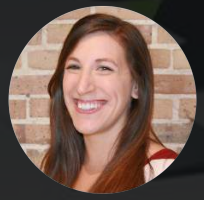
SharpSpring WordStream

# 5 Tips to Optimize on Both Sides of the Click

**Jess Armstrong**
Customer Onboarding Specialist
WordStream

**James Morgan**
Senior VP of Partnerships
SharpSpring



**Lindsey Sherman**
Digital Marketing Manager
SharpSpring

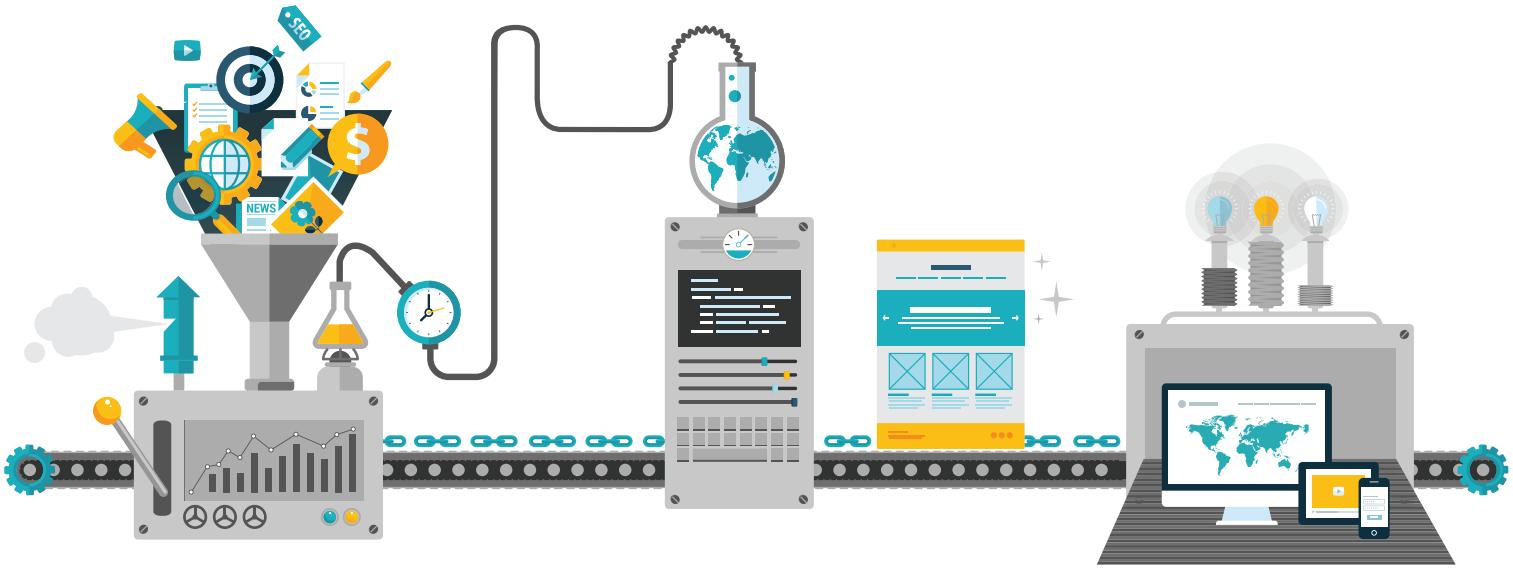
# Greetings

## Who's In The Audience

- Marketing Agencies
- In-House Marketing Professionals

## Why Are We Here?

- Learning from Peers
  - Share marketing best practices
  - Provide real-world success stories
- Today's focus: Pre and post click optimization

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# Housekeeping

## Questions?

- Phone lines are muted
- Submit via:
  - Chat Box
  - Twitter: #SharpTweet or @SharpSpring

## Webinar Recording & Slides

•Emailed after webinar

## Webinar Survey

•We need your feedback

## Upcoming SpringBoard Live – Partners Only:

Advanced Automation

May 20, 2016
11 a.m. – 11:30 p.m. EDT
8-8:30 a.m. PDT
4-4:30 p.m. BST

**Bryan Tobin**
Usability Manager
SharpSpring

## Future Partner Presenters:

Email Nicole Levy at nicole@sharpspring.com

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# Introductions

## Jess Armstrong

CUSTOMER ONBOARDING SPECIALIST | WordStream

Jess has been a member of the WordStream team since 2014, specializing in creating customized PPC training for WordStream clients. Working in both Customer Success and Business Development, she has onboarded over 1,000 SMBs, marketing agencies and channel partners. Jess earned a Bachelor's in Economics from University of Massachusetts, Amherst and in her spare time, she enjoys cake decorating, attending Boston sports games, and traveling to craft breweries.

## James Morgan

SENIOR VP OF PARTNERSHIPS | SharpSpring

James joined SharpSpring as Senior Vice President of Partnerships, building relations and sharing the exciting features of SharpSpring with people around the world. He is an expert in demonstrating the value of the solution to marketing agencies.

## Lindsey Sherman

DIGITAL MARKETING MANAGER | SharpSpring

Lindsey joined SharpSpring as Digital Marketing Manager after honing her skills on the digital teams of global interactive and media agencies. She is responsible for overseeing and implementing PPC, display and social media advertising. Originally from Kansas City and a huge fan of both BBQ and the Royals, she now lives in Florida with her fiancé and their dog, Benny the Jet.

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# 5 TIPS TO OPTIMIZE ON BOTH SIDES OF THE CLICK

# Overview

- Learn about “The Click”
- Creating dynamic ads
- Linking AdWords with Automation
- Nurturing the leads

# About Jess

**Customer On-boarding Specialist**

Foodie | Traveler | Gymnast

**@Jess_Armstrong_**

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# Poll

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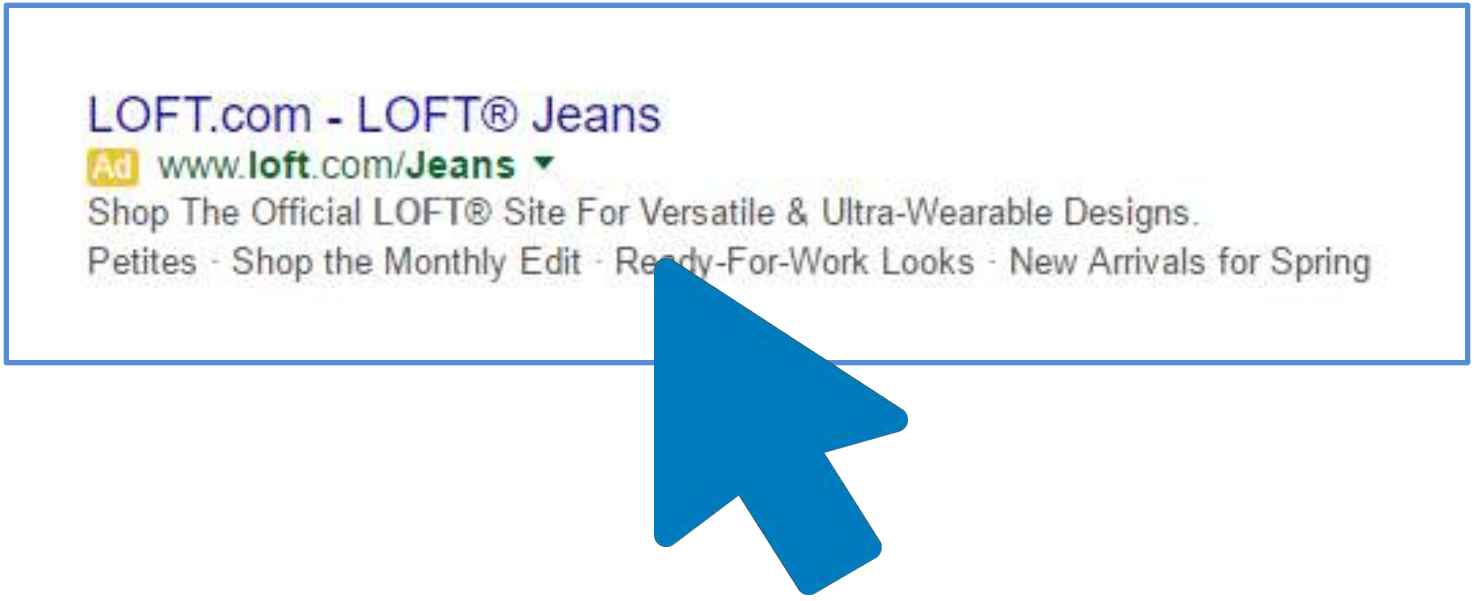
# TIP #1

