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# Optimise

Internet Marketing News

Q1 2016

**The Smallest Moments  
Can Change the Future**

Micro-Moments in 2016

**The Ad Extensions You  
Should be Using in 2016!**

The New Black for the New Year

**Top Seven Tips to Target Your  
Display Campaign for 2016**

Only pay for what your customers see!

## THE FLAGSTAFF GROUP & DIGITAL INFLUENCE

Enabling  
Employment  
for the Future



ADWORDS

SEO

SOCIAL

WEB



# Hello

Happy New Year! Welcome to 2016! Nothing else can quite replicate that feeling of a fresh start like a new year. With new year resolutions thick in the air, optimism is running high which means your customers are waiting, ready for you to whisk them away with your solution-solving, problem-fixing products and services. To match your customers' expectations your online marketing needs to be across all channels so that you are properly targeting your message to the correct audience. Look at it this way – if you don't utilise the right channels and target the right people, you are flushing your money down the drain. Make 2016 your year to get your marketing done right!

For our Q1 issue, our cover story article on page 23 discusses the social enterprise organisation The Flagstaff Group and how they are using digital influence to help enable future employment for those with a disability. As always, everyone is looking to the year ahead so we have one of our Search Engine Optimisation specialists explore what 2016 may bring our way in terms of Google algorithm changes which you can find on page 36. New year, new website? We take a look at some of the most common website redesign mistakes made; make sure you're not making any of them!

Following on from my previous article, I delve into the world of Google's Micro-Moments in great detail because I am a firm believer that the more you know, the better prepared you can be. Planning for your customers' Micro-Moments will aid your marketing for the year ahead big time! Leading on from this, ensure you take the necessary steps to implement cross-device tracking to your marketing efforts as soon as possible. We are now in a multi-device world, where searches and transactions are not limited to one device. You can learn more on page 32.

Hopefully your holiday season was profitable, stress-free (as much as possible) and spent with family and friends. Business-wise, keep the momentum going and in conjunction with that 'New Year feeling', be inspired, explore new innovative ideas and secure the business you desire. I hope you can find all of this and more within our pages.

Best of luck for the year ahead.

**Ben Bradshaw**

Editor in Chief, Optimise Magazine  
CEO & Founder of SponsoredLinX

## Optimise

Internet Marketing News

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# Meet the Optimise EXPERTS



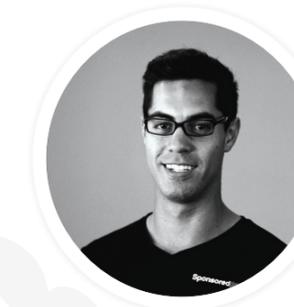
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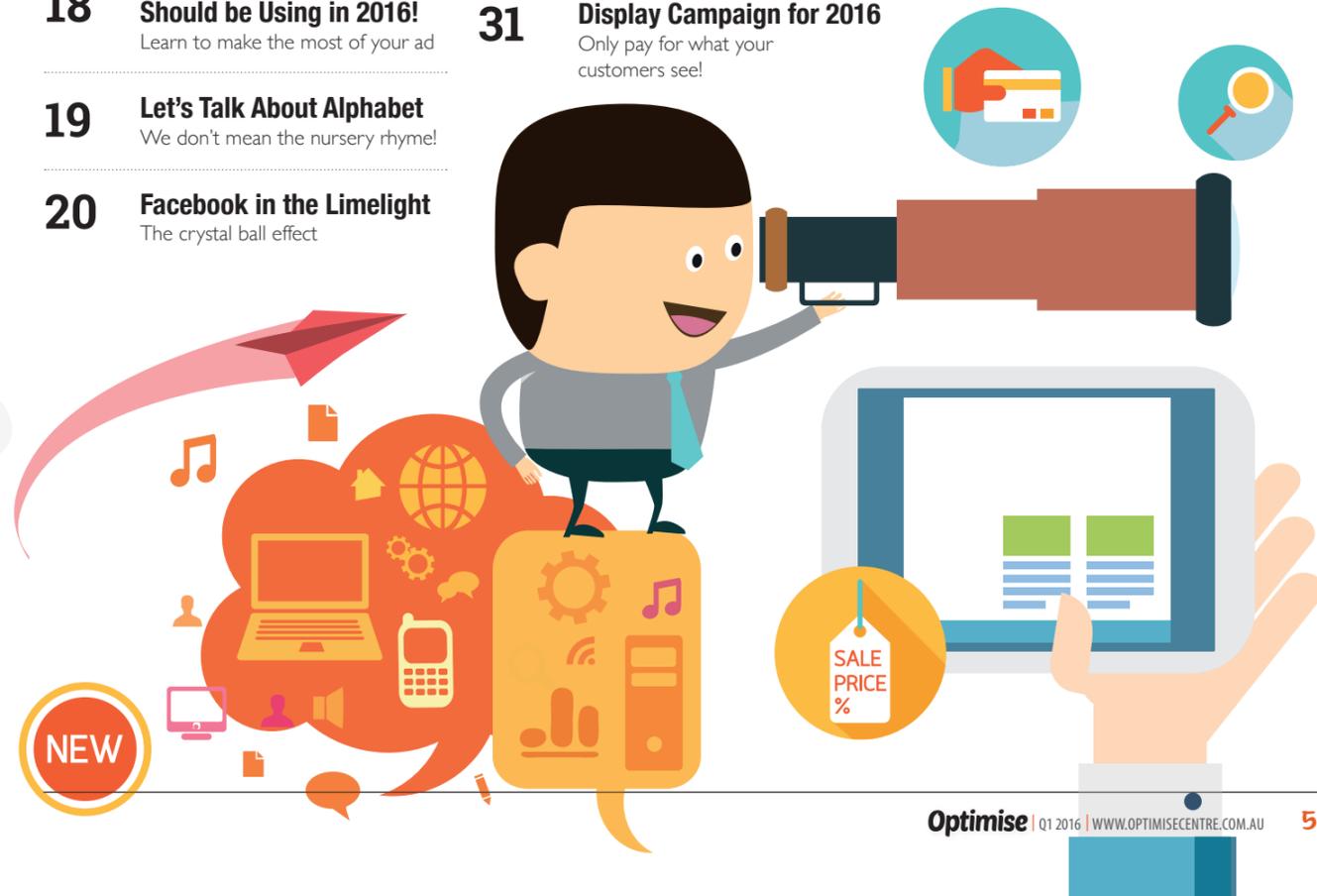


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# LONG-TAIL KEYWORDS EQUAL HIGH-VALUE

The new black for the new year



Long-tail keywords are becoming more frequently used, and working better for many businesses out there. If you're not using long-tail keywords or at least planning to use them, then you should be. Long-tail keywords are the new black.

BY IAN SOROHAN

But, before we get to ahead of ourselves, what is a long-tail keyword?

Let's say you have started a business selling chairs. Should you be advertising for the keyword 'chair'? Probably not, it's too broad, and while you'll get a huge amount of traffic from such a broad term, you are unlikely to get customers buying from that click too often. We'll see all sorts of random search queries that include the word 'chair' and while you could minimise some of this traffic with negative keywords, you'll be there all day. The worst part is you'll end up spending vast amounts of money for not much in return.

So instead, you'll whittle down that broad term to something a little more meaningful. Let's go with 'dining room chairs'.

Great, we're on the right track now – you're advertising for a more specific product, something your business probably specialises in, and is likely to get much more relevant traffic for. The problem is you're still advertising against most of the competition. Your keyword costs more just to get on the first

page, and you still might not see much of a return.

What you will see is customers clicking on your ad, maybe looking at your products and bouncing off to another of your competitors because they didn't find what they were looking for. This isn't saying you shouldn't advertise for that term; definitely do – as you can use this to your advantage, but more on that later.

So next we increase the number of words in your targeted search. You start advertising for 'solid oak dining room chairs Brisbane' and in dropping your potential search traffic; obviously you'll get lower volumes from a term that is not as common, but what you will get are searches with more intent to buy. They've already done the research with broad terms, they've found the type of dining room chair they're after to match the décor, and now they're looking to buy six of them for the dining room.

This is the power of long-tail keywords. You've stopped targeting the customer in their research phase where the click is more competitive and therefore costs more, and instead are grabbing them when they are closer to the buying phase, where there is lower traffic, less competition and you're not paying a premium to be at position one because that keyword is simply not as relevant to so many of your competitors.

The funny thing is, really broad terms only make up about 10-15 percent of everyday search terms. Another 15-20 percent would come under the middle length search terms, those with three

**"This is the power of long-tail keywords. You've stopped targeting the customer in their research phase, and instead are grabbing them when they are closer to the buying phase."**



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

to four words. That leaves over 60% of searches using long-tail keywords. How many of these do you think have direct advertisers? There's a whole market of searches out there that are not being targeted, and you could be capitalising on them!

Let me draw your mind back to earlier in the piece. What happens when you sell more than one product? Maybe you sell hundreds of dining room chairs, all different sizes, colours and materials. Yes, creating a long-tail keyword for every product and directing that keyword to its own ad pointed to its own landing page is a great idea – but you could be waiting a long time to find out if you're actually going to get traffic.

This is where your broader terms come back into play. Keep your 'dining room chairs' keyword running; maybe drop the bids a bit so you're still on the first few ads but not trying to knock off the top spot. From this, you will see searches that

you can use as long-tail keywords. You might see that colour is used more often in searches than the material is. For example 'Green dining room chairs' or 'black and white dining room chairs' over 'wooden dining room chairs' or 'plastic dining room chairs'.

There are so many options out there for your long-tail keywords that you need to do the research to find the ones you want to use. Once you find them though, you might stumble across a gold mine of relevant traffic that ends up converting more often than not for a lot less than you would think.

## GET IN TOUCH

Time to get cracking! Talk to **SponsoredLinX** today on **1300 859 600** about long-tail keywords and take your Google advertising to the next level.

# BUDGETING AND EVALUATING YOUR SEO CAMPAIGN

## Important points to remember for your marketing strategy

It's no secret that Search Engine Optimisation (SEO) can be an expensive marketing strategy but there's no shortage of sources online saying it's an absolute must for any business. Whilst many of these sources may be biased there is no denying that organic traffic is an incredibly effective method making up a large share of search traffic with no cost per click associated. But how do you know what portion of your marketing budget should go into SEO and how long should you run it for? SEO is an unusual landscape and it's important to be aware of certain factors when budgeting for SEO.



