

Optimise

Internet Marketing News

Q2 2016

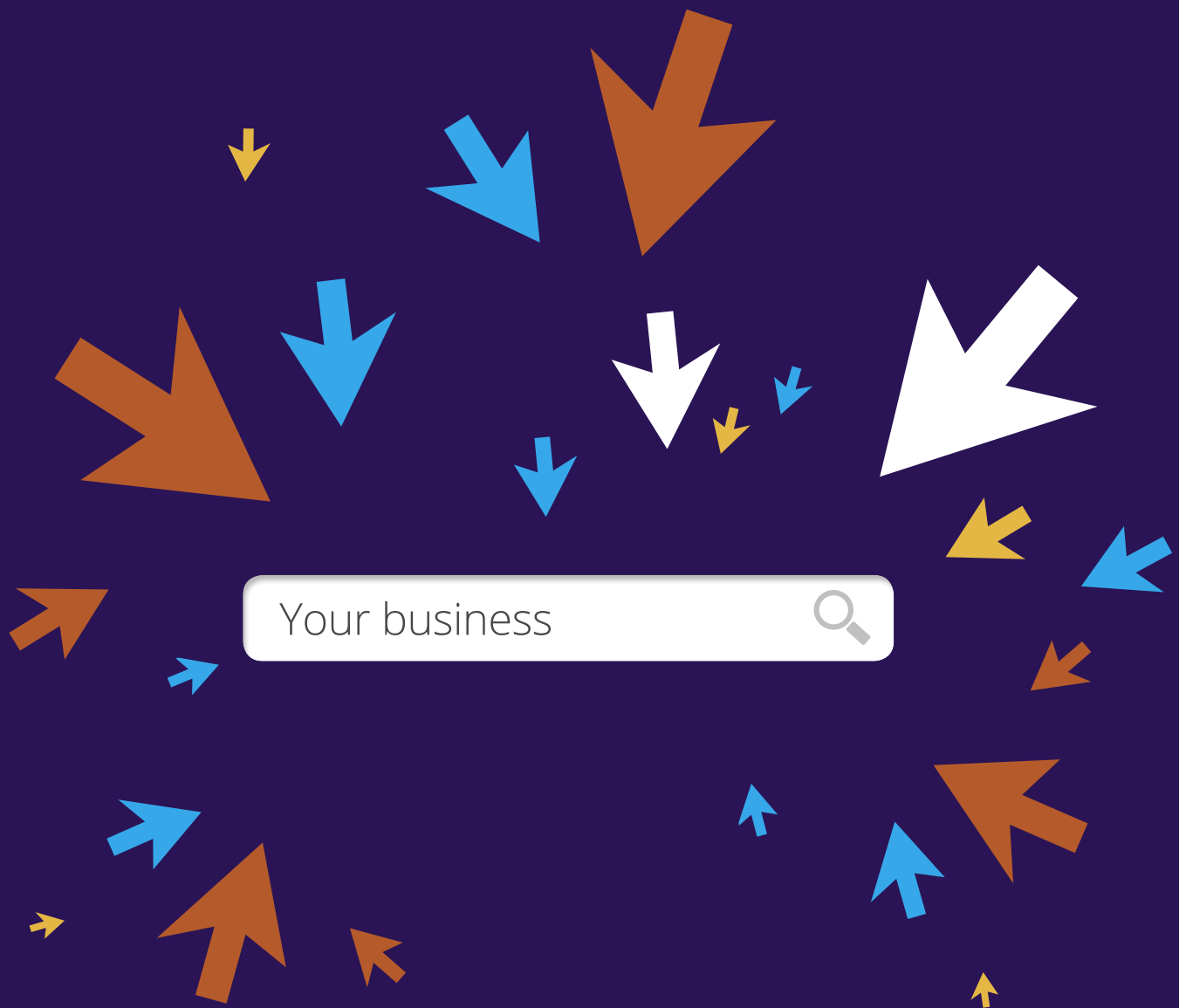
Q2 2016

ANNIVERSARY EDITION

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WEB



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Greetings!

I like the number ten, for several reasons. The symbolism behind the number ten refers to something whole, the completion

of a cycle, and the beginning of a new phase. Pythagoreans believed the number ten to be holy, and I certainly hold it in high esteem, albeit for a different reason. So what's the deal, you ask? This year, SponsoredLinX celebrates its 10 Year Anniversary! Successfully running a business in the digital marketing industry for ten years is an epic feat and I couldn't be more proud! For our Q2 issue we're celebrating and remembering where we've come from and how far our journey has taken us to be where we are today. Hopefully you can pick up some useful insights from our cover story feature on page 23 which can aid you in your business endeavours.

We're also approaching the end of the 15/16 Financial Year, so we have collated a bunch of articles to help you get your online marketing on point for those whose busy time is now. In fact, understanding seasonal and topical marketing campaigns for any business is vital to executing a successful online marketing project, so don't forget to read our articles on pages 30 and 34 to bring you up to speed.

If you only focus on one thing in relation to your digital marketing this year, make sure it's mobile marketing. Delivering your marketing at the right time, on the right device, and in the right format will ensure that your customers appreciate your marketing message, rather than being annoyed by it. By embracing mobile, your targeting efforts will reap rewards.

For our Anniversary special issue, I'd love to extend an enormous 'thank you' to those clients who have also grown with us. Your ongoing loyalty is testament to the effectiveness and success online marketing can bring to businesses everywhere. This publication is designed to help you learn about the intricacies of digital marketing, but if you're keen to learn more, you can always head over to our SponsoredLinX Academy for more free and educational resources.

Enjoy!

Ben Bradshaw

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Optimise

Internet Marketing News

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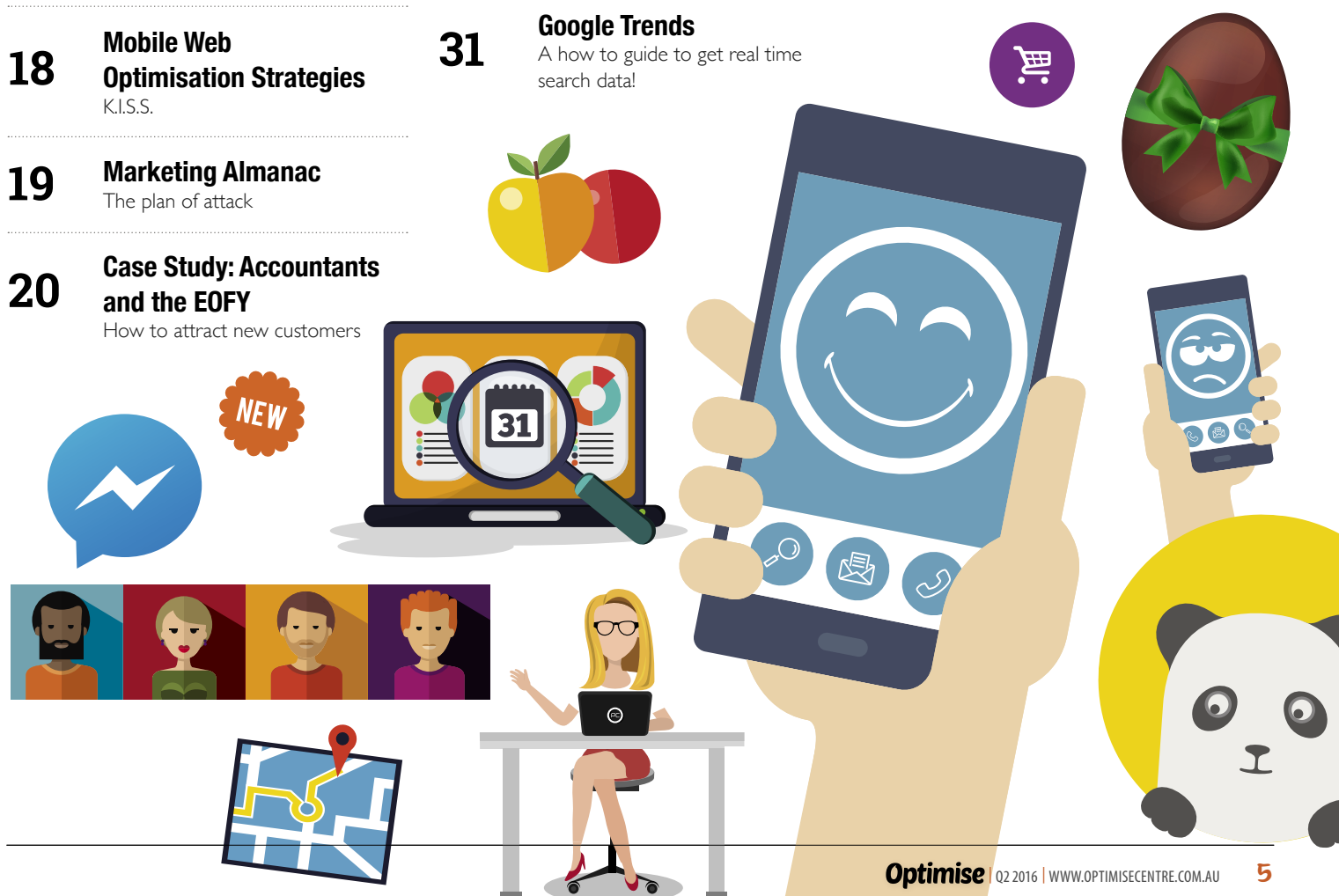
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NOTICE ME AUDIENCE! NOTICE ME!

How to show people you're exactly what they're looking for

"You are unique, just like everybody else".

The words of my loving parents as they smirked at their clever quip that went straight over my 10 year old head. Now this does make it seem that everyone is exactly the same. Not only is this misguided, but also a garbage generalisation. A more positive way to look at it is that we have things in common. We are not high school cliques, but we are demographics, which is a very good thing when it comes to advertising. Knowing what your potential customers and clients have in common is one of the strongest tools in your online arsenal.



BY MR E. NIGMA

What Are People Using?

Now this might seem like an unusual question, obviously they're using the Internet, but digging beyond that, we raise an underutilised question. What device are your potential customers using to find you, and how is this information going to help you find them?

Strap on a helmet, because I'm about to blow your mind. Mobile phones and tablets are pretty popular these days. In fact, Tobias Lutke reported that by 2014, mobile devices already accounted for over 50% of all Ecommerce Traffic. This isn't just for taking photos of food or tweeting about the person in front of you at Subway that sneezed on the cashier. This shows in online search as well.

Nitzan Beck wrote for Banana Splash that from 2013 to 2015, organic search results via mobile devices grew from a share

of 27% to a crazy 45% in the US alone. What does this mean? It means an enormous amount of people are looking at their phones and tablets, and they're looking for you.

Why Should You Even Care?

Let me put a scenario in your head.

You want a new mobile phone case. You're tired of dropping your phone and having it look like The Incredible Hulk used the piece of technology as a stress ball.

You jump onto your phone with its freshly cracked screen to do a quick search for 'Smart Phone Cases' and find a promising looking link. One simple tap of your road map of a screen and you land on a website. Plot twist. The text is way too small to read, and as you browse around you're constantly adjusting your view. The experience is miserable



and you dislike the company as a result.

This long winded example is what can, and likely will happen to a website that is not mobile friendly.

If you need to optimise your website to be more mobile friendly, there are some fantastic companies that can get the work done for you, such as SponsoredLinX.

That's Magical! What Do I Do Next?

You went from a website that made people want to donate their eyes to science, to instead having the kind of website that people want their children to marry when they grow up. That's all well and good, but what's the next step?