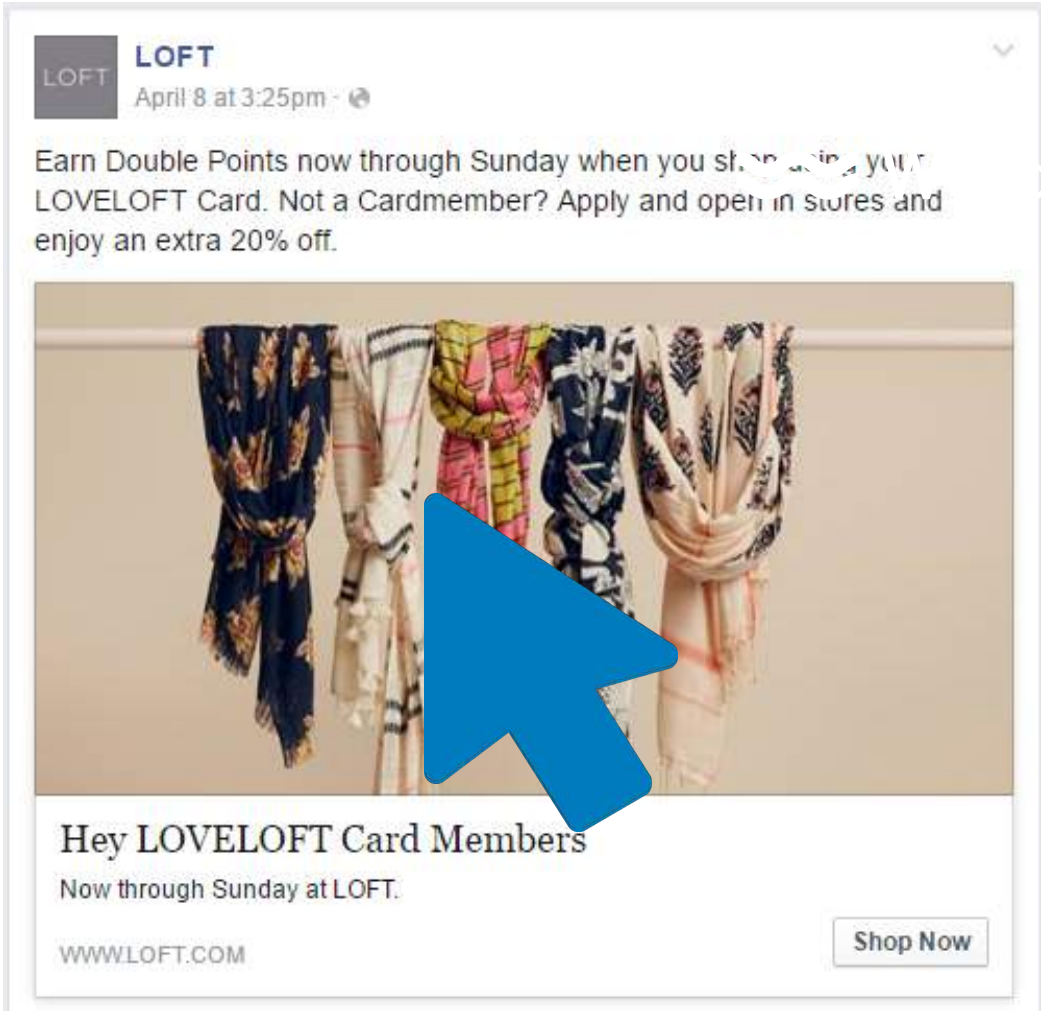
## DO YOUR HOMEWORK

# Which Click is *the Click?*



# Which Click is *the Click?*

# Which Click is *the Click?*

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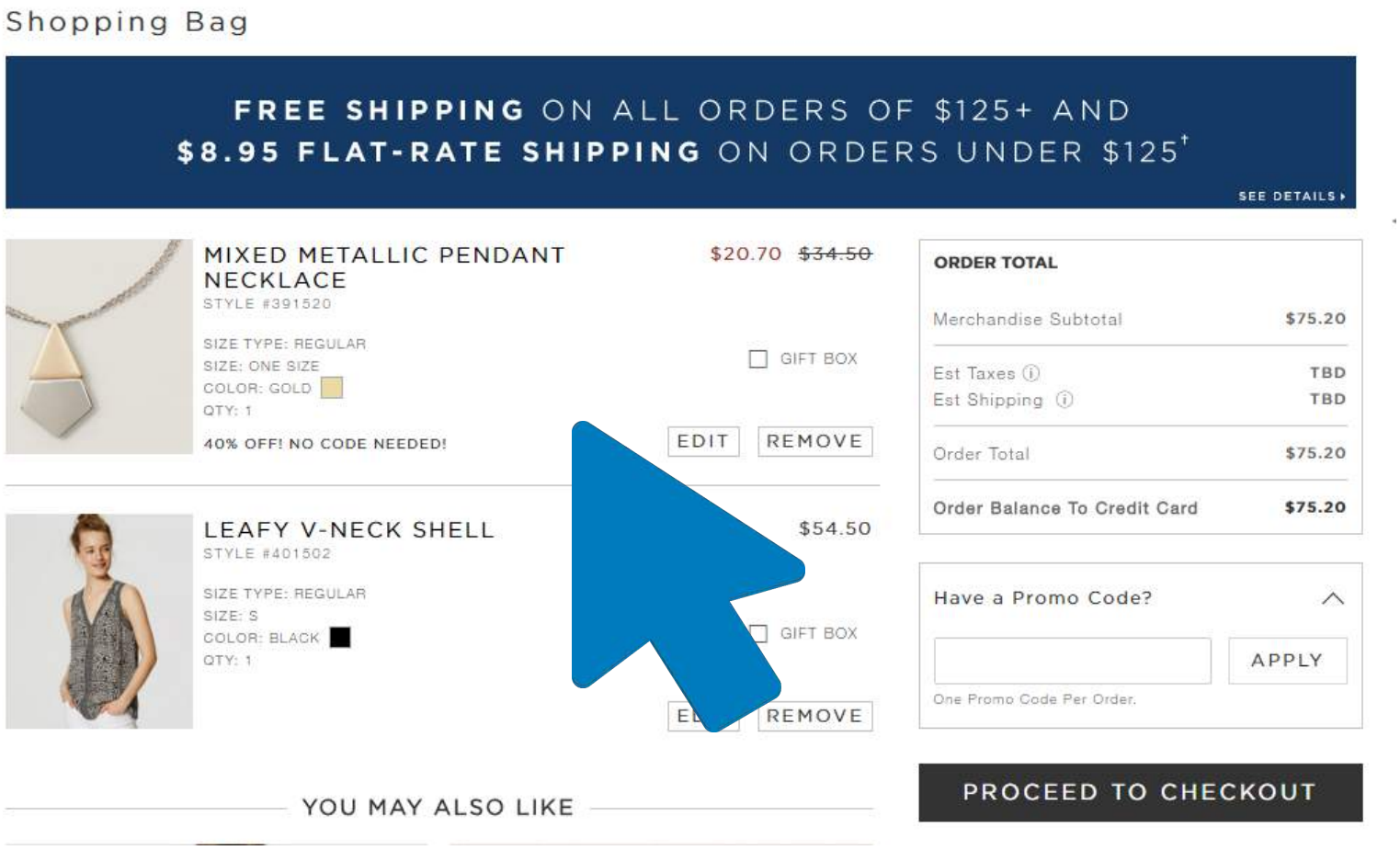
# Which Click is *the Click?*

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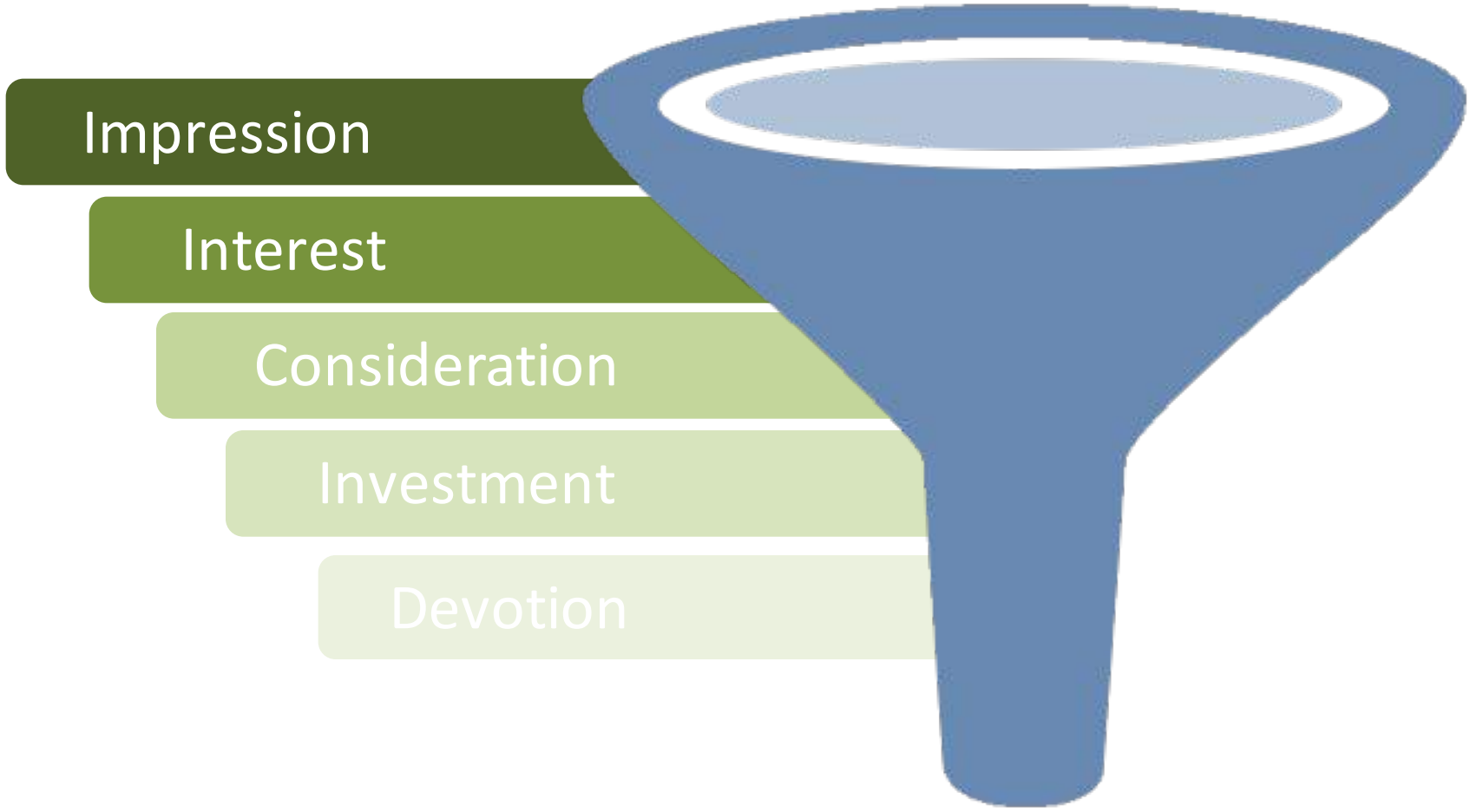
# ALL of These Clicks are Valuable!

