

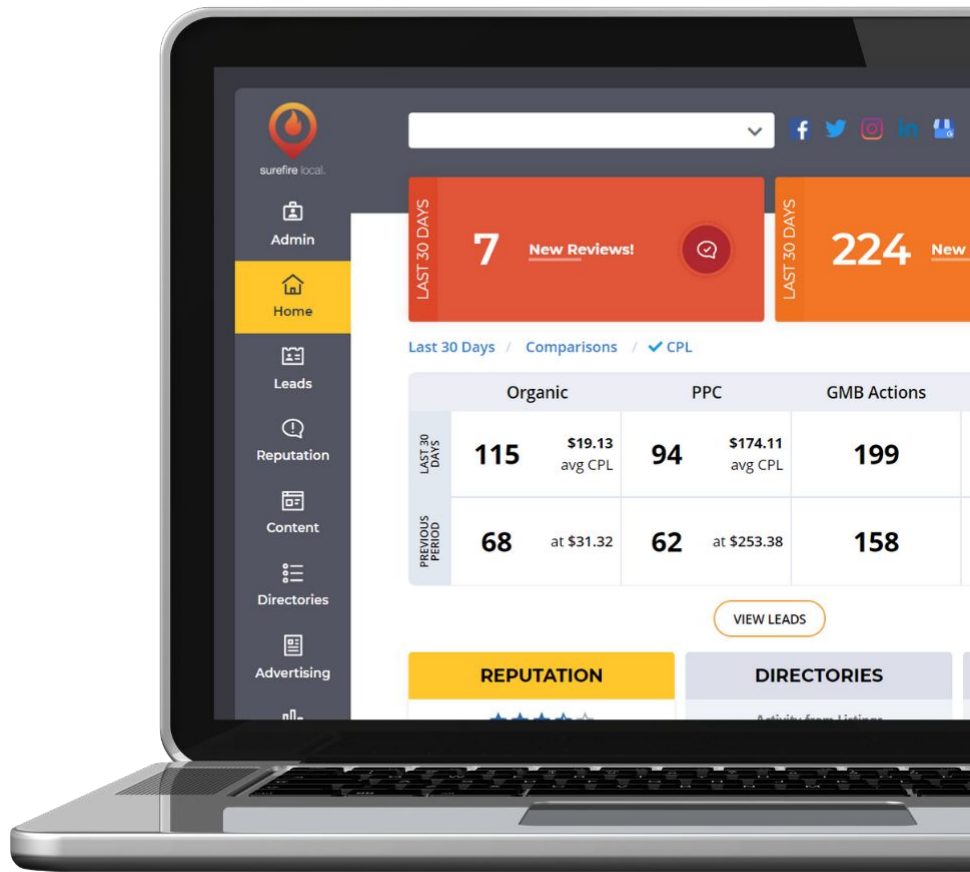
Advertising 101

How to Amplify Your Local
Reach & Maximize ROI on
Google, Microsoft, and
Facebook Ads



OUR MISSION

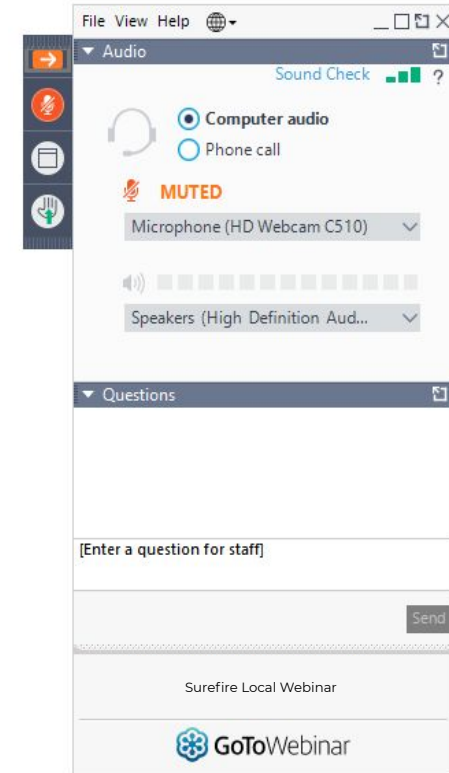
Help **small businesses**
grow profitably by making
online marketing easier





