
- 10 Years PPC Experience



COVID Challenges

- No sales meetings
- No face-to-face customer meetings
- Less walk-in customers
- No events or trade shows
- Dried up lead funnel
- Every business is different
- Uncertainty plus the “new normal”



Think Differently

- No live sales meetings = online sales meetings
- No face-to-face customer meetings = generate online leads
- No events or trade shows = meet online
- Uncertainty = be strategic with “curbside” marketing
- See my new blog post: *Coronavirus Marketing: 15 Tips For Small Business & Career Survival*



The New Marketing & Sales Funnel



- PPC focuses only on those who show purchase intent
- To increase profit, you have to focus on those ready to buy
- Pull versus push marketing as customers come to you

The Google logo is centered at the top of the image. It consists of the word "Google" in its signature multi-colored font: blue for 'G', red for 'o', yellow for 'o', blue for 'g', green for 'l', and red for 'e'.

3.5 billion searches a day



Google Search

I'm Feeling Lucky

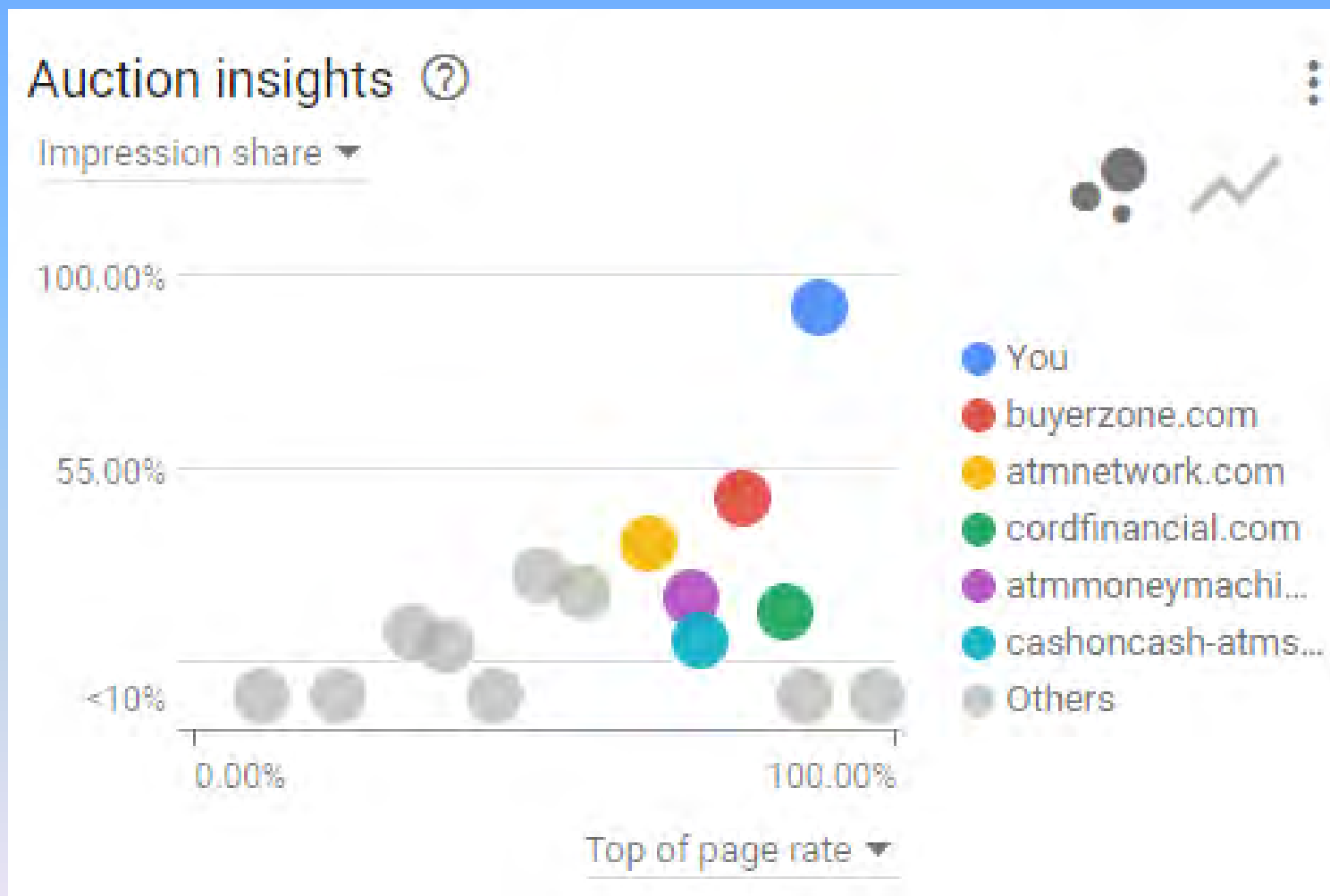
Paid Search (PPC) is the only media channel where users express intent with every interaction.