*And when it comes to your customers…*

# There is No "One Size Fits All" Marketing Strategy

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# There is No "One Size Fits All" Marketing Strategy

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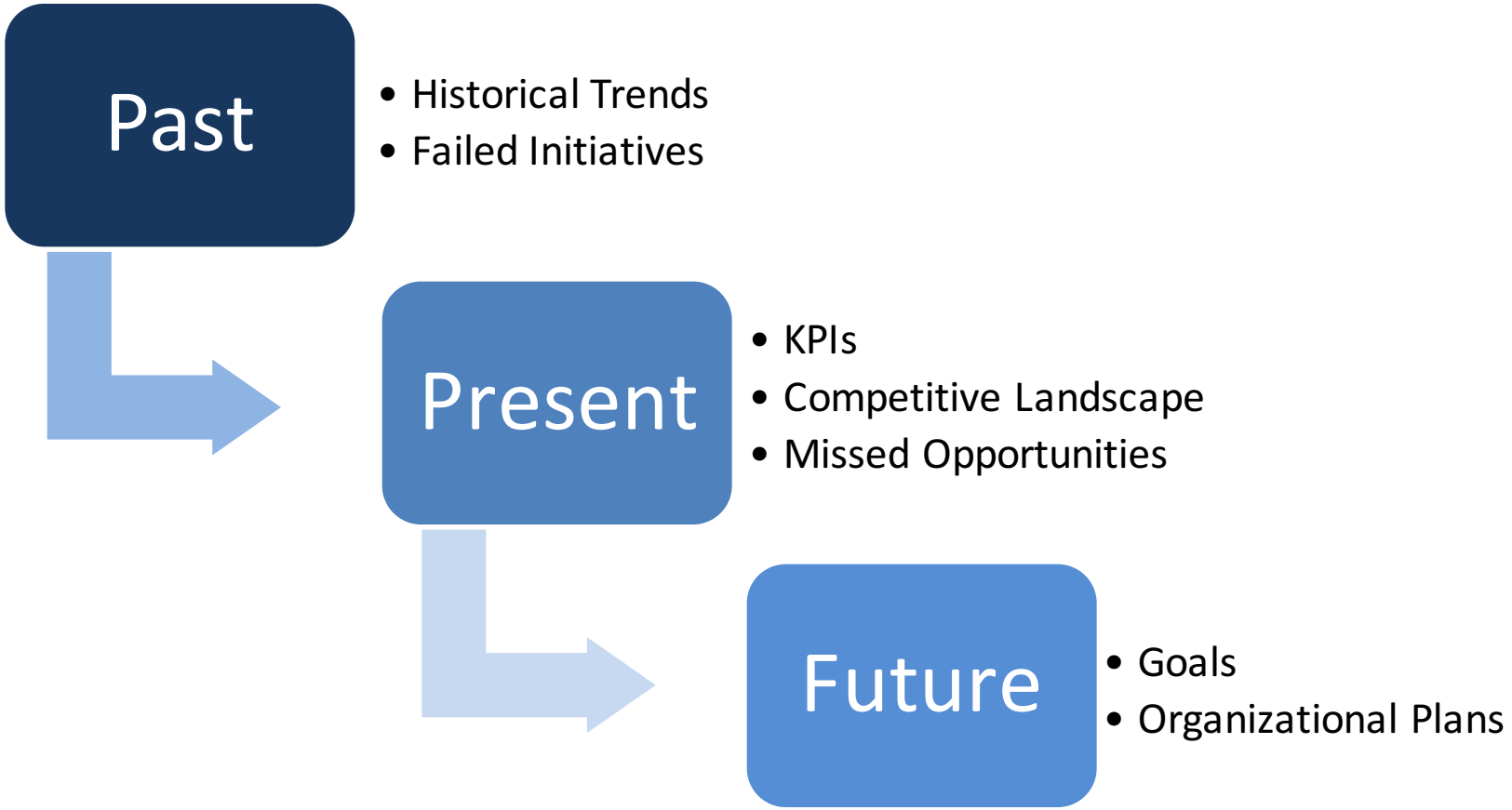
# Lead and Sales Funnels *Aren't Linear*

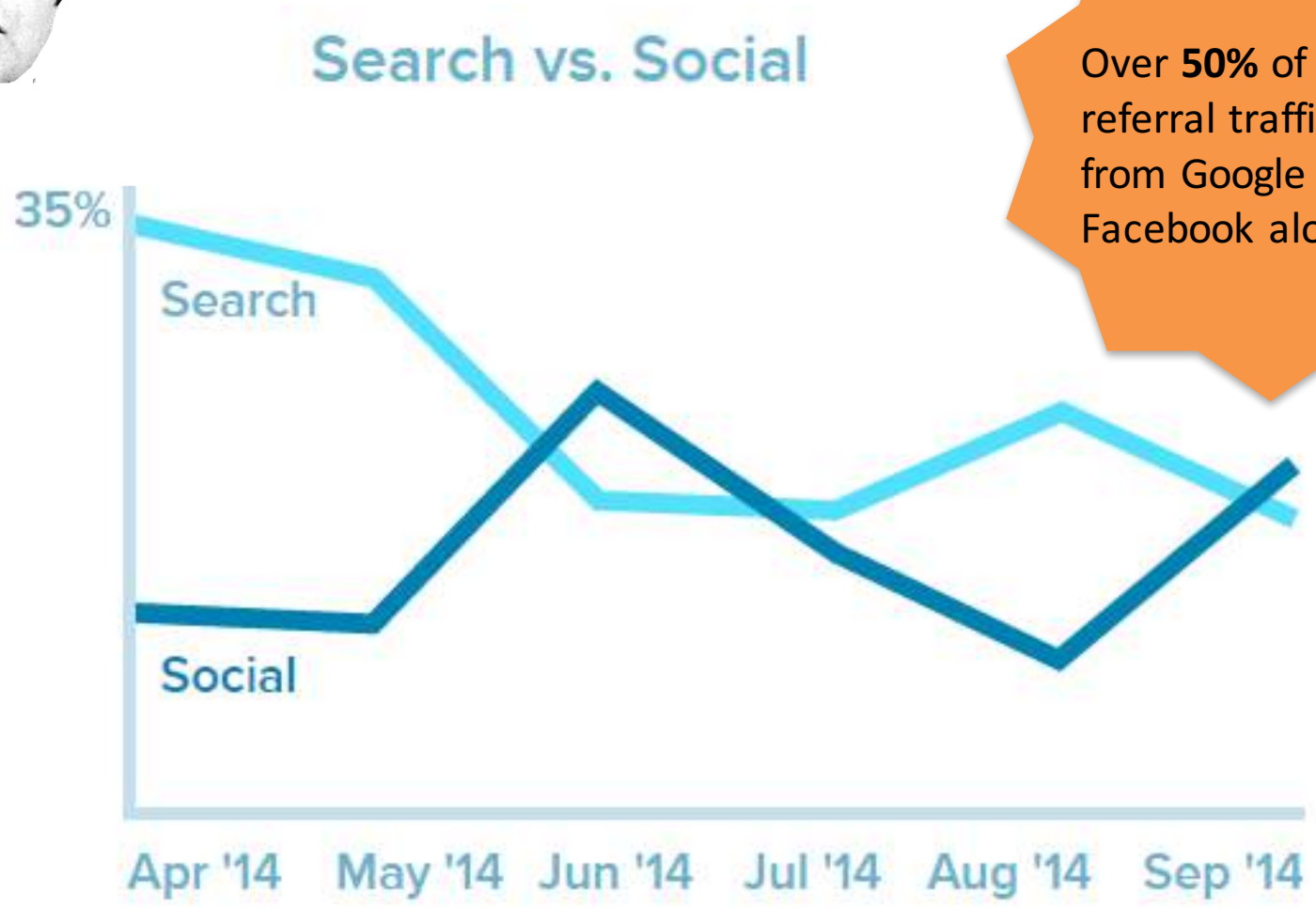
# Do Your Homework



# TIP #2

## STAND OUT WITH ACTION DRIVING AD COPY

# Fact




Over **50%** of website referral traffic comes from Google and Facebook alone!

