

Google: Everything BUT Search

Presented by Kris Hutchinson
for the Southern California DMA

April 15, 2008

Background

- CEO of Magnifi Online
- Client-side SEM & SEO since early 2000s
- Formed agency in early 2006
- Small team with focus on results & service
- Expertise includes:
 - Paid search management
 - Search engine optimization
 - Online and offline media



What We're *NOT* Talking About

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southern california dma

Search

[Advanced Search](#)
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Web

Results 1 - 10 of about 85,900 for s

[DMAsc: Direct Marketing Association of Southern California](#)

DMAsc - resources, networking and education for direct marketing professionals.

[Map of 3837 Honolulu Ave, La Crescenta, CA 91214](#)

www.dmasc.org/ - 18k - [Cached](#) - [Similar pages](#)

[DMAsc: Direct Marketing Association of Southern California](#)

The **Southern California** Chapter of the **DMA** has become part of the LADMA organization!

2. We changed our name to the Direct Marketing Association of **Southern ...**

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[The DMA Chapters- DMA Southern California Chapter](#)

The Direct Marketing Association **Southern California** Chapter.

www.the-dma.org/chapters/socalchapter.shtml - 13k - [Cached](#) - [Similar pages](#)

[The DMA Southern California Chapter Event](#)

At each management level, a **DMA** Chapter Membership can improve your business, career and build your personal network of important people. ...

www.the-dma.org/chapterevents/socal_nov_event.shtml - 12k - [Cached](#) - [Similar pages](#)

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[DMA Member Community](#)

J. Fabarius**DMA** Affiliate Network: DMAsc- **Southern California**; B. Lazarus**DMA** Affiliate

Network: DMAsw- SouthWest; f. ehrhardt**DMA** Affiliate Network: DMAsc- ...

www.yourdma.org/ - 22k - [Cached](#) - [Similar pages](#)

[Faculty - College of Music | College of Music | Colleges and ...](#)

BM, MM, University of **Southern California**. PAUL ERHARD, associate professor (double bass). BM, Eastman School of Music; MM, **DMA**, The Julliard School. ...

www.colorado.edu/catalog/catalog07-08/index.pl?s=9-13-0 - 16k - [Cached](#) - [Similar pages](#)

[DMA - Distribution Management Association](#)

25283 Cabot Road, Suite 112 Laguna Hills, CA 92653 Fax: (949) 830-9515 E-mail:

admin@dmasocal.org.

[Map of 25283 Cabot Rd, Laguna Hills, CA 92653](#)

www.dmasocal.org/ - 10k - [Cached](#) - [Similar pages](#)

Agenda

- Google's Non-Search Online Products
 - Content Network Ads
 - In-Video Ads
 - Gadget Ads
 - Mobile Ads
 - Blog/RSS Ads
- Google's Offline Products
 - Print Ads
 - TV Ads
 - Radio Ads
- Determining Fit & Next Steps

GOOGLE'S ONLINE PRODUCTS

Content Network > Overview

- Ads displayed on Google's network of sites
- Reaches 75% of global internet users
- 20 languages, more than 100 countries



Content Network > Targeting

Contextual

- Enter keywords
- Google places ads next to relevant content
- Broadest reach
- Good place to identify winning & losing sites

Placement

- Select specific sites to show your ads
- Browse categories, search by URL, demo profiles
- Narrower reach
- Increased relevance

Demographic

- Social Network sites
- Target by age range
- Target by gender
- Works best for advertisers targeting < 30 age groups

Content Network > Pricing

CPM

- Cost per Thousand Impressions
- Traditional pricing model
- Ideal for those trying to drive ad revenue or increase brand awareness
- Maximize CTR

CPC

- Cost per Click
- Newer pricing option from Google
- Only pay for visits to site
- Ideal for those looking for scale and to meet ROI goals

CPA (aka PPA)

- Cost per Action (aka Pay per Action)
- Only pay when visitors convert
- Sites with inventory choose you
- Lowest inventory

Content Network > Ad Formats

Standard Text Ads

Sponsored Links

[1 Trick to Lose Belly Fat](#)
I struggled for years with a fat belly, until I found this 1 secret.
TruthAboutAbs.com

[Shocking Weight Loss Diet](#)
We Reveal a Diet Secret that Has Been Kept for 400 Years. Learn More
www.Wu-YiSource.com

[Southern Food Recipes](#)
Southern Food Recipes - Compare prices & find expert reviews!
www.Best-Price.com/Food_recipes

Image (Banner) Ads




CONTINENTAL.COM

Continental Airlines

Flash Ads

Advertisement



And a chance to win prizes with every pop.

