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My latest hobby

About Today's: what we do

- Web design & development
- Internet Marketing Campaigns (focused on SearchEngineMarketing & Email Marketing)

About Today's

NOT FIRST

NOT FASTEST

Today's

About Today's SEM

- Worked in multiple industries (tourism, pharma, b2b services, private medicine)
- Over $500k managed in Google AdWords
- Google Adwords CertifiedPartner

- Unique tool that monitors the market

(we know almost everything about .RO AdWords advertisers: budgets, keywords, ads)

Before Choosing Tools

1. What Problem are you solving ?

2. Which tools can help?

3. When does it makes sense to invest in tools?

Today's

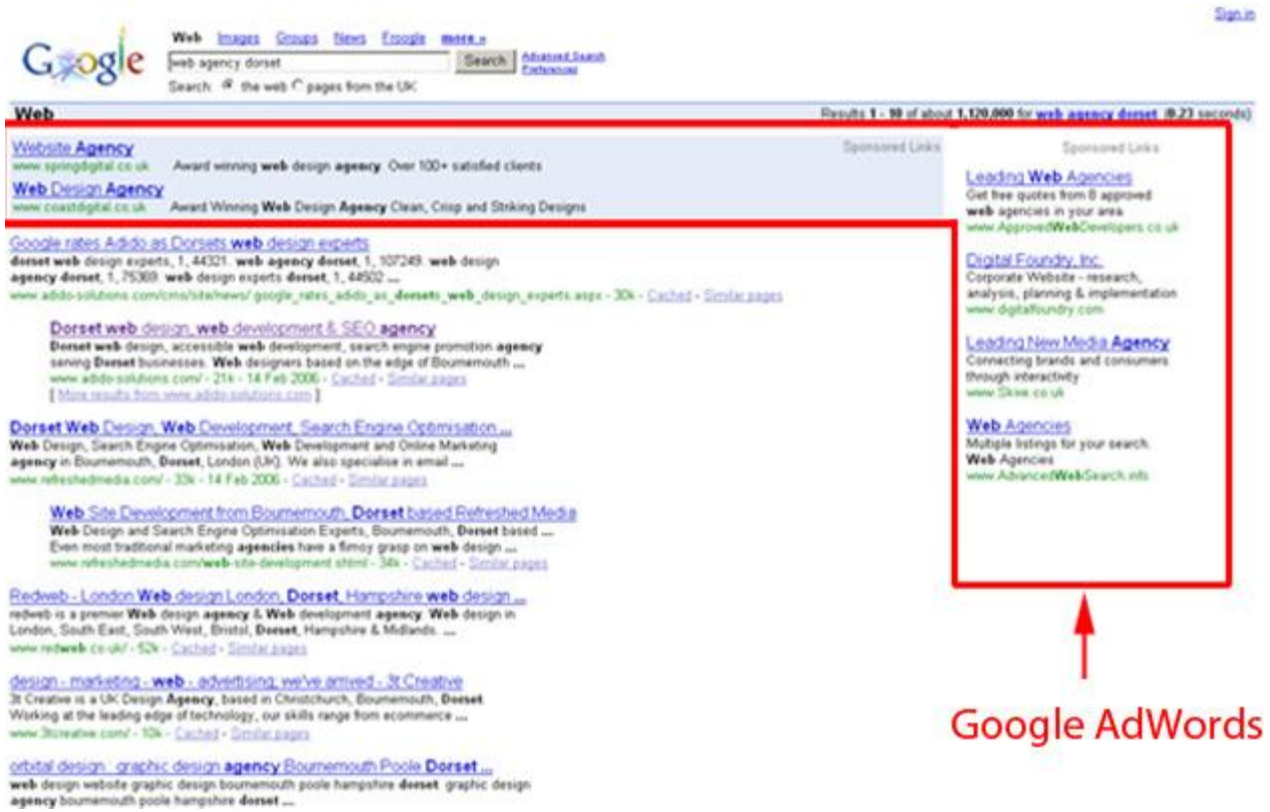
This presentation's topic

2%

This presentation's topic

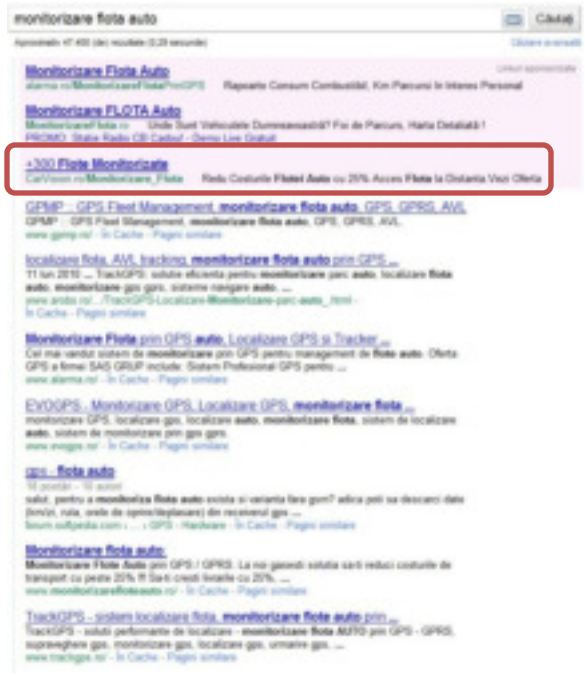
20 $ bn world wide

Google AdWords



Today's

Lead Generation with Adwords



Prospect

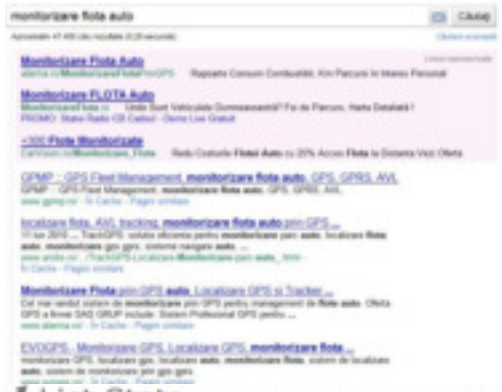
B2B Lead Generation Campaign

Today's

Lead Generation with Adwords

- Problem: You need more clients / sales
- Tools: Google AdWords (opt: +agency)
  Landing Page/Website
- When to do it: When you feel you can increase the revenue stream (the logistics can handle more clients)
  When your competition is doing it