(Shareaholic)

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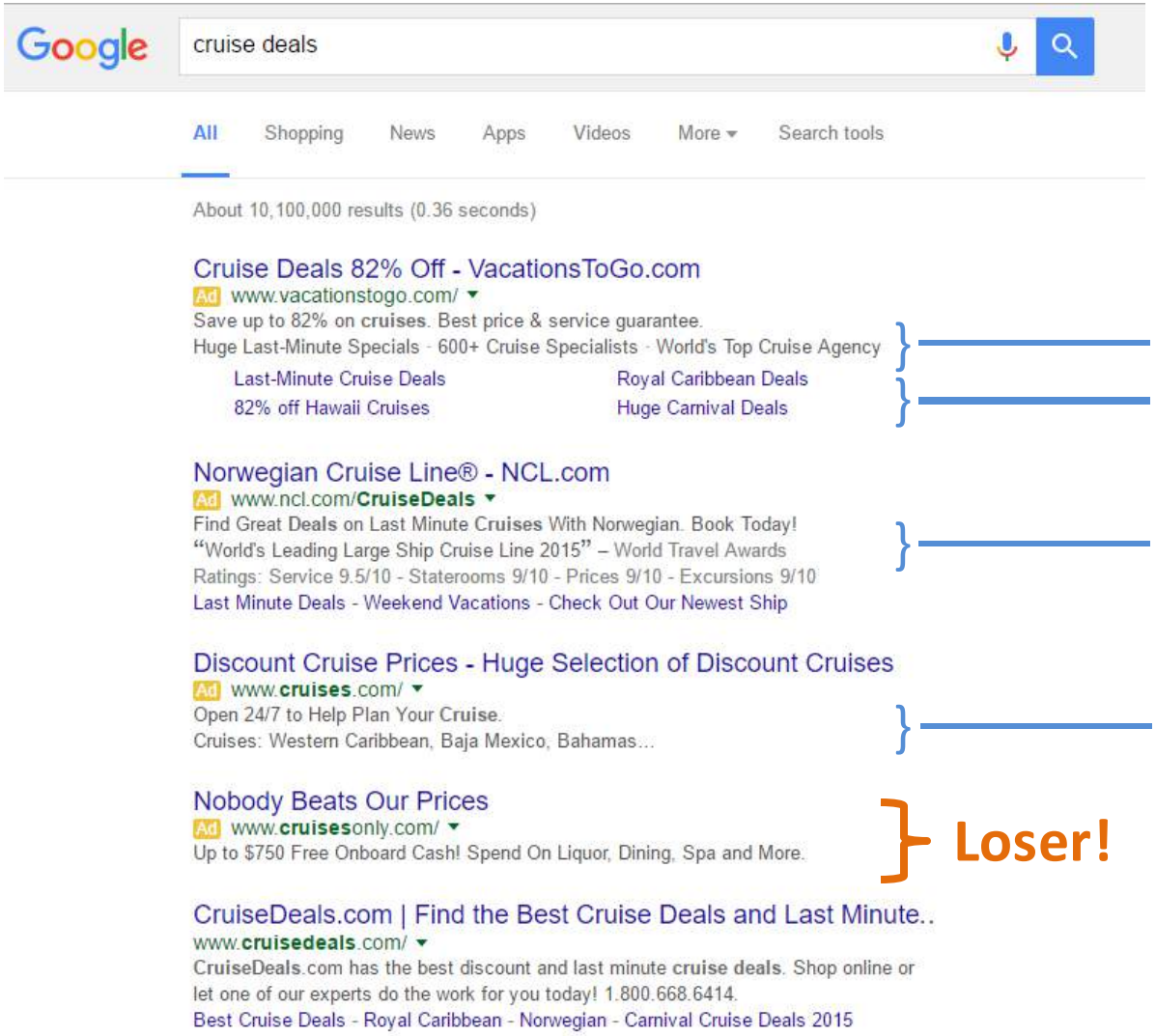
# Most Ads are Boring

# Stand Out With Ad Extensions

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# Get Fancy With Ad Customizers

Use countdown customizers to create a sense of urgency

Mother's Day Flowers

Ad www.floralpros.com/**mothers**-day

Create Custom **Bouquets** for Mom | Only 4 Days Left for Free Delivery!

Types: Roses, Orchids, Lilies, Tulips

# Tackle Objections Head-On

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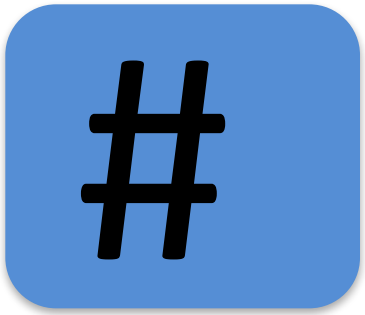
# Tackle Objections Head-On

Aetna® Health Insurance
Ad www.aetna.com/
Everyone's Needs Are Different. Find A **Health Plan** That Suits You.
Built-in benefits · Large provider network · Personalized resources
Aetna® Medicare Plans - Be mindful with Aetna® - Aetna® Voluntary Benefits

**VS.**

Affordable Health Plans - As Low As $9 Per Week
Ad affordable-health-insurance-plans.org/
Free Quotes. Blue Cross, Assurant & Many More!
Obamacare 2-Minute Quick Quote Save 55% - 75% · 2016 Discounts (New)
Insurance coverage: Government Plans, Individual & Family, Medicare, Dental & Vi...

**TRIPLE WHAMMY**



Include real numbers

Back it up on your landing page

Leverage call-out extensions

# Facebook: Create Attractive Images

An ad image accounts for **70%** of CTR

High resolution images are a **must**

Users are **6X more likely** to click if your ad shows a face

Avoid using a **blue** background in your ad

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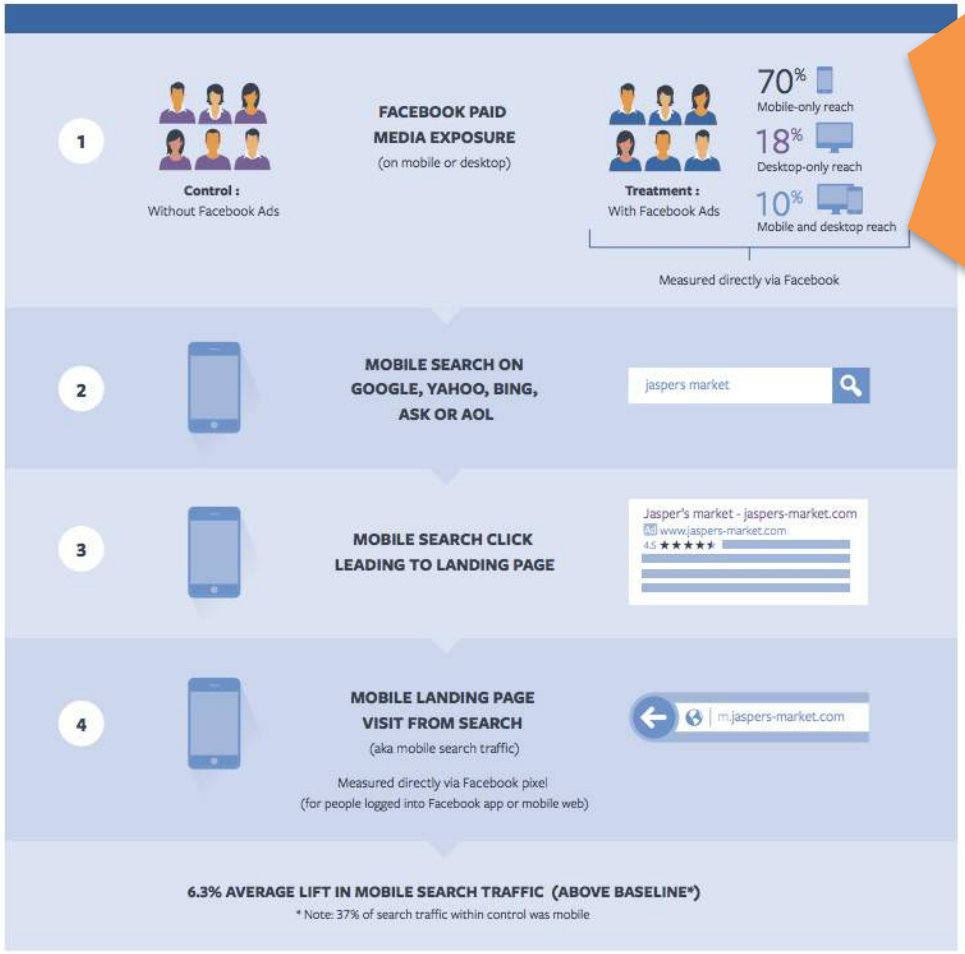
# Fact




On mobile devices, exposure to Facebook ads lift search ROI by **6%** on average!