Quick Reminders

- 1 You'll receive a recording of this webinar. Please check your spam folder for emails from SurefireLocal.com.
- 2 You can engage using the questions chat box and share feedback by emailing **marketing@surefirelocal.com**



Today's Speaker

Cathy Peterson

Director of Digital Advertising



Today's Agenda

1

Advertising 101

2

Digital Advertising Snapshot

3

Strategize for Stronger ROI

4

Q&A

Part 1

1

Advertising 101

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Digital Advertising Snapshot

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Strategize for Stronger ROI

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Q&A

Catching the customer's attention has become more difficult than ever before

Consumers are exposed to over 5K ads per day



**5 ads and 8 influences
to research and up to 4
providers across the
stages in their path.**

This creates
more than 1.7
million
targeting
possibilities

Right Time, Right Place, Right Message

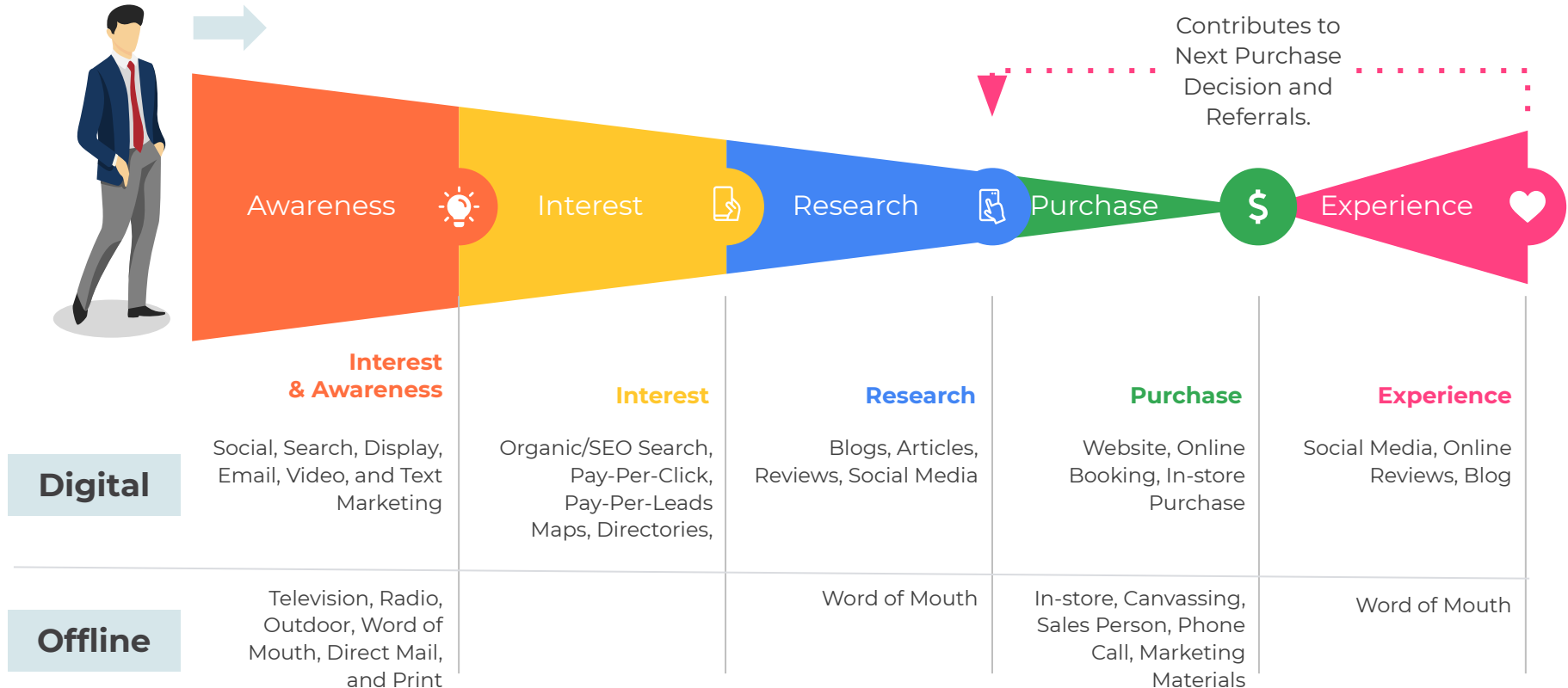


is Key to Advertising

Right Place... Lots of Channels to Choose From



Right Time ... Connecting Along the Buying Journey



