

# Optimise

Internet Marketing News

Q3 2015

## Spring Clean your AdWords

Out With The Old, In With The New

## The Evolution Of Search

An Offline & Online Journey

## Cross Device Tracking

Follow The Customer Journey In  
The Lead-Up To Christmas

## Beyond AdWords

How To Convert Your Leads

# KOKODA YOUTH FOUNDATION

A message from history  
with a modern twist



ADWORDS

SEO

SOCIAL

WEB



We know what  
makes people click

**SponsoredlinX**<sup>TM</sup>  
ADVANCED ONLINE MARKETING

**1300 859 600**  
**www.sponsoredlinx.com**





# Hello

Breathe in that fresh air! Spring is on its way which means it is literally the perfect time to do a bit of a spring clean when it comes to your digital marketing strategy. Replace

what isn't working with new and innovative ways to attract business, because you know what, Christmas will be here before you know it. Yep, I went there! Christmas – if you start planning now, you will enjoy it more when it actually comes around. More preparation means less stress!

Now don't get me wrong, I enjoy the Christmas break as much as the next person, but so that I can properly enjoy the time with my family, I always ensure everything is in place well before it is needed so that my break is stress-free and relaxing, and I can focus on the people who really matter in my life. If you can prepare your online marketing in the same way, then you can rest assured knowing that you are covering the most important time of the year for your business.

Since the dawn of human civilisation we have always been searching for answers. Knowledge is, after all, power. For many of us, we continue to ask the same questions and search for the same answers as ancient civilisations did thousands of years ago. We are undeniably exposed to more information than ever before. We are more educated than we ever have been, but our search continues. The act of searching has evolved drastically, and in the large scheme of things, has very recently and very quickly, moved offline to online. Search is a forever relevant and topical subject and in this issue, I take a look at the evolution of Search, and how Search could possibly happen in the future.

For this issue we also would like to welcome guest writers Amanda Fay, General Manager of PR Company Evoke Communications, and Peter Gjersoe from Dominate Selling. We also take a look at seasonal keywords for SEO, your ultimate online survival guide for Christmas, and we speak with Peter Rowe from ProfiTune.

I hope you find this issue useful for all your business planning.

All the best...

**Ben Bradshaw**

Editor in Chief, Optimise Magazine  
CEO & Founder of SponsoredLinX

## Optimise

Internet Marketing News

**OPTIMISECENTRE.COM.AU**

### EDITOR IN CHIEF

Ben Bradshaw  
optimise@sponsoredlinx.com

### MANAGING-EDITOR

Lauren O'Connor  
lauren.oconnor@sponsoredlinx.com

### ART DIRECTION/DESIGN:

Mihajlo Kecic  
mihajlo.kecic@sponsoredlinx.com

### PHOTOGRAPHY

Ian Sorohan

### WRITERS

Lauren O'Connor  
Lindsey Sun  
Mark Reidy  
Lachlan Dann  
David Mooney  
Conor Doyle  
Ian Sorohan  
Nativity Dunbar  
Daniella Pozzolungo  
Kristen Boucher  
Amanda Fay  
Peter Gjersoe  
The Insider (Sam F.)

**OPTIMISE MAGAZINE IS PUBLISHED BY**

**SponsoredLinX™**  
ADVANCED ONLINE MARKETING

ABN: 81 124 272 359

PO Box 399, Fortitude Valley, QLD, 4006

Phone: 1300 859 600

Fax: (07) 3892 7022

Email: optimise@sponsoredlinx.com

www.sponsoredlinx.com

*All details and information correct at time of going to print*

### CONTENT SUBMISSIONS

Optimise Magazine welcomes editorial submissions from businesses or individuals working in or with the online marketing industry. The publisher reserves the right to edit, modify or contribute to the content of the material provided.

### DISCLAIMER

© SponsoredLinX 2015. All Rights reserved.  
No part of this magazine may be reproduced without the written permission of the copyright holder.



# Meet the Optimise **EXPERTS**



**LAUREN O'CONNOR**



**LINDSEY SUN**



**CONOR DOYLE**



**DAVID MOONEY**



**LACHALAN DANN**



**MARK REIDY**



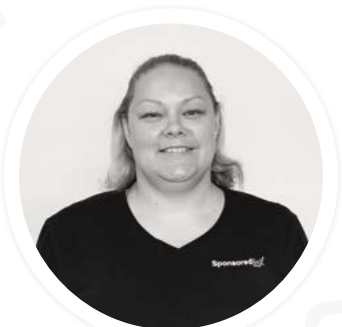
**IAN SOROHAN**



**NATIVITY DUNBAR**



**DANIELLA POZZOLUNGO**



**KRISTEN BOUCHER**



**THE INSIDER**

**PLUS, GUEST CONTRIBUTORS:**

**PETER GJERSOE**

**FROM DOMINATE SELLING**

**AMANDA FAY**

**FROM EVOKE COMMUNICATIONS**



## 04 CONTRIBUTORS

Check out the Optimise experts.

## 06 Beyond AdWords

How to convert your leads

## 08 The Marriage Between Google & YouTube

What it means for retailers

## 10 Seasonal Keywords for Seasonal Promotions

A SEO Guide

## 11 The Evolution Of Search

Why We Do The Things We Do

## 15 Google Shopping for Christmas...In July?

Why It Pays To Be The Early Bird

## 16 Branding State Of Mind

How to brand for the digital age

## 18 Online Marketing Christmas Survival Guide

Everything You Need To Start Planning Now

## 21 Spring Clean Your AdWords

Out with the old, in with the new

Our expectations of what we feel search should be able to accomplish for us in turn shapes our behaviour and our search 'needs'  
- Evolution Of Search | Pg. 11

## 22 Micro-Moments In Business

Leverage opportunities in real-time

## 23 Kokoda Youth Foundation

A message from history with a modern twist

## 26 Businesses Of The Future

Will science fiction become fact?

## 27 Social Media

Resistance is Futile

## 29 The New Financial Year Checklist

Reinvest to kick-start your business profit

## 30 Business Planning Solutions

ProfiTune concept

## 32 Expert Tips For Mobile PPC

Mobile search is here to stay!

## 33 If You Build It, Will They Come?

The benefits of thinking like a start-up

## 34 Cross Device Tracking

Follow the customer journey in the lead-up to Christmas

## 36 The Half-Way Facebook Report

What's hot in the world of social media



# BEYOND ADWORDS

## How to Convert your Leads



So you have a marketing professional working on your Google AdWords account and traffic is coming through to the site with more relevancy and volume than before – there's even those addictive numbers appearing in the Conversion column.

Things are going great! In the midst of the initial stages of optimising a Google AdWords campaign it can be easy to get hooked on the improvements and the numbers involved. **BY KRISTEN BOUCHER**

But how do those numbers on the screen turn into profitable leads for your business? How do the conversions in the column equate to money in your bank account? How you handle your online and phone call enquiries can make a huge difference to how many of your conversions become profitable clients for you. Our job here at SponsoredLinX is getting people in touch with you, but here are some critical things you can do to help close the circle from interest to purchase.

Give your potential clients a timely response to their enquiries. All customers need to feel that they're important to you - and they definitely are! The best way to convey this is to respond to enquiries as quickly as possible. If you primarily get phone calls, ensure that they are answered by either yourself, your friendly staff or even by a virtual receptionist service. Research shows that people will often call the top ranking business ads on Google. By the time you call someone back; your competition may have taken your sale. If email enquiries are more your channel, ensure that you set yourself and your staff a standard of

if you're not able to respond, one of your friendly staff members can step in and create a great first experience for your new customer.

Make sure your potential customer receives a courteous response. Statistics show that you have just seven seconds to make a first impression on your potential client or customer and this can be even less on phone exchanges. This initial interaction between you and your customer will instantly influence their decision whether to purchase your goods or employ you for services. Good old fashioned customer service still goes a long way in our digital age and can leave your customer feeling great about embarking on a relationship with your business. There are several excellent phone answering services available nowadays that can help create the best experience for your customer if you're too busy, so make the most of every second of your initial conversation with polite and friendly language.

AdWords Re-Marketing is a fantastic way to remind potential clients about your business. If your product or service has a long buying cycle or is in need periodically, look into maximising your digital presence with a Re-Marketing

## AdWords Re-Marketing is a fantastic way to remind potential clients about your business.

brilliantly together to engage with your customers, advise them of upcoming promotions and make sure they know that you appreciate their business. If you are a client of SponsoredLinX, talk about how Email marketing and Re-Marketing can assist you to tailor communications to get the best response from your potential client base and provide them with a stellar experience.

Getting quality, relevant people to your website is the first half of any digital marketing strategy so when you're seeing conversions you're on the right track. Converted clicks are exciting to see however they really are only the first half of your new customer's experience. Your expert digital strategist can bring you the best, most qualified clicks to the website, refining and optimising strategies so that every click has a chance of converting.

## " Getting quality, relevant people to your website is the first half of any digital marketing strategy "

responding quickly. That way you're creating an efficient and effective start to your potential client's relationship with your business.

It's imperative to respond to email enquiries and form submissions in a timely manner. My husband stormed in the other day complaining, "I don't understand why these businesses aren't getting back to me. It's like they don't want my money"! Potential clients and customers get frustrated by the perception that no one cares. If your potential customer has taken the time to email you or utilise your enquiry form, getting back to them is a sure fire way to get and retain their business. It's also a great idea to make sure your enquiry form submissions go through to an email that has multiple users. That way

campaign. Re-Marketing can make sure your brand and offers stay in front of people who have already shown an interest in your business by visiting your website. Research shows that the more a potential customer sees your ads, the more likely they are to contact you when they're ready to make their purchase. Re-Marketing can also be tailor made to specific segments of your audience to make sure they're seeing the most relevant elements of your products and services.

Maximise the experience of your existing client base with email marketing. If you have clients email addresses; you have the ability to ensure they keep your business and the great experiences they've had with you in mind. Email marketing and Re-Marketing can work

If you can combine these conversions with a world class customer service experience you'll be generating the success you need for your burgeoning business.

