

Omni Channel PPC Marketing

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Introduction

A candid discussion of campaigns every business should run. If you do spend any money marketing online at this moment, then Omni-Channel Pay-Per-Click (PPC) is for you. If there is anything that leaves a question in your mind, be sure to contact me directly.

Omni Channel PPC Marketing Discussion

Welcome and thank you for joining the discussion on Omni-Channel PPC,

Just some of the platforms your company will be seen on is Amazon.com, The Weather Channel, CNN, About.com, Yahoo!, Mayo Clinic, TechCrunch, WebMD, Cosmopolitan, ESPN, BusinessWeek, Tripadvisor, Readers Digest, and Pandora to name a few.

I've heard some horror stories about past Internet marketing campaigns and their performance from businesses. We have worked hard to bring you a done-for-you Omni-Channel Internet marketing system that's a no-brainer. A system that is very low cost but very high in yield. It will help everything else that you're doing in your marketing efforts. Both brick-and-mortar and online unifying those efforts moving and getting everything started in the right direction together.

So when you look at your traffic right now. Where is your traffic coming from? Is it branded traffic? Is it social traffic? Is there no traffic? What I would focus on is making sure that you're making the most of that existing traffic. Whether it be inquiry by a physical network in your community from such groups as Chamber of Commerce, physical ads in newspapers, radio to online PPC efforts such as Google Ads, Facebook and more. So if somebody comes to our website that's 93% to 94% of the people we're not doing business with. We don't even get the opportunity. They come, they look, they bounce, they get distracted. So the question is, "are you doing any type of retargeting?"

One thing that's interesting. There are crazy statistics with retargeting. The product retargeting just works. One thing people don't really think about when it comes to retargeting it's a branding tool, not just a recovery tool. You can think about it as a long-term sells tool as well.

With Google for example, we can cookie a customer and show ads to them for almost a year. So when a customer comes to your website we can get your brand in front of them for a year quite literally for pennies on the dollar. So every time that they're on the computer every day, every week, right, you're at the back of their mind for quite literally 2 or 3 cents a view. So think of retargeting as a top of mind and brand awareness play, a retention tool for existing customers.



As a product retargeting is the first thing I suggest to everybody. Because when you look at all the marketing campaigns they have the cheapest ad spend and it has the highest ROI. It's going to help every other marketing initiative you do. I know that a lot of other stuff has not worked for businesses in the past. But is it getting you traffic? If we can stay in front of that unconverted traffic there's a much better chance to keep the lead warm. So we're going to be able to convert those people into paying customers when they make the decision to buy a product or service.

Now we can begin to roll out your other offers to the same people with retargeting pixels. As you take on your next product launch I can show that offer to everybody we have been showing ads to so far. As we bring on service offerings or products we can begin showing those ads. Now it's not just those services and products, now we're bringing awareness to your new products and new launches – new rollouts.

That's why I think that the retargeting tools are the right thing for your business. Not only will we show different ad types for each product, we'll also create ads all about reviews. So that we can show them that you're an authoritative company. Branding your company to the searcher and staying top of mind. That's having your name and your logo in front of them all the time. In addition to all that, we run seasonal ads to boost sales.

I understand that the buyer's journey is just crazy. For cars it's really crazy as it takes some 120 touchpoints to sell one car according to Google. For most businesses it is very different because they know that they need your service but they may not want to do it because there's a purchase pain. When they convert is when they absolutely need you so we need to stay top-of-mind via retargeting. Once they have the need and ready to convert, they know that you are the expert and they need your service; that they have to do business with you rather than anybody else.

You need to stay top-of-mind so that when the customer is ready to convert and make a buying decision you're there. If the content on your website is structured correctly we can raise it from a 4% to 10% conversion rate and above. Implementing a remarketing program will continue to increase your conversions dramatically at a very low cost.

You can't necessarily stay top-of-mind for example with an opt-in form necessarily. You have to have an open rate and consistently feed emails to potential customers. And you don't want to push it too far becoming gimmicky. To do that for a year is an enormous effort.

We also need to educate in the retargeting ads. Let's educate in particular ads and talk about your company's expertise. We also deal with scenarios where the business has been mislabeled or misinterpreted as something else. Or a company that is known for a particular service and customers are not aware of other mainstream services that are provided. We get to both boost your company's brand and get around these obstacles using educational ads. And there's no better place to do it then in the retargeting program.



With retargeting you don't need a big or wide audience. So at the end of the day there's like three big things that we focus on with retargeting that make us different than the rest. When you look at retargeting we fundamentally believe that there are three big keys. One is just doing retargeting. Like just getting it set up. We have a 65 page manual to get this done for you. That's why it's a done-for-you program. Setting up the accounts, generating the text and display ads on an on-going basis along with statistics and reporting is an enormous task for a company to undertake. Two, and by the way 98% of business owners are not doing retargeting, we want to be everywhere omni-channel. The overall pie has slices. We have 3% of the market using Google ads. Then you have 5% doing remarketing with Facebook for example.