Right Message ... Aligned with Consumer Needs

Home Security Computer Repair Pet Sitter Chimney Sweep
Roof Replacement Kitchen Renovation Flooring HVAC Maintenance
Moving Shower Conversion Auto Repair Home Cleaning Eye Doctor
Outdoor Living Space CPAs Legal Help Siding Installation Restorations



Part 2

1

Advertising 101

2

Digital Advertising Snapshot

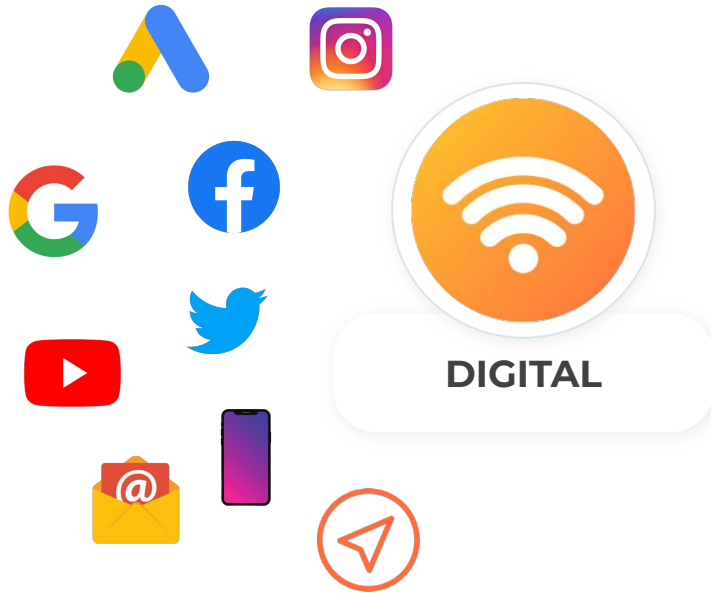
3

Strategize for Stronger ROI

4

Q&A

Digital vs. Traditional Advertising



Key Benefits of Digital Advertising

Get more leads

Increase the number of people who contact your company rather than the competition.

Increase brand awareness

Help local people recognize your company, understand the services you provide and have positive associations.

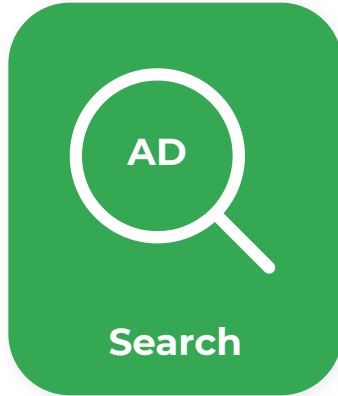
Very targeted and granular

Target people who are interested in your services, in your area, and are actively searching during your business hours.

Easily tracked and adjustable

You can keep track of what is working and what isn't. Based on results, you can easily pivot to target the right people, which results in increased sales!

