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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**

# 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?

This presentation's topic

20%



This presentation's topic

20 \$ bn

world wide



# Google AdWords

The screenshot shows a Google search for "web agency dorset". The search bar is at the top, with the Google logo on the left and a search button on the right. Below the search bar, the search results are displayed. The first two results are organic search results, both for "Website Agency" and "Web Design Agency" from "springdigital.co.uk" and "coastdigital.co.uk" respectively. These results are highlighted with a red box. To the right of the organic results, there are two columns of "Sponsored Links". The first column contains "Leading Web Agencies" and "Digital Foundry, Inc.". The second column contains "Leading New Media Agency" and "Web Agencies". A red arrow points from the text "Google AdWords" below to the sponsored links section. The text "Google AdWords" is written in red.

Web Images Groups News Google more...

web agency dorset Search Advanced Search

Search: the web pages from the UK

Web Results 1 - 10 of about 1,120,000 for web agency dorset (0.27 seconds)

**Website Agency**  
www.springdigital.co.uk Award winning web design agency Over 100+ satisfied clients

**Web Design Agency**  
www.coastdigital.co.uk Award Winning Web Design Agency Clean, Crisp and Striking Designs

Google rates A-Info as Dorsets web design experts  
dorset web design experts, 1, 44321. web agency dorset, 1, 107249. web design agency dorset, 1, 75369. web design experts dorset, 1, 44502 ...  
www.addo-solutions.com/cms/stathews/google\_rates\_addo\_as\_dorsets\_web\_design\_experts.aspx - 30k - Cached - Similar pages

**Dorset web design, web development & SEO agency**  
Dorset web design, accessible web development, search engine promotion agency serving Dorset businesses. Web designers based on the edge of Bournemouth ...  
www.addo-solutions.com/ - 21k - 14 Feb 2006 - Cached - Similar pages  
[ More results from www.addo-solutions.com ]

**Dorset Web Design, Web Development, Search Engine Optimisation ...**  
Web Design, Search Engine Optimisation, Web Development and Online Marketing agency in Bournemouth, Dorset, London (UK). We also specialise in email ...  
www.refreshedmedia.com/ - 33k - 14 Feb 2006 - Cached - Similar pages

**Web Site Development from Bournemouth, Dorset based Refreshed Media**  
Web Design and Search Engine Optimisation Experts, Bournemouth, Dorset based ...  
Even most traditional marketing agencies have a firmy grasp on web design ...  
www.refreshedmedia.com/web-site-development.shtml - 34k - Cached - Similar pages

**Redweb - London Web design London, Dorset, Hampshire web design ...**  
redweb is a premier Web design agency & Web development agency Web design in London, South East, South West, Bristol, Dorset, Hampshire & Midlands ...  
www.redweb.co.uk/ - 52k - Cached - Similar pages

**design, marketing, web, advertising, we've arrived - 3t Creative**  
3t Creative is a UK Design Agency, based in Christchurch, Bournemouth, Dorset Working at the leading edge of technology, our skills range from ecommerce ...  
www.3tcreative.com/ - 10k - Cached - Similar pages

**orbital design, graphic design agency Bournemouth Poole Dorset ...**  
web design website graphic design bournemouth poole hampshire dorset graphic design agency bournemouth poole hampshire dorset ...

**Leading Web Agencies**  
Get free quotes from 8 approved web agencies in your area.  
www.ApprovedWebDevelopers.co.uk

**Digital Foundry, Inc.**  
Corporate Website - research, analysis, planning & implementation  
www.digitalfoundry.com

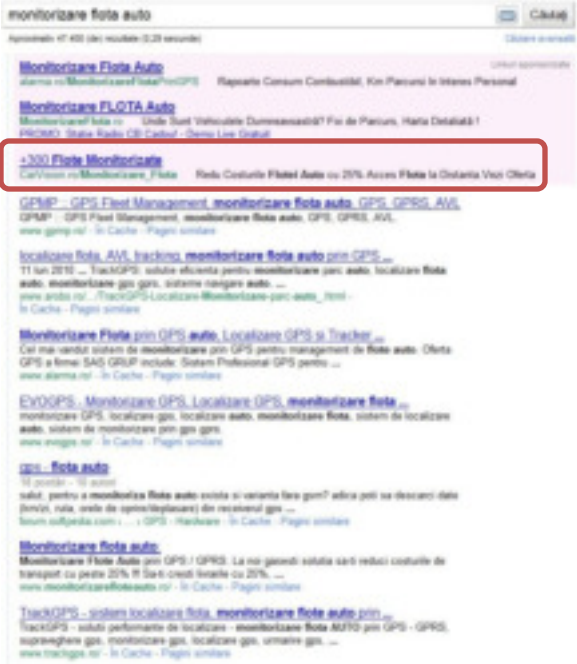
**Leading New Media Agency**  
Connecting brands and consumers through interactivity  
www.3like.co.uk