Video Ads

BASED ON THE MESMERIZING BESTSELLER

SYNOPSIS TRAILER CAST MORE INFO



PG

the MEMORY KEEPER'S daughter

SATURDAY
APRIL 12 AT 9PM/8C Lifetime

Content Network > Best Practices

- Works best for lead gen, sign-ups, trial downloads
- Typically doesn't work well for e-commerce
- Start with contextual (keyword) targeting
- Break out Content campaigns from Search campaigns
- Run Placement Performance Reports
- Add winning sites to placement targeted campaigns
- Add losing sites to the site exclusion list

In-Video Ads

- Pre-roll, mid-roll, or post-roll placements
- Optional text overlay persists throughout ad
- Broadcast production content & professionally-generated content (no UGC)
- 30-second ads available, but we suggest no more than 15 seconds
- CPM-based auction
- Limited inventory
- Reporting includes ad interaction (skips, playback duration, playback volume)

Gadget Ads

- Websites within websites
- Next generation interactivity
- Advertiser hosts creative (can be changed at any time)
- No serving fees
- Build using HTML or AJAX
- Ties in to iGoogle

Mobile Ads

- Ads shown on mobile websites through the Content Network or from Google searches on mobile phones
- Land on your mobile webpage or click to call your business phone
- If don't have a mobile webpage, create a Business Page through AdWords
- Ad format: 2 text lines (12 – 18 characters/line) + URL (20 characters)
- If don't have a mobile webpage, create a Business Page through AdWords
- Make sure your conversion can be completed on a mobile phone

Blog/RSS Ads

- CPM pricing (\$3 - \$12 net)
- Geo-target by DMA, state, country
- Target by channel (e.g., Automotive, Health & Wellness, News & Information, etc.)
- Uncluttered ad environment
- Huge inventory
- Flash ads allowed; no rich media
- Good for branding efforts but not so much for ROI-focused companies

GOOGLE'S OFFLINE PRODUCTS

Print Ads > Overview

- Ads in 750+ local and national newspapers (no magazines...yet)
- Reach 70% of US paid circulation (170 of 210 DMAs)
- Daily inventory of 40,000,000

Print Ads > Vitals

Targeting

- Paper Name
- Geography
- Publish Date
- Category/
Section
- Circulation
- Ad Size

Pricing

- Submit bid in Google U/I
- Publishers accept or reject bids
- Negotiate directly w/
publishers

Tracking

- Google's free call tracking
- Use vanity URLs, 2-D barcodes, coupons, etc.
- Use Analytics

Print Ads > Best Practices & Benefits

- Track, track, track
 - Give yourself plenty of lead time
 - Have a strong call to action
 - Size is usually more impactful than frequency
-
- Single, electronic U/I saves time
 - Upload creative in bulk
 - Download electronic tear sheets
 - Deep discounts and streamlined billing

TV Ads > Overview

- Over 100 channels and all day-parts on cable and broadcast TV (no satellite...yet)
- Reach 13,000,000 households



TV Ads > Vitals

Targeting

- National or local
- Specific networks
- Select or exclude specific programs
- Time of Day
- Day of Week
- Get suggestions based on demo parameters

Pricing

- CPM-based auction
- Traffic estimation tool
- Pay the second bidder's price for impressions delivered
- Change bids on the fly

Tracking

- Advanced set-top box data
- See average viewing time, most common tune-out time, % view to end
- See date, geography, and network-level data

TV Ads > Best Practices & Benefits

- Track, track, track!
 - Optimize your campaign as you go
 - Spend more for good production
-
- Buy any network(s) you wish (no forced bundling)
 - Everything done through U/I
 - Get production help through the Ad Creation Marketplace
 - Limited inventory

Audio Ads > Overview & Vitals

- 1,600+ U.S. AM & FM radio stations (no satellite radio...yet)
- Reach 94% of all Americans over age 12

Targeting

- Geography (market, zip, or state)
- Station format
- Day part/ day-of-week
- Audience demo (age & gender)
- English or Spanish

Pricing

- Reserve
 - Rate card price
 - Inventory reserved
- Auction Bidding
 - Cheaper option for non-time sensitive promotions

Formats

- 28 -32 second spots
- MP3 or WAV files
- Must be “commercial” in nature
- Ad Creation Marketplace links you to production companies

Audio Ads > Best Practices & Benefits

- Track, track, track
 - Frequency of >30 spots/station per week
 - Run campaign at least one month
 - Listeners should hear ad at least 3 times
-
- Single, electronic U/I saves time
 - Download audio files of each spot
 - Deep discounts and streamlined billing
 - Can't target specific stations

Determining Fit for Traditional Media

- 1) Are you maxed out in search?
- 2) Do you have or need a local presence?
- 3) What do you sell and what are your goals?

Goal	Print	Audio	TV
Target local markets	+++	+++	+
Target demographically	+++	++++	++++
Reach upscale audiences	++		+
Reach younger audiences		+++	++++
Convey complex ideas	++++	++	++++
Low cost to produce & buy	++++	++	+
Reach many at once	++	++	++++
Frequently address target	++++	++++	++++

Next Steps

Want to try one or more of these products?

kris@magnifionline.com

(800) 490-1778 x3

This presentation is available at:

http://magnifionline.com/Google_Everything_But_Search.pdf

Google promotions/sign-ups available at:

Print: http://services.google.com/ads_inquiry/printproposal

Google will match every dollar, up to \$25K

TV: http://services.google.com/ads_inquiry/tvadsbeta

In beta; no current promos

Audio: <http://www.google.com/adwords/audioads/>

No current promos