Search & Retargeting
An Intro to Digital Advertising for Credit Union Marketers

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About Your Speaker

• 10 years in digital marketing
• Has run hundreds of ad campaigns
• Taught advertising to over 1,000 students
• Industries: finance, law, technology, education, publishing, music, entertainment, nutrition, fashion, and more
• MBA (Marketing) & Google AdWords Partner
Why You’re Here

1) Grow your Credit Union through advertising.

2) Make a decent return on your investment.

3) Not blow your budget trying.
What You’ll Learn Today

• Online Ads vs. Traditional

• Search Advertising
  – Why search ads are effective
  – How search ads work
  – Ad metrics to know
  – Setting up an organizing campaigns
  – Creating text ads
  – Selecting keywords
  – Conversion tracking
  – Budgeting & forecasting

• Display Retargeting
  – Why retargeting works
  – How retargeting works
  – How to set up retargeting
  – Retargeting best practices
Digital Marketing vs. Traditional Marketing

**Digital Marketing**
1. Reach out to maximum people
2. Targeted or Client Specific Marketing
3. Versatile (can make changes in the advertising)
4. Immediate Communication

**Traditional Marketing**
1. Limited Audience
2. Global Marketing
3. Non-Versatile (cannot be altered once published)
4. Delayed Communication
So our benefits from online advertising are...
Search Advertising: The Leader!
Benefits of AdWords

**Target and reach people**, at the moment they are searching for products/services like yours.

**Control your budget.** You only pay when they click, and you can set as little or as much as you want to spend. No minimums.

**See what’s working**, and build on it. Plenty of reporting and optimization tools.
How AdWords Works

Users Search → Ads Appear → Connect w/ Business

Seems obvious, but there are complexities...
Keyword bids & quality determine ad order

Equal Weight:
- Advertiser’s $ bid on a keyword (insurance, credit unions)
- Advertiser’s Quality Score for each keyword
Quality Score

Affected by 3 things:

• Ad’s relevance to keyword
• Historical click-through rate
• Landing page experience
EXAMPLE (keyword = car insurance)

**GEICO**
- Bid: $10 per click
- Quality Score: 7/10
- Combined = 70 (Geico is lower)

**PROGRESSIVE**
- Bid: $12 per click
- Quality Score: 7/10
- Combined = 84 (Prog. is higher)

**GEICO**
- Bid: $10
- Quality Score: 9/10
- Combined = 90 (Geico is higher)

**PROGRESSIVE**
- Bid: $10
- Quality Score: 8/10
- Combined = 80 (Prog. is lower)
Higher Ad Spots = More Traffic (but can be less profitable per click)
Common Advertising Vocabulary

- **Impressions** – # of times your ads are “seen” by users
- **Clicks** – A user saw the impression of your ad, and clicked on it
- **CTR** – Clickthrough Rate – % of people clicking ads they saw
- **CPC** – Cost Per Click – How much you pay when someone clicks
- **CPM** – Cost Per Thousand Impressions – Cost for every 1,000 people an ad is shown to
- **Conversions** – An action that you’re measuring after the click
- **CPA** – Cost Per Acquisition – How much you pay per conversion
- **Search Phrases** – What they type in (queries, terms; not keywords)
- **Landing Pages** – Page you send a customer to when they click your ad
Before you advertise, ask yourself: What are your goals?

• Leads
• Applications
• Signups
• Transactions

The way you track, measure, and analyze your data—and ultimately optimize your ad campaigns—depends on this information!
Examples of Advertising Objectives

• Fill out a lead form for a loan
• Apply for a credit union account
• Complete online transactions
• Calls to the local branch
Inside the AdWords System
Account Structure
Organization, Relevance, Volume, & Profitability
We expect ads to match keywords

Search = coffee tables

**Stylish Coffee Tables - Low Prices & Same Day Delivery**

Ad  www.livingspaces.com/Coffee_Tables  ▼

Traditional, Modern, Rustic Styles!

Search = dining tables

**Beautiful Dining Tables - Handcrafted with Pride and Love**

Ad  www.erikorganic.com/DiningTables  ▼

The Living Centerpiece of Your Home
Types: Adagio Dining Table, Alexandria Dining Table, Alvarez Dining Table…
When ads match keywords

• Higher click-through rate (audience relevancy)
  – More customers
  – Better Quality Score

• Google sees more relevancy
  – Better Quality Score

Better QS = Lower Cost, More Profitable Ads
Ad Groups help us accomplish this

Account

Campaign
Ad Group
Ad Keyword
Keyword
Keyword

Campaign
Ad Group
Ad Keyword
Keyword
Keyword

Campaign
Ad Group
Ad Keyword
Keyword
Keyword

Campaign
Ad Group
Ad Keyword
Keyword
Keyword
Ad Groups help us accomplish this

<table>
<thead>
<tr>
<th>Account</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture store</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tables</td>
<td>Beds</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad group</th>
<th>Ad group</th>
<th>Ad group</th>
<th>Ad group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee tables</td>
<td>Dining tables</td>
<td>Sofa beds</td>
<td>King size beds</td>
</tr>
<tr>
<td>Ads Ad 1 Ad 2</td>
<td>Ads Ad 1 Ad 2</td>
<td>Ads Ad 1 Ad 2</td>
<td>Ads Ad 1 Ad 2</td>
</tr>
</tbody>
</table>
Creating Campaigns

