



PPC Optimization Tips from Google

A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded
- Webinar recording will be sent out
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again



A screenshot of a GoToWebinar interface. The top window is titled "Audio" and contains a "Sound Check" indicator with a green signal strength bar. Below this, there are two radio button options: "Computer audio" (selected) and "Phone call". A red "MUTED" indicator is visible next to a microphone icon. Below the microphone icon is a dropdown menu showing "Microphone (HD Webcam C510)". A volume slider is positioned below the dropdown. At the bottom of the audio section is another dropdown menu showing "Speakers (High Definition Aud...)". The second window is titled "Questions" and features a text input field with the placeholder text "[Enter a question for staff]". To the right of the input field is a "Send" button. Below the input field is a small 3D character icon holding a large red question mark. At the bottom of the "Questions" window, there is a section titled "Multi sessions different registrants" with the "Webinar ID: 980-960-603" and the GoToWebinar logo.



WSI AT A GLANCE

For 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

TODAY'S PRESENTER



Agency Development Manager at Google

ANGELINA MILLER

Angelina Miller is an Agency Development Manager at Google and has worked there for 5 years. Angelina has 9+ years of experience in the digital marketing space and has worked with a range of clientele from boutiques to Fortune 500 companies such as General Motors on digital strategy and business growth. Angelina is also working on her second Master's degree focusing on user experience design and human computer interaction at the University of Michigan.

Today's Agenda

Overview: Today's
Landscape

Act:
Reactivate and Accelerate
sales for your business

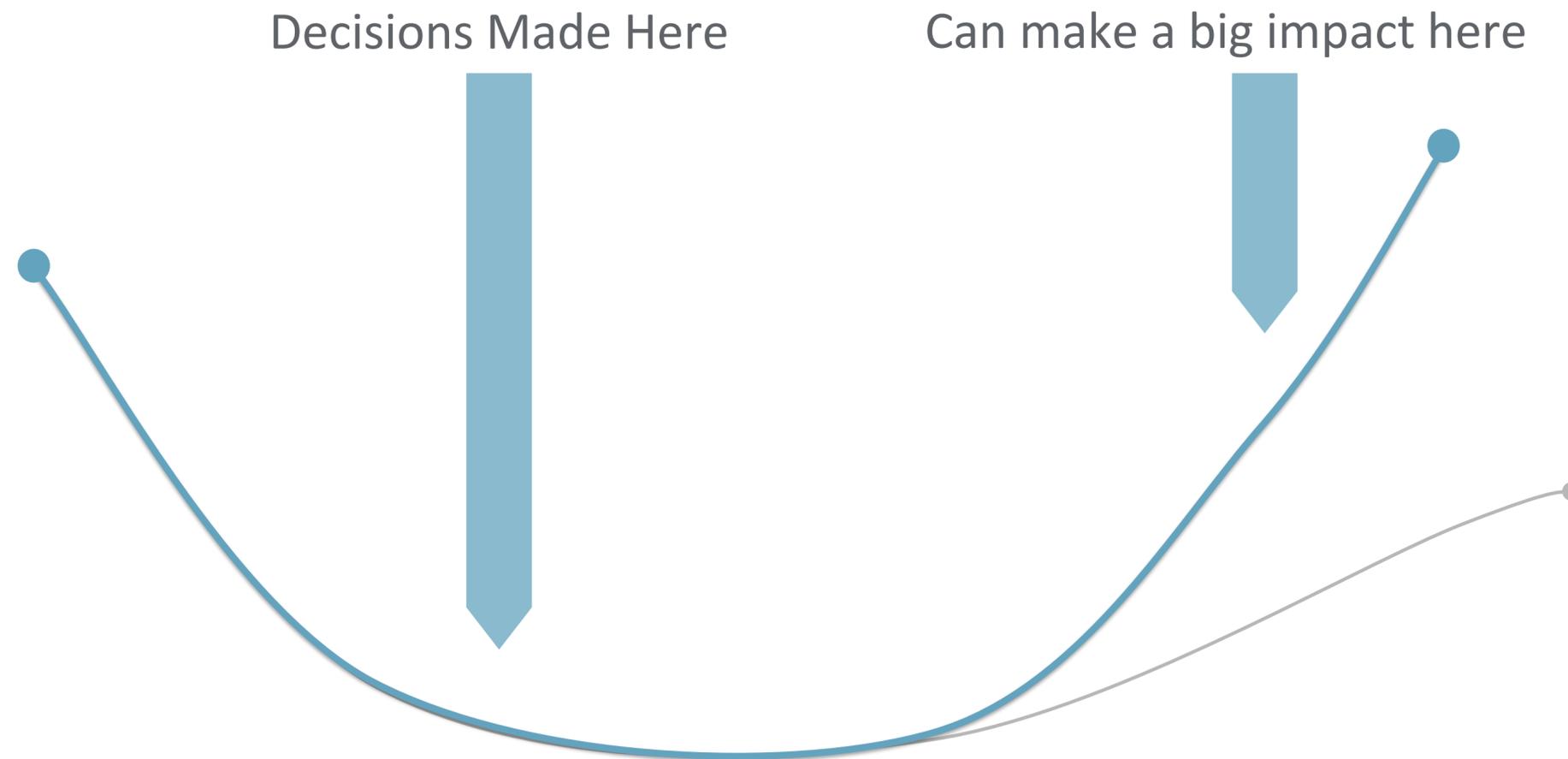
Plan: Solutions for
Growing Sales

Q&A

Overview

Today's Landscape

What history has taught us about navigating crisis...