The answer is simple. Google Analytics. This little wildcat has more power than the green giant that broke your phone, and more potential applications than a time travelling retro sports car. Analytics opens the doors to complete control and understanding of who is finding you, what they're doing once they've found you, and how to use this information to create return on your investment.

Age, occupation, location, language spoken; these are just some of the many points of information that people set up as part of their Google profiles, and are all points that you can use to both target and understand your audience. That's really nice, but as this little sub heading says, what do I do next? You take this information, and you turn it into potentially your greatest asset. Profitable data.

Now You're Playing With Power

Google Analytics has told you who your online audience contains. This opens the door to strategies and methods that are backed with real data from real people who want to do business with you.

Perhaps you stock an anti-aging cream that removes wrinkles. With Google Analytics as your guide, you avoid showing to 10 year olds, and focus on your real audience.

Your range of 'Learn to Speak Spanish' cassette tapes needs some attention. With reassuring words from your Google Analytics data, you find an audience outside of Spain who are trekking through the Basque Country and Andalusia as I type!

Unlimited Possibilities

You know how to find who you need to target, and you know you can offer a fantastic experience with your website. Surely this is the end of the film where we ride off into the sunset in slow motion. The end? No. This is the beginning of something beautiful.

The tools you have available are now stronger than ever, especially since you're backed up by a military base worth of ammunition about your audience, their interests and how to create positive engagement with you.

Across mobile devices, you can be as swift as a coursing river with AdWords and PPC advertising. You can have all of the strength of a great typhoon with organic listings and Search Engine Optimisation. You can harness all of the rage of a burning fire with Facebook advertising. With the right approach, and the right data, you can take on the world,

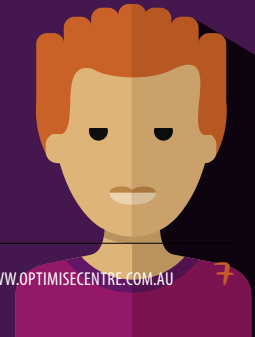
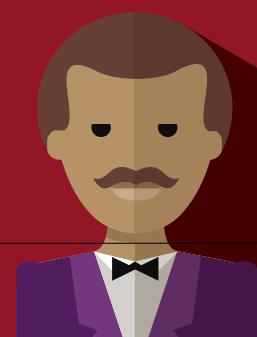
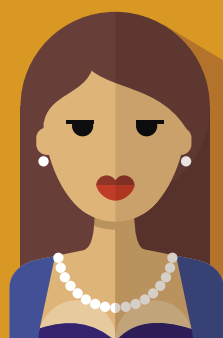
rolling all of these into a digital marketing powerhouse.

Knowing who your audience is, and how your audience finds you, is not just a question. It's your first line of offence in a digital marketing universe.

"There's a whole market of searches out there that are not getting targeted, and you could be capitalising on it!"

GET IN TOUCH

If you'd like to know more about making the most of your mobile audience, reach out to an industry professional like **SponsoredLinX** – call today on **1300 859 600**.



HAS YOUR PAID SEARCH GOT A MONEY LEAK?

Patch that hole in your budget bag!

Ever wondered if you are wasting money on your AdWords advertising? Erin Sagin for Wordstream states that, “the typical business wastes 25% or more of their total paid searches spend”. This is a problem and trying to figure out wasted spend on Google AdWords can be challenging. Here are some tips and tricks in helping to reduce the amount of wasted spend in your AdWords Account.



BY AIMEE DEVITT

Negative Keywords

One simple mistake that can wreak havoc on your account is not having negative keywords in your account. In most instances you can predict what your negative keywords are going to be for your business. 1 in 5 small businesses do not use negative keywords, according to Sagin, who also goes on to say that there are some cases where negative keywords can be challenging to predict. She suggests that if you detect that a searcher is looking for something that you do not offer, eliminate the possibility of showing your ad to them by setting a negative keyword.

To combat ad spend wastage, find out what your keywords are pulling in regards to search traffic and check your Search Term Reports often. You will then be able to filter through any search terms that are irrelevant. This will also help you build a negative keywords list in your campaigns, but more importantly reduce any wasted spend that could be accruing in your AdWords account.

Broad Match Keywords

One of the biggest mistakes you can make is setting all your keywords up as ‘Broad Match’. This can have a negative impact on your AdWords Account. Broad Match keywords allow Google to show your ad anytime a query is related to or contains a part of your keyword. For example, having the keyword “low carb diet plan” in your ad copy may prompt your ads to show on searches for “Carb – free Food”, “low calorie recipes”, “Mediterranean diet plans”, etc. This is no good if these other search terms are not relevant to your business. Broad Match keywords allow high search volumes or more search traffic to come through to the AdWords account, however, you are also running the risk of attracting un-qualified searches which will result in wasted spend. If you have Broad Match keywords in your AdWords campaign, it is best to spend a bit of time going through these and checking what type of traffic the Broad Match keywords are

bringing to your business, but more importantly, whether they are actually bringing in the results that are relevant to your business.

Ad Scheduling

Have a look at your ad scheduling. There are certain times and days of the week that may perform worse than others. By determining what your better performing days are and removing the poor days or hours, you can help in reducing wasted spend. Scheduling your ads to not show or to run at a reduced bid during the quiet times of the week is another way to help reduce wasted spend.

Mobile Optimisation

If you are bidding on mobile searchers you can reduce wasted spend by ensuring you have enabled mobile optimised ads. Mobile preferred search ads are beneficial for the end user that is searching via mobile devices. There is nothing worse than searching for something on a mobile device and the ads do not accommodate the device.

Location Targeting

When looking at Location Targeting in the settings it can seem quite straight forward but it can actually cause a lot of wasted advertising spend in AdWords. Google will try to ensure that your ads are getting a lot of impressions. Your ads will be shown to people searching within your targeted area, but they will also be shown to searches (people) who are searching or viewing pages about your targeted location. You may notice from time to time from your Geo reports that there is a location in there that is odd. This is likely the culprit. This setting may be beneficial for some industries or advertisers; however, it can lead to a lot of unqualified clicks for others. Google will default to target “people in, searching for, or show interest in my targeted location” which means they’ll display your ads to people based on both physical location and



"It always pays to get the basic elements right at the beginning to ensure you have success in your online marketing, and can put your budget towards a better ROI."

apparent search intent. This setting is not unusual, because it allows you to get the most impressions. This can however be edited to include only "people in my targeted location" or "people searching for or who show interest in my targeted location".

Using the example above, Sagin says, in an article about Geo-targeting, that if you select the physical location only option ("People in my targeted location"), your ads will only show to Google users who, for example, are actually in Brisbane, resulting in no more impressions and clicks from users who might have Brisbane related search intent but are searching from Melbourne.

These five tips will help in ensuring you are covering the basics in reducing the amount of wasted spend that could be happening in your AdWords account. It always pays to get the basic elements right at the beginning to ensure you have success in your online marketing, and can put your budget towards a better ROI.

GET IN TOUCH

Let the Search Marketing specialists at **SponsoredLinX** help you get the most out of your online marketing budget today, and call us on **1300 859 600**.

A Trip Down Memory Lane



BY MARK REIDY

How digital marketing has changed over the past ten years

You might have noticed some of the rebranding that has happened to major digital conglomerates over the last 10 years.

We know how the look has changed, but what about the experience? How have we evolved as consumers, marketers and as business owners?

Many of the changes to digital marketing came in 2007. This was the year the first iPhone was launched. We had seen phones that could browse online before, but this was the first truly internet integrated phone. As new smart phones were released the more users began to migrate their time to browsing the internet on their phone rather than the laptop or pc. In May 2015 Google announced that the number of mobile searches was now more than desktop, truly marking the shift.

The rise of users wasn't the only by-product of smart phones; the behaviour has shifted to something altogether different. The phone is so engrained in people's lives that we now see social commentary.

The behaviour extends to the annoying teenagers who never look up from their phones. Customers will be in store, and will check for reviews or even a better price. This is a great time to send a coupon to a known customer as they are in the store. We now have the ability to do this. Digital marketing has allowed marketers to reach highly targeted customers, at just the right time.

Trying to understand the customer and their behaviours has always been a big focus for companies. Previously, surveys, market research groups and staff feedback were key elements to understanding your customer. Digital marketing uses analytics and direct feedback from customers. Using the information contained inside analytics, we can build a profile of your clients, and tailor the advertising to suit them.

As people live more of their lives online, the conversation has changed between businesses and customers. Many customers seek out reviews and detailed information before deciding on a brand or company, and this makes online branding especially important. Once a customer has come on board, they will expect a two way conversation with the business using social media. Using clever and well timed advertising can really improve the brand online. The uncool brand of Queensland Police has been transformed since some funny posting on their social media pages started to get attention with Buzzfeed running a piece on it, and it's one of their best ranked pieces.



These posts have helped boost their online popularity and seen the number of people following the page increase. Now when the QPS have some serious announcement, they have a big target audience.

I have seen the same in reverse, with a cool online brand that had built an online community around their offbeat product and cool messages. In 2014, Black Milk Clothing released an image on Star Wars depicting two women dressed in sci-fi character outfits. One woman is depicted in a somewhat provocative stance, while the other is an image of The Big Bang Theory character Amy Farrah Fowler. The tagline associated with the image reads, "When I attempt to be a geeky goddess..." with the caption of 'Expectation' and 'Reality'.

This single post sparked an outrage with their often zealous followers. The company had casually posted not remembering that women had enjoyed the brand because it spoke to everyone and it didn't conform to normal rules. This was all undone with this post, suggesting that women had to look a certain way, and thus losing its main point of difference.

Companies have now become aware that the conversation must be two way. Encouraging user developed content, often through videos posted online. The most famous marketing I have seen with this was the Beats by Dre ads, which offered their customers to be featured in a live billboard in Times Square if they took a photo with the headphones on. This made the customer feel like they had ownership of the brand. If you can achieve a similar interaction with your customers, you'll know that you've truly entered the modern era of digital marketing.

GET IN TOUCH

Connect with your customers and partner with **SponsoredLinX** today. Call us on **1300 859 600**.