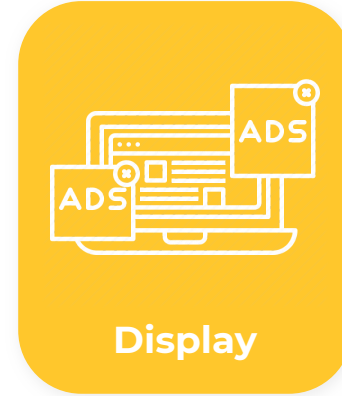
Digital Advertising Channels



Google Search
Network
Microsoft Search



Facebook Ads
Instagram
LinkedIn



Google Display
YouTube

Sample
Platforms:

Search Advertising is #1 for Right Place, Time and Message

NETWORK



Access to reach searchers on the Google and Microsoft search network.

REACH



Millions of searches happen every day. 95% of traffic goes to 1st page.

TARGETING



Shows ads only when searchers are looking for your products or services.

COSTS



Cost-effective way to reach your target audience at the right time - when they are in the buying cycle.

Google or Microsoft Search Ads? The Answer is **Both!**

Google Ads

Microsoft Ads

Pay-Per-Click

Yes

Yes

Network

Google.com & Search Partners

Bing, AOL, Yahoo & Partners

Reach (Search Share)

70%+

20%+

Audience Demographics

More General

Older, higher-income

Cost-Per-Click

Average \$20

Average \$8

Competition

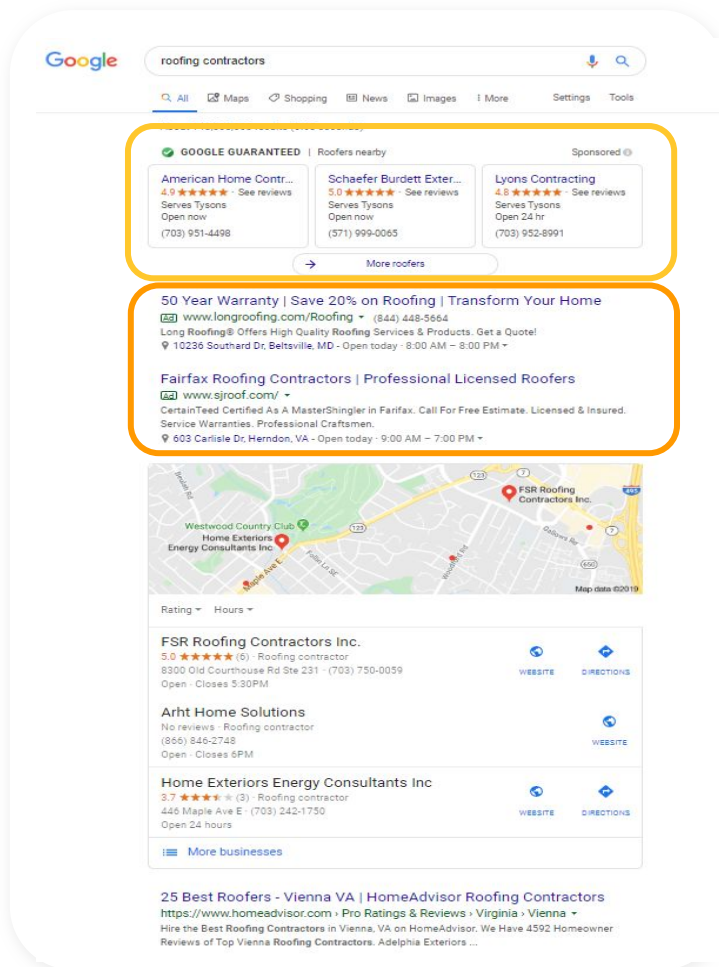
Heavy Competition

Less Competition

The best search advertising strategy is to use **both to capture more people looking for service**

Google Search Ads

- People searching for products
- Web traffic & lead generation
- Google Search Network & Partners and Local Service Ads



Local Service Ads



Google Ads



Social Advertising To Reach Right Audience Your Message



- Reach specific audiences
- Leverage a variety of ad formats
- Nurture leads and sales
- Tap into new audiences

Facebook Ads Offers Cost-Effective Reach and Amazing Targeting

REACH



80% of Americans use Facebook, many using it several times a day.