(Facebook)

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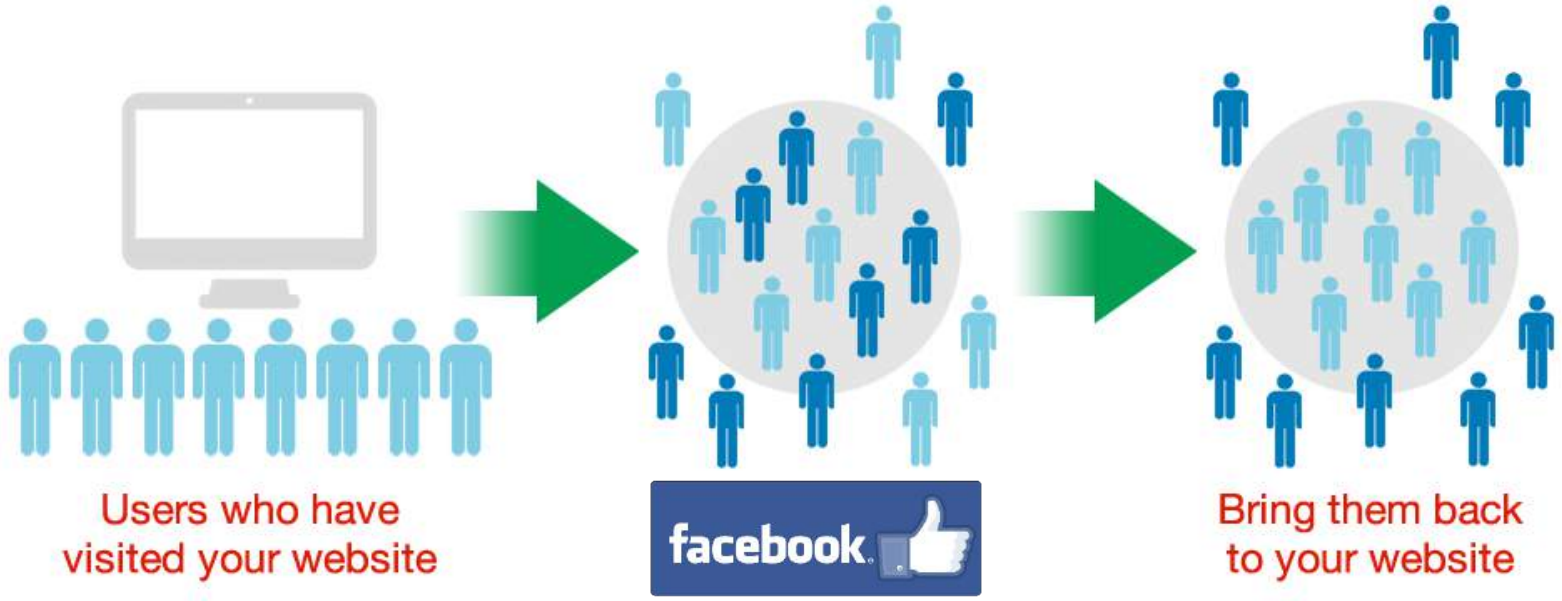
# TIP #3

SUPPLEMENT YOUR CAMPAIGNS WITH ADDITIONAL (CHEAPER) CLICKS

# Remarket to Website Visitors




**Remarketing on Facebook has the Best ROI**

**50-70%**
Match Rate

**$0.27**
Average CPC

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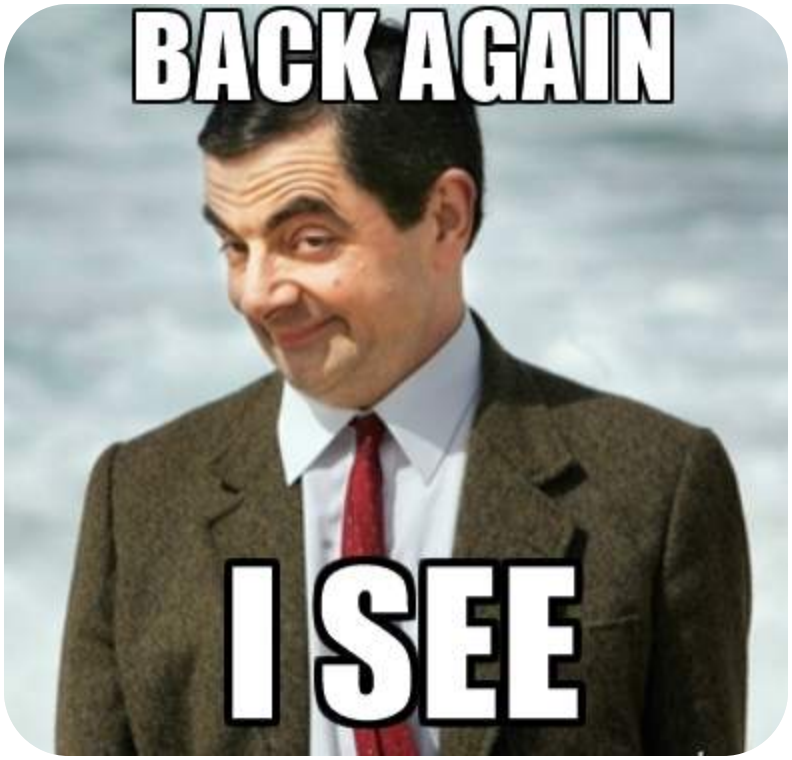
# Remarketing Lists for Search Ads




Tailor your Message to Returning Visitors

Bid Up for Valuable Traffic

StreamWord- Start a Trial

Ad www.streamword.com/free-trial

Your Campaigns are Losing Money. See How Our Tool Improves ROI!