How Does PPC Work?

1. You bid on the keywords customers search for on Google
2. The right budget and keywords ensure your ads show.
3. When someone clicks on your ad, you're charged for that click.
4. The person who clicks then visits your website.



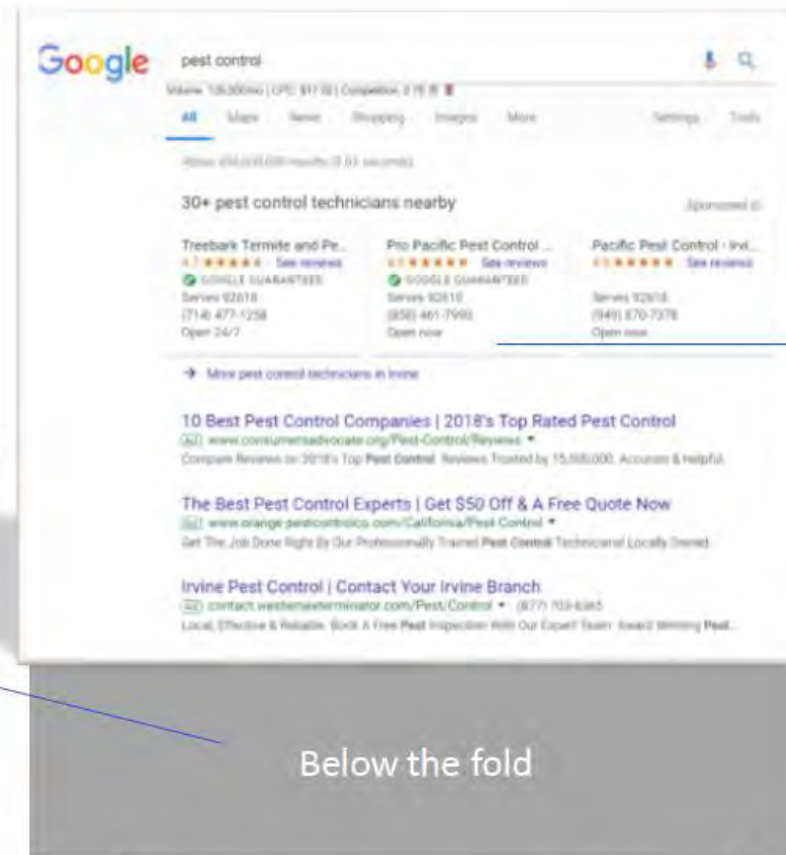
What's Impression Share?



Search Engine Marketing

Organic Search:

Also known as
SEO (Search
Engine
Optimization and
Algo results



Paid Search:

Also known as SEM
(Search Engine
Marketing), PPC (Pay
per Click), Keyword
Marketing

7 Total:

4 top, 3 bottom.
No More Right
Rail. 2/24 100%

See My New Blog Post on SEO & PPC Differences

Remember This...