Digital Disruption to Digital Adoption

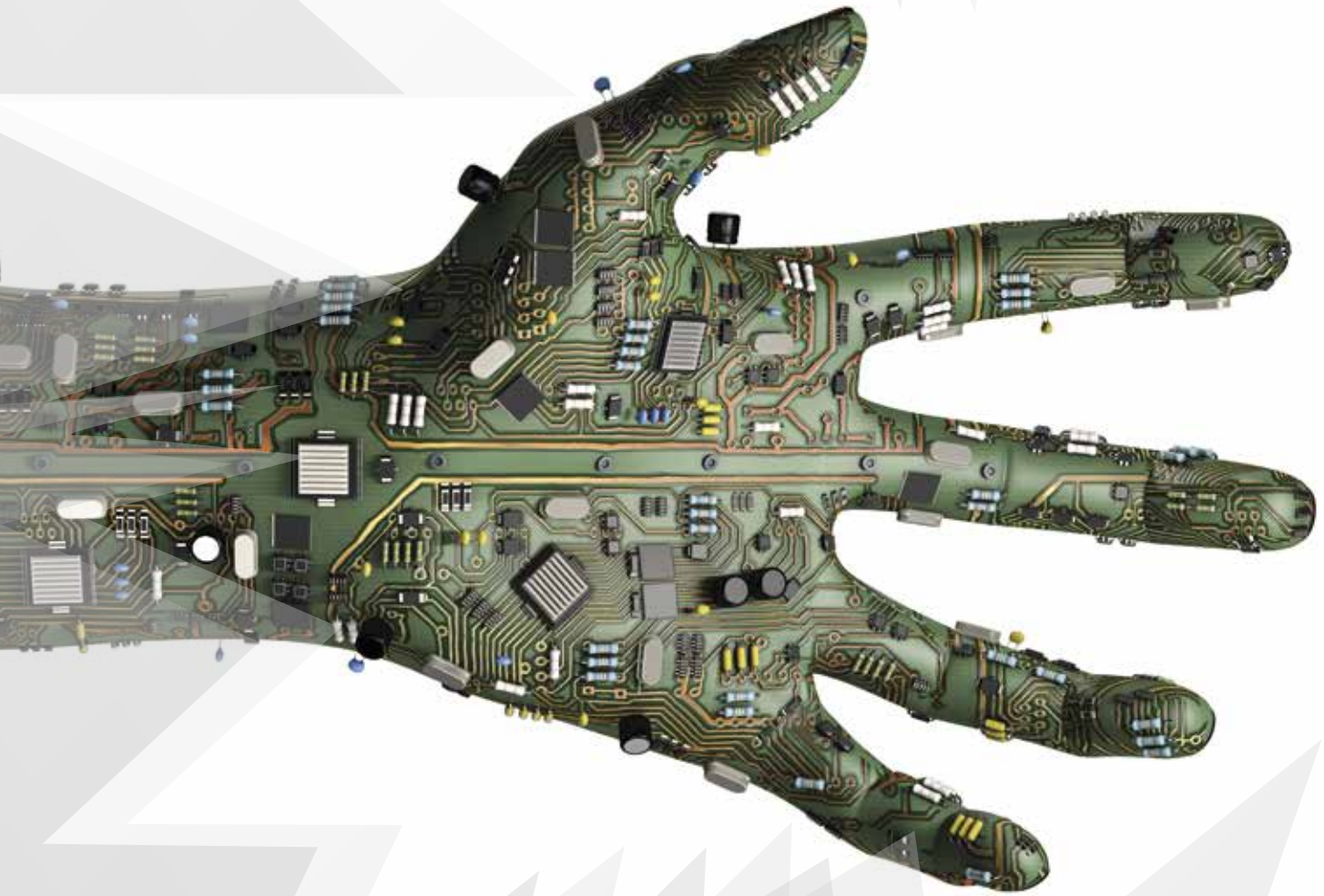
The digital divide between business and consumers

Understanding the digital needs across all aspects of your business is vital to business success and performance. I think the main point to realise is that even for a business which predominantly secures sales in a physical and face-to-face environment, having an online strategy also fills the many other stages within a customer's buying cycle. Your online presence comes in two parts; one, understanding the digital needs of your customers, and two, understanding the digital needs of your business. These two parts will make up your digital agenda and will provide a clear picture and goal of where you are and where you need to be.

BY BEN BRADSHAW

In a State of the Nation report released by Ernst & Young, the findings present that Australian consumers embrace all facets of digital. In fact, 81% of Australians now own a smartphone. But, it appears that many Australian businesses, of all sizes, are still failing to get the digital fundamentals right and, "it appears few sectors have delivered true innovation in customer engagement". David McGregor, EY Technology, Media and Entertainment and Telecommunications Leader states in the report that, "to date, a large amount of accelerated local digital innovation has been forced by global brands, which are highlighting Australia as a digital expansion market. Even though they are heralded in advance, many of these global incursions have caught local industries on the back foot. Those who have so far escaped without massive market disruption





should stop resting on their laurels and start preparing for the inevitable”.

Inevitable it most certainly is. We only need to look at industry disruptors such as Uber and Airbnb to fathom the type of disruption McGregor is alluding to. For such a long time the traditional hotel and taxi business frameworks seemed to be able to stand the test of time. However, in an incredibly short amount of time, Uber has thrown the established taxi industry to the ground. What we’ve seen is that the digital disruption happened at such a frenetic pace that no digital strategy, plan or agenda ever created to combat the threat could ever have worked. The taxi industry was too slow and has become obsolete in every major capital city around the world. It is inevitable that technology and digital disruption will occur in each industry and sector, and it is for those small to medium businesses to ensure that they are progressive in their approach or risk being outperformed by those who have had the foresight to do so.

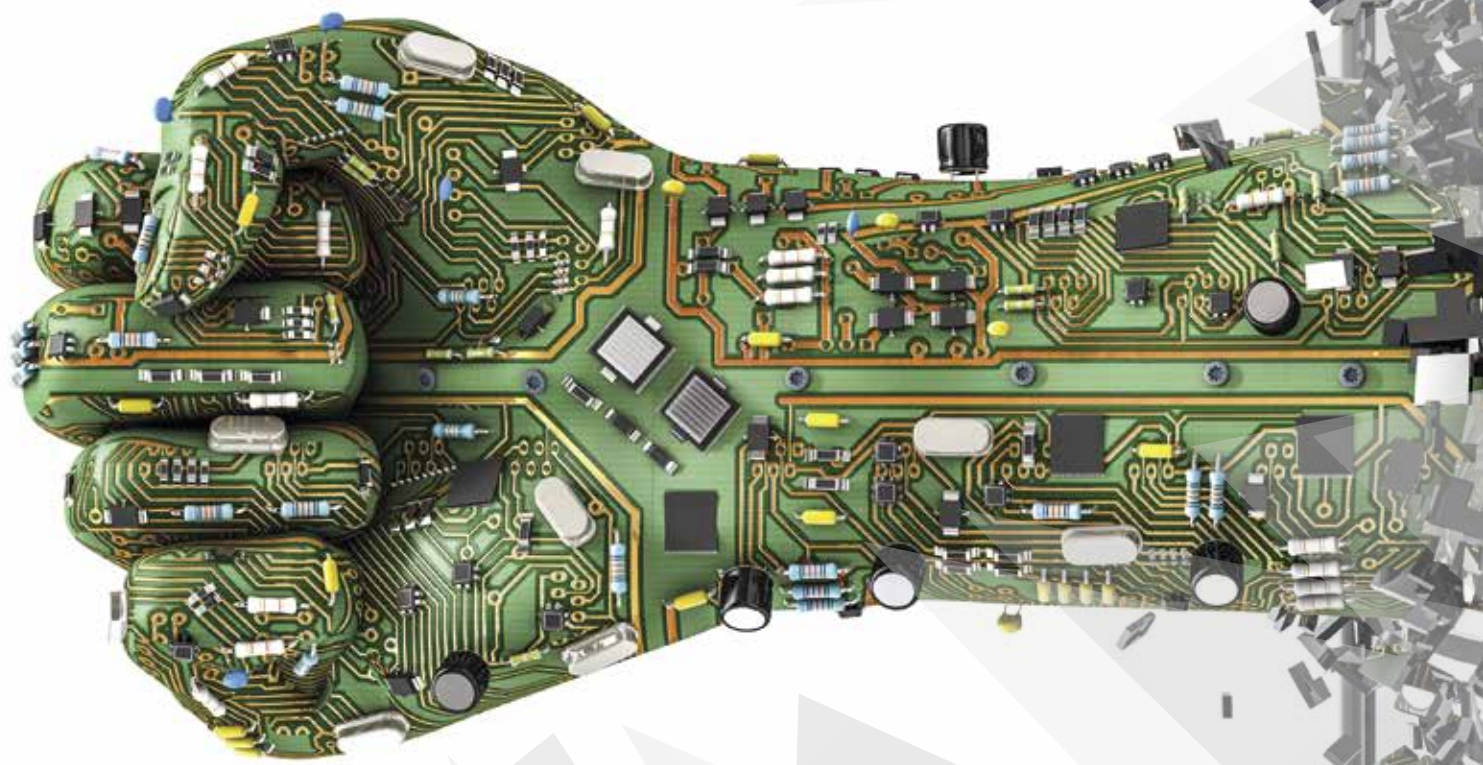
Another challenge is that technology, the internet and all aspects of digital have brought global citizens and global companies closer together than ever before. Australian consumers believe that if an experience, product or service can be had overseas, why can’t that happen for them here? As

“Ernst & Young report that Australians are spending on average 10 hours and 24 minutes on internet-connected devices every day!”

business owners, your competitors are not simply restricted to those within a close geographical location, but you are being compared to those in your industry globally. As the enormity of that statement sinks in, and when you think about the fact that Australian businesses are still failing to implement fundamental basics such as website navigation, having a social media presence, or simply having a website, the expectations of Australian consumers are being woefully let down.

The only way to get Australian businesses up to speed with these expectations will be for a change in perception and attitude from business owners. We’re always moaning that our governments are short-term thinking policy makers and that they can’t see beyond the next election date. Sadly, business owners are suffering from this same short-sightedness. If they don’t act now and embrace digital, they will lose customers. The State of the Nation report states that 45% of consumers say that companies which fail to offer a high quality digital experience run the risk of losing them as a customer. At the top of the list of Australian consumer digital needs, safe and secure transactions ranked at 85% for ‘very important’ and 97% for ‘very/fairly important’.

Lack of education and knowledge are also barriers to Australian businesses taking up digital technology. For the purpose of streamlining arduous processes, technology and digital platforms have been designed to cut costs and reduce time spent on tasks for the benefit of SMEs. However, as reported in a Smart Company article, a 2014 report from the Australian Communications and Media Authority (ACMA) has found that there is a “lack of urgency to change” amongst business owners, and that “they are deliberately choosing to be late adopters in fear of wasting money and resources”. At the opposite end of the spectrum and on the other side of the



“With Australia weening itself off the effects of the mining boom, this push to develop an ‘ideas boom’ is going to have close ties to digital technology.”

business equation as a consumer, Ernst & Young report that Australians are spending on average 10 hours and 24 minutes on internet-connected devices every day! The disparities here are mind boggling.

So where has Australian business owners’ seemingly unfounded anxiousness of digital technology come from? Undoubtedly, taking risks in business are always stressful, and are of course risky in nature, and in previous years with economic stability lacking, taking risks in new digital technology has been seen as a funnel for potentially losing money. Fast forward to now, and the digital economy is booming while being surrounded by others which are faltering. It’s not a question anymore of whether digital is a tool which may or may not work for your business, but rather a question of which digital platform will work best for your business needs and goals.

Fiddling around the edges of the digital economy is not going to help businesses to leverage it. This isn’t a new revelation, and businesses who have already been utilising the positive power of digital are reaping the benefits. The UQ Business School in 2013 published in their Momentum magazine that, “digitally mature businesses are more than twice as likely to innovate, and are almost five times more likely to export than

companies that haven’t allowed technology to challenge and reshape their way of doing business”.

Even the Australian government’s recent innovation statement is urging the business community to develop and innovate the way they do business. With Australia weening itself off the effects of the mining boom, this push to develop an ‘ideas boom’ is going to have close ties to digital technology.

At the end of the day, it’s about businesses connecting and engaging with customers. People are spoilt for choice. Overseas companies are tapping into the Australian market to take up the reigns from Australian businesses which have let themselves down. As a result, people are becoming choosier about who they shop with, and how they choose to shop with them. It’s time for SMEs to seriously start listening to what the Australian public want, and the only place to start is online.

GET IN TOUCH

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Help your business rank on Google Search with a tailored **SEO Campaign**



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What's Google up to these days?

Algorithm updates and more!

BY ADAM CONROY



It seems like it has been a long time since the SEO industry was in a panic over the latest massive update from Google. There was all of the drama surrounding the inaptly named 'mobilegeddon' update this time last year. Ultimately that proved to be less of a big deal than the doom saying indicated, largely because Google had been warning people about it for years and most people listened. But why hasn't there been any huge news since that anticlimax?

For starters, Google have said a few times that moving forward they will prefer multiple smaller updates over a single update with large scale effects. Hopefully gone are the day's when large parts of the SEO industry shook in terror awaiting the latest version of the Penguin algorithm.