“The COVID-19 crisis has led to dramatic shifts in consumer behavior. Businesses will have to work hard to meet ever-evolving customer experience requirements in order to win and remain relevant.”

McKinsey & Company, May 2020

Key themes emerging in the current landscape

Curbside Pick-Up & Contactless Deliveries

Preference to shop online,
minimize time in store

~56%

consumers likely to use curbside pickup for non-grocery purchases within the next 30 days; with 21% reporting that they will use it frequently⁽¹⁾

Consumers are less brand loyal (B2B + B2C)

As consumers struggle to find
the products they seek, when they need

3/10

Consumers bought from brands
they don't normally buy from⁽²⁾

Holiday shopping will look different this year

Shoppers will be making different buying
decisions

72%

of Holiday shoppers say they will shop more
online this season

Source: 1) Google Consumer Surveys, Custom Survey April 8-11 2020.

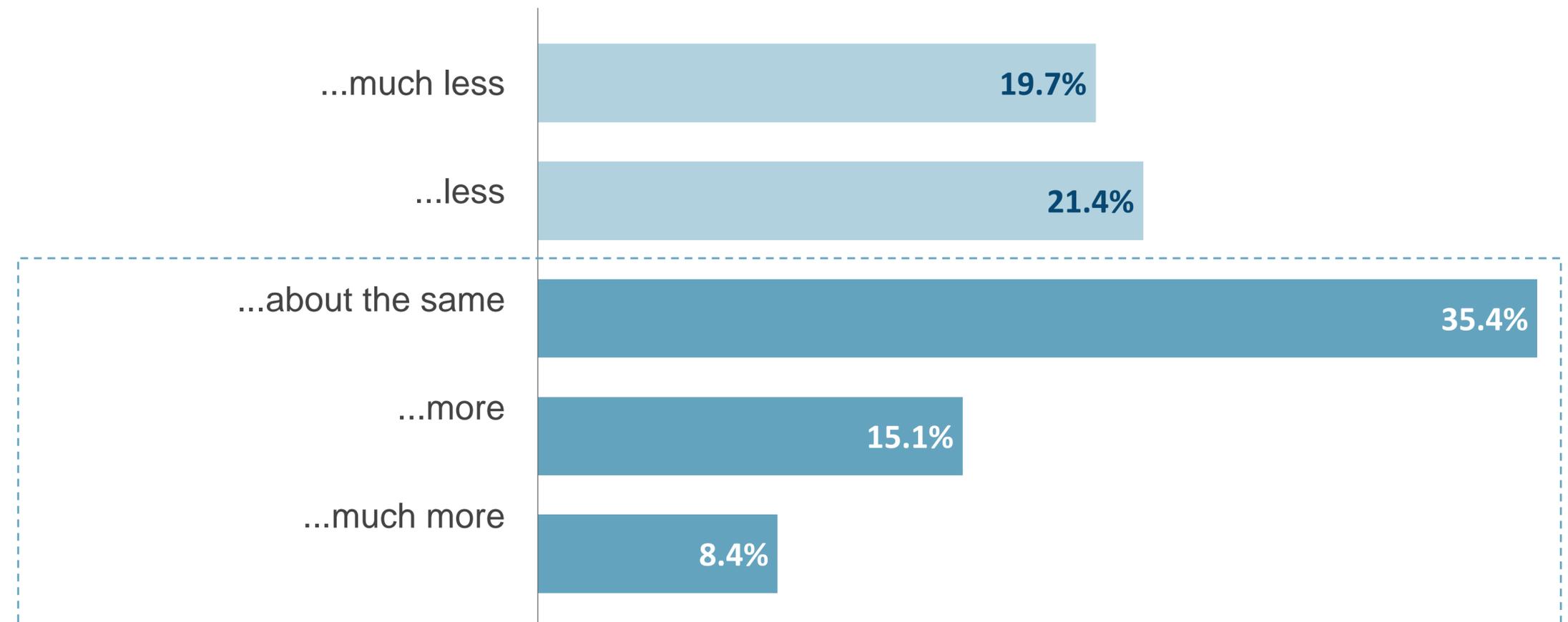
2) Google commissioned Ipsos COVID-19 tracker, Global, AU, BR, CA, CN, FR, DE, IN, IT, JP, MX, RU, ES, U.K., U.S. n=1000, VN n=500 online consumers 18+ per market, April 2, 2020–April 5, 2020.