BY ADAM CONROY

SEO exists in a parallel dimension that is close to our own but slightly offset chronologically

One of the trickiest things when it comes to including SEO in a business' marketing budget is the lag time between expense and return. Everyone knows SEO is a long term process but the reality is that due to Google only caching your website roughly once a fortnight it takes 6-8 weeks to see the full impact on rankings of a single strategy. Because of this even a successful strategy will take 6-8 weeks before it really starts to kick in. This means your expense will be in one quarter and the return will be in the following one. This can make SEO slightly problematic to assess but as long as you compare results now with expenditure from the previous quarter you're at least looking at the relevant figures.

SEO is the freight train, not the Ferrari

It may not be fast but it certainly is powerful. SEO builds momentum over time as your website accumulates more trust and authority with search engines. Add in the fact that there is no cost per click on organic traffic and you have a campaign that remains at the same cost but continues to build more and more Return on Investment (ROI). Put simply, the longer you run it the better it performs. The headache here is that when running any marketing campaign it's important to evaluate its effectiveness often to make sure your investment is generating a return. Not every SEO campaign can be a success and you don't want to keep pouring money into something that will never work.

Knowing when to call it can be a challenge but a trustworthy SEO company will be able to have a realistic discussion with you about how things are going and whether they are at least moving in the right direction. As a general rule you would want to give it at least six months but more competitive campaigns could take years to truly bear fruit. Once the campaign is generating enough return to completely offset its cost then any further improvement you have will be massively beneficial as it won't increase your costs.

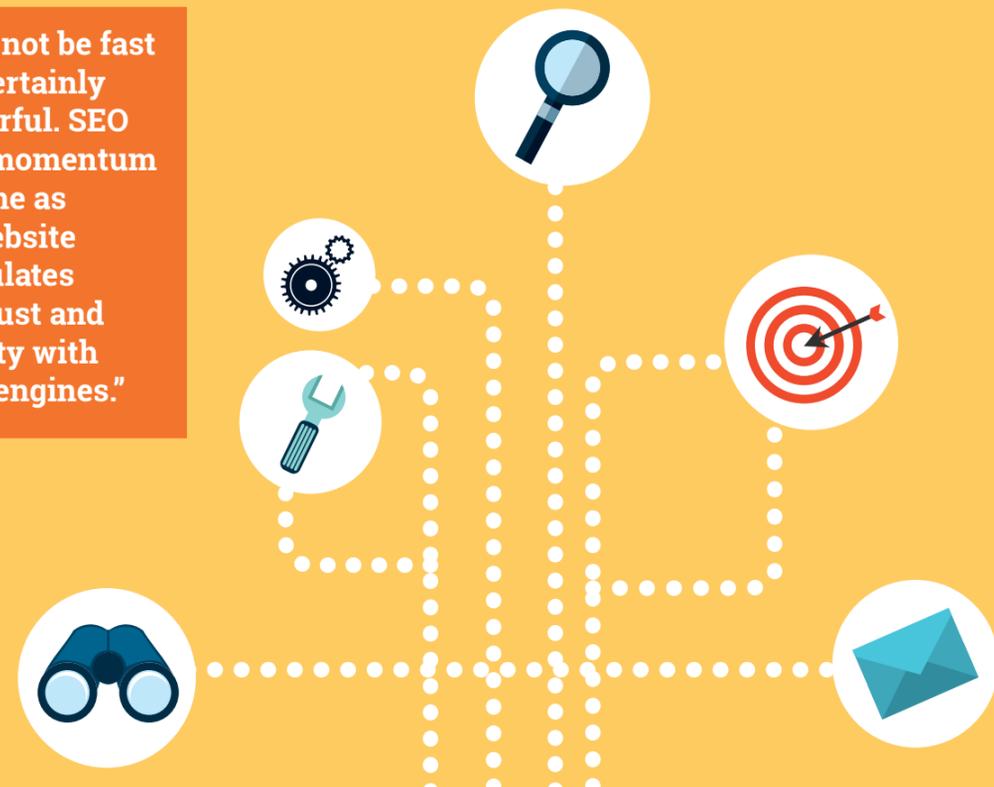
SEO is a team player

An SEO campaign should definitely be evaluated on its own generated ROI but it's also important to recognise the ways in which it supports your other marketing activities. If you're running more traditional marketing methods such as TV, Newspaper or Radio, many of the people you reach won't remember your business name. Sometimes they will simply recognise that they need your product or service and in either case they're likely to search online. If you don't rank well then your marketing has just paid for a competitor who does, to get that new customer. If you have effective SEO in place then you're much more likely to be found by that person, not to mention the people your competitors' advertising campaigns are reaching.

SEO also supports online marketing efforts in a variety of ways. The obvious one is that higher organic rankings lead to increased quality scores and therefore a lower cost per click for your AdWords campaign. It goes a lot deeper than that however. As any digital marketing professional will tell you, cross channel conversions are vitally important and convert at much higher rates. It doesn't matter whether they find you organically and then click on your ad to buy because they remember you, or they see your ad and then you earn their trust when they find you in the organic listings. What matters is that if you aren't running multiple types of marketing you'll miss out on these powerful moments in which recognition builds the trust required to buy.

All in all SEO is a very complex thing both from a technical point of view but also from a marketing strategy standpoint. Being successful in your SEO strategy requires a solid understanding of what SEO can (and arguably more importantly) cannot do along with a firm grasp of how you should be evaluating its success or failure. If you understand the nature of SEO and you're able to correctly evaluate it then you'll be able to reliably assess how much you should be spending on it.

"It may not be fast but it certainly is powerful. SEO builds momentum over time as your website accumulates more trust and authority with search engines."



### GET IN TOUCH

Interested in starting a comprehensive SEO strategy for your business? Let the team here at **SponsoredLinX** help. Call us on **1300 859 600** or visit our website [www.sponsoredlinx.com.au](http://www.sponsoredlinx.com.au)

# ONLINE MARKETING CROSSROADS



BY LAUREN O'CONNOR

## See the Bigger Picture: SEO & Content Marketing

Content Marketing has been on everyone's lips and for good reason, but there is definitely some debate as to what Content Marketing exactly entails. I read a great article from Marketing Magazine late last year which explored this dilemma. The author, Lauren Quaintance, narrows down Content Marketing into three categories:

- Content that entertains – this refers to the content we see being created by brands for entertainment purposes. It is also known as branded entertainment and is commonly video content.
- Content that inspires – this is the content which uses real people and real life situations to connect with audiences.
- Content that informs – this is the content which provides us with useful information, like the information we find in infographics and articles.

You can start to recognise that everything you see is almost some form of Content Marketing, but inevitably the question of how is Content Marketing not Search Engine Optimisation (SEO) enters left stage. They are different fields within online marketing, and they both heavily rely on the other, however, they cannot be mistaken for the same thing. SEO is arguably far more technical; from onsite optimisation like ALT tags and correct URLs, SEO methods are the unseen components of a successful Content Marketing campaign. Content Marketing is much broader in the sense that it is created for the intent of acquiring and keeping an audience. It is also the 'front-house' aspect of a successful SEO campaign.

In the past, Search Engine Optimisers were able to produce content for one purpose and one purpose only; for Google to be able to crawl and index for specific keywords. It resulted in poorly written content which wasn't designed to make the user's life any easier. Fast forward to now and after several Google algorithm updates and content for SEO purposes has taken on a whole new meaning. Relevant, authentic and genuinely useful content is what Google wants to see, and sites which were ranking on Google's first Search Engine Results Page (SERP) are now no longer to be seen.

You need good content on your website for Google to crawl. The best way to do this is to find long-tail keywords which you want to rank for and creating relevant and genuine content which feature these keywords. Keywords are vital for SEO and Content Marketing to work well. If you want your onsite content to continually deliver traffic, then you have to ensure that content has longevity. Sure, content on trending topics shows you are up to date with industry news, but you need that content there which will last the test of time.

So what are the implications? More content than ever before is being created, which means it is becoming more difficult to have your content seen and read by the people who matter – your customers! We are moving into a mobile future (arguably we are already here) and we can see that not just SEO and good Content Marketing are the only factors we need to take into consideration when it comes to ranking on Google's first SERP and engaging with audiences. How content is displayed is now an important factor and who knows how much this could develop in the future? With Google's roll-out of their mobile optimisation update in April 2015, there is a clear and growing focus on how users engage with content, and how they search for it.

It's an ongoing and changing situation, but one way to keep an eye on the developments of these implications is through the use of Google Analytics and properly tracking and measuring search traffic changes and website bounce rates. For now, the best solution for your business is to ensure your SEO and Content Marketing strategies are working in unison.

### GET IN TOUCH

If you want to learn more about how to develop a strategy to tackle this, then get in touch with the team here at **SponsoredLinX** on 1300 859 600.



# The smallest moments can change the future

## Micro-Moments in 2016

It was the buzz-word of 2015 and paints the scene of the new battleground for businesses everywhere; Micro-Moments. Google coined the term in early last year and its impact is something digital marketing agencies and businesses are still getting their heads around. Google could not have been closer to describing those moments in time that urge us to pick up our device and search for something. Google's approach in marketing these Micro-Moments to us has showcased several every day scenarios that any user could easily see themselves in, making the relevance of businesses preparing for these Micro-Moments ever more crucial.

BY BEN BRADSHAW

If you're a small business owner, then you're probably wondering how you can actually prepare for a 'moment' which often takes a potential customer on a whim. Google has put together a series of moments which, depending on the type of business you run, can help you to map out the types of Micro-Moments you can prepare for.

### Is-it-worth-it Moments

For many people, referring to their mobile phone while they are in a store so that they can compare a product either in a price comparison or in a review section, the end goal is determining if a product 'Is-it-worth-it'. Is it worth purchasing? Is it value for money? Will I get my money's worth? In these moments, businesses with a strong online



marketing strategy can develop Google AdWords ads and Search Engine Optimisation (SEO) keywords which respond to these questions.

### Show-me-how Moments

Australians are very savvy consumers. They have no issue purchasing a product or service which is out-of-the-box and a little different and innovative. Instructional videos can go a long way in helping people to either make a decision to purchase, because they now have a better understanding of how your product/service works. Then after the purchase, it's also something they can refer to once the purchase has taken place. Consumers who find themselves in these show-me-how moments are also more likely to refer your business to a friend or family member. Video content is an easily digestible method for people to absorb information, so making the most of video content will help your business leverage these Micro-Moments.

### Time-for-a-new-one Moments

We have all had those products around the house which have suffered from wear and tear. When something breaks, we either look to fix it or replace it. Truth be told, the scope for the types of businesses which can leverage these Moments is huge. From a shoe retailer or shoe repairer, to a homewares retailer, businesses can plan for these time-for-a-new-one Moments. Users will commonly turn to their mobile devices to search for a business which can help them, and utilising Google AdWords is an eye-catching method of capturing these customers.