Build email marketing DB / Sell expensive products



List Stats A quick overview of how your lists are doing.

Listname	Today	Yesterday	Subscribed	Unsubscribed	Grand Total	List Completion
[illegible]	3	6	1,800	2	1,802	Complete
[illegible]	0	0	28	0	28	67%
[illegible]	0	0	0	0	0	17%
[illegible]	0	0	3,062	7	3,069	Complete
[illegible]	68	60	39,260	148	39,408	84%
[illegible]	5	12	2,079	11	2,090	Complete
[illegible]	0	0	630	0	630	99%
[illegible]	0	0	0	0	0	50%
[illegible]	4	5	755	6	761	Complete
Totals	80	83	47,614	174	47,788	Create A New List

Email marketing

Contact List	Created	Contacts	Unsubscribes	Action
Consultatie - generic	03 Mar 2009	2	0	View Print
has used Adwords before	09 Jul 2009	19	0	View Print
just starting with Adwords	09 Jul 2009	57	0	View Print
opt in adwords	12 Feb 2009	6,304	163	View Print
optin generic	18 Feb 2009	9	0	View Print
TEST	09 Oct 2009	3	0	View Print

Today's

Build email marketing DB / Sell expensive products

- Problem: You need more subscribers to your NL
  You are selling an expensive product & want to keep the audience warm
- Tools: Google AdWords (opt: +agency)
  Landing Page/Website
  Email Solution/Software + Copywriter
- When to do it: When you want to address to a larger audience
  Launch a product/promotion