3) IPSOS / Google COVID Survey, April 27, N=1000 % Change 3/23 - 4/27

3.)Google Internal search data, Analysis by TheProof, 3/15/2020 - 4/14/2020

60% of U.S. consumers are shopping as much or more than they were before

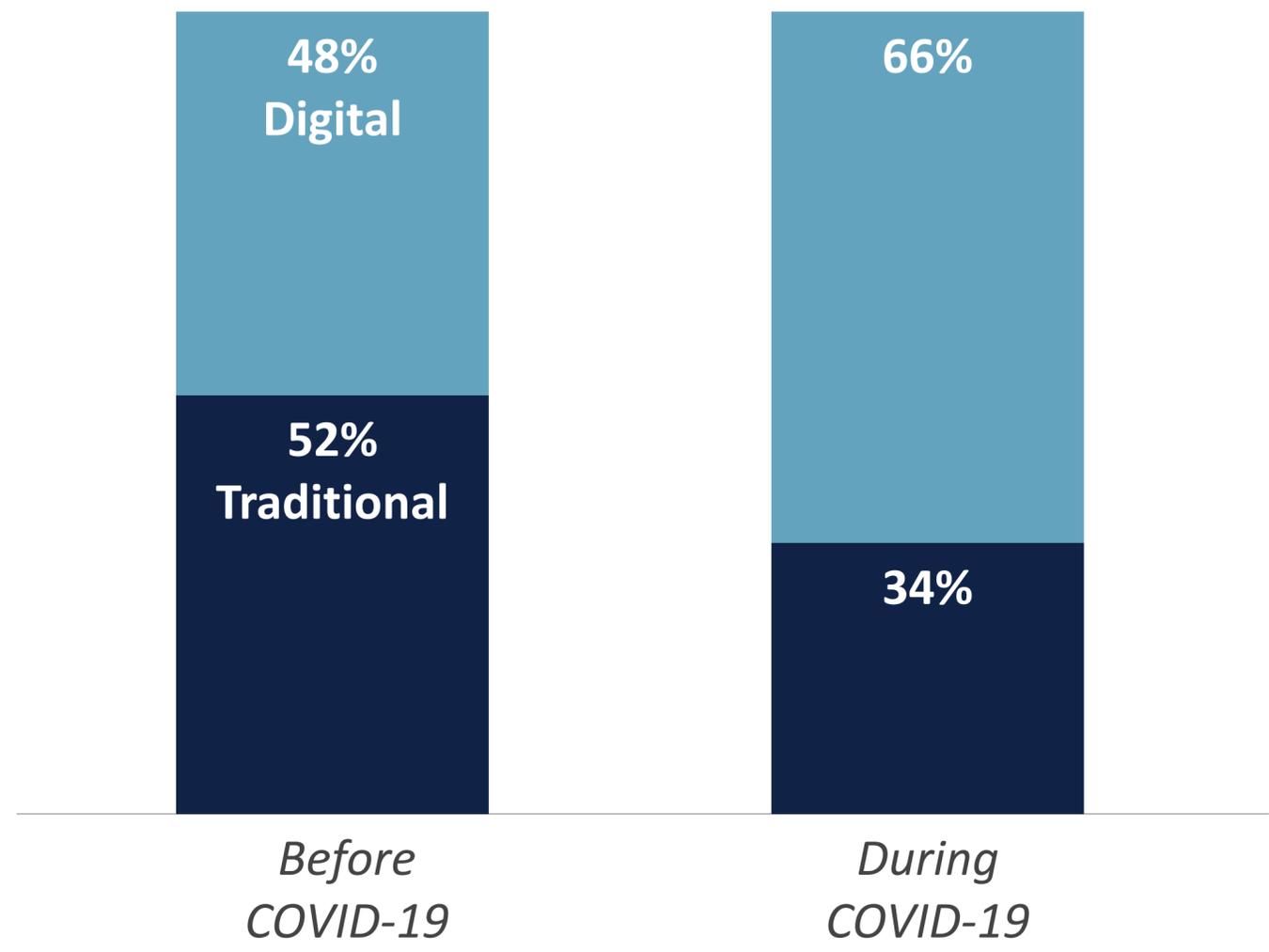
Over the next three months, do you plan to shop...



Source: [Google Surveys](#), Responses captured week of March 23, 2020 [n=296]

COVID has accelerated the shift to digital for B2B decision makers

Importance of digital vs. traditional to B2B customers

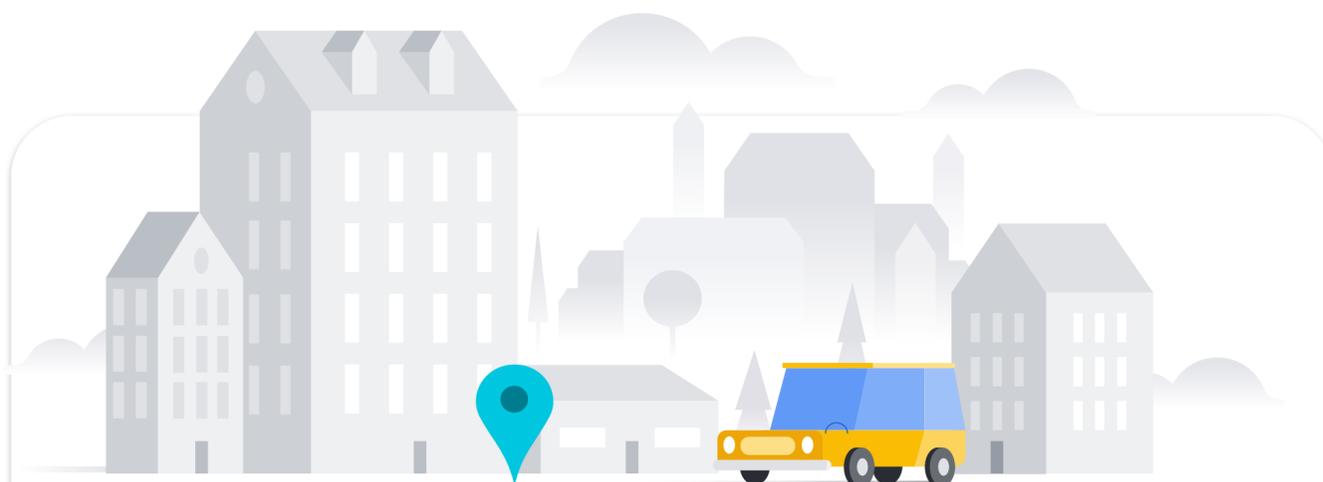


Source: McKinsey: The B2B digital inflection point: How sales have changed during COVID-19, April 2020