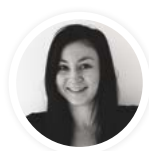
### GET IN TOUCH

Let the professionals at SponsoredLinX drive qualified traffic to your business online. Call us today on **1300 859 600** or visit [sponsoredlinx.com](http://sponsoredlinx.com)



# THE MARRIAGE BETWEEN GOOGLE SEARCH & YOUTUBE

## What it means for Retailers & Consumers



What do Google & YouTube have in store for retailers and consumers when it comes to online shopping? **Nat Dunbar** explores how they have collaborated on a new and innovative product that will make it even easier for retailers to sell and for consumers to purchase. Get a better understanding of TrueView for Shopping.

If you are an avid online shopper, you've been in the situation where you absolutely need an item and the ones in-store don't cut it. For me, it's the new stainless steel water bottle that's Bisphenol-A (BPA) free. You go on Google, research it, watch a few YouTube videos with a review to see how it works. It's got cool features and you think it's the right one for you. Bingo! You decide it's the one you want after watching the video. Now you get out of YouTube and it's back onto Google to find it and commit to buying. You have just bounced between Google and YouTube a few times. Wouldn't it be great if you didn't have to bounce from YouTube back to Google to buy?

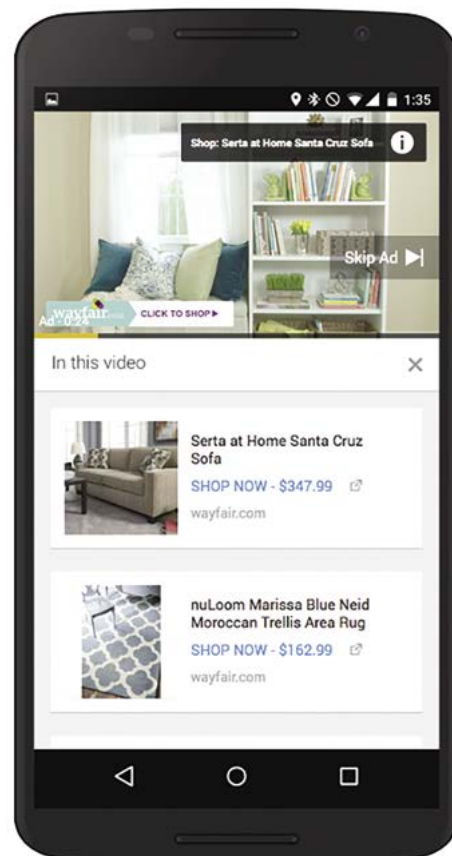
Guess what? Both mega internet traffic giants have decided to marry up, create a new product and make it easier for people to purchase products online. As if it isn't easy enough already, right? Well it can be easier (that's what innovation is all about). Let's enter Google and YouTube's cyber mission to ultimately transform how people commit to a purchase after watching a product review. It's called TrueView for

Shopping – a new way to promote your products with video.

Did you know that over one million channels on YouTube are purely about product reviews? These all have a steady increase in viewership by 50% year after year. Imagine what the conversion rate for this would be with the new TrueView for Shopping product. New channels are being created everyday with more products being reviewed than ever before. So thank the digital age and everybody's insatiable need to share their experience with you. It's made it easier for you to connect with your target audience to sell, sell, sell!

As 50% of video views stem from mobile devices, TrueView for shopping is available to operate effectively on any device. So it does not matter where a person views the video, they can buy the showcased product. Praise the digital lords!

But how does it all work? The individual review video is connected to individual products. For example, a review video on stainless steel water



bottles is connected to the same 500ml stainless steel bottle from an online store. The Google Merchant Centre allows advertisers to connect their active campaign to a merchant centre feed so that it adds items to the instream videos. The benefit is the ad will still show to your target market via selected demographics and location details that are set in the campaign.

So it sounds like great news, all rosy right? Yes! But this was all made possible thanks to the cards product from YouTube. In March, YouTube introduced cards to make videos more interactive.

Previously annotations, which are the text boxes that appear during a video, were available to get people to access relevant information like recipes, products, websites and other related 'how-to' videos. Some review videos were inundated with annotations everywhere, making it hard to view the video. Now with cards, the display of information along with an image and call-to-action (CTA) is crisp and pleasant on the eye. It allows a better aesthetic connection between the viewer and the item being showcased over streaming video.

There are reports that YouTube intend to phase the annotations out and replace them with cards. This will work better for retailers because a person who is in the 'review and research' stage of buying, may commit to purchasing a product after watching a video. As soon as they see the product they want on the screen they will click on it and buy out of compulsion to satisfy their need.

YouTube and Google simply created a product that's responding to the way consumers shop these days. They noticed a trend in people bouncing off YouTube to find and then purchase a product, so they are simplifying the process and shifting the convenience scale to super easy.

As with all existing TrueView ads, the Cost-Per-View (CPV) bidding system is applied, so you pay based on the CPV model. The ads are set up via Google AdWords.

So what does this marriage between Google and YouTube mean for consumers? An easier shopping experience that cuts down time and effort. As the digital world has shifted the ways we communicate, work, do business and purchase items, Google & YouTube aim to deliver a faster and seamless purchasing experience.

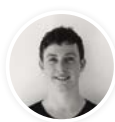
What does the marriage between Google and YouTube mean for retailers? It means a lot actually, especially if you adopt the new TrueView product early. You can look forward to a new conversion channel that will generate leads and sales. You'll be capturing prospective buyers during the decision-making phase, and those that commit to buying are then converted to profit for your business.

## GET IN TOUCH

Speak with our team about preparing your next YouTube advertising budget. Call **1300 859 600** or visit **sponsoredlinx.com**

# Seasonal Keywords for Seasonal Promotions

CONOR DOYLE GIVES US A SEO GUIDE ON SEASONAL PROMOTIONS



Well, it's that time of year again, everyone is saying goodbye to their favourite habits and finding chocolate eggs strewn about their gardens and homes...

**"Happy Easter everyone!"** – This is what your SEO strategy looks like right now in September if you left your Easter SEO planning until a few weeks before the main event. Over the last few months Google has been crawling its way through that quality content you uploaded to your website, chasing those highly relevant links you put so much effort into and has finally decided your website is worthy of a top spot on Google. The only problem is you've missed the party! Everyone else has packed up, gone home and is already a step ahead of you for their next seasonal gig... or strategy! Not to mention there's no more traffic on all of those keywords you targeted, at least not until next year (hint!).

Stepping out of that highly unorthodox analogy, in this article I'm here to tell you how (in a few simple steps) you can make the most of the biggest seasonal events of the year on Google organic.

So in order to take home the biggest slice of the seasonal SEO pie, you're going to need to follow these instructions closely. First, we'll start with a list of all the seasonal promotions or events you want to run throughout the year. Let's say you're an electronics retailer with an online e-Commerce store (think Dick Smith or JB Hi Fi) and you've got a feeling Christmas this year is going to be huge. For this example I'll cover off the Christmas seasonal promotion, but when creating your own list, you want to be fully thorough and include all seasonal events on your business' calendar (think Mothers' Day, Valentine's Day, etc.).

## To create your list, simply:

- list the event
- list the promotions you want to run for the event
- list the keywords associated with each promotion that you want to target

Once you've planned out all of your events for the year, it's then a simple case of beginning your SEO strategy three to six months ahead of time. The more time you give yourself to develop and improve your rankings for these keywords; the more secure your position will be, come the day or days of the event.

The actual SEO strategy you will use is ultimately up to you or whoever you're working with, but a good place to start would be creating some blog posts or pages on your website with some unique, interesting and relevant content about these promotions, and don't forget to include your keywords! You will probably end up with quite a few keywords to work with, but you don't want to stuff the articles with too many of them, think quality over quantity here.



Once you've started your SEO strategy for these keywords, if you've planned ahead far enough it's a simple case of monitoring the movements of these keywords and making any adjustments to the strategy as needed. Re-assess things a month or two before the event to see if any more needs to be done to get more visibility for these keywords. Plus, the pages on your website will accumulate more authority over time. If you keep them fresh and up to date with a little more SEO from time to time, it's likely they'll be where they need to be the following year.

So is seasonal SEO for you? Well, every industry has peaks and lulls in consumer interest; at least some level of seasonality in the popularity and/or demand for its products and services. Seasonal SEO is about capitalising on these opportunities six months ahead of time. Google only checks over any given website roughly once every 14 days, so it may only see and assess your SEO strategy 6-12 times throughout the entire three to six month process. That's a lot of communicating to do with Google in just 6-12 conversations, so you better make it count!

## GET IN TOUCH

And what better way to make it count than by getting in touch with an SEO professional today at **SponsoredLinX**. Call **1300 859 600** to find out how to execute this plan down to the Christmas T.



# THE EVOLUTION OF SEARCH

**BEN BRADSHAW** SEARCHES FOR THE ANSWERS WHEN IT COMES TO OUR QUEST FOR INFORMATION

Think about the conversation you might one day have with future generations about the world before the Internet. What was life like before smartphones? How did people look up information? You might even struggle to throw yourself back in time to remember what it was like.

It'll be remembering a time when people wrote more letters rather than text messages, but does this mean that people didn't search?

Our ideas of search are, in our current time, consumed by online search. But a world of encyclopaedias, verbal storytelling and petroglyphs all existed before the Internet, just as the everlasting task of search outweighs them all. The evolution of search is fascinating, and where it could be headed in the future even more so.

To anticipate the future we need to understand the past. While online search is now the current method we use to search for information and answers, it has obviously not always been the case. To talk about the evolution of 'search', we need to start at the beginning, in order to try understanding where this ancient task may take us. Search began through the telling of stories. It started with the beginnings of the written language, to the creation of books, then computers, the Internet, and now, connected 'smart' devices which we carry around with us, 24 hours a day 7 days a week. The truth is that the act of searching comes in many forms, but today, online search dominates.