### Didn't-plan-for-this Moments

Ever had a minor emergency which has totally thrown you off schedule? Of course you have! We all have! They are those I-didn't-plan-for-this moments which make you want to groan in despair. In looking for a solution, what do you usually turn to? The Internet of course, and likely on the closest device possible. For example, you could wake up with what feels like the beginning of a terrible toothache, so you search for your closest pharmacy in order to purchase

something to help keep it at bay until you have time to make an appointment for the dentist. For those who own a business which can offer solutions to these unplanned Moments, the conversion is there for the taking!

### New-day-new-me Moments

Hands up if after a weekend of over-indulgence, you have half-way through your Monday morning felt tired and sluggish and realised that you just don't want to feel this way anymore? You have a sudden sweep of motivation and search for running apps for your mobile device, which then leads to a search for new running trainers, which then leads to a search for gyms and personal trainers in your local area. We are always being reminded that 'health is real wealth' and if your business is in the health and wellness industry, the potential you have to tap into

**"For those who own a business which can offer solutions to these unplanned Moments, the conversion is there for the taking!"**

these Micro-Moments is remarkable! With the array of online marketing methods you can use, capturing users in these new-day-new-me moments has never been better.

### I-want-to-talk-to-a-human Moments

If you have ever been faced with an unusual or unique Micro-Moment, you will understand that feeling when searching for an answer, or information, or a solution online and not having any luck in finding what you are searching for. Sometimes, a simple phone conversation cannot be replaced with a digital interaction through a website. In these I-want-to-talk-to-a-human moments, having online marketing features which can aid you in getting your customers to call you can be a huge advantage. From Google AdWords ad-extensions, to Google My Business, to having a logical and easy to navigate website – having your business's contact details easily accessible will mean you getting in touch with a potential customer over your competitor!

To properly use the above to your advantage, there are several steps you can take to strategise your plan of attack. The best trick you can utilise is through developing a 'Micro-Moments' map. For each product/service you sell, think about the multiple scenarios someone might find themselves in which would make them turn to your business for a solution or information.

From here, you can map out a Micro-Moments map which will inform you of these scenarios. You must ensure you completely understand your customers' needs to properly map this out. If it helps, use context to help you better understand their needs. Your next step is to take your Micro-Moments map to an online marketing specialist, who can then devise an integrated marketing strategy to help you leverage these moments.

We mention that word a lot these days; 'leverage'. If anything, Micro-Moments is about making the most of a space in time, so taking this into account, don't let all your hard work and planning go to waste. This means optimising all of your marketing efforts across a customer's journey, and then tracking and measuring it all too. This is where Cross-Device Tracking plays its major role. This is when a customer journey is tracked across multiple devices, across multiple online sessions, to measure how a conversion, or no conversion, comes to pass. Continuously evaluating the impact of your online marketing with your target audience will help you make better decisions about your future online marketing strategy. If you aren't measuring your Return on Investment, how can you know that all your marketing efforts are paying off?!

According to Google, research shows that, "90% of people move between devices to accomplish a goal". Whether you are a bricks-and-mortar business, or operate entirely online, this statistic is big news for you! So long as you have an online presence, you have an opportunity for customers to find you, but, if your website is also optimised for mobile devices, and if your marketing is tailored to mobile and desktop search, your chances of being found are greater than those businesses which are not.

Australian business owners are not going to be the only ones who have to adapt to keep up with the digital economy. Here at SponsoredLinX we are going to as well as we ensure we continue to be the top choice for business owners to look after their online marketing. Google is the world leader and powerhouse when it comes to digital and online innovations, and being a Google Partner not only gives our clients peace of mind, but it also means we are at the forefront of the latest resources and information available. We can gain a better understanding of what advancements and innovations Google is making to its suite of products, which we can then pass on to our clients to make sure they are well equipped to tackle their target markets. The next 12 months are sure to be full of changes and equally just as exciting, so make sure you're prepped and ready to make the most of it when it counts!

### GET IN TOUCH

Speak to **SponsoredLinX** today on **1300 859 600** or visit our website at [www.sponsoredlinx.com.au](http://www.sponsoredlinx.com.au) about our winning combination of tools and tricks to hit your business goals.

**"In these moments, businesses with a strong online marketing strategy can develop Google AdWords ads and Search Engine Optimisation."**

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# Get on Google's first **SERP**

BY NATHAN MOODY



## Our best tactics to get your business recognised!

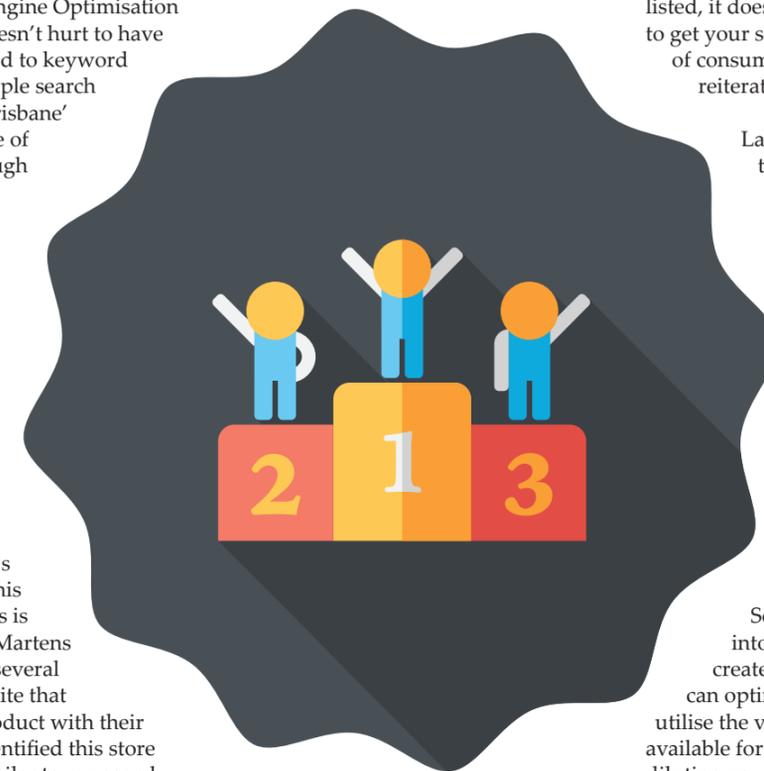
We have all encountered it. In doing a search for a service or product, we have come across companies that literally dominate the first search engine results page (SERP). Beyond the standard AdWords placement and organic listing, there are a few (and often unexplored) ways that you can use to dramatically increase your online presence.

Firstly, from a Search Engine Optimisation (SEO) perspective, it doesn't hurt to have multiple pages dedicated to keyword themes. Using the example search of 'Doc Marten Boots Brisbane' we have a clear example of this. Positions one through to three are taken up by a shoe store just a stone throw away from our office here in Fortitude Valley, and the listings are for their home page, their online store and ironically their Tumblr account. In addition to this their Google My Business page is showing. So with that said, they are literally dominating the top of the first page of Google's SERP. As a consumer, this makes me think that this is the go to place for Doc Martens in Brisbane. By having several pages within their website that cross reference their product with their location, Google has identified this store as the most relevant retailer to my search query.

So let's look at that third search result; Tumblr. Facebook, Instagram and Tumblr are fantastic ways to reach potential customers. They are visual, have active online communities and allow you to showcase your products in a manner that isn't pushy or obvious. When pairing these visual mediums with quality, keyword themed content, you are dramatically increasing your chances of Google picking

up on them, and showing them within the search results.

Then of course there is Google My Business. By regularly uploading quality content in the format of Blogs/Articles, you are giving Google the information it needs to identify what it is your business



does, and rank you accordingly. A verified Google My Business page will allow you to show on Google Maps, as well as provide a synopsis of your business, including contact details, opening hours and consumer reviews. All of which help drive qualified traffic through the door, or to your website. This also means that mobile users in your area are able to get directions, and can click to call (which is pretty neat)! Another plus of Google My Business is that

it can be linked through to your AdWords account, allowing you to bulk out your ads with location extensions.

In addition to this, it can be beneficial to list your site with relevant directories. For the service oriented, WOMO (word of mouth online) can be quite powerful, and of course for retailers there is eBay and Gumtree. Whilst this doesn't get your site listed, it does give you yet another chance to get your services or products in front of consumers, and of course the brand reiteration doesn't hurt!

Last but by no means least, there is AdWords and Google Merchant (Google Shopping). This is self-explanatory, as the Pay-Per-Click (PPC) arm of Google; this allows you to present your message creatively via text ads and visually via shopping. Being the most reactive format of all, this allows you to update your ads to reflect seasonal specials and promotions, thereby giving you even more control as to how your business is perceived.

So, with all the above taken into account, there is no need to create several websites when you can optimise your existing site and utilise the various forums and platforms available for a fraction of the cost, without diluting your brand in any way.

## GET IN TOUCH

Is your business taking up an impressive amount of online real estate on Google's first search engine results page? We can help get you there. Contact **SponsoredLinX** on **1300 859 600** today.

# TAGGING YOUR PPC CAMPAIGNS FOR SUCCESS

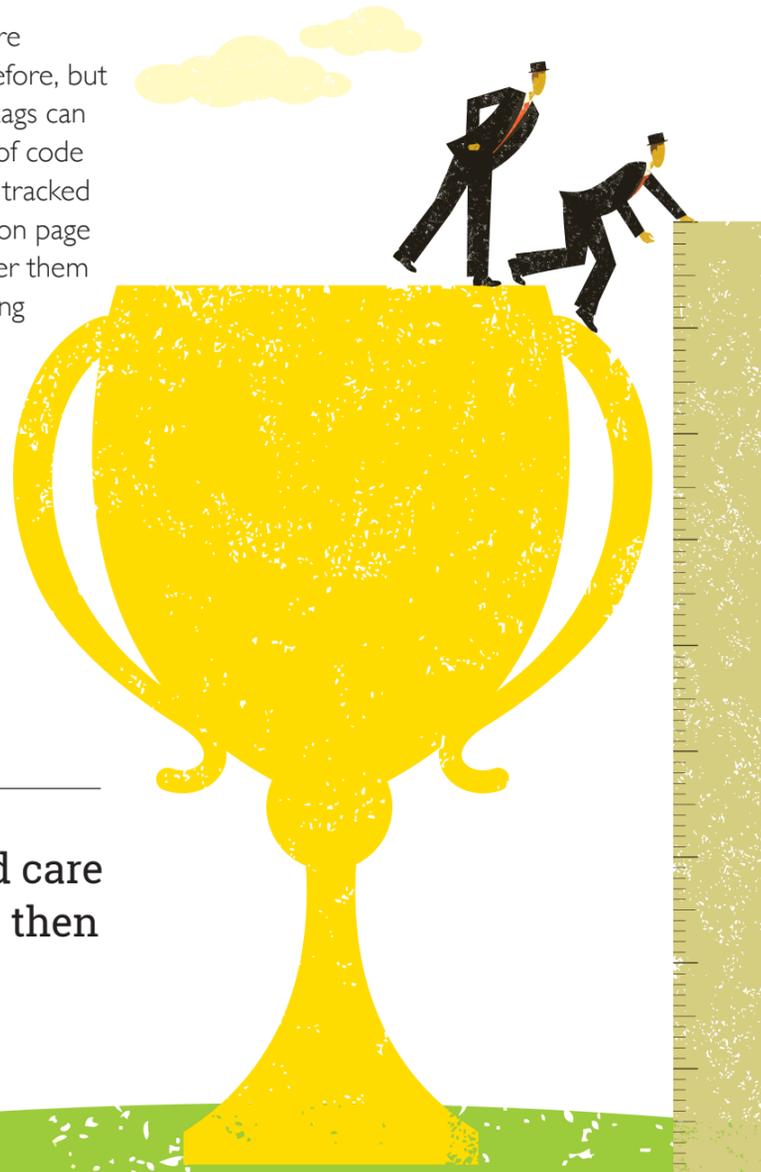
*You Can't Measure Success Without Tracking!*