Plan

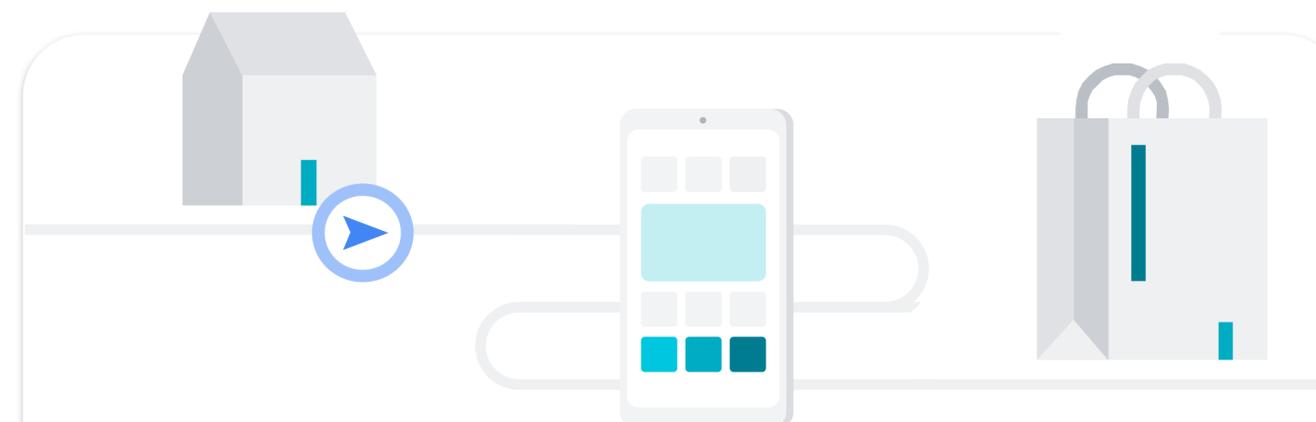
Solutions for Growing
Sales

Two core strategies to connect consumers with your business



Store-centric approach

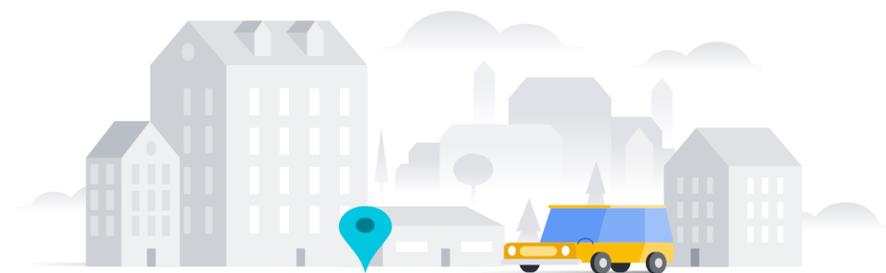
to provide customers with the information that they need to help them decide when and how to purchase



Omnichannel approach

to meet customers where they feel comfortable shopping as online and offline conversions fluctuate

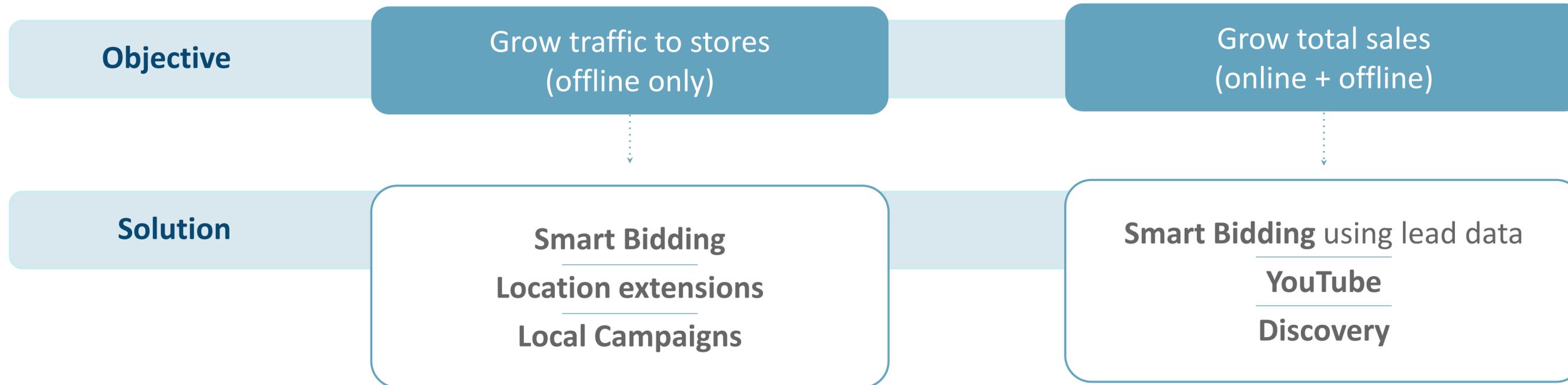
Solutions to support your business needs



Store-centric approach



Omnichannel approach



Act

Reactivate & Accelerate

Drive growth in the changing landscape



1. Use **Google Trends** to access search insights in order to better understand changing consumer behavior.

trends.google.com



3. Use **Optimization Score** to drive a +10%* increase in conversions.



2. Forecast demand and how optimizations will affect overall return using **Performance Planner**.



4. Get industry-relevant tips on how to cope with business challenges on **Think with Google**
thinkwithgoogle.com



Performance Planner

Forecasting



Google Search ad auctions from over 7B searches per week powers our forecast engine. We use all data up to the previous day.