While the invention and use of the computer allowed users to store data and information in a way never before experienced, the Internet brought all of this data together so that it could be shared. After all, the Internet was created so that computers could communicate, thus creating a depository of information so that we could easily search for the answers we want and need. Search engines take this notion even further. In its simplest form, search engines are programs which search the Internet for files which match your keyword/s. The earliest search engine was 'Archie' (archive without the 'v') in 1990, then 'Excite' which was started by a group of undergraduates at Stanford University in 1993, to 1994 when 'Yahoo!' was originally known as 'Yahoo! Directory', and then of course came along Google in 1998.

Search has evolved in so many ways, and it's not just 'search' itself, it's search behaviour, search needs, and our expectations of search. We do not search to simply find information. We search for information because we 'use' it. We use the information to inform decisions

and to help us make choices. Finding the information we want is the intermediate step in the process we take between finding out what we want and/or need, and then acting on it. Our expectations of what we feel search should be able to accomplish for us in turn shapes our behaviour and our search 'needs'. With our constant connectivity, voice search, wearable technology and integrated products making up what is now known as the Internet of Things; the current search model has come to a fork in the road.

Universal access to all knowledge is now within our reach thanks to the Internet. Moving into the Internet the world's largest online search engine, Google, currently holds the world's biggest collection of data. But this fork in the road means that search engines now need to understand the information it stores rather than just indexing it. People are beginning to search for answers, not information. People are asking questions and expect to find answers to them. People want to use contextual search engines.

Contextual search takes into account several factors of the query, such as the location, the time, previous search queries and then the keyword/s. It'll also look at the device being used. Contextual search has the ability to go so much further than this. Think about if it could also factor in your calendar of events and meetings, what apps you like to use, your interests and preferences. It could mean instead of searching for answers, we are using search platforms

Search has evolved in so many ways,  
and it's not just 'search' itself, it's search  
behaviour, search needs, and our  
expectations of search



To anticipate the future we need to understand the past. While online search is now the current method we use to search for information and answers, it has obviously not always been the case.

which predict what we want. It's the idea of a post-search online world, where search engine platforms meet you where you are, not the other way around.

Could the act of searching soon become a mere thought, to then be delivered with answers we are looking for? Sergey Brin talked about his vision for search at a Ted Talk in 2013 and stated that, "My vision when we started Google 15 years ago was that eventually you wouldn't have to use a search query at all. You'd just have information come to you as you need it". Remember, what state of the art is today looks very old tomorrow.

Search, while still paramount for any business in our global economy, has moved beyond just being an advertising and marketing tool. The act of being able to search online acts as the link between isolation and connectedness. Connectivity matters so much to us

now that we place similar value on it in the same level of vital necessities. At those moments in time when people and places are suffering from catastrophic natural disasters, connectivity to the Internet, to the wider community, aka the online world is up there in the demands with shelter, food, water, sanitation and emergency services. Why? Because it is the connection to the online world which allows us to search for information and answers. In high-risk, high-stress situations such as those that people face after a natural disaster, people want to have access to information in order to determine if they are safe.

We are a hyper-connected generation. With constant connectivity means greater moments and opportunities to be as useful and relevant as possible. During relief efforts after a natural disaster, it can mean greater access to information and communication methods.

It can mean getting in touch with loved ones to find out if they are okay. The key part is that we now expect to be able to carry out these actions. Our expectations have changed, and so search technology must meet the demand.

The future of search is undoubtedly exciting. It'll still be search, but not as we know it. Rather than inputting data into machines, the communication process will become much more of a two-way stream, which is why contextual understanding is so imperative if search is to move in this direction. As small to medium sized business owners watch and learn this process unfold, the key to online success will be how quickly they are to embrace new technologies. Search will turn from a reactive platform into a proactive one, and that fork in the road will soon become a distant memory; don't allow your business to be left behind either.

## GET IN TOUCH

Here at SponsoredLinX, we're beyond doing things the normal way. Our goal is to provide exceptional online marketing services for our clients. The technology curve is moving at an exponential rate and SponsoredLinX is able to deliver innovative and intuitive solutions for your business needs. Get in touch today with **SponsoredLinX**. Call **1300 859 600** or visit **sponsoredlinx.com** and watch your business grow





**ReACH  
new  
CUSTOMERS  
WITH A  
TAILORED  
SOCIAL  
media  
CAMPAIGN**



**SponsoredlinX™**  
ADVANCED ONLINE MARKETING



**[www.sponsoredlinx.com](http://www.sponsoredlinx.com)**



# Google Shopping for Christmas...In July?

THE INSIDER EXPLAINS WHY IT PAYS TO BE THE EARLY BIRD

One of the joys of my job is setting up Google Shopping for my clients; all that time spent liaising with the plus size personalities of web developers from overseas (my guys are awesome, just saying), creating manual Data Feeds when the web developers aren't able to pull one from the site, setting up a Merchant Center (sic) only to end up spending hours on Shipping Rates tables, creating the campaign in the AdWords account, troubleshooting for hours and hours, and just when you think you have found that tiny detail that wasn't required on other accounts but now suddenly is required on this particular account, so you put it in and then have to troubleshoot for another **hourrrrrgggghhh!!!**

However, I may have been a tad liberal when I called setting Google Shopping up as a 'joy' in my job. The joy actually lies in the results of the Google Shopping campaigns. The lead up, though, maaan, that can be a real test of patience, and character. Especially recently, with all the extra requirements Google now has to provide the consumer for a better experience.

**Forward to Christmas.** I used to be a bit of a Grinch when it came to Christmas, I was always the one with my bank account depleted and still manage to have forgotten gifts while travelling all over the country visiting family. Now, I'm a regular Who; lighting, tree and all.

How did I make this miraculous change? Did I steal everyone's presents and then learn the meaning of Christmas on its eve so I suddenly about-faced and returned all the gifts to the children? No, I just became more and more prepared, gifts weren't 'forgotten', my bank account was healthy in the lead up, and I kept a small budget on the side for when something unforeseen rocked up.

This is what you need to do right now in regards to Google Shopping, because I will guarantee that you need three and a half months to get prepared. I rarely guarantee anything, because I'm in marketing, so when I do guarantee something, you better listen. There are a few reasons for this, as described above, setting up a Google Shopping campaign has many components that must be set up, reviewed and validated prior to the campaign even going live.



Depending on the efficiency of your web team, or the capabilities of your web platform, pulling a Data Feed can take time. Some platforms don't even allow it, so a manual feed must be produced and depending on the extent of your product database, well, do you have anyone on staff that enjoys doing data entry quickly? If so, get them off that other stuff 'cause they're about to have some fun!

Then comes the new Shipping requirements which are awesome! Wait, awful, I meant awful.

They're good for clients, but for you, they're a pain. You may be one of those lucky 'single rate' delivery companies

and if so, give me a call, I'll happily assist you with the set up. If you sell furniture, in packages, with individual rates per package, **PER POSTCODE**, then still give me a call, but let me just give you the heads up, we're going to be at this for a decent period of time, so get in touch now!

This is all well before the ads are even put under review by Google, and there's a whole heap of hurdles there that the policies make clear under countless links and drop downs in their policy pages.

If you start now, I foresee sometime mid-October, start November your campaign making its mark on the Google Shopping network. What does everyone complain jocularly about around the start of November? Retail stores and their Christmas decorations. Guess what is **'just around the corner?!'**

Now there's the optimisation, as good as Google Shopping can be to the bottom line, not every product on your website is going to give you a good ROI instantly. This will require working out which ones work when, where, and how. Again, this will take time, despite how gung ho you may want to be, you need data to make reasoned decisions.

**Christmas 2015 isn't far away, by the time of your reading, possibly September. I'm preparing Shopping now for my clients, when are you going to get started?**

## GET IN TOUCH

Need to get started on your Google Shopping campaign for Christmas? Then quickly get in touch with us on **1300 859 600** or visit **sponsoredlinx.com**, so you don't miss out on the Christmas rush!

# BRANDING STAT

## How to brand for the Digital Age



### LINDSEY SUN EXPLAINS WHY BRANDING IS A CRITICAL BUSINESS MINDSET IN THE DIGITAL AGE

Regardless of whether it's the Stone Age or Digital Age, or what type of business you run, branding is the most important marketing mindset.

With the rise of product comparison sites, such as iSelect and Youi, consumers nowadays have more bargaining power than ever. Product review sites, forums and social media have also added a new layer of complexity and excitement in running a business - they make the research phase quicker hence removing the pain in consumers' decision-making process.

The one thing you can always count on to keep people sticking to your product or service, especially in this ever changing digital space, is a well-managed brand. No matter how convenient it is for people to compare features and prices online, brand is not an advantage the competitors can easily equalise you on. In other words, branding is the most sustainable path to acquire new customers and keep your existing ones within arm's reach.

We know that people pay ridiculous amounts of money for the brands they love. Not only being less price-elastic, consumers get emotionally attached to these brands and turn themselves into brand ambassadors. Like a groupie to a music band, they like them on Facebook, write nice reviews voluntarily, enter somewhat pointless Instagram competitions just to further engage with the brand...the list goes on.

People want to be seen as associated with a brand they approve or worship. Displaying these associations they believe defines their own profile. Social media has made these profile-building exercises easier and more socially acceptable. Have you wondered why people like to check-in to cool places on their social media page? They don't just want to let you know what they are doing or who they are with.

For many small and medium enterprises branding is a vague and luxurious concept that they believe is only relevant to the big fish in the market. At times they exhaust every marketing dollar on activities that are impacting immediate sales outcomes before they even consider brand management. As to the handful of business owners who possess a mindset of branding, some of them don't know where to start; others stop at a style guide or trademark.

Indeed, branding can be perceived as costly and complex. Many large corporations hire dedicated brand managers to pull it off. However, money and talent are no longer necessities to create the dream brand in the present digital times, where you can be so clever about cultivating your brands into the mind of your target audience.