1. Advertising is now more important than ever.
2. Gain market share now?
3. Good advertising pays for itself over time.
4. Google offering \$340 million in free ad credits.



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Who Clicks On PPC Ads?

- 64.6% of people click on Google Ads when they are looking to buy an item online!
- Clicks on paid search listings beats free searches by a 2 to 1 margin on words with “high commercial intent.”
- “Buy stainless steel dishwasher” – are worth far more to businesses than your basic informational keyword searches, “who is Thomas Edison”

The Benefits of PPC

1. Customers start with search engines
2. It drives immediate results
3. It pulls in quality, page one converting traffic
4. It increases leads and sales
5. It is extremely targeted
6. It is smarter than other forms of advertising
7. Your competitors are using PPC advertising to grow
8. It will help you break into new markets
9. PPC advertising spend is controllable
10. You only pay when someone clicks on your PPC advertisement



PPC COVID Case Studies: Survivors & Thrivers*

***Industry Dependent**

Marble & Tile

[find us](#)[be inspired](#)[tools & information](#)[our products](#)[our story](#)A collage of images showing various tile and marble installations, including a close-up of light-colored stone tiles, a white pedestal sink, a fireplace with a stone surround, and a copper sink with a mosaic tile backsplash.

home owners

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designers

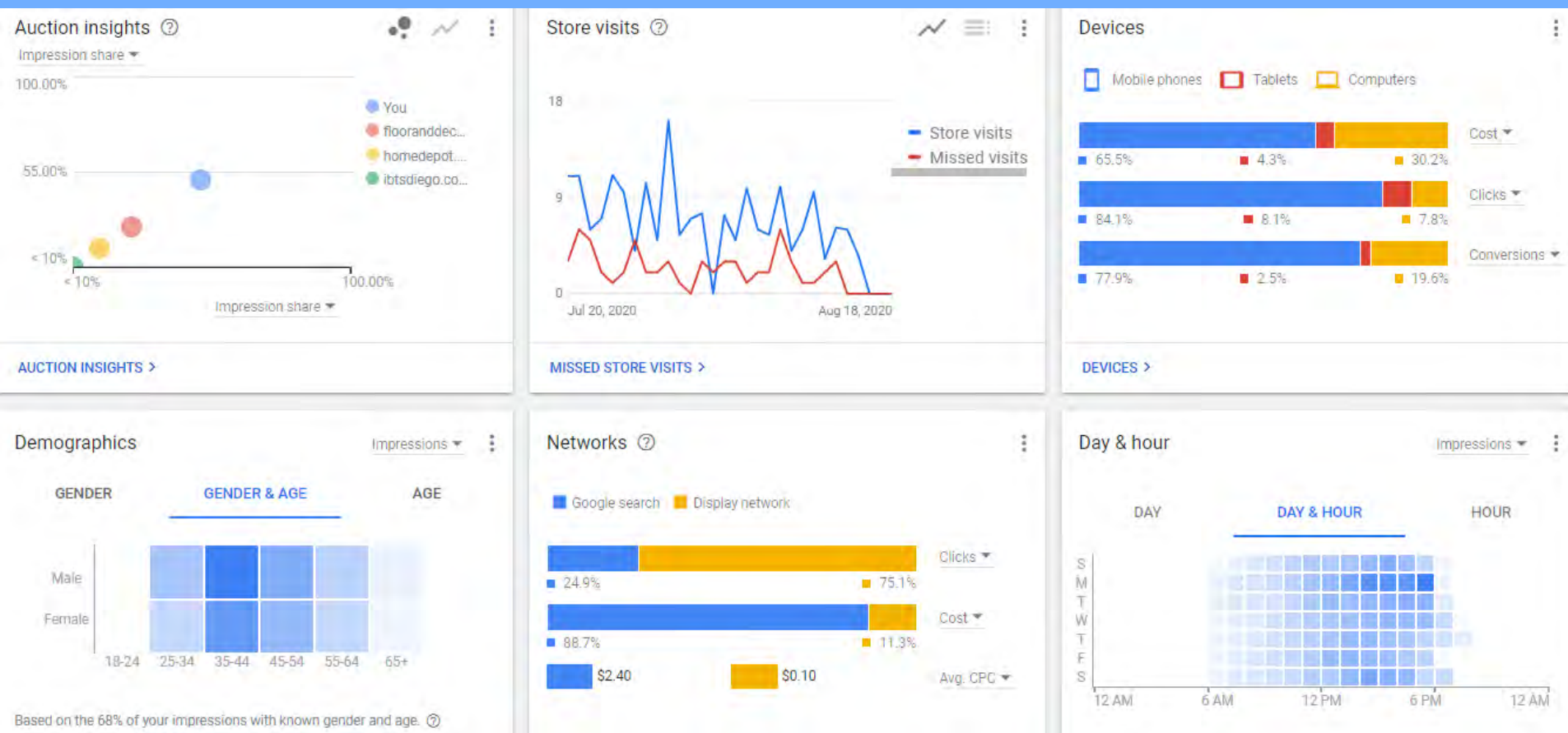
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contractors