TARGETING



Amazing degree of granularity when it comes to targeting options.

CREATIVE



Great for showcasing your work and brand with lead, video, and image ads.

COSTS



Advertising costs are also lower on average than other forms of pay-per-click ads.

Which is Better For You: Search or Facebook? Again... **both!**

Paid Search (Google & Microsoft)

Paid Social (Facebook)

Pay-Per-Click

Yes

Yes

Audience Size

5+ billion daily searches

2+ billion active users

Targeting

Keywords, content, locations,
device, audience, demographic

Advanced targeting options
including interests, audiences,
behaviors, and demographics

Best For

Immediate sales & leads for
products/services with
high-purchase intent

Awareness, audience building &
remarketing

For sales, leads, consultations, or anything of that nature, **both Search and Facebook work!**

Display Advertising

- People in target audience
- Awareness & Remarketing
- Target by interest or audience



**Thousands
of sites**

Extensive network that reaches 90% of North American online audience



**Audience
targeting**

Many targeting options, including geographic, behavioral, and Facebook



**Better ad
placement**

Optimization technology puts your ads on the most effective sites



**Cost
effective
solution**

Brand awareness that's more cost-effective than traditional methods

Blueprint to Digital Advertising Success

- Exterior home remodeling company with multiple locations spread across West and Southwest US.
- Strategy includes search, social, display and video channels.
- These campaigns work together to create awareness, build audiences and generate leads in a cost-efficient and effective way.

Search

2x

More leads within CPL benchmarks

Social

\$2

Average cost per click with CPLs within benchmarks

Display

+64%

Improvement in conversion rate

Video

+1M

Reach and growing, while generating conversions

Part 3

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Advertising 101

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Digital Advertising Snapshot

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Strategize for Stronger ROI

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Q&A

Marketing Challenges Facing Small Businesses

67%

Limited Marketing
Budget

60%

Organic Traffic Requires
Effort & Patience

34%

Not Having the Time & Skill to
Learn Digital Marketing

32%

Expanding to More
Marketing Channels

Strategize and Plan Your Paid Advertising Campaigns

1

Set Goals

2

Targeting

3

Messaging

4

Tracking

5

Optimizing

6

Expand

Setting Goals to Develop **Strategy & Planning**

**Generate
leads**



**Drive offline
sales**



**Drive online
sales**



**Increase
awareness**



Re-engage



Understand and **Target** Your Ideal Audience

Your Ideal Customer



Age: 30-65
Income: Mid-Upper
Education: College & above
Location: Washington D.C.
metro area

Needs:

Motivations:

Responsibilities:

Technology:

Goals:

Interests:

Use Targeting Capabilities to Find New Customers

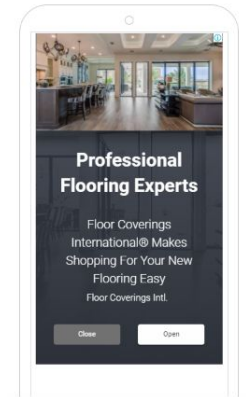
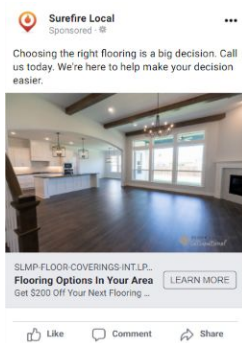