**Web Agencies**  
Multiple listings for your search.  
Web Agencies  
www.AdvancedWebSearch.info

Google AdWords



# Lead Generation with Adwords



Prospect



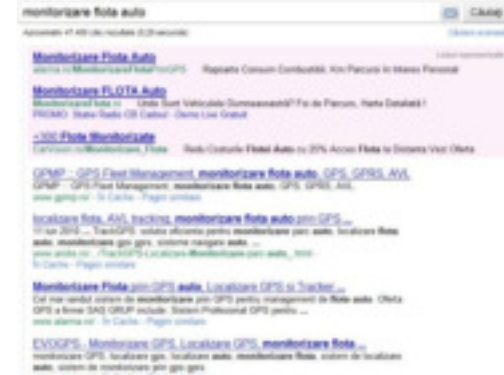
B2B Lead Generation Campaign



# 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
adverts_south	3	6	1,800	2	1,802	Complete
adverts_south_2	0	0	28	0	28	57%
adverts_south_3	0	0	0	0	0	17%
adverts_south_4	0	0	3,062	7	3,069	Complete
adverts_south_5	68	60	39,260	148	39,408	54%
adverts_south_6	5	12	2,079	11	2,090	Complete
adverts_south_7	0	0	630	0	630	54%
adverts_south_8	0	0	0	0	0	22%
adverts_south_9	4	5	755	6	761	Complete
<b>Totals</b>	<b>80</b>	<b>83</b>	<b>47,614</b>	<b>174</b>	<b>47,788</b>	<b>Create A New List</b>



Email marketing

Contact List	Created	Contacts	Unsubscribes	Action
Consultanta - generic	03 Mar 2009	2	0	View Feed
has used Adwards before	09 Jul 2009	18	0	View Feed
just starting with Adwards	09 Jul 2009	57	0	View Feed
opt in adwards	12 Feb 2009	6,304	363	View Feed
optin generic	18 Feb 2009	9	0	View Feed
TEST	09 Oct 2009	3	0	View Feed