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Six Key Measurement Examples





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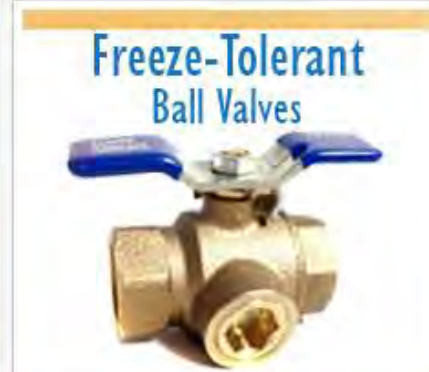


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Video ↓	Conversions	Cost / conv.	Conv. rate	Impr.	Video played to:				Views	View rate	Avg. CPV	Cost
					25%	50%	75%	100%				
 PPC, or Pay-Per-Click Advertising 2:02 • Stuart Atkins	3.00	\$85.04	0.06%	10,708	26.07%	18.18%	14.40%	11.36%	2,878	26.88%	\$0.09	\$255.13
Total: Videos ⓘ	3.00	\$85.04	0.06%	10,708	26.07%	18.18%	14.40%	11.36%	2,878	26.88%	\$0.09	\$255.13
Total: Campaign ⓘ	3.00	\$85.04	0.06%	10,708	26.07%	18.18%	14.40%	11.36%	2,878	26.88%	\$0.09	\$255.13