# Online Marketing Christmas Survival Guide

*Everything you need to start planning now!*

**MARK REIDY** HANDS YOU THE STEPS YOU NEED TO FOLLOW TO NOT ONLY SURVIVE, BUT THRIVE THIS CHRISTMAS

Before we can start planning what we want for Christmas, we need to look at last year's results. How did you go on your goals last Christmas? It's important to understand how you performed compared to your expectations, your competition and your budget. For this we look to statistics.

Bring up your previous campaign and analytics results so you can benchmark your holiday sales. If you set your campaign from October to December 2014 and bring up the following information, you will see that:

## Lost Impressions

*How many impressions did you miss? This might have been due to insufficient budget, being out bid for positions or trying to advertise for too many keywords.*

## Auction Insights

*Where did you sit against the competition for similar keywords? Who are you competing against? This question might surprise you, if you find companies that are not in your industry, perhaps it's time to rethink your keywords.*

## Cost-Per-Acquisition Information

*How much did you pay for a sale/lead? Was this less than your profit margin?*

Now that you're armed with a benchmark, you have the ability to tap into a great Google tool which originated in Google Labs, called Google Trends. Trends are important because you are able to research terms which are important to you and your business and see how they are 'trending' on Google. You can filter the results through selecting certain criteria too. So for example, you can tailor the results so that you only see trending topics in a geographical area.

In the lead-up to Christmas this is an invaluable tool and you can gain some amazing insights into seasonal demands. For example, you can search for 'Christmas toy sale' and you will be able to see when a spike, or fall, in the term's popularity began. You can then forecast your Google AdWords budget around this trend, so that you are able to handle the influx of extra impressions.

Does your business slow down during Christmas? A common idea across the trade service providers is to switch off ads during Christmas. This might be short sighted. Again if you look towards Google Trends and enter the search term 'emergency electrician' you will actually notice that December is the fourth highest month this search term is used. If you look back a couple of years, in 2013 December the search term had two to three times more interest than any time that year.

Google said in 2011, that data beats opinion and this information is proof. It is counter intuitive to most people, but think back to your holidays for a moment. Typically people are home, which will allow time for trades people to visit you.

I had close friends who went on a road tour of the east coast, and they got their car serviced before they left. So there are plenty of opportunities to get new business.

Back to retail focus, we need to start testing and optimising the store to have an increased sales conversion. Which is the best landing page for the product? How is your checkout process? These questions can be applied to any website. How easy is it for people to call you at a moment's notice?

I always look at the leaders in the market, and in my opinion, the most dialled websites in Australia are the price comparison websites.

They are covered in credible trust building icons like payment method logos, easy to understand snippets of information and they will usually have a lot of clear space on the website. The contact forms and phone numbers are the clear features of these websites. Remember your website is not a library, but a sales person. The sale is either a product or a lead, so gear your website to suit.

What happens if you don't have extra money to spend around Christmas on marketing? By now you should know what products or keywords convert well. I suggest adding these to their own campaign. In Google Shopping you can set this to high priority to allow it to trigger first and you can be more aggressive on these products. In other sectors, you can allocate more of your daily budget to this campaign, so your best sellers never run out of budget.

As the impressions increase, you can increase the budget into the best-sellers campaign, until your other keywords are not running at all.

The key take away point from Christmas is searches are seasonal and businesses are the busiest during this time.

Money flows more freely from consumers wallets/purses/coin pockets, and it's up to your marketing to make the most of this.

With some good planning and careful campaign foresight you too can have a stress-free and prosperous Christmas.

## GET IN TOUCH

If you want to grow on last year's performance and have your most profitable Christmas yet, then you need to talk with our Digital Strategy team on **1300 859 600** or visit **sponsoredlinx.com** to see what SponsoredLinX can do for you to get you there.

## GOOGLE TOP TIP:

Trend Click-Through-Rate and conversion rates throughout last season and recall if competitors ran aggressive promotions that could have affected performance.



# converto pages 2.0



The **Converto**pages 2.0 platform allows you to convert more enquiries for your business, using results proven optimised conversion websites.

This world-first service now offers your business even more tools to stay on top of your marketing budget and ahead of your competition.

In just five business days our expert web development team can custom create your **Converto**pages site, giving you instant access to all of the tools you need to be successful online.

- ✓ Simple Point and Click Interface
- ✓ Easy to Understand Analytics
- ✓ Mobile Responsive Site
- ✓ Page Duplication
- ✓ **FREE** Feature Updates

\*For SponsoredLinX clients

AVAILABLE AT

**SponsoredlinX**<sup>TM</sup>  
ADVANCED ONLINE MARKETING



# Out with the old, in with the new

One of my favourite times of the year is spring. The frosty mornings disappear, the sun comes out and the trees are in bloom.

I know I'm not alone when I say it's also the time you should start thinking about your spring cleaning. Before you ask, 'isn't this magazine about Google advertising?' I'm not just talking about the winter dust build up. Your digital marketing needs a clean as well.

Cleaning?! Ugh! I hear you all say. There is no need to be putting it off. Once you get going you'll be surprised how easy the whole process actually is. Let's take a look at your data from AdWords from the past year; we'll start with your highest costing campaign.

Are there AdGroups with a high cost per conversion? Drill down a bit further; which keywords are costing the most for your conversions? Could that keyword be paused? Maybe adjusted by using the search term reports – there could be more exact or relevant keywords you could be using to get rid of that broad match, high cost per conversion keyword. Now that's the first step done, which wasn't too bad was it?

Next up are those keywords you thought were always going to work – kind of like those red boots you bought on sale that you've never worn. If you don't wear them they should move on to another home. We should look at your keywords like your red boots. If they haven't been searched for recently, they should be paused, or adjusted. There's a lot of options out there that could be getting you traffic, calls or enquiries and could be getting you sales! You're missing out on them because of keyword sentimentality.

Next up we have the ads themselves. When you created your ads you should have made good use of your keywords, included a reason why the customer should choose you over your direct competitors, and a call to action.

Are you getting an above average ad relevance score? You check this under the Ads tab in your Campaign Manager. Are your keywords being used in the best way they can be? Maybe that call to action could be changed?

If you've been running your ads evenly (which you should be before making changes to them) you'll begin to see which ad

Google has decided is best suited to show for your business. Let's pause that other ad, adjust the headline, add a new call to action, and test some new ideas out. Do you have call extensions so potential customers can get in touch directly from the ad? Could your callout extensions be better?

Google advertising should never be a set and forget tool. There are always changes you can make to get a better return from your investment. This sort of clean up doesn't need to be that one time a year change. Google is always changing. Marketing is always changing and customers are always changing – you should be changing with them.

So go ahead, have a look at your account and start the dusting, vacuuming and washing. Throw those red boots away, the ones you've never worn, and start getting the return on investment you deserve.



# Micro-Moments in Business

Leverage opportunities in real-time

**DANIELLA & LAUREN** LOOK INTO THE CRUCIAL MOMENTS YOU NEED FOR CONVERSIONS

Tax return time can bring mixed emotions. For small to medium sized enterprise (SME) owners, it can be a little stressful if you haven't prepared for it. For me though, I actually quite like tax return time, because as the Australian Securities & Investments Commission reports, 77% of Australians receive an average tax refund of \$3,630. By June I am already thinking about what I am going to purchase with my tax return money, and I know I am not alone in thinking this way!

As SMEs, tax return time is the perfect opportunity to make the most of people who have received their own lump sum. So how can you make the most of this moment?

Firstly, people are using their mobile phones to search the internet more and more. Greg Jarboe wrote in an article for Search Engine Watch that since 2011, mobile searches interested in 'near me' information increased 34 times, and has almost doubled since last year with most of these searches taking place from mobile devices (that's 80%). When people are out and about, they will commonly search for types of businesses, or products which they can find within a close proximity to them. So while they are also looking for information, the right information available to them at their fingertips also informs the decisions that they make.

Sridhar Ramaswamy who recently wrote a blog for the Think with Google newsletter, aptly calls these moments, in which people use a 'near me' search query, as micro moments.

It's these extremely short spaces of time when people will make a decision to click on your website, or not. It's these moments which can mean a sale, or not. **People want what they are looking for now!**

How do you predict these micro-moments? These points in time do, after all, often take a user on a whim, so your next point of call is to ascertain how to prepare for them in relation to your business. It comes down to details. When you look at your average customer's buying cycle, you must ensure your website ranks for keyword search queries which the customer would typically choose when they are nearing the end of their buying cycle. You are then casting your net only once a customer is closer to making a purchase.

So ask yourself, what is the 'moment' that someone will be in when they search for you? How can you provide them with the most relevant information they need to make a buying decision? Does your ad text and landing page scream 'I'm available and ready to serve'? This could be in a literal sense, such as being available to take that midnight emergency plumbing call, or that your product is in stock and ready to be despatched the next day.

This is crucial to being ahead of the curve when it comes to online marketing. Increasingly people are searching in the moment they need something. Do you have what they need? We're living in an increasingly busy society, where people don't necessarily have days or weeks to mull over a buying decision. If you can provide everything they need in that moment – a good product or service which is what they want at a good price – the conversion is yours for the taking.

No matter what, you always want to reduce the time from that initial click and exposure to the final conversion. This is something that will become more and more of a focus for digital marketing, especially with mobile usage. For Australian SMEs, the digital market is undeniably growing. eMarketer recently reported that Australia will soon overtake South Korea as the seventh largest global mobile ad market. With the abundance of data, statistics and reports which all point to a mobile internet future, it's simply imperative that your business keep up pace with these trends.

It means now more than ever that you need to put your agile SME owner hat on and embrace the mobile internet search era.

## GET IN TOUCH

Take advantage of your customers 'micro-moments' with our unique online marketing strategy. Call SponsoredLinX on **1300 859 600** or visit **sponsoredlinx.com** to see what we can do for you.