Remarketing with Google AdWords

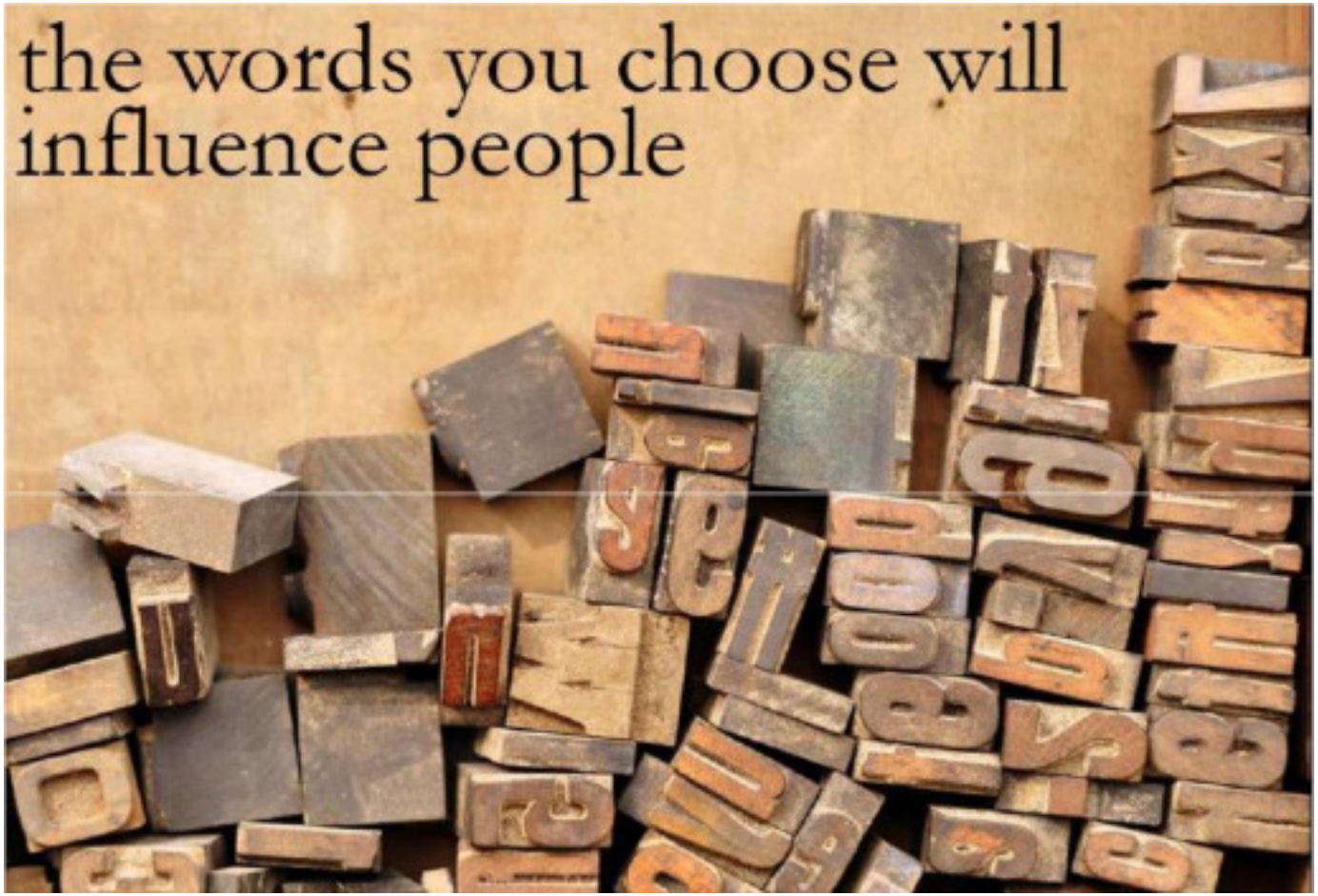
- Google recently mentioned that “97% of new visitors do not convert the first time they arrive at your site.”

Introducing Remarketing:

- When someone visits your website, you can drop a tracking cookie onto their computer. Later, when that individual is viewing other websites that utilize Google AdSense(like hotnews.ro), you can display your PPC ad in front of that user again via the Google AdWords Display Network

•Think you have another chance to make an impression

•Subliminal messages do work (You can use visual ads, texts)



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Remarketing with Google AdWords

- Problem: Didn't close the sale/conversion
- Tools: AdWords Remarketing
  track: Visits to your Homepage
  Visits to specific product pages
  Visits to your shopping cart
  Visits to your Contact page
- When to do it: Since your first impression didn't pull the visitor in enough to convert – let's make the second one count!