Effective **Messaging** for Ads and Landing Pages

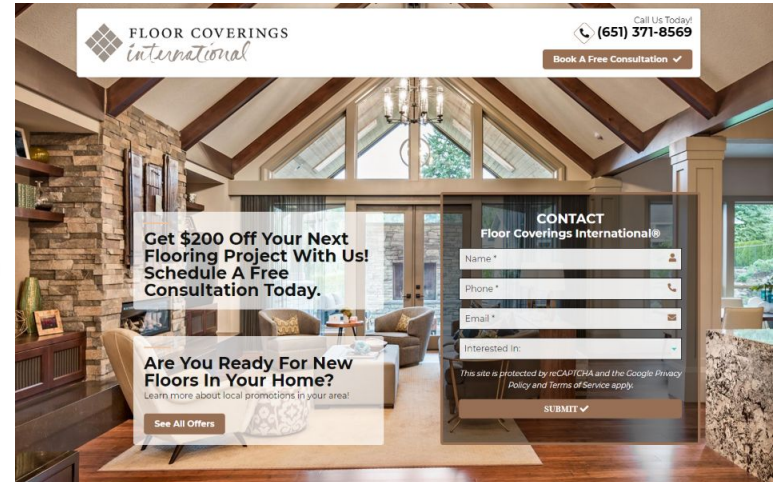
The right person – at the right time, in the right place – but with the wrong message, is a missed opportunity,

Ad Examples

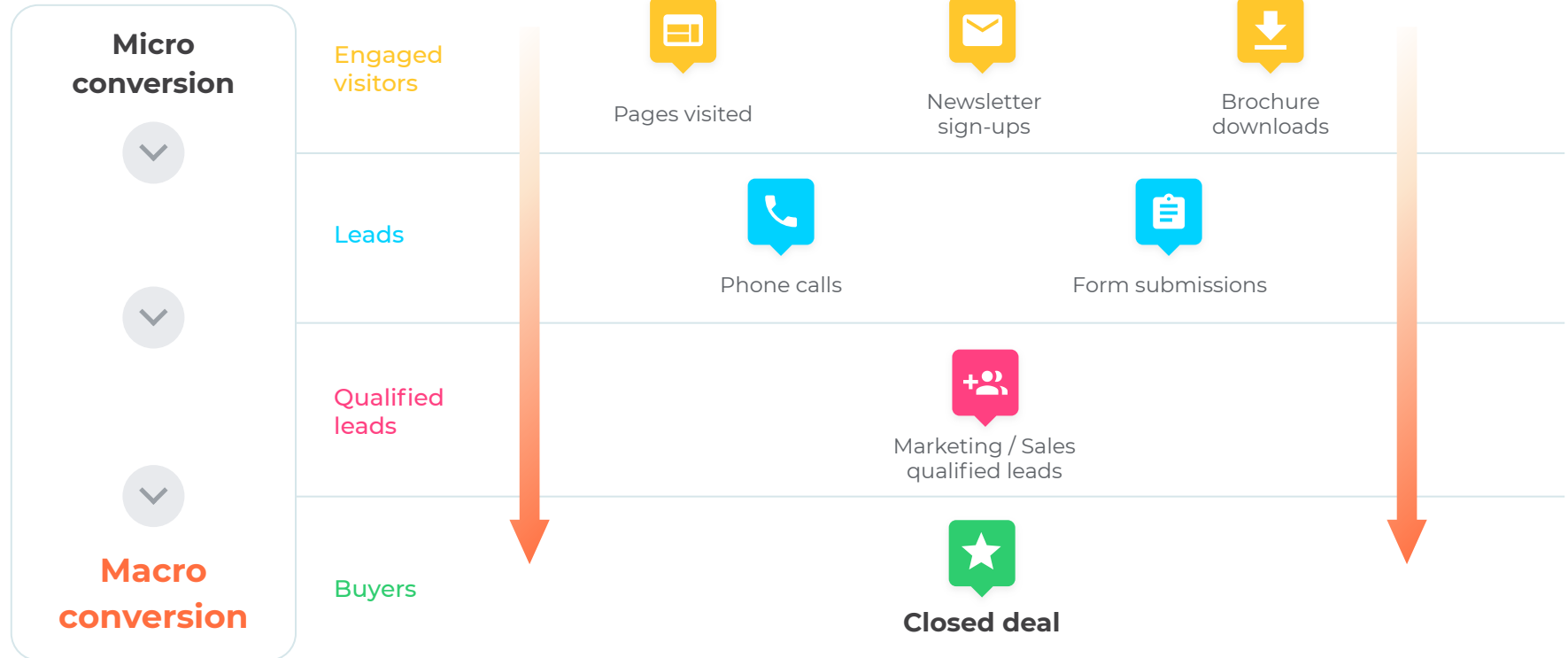
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No Matter What You Are Looking For, We Have Floors That Fit Your Lifestyle And Budget. Get \$200 Off Your Next Flooring Project With Us! Schedule A Free Consultation Today. ...