• Campaigns are separated based on departments, marketing objectives, events,
• Each campaign has its own Budget, Geo, Schedule, Ad Rotation, and other settings.
• A campaign can hold any number of Ad Groups, Ads, and Keywords.
## Example of Several Campaigns

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorcycle Accident</td>
<td>$8,696.65 Monthly $286.04/day</td>
<td>Limited by budget</td>
<td>$170.69</td>
<td>10,748</td>
<td>32</td>
<td>0.30%</td>
<td>$5.33</td>
<td>4.3</td>
<td>1.00</td>
</tr>
<tr>
<td>Truck Accident</td>
<td>$8,696.65 Monthly $286.04/day</td>
<td>Limited by budget</td>
<td>$178.99</td>
<td>5,814</td>
<td>39</td>
<td>0.67%</td>
<td>$4.59</td>
<td>3.9</td>
<td>0.00</td>
</tr>
<tr>
<td>Car Accident</td>
<td>$8,696.65 Monthly $286.04/day</td>
<td>Limited by budget</td>
<td>$1,803.59</td>
<td>47,991</td>
<td>238</td>
<td>0.50%</td>
<td>$7.58</td>
<td>3.9</td>
<td>18.00</td>
</tr>
<tr>
<td>Pedestrian Accident</td>
<td>$8,696.65 Monthly $286.04/day</td>
<td>Limited by budget</td>
<td>$8.80</td>
<td>224</td>
<td>2</td>
<td>0.89%</td>
<td>$4.40</td>
<td>3.2</td>
<td>0.00</td>
</tr>
<tr>
<td>Wrongful Death</td>
<td>$8,696.65 Monthly $286.04/day</td>
<td>Limited by budget</td>
<td>$65.17</td>
<td>1,642</td>
<td>7</td>
<td>0.43%</td>
<td>$9.31</td>
<td>3.6</td>
<td>2.00</td>
</tr>
<tr>
<td>Slip &amp; Fall</td>
<td>$8,696.65 Monthly $286.04/day</td>
<td>Limited by budget</td>
<td>$164.28</td>
<td>697</td>
<td>10</td>
<td>1.43%</td>
<td>$16.43</td>
<td>2.7</td>
<td>2.00</td>
</tr>
</tbody>
</table>
# Structure of Text Ads

<table>
<thead>
<tr>
<th></th>
<th>Example ad</th>
<th>Max Length (most languages)</th>
<th>Max Length (double-width* languages)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headline:</strong></td>
<td>Example Website</td>
<td>25 characters</td>
<td>12 characters</td>
</tr>
<tr>
<td><strong>Description line 1:</strong></td>
<td>Summer sale</td>
<td>35 characters</td>
<td>17 characters</td>
</tr>
<tr>
<td><strong>Description line 2:</strong></td>
<td>Save 15%</td>
<td>35 characters</td>
<td>17 characters</td>
</tr>
<tr>
<td><strong>Display URL:</strong></td>
<td><a href="http://www.example.com">www.example.com</a></td>
<td>35 characters</td>
<td>17 characters</td>
</tr>
</tbody>
</table>
Examples of Text Ads

Top Ads

Beautiful Dining Tables - Handcrafted with Pride and Love
Ad www.erikorganic.com/DiningTables
The Living Centerpiece of Your Home

Solid Wood Dining Tables - BarnFurnitureMart.com
Ad www.barnfurnituremart.com/
100s Tables. Handmade. Made in USA Amish Crafted - Wood Dining Tables

Sidebar Ads

Dining Room Tables
www.muuduufurniture.com/
Best Prices Nationwide. Shop Online & Save 20-30% Off Retail Prices!

Wood Dining Furniture
www.barnfurnituremart.com/
Wood Dining Room Furniture On Sale! Find Floor Specials In Our LA Store
Text Ads w/ Ad Extensions

Bank of The West Offers - BankOfTheWest.com
Ad  www.bankofthewest.com/CheckingOffers
3.9 ★★★★★★ rating for bankofthewest.com
Get Up To $300 With Checking Offers Hurry, Ends 3/4/16! Member FDIC.
Premier Checking Account - Easy Checking Account - Signature Checking Acct.
📍 Ventura Blvd, Encino - (818) 995-7814 - Open today · 9:00 AM – 5:00 PM

HSBC Promotional Savings - hsbc.com
Ad  us.hsbc.com/savings-offer  (888) 914-7120
Earn 1.01% APY On A Promotional Savings Account W/ New Money Now.
Bank anytime · Personal Banking · FDIC insured · Competitive rates
HSBC Advance Savings - HSBC Everyday Savings - HSBC Premier Savings

Extensions are set at the Campaign or Ad Group levels.
How to Write Effective Text Ads

Highlight what makes you unique
Free shipping? Dazzling variety? Tell people! Showcase the products, services, or offers that make you competitive.