But it's also starting to appear as though Google is happier with the way things are running.

With the Google RankBrain now in full force, which is what Google are calling their own artificial intelligence (A.I.) system to monitor and observe search results, the folks over at Google are clearly happy to let the software learn for itself (to an extent) which allows for a much larger organic shift in rankings. One thing to take note of though is that RankBrain is not a new algorithm. Rather, it's an alteration to the Hummingbird algorithm. The other big news on this front is that Google have made Panda part of the core algorithm. Google Panda aims to evaluate the quality of a website according to various factors and then increase or decrease its position in the organic Search Engine Results Pages (SERPS) accordingly. Since its release in 2011 it has been a separate algorithm, allowing Google to make Panda updates separately to the core algorithm.

Keeping Panda separate was required due to the amount of ongoing changes Google was making to it in order to get it right. Now that they have admitted that it is part of the core algorithm (which they did sometime late last year without telling anyone) that's a strong sign that Google are pretty happy with the way Panda operates and feel they won't need to make that many changes in the near future. Great news for webmasters and those of us in SEO, but the lack of doomsaying doesn't make for exciting news.

What is exciting are the upcoming changes to Google Penguin, another Google

algorithm that is aimed at penalising sites engaging in Black-Hat SEO tactics and link spam. The last Penguin update occurred in October, 2014. The term 'Black Hat' refers to something that is outside the guidelines or rules of a particular system, such as the manipulation of search engines like Google. Getting involved in dodgy practices means that you run the risk of being caught and could destroy not only your brand's reputation, but your hard earned organic rankings as well. According to Google they will be making Penguin a real-time algorithm meaning you will get penalised as soon as the algorithm detects the black hat activity. The door swings both ways though and it means for those who have been negatively affected they may be able to recover their good rankings very quickly if they fix the issues Penguin detected.

To leave you with some food for thought, A.I. is likely to become much more prevalent in the way search results are delivered than ever before. John Giannandrea, Google's new Search Chief, previously headed up Google's A.I. division. In his new role, we can expect to see a greater A.I. influence, so watch this space. All of this adds up to Google being more sophisticated and flexible than ever before which helps businesses and online marketing agencies to just get on with things rather than dwelling on the drama and/or fear. Not as interesting for the headlines but a much better time to be doing SEO.

GET IN TOUCH

How does your website rank in Google's organic search? **SponsoredLinX** can take your organic rankings higher, so get in touch with the team today on **1300 859 600**.



BEYOND DEMOGRAPHICS WITH CUSTOMER INTENT

Get the whole picture

Can you predict the future? Do you know what your customers need? Do you know when they need it and most importantly, can you position yourself to be available at the recognised moment of need?

With Google (and SponsoredLinX) you can. Demographics, sub sections of audiences based on gender age, location, etc. are fast becoming just one arrow in the digital marketing quiver. If you're relying on just this one data stream to inform your advertising goals you're going to miss out on the ever growing data that tells us about your consumer's intent. **BY KRISTEN BOUCHER**



Lisa Gevelber recently wrote for Google's 'Think with Google' newsletter that, "knowing your consumer's intent means you can meet them in the moments that matter and deliver helpful content". For instance did you know that 40% of all baby product purchasers live in households without children? By learning how to target people by intent instead of just by demographic will widen your audience and put you at the coalface of consumer desire, right when it matters most.

So how do you anticipate trends in intent? How do you effectively market to ever evolving echelons of impatient, immediate intentions? Use the following tips to put intent at the centre of your strategy stratosphere.

Be Seen, Be There, Be Felt, And Be Shared.

If you're not advertising online the only guarantee you have is that people who want to look for you will not find you. When your potential consumers turn to search and to YouTube you simply have to be there. Chances are you're on Google AdWords and maybe ranking organically. You might even have a YouTube channel but are all your messages consistent? Are they getting enough impression density to matter to your audience? Are you highlighting why you're the best choice for your client no matter where they turn? Talk to your digital strategist about placing your business at the intersection of recognised need and intent to act for every potential audience member.

Google Trends is also an amazing tool that collates what's popular in search traffic and can help inform your advertising

"Google Trends is also an amazing tool that collates what's popular in search traffic."

strategy as to what directions will be beneficial to highlighting why your community of consumers need you.

Be Useful, Be Nice, And Be There With Advice.

In the same Think with Google article, Lisa Gevelber writes that 51% of smartphone users reported purchasing from a brand other than the one they had intended to use because the information they found was more useful to them in the moment. So not only is it imperative to be seen but you also need to provide a solution. Think about the ways in which you can help your consumer fulfil their intent. Some recent trends include developing how to videos, providing local stock levels so availability of products are instantly visible and simplifying checkout processes to seamless integration and ease of use.

Be Relevant, Be On, Be Singing Your Song.

Everything your brand says about you builds a cumulative perception of how consumers choose to use you. Your digital strategy is more than just ads on Google, more than just videos; it's a goldmine of veritable ideas, reputation and flair that needs to be holistically viable. If your Google ads say free shipping but your Banner Ads say gift with purchase while YouTube is flouting your cute kitten clips – what are you saying about you? More importantly; what are your audience saying about you? Your brand voice must embody your business personality so remain consistent, plan your messages in advance and choose a voice that your potential clients will hear in their heads at just the right time.

Be On Point, Be On Track, Be Looking Ahead, Be Leading The Pack.

A savvy marketer knows that fads and trends can be used to their advantage but its super important to know the difference and avoid casting your brand in a flippant shadow. Don't

“By placing yourself and your brand into the micro-moments of consumer life; you’re in effect creating a seamless message that feels less like selling and a lot more like a solution.”



make investments in fads that fade away as quickly as they arrive. Imagine if you had built your fashion brand around hyper-colour t-shirts instead of skinny jeans? Or on Zeppelins instead of 747s?! There’s a fine art to choosing the gap in the market and the permanent solution for your audience that you can make a profitable business out of. When strategising your quarterly, seasonal or annual marketing goals make sure that your key messages reflect a good balance of your core business values and the outside world; taking in to consideration that people will respond to businesses that respond and adapt but in a manner that matches their solution focused intentions.

In all the way we market, the way we do business in the current and ever evolving landscape has to change and continue to change. Focusing on anticipated intentions, being

there for your consumers when they need you the most and creating a relevant, future-focused message is the key to building a loyal and profitable client base of interconnected, switched on people. By placing yourself and your brand into the micro-moments of consumer life; you’re in effect creating a seamless message that feels less like selling and a lot more like a solution.

GET IN TOUCH

Talk to the digital strategists at **SponsoredLinX** today on **1300 859 600** about how to operate your marketing strategy from the basis of intention and anticipation and see what it does for your advertising investment.

MOBILE WEB OPTIMISATION STRATEGIES

K.I.S.S.



BY NATHAN
MOODY

Have you done it? If you could see a mobile-friendly version of your website in the mobile interface then well done to you! This means your website has been indexed by Google across all devices, and your site visitors are very likely having an excellent user experience. If however your website is not mobile friendly then we have a problem. Whether it's text that's too small to read, content wider than the screen, links being too close together or even just the mobile viewport not being set... this means that a huge volume of the traffic coming through to your site are having a bad time when they come visit via a mobile device, whether that's via organic traffic, paid advertising or referrals.

In a study done in December 2014 by the Australian Government's ACMA, a staggering, "12 per cent of adult Australians had neither a fixed-line telephone nor fixed internet in their homes, and instead use mobile devices for

Before we get into the strategy part of this article, I need you to go here and enter your site into the mobile friendly test field...

<http://mobilechecker.com.au>

voice, messaging and internet access. This is a small but growing group of the Australian adult population who are exclusively mobile in their communications at home". This on its own is a pretty big deal, as this rules out over 1/10th of your potential customers in a single swipe. But then there's the reality. The overwhelming majority of research is done via mobile, and this trend keeps growing.

So now that I have stressed the importance of a mobile friendly website, what is it that I would ask you to do? Simple. Speak to a web developer as soon as possible. There are a myriad of ways to optimise a site for mobile, whether it is creating a partnered mobile only site, optimising your existing site or building an entirely new site... this is something to discuss with your developer because essentially, the goal here is to future proof your business.

The things that you will need to take into consideration are as follows:

Your Brand/Logo. We have limited space here, and we want to fit quite a few things into the first glance, so it's vital that whilst it's clearly visible and at the top of the screen that it doesn't take up too much space... we need that space for other things.

A simple and clear menu button. There's a reason why someone's got to your site, and we want to reinforce from the get go that they will find it here.

Your contact number. You want people to call you? They are on their phone; it's a perfect match! Having your contact number front and centre is only going to help your cause. You will need to ensure that your number is in text format so that people can click on it though, don't make the mistake of embedding it into an image!

A clear call to action. Whether it's a sale, or a limited time only deal... this is very much industry dependent. Ideally this

"If however your website is not mobile friendly then we have a problem."



will be in line with your advertising and SEO strategy, and help reinforce to the user that they have found the right site and need look no further.

Headlines. Short, sharp and sweet with a good hook is the key here. A mobile site needs to get the message of “this is who we are, this is what we do” across to the user straight away. Chances are the user is using their phone plans precious (and limited) data, so the likelihood of disengaging quickly is incrementally increased on a mobile device.

Here’s the clever part... a reason to scroll down. We want that first impression to include the last 5 things at a glance. We don’t want our sites visitor to leave just yet. What we want is some time to convince them that this is the site for them, so following our aforementioned headline, yes... we want information. This information can be testimonials, brands we have worked with, our guarantees, the list goes on. If we can get people scrolling down on their mobile, we have them engaged. They are learning more about your business, and the more they learn, the more time they are spending on your site, the more likely they are to be developing trust. This information is leading us where? To a conversion!

In essence, the key to a performing mobile website optimisation is simple; prioritising the information on your main site in its order of presentation for mobile, whilst keeping things simple and functional.

GET IN TOUCH

If your site isn’t optimised for mobile, why not call our Digital Strategy team here at **SponsoredLinX** on **1300 859 600**, and see what we can do for you?



Marketing Almanac

The plan of attack



BY NATIVITY
DUNBAR



It’s no secret that retailers across the world pocket from annual calendar events like Valentine’s Day, Christmas, New Year, Easter, sports games, concerts, movie premieres and public holidays to name a few.

According to Think with Google, in the New Year, fitness and wellbeing searches have increased by 40% on mobile devices. On YouTube, it’s reported that Yoga had the highest increase of 91% in search and views. What does this mean for all retailers and service providers?

If you have a calendarised plan of attack that aligns your business offering to the theme of the yearly event, your sales are likely to increase because at that particular point in the year, more people than ever are looking for your product or service. For chocolate retailers, Christmas, Easter & Valentine’s Day are there for you to milk. Excuse the pun!

If you have not already done this, immediately get your calendar out and start mapping the key event dates over the next 12 months to get more revenue. There are also a lot of free marketing calendar template resources online that you can get in a matter of seconds. It’s such an easy and pivotal tool to boost your sales.

GET IN TOUCH

Visit the **SponsoredLinX** blog for more useful tips and tricks at www.sponsoredlinx.com.au/blog


CASE STUDY: ACCOUNTANTS AND THE EOFY

How to attract new customers




BY DREW IOANNIDES

The End of Financial Year (EOFY) can be a busy and stressful time for most Australian businesses, with BAS, PAYG summaries, tax returns and a whole lot more to think about. While most probably have an Accountant they go to year on year, many don't, or perhaps they're looking to replace who they have used previously, and finding an Accountant can mean a lot of searching, re-searching, reviewing and comparing to find a business that they like the sound of. As an Accountant or Bookkeeper in today's vast digital landscape, appealing to all of these needs isn't as simple a feat as it once was and takes planning and perseverance in order to build a strong online presence. Fear not my Accountant friend; the road to digital marketing salvation is not as treacherous as it may seem and there are a couple of things you can do in the lead up to ensure you are competing with the best of 'em online.



