Google Adwords Working Group Vision

- I’m not an expert.
- I’ve never met a Adwords expert.
- I believe that by teaching what I know, I’ll be able to identify what I still need to learn.
  - I’d like to find people I can learn from.
- By creating a monthly working group we’ll be forced to put the time in that this powerful tool deserves.

My Advertising Journey

- Crimson Multimedia
- Knights of Columbus
  - Lessons learned about collaborating.
  - Failing in new ways.
- Fox.Build
- A3 Environmental

Desert Pete - Advertising Hero

I was travelin' west a buckskin on my way to a cattle run
'Cross a little cactus desert under a hot blisterin' sun
I was thirsty down to my toenails, stopped to rest me on a stump
But I tell ya I just couldn't believe it when I saw that water pump
I took it to be a mirage at first, it'll fool a thirsty man
Then I saw a note stuck in a bakin' powder can
This pump is old, the note began, but she works so give'er a try
I put a new sucker washer in 'er, you may find the leather dry

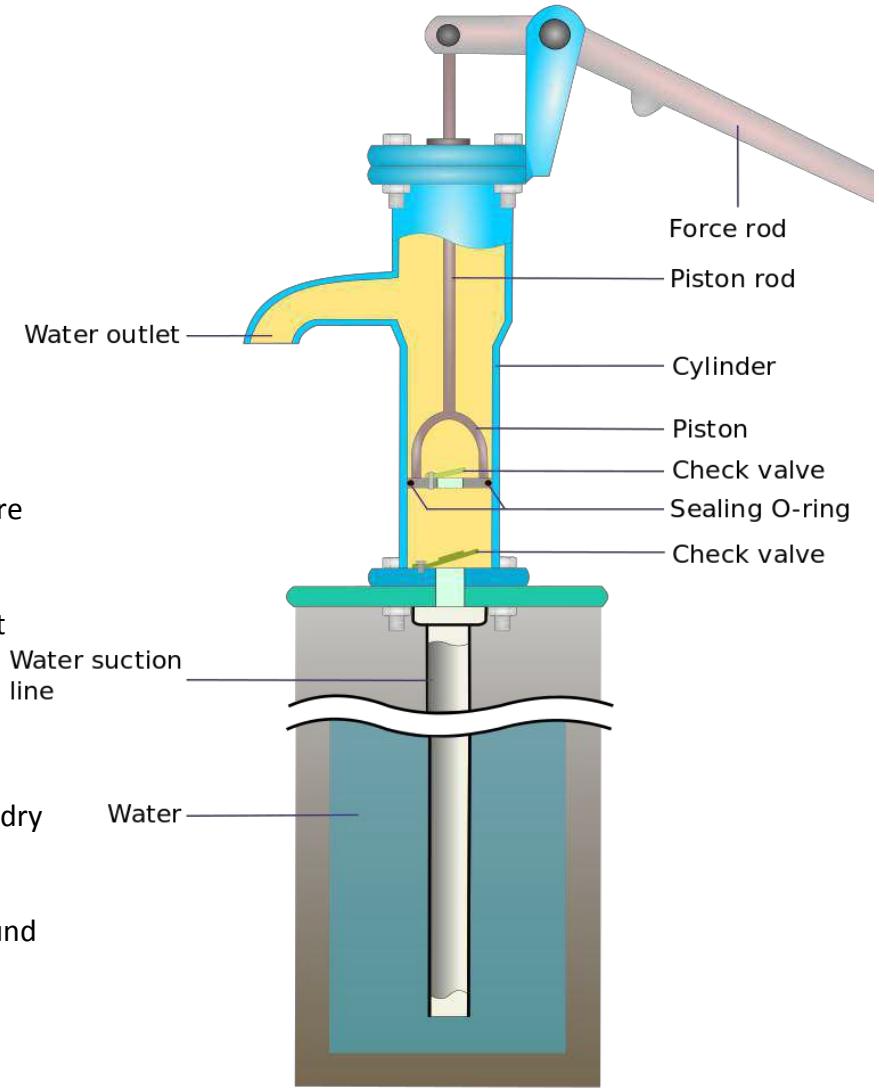
You've got to prime the pump, you must have faith and believe
You've got to give of yourself 'fore you're worthy to receive
Drink all the water you can hold, wash your face, cool your feet
Leave the bottle full for others, thank you kindly, desert Pete