Agency Solutions · SMB Solutions · Premier Consulting · Managed Services

AdWords Report Card – Free Assessment – Schedule a Demo – Contact Us

Google AdWords

trustradius™

LinkedIn

AdRoll

Pinterest

facebook

hootsuite

Instagram

Capterra

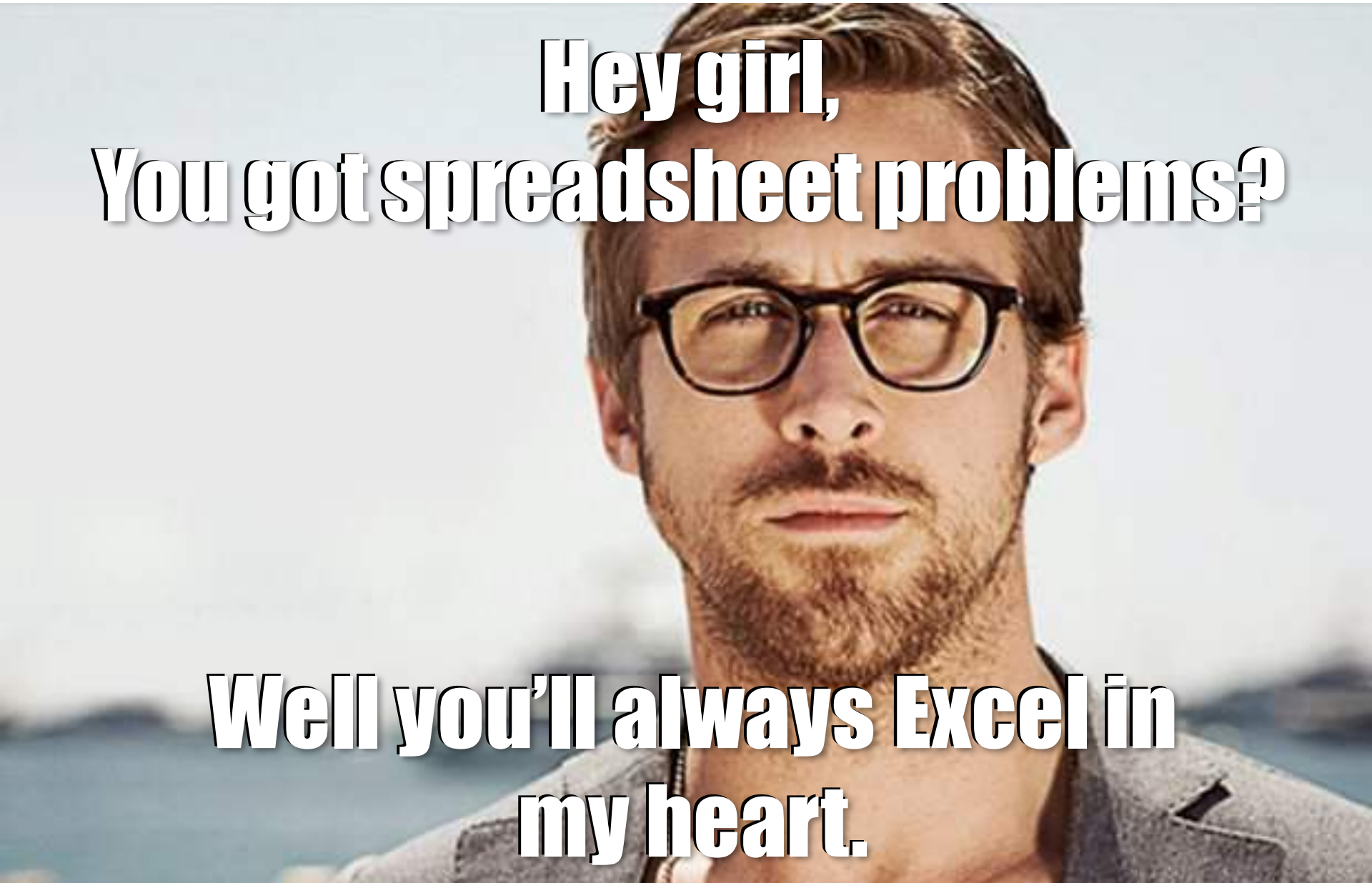
Google Analytics

Software Advice™

bing Ads

twitter

# There's a Better Way to Excel at Your Job



# TIP #4

## LINK GOOGLE ADWORDS + MARKETING AUTOMATION

# Link Google AdWords + Marketing Automation

Save Time Building Reports

Optimizations at a Glance

Improve Your ROI

See How Tactics Work Together

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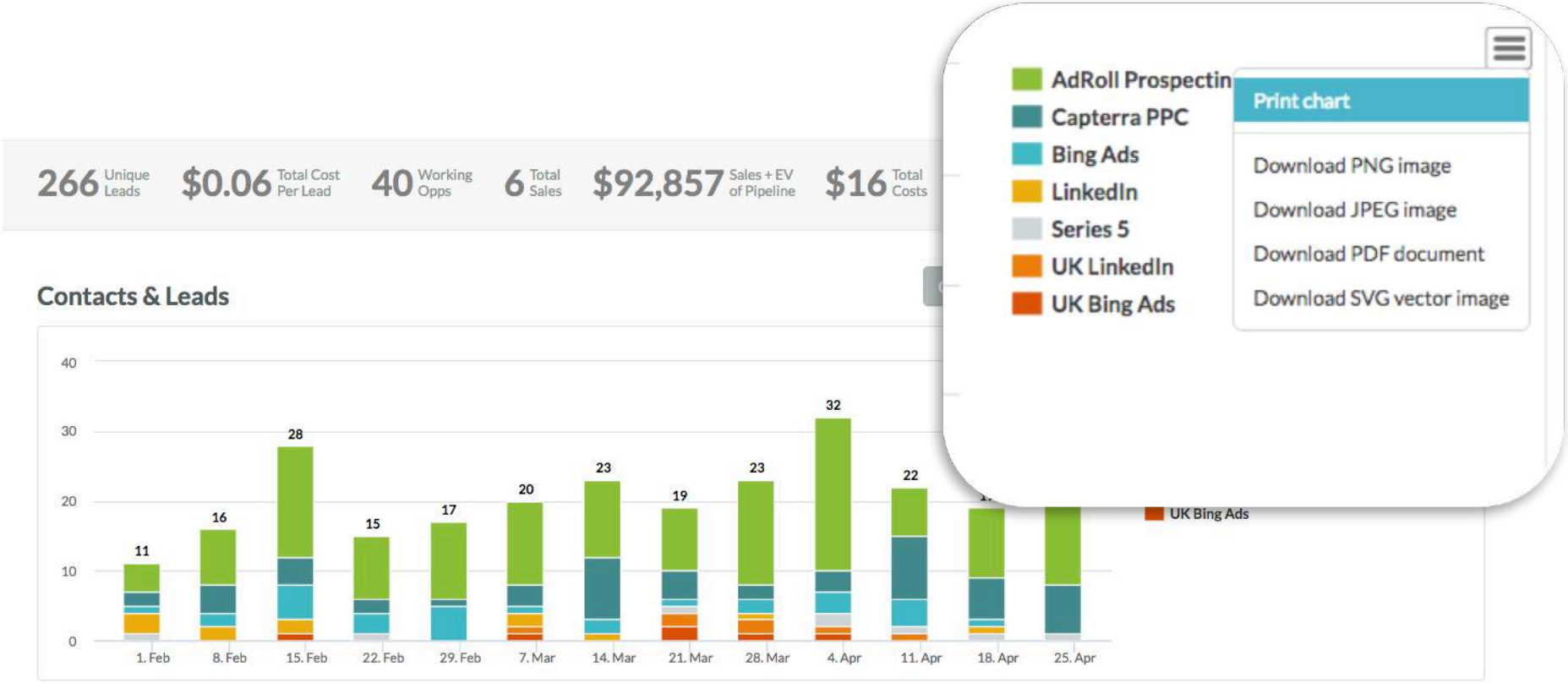
# Easily Access Actionable Data

- Pulling reports made easy
- Custom dashboard views

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# Track Down to the Keyword

Know which search terms drive leads

Stop paying for clicks that don't convert!

Campaigns | Keywords | Recent Leads

Export

| Name | Ad Group | Impressions | Cost | Clicks | Leads | EV | Working Opps | Sales | Opps Won |
|---|---|---|---|---|---|---|---|---|---|
| [one fish] | Number of Fish | 783 | $127.04 | 88 | 70 | $8340 | 8 | $1800 | 1 |
| [two fish] | Number of Fish | 186 | $143.78 | 32 | 8 | $0 | 1 | $0 | 0 |
| "red fish" | Color Fish | 190 | $461.84 | 9 | 7 | $1320 | 1 | $0 | 0 |
| "blue fish" | Color Fish | 188 | $30.87 | 3 | 7 | $0 | 3 | $11400 | 1 |
| "black fish" | Color Fish | 120 | $11.46 | 15 | 5 | $0 | 0 | $0 | 0 |
| [old fish] | Age Fish | 3018 | $3952.02 | 61 | 4 | $0 | 3 | $11400 | 1 |
| [new fish] | Age Fish | 150 | $80.63 | 23 | 3 | $0 | 0 | $0 | 0 |
| "fish with star" | Fish General | 104 | $65.21 | 10 | 2 | $0 | 0 | $0 | 0 |
| "fish with car" | Fish General | 68 | $78.41 | 17 | 2 | $0 | 1 | $0 | 0 |
| "lots of fish" | Fish General | 1294 | $497.3 | 10 | 2 | $0 | 1 | $0 | 0 |

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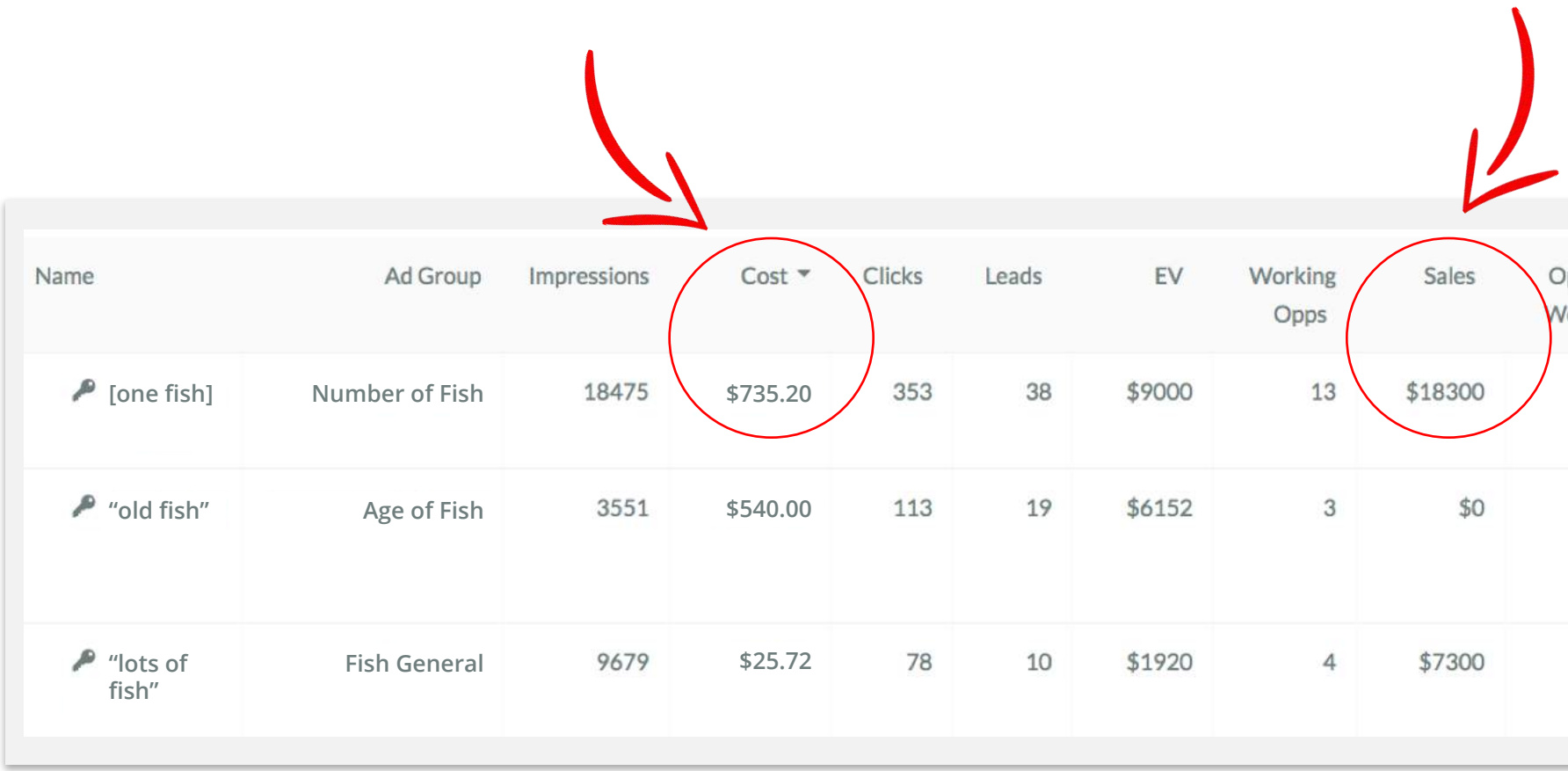
# Optimize with Ease



| Name | Ad Group | Impressions | Cost | Clicks | Leads | EV | Working Opps | Sales | Opps Won |
|---|---|---|---|---|---|---|---|---|---|
| [one fish] | Number of Fish | 18475 | $735.20 | 353 | 38 | $9000 | 13 | $18300 | 2 |
| "old fish" | Age of Fish | 3551 | $540.00 | 113 | 19 | $6152 | 3 | $0 | 0 |
| "lots of fish" | Fish General | 9679 | $25.72 | 78 | 10 | $1920 | 4 | $7300 | 1 |