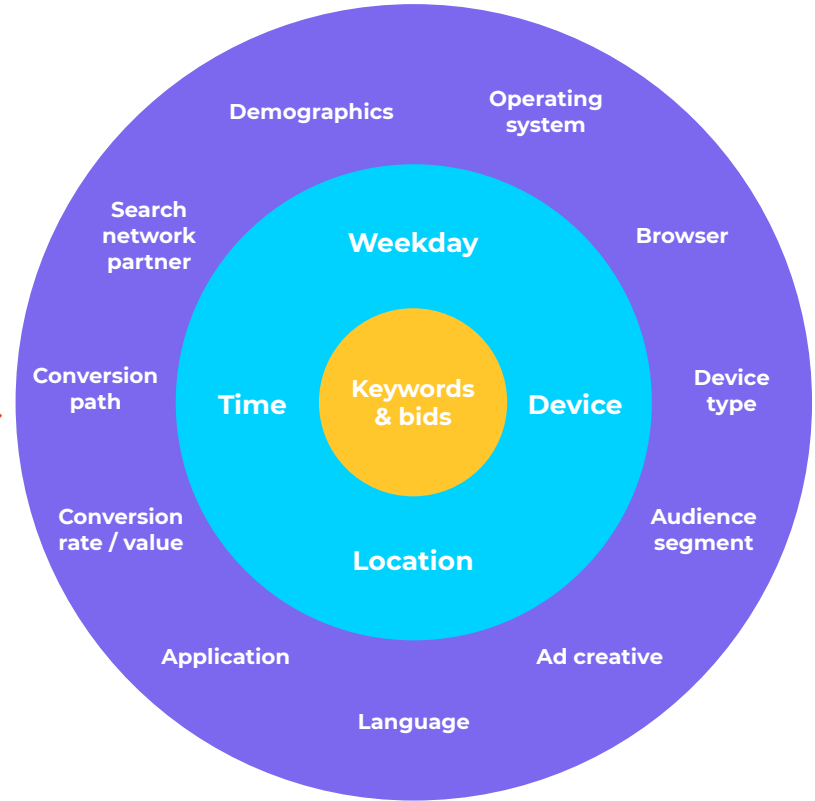
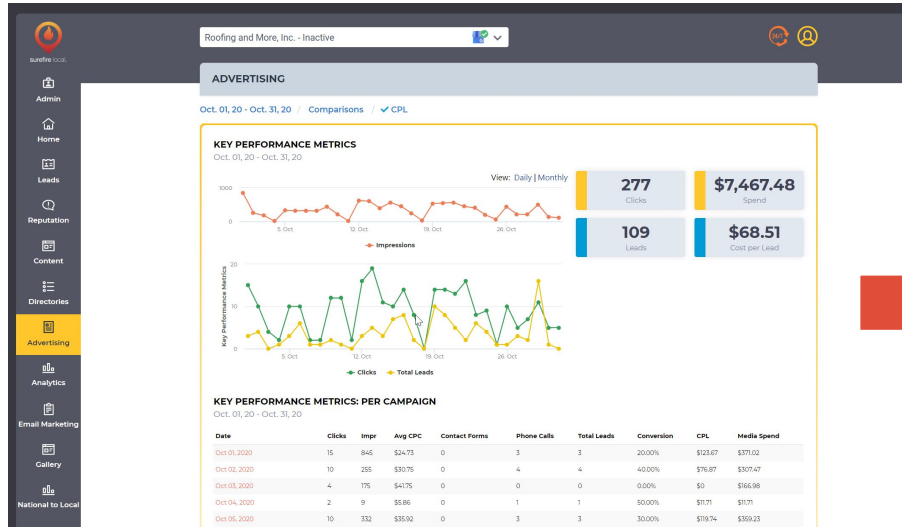
Landing Page Example