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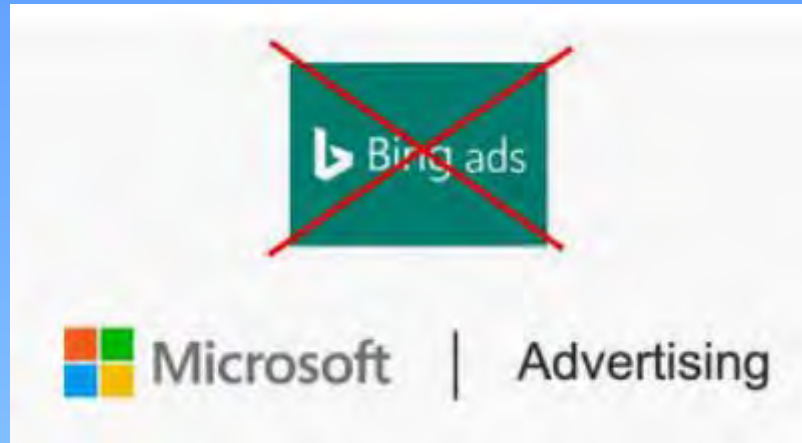
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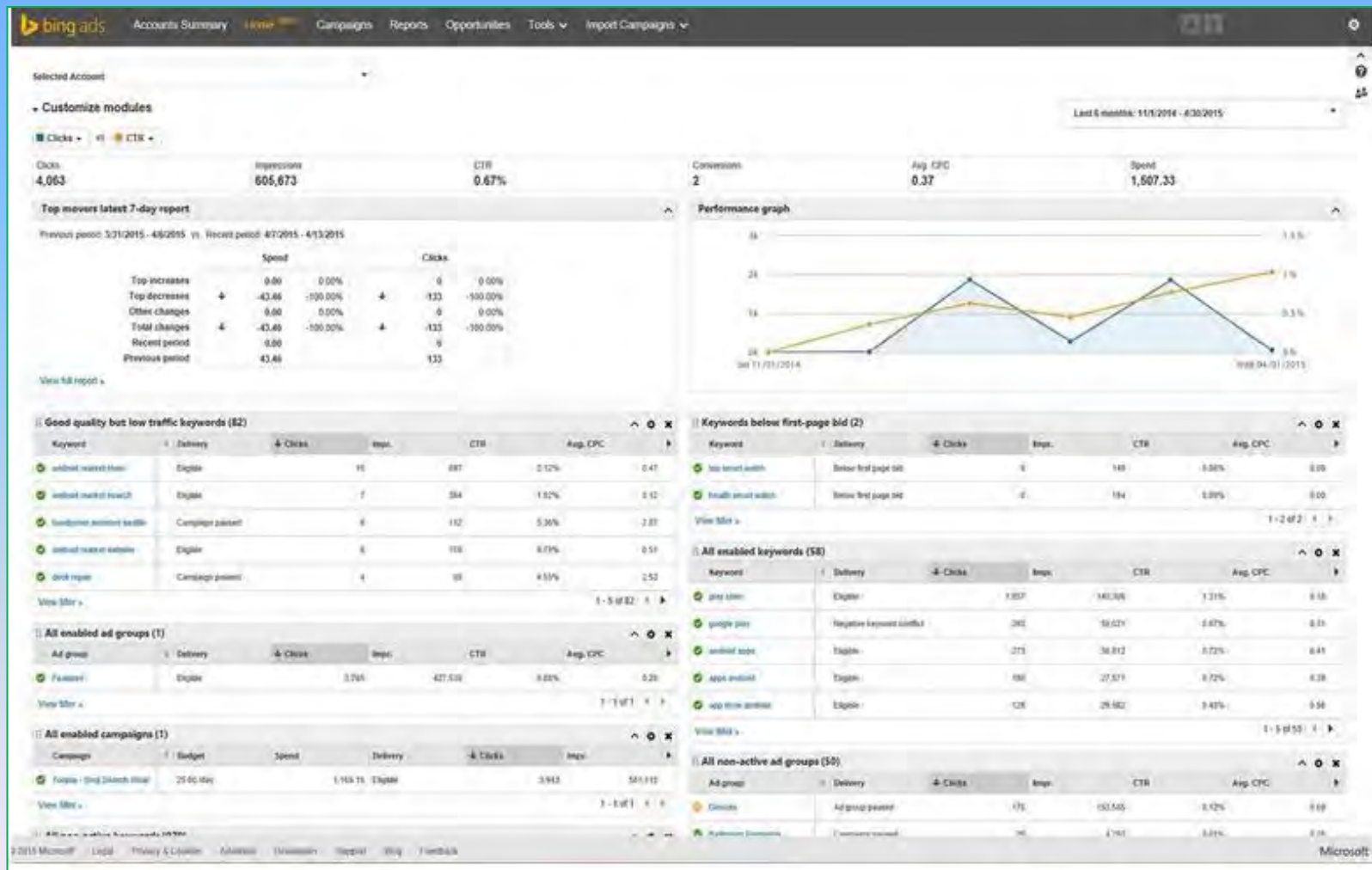
17815 Sky Park Circle, #A, Irvine, California 92614

Landing Page Tips

- Have one or two Calls To Action
- Let customers know your open for calls
- Less is more.
- Use bullets points.
- Solve the customer's problem.
- Clearly explain the benefits.
- Use red or orange CTA buttons
- Use “Order Now” instead of “Buy Now”
- Measure everything!
- Speed matters!