When it comes to online marketing 'tags' are something we have all probably heard of before, but what are they exactly? In the online world tags can refer to any number of things, from pieces of code used to track certain events to parameters tracked on to the end of a URL to tell the destination page information about that visitor. We encounter them countless times when we go online, capturing information about how we got to our favourite e-merchant store to how long we spent completing our online banking. They peer into every facet of our online experience, reporting back to any number of tracking systems in order to determine whatever information someone gleans valuable or informative.



BY DREW IOANNIDES

**"If you have a website and care about what happens on it then you need tracking."**



It should come as no surprise that understanding how people interact with your business or services online has a huge impact on your online marketing success. After all being able to quantify what led to someone buying, booking or bouncing off your site is key to encouraging or stopping it from happening again. Luckily there are a host of tools helping us to make this happen.

## AdWord URL Tagging

Historically tagging a URL in Google AdWords involved changing the landing page URL, which any experienced Search Engine Marketer (SEM) will tell you wreaks havoc with an AdWords campaign, resetting ad ranks every time destination URLs (or should I now say final URLs) are changed. Fear not, as of July last year Google have released ValueTrack which is a set of URL tagging features allowing you to update tags on your URLs without needing to change the URLs themselves. This means you can now send a host of information about what was happening in that specific AdWords session through to your landing page. What's more it now supports a host of parameters which are dynamically generated from the particular search that triggered your ads, not just static pre-set data.

Systems like Google Analytics will pick up these URL tags and make the data available for us to review. Beyond simply using URL tagging for tracking you can (with the help of a skilled web developer) have your website react to these URL tags and make changes accordingly. Imagine having your landing page dynamically react to the particular ad someone saw to display the promotion within the ad right on your landing page?! I have already used these tools to have a mobile service page customise itself based on the location someone entered into Google - pretty cool huh?

## Google Analytics & Other Tracking Platforms

Google has actually automatically been tagging your ad URLs for quite some time now. When you link your Analytics Tracking to your Google AdWords account, your destination URLs are automatically tagged. This gives Analytics information about the Ad, Search Term, AdWords Campaign and more.

## Website Tags

As I briefly touched on earlier, tags don't just refer to URLs or links. They can also be pieces of code or tracking installed into the website itself. They can add information to your site such as meta data, capture visitor information, generate an AdWords re-marketing audience or even report on sales you have had to some external reporting system. Website tags normally need to be installed by someone who knows what they're doing or with the help of a web developer.

**"Systems like Google Analytics will pick up these URL tags and make the data available for us to review."**

## Social Media Tags

We are all aware of how tagging has affected the way we use social media. When you start using platforms like Facebook for your business there are a host of other things we can do using pixels. Pixels are just a fancy name for website tags and allow you to do all sorts of exciting things to aid your Facebook marketing. Conversion pixels allow you to track leads or conversions and relate them back to users within your social media campaigns. Remarketing pixels help you create custom audiences to really target the people you want to market to more specifically in order to get the most from your advertising spend.

So with all these different tags on your website how do we keep them all organised, up to date or make changes at scale?

## Google Tag Manager

Once again the clever bunch at Google have found a solution to our modern day tagging nightmare by building a system which allows these tags to be added and removed at a moment's notice. Not only can tags be added and removed, Google Tag Manager allows us to apply logic to these tags in the same way a web developer could, to add tags to only fire when someone has actually completed a purchase or submitted an online enquiry. This makes it easier than ever to add conversion tags which only report when someone completes an online booking or finishes their sale.

I often get asked do I need to worry about using systems like Google Tag Manager. Absolutely! If you have a website and care about what happens on it then you need tracking. If you are going to go through the trouble of getting tracking tags installed, check your site then plan for the future and use a system like Google Tag Manager which will ensure you're prepared for whatever new technologies may come.

Whatever your online focus is, be it showing off a product or service, or just sharing some insightful wisdom with the world, tags can be an enormous help. With all of the tools now freely available to help you with them, what are you waiting for; get tagging today!

## GET IN TOUCH

Start properly measuring your website analytics with tagging today! Call **SponsoredLinX** on **1300 859 600** and get tagging.

# The ad extensions you should be using in 2016!

## Learn to make the most of your ad

If you have done any type of print marketing, you might recall paying per line or even per character. If you were looking through a Sunday classified, you might see ads using text speak to save space. In short, you pay for the real estate you would like to occupy. In digital marketing, space is still a premium. Advertisers pay for placements and bid on positions. However, there is a notable difference. We don't pay for the extra physical space if we add in ad extensions.



BY MARK REIDY

If you are not familiar with ad extensions, these can add in extra lines of information outside of your text ad. As with most things Google AdWords, we are not in control when these ad extensions show – Google's algorithm decides when your extensions show. But, you can add all the extensions that are relevant to your business and make sure your ads are visible.

can be done at an AdGroup level, which means you are able to customise what sitelinks are seen for each keyword. If you are not segregating your keywords into more detailed AdGroups, this might be a good motivator.

**Quick tip:** don't forget to fill out both lines of the sitelink, as this will increase the size of the ad.

My Business page (<https://www.google.com/business/>) add in your location and get it verified by Google. From there you can link up AdWords to Google My Business and your location will be eligible to show. As an added bonus you will be able to show in the local listings on the map function.

### Call extensions

Show your phone number or a dynamic number from Google with your ad. This will give you an option on mobile searches for a click-to-call ad. This will allow you to track calls from ads and allow for conversion optimisation.

So, what ad extensions are available for us to use? Let's start at the top.

### Sitelinks

These extensions will show potential customers other areas in your website that might interest them. For example, you might want to show them a 'sale' tab, prompting them to see what is on sale, and therefore increasing the chances for a conversion. This extension

### Location extensions

You have probably seen ads with the physical location attached to the ad, and you can apply this too. To get this to work, you will need to have a Google



"These extensions will show potential customers other areas in your website that might interest them."

# Let's talk about Alphabet



We don't mean the nursery rhyme!



BY NATIVITY DUNBAR

Let's talk about Alphabet! No not the one you sang as a kid watching Sesame Street, we're talking about Google's boss. Google was apparently never intended to evolve into the enormity of a conglomerate it became. So now Alphabet is a conglomerate and Google is its subsidiary. Let's take a look at Alphabet's subsidiaries.

**Nest** - The division of Alphabet that is home to smart new technology products and devices.

**Google X** - Similar to secret services like the FBI and CIA, this division aims to foster the large flagship projects that are groundbreaking in nature.

**Google Capital** - Invests in long-term tech trends that are likely to be around for a while (longer than Google + the social media network that flailed).

**Calico** - established to investigate and spearhead solutions to tackle health and wellbeing related issues.

**Google** - parent brand to digital products we are all familiar with, for example: YouTube, Search, Android, Apps, Maps & Ads.

**Fiber** - Established to provide lightning speed Internet to all devices that are Internet accessible.

**Google Ventures** - An angel investor of sorts determined to inject capital to adventurous and out-of-the-box companies.

But what does this all mean to you? Well if you have ever wanted to live longer, Calico could have the answers. No one likes getting older.

**Quick Tip:** Google sets the default for call tracking for 60 seconds before it's registered as a conversion. Be sure to adjust it for your needs.

### App extensions

Quite simply, if you have an app you'd like to attach to your ads, you can do it here. An example might be a bank wanting to show you they have a mobile banking app.

### Review extensions

This is really an important and underused extension. How often will you base a purchase on reviews online and star ratings? By adding these in, you can put a very short testimonial online as a review. Just be warned you don't get much text.

### Call out extensions

This will either replace or add to your second line of text in your ads. These short bursts of information allow you to show points of difference and test them. Some examples might be: 'Open 24/7', 'Australian Owned', 'Free Shipping', etc. I recommend adding at least six of these call outs into the campaign, and Google will show between two to four of these at a time.

**Quick tip:** Once you have call outs running for a period of a month, you will be able to see what information is likely to lead to a conversion. This information can be included in your next series of ads.

### Structured snippets

Similar to call out extensions, you can highlight points of difference in your ads. Structured snippets are guided and they include a category to fill out with information and keep in mind you have to follow a format with Google.

Happy extensions!

### GET IN TOUCH

Are you using ad extensions to their maximum effect in your Google AdWords campaigns? If not, get the talented team here at **SponsoredLinX** to help get you started. Visit us at [www.sponsoredlinx.com.au](http://www.sponsoredlinx.com.au) or call us on 1300 859 600

# FACEBOOK IN THE LIMELIGHT

## The Crystal Ball Effect



BY LACHLAN DANN



Social media has had a record breaking year; Instagram recorded over 400 million active monthly users and finally beat Twitter. Facebook overtook YouTube for desktop video views and finally hit 1 billion daily active users. But as one year comes to a close, we naturally want to know what comes next. In today's world where many are trying to play their cards close to their chest, we've made it easy and confided with our crystal ball to predict what 2016 will bring in the world of social media!

### Video becomes content of choice

This is an easy one to predict, because all you need to do is look back at last year's numbers. Facebook got on course to steal YouTube's crown and overtook them in desktop views (beating them by over a billion views). From a marketing perspective, companies have really got on board with video marketing, which makes sense as visual data is processed 60K times faster by the brain than text. Further investing in video content, Facebook has also announced that video profile images will come into play, allowing users to upload a small looping video in place of the traditional static image.