# KOKODA YOUTH — FOUNDATION — *Changing Lives*

## A message from history with a modern twist

BY LAUREN O'CONNOR

It is easy to get wrapped up and lost in a world of **'revenue'**, **'growth'**, **'key performance indicators'** and **'return on investment'**. We are constantly encouraged to look forward, to grow and to be **'more in the moment'**. Modern society is increasingly obsessed with the perception of **'self'**, technology, being connected, and consumerism. We always want more. However, it can also be argued that as a society we have never felt more disconnected, disengaged and vulnerable than in our current time. How is it that we can be making advances in so many areas which are designed to bring us closer together and yet, our sense of self and community feels under constant threat?

To be sure, this is not the sentiment of everyone, but with a continuing trend of Australians being disengaged with their work life, and with youth disengagement on the rise, there is a need for community based initiatives to help bridge the widening gap between the **'have'** and **'have nots'**, and to re-engage with the disenfranchised people of our society.







Our modern history suggests that as a united people, we have the ability to come together in ways many of us cannot imagine. Step back in time to 1942 when, during World War II, a defensive campaign in Kokoda was launched by the Papuan Infantry Battalion and the 39th Australian Infantry Battalion. This event resulted in the torments of many soldiers due to what they went through to defend Australia, and some who gave the ultimate sacrifice. Australians have a deep emotional connection with this time in history, and the Kokoda Youth Foundation aims to promote the values of courage, endurance, mateship and sacrifice which are inherently linked to the history of the Kokoda campaign.

“We get lost in the fact that we have everything that we forget other world problems. We have so many luxuries yet people still continue to complain; if only everybody could see what I have seen and realise all you need is your family” **Jess - Kokoda Kids**

The Kokoda Youth Foundation, founded by veteran Doug Henderson OAM, established the registered charity in 2004. Their aim? To support young Australians and inspire them to achieve extraordinary things. The charity endeavours to reconnect with young Australians through a series of carefully constructed programs in which they challenge their deeply

held beliefs and allow them to explore their limits and abilities whilst providing them with opportunities for personal development. One of the programs even takes the Kokoda Kids (as they are affectionately known) to Papua New Guinea in September each year for just under two weeks, where they have the opportunity to explore the Kokoda trail and visit war memorials and mingle with coastal villages and their people.

To fund the programs they hold a series of events, namely The Kokoda Challenge series and The Stampede, which are team trail walking endurance or obstacle course events.

Some may argue that the qualities the Kokoda Youth Foundation aims to instil in its program participants are out-of-touch and not relevant for today's youth. But when you learn and listen to the myriad of issues confronted by today's teens on a day-to-day basis such as their dependence on technology, social ostracism, unstable domestic environments, and

an expectation of instant gratification, you realise these young people are in dire need of guidance and support. The Kokoda Youth Foundation program cuts through to their core values which they require to function as well-adjusted adults in today's society. These 'old-fashioned' messages are then communicated in a modern manner through the use of online technology to connect with young people. Through the use of video content, imagery and using language familiar to them, young people can also be educated that digital technology can also be used in a positive way.

What does any of this have to do with online marketing? In order to provide these services, fundraising events and donations make up a large part of how any charity continues to function. Leveraging digital technologies can help a charity to get their message heard in an increasingly competitive market, and the Kokoda Youth Foundation is no different. It is here where the working relationship between Kokoda Youth Foundation and SponsoredLinX has an opportunity to shine. Having access to a Google Grant, which is a donation program Google has set-up for non-profits, helps enormously in getting the message out there, and SponsoredLinX helps to manage their Google account so that Kokoda Youth Foundation can stretch the funds as far as they will go. From social media use, Google AdWords and App based technology, it's imperative that an integrated digital marketing approach





is used to attract the right audience. Rachael Charles, a Digital Marketing and Social Media Officer for the charity, explains that, "...using a wide variety of tools available not only effectively markets your brand to a huge range of potential clients, it shows that your business is relevant with today's technologies and instils confidence in the brand".

Rachael also insists that social media, as the charity's primary online platform, is "...paramount to the level of exposure required to promote our event, and make it as easy as possible for competitors to spread the word about them and the message behind it". Social media platforms such as Facebook are a perfect example of this. With the ability to easily share content (including user-generated content) through the online platform, people can feel closer to the brand, its message and values.

It's not just off the field where they're looking to integrate digital technology, but on field as well. With App based automation like Geo-Fencing (which uses GPS to define locations) the charity could soon be sending digital messages of encouragement to participants as they trek around their Challenge courses! But it's not just about marketing and branding; the charity truly believes in the values they promote. Rachael explains, "we are not another 'corporate face' behind a charity as it just doesn't reflect our values and what we are trying to teach our program participants. Having this approachable image also makes it easier for potential participants for our youth programs reach out to us".

Jess, one of the Kokoda Kids who participated in the program in 2014, could not have proclaimed her belief in the initiative enough. Jess exclaimed, "we get lost in the fact that we have everything that we forget other world problems. We have so many luxuries yet people still continue to complain; if only everybody could see what I have seen and realise all you need is your family". It's responses such as these why people are so drawn to fundraising and competing in the Challenge series events. Zara, a 2014 Kokoda Challenge competitor said, "what is guaranteed from completing an event such as this is that you will learn more about humanity in its purest form and about yourself by stepping out of your comfort zone".

It's easy to see what is unique about Kokoda Youth Foundation; they not only provide services to help the young people of Australia to reconnect with the best version of themselves, but they also create an environment where the people who donate to this cause can learn about themselves as well. So before you get back to the chase of growth and revenue, make a promise to reconnect with the best version of yourself. Stop and think about how you got here and just how different your life might be if history had unfolded in a different way, and remember just how lucky we truly are.

**If you're interested in competing in one of the Kokoda Fundraising Challenge series, you can visit their website at [kokodachallenge.com/kokoda-challenge](http://kokodachallenge.com/kokoda-challenge) today. Or, if you'd just like to donate, you can visit [kokodachallenge.com/donate-online](http://kokodachallenge.com/donate-online).**

# Businesses Of The *Will Science Fiction Beco*

LAUREN O'CONNOR & THE INSIDER LOOK AT HOW OUR CHRISTMAS SEASONS OF THE FUTURE MIGHT LOOK LIKE

Have you ever stopped to wonder what the Christmas of the future might look like? The importance of technology and its impact on everyday items, such as computers and phones as we know them today, is predicted to completely change in 30 to 40 years' time. In fact, everyday items we use as second nature could completely change. Not only is it intriguing to think about it in terms of where our society will be but it's interesting to think about where businesses will be in the future, and not just the giant conglomerates, but the start-ups and the small to medium enterprises too.

Many of these innovations stem from the ways in which we use the internet. You may be scoffing, thinking that you already use Facebook as part of your online marketing strategy. Some of you are using Pay-Per-Click advertising, Search Engine Optimisation (SEO), Google+, YouTube, Instagram, Twitter and LinkedIn, amongst many others. And so you should be!

The Online Marketing Institute believes that someone will 'touch' your brand approximately 7 – 13 times before making a purchase. The more online presence you have, the better prepared you are when it comes to dealing with the future. These are known knowns when it comes to internet marketing and the resources we have available to us.

But what about the unknowns? Just as the Christmases of the future are likely to be impinged by our economic state and the global economy, businesses could very well be ruled by many of the unknowns waiting for us in the future too.

As we know, the online world is continuously changing and it is affecting the offline world in profound ways, too. People are far more likely to use their credit/debit card as their default method of purchase, rather than use cash.





# e Future me Fact?

Certain websites require little else other than logging in with your Facebook to register for services or product purchases, and Uber uses Google Maps to pinpoint locations. Starting your own business is always going to be a bit of a gamble, so will businesses of the future have it easier, or will it be more difficult? Imagine Holograms integrated with our environments, whether it is in our homes or our work places, or even our cars. Telecommuting could also be on the horizon.

Admittedly, sometimes that face-to-face contact can't be replaced, or can it? With hologram technology, meetings can still take place in the comfort of your remote work location. It could create new ways for people to communicate with each other, which will mean new ways to do business. New alternative currencies could become main-stream. Trust amongst the masses for Government and NGOs has never been at a lower point in modern times than it is right now.

People are looking for new solutions and if they're not offered them, they will go out and find them, or create them. Your target audience is the common consumer, and if they revolt against the way things are currently being done and begin to embrace alternative currencies, you had better hope that your business is ready to adjust.

We're moving in a direction where science fiction is quickly becoming science fact. It isn't so much a debate of whether business will be more difficult or easier in the future, but what the answer will be is how adaptable business owners are on the uptake of innovative technologies.

Through maintaining your current online marketing presence, and with us here at SponsoredLinX keeping our ear to the fibre optic cable (it doesn't have the same ring to it as 'street', but we're being literal), we will be prepared for when the unknowns become knowns.

## GET IN TOUCH

What to future-proof your business? Then talk to our Digital Strategy team on **1300 859 600** or visit **sponsoredlinx.com**

# Social Media Resistance is futile

**LAUREN O'CONNOR** EXPLAINS WHY YOU CAN'T IGNORE THE POWER OF SOCIAL MEDIA

How many times a day do you check your personal Facebook account? Or Twitter? Perhaps LinkedIn? Social Media in all of its online forms has a way of permeating into the everyday actions of our day-to-day lives.

For business owners, surely it makes sense to meet your customers where they are spending a lot of their time?! The best way to engage with people potentially interested in your business is through Social Media, and yes, resistance is futile!

Not only does it give you a massive opportunity to connect with your customers, it also goes a long way to building up your business's reputation. People may or may not need your business right now, but if they see your business name where they regularly spend their time online, then they will remember you.

The key – don't get hung up on the technology side of utilising Social Media. Instead, focus on the effectiveness of the tools you have at your disposal. You can encourage user participation through competitions and user generated content.