If you have been in business for a while you probably have a host of customer contacts and emails of past clients. Whether they are year on year patrons or fleeting enquiries, you should be saving and using this information to keep in touch with your past contacts digitally. It costs nothing or next to nothing to use a professional email service to keep in touch with these people, especially in the lead up to EOFY when you need to be at the forefront of their minds. Get creative with your mail-outs to include things like promotions, specials and incentives to drive people through your door and keep them coming back. Most mail systems make it easy to unsubscribe and keep track of how many of your patrons interact with each mail-out so use this information wisely to get to know your audience and what works for them.



Remarketing is another fantastic way of keeping your brand in front of your

“It costs nothing or next to nothing to use a professional email service to keep in touch with these people, especially in the lead up to EOFY.”

target audience. With a number of different methods of implementation, these ads utilise your past website visitors as an audience to display banner ads to past visitors on other websites which form part of the Google Display Network. There are a host of ways to refine this list to just visitors who have engaged well with your website or visited a key page. Remember that email list you worked so hard to put together? There are even some new features which allow you to build a remarketing audience based on email addresses you have on file. Once you have your audience just the way you want Google will allow you to find similar users to add to your list who have never interacted with your brand before. Make sure you speak to your digital marketing strategist about what will work best for you as there is an endless array of targeting options to choose from.

Great, so now we're keeping your existing customers engaged, but what if you are the new kid on the block and you don't have an existing customer or visitor base to work with? There are a couple of free and paid options to get you started. Google+ or Google My Business is a great, free way to promote your business locally, especially on mobile devices. Consumers most likely aren't going to need as much coaxing to choose your business for their next tax return but what they will be seeking is convenience and that means the easiest business to physically get to. What better way to find a local than a Google My Business listing which shows on a map exactly how far away you are and where you are located?! Aside from a short set-up and a postcard from Google to verify where you are, you can also encourage your clients to leave feedback. These will then make up the reviews you commonly see in Google's SERP. It doesn't just look good to see a few stars against your business name; it also helps to build trust in your brand and will even help your Google+ page to appear above your competitors.

With EOFY just around the corner you can't wait for your Google+ page to start ranking, so you need to appear in front of potential clients now! Google AdWords, while it is certainly not an overnight solution, can help you to appear in front of your target audience without needing to wait for organic rankings or history to build. Allowing you to pay to appear at the top of Google searches, AdWords is your



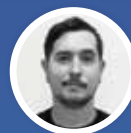
best chance at gaining new customer interest with instant exposure. It might sound easy when you're potentially putting up with hundreds of dollars in advertising costs, but you will want to make sure your money is being well spent. There are a host of resources to teach you about AdWords marketing online but my suggestion would be if you are going to spend big on advertising, it's worth spending a bit extra for an expert opinion. Remember any money you spend on advertising is a tax deduction!

GET IN TOUCH

Get an expert from **SponsoredLinX** to guide you on the best path for you and your business. Call us today on **1300 859 600**.

Facebook's New HQ

Visiting Hacker Way



BY LACHLAN DANN

In celebration of the SponsoredLinX 10th year anniversary (and our new Headquarters in Fortitude Valley, Brisbane) I'm taking you on a tour through another company that's been hitting some serious milestones (and also moved recently) and drawing on a few similarities. Welcome to Facebook Headquarters - 1 Hacker Way, Menlo Park in California.

With Facebook recently topping 10,000 employees, and with considerable growth on the horizon, CEO Mark Zuckerberg needed a new building. In March last year, Facebook opened its doors on the new space, designed by Frank Gehry (architect to some of the world's most iconic modern structures). The goal was to create the world's largest open floor plan; a space that's eco-friendly, collaborative and reflective of Facebook's mission to connect people (and Zuckerberg has a desk right in the middle). Facebook's HQ is a personification of their ethos and imbues an atmosphere of self-expression. It's not just about the building or its amenities, they are merely there to enhance and support the talent housed within (but it definitely doesn't hurt your reputation when you have nap pods at your disposal).

Taking a tour around the outside of the building, the most distinguishable feature is the massive 36,421m² 'green roof' complete with over 400 full-grown trees, whiteboards, Wi-Fi, swinging lounges, picnic areas and a 1km long walking track. With 100,000 native plants on top of the building, it's almost naturally insulated, which cuts considerable costs on heating and cooling. There are free bikes everywhere, a bike repair shop for when they need fixing, free computer accessory vending machines around the complex, and we haven't even entered the building yet!

Taking a look inside, it's an understatement to say Facebook takes care of (you could even say they spoil) their employees. It's easy to see why they are one of the most sought after employers in the world, with amenities like arcade rooms, an onsite barber shop, micro-kitchens, massive cafeterias and cafes, a candy shop, stand up desks, treadmill workstations, a pizza window, burrito bar, a sit down Mexican restaurant, recreational rooms...the list goes on. The space has been outfitted with art from local artists and it's being updated all the time!

Above everything else, the most important thing at Facebook is the culture. They look after their employees and this is replicated in the work they do for the company. Work-life flexibility (not balance, as that means you constantly need to prioritise each side) is an innovative concept where they believe in making life easier for their employees so that they can focus on the work they love to do. With this in mind, Facebook offer some seriously good perks to their employees including transportation support for a stress-free commute, free meals and snacks when employees need them, a wellness allowance to support healthy activities, paid leave for new parents, generous vacation days, life insurance, medical insurance and more.

There are slogans placed around the campus such as, 'Fortune Favours the Bold', 'Move Fast, Break Things', and 'Hack Often'. All of these encapsulate 'The Hacker Way', which is a unique management approach at Facebook. 'Hacking' generally has a negative connotation in today's society, but it means to build something quickly or push the boundaries for positive change, which is something Facebook is doing every single day.

SponsoredLinX has had similar changes in the last few months, with the move to our new Brisbane location, complete with our own open floor plan, a break out room with ping pong table, a gaming room, and even more innovative staff benefits to come. One of the biggest factors in selecting our new office was to enhance the culture and create a space that encourages collaboration, gives employees the tools they need to give clients above the results expected, and provide a central location that is easily accessible to staff and clients. SponsoredLinX is more than just an online marketing company, it's a community.

GET IN TOUCH

Where there are happy staff, there are happy clients! Want someone who loves what they do working on your online campaigns? Then get in touch with **SponsoredLinX** today on **1300 859 600**.



SponsoredLinXTM
ADVANCED ONLINE MARKETING

10 YEAR ANNIVERSARY

Onward and Upwards!

I remember my first work anniversary; I was 15 years old and I had been casually working in the local surf shop for one year. I received two tickets to the cinema and a card from my employers thanking me for my service. I can remember my astonishment that I should receive thanks from the people who had given me a job, but in time I came to understand that the practice of celebrating business and work anniversaries is just as equally important as celebrating personal ones. My days of working in surf shops are long gone. Now, as the resident content writer for

SponsoredLinX, I have the pleasure of partaking in the celebrations of another work anniversary.

Yes, SponsoredLinX this year celebrates its 10 Year Anniversary! Such a milestone is very rarely seen nowadays and such an event deserves the time and recognition of the occasion.



BY LAUREN O'CONNOR



As such, we have dubbed our Q2 issue of Optimise Magazine our Anniversary Special edition, and I had the opportunity to interview Ben Bradshaw, Editor in Chief of Optimise Magazine, as well as Founder and CEO of SponsoredLinX, on this momentous occasion to find out what it really means to celebrate a 10 Year Anniversary in the realm of digital marketing.

Milestones are important and as Ben testifies, as the CEO of SponsoredLinX and as an entrepreneur, taking the time out to reflect and praise your efforts is important. In particular, 2016 is an important year for Ben as it marks ten years in business as the leader of what has grown into Australia's leading online marketing agency. Ben and I talked about the growth the company has experienced year after year, which upon reflection was inevitable. He says that, "SponsoredLinX has reached the top of our business category. I wanted it to be nothing short of a massive success and after reaching ten years in business, it finally feels like we've arrived".

Like most businesses which have reached important milestones, nothing is ever achieved purely on one person's efforts. There are always those people there who have stuck with the business through thick and thin, and Ben firmly believes in surrounding himself with people he can trust and who he knows he can rely on. For Ben, this has largely been those closest to him, including his partner, Shannah. From the get go there has been all the trials and tribulations which come with running your own business, and as Ben states, "there are honestly no shortcuts to building a business. Over the last ten years I've worked extremely long days, had countless sleepless nights and even slept under my desk. I've experienced some major setbacks, but I've also had some major wins".

The SponsoredLinX 10 Year Anniversary is the perfect

opportunity to thank those who have helped grow Australia's leading digital marketing agency, and it all begins and ends with the SponsoredLinX clients. As Ben says, "they're the reason why we're here and they're the reason why we continue to strive to be the best in the market. Reaching ten years in business and growing to become Australia's number one online marketing agency for SMEs is a culmination of night's not slept, immeasurable setbacks, hard work, and the support of key people. I feel very fortunate for the success SponsoredLinX has had over the last ten years, but it hasn't been easy".

Indeed, when Ben first started out, people were entirely unaware that it was even possible to advertise on Google. With Google search available for anyone who had an internet connection, Google AdWords created an enormous opportunity to help small to medium businesses advertise online, and so the genesis of SponsoredLinX came to light. Today, you're incredibly hard pressed to find an online marketing firm which has successfully been running for ten years, which is testament to Ben's ability to passionately believe in what his business does for his clients.

From this passion grew Ben's business methodology which continues to help clients achieve Return on Investment (ROI),

but also enables the SponsoredLinX brand to grow. Traffic > Conversion > Retention aims to aid business owners to identify a step-by-step process to succeeding with online marketing. Ben discovered this business formula due to a deeply rooted need and passion to help his own business grow. With now over ten years' experience, and still growing strong, the Traffic > Conversion > Retention ethos is not only relatable, but it provides a strategy, business navigation, is adaptable and brings context to the online marketing journey.

Ben's own journey with SponsoredLinX has taken him through ups and downs throughout the lifetime of the business over the past ten years, but he's also been privy to a number of industry changes that have shaped the course of SponsoredLinX. "In our early years our job was mainly focussed on creating awareness and helping business owners understand the new 'online world', which for most of them had seemingly come out of nowhere! Now, we talk about things such as the 'Digital Economy' and digital optimisation. It's incredible to see how far we've come".

One thing that hasn't changed for Ben are the SponsoredLinX core values. He says that, "these values have carried me throughout this journey and it's crucial that when we have a new employee come on-board that they also firmly believe in what we stand for as a company". For Ben that starts with delivering 'WOW' through service, embracing positivity, teamwork and team spirit, communicating with honesty and transparency, embracing self-development and always acting with integrity. Ben is of the point

of view that if SponsoredLinX employees can ask themselves "Is this in-line with our core values?" and that if they can answer yes, then they're making the right decision. Ben says this has also helped him to learn some important lessons

"I wanted it to be nothing short of a massive success and after reaching ten years in business, it finally feels like we've arrived."

over the past decade, both from a company point view and from a personal perspective. "Above all, I need to know that the dealings I partake in are transparent. Honesty and integrity are crucial for me. Whether that is where my staff are involved, or clients, or the company's business interests, I must always fulfil these needs to know I am doing right by others, as well as myself".