- Reach 63+ million unique users **that you cannot reach on Google**
- Bing powers **10 billion queries every month** across platforms like Yahoo, AOL, CBS, & more
- 1 in 4 searches in the United States take place on Bing
- Bing users spend on average of **22% more than Google users**





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Click-through URL: <https://try.atkinsmarketingsolutions.com/ppc/>
The layout of your ad may look slightly different from this preview.

Who is your target audience?

INCLUDE people who have ANY of the following attributes

Job Titles current ▼

Senior Vice President Marketing ✕ Senior Director Of Marketing ✕ Managing Owner ✕
Co-Owner ✕ Vice President Marketing ✕ Vice President Of Marketing And Business Development ✕
Franchise Owner ✕ Founder ✕ Senior Marketing Manager ✕ Head Of Marketing ✕
President ✕ Marketing Director ✕ Chief Marketing Officer ✕ Independent Business Owner ✕
Director Marketing Communications ✕ Chief Executive Officer ✕ Small Business Owner ✕ +

Add more attributes (OR) +

AND also have ANY of the following attributes

Company Size

51-200 employees ✕ 201-500 employees ✕ +

Add more attributes (OR) +

AND also have ANY of the following attributes

Member Age

25 to 34 ✕ 35 to 54 ✕ +

10 Lead Follow Up Tips

1. Answer the phone.
2. Capture contact info upfront.
3. Avoid wait times over 1 to 2 minutes.
4. Have a strong voicemail system.
5. Follow up in 5 minutes or less.
6. Call back missed calls.
7. Record your calls.
8. Train your CSRs.
9. Use a log or CRM tool.
10. Form fill best practices: call back fast; send an email; 5 form fields or less.



COVID-19: Ad credits for Google Ads Small and Medium-sized Businesses

1. Must have an account that's been running since January 1, 2019.
2. \$340 million in ad credits for small businesses.
3. Accounts will be notified within their Google Ads account.
4. Credits expire Dec. 31, 2020
5. Credits apply for Google Ads, Search Display and YouTube.
6. Google will notify accounts in the coming months.

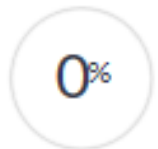
<https://support.google.com/google-ads/answer/9803410?hl=en>

Free PPC Performance Audit & Consultation

🔌 Wasted Spend	● 0%
📄 Text Ad Optimization	● 66%
👤 Quality Score Optimization	● 65%
🔗 Click-Through Rate Optimization	● 68%
🔥 Account Activity	● 31%
📊 Long-Tail Keyword Optimization	● 80%
🏠 Impression Share Optimization	● 26%
📱 Mobile Advertising	● 46%
💖 PPC Best Practices	● 44%

Wasted Spend ?

\$3,672.03 in projected 12 month wasted
\$918.01 already wasted in the last 90 days



Number of Negative Keywords Added

last 90 days

You
0

Industry Benchmark



0%
since last
report

[View trend
over time](#)

What does it mean?

You're falling behind similar advertisers, who added an average of 1,046 keywords in the last month.

You seem to be wasting a significant portion of your Google Ads budget. Start adding negatives now to get more value out of PPC.



Report Summary

Your account's performance could be substantially improved by various campaign optimizations and cost-saving measures. We can help you achieve more with your online advertising.

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**“Success is not final, failure
is not fatal: it is the courage
to continue that counts”**

Winston Churchill

Q & A

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