Webinar Agenda

- Google Stats about micro-moments
- Reach your customers through different types of ads in Google AdWords
- Reach who you want by location and interests
- Data-based - Campaign Optimization
- Tracking campaign results to monitor different goals
  - ROI
  - Branding
- A/B Testing
  - Ads
  - Landing pages
  - Product pages
- Results-based - Campaign Optimization
- How long it takes to get your campaign set up
- Special $1,500 Campaign offer
<table>
<thead>
<tr>
<th>I-want-to-watch</th>
<th>I-want-to-know</th>
<th>I-want-to-go</th>
<th>I-want-to-do</th>
<th>I-want-to-buy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>moments</strong></td>
<td><strong>moments</strong></td>
<td><strong>moments</strong></td>
<td><strong>moments</strong></td>
<td><strong>moments</strong></td>
</tr>
<tr>
<td>53%</td>
<td>65%</td>
<td>2X</td>
<td>91%</td>
<td>82%</td>
</tr>
<tr>
<td>of online video viewers watch online video to be inspired or entertained</td>
<td>of online consumers look up more information online now versus a few years ago</td>
<td>increase in “near me” search interest in the past year</td>
<td>of smartphone users turn to their phones for ideas while doing a task</td>
<td>of smartphone users consult their phones while in a store deciding what to buy</td>
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<tr>
<td><strong>YouTube is the #1 platform 18-34 year-olds choose to explore their passions</strong></td>
<td><strong>66%</strong> of smartphone users turn to their phones to look up something they saw in a TV commercial</td>
<td><strong>82%</strong> of smartphone users use a search engine when looking for a local business</td>
<td><strong>100M+</strong> hours of “how-to” content have been watched on YouTube so far this year</td>
<td><strong>29%</strong> increase in mobile conversion rates in the past year</td>
</tr>
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</table>
CHOOSE HOW YOU REACH YOUR CUSTOMERS

With graphic display ads, text-based search ads, product driven shopping ads, and/or YouTube video ads, you have plenty of ways to reach your target customers with Google AdWords.
Be seen across the web

Display Ads

Search Ads

Video Ads
Reach who you want by LOCATION

Stay local or go global
Reach who you want by TARGETING

Interests & remarketing

**Affinity audiences**
- Music Lovers
- News Junkies
- Nightlife Enthusiasts
- Outdoor Enthusiasts
- Pet Lovers

**Selected: 4**

**Affinity audiences:** 3
- Music Lovers
- Technophiles
- Socially Aware

**In-market audiences:** 1
- **Consumer Electronics**
- Audio

**Demographics**

<table>
<thead>
<tr>
<th>Age</th>
<th>Clicks</th>
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<tbody>
<tr>
<td>18-24</td>
<td></td>
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<tr>
<td>25-34</td>
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<tr>
<td>45-54</td>
<td></td>
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<tr>
<td>55-64</td>
<td></td>
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<tr>
<td>65+</td>
<td></td>
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<tr>
<td>Unknown</td>
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</table>

Clicks distribution chart.
Optimize your campaign based on real personalized data

Track Results

AB Testing

Optimize on Data
Track campaign results to monitor different goals

ROI of Your Campaign

- Cost-Per-Click
- Cost-Per-Conversion
- Quality Score

Branding Campaigns - Impressions
A/B testing - for your ads
67% of smartphone users who switch to another site or app will do so because it takes too many steps to purchase or get desired information.

- Design efficient forms
- Implement one-click functionality
- Provide alternatives to finishing the transaction
A/B testing - on your landing pages
A/B testing - on your product pages
Optimize your campaign based on results

- Geographical areas
- Days of the week and times of day
- Device type
HOW LONG DOES IT TAKE TO GET UP AND RUNNING

Within a week or two your campaign can be up and running. Depending if you have a landing page setup and/or what optimizations need to be made to your website.
CONTACT US TODAY TO GET A FREE AUDIT & ADWORDS CONSULTATION

Please give us a call at 954-530-6125 as soon as you’re available, and we will get you set up right away.
A free audit of your AdWords account ($1,000 value)
$150 coupon towards Google AdWords budget*
$500 in funds toward your AdWords setup fee if you sign up with JLB in February*
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