Over the next decade, the industry is going to continue to grow exponentially. With the digital economy now a crucial part of business, no matter what industry you find yourself in, for those who have been slow to adapt will find that with the help of online marketing agencies such as SponsoredLinX will help them to adjust easily. "I've been asked many times where I want to see SponsoredLinX in ten years', and I feel a bit of conflict when trying to answer. On one hand I do have these great ideas, visions and goals that I want to achieve with SponsoredLinX, but at the same time I don't want to be limited by those ideas and goals either. There is no limit to what I can achieve with SponsoredLinX and the sky really is the limit".

In an industry where change is the only constant, Ben has certainly learned to adapt to a fluid environment. As a result, SponsoredLinX will continue to evolve and grow while continuing to be Australia's leading online marketing agency.



Are you ready to evolve and adapt to the digital economy? Get in touch with SponsoredLinX today on 1300 859 600 and start marketing to your customers at the right time, with the right message, on the right platform!

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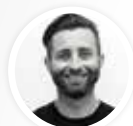
*For SponsoredLinX clients

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SURVIVAL OF THE FASTEST

Why a quick and clever website can work better than a slow and fancy rival



BY DOUG
CARPENTER

We know that internet connection and download speeds have improved in the last few years. However, so have our expectations. 2015 was the year of the on-demand movement. Where the saying, "I want it and I want it now", was no longer seen as something someone would say whilst throwing a tantrum, but instead as a realistic demand. A while back we might have been prepared to suffer the slow arrival of images, and other fancy features, as a page downloaded – however now this is increasingly not the case.

A decade or two ago, ordering a catalogue by telephone and having it arrive through the post a few days later seemed okay. We'd then flick through the pages, select what we wanted to order, fill out a form, put our credit card details in the respective rows and send our order off in the post. Fast forward to the present day and if a webpage doesn't download virtually instantly, impatience kicks in and a few seconds seems like a lifetime. We can even get our free-to-air TV on-demand! If we're talking about your business or organisation's site, then the result of this is often worryingly simple. People arriving through a search engine – who are potential customers for your products or users of your service – simply return to their search and go elsewhere. It is so frighteningly easy to lose such 'customers' – ones that you never even knew you could have had!

Winning The Race

It's also vital to consider the likely behaviour of the actual search engines themselves. For instance, Google takes great interest in the speed at which a page loads when they are ranking websites. The reason for this is that Google wants to give its users the best possible experience, and that means serving them websites which perform well. If your site isn't matching this criteria, Google are going to be less inclined to rank your website well.

The Survey Says...

Research by Kissmetrics and Aberdeen Group has been conducted in this vital area. Without having to go into great detail, it's worth considering these three important findings:

- A single second loading delay can reduce page views by more than one-tenth, and mean you would convert seven less visitors out of every 100.
- Customer satisfaction scores for slow-loaders, those taking more than a single second, can be one-sixth lower.
- Almost one in five mobile users will leave a page if it isn't fully visible in just five seconds; add another five seconds and the numbers are up to three in 10.

What Does It All Mean?

If we take a look at the last point above, we can see that people increasingly, (probably now into the majority), are using their smartphones to access websites for research and purchases. Yet many companies still have websites that might be reasonably effective on desktops and laptops but pretty disastrous when people attempt to view them on the move through their tablet or mobile phone.

So, your aim is to match the need for an attractive, engaging and useful website with that of a quick download. To increase speed, it pays to look at reducing the file size of images, and lose any extra 'bells

and whistles' if they do not add any real value to the user. Remember, you can probably keep some of these features on the desktop version of your website, but optimisation for other devices is all about creating a great user-experience!

Speed is a key area where business is won or lost. In a world where everyone seems to be in a constant rush hour you need your website to keep up with your users.

GET IN TOUCH

Need help increasing the speed of your website, or still looking to make your website mobile optimised? Get in touch with the professional web team at **SponsoredLinX** on **1300 859 600**.





THE PREDICAMENT WITH APPS

Why search will never become obsolete

I heard something on the train the other day regarding how apps will soon make the internet and search engines obsolete, as you will be able to download an app for basically anything you need. I jumped up, indignant, and slapped the person's smug face, hard, while screaming, "You take that back this instant"!



BY THE
INSIDER

Some of the more astute readers will have realised the above didn't actually happen, and that it is likely I employed artistic license in order to introduce my topic. You may not think this to be an art, this article writing in the digital marketing arena, but you are wrong. I am the Picasso of the Digital Marketing world, mixed with the Renaissance Masters, plus a dash of my mate who makes awesome sculptures out of macaroni (he's 4, but so creative).

The truth is I was sitting around one day and thought to myself that I could pretty much do anything I needed on an app, purchase groceries without leaving the house, order an Uber to pick me up from my house and drop me at the gym, record the gym session that I pretended I went to but really went to the pub, and use the map when I couldn't figure out the direction back to my home. Not once did I need to use Google or any other search engine on the internet.

It wasn't necessarily a 'revelation', apps are ubiquitous in our daily lives, so much so that the phrase, "I bet there's an app for that", is legit. I literally remember a time when it was amusing to utter those words because you'd jump on the app store and find something similar and we'd be rolling about with laughter, ROFLing, if you will, as that was the fashion at the time. I haven't heard that phrase said once in the past few years, come to think of it. Probably because if you have a requirement, in many cases, someone has created an app for it.

So if I don't need to use the internet and search engines, why don't they die already?! Well, the obvious answer is that it is the framework that allows the apps to be developed, but it goes deeper than that. Apps are basically the tool of the zeitgeist, but the zeitgeist is forever changing. In 20 years do you really think we are going to be walking around with bulky touch screens in our pockets?

Of course not, despite the fact that we all know there have been developments that have been brought forth and either flopped or were impractical. One of the recent ones was a touch screen that showed up on your arm that came from a strap on your wrist. I am quite heavily tattooed on both my arms, which would make this highly impractical alone, but what about hairy people, of which I also have my fair share. It is a cool idea, but the practicality leaves a bit to be desired.

We've also been subjected to Google Glass and a range of other ideas that, developed further, will enhance our internet experience. Apps may appear on these things in a future, but they will be unrecognizable to the current apps. In fact, Google likely won't need these as it will be more beneficial to them to develop use of search engines when it comes to these devices. Apps, by definition, are applications based on a specific section of the internet. As the future becomes our reality, segmenting parts of the internet will be detrimental.

Why is that? Essentially Apps silo information, create fun and consumable packets of internet that allow us to focus on a task at hand. One of my favourite authors, John Ralston Saul, speaks about the dangers of silo-ing information, as it creates elitism, and cuts off useful information that could be used by another party that could be beneficial to the course of their research/development. Of course there is collaboration and as I've spoken about in the past, Uber uses Google Maps, etc, plus Google has purchased some smaller companies that were doing huge things with Maps and the like.

"The truth is I was sitting around one day and thought to myself that I could pretty much do anything I needed on an app."

While we have delved into my ideas around apps, we really should take a look at some of my ideas as to where Search is going. This may be a little selfish on my behalf, as I'd like to be remembered as the Futurist of Search Marketing and I am hoping that someone who knows how to code reads this and makes my thoughts reality.

Ten years ago Google looked like this:

AdWords was in its infancy, Search was based on rudimentary algorithms that scanned a site for keywords and showed results based off these scans. I'm going to be honest, I hated the internet for a long time for its clunky nature, showing me things that were nothing like what I asked for, but as time went by, and as Google refined their algorithms, companies developed strategies to show me what I wanted, and I converted.



Search in the future will likely include peripherals to our search query, things that would never have entered our minds. How amazing would it be to be driving along and your car detects an issue with the left front tyre, the alignment of the wheels and determines you have 50km to safely drive without damaging the vehicle. It then provides not only the location, but the special offers, and the one with the best reviews, the best available booking times and when you'll be able to drop the car off. It's no longer Search, but a tool that will require businesses to ensure top level service and up to date information, simplifying life for everyone!

I've said it before and I'll say it again, the future is amazing. We partly live it now and while a lot of what I do is speculation, I remember green screen computers at school (which should give you an idea of my advanced age) and how I said to myself while using it, "I'll be happy to use a computer when I can tell it what to do and it does it, and I can fit it in my pocket." This is now and I was a kid back then with little knowledge of the applications of computers (outside of Where in the World Is Carmen Sandiego). With my current experience, knowledge and track record of predicting the future, I can say that Apps will never replace Search, because Search is a beast that will evolve into something only few of us can dream.

GET IN TOUCH

You can learn more about digital and the realm of online marketing through the **SponsoredLinX Academy**. Simply visit www.optimisecentre.com.au

Custom Ad Scheduling for Seasonal PPC success

Right time,
right message



BY KYLIE VAUGHAN

Many people believe that running their AdWords campaign 24/7 is the best or at least the only option. This is not only incorrect, it's uneconomical and in most cases, unsustainable.

First things first; tracking. In order to make informed decisions, we must analyse data from your AdWords account. Identify productive and profitable days, hours, services and products. To do this, we need tracking. Working without tracking is the same as driving at night without the lights on... not good!

With the information from your tracking, we'll be able to see what's working, what's not, where people are spending their time, where they're not spending any time, what's triggering your ads and the all-important – when your ads are at their most profitable.

In essence, tracking allows us to understand our audience. We can see the trends in their activity, thus giving us the tools we need to customise our campaign to cater to their schedules, needs and wants.

From here we then can make the decision to consolidate your budget and reinvest it into the hours and days that yield the best results....sounds easy and straight forward, right?!

Please remember, even if your business is only open from Monday to Friday, 9 am – 5:30 pm, we need to always remain focused on the fact that your target audience do not operate on this schedule.

For example, let's say you run a day care centre and it's open Monday to Friday 6 am to 7 pm. Your current campaign is running 24 hours a day, 7 days per week, and is continuously 'limited by budget'. Or on the flip side, let's say your current campaign is running from Monday to Friday, from 6 am to 7 pm in line with your hours of operation.

Firstly, take a look at who your target audience is. They're parents with multiple children, they're new parents, single parents, nanny's, under the age of 30, over the age of thirty; the list goes

on. It is important to have this established though; you can start by identifying your target audience by looking at your current clientele.

Tracking will highlight when these people are most active online. Let's say for arguments sake that your target audience are most active before and after work, during lunch breaks and between 9 pm and 10:30 pm (when the kids are in bed and they've had 10 minutes to think).

This is where custom scheduling is most profitable for you, the business owner. You can adjust your campaign to be triggered and show to your target audience, at the right place and time, every time.

You can apply this to any seasonal business within reason. If you were operational 6 out of 12 months a year, you would apply the same methodology as mentioned above; however you would start your lead up campaign between 4 – 12 weeks before your season starts.

Be strategic, and be realistic, begin with the end in mind, and understand your target audience and their behaviour. Don't be scared to change up your strategy to cater to your audience. It really is about being in the right place at the right time and custom scheduling allows you to do just that.

Just imagine how much time and money this will save you. You can even schedule ads at certain times of the day based on the types of devices people are using. Using the same example, you could target and schedule ads for morning and afternoon commutes for people using mobile devices. Your target audience is also more likely to take notice of you if your ads are there to serve them with useful information, rather than appearing as ad spam.

GET IN TOUCH

Don't delay and speak to the AdWords experts at **SponsoredLinX** today on **1300 859 600**, and learn to schedule your AdWords campaigns for maximum effect!

Google Trends

A how to guide to get real time search data!

Spoiler Alert: Remember in 'Back To The Future 2', when Marty McFly picks up a copy of the Sports Almanac from 2015? It contained a copy of all the sports results from 1950 – 2000, you know, to make a little money from the future.

Wouldn't it be great to be able to look into the future and know exactly what products or services you should offer to the public to make the most out of your business?