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# Snapshot Month-Over-Month

Campaigns | Keywords | Recent Leads

| Name | Ad Group | Impressions | Cost | Clicks | Leads | EV | Working Opps |
|---|---|---|---|---|---|---|---|
| [one fish] | Number of Fish | 783 | $127.04 | 88 | 70 | $8340 | 8 |
| [two fish] | Number of Fish | 186 | $143.78 | 32 | 8 | $0 | 1 |
| "red fish" | Color Fish | 190 | $461.84 | 9 | 7 | $1320 | 1 |
| "blue fish" | Color Fish | 188 | $30.87 | 3 | 7 | $0 | 3 |
| "black fish" | Color Fish | 120 | $11.46 | 15 | 5 | $0 | 0 |
| [old fish] | Age Fish | 3018 | $3952.02 | 61 | 4 | $0 | 3 |
| [new fish] | Age Fish | 150 | $80.63 | 23 | 3 | $0 | 0 |
| "fish with star" | Fish General | 104 | $65.21 | 10 | 2 | $0 | 0 |

Campaigns | Keywords | Recent Leads

| Name | Ad Group | Impressions | Cost | Clicks | Leads | EV | Working Opps |
|---|---|---|---|---|---|---|---|
| [one fish] | Number of Fish | 47 | $13.17 | 2 | 31 | $7950 | 6 |
| [two fish] | Number of Fish | 124 | $9.74 | 20 | 11 | $0 | 4 |
| "red fish" | Color Fish | 156 | $374.66 | 46 | 9 | $0 | 2 |
| "blue fish" | Color Fish | 212 | $46.87 | 2 | 6 | $1920 | 3 |
| "black fish" | Color Fish | 11 | $12.93 | 3 | 2 | $0 | 0 |
| [old fish] | Age Fish | 113 | $259.1 | 3 | 2 | $0 | 1 |
| [new fish] | Age Fish | 55 | $53.11 | 2 | 2 | $1320 | 1 |
| "fish with star" | Fish General | 193 | $320.42 | 11 | 2 | $0 | 0 |

Compare to quickly notice changes in lead volume, so a deeper dive can be done to determine the cause.

# Don’t Market in a Silo

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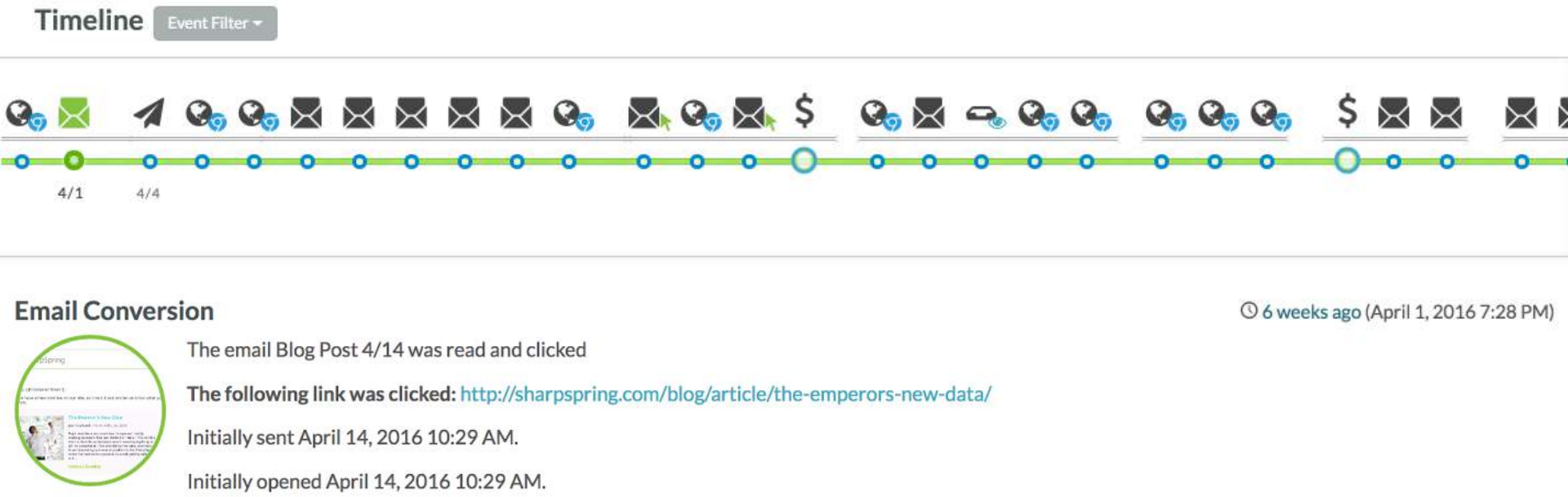
# See Every Interaction

From first visit to repeat purchase, in real time

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# Primary v. Secondary Campaigns

## Learn how tactics work together

# TIP #5

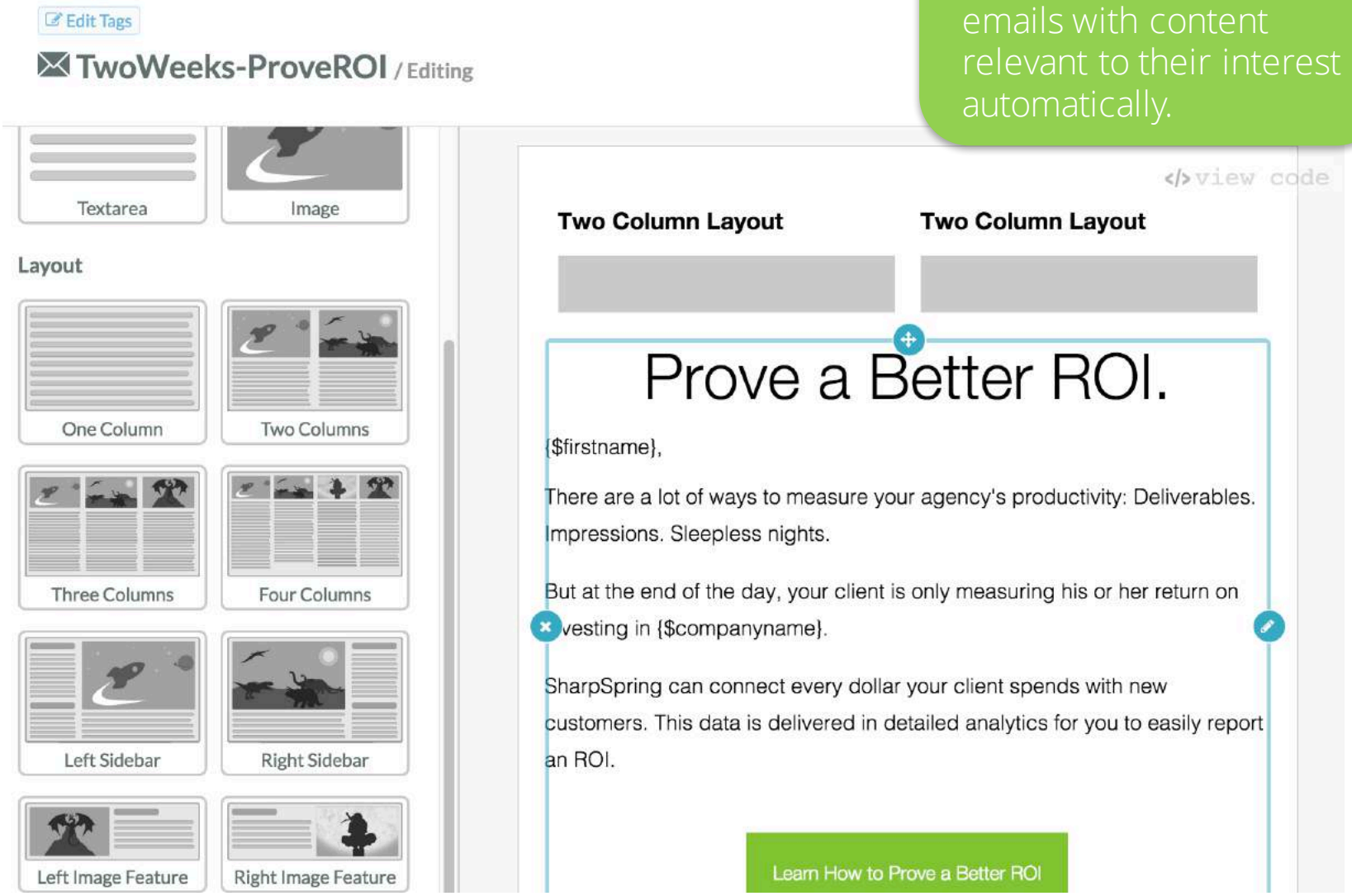
## NURTURE THE LEADS YOU HAVE

- Not everyone that goes to your site is going to be ready.
- Missing a goldmine of opportunity if you're not attempting to convert existing leads.
- Nurturing and creating an 1:1 relationship leads to a sale, and encourages repeat purchases.

**Enter Marketing Automation**

# Higher Revenue Conversations

Move leads through the funnel by sending personalized tailored emails with content relevant to their interest automatically.