# 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

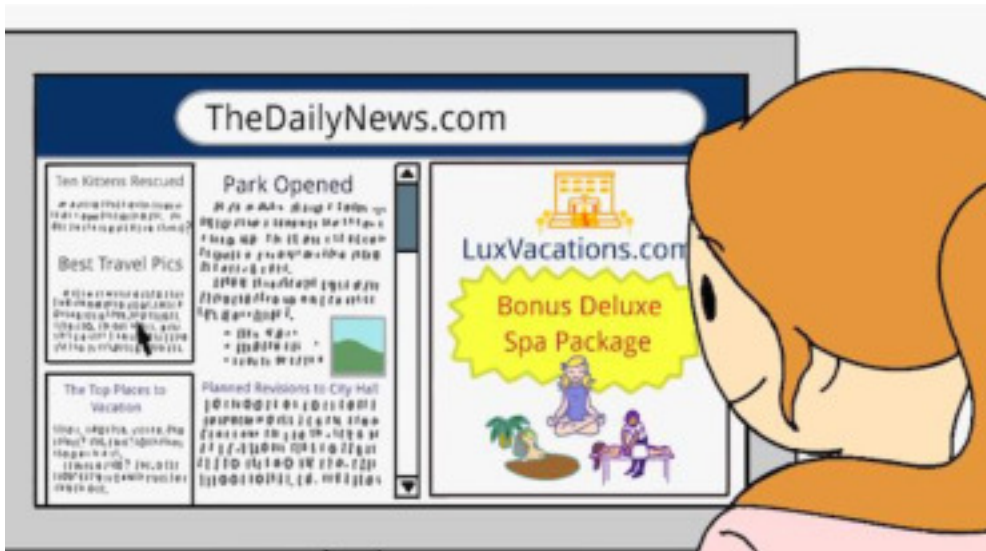


# Remarketing with Google AdWords

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

## Introducing Remarketing:

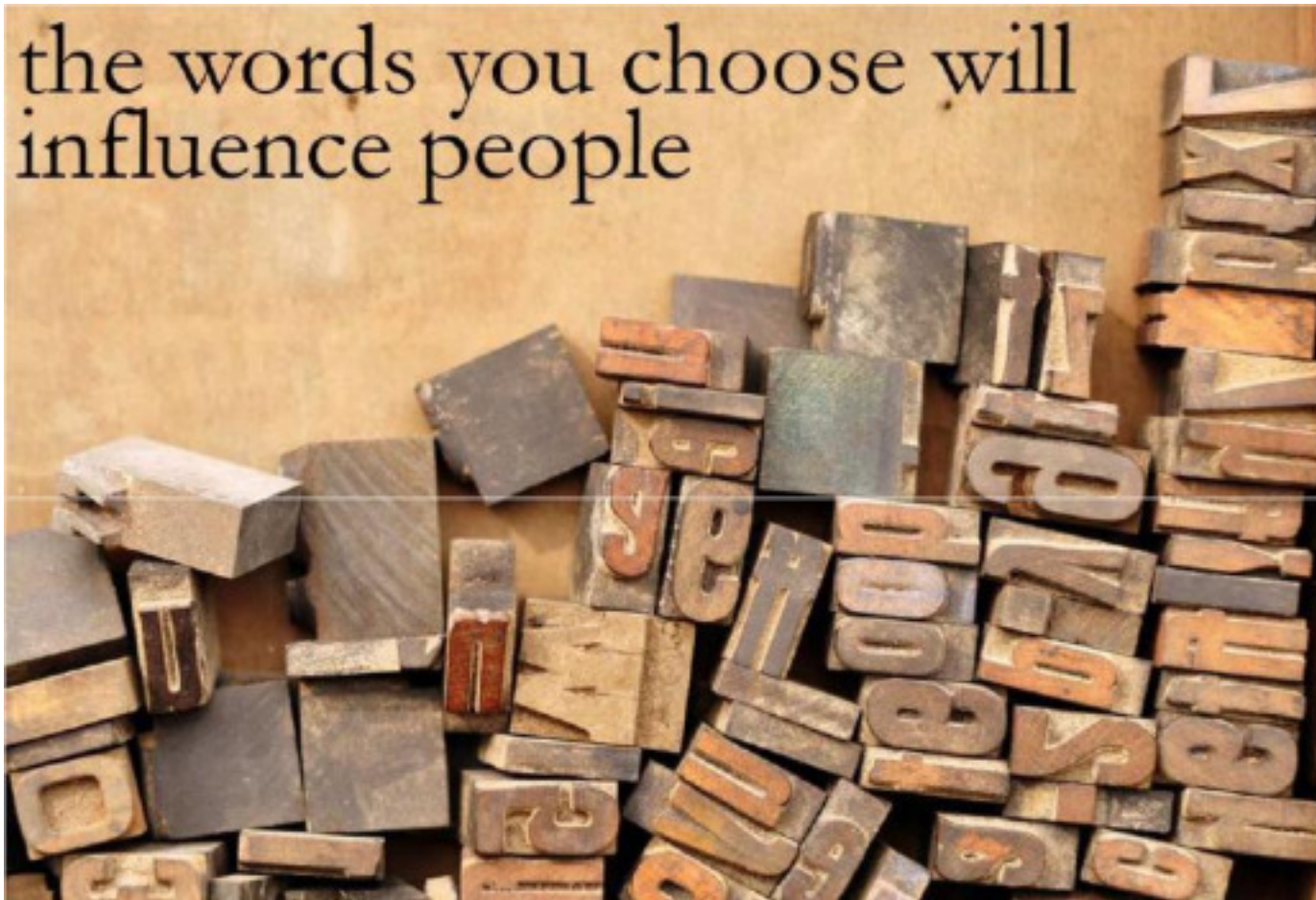
- When someone visits your website, you can drop a tracking cookie onto their computer. Later, when that individual is viewing other websites that utilize Google AdSense(like hotnews.ro), you can display your PPC ad in front of that user again via the Google AdWords Display Network



- Think you have another chance to make an impression
- Subliminal messages do work (You can use visual ads, texts)



the words you choose will  
influence people



# 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

Home Campaigns Opportunities Reporting - Billing - My account -

All online campaigns Control Panel & Library Exports Audiences

## Audiences

**Important**  
Please review the [Remarketing program policy](#) to learn more about what you need to include in your site's privacy policy, and which sensitive categories of sites cannot use this feature.

New remarketing list

Remarketing list name

Description  Optional

Membership duration  days

Tags  Create new remarketing tag

Add the remarketing code to all your pages visited by users whom you'd like to add to this list. To access the code, click the link in the **Tags / Rules** column below.

Select from existing tags

Type	Name	Description	Open / Closed	Membership duration	Tags / Rules	Number of users
Remarketing	Contact Form 2 Thank You		Open	30 days	<a href="#">Contact Form 2 Thank You [Tag]</a>	--
Remarketing	Contact Form 1 Thank You		Open	30 days	<a href="#">Contact Form 1 Thank You [Tag]</a>	--
Remarketing	Contact Form 2		Open	30 days	<a href="#">Contact Form 2 [Tag]</a>	--
Remarketing	Contact Form 1		Open	30 days	<a href="#">Contact Form 1 [Tag]</a>	--

Show rows: 100 1 - 4 of 4

**Created Tags for Identified Pages**

**Name the Tag/Page for Easy ID**

# Takeaways



Chinese Take-away Food

- 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