### Virtual reality becomes an actual reality and introduces new content forms

It's a thing of science fiction; putting on a helmet and being transported from your living room to anywhere else in the world, without leaving the comfort of your lounge. Facebook has invested heavily in its Oculus platform, a virtual reality headset with endless possibilities. You'll be able to play games, watch immersive movies, jump to destinations across the world (and perhaps other worlds), spend time with your friends, and possibly even go shopping in a virtual mall! With an innovation as big as this, the possibilities for businesses will be as endless as the overall experience.

### Facebook gets smarter with the help of artificial intelligence

In the last issue of Optimise Magazine, I wrote an article about Facebook's commitment to further the research into A.I. While researching for the article, I was amazed to find out that A.I. isn't a thing of the future; it's something that Facebook have already incorporated with their translation button, along with organic posts and ad filters. As they dig deeper, expect the face of social media to change and be a completely immersive, personal experience.

### Social media will change the telecommunications industry

As our personal profiles on Facebook become more personalised, as the content strengthens and as mobile usage grows stronger, the telecommunications industry will need to change its current model to accommodate. Ten years ago, data was extremely expensive and rarely included with standard mobile plans, whereas these days people will sign up to a plan simply because of the amount of data they allow. Capped plans used to include a certain amount of texts; now we just use data to send messages, or communicate through social media, and texts are generally free and included with

"From a marketing perspective, companies have really got on board with video marketing, which makes sense as visual data is processed 60K times faster by the brain than text."

**"Facebook have already introduced locally-based click-to-call ads, but the possibilities and rumours are endless."**

plans. The way of the future is simply data based plans. When this happens, mobile usage will skyrocket, and tech providers will no longer be limited by telco companies (and more mobile usage means big money for advertisers on any platform)!

### Paid advertising on social media is a necessity

With the decline in organic reach for business pages, many businesses shunned paid advertising because they felt like they were being pushed into it. Those who made the investment and were smart with their social advertising ventures thrived. The upside to paying for who your content goes to, is that you choose who it goes to. This increases your chances to convert and gets better quality traffic to your site. Be prepared with a good paid strategy leading into 2016.

### Social conversions will be a big focus

I believe 2016 will see a lot more methods across all social platforms to provide direct action. Facebook have already introduced locally-based click-to-call ads, but the possibilities and rumours are endless. Facebook have yet to integrate a direct sales function, but many believe this is coming sooner rather than later. This could work a number of different ways; Facebook could use profile details to help speed up the process of filling out purchase information (address and personal details), give you exact shipping costs, give people the option to tag friends in items they may be interested in, and allow e-Commerce stores to shorten the sales funnel and make it easier for people to purchase.

### Growth won't stop

Social media is no longer a fad. It's the global norm for staying connected. With billions of people using various social networks daily, often being logged onto different networks at the same time, it's time for businesses to get savvy and adapt. All user statistics are trending upwards, and with future innovations taking shape, there's no better time to jump on board!

### GET IN TOUCH

Don't wait for the future to get here, start acting on your social media strategy now! Contact **SponsoredLinX** today on **1300 859 600** or visit our website [www.sponsoredlinx.com.au](http://www.sponsoredlinx.com.au)

# What's a good conversion rate?

Begin with the end in mind



BY KYLIE VAUGHAN

A good conversion rate can vary from the kind of industry you are in, to your website and the types of keywords you use. However, conversions are the holy grail of all goals for a marketer, so there are a series of processes one must go through before finally figuring out what a good conversion rate is.

You need to begin with the end in mind = Conversions. To get here, firstly ask yourself, "Am I setting myself up for success?"

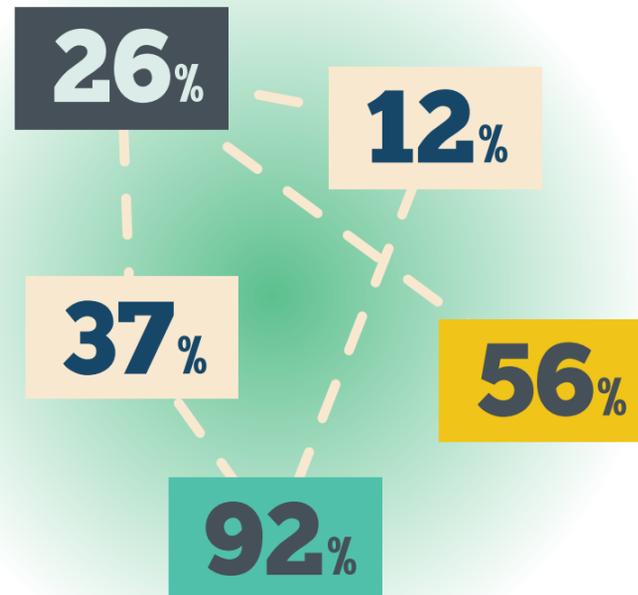
1. Website – is your website easy to navigate?
2. Landing pages – do you have specific landing pages with clear calls to action and content?
3. AdWords campaign – are you targeting the right audience by way of keywords and ad text?
4. AdWords campaign – are your keywords, ad text and landing pages relevant?
5. AdWords – are you adding negative keywords?
6. Tracking – is this in place and accurately tracking all goals, form submissions and calls?

What is a conversion? A conversion can be contact made by the consumer either by way of submitting a contact form, through a phone call, but in most cases, a conversion is a sale.

Initially we need to focus on targeting the right traffic by way of keywords and relevant ad text. This way we are ensuring that we are inviting the right demographic who are motivated to buy. This is done through properly assessing the correct keywords you want to target when customers are in the 'purchasing phase' of the buying cycle. Then, you need to make sure you send this traffic to the relevant landing page. If your landing page does not correlate with the ad your customer has just clicked on, you risk increasing your website's bounce rate, and this will certainly not help your conversion rate.

The key to creating any converting campaign for any industry is tracking. It's such a simple yet effective way to 'turn the lights on' for what otherwise would be the dark, unknown holes within your online marketing campaign, consuming your marketing spend. Tracking can show us where we can maximize your return on investment (ROI). It can also highlight flaws within your marketing campaign or website. If you are a business which regularly speaks with customers over the phone, tracking can show us how many calls are converting for you. It can also do the same for form submissions, and identify where we are haemorrhaging visitors. It will also help us build on our negative listing too. For this I would recommend Google Analytics and Google Tag Manager.

Focus your energy on creating a marketing environment which encourages, promotes and targets the right audience.



Ensure you get the fundamentals right first and then move from there.

Conventionally speaking, a conversion rate of 2% is considered to be good. But who wants to be good? We can start by aiming to be 'good' then move our sights higher to 'better' and then 'great'! However, this is only a guideline and you really cannot compare one business to the next.

In closing, as a marketing professional, a good conversion rate consists of incremental improvements. You must start by setting realistic goals, and then once you start achieving those goals, you can begin moving forward from there. All the while you must make sure that you are steering your marketing ship in the same direction as the overall business goals.

So long as you are on this path, and continue to show evidence of growth and hitting goals, then you are on the right track for achieving the best results, and a good conversion rate.

## GET IN TOUCH

Want to take your conversion rate from 'okay' to 'great'? Then get in touch with **SponsoredLinX** today on **1300 859 600**.

# The Flagstaff Group & Digital Influence

Enabling Employment for the future

When I go to my local markets on a Saturday morning, I buy my fruit and vegetables from a market stall run by a gentleman and his friend's special needs son. I stop and have a brief chat with them while they put my goods through the point of sale. I ask them how busy have they been that morning, and what is growing well in season at the moment. They're always so happy to see me and I am so pleased that I can give them my business. Not only am I aware that I am helping a small and local business, but after getting to know the stall holder, I have become



aware that I am having an indirect impact on the employment of a young man with special needs who otherwise could likely not be employed in the open market.

BY LAUREN O'CONNOR





It's something many of us take for granted – being able to find a career path we want to follow, or starting up and running a business. While 'work' is generally seen as a necessity to be able to provide us with the life we want to live, it also provides many of us with a sense of purpose and direction; a sense of accomplishment. So when I came to the realisation that this young man at the market stall I visit every Saturday morning does not have the same opportunities to work in the open market, it got me thinking of a very special social enterprise client we have here at SponsoredLinX.

The Flagstaff Group are a non-profit organisation with a twist; they don't fundraise, and they don't seek out donations. Rather, they generate revenue and ensure sustainability of the charity through the production, and sale, of quality goods and services. As a social enterprise, they strive to achieve positive cultural, social and community change, but more specifically, they strive to provide supported employment for people with a disability in the Illawarra and Shoalhaven region of New South Wales. Here at SponsoredLinX we help The Flagstaff Group manage their Google AdWords account for which they also receive a Google Grant as a non-profit organisation. A Google Grant, for those who are unaware, empowers non-profit organisations with an Advertising grant to promote their cause via Google AdWords.

In comparison to other charities you may be familiar with, The Flagstaff Group focus their time and energy not just into the production and sale of their goods and services, but also into the training and development programs which help to enrich the lives of their staff. As such, their marketing and digital strategy is focused on the communication of their products and services to their customers as opposed to fundraising. They have a diverse

range of business divisions (seven in total) and they know that in order for customers to continue to use them that continuously innovating and leveraging new technologies helps them stay competitive.

I had the opportunity to speak with Karen Burdett, The Flagstaff Group's Group Sales and Marketing Communications Manager, about how the organisation tackles their business goals through their use of online marketing. Their use of Google AdWords goes a long way to helping target customers which are conducive to ordering products online who are located outside of their geographical area. Karen explains that, "... as a not for profit disability enterprise that has a very minimal marketing budget who are paying to promote over seven business divisions – this grant has been such a valuable opportunity for us... by using Google AdWords we increase our exposure of products and services that we distribute nationally and expand the reach of our brand and the work we do to achieve a social outcome."

It's not just Google AdWords which helps the non-profit organisation online either. Overall their digital activity encompasses the use of social media, a massive website overhaul and re-design, Search Engine Optimisation (SEO) and video content is proving to be a useful tool for expressing the stories of their wonderful staff. It all goes towards helping them to promote the work they do in achieving positive social outcomes for the community through the provision of employment for people with a disability.

In conjunction with their website redevelopment, they are also implementing a, "... new e-Commerce solution to make it more user friendly and adaptable for mobiles and tablets. A key driver in the update to our website update is in the ability for us to

use this in digital marketing initiatives to help gain valuable customer data and help us more effectively communicate with our customers." So what will this allow The Flagstaff Group to do? Well, it means that without ever allocating a cent more to their marketing budget than what they currently do, they can analyse what marketing medium is returning the greatest Return-on-Investment (ROI) and re-allocate their marketing budget into areas which are driving sales. It will also allow them greater flexibility when trialling new digital innovations, such as their ongoing video content development.