Remarketing works so well because it goes after people who have already expressed interest in your business – both customers and unconverted visitors. It's not like this is a big cold traffic pull, this is a warm audience. These are people who have already raised their hand. That is why we would want to show up everywhere.

This is why we need to educate in the ads. We say we do this and we don't do this. So you can pre-qualify your customer as much as possible. We show up everywhere literally. Show up not just on Facebook or not just on Google we show up everywhere. You show up inside of Gmail, on YouTube, Twitter and LinkedIn because we have these relationships with the display Networks. The Google ads Network for example has ads that they display on all kinds of different websites. So we are able to take the people that have visited your website and we're able to not only follow them around the internet on these big famous websites but across their entire browser history. That is a big plus for your business.

We can show our remarketing ads on sites like weather.com we can show them on eBay and Mammoth sites like Amazon for example; CNN and ESPN as well. Now this also positions your brand with websites such as CNN, ESPN and weather.com giving you authority in your industry and expert status. Now your customers and visitors have this correlation of your company on authority networks. A prospect will say, "I just checked out your company yesterday and now I'm seeing you on weather.com and CNN." This is really Earth shaking for the end prospects and your regular customers. So you want to show up everywhere not just on Google and Facebook but we want to show up within full search portfolios. That is the main concept of the second key.

Consider Banner advertising. Have you ever heard of banner blindness? One huge hurdle we overcome in this process is to avoid banner blindness. What businesses do is keep pounding the same ad over and over and over. Then what happens is our minds just begin to block it out. That's called Banner blindness.

Right? It's how frequently we've seen the ad. So it begins to happen as they see your company again with the same ad and rather than say, "there's your company again," they just begin to ignore it, the mind blocks it out.





The third most important thing for us is to use Omni Rotation. We are avoiding Banner blindness. How we avoid that is change out banners often. To launch we begin by creating 200 banner ads just to get started. Then every month we're rotating them and adding more. The reason that we're doing this is to avoid blindness. What we do is to get each ad to leave a new impression of your business rather than just the same old add.

Also when we have that many ads we are able to drop the frequency of display. The frequency is how often your ad shows. When we drop the frequency and we create all these ads we actually get better results. It's like a brand new fresh experience for the customer. Versus tired burnt out ads that everybody has seen. We actually get better results, we have more clicks. This produces a higher click through rate, just the percentage of time that your ads get a click, and that keeps our cost super low. So we get better results and more click-through because of us changing out the ad and reducing the frequency. Those are the three major keys.

One question I get, "is do I need a wide spread of visitors or large audience?" The answer is no. With Facebook to begin retargeting and display ads with them is 50 visitors total. That's once we drop the Facebook retargeting pixel. Another Network that we used to display ads is Traffic Fuel. They need 20 or 22 visitors to start running the ads. Google needs about a hundred to start running ads. You don't need thousands of visitors a month or even 500 to begin running retargeting ads.

We have tracking and set-up guidelines we use for our customers and we just roll it into our pricing because it's something that everybody needs. We set up all the accounts, we set up all the retargeting, we set up Google Analytics, we set up conversion tracking as well, i.e. for phone calls and web forms. Most businesses do not have the resources to invest in expert staff to set up retargeting programs which include Certified Google Ads experts and marketing team, IT, graphic artist and ads campaign managers along with analytics and reporting effectively. This is our core competency that we do day-in-and-day-out.

Partnering with us businesses quickly understand what is happening in the market and now have the analytics to get the information they need. These are real assets we setup for your company and are yours to keep. The analytics, reporting and hundreds of pieces of graphic art are rolled into the setup fee. Typically we charge \$1,000 or so to set that up and we just roll it into the price since we feel it's absolutely necessary.

60 or 90 days in you know what's happening. Not the usual agency report that you have so many clicks or visits. This is real data that is charted and can be used for predicting growth. Without this information you don't really know what's happening and we can't show any progress. Now we can intelligently show where that click came from, whether or not they converted and any benefit and growth patterns.

100% we can take and effectively go target where you would like to have your ads shown. This is our premier product. This is the foot-in-the-door that will get regular cheerleaders from businesses in the





end. We work to move your business forward to move ours forward. At the end of the day 98% of business owners are not doing retargeting. And we will not represent two of the same type of business in the same market. This is an exclusive service.

We only need an onboarding call which takes about 20 minutes? And if you have any services from another company that we can't access will just create another of the same service. You are welcome to call with any questions you have and join my webinar for more information.

Thank you,
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