The ability to (virtually) meet your customer where they are, instead of waiting for them to come to you, shifts the responsibility to you to make the most of the opportunity. Will you make it work when it counts?

## GET IN TOUCH

Ready to take the first step into Facebook advertising? We'll help you get there so give us a call on **1300 859 600** and start reaping the benefits! or visit **sponsoredlinx.com**

# Reach over 10,000 businesses across Australia . . .



Contact the Optimise team for  
advertising opportunities

**[optimise@sponsoredlinux.com](mailto:optimise@sponsoredlinux.com)**



# The New Financial Year Checklist



## Reinvest to kick-start your business profit

BY AMANDA FAY, GENERAL MANAGER AT EVOKE COMMUNICATIONS

The start of a new financial year can bring about a time of reflection. Having just undertaken the massive overhaul of financials, a business is presented with a birds-eye view of how it is positioned and what is required to drive more sales.

If it was a good year, there will be a bit of extra cash from the end of year profits available to reinvest into the business.

A general 'rule of thumb' is to invest at least 10 percent of your gross annual income into marketing, however, some astute marketers can allocate as much as 20 to 30 percent in initiatives that represent a great return on investment.

With a clean slate in front of you, this is a great time to make your hard earned cash work even harder for you – and taking a considered and strategic approach to developing a marketing plan is a great way to reinvest into making the next financial year an even better one.

Here are a few ideas to get your additional revenue working for you:

### 1. CONDUCT A MARKETING ANALYSIS

Look back on your performance in the 2014-2015 financial year. Where did you invest your marketing budget? What activities impacted sales? Understand the strengths and weaknesses in your marketing approach and identify any opportunities that might have emerged throughout the year that are worth exploring.

### 2. SET GOALS AND OBJECTIVES

Be clear on what you want to achieve in the new financial year, but don't over extend yourself. Setting realistic goals and being calculated in what can be achieved can provide business clarity and efficiency. Your plans might incorporate new markets and opportunities, launching new products, or building capacity in existing market segments.

### 3. IDENTIFY POTENTIAL MARKETS

What audience demographic did you attract last financial year? What potential markets are currently untapped? Understanding who is responding to your product or service and why it can assist in future decisions to reposition and refine an offer to extend its appeal to a broader audience base. Be clear in defining your markets – the more you understand them, the easier they will be to target.

### 4. BUILD A MARKETING PLAN

Set clear parameters on what is required to achieve your business goals and objectives. Set budgets and identify marketing channels that can best serve your business, but don't throw your eggs into one basket. There is rarely one single solution in marketing. Ensure your plan comprises of a 'marketing mix' of activities that work together to reach your audience through a variety of touch points.

### 5. ENGAGE WITH EXPERTS

There's an old saying, "a poor man pays twice", which is extremely pertinent in the field of marketing. Engaging marketing and communications professionals to support you in your annual marketing plan will not only provide a depth of insight and clarity, it will also avoid reckless spending and can help to create an effective promotional program from which to build your business and support its growth.

### 6. MEASURE AND MONITOR RESULTS

Use online tracking and analytics to identify the effectiveness of your marketing and gaps in your online funnel. You may be attracting interest but are they converting to sales? You can monitor offline activity by recording any change in activity. Feed information back into the strategy and fine-tune activities accordingly. A marketing plan is a living document that can be designed to accommodate shifts in the market.

With this all in place, there is little doubt you will have a prosperous year ahead.

**EVOKE** COMMUNICATIONS



# Business Planning Solutions

Peter Rowe shares the secret behind the 'ProfiTune Concept'.

---

LAUREN O'CONNOR TALKS TO PETER ROWE ABOUT WHAT MAKES BUSINESSES SUCCESSFUL

---



Having a plan for your business can enable you to do many things. It can help you to secure finance, it provides you with a 'guide', and it lends you control.

For a plan to be successful, it must also be fluid enough to be able to handle any changes, internal or external to your business.

Peter Rowe, Founder and Managing Director of ProfiTune, a company which facilitates with business owners how they can acquire better management and enjoy bigger profits, was able to speak with us about how small to medium business owners can best prepare, plan and organise in the lead-up to the Christmas season.

### Q: 'Marketing can't be a panic response' – why do some small business owners think of marketing in this way?

While most small to medium business owners set out with a plan and the best intentions to execute it, they also usually set out with very little capital which means that they end up doing a lot of the tasks which, in a better funded scenario, they would be delegating to others. When you are spinning a dozen plates it doesn't take much to destabilise you and play havoc with your plan.

On the day when you notice that sales have been slowing the key question is always, "What were the important things you were not doing six weeks ago?" followed by, "What can I do immediately to fix this?" The unfortunate answer to the second question is, "Not much, and whatever you can do is probably going to be unplanned, ad hoc, and costly!"

If you are in business with the intention of succeeding, you need to have a well-thought out marketing plan, to treat the activities scheduled within as amongst your highest priority tasks, and after each setback, to pick yourself up, dust yourself off and take up where you left off.

Your reward will be a bountiful harvest – it can't happen any other way.

### Q: Tell me about the 'ProfiTune Concept'?

ProfiTune grew out of my 15 years of experience as an automotive engineer and performance vehicle developer. Enduring high performance is only possible when you have all of the systems within the vehicle operating harmoniously with each other, and when each is tweaked for its best performance in the context of the whole.

Our approach to business is much the same. Enduring high performance is only possible when you have all of the systems within the enterprise operating harmoniously with each other, and when each is tweaked for its best performance in the context of the whole. Enterprise performance comes from experimenting with small incremental changes to one function – be it marketing, production, sales process, pricing or one of the host of administrative tasks - watching the output either in sales or on the business equivalent to 'the clock at the track', your bank account, your free cash.

Where we often found that when we achieved a 2% improvement on two or three vehicle sub-systems we'd see a 15% to 20% improvement in sustainable power output, so we've found the same applies in business. For example, in service-based businesses, a 5% improvement in just four sub-systems – sales, cost of sales, overheads and tax – can yield an increase in profits of more than 60%!

That's profituning!

### Q: Many feel that the line between personal and professional realms is becoming blurred. Is personal performance linked to professional performance?

One of the first things we look at in 'business improvement' is 'personal improvement'. Let's face it, personal effectiveness is the foundation of professional effectiveness which is essential to being able to sustain the levels and quality of leadership that are required either to take an enterprise to greatness or to keep it there.

The foundation of personal and professional effectiveness is task, time and self-management and for that reason one of the first behaviour improvements for our executive clients comes from their use of the Time Management System (TMS) we've developed to support them in their work with us and their wider role.

But, for a full life – and that usually means a life full of others - there has to be an off switch from work. Strangely enough the 'wiring' for that switch comes with the TMS. It includes a five-minute end-of-day reflection on successes, lessons, insights, team interaction and personal state and we're still amazed at the number of our clients who tell us, "It's brilliant! It's as though once I've finished my reflection, I've finished my day. There's nothing more to do or think about until tomorrow, and now I go home and just 'be' with my family."

### Q: If you had to provide a checklist for a business owner to help them plan in the lead-time to Christmas, what would you include?

For those of whom Christmas is 'harvest', make sure your next three months is about preparation. I've seen too many entrepreneurs pull off a marketing coup and then be overwhelmed by demand, and be too exhausted to do the follow up that creates your second harvest, plus completely ignore the relationship-building phase of their after-sale.

So my advice here is plan, plan and plan some more – then execute, execute, execute (oh, and remember to bank the cash!)

For those for whom Christmas is 'hiatus', make sure your next three months is about preparation for your taking a well-earned break without the risk of the wheels falling off while you are away. That is likely to consist of ensuring you have great systems and processes in place, and good, motivated people to carry them through.

So my advice there is to plan, plan and plan some more for a truly epic holiday – then train, train and train your people to the point that when you come back you find they have outdone you.

Remember, Lao Tzu said,  
"Of the best leaders, followers will  
say **we did it ourselves**".

If you would like to get in touch with **ProfiTune**, please visit their website at [profitune.com](http://profitune.com) or give them a call on (07) 5510 3555

**PROFITUNE**  
BUSINESS SYSTEMS

Better management, bigger profits







# EXPERT TIPS FOR MOBILE PPC

*Mobile search is here to stay!*

**DAVE MOONEY** LOOKS AT DIGITAL CAMPAIGNS SURROUNDING MOBILE DEVICES

Targeting mobile devices is becoming increasingly important for any digital marketing strategy. It makes sense, right? Think about how often you're out and about, on the move and you feel the need to instantly connect with a business, supplier or product. It can be as simple as wanting to know more about a particular product, find out a store's opening hours, or find a business's after hours phone number... it can be anything.

So when you're looking at building a digital campaign, what are the best practices surrounding mobile device targeting? Well, I'm glad you asked...

## 1) Mobile friendly website

If your site isn't mobile friendly then you can pretty much forget it. If your customers can't access the information that they are looking for immediately, then they are going to move on to another website which can facilitate what they need. My biggest tip, beyond anything else, is to ensure that your customers can access what they need, when they need it... and more often than not, they need it right away.

## 2) Implement mobile friendly extension and Ad formats

According to Google, best practice states that the best way to create a mobile optimised campaign is to build out your ad extensions and have the mobile friendly check-box ticked. Extensions that you can build out are:

- Sitelink Extensions: Give your customers the option to link through to other pages on your site.
- Call Extensions: Allows your customers to simply click your phone number and call directly from your ad.
- Location Extensions: Perfect if you have a shop front or physical location. Location extensions pull data from your Google my business/Google places location. It puts your physical address into the ad text and allows your customers to find you directly from your ads!
- App Extensions: Direct your users directly to your App to help drive downloads.
- Review & Callout Extensions: Build trust and highlight your business's selling points.

Not only will the ad extensions increase your expected click through rate (in turn bringing you better quality scores and having positive impacts on your cost per click), it will increase the likelihood that your customers will find you when they need to.