Simulation



Our forecast engine simulates relevant ad auctions with query level variables (seasonality, CTR, competitors, landing page, time of day etc).

Machine Learning



We then use machine learning to fine tune the forecasts.

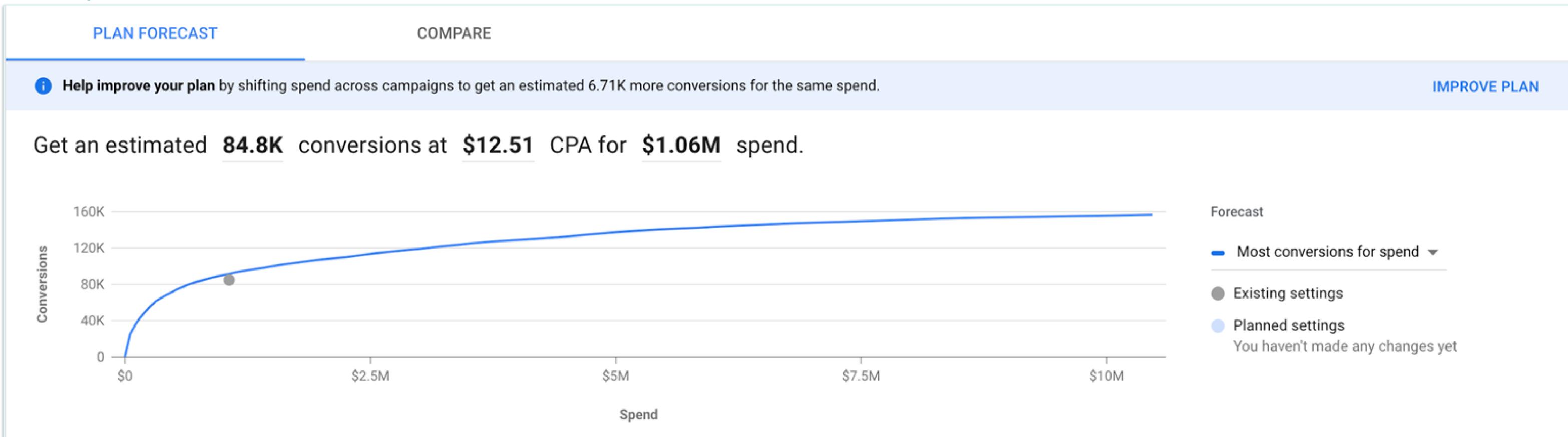
Validation



We do forward & backward measurements of accuracy for 10k+ campaign samples across 1, 7, 30, and 90 day periods to ensure we're making validated recommendations.

Performance Planner

Example



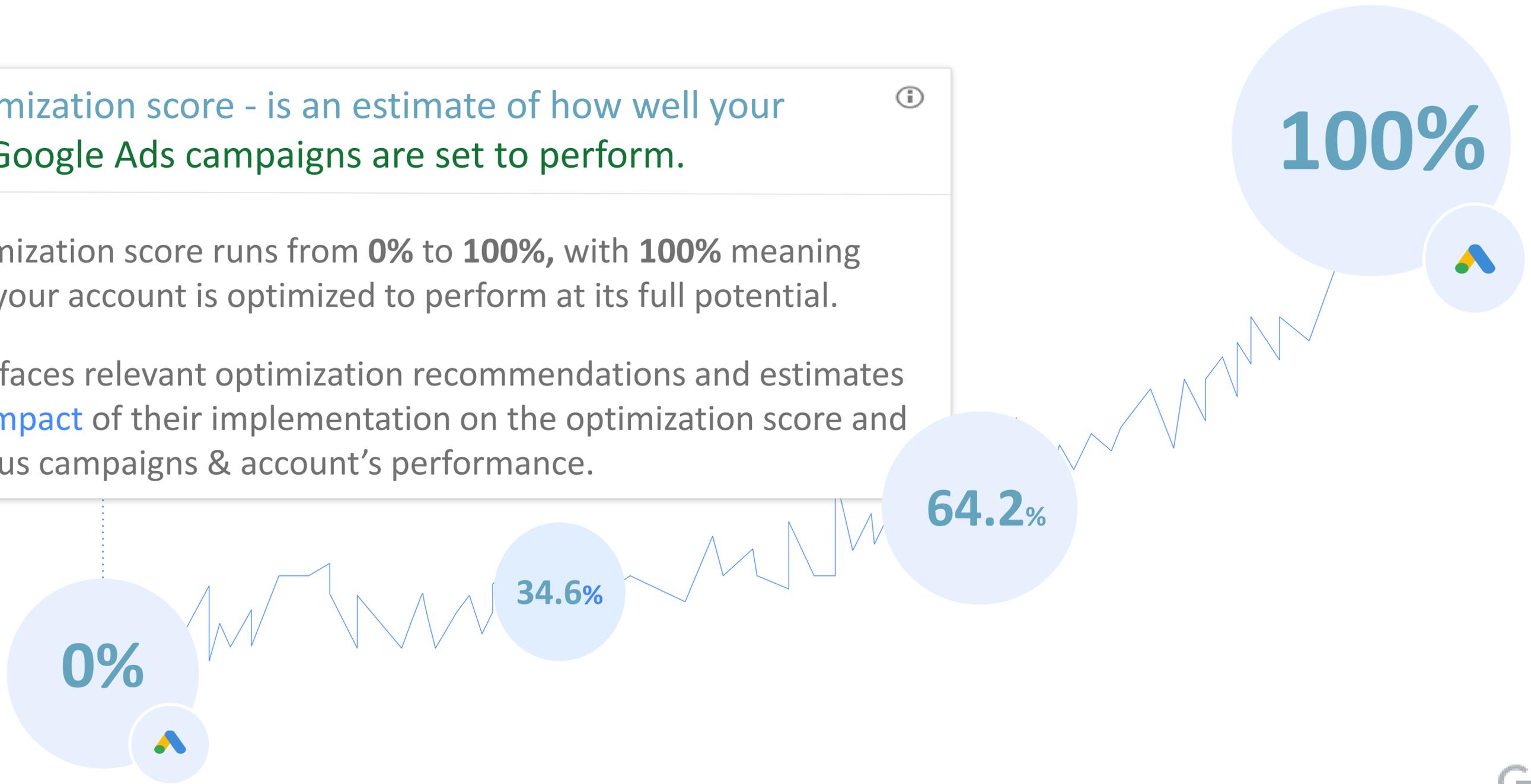
Performance Planner helps you set the right budget for your campaigns. View above chart based on spend to conversion correlation, or adjust to see how much you'd spend at different CPA thresholds.