Karen explains to me that, "video content is a big area for us in telling the stories about what we do and our people." With video touted as the future of content marketing, The Flagstaff Group's plans to leverage their own video content is in tune with online trends. Video is naturally engaging and offers a way for businesses to tell stories which are easy for viewers to consume. Karen talks about how their content focus, "... is tailored to our customers - ultimately enabling us to communicate more effectively and therefore track our return on investment for certain campaigns." They have some forward-thinking ideas around, "engaging our employees with disabilities in filming their own stories and views on Flagstaff as a work place."

"By using Google AdWords we increase our exposure of products and services that we distribute nationally and expand the reach of our brand."

Looking forward to the year ahead, it's all about, "our new e-Commerce site and also to promote our new business division Flagstaff Mobility Aids and Supplies," Karen says. The Flagstaff Group's business divisions includes, but is not limited to Print & Mail, Fine Foods, Coffee, Krative Vision (a range of unique hand-made furniture made using recycled material), Laundry Services, Recycling Services, Packaging & Assembly, Industrial Products and Document Scanning.

If all Australian businesses invested in their people like The Flagstaff Group does, then the stories to come out of those businesses could create content that customers would willingly want to engage with. While much of the organisation's digital strategy focuses on the sales of its products and services, their brand awareness is focused on its people and the societal and cultural outcomes it works towards achieving. So what can we learn from this? Just like many business owners around the nation, marketing budgets are tight, but with proper analytics and innovative thinking, your dollar can go a long way! On a personal note, a serving of humble pie has helped me to understand just how fortunate I truly am to work where I work and to live how I choose, and if I can make a small contribution to make a positive impact on someone living with a disability, I will certainly continue to do so.

**If you, your business or workplace is in need of any of the products or services supplied by The Flagstaff Group, I urge you to contact them on (02) 4272 0222 or visit their website at [www.flagstaffgroup.com.au](http://www.flagstaffgroup.com.au) and know that your contribution is helping Australians with disabilities to partake in meaningful and sustainable employment so they can enjoy fulfilling lives. If you work for a non-profit organisation and want to find out more about Google Grants, you can visit [www.google.com.au/grants/](http://www.google.com.au/grants/)**

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## THE SIX MOST COMMON WEBSITE REDESIGN MISTAKES

Get your website refresh done right!



BY DOUG CARPENTER

Unlike monuments, set in stone, websites are due for redesigns from time to time. Sometimes this is because of changing trends, outdated content or the need to add enhanced search engine optimisation to the site. At other times, as companies go through re-branding, they decide to refresh their website as well. One of the best reasons for a re-brand is to create a site that's more user-friendly, with enhanced functionalities for new devices that are on the market.

While redesigns can give your brand a much needed update, there are a few things to keep in mind to make sure it all goes off without a hitch. Keep these six missteps in mind as you undergo this major marketing change.

### 1. Not understanding your end user and the reason for the redesign

Sometimes in redesigning, companies lose sight of the end user of the site. As the designer, marketing manager and departmental heads gather in a room, it can be easy to misjudge the people who'll actually surf the pages for information. A good practice is to make a list of the end users who will potentially use the site and browse the site from their perspective. It will give you a good measure of success.

### 2. Not understanding the analytics of your current site

Without understanding how your current site is being used, it's possible you can eliminate popular pages and fail to place information that's commonly searched for in prominent places. Before going out with the old and coming in with the new, take a look at your current site's statistics, so you know what to keep and what to get rid of. While a redesign may be in order, it's likely that there were several successful elements in the original website. Before dismissing the old site, take an audit of those elements that are successful that you'd like to incorporate into your new site.

### 3. Changing the design but not worrying about changing the content

When chasing website trends, it's easy to get caught up on the design of the site and forget about content. Considering content is a huge task that requires involvement from all the departments throughout the organisation, speak to those experts in your company and get their opinion on the key points before your content writer starts putting it altogether. The website redesign runs the risk of happening in a vacuum if only the marketing manager and web designer are involved. Determine the needs of all of the departments prior to diving in and try scheduling meetings with each department to understand how their pages on the site are used internally and externally.

### 4. Not factoring in SEO

A website redesign should take Search Engine Optimisation (SEO) into account. What are some of the key terms your company would like to rank for? Make sure the site is built to not only be easy on the eyes but also to be easily found. Have conversations with your web designer about ways in which you can bolster your SEO.

### 5. Focusing on beauty without functionality

In an effort to create something beautiful, sometimes functionality is forgotten. This relates to mistake number one. While beauty is appreciated, aim for something that's useful as well. Again, use the site as a user would and look for things that might trip them up. Don't forget to be clear on who your company is and what it stands for. As you undergo the exercise of the redesign, maintain a firm grip on your brand voice and identity. Make sure that it's still heard loud and clear when the dust settles on the redesign.

### 6. Worrying so much about trends you lose track of functionality

Every few years, trends in websites change due to advancing devices and user preferences. At one point, websites were encouraged to stay 'above the fold' on screen. Due to the increased use of tablets and smart phones, sites are now using continuous scroll. This is a direct contradiction of what web design used to advocate, so in the effort to keep up with trends, don't lose sight of functionality.

## GET IN TOUCH

Is your website due for a refresh? To ensure you avoid these common mistakes, get **SponsoredLinX** to steer you in the right direction. Call us on 1300 859 600 or visit [www.sponsoredlinx.com.au](http://www.sponsoredlinx.com.au)

# HYPHER REMARKETING

## Add a little hyper to your market!

Have you ever been to a website and then suddenly seen the ads for that business all over the Internet? Ads on other websites, ads in banners, even ads in your Facebook feed – that company's advertising budget knows no bounds!



BY KRISTEN  
BOUCHER

Welcome to the world of remarketing. Remarketing (also known as Retargeting in some circles) is a clever way to continue to interact with a potential subset of clients or customers who have previously engaged with your digital presence. Through the placement of eye catching image ads on Google Partner websites, your brand and message can 'follow' your audience around the information superhighway. Despite its perception, remarketing is not expensive and doesn't involve advertising contracts with a plethora of different websites and organisations; it can all be done through your AdWords account.

There is a multitude of ways that remarketing can help you develop your brand and increase conversion rates. It used to be that generic ads, targeting every single prospect was the beginning and end of a remarketing campaign (and if you're still doing this – keep reading!) but so much has changed in the way you can creatively target your audience with messages they want to hear. Breaking down your audience into specific segments based on how they engage with you gives you the opportunity to deliver relevant, eye catching ads right where they're needed.

### ■ Promote specific offers

You can create ads for specific special offers, sales and packages to people who have expressed interest in your sales or offers page. Make sure they continue to be aware that your product is the best deal on the market

### ■ Convert customers

Despite our increasing lack of patience, not every consumer makes their purchase decision straight away. Analytics reporting can show you time lags between the first time a consumer interacted with your site until they actually purchased or enquired. You can bet that during this time period your potential client is scoping out your competitors so this is a great time to make sure that they're keenly aware that they were interested in you for a reason.

### ■ Develop loyalty

Rather than serving generic boring ads to your super engaged clients, make ads that specifically reward them and demonstrate value, as Kelly Wrather suggests in Search Engine Watch. For example, you could target existing clients who have purchased before and offer them a voucher or discount code for their next shop.

### ■ Upselling & cross selling

Don't think of remarketing as a blanket 'all users' or 'shopping cart abandoners' fix. What about people who have purchased or enquired? Again, author Kelly Wrather writes that you can use remarketing to offer new and relevant reasons for them to come back to you every time you have a solution for their need or even to encourage consideration of additional products and services.

### How to get the best out of your Remarketing strategy

#### ■ Don't set and forget.

Like all digital strategies remarketing is evolving. Keep in touch with your strategist about continuing to try new ads and offers. Your specialist will help by analysing trends and upturns in your account and in Google Analytics for your most engaged and burgeoning demographics.

#### ■ Accurate data equals accurate targeting.

Use a process of continuous improvement to adjust your strategies in line with audience and segment trends. What's working well now won't continue to work well if you are not sensitive to your audience. If you're the trailblazer, listening to your audience, staying up to date with what they need then your business will be the one that stands out in their mind.

#### ■ Rotate your creative collateral

Even if your first remarketing campaign has fantastic ads and a strong creative ethos; don't assume that they will work perpetually. According to one ReTargeter study, click-through rates decrease by almost 50% after five months of running for the same set of ads. You can avoid banner blindness by planning ahead and rotating ads in line with seasons or trends. While it may be a little extra work; your conversion rate will thank you for it.

#### ■ Set impression caps.

If you're dubious about the idea of following your audience around with invasive ads that harass and harangue, never fear. Not only can you set a limit on how many times your ad is seen per day; you absolutely should. The same ReTargeter study shows us that overexposure can quickly result in decreased

campaign performance as prospects may begin to ignore your ads completely or they may start to develop a negative association with your brand.

#### ■ Lastly, make sure to avoid remarketing myths.

Although widely accepted, don't fall into the trap of thinking that remarketing only works for retail or that its only for big companies or worst of all that it doesn't work because it may not result in direct first click conversions. Anyone working on their digital strategy can and should take advantage of remarketing. One comScore study found that some brands saw up to a 1,046% increase in branded search or users looking directly for them during retargeting campaigns. This indicates that not only is remarketing highly successful at building brand awareness but that every brand, your brand, should be taking advantage of this focused and tailored approach to marketing.



### GET IN TOUCH

Speak to **SponsoredLinX** today on **1300 859 600** about continuing to engage your consumers in smart and effective ways, long after they've clicked away from your website.

# Omni-Channel Marketing For Small Businesses

## Is it achievable?

Myer's recent marketing investment puts the word 'omni-channel marketing' under the spotlight. Small businesses tend to shy away from such buzzwords that are often associated with large corporations or brands. 'Let the big guys worry about them' is a common way of thinking. If this speaks to you, think about the first time you heard the word 'mobile-optimised' or 'social marketing'. How long did it take for them to become a business essential to you?

'Omni-channel marketing' is one of those buzzwords which is even harder to grasp given that its literal meaning can be misleading sometimes. As 'omni' means all, many people take omni-channel marketing as multi-channel marketing. In fact, 'omni-channel marketing' is a business principle and strategy that puts customer experience in the focus and develops everything else around this focus using multiple channels.

Simply put, omni-channel marketing is about providing a seamless brand experience across all customer touch points. The emphasis is on the customer experience instead of the use of channel (or the number of channels). To help fast track your understanding in this business strategy, the two common misconceptions below must be pointed out and clarified first.

### Misconception #1:

#### Omni-channel marketing is for large organisations

People who tend to think like this have confused omni-channel marketing with multi-channel marketing. With omni-channel marketing, focus on the quality of the customer experience on each channel instead of the quantity of the channels.