## 3) Mobile bidding

AdWords allows us to adjust bids on mobile devices up to 300% higher than your maximum cost per click. What this means is that if you're in an industry where calls are important to you, you can bid much higher on mobile devices in order to show in the top spots. The reason you would want to be in position one or two on a mobile device is that for the most part, there are only two results at the top of the page on a mobile search result. If you want to be competitive within your mobile campaign but don't want to bid for top spot on desktops, you can adjust mobile bids to allow you to sit in converting positions.

In Australia, 23% of purchases made are instigated with a smart-phone search whilst 66% of searches happening in 2014 were made on a smart phone. At the end of the day, if you're not optimising your campaigns for mobile phone usage, and your website isn't mobile optimised, you're at risk of losing customers and in the long run, being left behind your competitors.

## GET IN TOUCH

Is your website still not optimised for mobile viewing? Hop to it and give us a call at SponsoredLinX on **1300 859 600** to learn more, or visit [sponsoredlinx.com](http://sponsoredlinx.com)

# IF YOU BUILD IT, WILL THEY COME?

## The benefits of thinking like a start-up

PETER GJERSOE LOOKS HOW TO OVERCOME THE 'INNOVATOR'S DILEMMA'

Have you ever had a business idea for something that you just knew was going to be a hit? You went and did all of the research, you even had study groups to assess people's reactions. The only problem is, you only know if your great idea will actually work if you know the future.

**THERE HAS GOT TO BE A BETTER WAY. THERE IS ONE.**

If you have, or haven't heard about 'Lean Start-Up' previously, there is a lot is happening in this space, and it's time to see how you can benefit. In these times of unprecedented change, to survive, let alone succeed and grow, every business must re-invent itself and bring new products to market. So how do you maximise the potential of having a winner while at the same time minimising the risk of wasting the resources you have been entrusted with? You need to change the way you think. You need to start by getting comfortable with becoming a 'start-up' again, and expressions such as, 'get out of the building' and 'the Canvas'.

Now if you are an established business owner, do not be lured by 'the arrogance of your successes', believing that what was sufficient yesterday will be sufficient for tomorrow. Add to that an even more worrying disease; believing that disruption and competition are bad and can interfere with predictable cash flow. The reality in today's consistently changing environment is that you are already about to become a 'has-been'.

You have two issues to deal with. Interestingly, both stem from being successful and having great products. Your biggest problem is the 'Innovator's Dilemma' which stresses what a challenge it is for successful businesses to innovate current successful products. However, you must innovate, because unless you do, hungry competitors will take your business away. If you're a start-up, then you have nothing to lose, in comparison to big companies, and they can fail. Was there ever a single word like 'fail' which illustrates the huge changes in business attitude from the old 'fear of failing' to today's environment? Today failing is encouraged, to the point of being a must - as long as you get up fast and learn from the experience. In other words, have constructive failings. This is how start-ups can try out all sorts of new and innovative ideas that a big company would never even consider.

You must get out of the building! You need to meet and get into the mind of your clients. Understand what it is that they truly want and bring the vision back. You cannot outsource or focus group this. But sometimes, people do not know what they want to the degree you need to know!

The reality is that people and businesses can only imagine a 2x improvement on what they have today. For you to justify the development of something worth investing in, you must have a vision of at least a 5x improvement over what prospects are currently experiencing. The perfect example of this is Amazon. The customers always feel welcomed, and are continually met with excellent suggestions about what others, just like them, are interested in. A store which delights in finding the most unusual and rare examples, new or second hand, and where one is made to feel protected (only you know what you are buying). Best of all, everything happens right in your own space. Shopping can be a joy! Before you know it, a satisfying thump tells you that your treasure has arrived, irrespective of how far away you live from your favourite store.

Jeff Bozos founded Amazon in 1994 as an online bookstore. The mid-90s was a time where the US was struggling with depression and Amazon had lots of competitors. Amazon's 2014 turnover: US\$88Billion.

Enter stage your new best friend; The Canvas. It is a single piece of paper with nine building blocks and the perfect format to capture your total business model. It can be used to explain your vision to investors, as well as to attract co-creators. Further, it is equally suitable to keep track of developments, as well as report updates.

For more information, and if you'd like to get in touch with Peter, you can email him at: [peter@dominateselling.com.au](mailto:peter@dominateselling.com.au)



# Cross Device Tracking

Follow the customer journey in the lead-up to Christmas



Data, data, data! We live off data. The more data we have the better off we are. The world of consumer conversion tracking is rapidly changing. We're in a world where people are increasingly connected across a range of devices. We live in a fast paced, 'I want it now' society. Consumers are more often making quick decisions in the moment, provided what they need is at their fingertips.

As advertisers, it's important to not only be there when they need you, but also to be able to track the journey they've taken to get to the point of sale. Mobile browsing has increased, time spent in apps on mobile devices is increasing and advertising on mobiles has never been more important. Here we'll look at offline conversion tracking and cross device tracking, including the developments in the industry and the benefits to you as an advertiser.

**BY DANIELLA POZZOLUNGO**

## What's Offline Conversion Tracking?

Here's a fairly normal scenario.

A customer finds your website from Facebook, browses and is interested in some of your products. A couple of days later, they see an AdWords Remarketing ad and click through to the site to do more research. Another couple of days later the customer does a Google search for the product, almost ready to make a purchase. They click on an organic search listing in this case, and then decide they want to make the purchase in store. Google Analytics would have tracked three separate visits online, one a Facebook referral, one a remarketing ad click and one organic click, with no goal completion. The sale in store has not been attributed to any marketing effort, and the business owner is just happy they made a sale.

Universal Analytics allows us to stamp that same visitor with a unique customer identity (ID). This customer ID becomes trackable from first engagement through to point of sale. This would link the three individual sessions to the one user, allowing you to measure the full success of your digital strategy.

It also allows us to track that user in store through the use of a loyalty card, app, Quick Response (QR) Code or Radio Frequency Identification (RFID) tag that they scan in store. This essentially bridges the gap between online and bricks and mortar, giving you the full scope of the customer's journey, and giving you greater insight into the true return on investment of your digital strategy.



### How Does This Work?

AdWords provides you with a unique identifier, called a Google Click ID (GCLID), for every click that comes to your website from an AdWords ad. To track offline conversions, you'll save that ID along with whatever lead information you collect from the person who clicked your ad. That way you now have the ID associated with that user. When they make a sale, you can link that ID back to the original keyword and search query.

Now let's have a look at Cross Device Tracking.

### What is Cross Device Tracking (CDT)?

CDT is the phenomenon whereby advertisers, companies and platforms attempt to identify users across various devices, and the devices are many. From once being desktop PC and mobile phone, now we're talking about tablets, laptops, smart phones, watches, TVs and more!

### Why Is It Important?

Remarketing or retargeting is basically impossible without it. Gone are the days where cookies are sufficient for remarketing. On a mobile device they are unreliable and basically have no impact within an app ecosystem as they cannot be used across different apps.

### So How Can We Track User Identity Across Devices?

There are two main types of tracking:

#### Deterministic Tracking

The more accurate and more exact method is based around user logins across devices. For example using the same email address to log into a website and an app connects the user across devices. As long as a user remains logged in across their devices, marketers are able to target users. This method requires a large scale to work effectively – think Google, Facebook and Apple.

#### Probabilistic Tracking

This method is achieved by algorithmically analysing different data points, such as device, location, operating system, time of day and more to create statistically 'probable' links between different devices. It's an inexact science, however some companies are reporting up to 91% accuracy.

### How Does Cross Device Tracking Link To Your Digital Strategy?

Google is the first to know that these days cross device tracking is absolutely paramount for effective marketing.

It's also the first to recognise that measuring across devices is complicated. So what's the good news? We are able to measure cross device conversions within your AdWords campaigns. There's a column within your AdWords campaigns called "estimated total conversions".

This column combines the conversion columns with the various estimated conversion types such as calls from ads shown on tablets or mobiles. The bad news? This data may not be available to everyone. Google only provides this data if they are 'very confident' that the estimates are highly accurate.

It's also only available to AdWords traffic on Google.com and the Display Network at this time.

### What Are The Benefits Of This?

- See the real world impact your ads are having
- Attribute your conversions to the right campaign or ad group – helping you optimise the campaign and see true ROI
- Make more informed business decisions about where you spend your money in your campaigns
- Make more informed business decisions about where to allocate marketing budget online and offline
- Optimise for mobiles by estimated total conversions by device type

## GET IN TOUCH

Knowing your customer's journey is key to converting sales, so speak with our Digital Strategy team now on **1300 859 600** to learn more, or visit [sponsoredlinux.com](http://sponsoredlinux.com)





# THE HALF-WAY FACEBOOK REPORT

## What's hot in the world of social media?

How we connect with each other and how businesses will be able to connect with their audiences is changing at an astronomical rate. Those who aren't able to keep up will be left behind. Those that take advantage and embrace these changes will be the ones that shape the businesses of tomorrow. I believe that in the coming years, small-medium businesses as a term won't exist, and in their place will be 'smart businesses'.

BY LACHALAN DANN

### **SOCIAL MEDIA HAS A BIG FOCUS AND PUSH ON MOBILE.**

2015 will be forever marked down as the year mobile devices killed the PC (in terms of overall social media usage). With close to one billion daily active users, Facebook is leading the charge along with the little brother, Instagram. In recent stats, Facebook has released that 30% of Facebook users only login from their phones. If that's not impressive enough, 57% of advertising budgets on Facebook are dedicated solely to serve ads on mobile devices!

### **CAROUSEL ADS (MULTI-PRODUCT ADS) ARE THROWN INTO THE MIX.**

New ad types are always being created by Facebook, in a way to help businesses to produce paid content that is engaging and can deliver results. The carousel ads are one of the latest new ad types, and give you the ability to show multiple products or images that link to different parts of your site (product pages, service pages, purpose built landing pages etc.). These are extremely effective for most businesses and can be particularly useful for e-Commerce focused users.