Optimization Score

Optimization score - is an estimate of how well your **Ad** Google Ads campaigns are set to perform.

Optimization score runs from **0%** to **100%**, with **100%** meaning that your account is optimized to perform at its full potential.

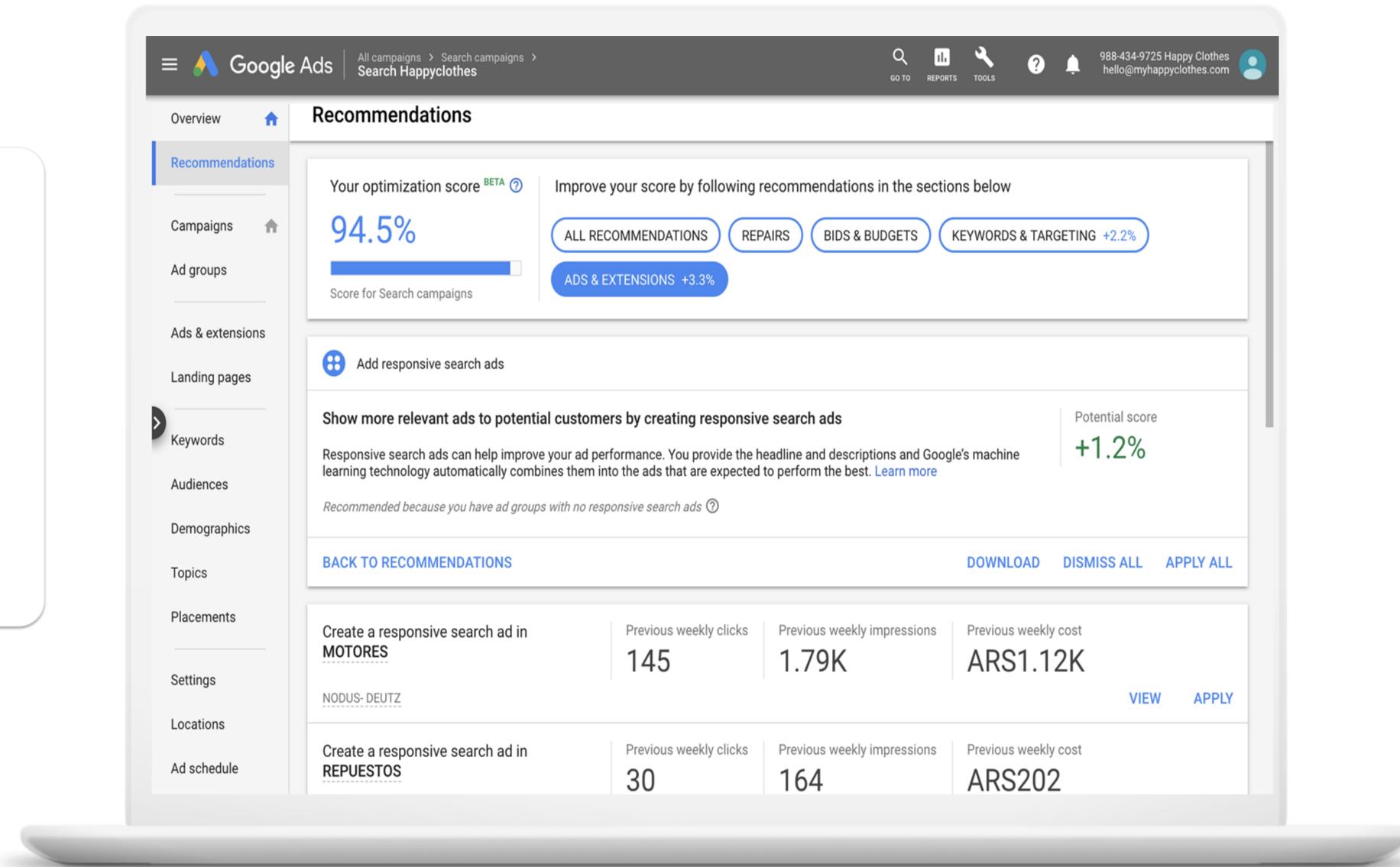
It surfaces relevant optimization recommendations and estimates the **impact** of their implementation on the optimization score and various campaigns & account's performance.