Include prices, promotions, and exclusives
People often use Google search to make a decision about something. Give them what they need to decide. If you have a limited-time discount or stock an exclusive product, say so.

Empower customers to take action
Are you selling something? Tell people what they can buy. Are you offering a service? Tell people how to contact you. Calls to action like purchase, call today, order, browse, sign up, or get a quote make clear what the next steps are.

Include at least one of your keywords
Keywords in your ad text show your ad’s relevance to what people want. For example, if you’ve included digital cameras as a keyword, your ad headline could be "Buy Digital Cameras." Learn how to build the best keyword list.
How to Write Effective Text Ads

Match your ad to your landing page
Have a look at the page that you're linking to from your ad (the landing page), and make sure that the promotions or products in your ad are included there. People might leave your website if they don’t find what they expect.

Appeal to customers on mobile
People seeing your ads on mobile are more likely to want to know where you are, or to call you. Show your location and phone number with location extensions and call extensions. Also, consider creating ads devoted to people on mobile devices, using the mobile version of your website as a landing page, and offering specials suited to a mobile audience. Keep in mind, your text ads can appear differently on mobile.

Experiment
Create three to four ads for each ad group, and use different messages for each to see which does the best. AdWords rotates ads automatically to show the best-performing ads more often. Learn more about ad rotation.

Check for common ad text mistakes
In order to make sure all AdWords ads are high quality, every ad must meet high professional and editorial standards. That means no extra spaces, sTrAnGe CAPITALIZATION, or unclear URLs, to name a few.
Choosing Effective Keywords
2-Way Relevancy Keywords

**Theory:** We should bid on the keyword “yoga” if we sell high-end yoga clothing.

**Reason?** Lots of volume for the keyword yoga.

**Ask Yourself:** How many people who type in the word Yoga to Google are actively looking for high-end yoga clothing?
Reality of Bidding on “Yoga”

Not a lot! You’ll be showing your ads to a lot of people who aren’t actively seeking your solution, but instead yoga classes, low-priced yoga gear, and online yoga instruction. So this could waste a lot of your budget.

**Better Option:** Bid only on keywords like “premium yoga clothes”, “professional yoga wear”, and “high end yoga pants” so that you’re actively reaching people who want what you’re looking for.
# Keyword Match Types

<table>
<thead>
<tr>
<th>Match Type</th>
<th>Symbols</th>
<th>Matches to:</th>
<th>Example Keyword</th>
<th>Matches to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad</td>
<td>example keyword</td>
<td>misspellings, synonyms, related searches, close variations</td>
<td>bike shop</td>
<td>cycle store</td>
</tr>
<tr>
<td>Broad Match Modifier</td>
<td>+example +keyword</td>
<td>search terms that include all words preceded by ‘+’, or a close variant</td>
<td>+bike +shop</td>
<td>bike repair shop</td>
</tr>
<tr>
<td>Phrase</td>
<td>“example keyword”</td>
<td>search terms that include the keyword phrase without any words in between, or a close variant</td>
<td>“bike shop”</td>
<td>local bike shop</td>
</tr>
<tr>
<td>Exact</td>
<td>[example keyword]</td>
<td>search terms are only that keyword, or a close variant</td>
<td>[bike shop]</td>
<td>bike shop</td>
</tr>
</tbody>
</table>
Conversion Tracking

Prospect Searches For Your Services...

Prospect Clicks Your ad...

Prospect Reads Your Landing Page & Fills Out a Web Form...

Prospect Visits Your “Thank You” Page with AdWords Conversion Code

Prospect Submits Your Web Form...

Calculate AdWords Campaigns ROI & Optimize Account

Your ad here
See your ad on Google and our partner sites.
[www.your-company-site.com]

Thank you
Google Site Stats learn more

SUBMIT
Budgeting Basics
Bidding Basics
Retargeting

WHAT A NICE SURPRISE
THIS WOULD HAVE BEEN
IF I HADN'T BEEN RETARGETED
WITH ADS FOR IT NONSTOP
SINCE YOU SHOPPED ON
OUR HOME COMPUTER.
How Retargeting Works

1. An Internet user
2. Visits your site
3. Leaves your site
4. Later, as they browse the Internet, your ad will display on other sites.
5. Your retargeting ad captures their interest.
6. The Internet user then converts into a loyal customer.
Why Retargeting Works
Retargeting Setup

AdWords > Shared Library > Audiences > Remarketing Tag

Copy the remarketing tag to your website or app. This snippet of code adds people who visited your site or used your app to your remarketing lists so you can show them ads. Learn more

View AdWords tag for websites

Add this code to all your webpages, right before the </body> tag. Learn more

```html
<!-- Google Code for Remarketing Tag -->
<script type="text/javascript">/* <![CDATA[ */
var google_conversion_id = 976903838;
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;
/* ]]> */</script>
```

Send instructions by email
Pages to Retarget