### **FACEBOOK VIDEOS HAVE BECOME A THING, AND YOUTUBE HAS A SERIOUS RIVAL.**

Facebook has released stats that indicate users are posting 75% more video content than this time last year, and are racking up over four million views per day! This is now equal to the number of views YouTube gets on a daily basis. Although Facebook isn't focused on advertising within the videos, they are allowing businesses to take advantage of this push to get a more comprehensive message across to their audience. YouTube is still the preferred video platform, but users love how convenient videos are on Facebook.

### **ADVERTISING ON INSTAGRAM HAS KICKED OFF.**

Facebook has finally started to get the hang of Instagram ads, and are capitalising in a big way on their dominance of mobile platforms. During the start of the year, ads were trialled by a select few businesses, but now, Facebook is working on making Instagram ads work alongside their ad buying interface. This should also evolve to help you target mobile users more effectively with Facebook ads.

### **THE DOORS ARE CLOSED ON 'LIKE GATES'.**

A once successful way of building organic likes, applying a 'like gate' to tabs on your Facebook with special incentives (giveaways, discounts, special offers etc.) meant that users would need to like your page before unlocking these deals. Facebook has shut down this feature in the last six months and will apply penalties for pages that continue to use this feature through third party sites.

### **E-COMMERCE IS BUILDING.**

Businesses will soon be able to integrate Facebook's standalone messaging app. In the next few months, users will be able to make a purchase online and choose to connect their Facebook account with the purchase, so companies can send notifications about the item. This includes purchase confirmation, shipping updates, and much more! Social conversions are about to become a lot easier, especially with Facebook being rumoured to give businesses the chance to sell through Facebook in due time.

### **PROMOTING AND SELLING ON FACEBOOK HAS CHANGED.**

Facebook surveyed users and found that no one wanted to see overly promotional posts in their news feed. They concluded that posts that solely pushed users to buy a product, install an app, enter a promotion, or posts that reused content from previous posts, would see a big drop in organic traffic. Business pages on Facebook are still one of the most effective advertising mediums on the planet, but if you're looking to promote or sell, you'll need to pay for a formal ad campaign to ensure you get the results you need.

### **INNOVATIONS IN TECHNOLOGY ARE CHANGING THE WAY WE CONNECT ON SOCIAL MEDIA.**

With the rise of smart devices and with new and exciting advances in alternative technology, things are changing faster than ever. With Facebook's recent partnership announcement with Microsoft (in regards to the Oculus Rift – a virtual reality device that is due to hit shelves next year), I believe the company has big plans for the future.

# THE ONE-STOP Conversion Solution

BY LAUREN O'CONNOR

Your website is designed to bring your business traffic and then convert it into sales, whether that is in the form of purchasing a product through your site, or phoning a number to book in a service. But is your website working at its optimum level? Is it successfully converting traffic? No!! We thought you might say that.

As a result of the overwhelming evidence that SMEs across Australia are simply not converting the leads they get into the sales that they should be, SponsoredLinX has an innovative new feature to share in collaboration with Convertopages. SponsoredLinX and Convertopages began their strategic long-term partnership venture earlier this year to deliver premium online marketing solutions for Australian businesses. We have been working hard over the course of the year to make this new joint service even better, and thus, 'Convertopages 2.0' has been born. Currently serving over 2000 clients, SponsoredLinX is now offering a one-stop solution for all SMEs online marketing needs with a seamless set of management services, round-the-clock support and live page analytics. All of which help business owners save time better spent on their business. Convertopages 2.0 is a world-class and Australian made platform which has been specifically developed to allow

businesses to convert even more enquiries than the original version, using results proven optimised conversion websites. Purchase of a Convertopage 2.0 service offers businesses instant access to a complete set of tools required to succeed in the online arena, such as:

- Custom Analytics – *with a new Analytic Dashboard*
- Live Conversion Rates
- Simple Point & Click Interface
- A/B Split Testing
- Mobile Responsive Site
- Fast Load Times
- FREE Feature Updates

There is no worldly reason why your website can't convert potential leads into sales in the same way a bricks-and-mortar business can manipulate how particular product placement converts to sales. Utilising Convertopages 2.0 will enable you to do just that, and more. The responsive design feature means your business isn't missing out on those customers who choose to search your site while using a mobile device. There has been extensive research which shows that mobile devices are fast becoming the most popular device for internet search. Being able to easily analyse your websites data will help you to not only better understand the behaviour of your customers, but it will also give you further insight in to your other online

marketing tactics, such as SEO and Google AdWords. The Live Conversion Rate also gives you the most up to date data you'll ever need. When you have the right information, you can use it in ways to effectively influence your conversion rates.

Another new feature within Convertopages 2.0 is the Page Manager, which will list all of your Convertopages in one place, which means more efficient management on your behalf, saving you time, and thus money. The evidence speaks for itself so speak to SponsoredLinX today about the launch of Convertopages 2.0, or visit the Convertopages landing page [www.convertopages.sponsoredlinx.com](http://www.convertopages.sponsoredlinx.com) and find out how it will help your business to generate more business and convert leads.



## GENERATE MORE BUSINESS AND CONVERT LEADS

Speak to SponsoredLinX about the launch of Convertopages 2.0 on **1300 859 600**.

# convertopages 2.0

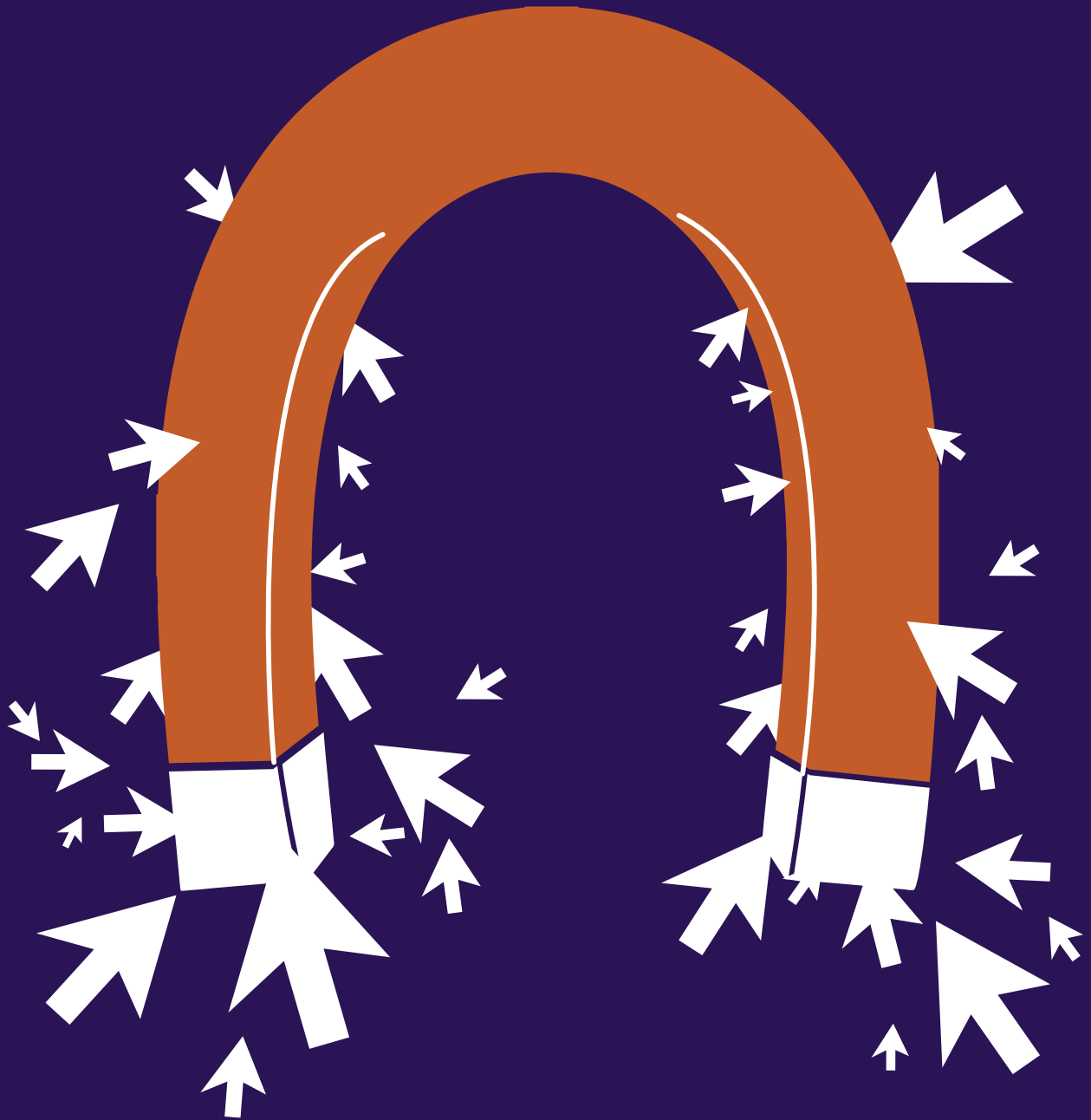
Boost your AdWords campaign with  
Convertopages 2.0 - packed full of new features

Preview them at: [www.convertopages.sponsoredlinx.com.au](http://www.convertopages.sponsoredlinx.com.au)





We know what  
makes people click



**SponsoredLinX**<sup>TM</sup>  
ADVANCED ONLINE MARKETING

[www.sponsoredlinx.com](http://www.sponsoredlinx.com)



# Reach new customers and grow your sales online

The cookie-cutter approach to online marketing just doesn't cut it anymore. Customers are switching to brands they can identify with. At SponsoredLinX, we assess your brand, your target markets and your business goals in order to create a bespoke, creative campaign to increase awareness of your brand online and ultimately improve your ROI.

---

**SponsoredLinX**<sup>TM</sup>  
ADVANCED ONLINE MARKETING

[\*\*www.sponsoredlinx.com\*\*](http://www.sponsoredlinx.com)