Actionable & scalable recommendations tailored to account performance



You can seamlessly apply specific recommendations to improve your campaign's optimization health in as little as **one click**.



Types of optimization recommendations



1. **Ads and extensions** - refine your ads, create new ads, show your best ads most often, and organize your ads.



2. **Automated Campaigns** - maximize performance through automated bidding, targeting, and ad creation.



3. **Bidding and budgets** - find your optimal bid strategy and ensure your campaigns are not limited by budget.



4. **Keywords and targeting** - reach more people who are interested in what you offer.



5. **Repairs** - fix issues with your account and improve the overall health and performance of your account.

Quick Recap & Summary

1. Review

Latest Search
& Industry **Landscapes**

2. Plan

Strategies for
Growing Sales

3. Act

Leverage Tools to
Accelerate Sales

Want More Google Tips? Use this Checklist for Businesses

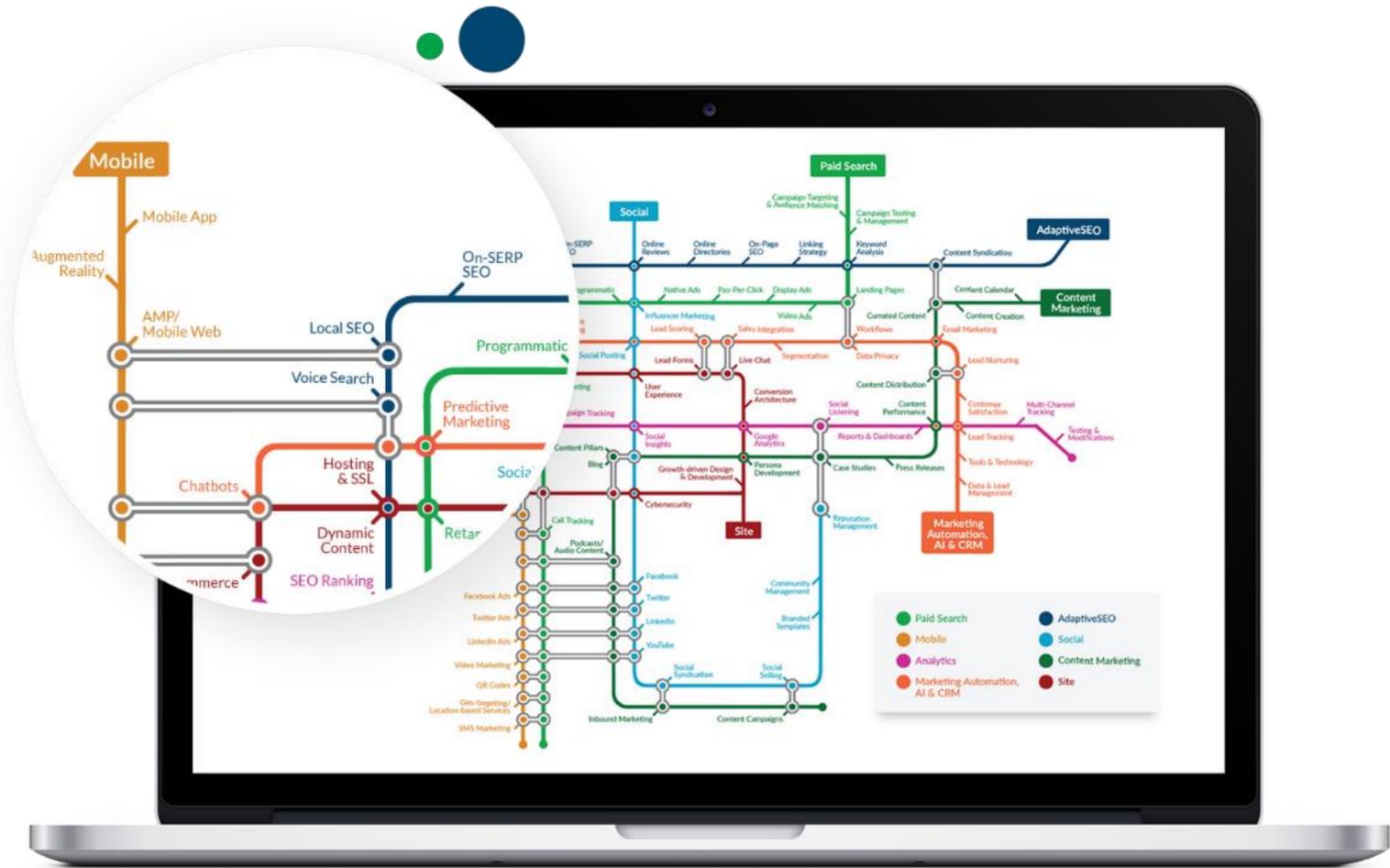
<h2>Google My Business</h2>	<ul style="list-style-type: none"> • Use labels to adjust stores quickly (on/off, hours) • Remove temporary closures; process permanent closures as applicable • Update store hours and remove special hours • Use Delivery Options to highlight Pickup, Delivery, and Curbside • Use posts to provide updates on store policies 	<h2>Omnichannel Measurement</h2>	<ul style="list-style-type: none"> • Re-enable Store Visits as needed (be mindful of Store Visit lag time & ramp-up period) • Set a store visit conversion value in Google Ads • Use Smart Bidding with store visits to optimize across online and offline
<h2>Location Extensions</h2> <p>(Includes Affiliate Location Extensions)</p>	<ul style="list-style-type: none"> • Confirm GMB account link to Google Ads (Location Extensions only) • Add Location Extensions at CID level if removed • Re-enable Location Extensions or Affiliate Location Extensions for open locations 	<h2>Omnichannel Bidding</h2>	<ul style="list-style-type: none"> • Use Smart Bidding with store visits on Google Ads or SA360 to optimize Search and Shopping campaigns across online • Determine a bid strategy based on your goals • Use tools like Performance Planner or Target Simulators to plan campaigns after including store visits in conversions
<h2>Local Campaigns & Local Inventory Ads</h2>	<ul style="list-style-type: none"> • Edit location groups or location targeting to reflect open stores • Verify local inventory feeds and data accuracy and/or feature products in Local Campaigns • Re-link location group in Merchant Center if removed • Set local campaign to optimize to local actions to help meet store visit volume thresholds • Update local campaign to meet best practices 	<h2>Youtube & Display</h2>	<ul style="list-style-type: none"> • Prepare Discovery Ad creatives • Activate location extensions with your YouTube campaign • Update call to action with in-store messaging • Ensure brand is seen in the first 5 seconds of video