In other words, you can achieve a satisfactory omni-channel marketing outcome with only two major channels; provided that they are the key channels your customers visit before completing a transaction with you. These could be your website and your physical store, or your Facebook page and your online store. Research your typical customers' decision making journey and use data to pin-point the touchpoints that are most significant.

The challenge is then to ensure that an integrated customer experience is provided across the selected channels. Your messages from all channels need to speak a single truth. If you are unsure about eliminating the disconnection between the experiences, consider reducing some of the channels that are less significant than others.

With omni-channel marketing, it's about meeting your audience at the right place and with the right message. Brand consistency comes before brand exposure. Misaligned communication can tarnish your customers' brand experience and turn them away for good.



BY LINDSEY SUN

### Misconception #2:

#### Omni-channel marketing needs to be done all at once

Advice from McKinsey & Company that has enlightened me on multiple occasions is that a successful investment in marketing and sales isn't just about choosing the right capabilities; it's about choosing to develop them in the right sequence. Going for omni-channel marketing, as tempting as it sounds, needs to be planned out in the order of business priority and organisational capability.

Every marketing channel you decide to include in your omni-channel approach takes consistent effort and comes with an opportunity cost. Say you have four hours every week for marketing as a small business owner, putting together an email newsletter and publishing a few social media posts can easily take up all your hours. Making the right trade-offs according to return on the investment is generally the way to prioritise your marketing practices.

When your ROI attribution model is not clear enough to inform you on the priority of marketing channels, consider achieving the scale of economy for a couple of channels first before expanding to others. Omni-channel marketing strategy is not about going full-on for each channel you have committed to, but more of looking after them at the right frequency and with the right amount of attention. Over time you will develop a sense of balance between the effort put in for each channel and the level of integrated customer experience you achieve in that channel.

In summary, omni-channel marketing is not only a strategy but also a business sense that focuses on providing high quality, seamless customer experience across multiple customer touch points. With more opportunities provided by each channel come more risks in managing the customer experience in that channel.

It is not recommended to go with omni-channel marketing for the sake of going with omni-channel marketing until you are confident that you can look after your customers in each channel. With customers actively using multiple platforms to research and buy products these days, small business owners should create their omni-channel marketing strategy starting from the most important platforms.

### GET IN TOUCH

Believe your business is ready to execute a seamless customer experience? Then let **SponsoredLinX** help you with your online marketing channels. Call us now on **1300 859 600** or visit our website [www.sponsoredlinx.com.au](http://www.sponsoredlinx.com.au)

# Top Seven Tips to Target Your Display Campaign for 2016

## Only pay for what your customers see!



BY DANIELLA POZZOLUNGO

Display ads are a fantastic online method for your marketing goals and they should never be ignored. They're great for brand awareness, brand recognition, conversions and website traffic. If you make the decision to utilise Display Advertising, then there are a few different ways you can target them. Here are a few for you to consider.

### 1. Placements

Take advantage of the power of Google to get your ads shown on some pretty good websites. Think big names like Gumtree, YouTube, and news sites. The big guys are there as well as the small guys.

Targeted placements allow you to show on specific URLs that you want to be on. If you know the kinds of sites your customers frequent, this is the targeting option for you. Google has some pretty easy tools to utilise to search for specific placements. These tools also give you an idea of the number of impressions you are likely to get from the placements chosen. This can be extremely powerful because you can tailor your ads to the websites people are on. Your ad relevancy is crucial for success here. For example, are you involved in event planning? You can have different ads shown on wedding websites versus live music websites.

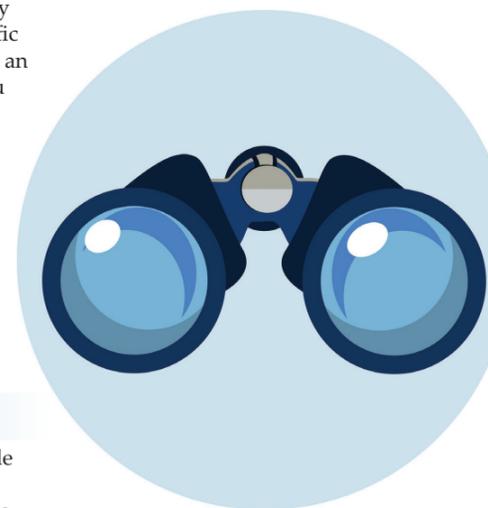
### 2. Keywords

Use keyword targeting to allow Google to find relevant sites on the Display Network. Google uses these keywords as a broad match, targeting content on a page, not a specific query like the search network. The advantage here is it gets greater exposure, so if you aren't aware of all the relevant sites for your chosen keywords, Google is! It also allows you to get in front of people that may not know about your product or service. Another advantage is you get to maintain exposure on keywords you may have low quality

scores on within the search network. This allows you to take advantage of impression share, brand exposure and the low cost-per-click (CPC).

### 3. Interests

This is a really interesting targeting option. If you've enabled display advertising features in your Universal Analytics account, you're able to get some interesting data around the people who visit your site. Google categorises users based on the sites they visit, so for example if I visit a lot of travel websites, they may classify me as a travel buff. These are called affinity audiences. You can track the affinity audiences of your best quality traffic (i.e. the converters) and target other people whom Google classifies as being in that category too.



### 4. Topics

Similar to the interests' option, topics is based on the topics of sites rather than users. Choose a topic like travel or music, and your ads will show on sites related to that topic.

### 5. Remarketing

Bring people back! With remarketing you are showing your display ads to a specific audience. These could be visitors to your site, non-converters, people who visited a specific page, or people that clicked on your emails – the list goes on. Choose the type of audience you want to target, get your list going and you have yourself your very own unique targeted campaign. Your audience and no one else's!

### 6. Demographics

Google is smart. Google knows about people on the Internet. Using Google's demographic targeting means you can tailor your ads to specific genders, age groups and parental status. Use this in conjunction with other targeting methods for best results.

### 7. Geographic and Language

Don't forget these standard campaign settings! Where do you want your ads to show? What language do your users speak? This cannot be ignored. Make sure you are relevant to your audience.

It has recently been reported by Google that 56% of display ads have never had a chance to be viewed because they were below the fold, or scrolled out of view in a background tab. However, the Google Display Network are about to make some changes which makes this statistic pretty well irrelevant. Soon, advertisers will only ever have to pay for an ad impression if it is viewed! Which means you will only pay for what you know has been seen. So now there really are no excuses for getting on-board with Display Advertising!

### GET IN TOUCH

Start using Display Advertising on the Google Display Network today with **SponsoredLinX**. Contact us on **1300 859 600**.

# HOW TO SUCCESSFULLY DO BUSINESS IN A MULTI-DEVICE WORLD

Help me help you!

I don't know about you but I'm sitting here with four devices displaying a variety of entertainment/information. Don't get me wrong, I'm a male, and if sitcoms have taught me anything, and they have, I should not be able to multi-task like I seem to be doing right now. But I'm not going to lie, while I may have all of these devices open, I have to pause Netflix on the TV while I type this, despite the fact that I tried, oh geez did I try, to write this while a comedian peddled their wares in



the background. I had to pause every so often because otherwise you'd be reading his material instead of mine (happens all too often).

**BY THE INSIDER**

Anyway, where was I? Oh yeah, multi-device marketing. You know what I want? Obviously you don't, because you're not me, but I'm about to tell you.

I want you, yes, you, the person looking to sell their product to me, to sell it in a way that is both subtle, yet in my face enough that I'm impelled to purchase. I want you to place something in front of me that not only am I interested in, but that I am ready to purchase. I WANT to give you my money, why are you stopping me?

I can tell you why, because I understand mass psychology in a way that few do, including people who study psychology. I'm an online marketer. Day in and day out I watch trends online, behaviours of purchasers, and dummy spits of people who don't purchase because they are annoyed that they have to fill in some innocuous yet tedious section of a form that stands in the way of them and their desire.

I'm logged in from the moment I wake up to the moment I go to sleep, literally. This is not hyperbole; I am literally writing this from my bed on my laptop at 11:05 pm (according to studies this makes me creative). I am listening to music

"Do you have a website? Is it mobile optimised? If not, you already know you're behind."

on Google Play on my Android and will likely sing myself a lullaby by reading the latest posts of my favourite martial arts forum on my iPad. At all stages I am logged in to my Google account, so why don't I know about you? If I've searched for your product on my mobile on the way home from work, why aren't you tailoring a cross device strategy to target what I am interested in so when I am comfortable, you're popping up to remind me that you're there?

Don't feel bad, this isn't about shaming you, but really, I do need that new thing that you have on the market, so get it in front of me. Nobody is doing it, believe me, I'm seeking it, I want someone, anyone, to blow my mind with how they've tracked me from my mobile, to my laptop, to my tablet.

Pop up advertising used to be a dirty word, but it's not (really it's not). If you can slip something on one of my apps that can replace the usual crap which bears no semblance to my interests, based off my search history, I will be grateful. As much as I understand that my teeth will be whiter with [insert brand here] toothpaste, I do not care, but if you, with that thing that I searched for at home two days ago on YouTube, on my iPad, that then appeared on my darn smartphone with a notification of some sort, man, I'm buying.

I want you to provide me with a marketing strategy from the moment I wake up to the moment I sleep. I want to dream about your product in my possession. This will become easier and easier as more and more operating systems will be able

"I want someone, anyone, to blow my mind with how they've tracked me from my mobile, to my laptop, to my tablet."



to sustain technology from a variety of platforms. Don't believe me? Windows 10, you know about it, there's a pop up at the bottom of your screen that you've been putting off 'upgrading' for about a month and a bit, well, Microsoft has indicated it will run across smartphones, tablets, desktops, and even gaming consoles. Eventually apps will run on all devices, it will be the job of the operating system to accommodate the differing code. Hell, it's happening now with all the cloud based services available to individuals and businesses.

There must be a billion possibilities when it comes to integration which are either in the works, in the development pipeline, or in the head of some genius just waiting to hit the

stage. Are you prepared to take advantage of the upcoming technological shift? Do you have a website? Is it mobile optimised? If not, you already know you're behind, but even if you have, I'm here to tell you that unfortunately you're still running in a pack.

## GET IN TOUCH

I don't surf, but I love analogies, so don't wait for the wave, paddle in! Speak to **SponsoredLinX** on **1300 859 600** and find out what we can do in regards to cross device marketing. Don't get left behind either, make sure you subscribe to **Optimise Magazine** now.

# Google AdWords Optimisation Checklist

## Getting back to basics

Who here is a 'to-do list' writer? I love them because having a list I can refer back to helps to keep me on track with whatever I'm doing, and your Google AdWords account is absolutely no different. So when you ask yourself, "Have I done everything I need to do to have a successful AdWords campaign," you surely need to ascertain what a successful Google AdWords campaign is in the first place!