Understand and Leverage Tracking and Reporting



Optimize Performance Based on Results and Insights



Expand Your Reach and Channels to Scale

Social Ads

Expand to Facebook for leads, audience building and awareness.

Search Ads

Start with search on both Google and Microsoft Ads to capture demand.

Display Ads

Layer in display ads for brand awareness and remarketing as your audience grows,

Consider video ads to increase awareness and aid in lead generation.

Video Ads



Part 4

1

Advertising 101

2

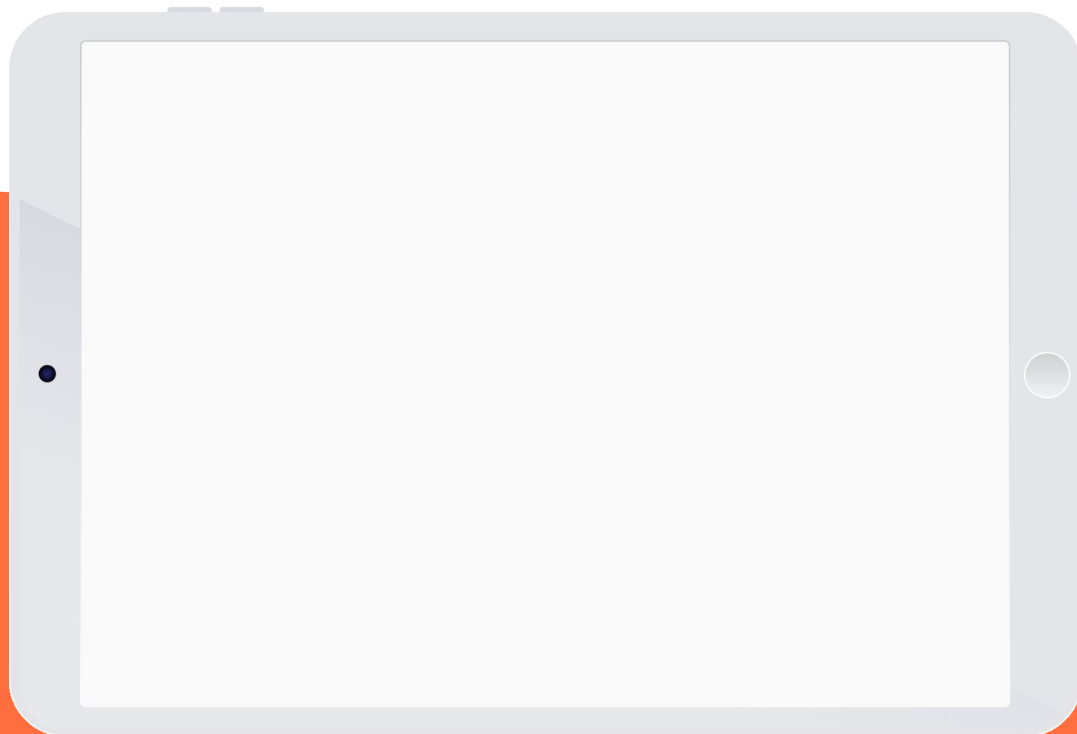
Digital Advertising Snapshot

3

Strategize for Stronger ROI

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Q&A



See how the Surefire Local
Marketing Platform makes
online marketing easy for your
small business

**SEO | Social Media | Google My Business |
Reviews | Online Advertising | and more!**

Yes, let's chat!

I'm already a customer



THANK YOU!



SurefireLocal.com



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