REACH OUT TO YOUR LOCAL WSI CONSULTANT

Talk to us, we can help!

Want to talk more about your Google Ad campaigns or your overall paid search strategy?

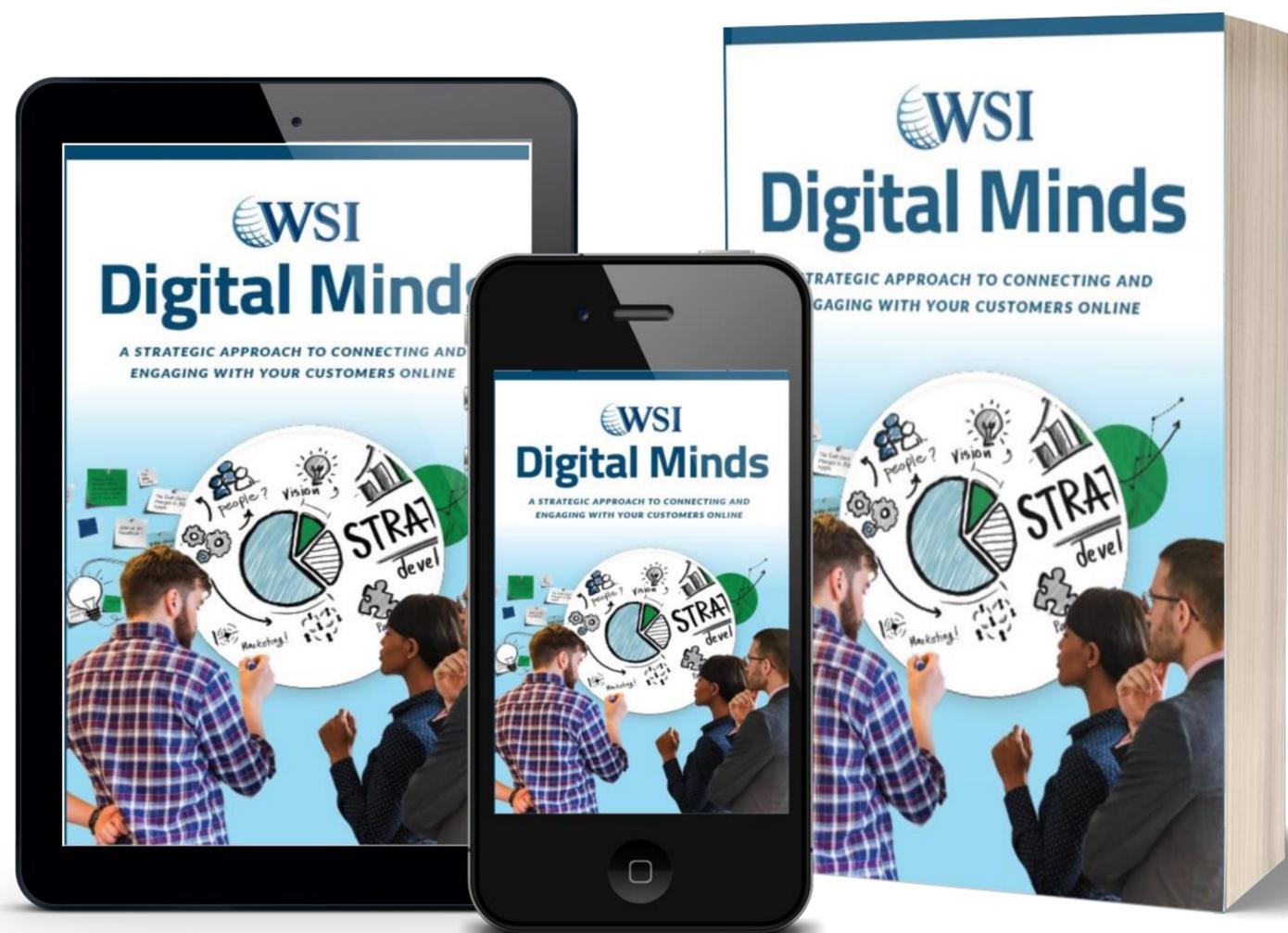
Reach out to your WSI Consultant or email contact@wsiworld.com.





Now it's time for some Q&A

READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search “WSI Digital Minds” or visit

<https://bit.ly/wsibook3>



**Thanks for joining us. Share your feedback.
See you next time!**