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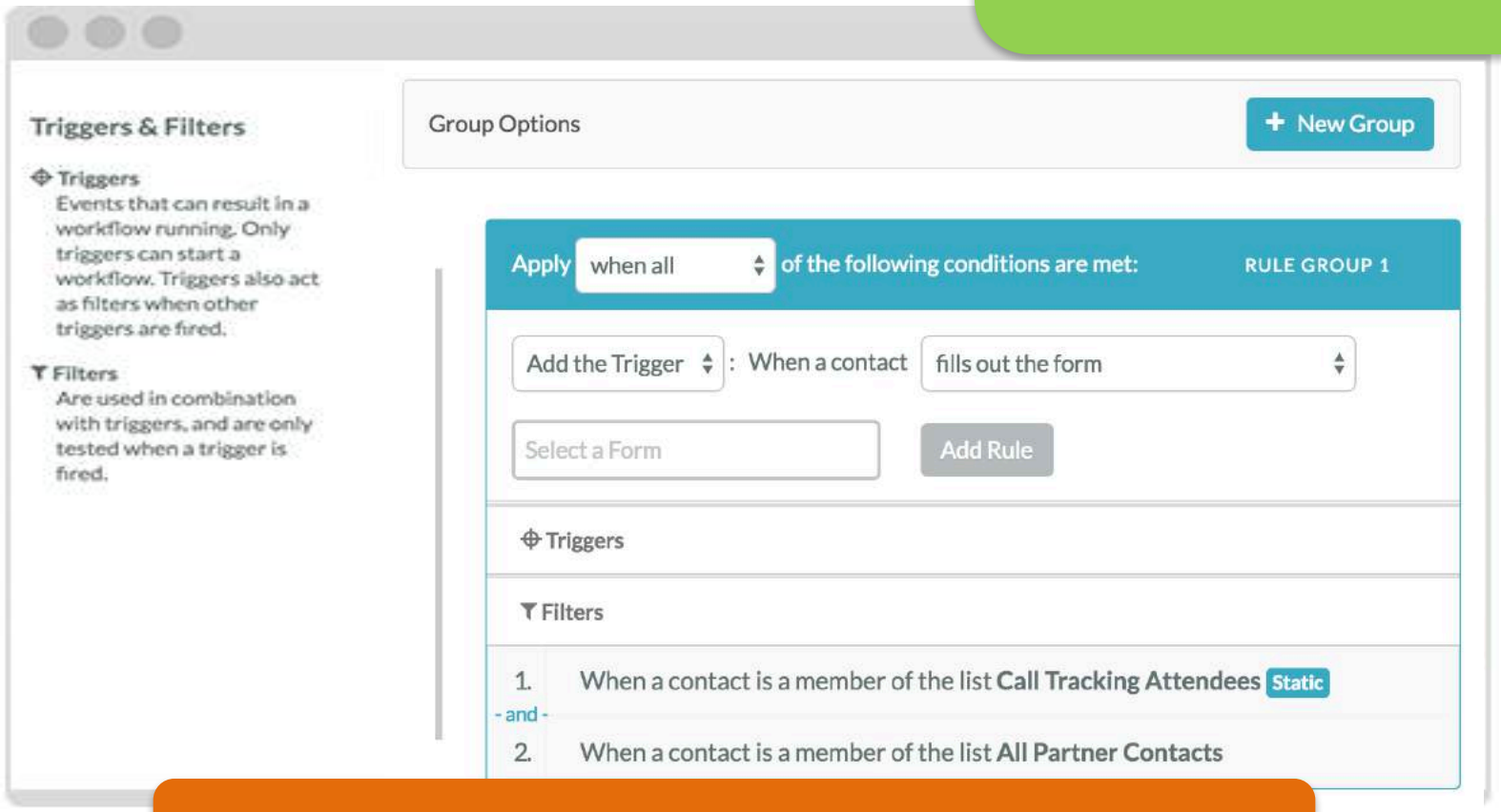
# Build Relationships and Stand Out

Communicate with each of your clients' prospects simultaneously through behavioral based actions within minutes so your clients stay top of mind through tasks and workflows.




**Easier than pushing an "easy" button**

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# Maximize Sales Efforts

- Send notifications to sales when a lead is engaged
- Know the lead's interests and history
- Customize communication based on search query

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# Benefits for Agencies

Grow your agency. Increase your value.

### Higher Value Relationships

Growing your agency by becoming an integrated and indispensable partner to your clients

### Monthly Recurring Revenue

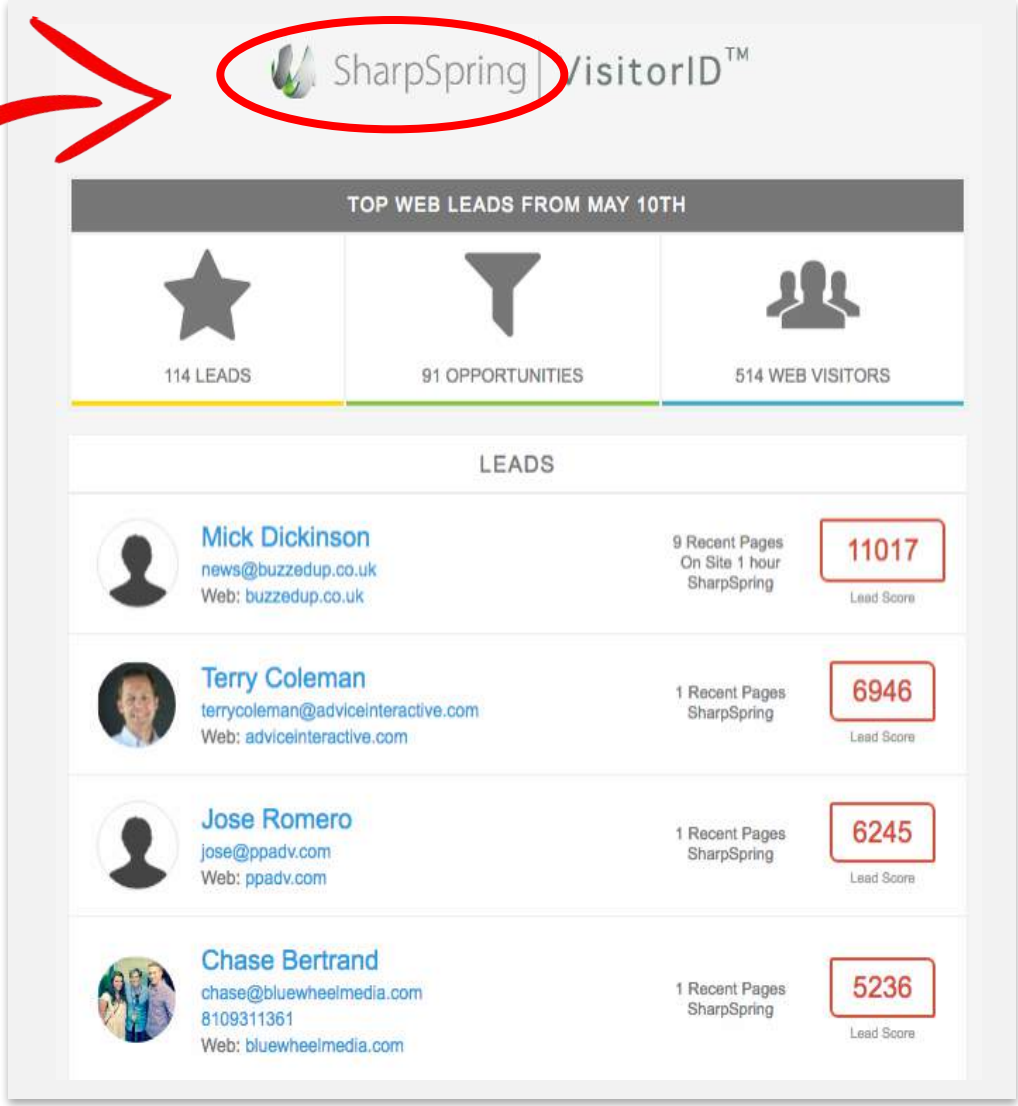
Move from unpredictable project work to retainer-based relationships

### Prove Your Value To Your Clients

Show clients measurable results with comprehensive lead-to-revenue reporting

# Bonus Tip 5.1: Daily Visitor Reports

Brand with your agency logo




- Stay top of mind with your clients through daily visitor reports.
- See:
  - Top returning leads
  - Top customers
  - Company names of anonymous site visitors

# Poll

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# Questions?

# Continuing the Conversation

## With SharpSpring:

Questions?

Email sharpspring@sharpspring.com

Want to see more?

Request a demo on www.sharpspring.com

## SharpSpring Partners:

Got a great success story?

Email ideas to nicole@sharpspring.com

**With Jess:**

Jess Armstrong
Customer Onboarding Specialist
WordStream

**Phone:** 857-263-3302

**Email:** jarmstrong@wordstream.com

**Web:** www.wordstream.com


**With James:**

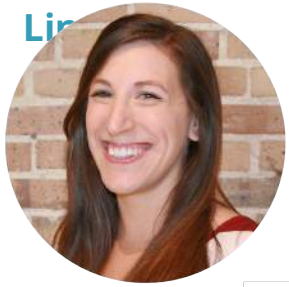
James Morgan
Senior Vice President of Partnerships

**Phone:** 813-760-5533

**Email:** jamie@sharpspring.com

**Web:** www.sharpspring.com


**With Li**

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*Thank You*

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