Yeah, you'll have to prime the pump, work that handle like there's a fire
Under that rock you'll find some water I left in a bitters jar
Now there's just enough to prime it with so dont'cha go drinkin' first
You just pour it in and pump like mad, buddy, you'll quench your thirst

Chorus…

Well I found that jar and I tell ya nothin' was ever prettier to my eye
And I was tempted strong to drink it, 'cause that pump looked mighty dry
But the note went on have faith my friend, there's water down below
You've got to give until you get—I'm the one who ought to know
So I poured in the jar and I started pumpin' and I heard a beautiful sound
Of water bubblin' and splashin' up outta that hole in the ground
I took off my shoes and I drunk my fill of that cool refreshing treat
I thank the Lord and thank the pump and I thank old desert Pete

Chorus…



Philosophy

My Google Adwords Journey

- A3 Environmental Consulting.
  - Needed a pipeline.
  - Sciences are historically bad marketers.
- I did everything wrong and learned from my mistakes.
- Every time something worked, I realized how something else was broken.

- $17,000 Spent on Adwords YTD
  - Approx. $150,000 in Gross Revenues from Adwords
  - Approx. 80 Projects
  - 20% of Gross Sales
  - Approx. $48,000 in Net (Primary) Revenue
    - Derivative (Secondary) Revenues untracked but substantial.

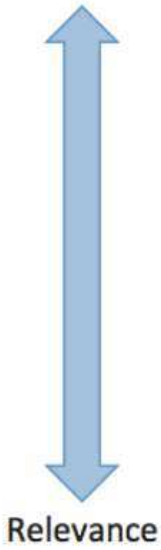
- **Gen 1**
  - Website
- **Gen 2**
  - Adwords
  - Website
- **Gen 3**
  - Adwords
    - Running Wide Open
  - Generic Landing Pages
    - Generic Phone
    - Response Form
- **Gen 4**
  - Adwords
    - Generic Keywords
    - Running as tight as possible
  - Geographically Specific, Generically Worded, Landing Pages
    - Geographically significant Phone
    - Response form
- **Gen 5**
  - Adwords
    - Specifically curated Keywords
  - Geographically Specific, Specifically Worded to match Keywords
    - Geographically Significant Phone
    - Response form

Strategic limiters

- Inclusive & Exclusive Qualifiers and Demographics
  - Words
  - Geography
  - Time of day / week
  - Device (machine)

Tools for the job.

- Spectacular landing pages.
  - Unbounce
  - Jotform
- Spectacular website.
  - Wordpress
- Spectacular ground game.
  - Call Rails



Match Type	Symbols	Matches to:	Example Keyword	Matches to:
Broad	example keyword	misspellings, synonyms, related searches, close variations	bike shop	cycle store
Broad Match Modifier	+example +keyword	search terms that include all words preceded by '+', or a close variant	+bike +shop	bike repair shop
Phrase	"example keyword"	search terms that include the keyword phrase without any words in between, or a close variant	"bike shop"	local bike shop
Exact	[example keyword]	search terms are only that keyword, or a close variant	[bike shop]	bike shop

bike shop
+bike shop
motorcycle store
bicycle store
bike store
+bike +shop
cycle shop
bike chicago shop
bike repair shop
bike
"bike shop"
cycling
local bike shop
used bike shop
[bike shop]
rent bikes
bike shop
bike shops*
bicycles
shop bikes
bicycle shop*
cannondale
mikes bike shop
bike shops near me*
online bicycle shop*
biking
bike welding shops
bike frame shop
womens bike
bike and coffee shop
cycling trails
mountain bike
bike stand
buy motorcycle
cycle stores near me