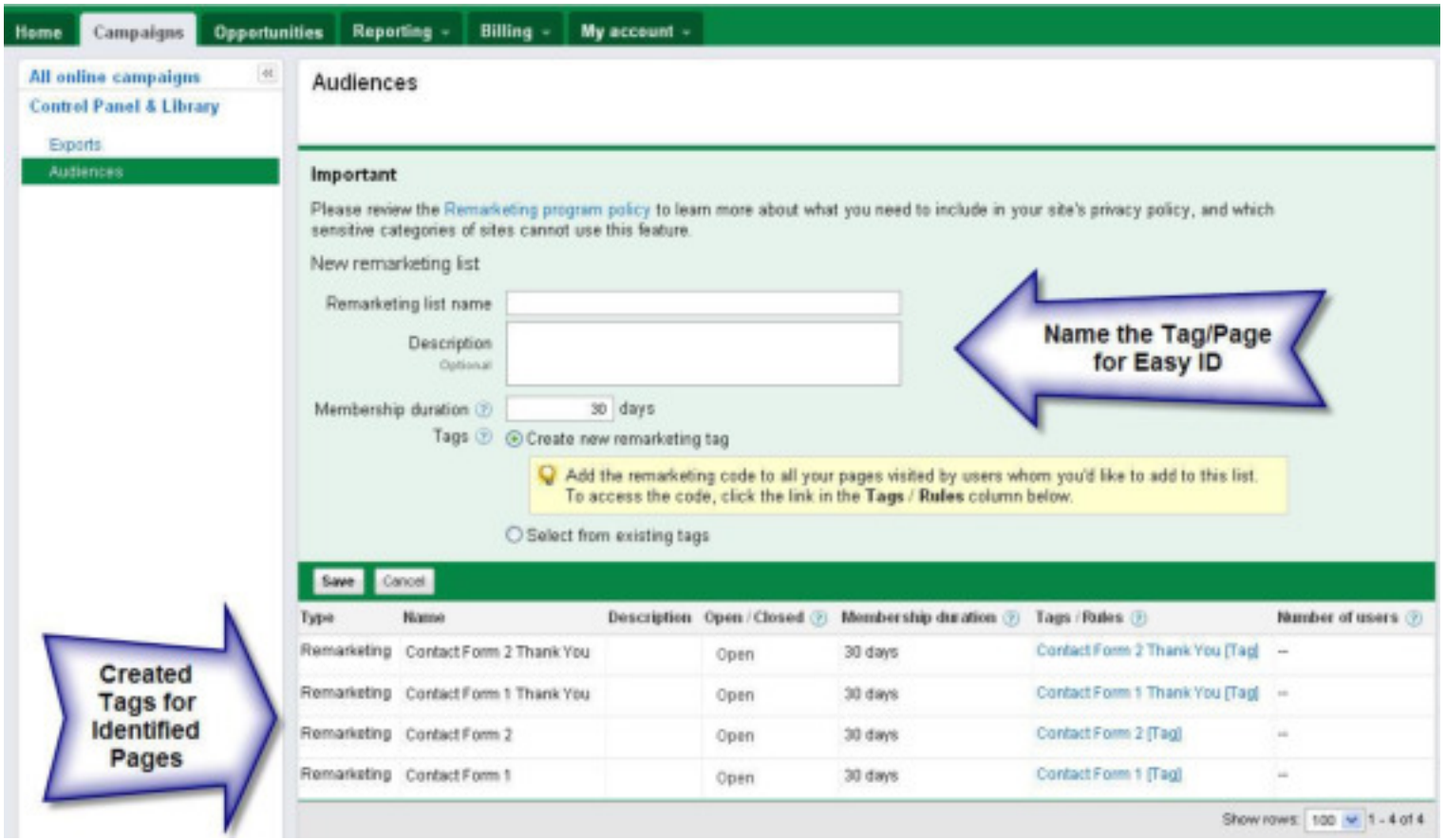
Remarketing with Google AdWords

When they browse a site on the Google Content Network, they see your ads

1. Google saves user info on user list.

2. User is recognised across the Google Content Network, and is shown your display or text ads

Remarketing with Google AdWords



Today's

Takeaways

- Search retargeting is the ability to target users based on user search history
- Search is the best source of intent data
- Search is the universal marketing language

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