Welcome to Google Trends – the next best thing.

If you've never heard of Google Trends, you're not alone, but you should definitely start investigating it. It's a tool that lets you compare search terms and determine their popularity across geographic locations across the world. Best of all, it can show you real time data that is very beneficial to your marketing.

Let's take the fashion industry to start with. You've got yourself an online store full of ladies fashion; dresses, jeans, belts, bags, jewellery. If it's part of an outfit, you sell it.

Do you throw your budget into the whole range and hope that you sell? That's a slow way to losing your money. What you should do is check out Google Trends first.

You can use the popularity tool to compare brands of handbags to find which were the most popular throughout the previous year. Therefore helping you to forecast your sales, and know which brands to invest in. You might notice a huge jump in February for one brand; that's it! You're onto the winner, forget those other brands and sink your budget into this one set of handbags.

Google Trends again comes into play when you search for the brand name and base the search time on February and 'News Headlines'; the search results

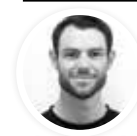
will feature shows from global fashion week parades. You'll be able to see any bad/positive press for that brand during Fashion Week.

Imagine if you had been ready to invest a large proportion of your marketing budget into a brand which only yesterday received bad press for being at the centre of an investigation around child labour?! Investigating Google Trends will potentially come to the rescue and save you and your business from a PR disaster! Equally distressing, you could have been waiting day after day for someone to click your ad and pick up your products, which would never happen since a boycott of the brand is now trending online.

Trends can have great importance on real time changes for your marketing.

Checking Google Trends for results relevant to your business could bring you a lot more customers. If you sell sports gear, and Google trends is showing that a large volume of people are searching for next week's Australia vs New Zealand cricket match. Bam, special on Australian cricket jerseys, invest a bit more budget and watch the dollars roll in.

Maybe you're a pool cleaner. Google Trends shows you the biggest search results are over the summer – pretty standard. You also notice though that August is when the searches really start to pick up, not December as most businesses might think. You invest a little earlier and



BY IAN SOROCHAN

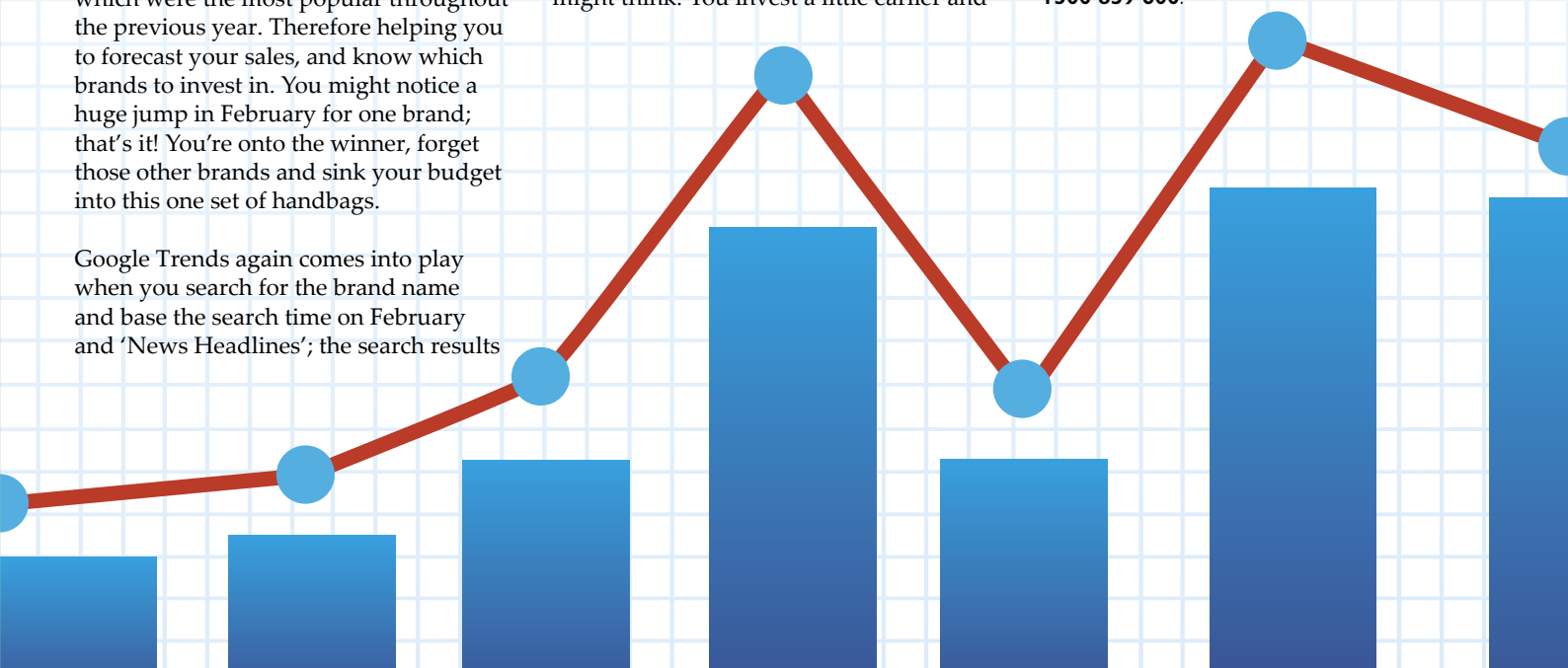
bam! You take top position and build up your client base while your competitors are scratching their heads wondering which crystal ball you found.

Trends show you what everyone is searching for the Sunshine Coast today. That's odd, why the sudden interest? Select the News Headlines – flights are now departing Sydney for the Sunshine Coast, and several of the major airlines have launched a 24-hour sale! Hang on, you run a Hotel on the Sunshine Coast! "Travelling To The Sunshine Coast From Sydney? Stay with Branded Hotels". Relevant, and popular search results are more likely to build you the traffic you want.

So while trends can show you how popular the Broncos were versus the Cowboys in October last year, it should also be considered a powerful marketing tool that can provide great benefits to your business.

GET IN TOUCH

Want to learn more about how Google Trends can help you to make the most of online search growth? Get in touch with **SponsoredLinX** on **1300 859 600**.



HOW TO ATTRACT EYEBALLS, ACTION AND REVENUE

Trust is the new economy

On 15 January 2016 Wall-Mart, the world's largest retailer, announced its plans to close an initial 269 stores as it struggles against internet based competitors. Borders, Blockbuster and Kodak, were household names now gone because they were unable to adapt technology to give us an easier, cheaper buying experience.

We used to shop locally and trust advertisements from newspapers, yellow pages and billboards. Now a global avalanche of businesses willingly supplies us 24/7 as a result of a few clicks on our omnipresent smartphones has changed all that. This is only the beginning. Today, more than 50% of the world's population is below the age of 30, and you can guarantee they are not going to slow things down. So with mobile basically the only place your prospects' and clients' eyeballs are glued to, are you adapting to make sure you get your fair share?

Mobile and especially social media are the best business partners you've ever had as they are the cheapest and best way to identify and communicate with your customers. And, they're the fastest way to knowing if your direct advertising is working, enabling you to adapt and change – fast.

If you feel you are missing out and drowning in information, the following is for you.

BY PETER GJERSOE

What's to know?

- The key objective of the right customers becoming repeat customers hasn't changed. However, you need to learn to view everything through your client's mobile phone.
- Your biggest challenge is demonstrating your willingness to become genuine and your clients' best friend. You must be the easiest provider to work with and take on the risks involved; trust is the new economy! Your customers can smell a poser a mile off.
- It is still very important to identify your right customers*. What's new is the importance of understanding their values, and which social media platform they prefer. If you have limited time, focus on Facebook.

*Paul H Ray's book "The Cultural Creative: How 50 Million People Are Changing The World" could be of interest.

- There will never be less competition. However, most do not appreciate that quality customers who are seeking a few core providers they trust and rely on, need to go through a process taking them from; Realisation of need > Discovery of options > Shortlisting of options > Getting to know and like > Initial purchase > Repeat purchases. Social media is the best option for this. Remember, social media is about communicating and building trust, not about direct selling.
- Create an Attraction Model: First create 6 – 7 high value content pieces you can give away for free, demonstrating your craft as the best match to solve your customers' needs. Offer this free quality content in exchange for first name and email details. Once a prospect has benefitted from your first advice, they will be curious what else you may be able to help with. When you have received their contact details, thank them for their interest, and make an initial offer, providing high quality content, building trust, at a no-brainer low cost.

"You need to learn to view everything through your client's mobile phone."



“When you have received their contact details, thank them for their interest, and make an initial offer, providing high quality content, building trust, at a no-brainer low cost.”

■ With every purchase tell the customer you are following up to ensure they are happy, offering 100% money back if they are not. Only when they inform you they are happy have you earned the right to do the following: make additional offers and ask for references. As trust increases, you can progress through the Attraction Model offering increased quality at increased prices.

■ Lastly, know your numbers. You must know what each step in your process is costing you. The Lifetime Value, and Cost of Acquiring each customer, leading to your Profit and Loss situation on a weekly basis.

Get into action

Here are some examples that work for established businesses, as well as for an individual with an idea for a new business that has no followers or experience.

■ Identify what needs you are uniquely qualified to solve, and make a list.
Example: A plumber knows of many frustrations customers need solving and could safely fix themselves if they only knew how. Make a list of all the needs you are confident can be solved with the right instructions.
Example: An individual starting out anew having identified the needs they feel strongly they can help with, should identify the thought leaders and icons in their industry, and study those individuals' publications. Understand and agree how needs are dealt with.

■ Go to Google Keywords and verify that there are many potential customers looking to fix one of the needs you have identified, and note what terms they are using to describe their needs. Consolidate your list to the most common 6 or 7 needs.

■ Create 6 to 7 short (below 1 minute) videos explaining why you believe this approach will solve their need best. If you

are building on somebody else's content, give them full credit and provide a link back to the originator.

■ Create your own downloadable content summarising the 'What, Why and How-to' to go with the video. Customers will love your video, and then forget how-to do what they need to. Your content is you working directly with them; earning their trust. Ensure all your contact details are clearly visible on both video and sub-content.

■ Upload the videos and content to YouTube. As a title use your customer's description of their needs.

■ Select your customer's favorite social media channels, set-up an account and start promoting your videos using the YouTube link. Or if using Facebook, upload straight to the platform as you'll get better reach.

When you do your job correctly, thought leaders and influencers will get to hear about you, and provide backlinks. You will now feel the love from Google as you are doing things right; Quality content with backlinks from an authority site.

The types of content popular on social media that work well with a short introduction video:

- | | | |
|------------------------|----------------|--------------------------|
| ✓ Quality free reports | ✓ Tip sheets | ✓ Useful warnings |
| ✓ Checklists | ✓ Case studies | ✓ Educating your clients |

Time is our most valuable commodity. Anything you can do that helps save time is of value.

GET IN TOUCH

If you want to get in touch with Peter, you can so at:
peter@dominateselling.com.au

Planning for a successful SEO campaign

Seasonal strategies for your business

Christmas is now a far off memory and like all business owners, the focus should be on the future and the rest of 2016. When owning a business, it is important to identify specific dates and trends in the market that will affect your business performance. As an SEO Campaign Manager, this is something I am careful to research with my clients in order to plan the most effective campaign for their business and growth.



BY FIONA HOY

SEO as a form of digital marketing is not an overnight process; it takes weeks of planning, research and quality content writing to ensure that we are targeting the most relevant keywords for a business. This is all before we have even done work on the website. Once the onsite optimisation is completed and SEO content applied it is over to Google to cache the website in its newest state. All going well, it can be up to 10 weeks or approximately four to five Google caches before you will see a result of the onsite work and get an idea of where further improvements are needed in order to get more exposure and Google authority for the targeted area of your SEO campaign. Even then the products or services keywords you want to attract more traffic for may not have your website on the first page of Google.

With a full understanding of the results achieved from the onsite optimisation and SEO content, we can then see where further improvements are required. The required work may be a carefully executed back linking campaign or more SEO content; it all depends on the desired results. If back linking or more SEO content is the option taken, then it will be an additional 10 weeks or so to see a result of that work.

You can begin to see why planning and scheduling your SEO campaign is so crucial to not only making the most of seasonal and topical trends, but the very nature of the work entailed in an SEO campaign demands it.

So, when should you be planning your SEO campaign work and what it is targeting?

It is a good idea to consider what your target audience is doing in approximately six months' time. For example, if you

were a clothing shop you would want to be planning in early summer for your winter marketing campaigns. This time range would give you enough time to research keywords, their competitiveness as well as approximate traffic expectations. This is not an unrealistic expectation given that most fashion businesses see range showings for seasonal fashion drops 6 – 8 months prior to release.

The next step would then be to have quality, relevant content written targeting these keywords, and then apply the content to your website along with onsite optimisation. Closely monitor whether Googlebot has cached the content and website in its new state and what fluctuations occur to the keyword Google ranking positions. If you find after 4 – 5 Google caches that more work is needed then you still have some time up your sleeve in order to plan and execute this.

Why does it take 4 – 5 Google caches to see the result of recent SEO work?

It is Googlebot's job to cache your website. Not every website is the same; some are easier than others to cache. Depending on your websites CMS (Content Management System) depends on what ability you have to simplify this for Googlebot. On

“SEO as a form of digital marketing is not an overnight process; it takes weeks of planning, research and quality content writing.”



average your website will be cached by Google once a fortnight or so along with every other website on the internet. By caching your website and others it is comparing each individual site for thousands of different factors which are part of the Google's algorithms. For example, if your website lacks information or is difficult to cache, then you will have a lower overall authority than those sites that are simple to cache. Google also may not find all of the new content on the first cache after it is implemented and therefore you need to wait another couple of weeks.

In saying this, Google doesn't necessarily cache every page of your website on the same day and will sometimes cache other pages in another day or so. You will notice when tracking the keyword ranking positions that they fluctuate back and forth each time Google caches each page. On average we see these fluctuations stabilise after around 4 – 5 caches, each approximately a fortnight apart, giving an indication of what was achieved.

What if you don't know when your businesses high season is?

It's not unusual for business owners not to know exactly when their high season is or haven't put two and two together to identify a trend. I like to recommend taking a step back and keeping it simple. For example, your business sells office furniture which you at first you wouldn't imagine there is a high or low season. Simplify this by looking at what you are doing during important dates in the year such as Christmas Holidays, Easter Holidays, and the End of Financial Year. What are your priorities at this time of year? An office furniture supplier is likely to find that their quieter period is over Christmas and their busier period during the couple of months prior to End of the Financial Year. During April, May and June businesses are trying

“By caching your website and others it is comparing each individual site for thousands of different factors which are part of Google's algorithms.”

get their expenditure up before tax time. Therefore, they are often investing in the likes of upgrading furniture and décor.

Another more accurate way of determining these trends can be through Google Analytics and looking through the likes of your Organic traffic visits. As long as the Google Analytics Account has been on the website for a couple of years, that is two years of data you can use to find where the most and least website visits are.

Putting the time into planning and scheduling your SEO campaigns requires organisation and research, but once it's done and you have a framework, your campaigns are going to benefit from your early hard work.

GET IN TOUCH

Let the SEO experts at **SponsoredLinX** help you plan and schedule your next SEO campaign. Call us on **1300 859 600**.

THE DIGITAL WORKPLACE

Cultural shifts for the better



BY SUMEET BHINDI

In today's dynamic society, culture has evolved over the years from primitive to digital. Communication and culture both have a large effect in the workplace which allows others to gain access to information on a scale we have never seen or experienced before. Throughout the last couple of decades different communication forms have taken place in the workplace, from traditional print, presentations, magazines and newspapers. Now in our present day, our communications occur through digital forms and platforms such as Google, Facebook, and what we've dubbed the 'sharing economy'. Technology has largely impacted our cultural perception which allows people to create different perceptions of themselves or their business.

The digital environment that we are now surrounded by has meant that a new culture has emerged; one that is prevalent in all workplaces in the developed world. Digital culture is here and it's here to stay. It has completely changed the way we interact, communicate, and gain knowledge. The culture has shifted providing us with the ability to easily interact no matter where people are or what time zones they're in. The digital age has provided almost everyone with a global platform, which means borders are becoming less and less of a barrier. Traditional business models such as Blockbuster are now obsolete as everyone gets their visual entertainment through the Internet and smart TVs. Sharing business models, such as Airbnb, are experiencing exponential growth and traditional hotel formats are suffering.

It's not just new business models which are emerging from the digital culture, but new ways of communicating as well. The need to speak with people face-to-face is diminishing as programs like Google Hangouts and Skype make

it easier for people to speak with and see each other, without ever needing to be in the same room. While some may argue the positive and negative results this has created, there is no denying that change and one's ability to adapt to these changes is a good precursor to successful digital culture integration. Workplaces which have embraced these changes are finding more streamlined ways to ensure better and faster communication, which means a more efficient workplace.

Social networks have drastically changed our lifestyles and how we communicate. CEO of Agility, Tarek Sultan, states that, "54 percent of companies say they actively use Facebook, LinkedIn, Twitter, and other tools to engage their workforce, customers and other stakeholders". It used to be common practice, for example, for people to simply network via handing out business cards and phone numbers. This of course still happens today, however we also have tools such as LinkedIn to thank for taking networking into the digital realm. These business social platforms allow users to view someone's profile and be able to come to a conclusion immediately as to whether this person is a good fit for their network. Ten years ago when meeting a person it

took time to understand who they were as a person, who their friends were, who they worked with, what clubs or memberships they were a part of; now, we can see all of this and more at the click of a button.

Digital culture has evolved into one of the most powerful tools in the world, providing significant changes in how people interact with work. From a workplace perspective, within SponsoredLinX, where digital integration and adoption has provided a business framework that continues to grow and evolve, I can truly attest to the fact that working within a digital workplace that has embraced digital culture is highly liberating. The one truly great benefit that embracing a digital culture has enabled SponsoredLinX to do is the freedom of enabling people to create, find, and use their knowledge and networks in new and innovative ways.

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ONLINE MARKETING HOROSCOPES

Aries (Mar 21 – Apr 19)

Business interactions are favourable during autumn with a new online marketing proposal on the horizon. It may take some time to hammer out the nuts and bolts, but stick with the transaction and you will soon bear the fruit of all your hard work and investment.



Taurus (Apr 20 – May 20)

Mars is intensifying stressful negotiations which will soon come to a climax. You must ensure that all other aspects of your business continue to flow so you can focus on the matter at hand. A SEO strategy will work for your 24/7, so looking into it now will help in the near future!



Gemini (May 21 – Jun 21)

Long term goals are becoming clearer as Pluto moves into your life stars. While Mercury won't leave your business stars for a while yet, you can use Pluto's presence to take the risk by increasing your AdWords budget. Now is the time to also look at other online marketing traffic sources.



Cancer (Jun 22 – Jul 22)

The Sun has well and truly moved into your finance sector and with you intuitive read on the flow of your revenue and profit margins, it's time to start looking into other online resources for potential conversions. Revisiting social media paid advertising is long overdue; now is the time.



Leo (Jul 23 – Aug 22)

The time ahead is important for learning, and with Mars and the Moon in your finance stars, now is not the time to take a break. Use this opportunity to your advantage and ensure that your customers are finding your business when and where it matters most.



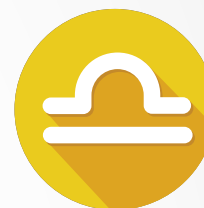
Virgo (Aug 23 – Sep 22)

With Jupiter turning retrograde in your business house, it is time to realign and recapture your earlier successes from your initial online marketing endeavours. Seeking out opinions on getting your AdWords campaigns to work in conjunction with a SEO plan is the place to start.



Libra (Sep 23 – Oct 22)

The Moon is pushing learning and impending announcements, so you'll be working to deadlines. Educate yourself and search out content which will help you to make those important marketing decisions. Make sure your AdWords campaign is up to date so it's in line with your major projects.



Scorpio (Oct 23 – Nov 21)

Mercury's retrograde has begun which means that this is the best time to revive an old plan, strategy or business partnership. Venus has entered your resources sector as well which means that marketing strategy you had to pause can be renewed! Don't delay, this is an opportune time.



Sagittarius (Nov 22 – Dec 21)

Mars is energising your resources sector and with Ceres in your finance stars, now is the best time to focus on growth! To help get your business recognised, implementing a social media and SEO strategy will ensure your business's reputation will be in your control.



Capricorn (Dec 22 – Jan 19)

A good time of the year for finding balance in all areas of work and play, and with the Sun reconnecting with your business sector, now is the time to take a step back and reflect. Reassess what has worked and what hasn't, and apply your learnings to a revived online marketing plan.



Aquarius (Jan 20 – Feb 18)

The professional gods have taken over all work and career fronts and have set the momentum for you to tackle any problem which may come your way. Take this energy and apply it to your poor website which is probably in need of some TLC. Spending money now will save you a bucket load in the future.



Pisces (Feb 19 – Mar 20)

With the doors open to new opportunities and influences, you're finally ready to take that step. Having a real sense of your finances right now will help you to make the most of it. Seriously look into social media paid advertising and you'll soon realise a world of online conversions was there waiting for you.



THE RISE OF FACEBOOK MESSENGER

The demise of SMS is near



NATIVITY
DUNBAR

Facebook is at it again! Ceremoniously coveting our eyes to itself via Facebook Messenger. When Facebook originally launched, it sneakily siphoned masses of traffic away from social sites Bebo, Hi5 and MySpace, leading to their online demise. Now with the Messenger App and website, it's starting to impinge on the SMS function that we all collectively use over 350 billion times a month and 15% of these are advertisements, as cited from GrabStats.com.

Even market leader, as reported from Business Insider, states that WhatsApp, the internet based text messaging and phone call app giant, delivered a trouncing to phone providers, with users sending 30 billion online messages in comparison to 10 billion SMS text messages. Is the downturn in SMS use upon us? Well, only the boffins at Facebook can answer that for you, but let's take a quick look at how Facebook Messenger entered the online SMS text messaging market with a hybrid difference.

Messenger has convenient features like:

- the business function that allows staff to have real conversations with customers but it's only available in the US at the moment.
- allowing you to order an Uber
- sending animated or funky GIFs
- sending your location to others
- sharing photos with facial recognition
- allowing payment for online purchases
- the ability to apply a mute function to specific notifications and conversations
- using it without Facebook via the website (less distraction)
- no news feed distraction if you use the app & website
- information, fun apps & interactive games
- engaging audio & videos

Sounds amazing right? What other gizmo or eye-bulging device allows such innovation, convenience and heightened brain stimulus through text? No other than Facebook, of course.

A quick word of caution though, having the Facebook app and Messenger app open at the same time can rapidly consume your data pack leading to unexpected phone bill hikes. Yikes! Perhaps look at using the platform now before it becomes another forum for advertisers to reach you on, as a consumer. But as a business owner, you'll be excitedly pleased to know that your connection with consumers can be strengthened with Facebook Messenger with its Business function. When it becomes available to us!

GET IN TOUCH

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