That may sound like an overly simple remark but it's still worth thinking about. Firstly, what do you want to achieve with your AdWords campaign? Sure enough you'll want Return on Investment (ROI), Brand Awareness, and greater Engagement, but to start you must ensure the basics are covered.



Here are a few optimisation checkpoints you should be aware of when it comes to optimising your Google AdWords campaign.

BY AIMEE DEVITT

### Budgets

Are you using your daily budgets each day? If you are using your entire budget and getting good results now would be the time to look at increasing budgets. If you are not hitting your budget look at adding more keywords and Ad groups to the campaign. There is the other side of budget consideration where you can come across Google's limited by budget protocol. Basically Google does an equation, taking into consideration the number of keywords in your campaign, the average Cost per Click and your allotted daily budget. If they think you are not spending enough, Google will attempt to show your ad evenly across the day, meaning that you will lose ad view density.

### Targeting

Is your location targeting accurate? It sounds like a simple question but you will be surprised at how many people get this wrong. When using the target areas tab in Google, be mindful of what we are actually targeting. Sometimes being so specific can cut off the traffic to the campaign. For example, targeting 'Springfield Lakes Brisbane' may be too specific to get viable amounts of traffic. Opening it up to just 'Brisbane' and then adding negative keywords around irrelevant suburbs, traffic volume can suddenly become viable!

### Keywords and Negative Keywords

Keywords are the back bone of an AdWords campaign. They match Google search terms with relevant ads. Studies prove that certain keywords establish where a consumer is within their buying cycle. For example search terms around costs and prices indicate the consumer is still in research mode and not ready to make their final decision. Google rewards relevancy so it is really important to ensure that your keywords represent who you are and who you are trying to target. Now is a good time to also look into your negative keyword list. A negative keyword prevents your ads from being shown to irrelevant searchers and improves your Click-through Rate.

### Negative Keywords

Ensure your keywords are only attracting searches that a qualified lead would perform. At the beginning of an AdWords build it is likely that you have added some negative keywords that you know are going to show your ads but not work as a conversion. However, you may come to realise that over a period of time there are still a huge amount of other keywords that show your ads as well, that are not relevant to the conversions you are wanting. It is important that you check the Search terms report to show what your ads are showing for. Importantly you are also limiting wasted spend.

### Schedule

If you are a florist, how likely is it that you have genuine searches at 3 am? When should you use ad scheduling? Schedule your ads to show when you want to make the most of your budget. Sometimes AdWords accounts that are limited by budget are generally good accounts to begin with; they just need to be focused into the right time period. As written about in the Official Google AdWords Community, think about the market or industry you are in and the behaviours around the searches. Ad scheduling allows you to customise your ads to match the search traffic you're after and use your resources in the best possible way. Using ad scheduling can add significant value to your AdWords performance and lead to a much higher ROI on your AdWords spend.

### Analytics & Tracking

Finally and without a doubt one of the most important things to have set up with any Pay-per-Click advertising is tracking. Google Analytics doesn't just provide you with insights from your website but is a valuable tool in the success of your business.

Basing your business decisions on data is crucial to ensure you have enough evidence to support what you are spending your money on. The optimisation of AdWords marketing campaigns is

an ongoing process but you need to ensure you are taking steps in the right direction. There is a possibility that you could be making changes that will negatively affect the performance of the campaign compared to what was done previously. This is where Google Analytics Data is precious. By understanding what works from the changes you have made you can be sure to invest your time optimising in the right areas of the campaigns and getting rid of the areas that are not performing.

In all there are many elements to the creation, optimisation and success of your online marketing. Getting the basics right to begin with will set you on your way towards measured success and ROI.

### GET IN TOUCH

Speak to our **SponsoredLinX** Digital Strategy team today on **1300 859 600** about optimising your Google AdWords budget efficiently.

# GOOGLE ALGORITHM PREDICTIONS FOR 2016



BY FIONA HOY

Looking into the future of Google

In 2015 we saw a major Google algorithm update. Affectionately known as 'Mobilegeddon', the update was, and still is, focused on achieving better search results for mobile device users. This has made the mobile user experience more reliable by showing search results of mobile optimised websites. Google announced the change in February 2015 with the release date of the 21st of April. This was the first time ever that Google had openly promoted an algorithm update which had very little effect on which websites are shown in Google's Search Engine Results Page (SERP) as predicted by Adam Conroy, SEO Manager at SponsoredLinX. This could potentially have been a scare tactic by Google to encourage people to have mobile responsive websites due to the growing volume of searches made on mobile devices and ensuring your website looks appealing on a mobile device.

The goal of Google's algorithms is to find the best result to a user's search and providing a stress free user experience. In 2016 this goal will not differ regardless of what the new algorithm may be. However, there is a lot of speculation around what might be in store for the next algorithm change.

One website blogger Wendy Johnson of KapowContent.com believes that Google's algorithm will introduce more fact checking. This is not a new idea and has been openly discussed by Google and SEO forums for several years. Evidence shows that fact checking is already part of Google's algorithm but may not have a huge emphasis on search results. To prove this, a test was done by KapowContent.com using 1,000 different search terms. Of the results Wikipedia was on the first page of Google 99% of the time and showing in the first position 56% of the time. This shows that Google has a high trust in Wikipedia's website, the information it provides and the evidence it shows to back up its facts. But the big question is what does this mean for



you as a business owner? If you have quality, well written content on your website that discusses the history of your business as well as your products and services then you have begun the process of future proofing your website rankings if this new algorithm comes to pass.

Another theory from Huyen Truong of JeffBullas.com is that voice searches via mobile devices will be shaping the future of SEO. This is related to the 'Mobilegeddon' algorithm and ensuring your website is mobile optimised. Although mobile voice searches are becoming more popular, it is unlikely that a search result will differ to that of a typed search. However, when searching via voice we tend to speak in full sentences or questions such as, "find a tyre shop in Brisbane," opposed to typing 'tyre shop Brisbane'. This is one more reason to ensure your website has well written quality content for those styles of searches.

It's also possible that Google will start looking to see content updated on a regular basis such as a monthly blog, and that during a cache Google will completely ignore any content over 12 months old. This is a good theory but at this point in time it is impossible

for Google to tell when content was or wasn't implemented. However, if this is the case then qualified content writers will be a must for any business to ensure you always have quality content.

This shows that although there will definitely be algorithm changes in 2016 as there has been every year since Google was first established, it is not possible to find out what the change will be until it happens. However, there are things we can do to future proof your website such as creating quality and educational content pages, ensuring Google has no problems caching your website, conversion optimise your website to bring in more leads and making your site visually appealing. What we do know is that creating a user-friendly website experience and creating authentic and genuine content will always be paramount, regardless of what device a search is made on.

## GET IN TOUCH

Have you got an SEO strategy for your business? If you haven't, or if you're unhappy with your current SEO plan, get in touch with the helpful Digital Strategy Team at **SponsoredLinX** on **1300 859 600** now.

# ONLINE MARKETING HOROSCOPES

## Aries (Mar 21 – Apr 19)

The start of a strong partnership will begin momentum in a collaborative project you have had on the sidelines. With Mars returning to your business sector, you could feel some initial tension but this is simply a reminder to research and plan your online campaigns carefully.



## Taurus (Apr 20 – May 20)

From small things big things grow, and you will do well to keep this in mind as the Sun departs your sign and Mercury enters. Keeping on top of your SEO strategy will enable you to focus on the strategic goals you have had in place since September last year.



## Gemini (May 21 – Jun 21)

Have you been keeping all your eggs in one basket? With Neptune in retrograde, you feel as though your online marketing has stalled, which could be because you're not opening your business mind to new online options. Perhaps it's time to try SEO?



## Cancer (Jun 22 – Jul 22)

You're in luck! The money stars are taking the lead and as a result you are going to find some amazing opportunities to increase your online conversions and leads. Re-think your bidding strategy to see if you can inject some extra funds to help get the ball rolling.



## Leo (Jul 23 – Aug 22)

With Pluto in your business sector, it's time for you to spend some time reflecting on what has and hasn't worked over the last few months. However, with Jupiter also on-board, luck is on your side, which means it's time to take the leap and try out that marketing trend you're keen on.



## Virgo (Aug 23 – Sep 22)

With the Sun returning to your financial sector, you are moving into a lucrative time of the year when it comes to your business and this is most likely through the implementation of new online marketing methods you have recently initiated. Don't be afraid to invest more time to increase the rewards.



## Libra (Sep 23 – Oct 22)

As Mars has departed your work sector you may feel like things are slowing down for you, but there are currents still very much hard at work. Your well-thought SEO plans are taking root and now is the best time for you to focus your energy on planning for the next 6 months.



## Scorpio (Oct 23 – Nov 21)

Venus is still hanging around which means it is vital that you tread carefully if you hear of an offer which sounds too good to be true. Be wary of click-fraud so be sure to speak with your online marketing professional to clear the air on what can and can't be achieved online.



## Sagittarius (Nov 22 – Dec 21)

Wow, what a year 2015 was! While you are still floating on your success, don't get too carried away. Your online marketing strategy needs your attention more than ever. Remember, if you don't innovate, you die, so look into other digital marketing avenues.



## Capricorn (Dec 22 – Jan 19)

The solar spotlight is focused on your business stars right now and there is no better time than to trust the advice from those around you. With your communication lines open, your business is set to benefit from your forward thinking and intuitive business mind.



## Aquarius (Jan 20 – Feb 18)

Having firmly established the foundations for a busy Christmas period, Saturn has now left leaving you feeling a little lost. However, now is the perfect time to reflect and revisit your online marketing goals to see what has and hasn't worked, so you can come back stronger than ever.



## Pisces (Feb 19 – Mar 20)

That enormous project you have been working on for the past few months is nearly ready to launch, so make sure you have a perfect marketing plan to leverage your initiation date. With Mars having left your business sector, make sure you pay attention to detail.



# ARE #HASHTAGS STILL RELEVANT?

#Trending methods for your online marketing



NATIVITY DUNBAR

If you want to find content linked to a specific theme, category, topic or event, the best way to do it is by clicking on a hashtag # in Instagram, Facebook, Twitter, LinkedIn, Google+ or Pinterest.

It's a metadata tool that assists you in finding the most up to date posts and information about that topic.

If you want your product or service showcased in a digital conversation by a consumer, influencer or prospective buyer then a hashtag is the way to go. It's free virtual awareness equity in the

online realm. Guess what the best news is about hashtags? They are free to use every time, all the time, twenty four hours a day, seven days a week.

Ever seen an image of a doughnut someone is having on Instagram and instantly had a craving to get one? You search for the brand and you see the hashtag #doughnuttime. You click on it and see all sorts of different flavoured doughnuts. You then find out where they are located and go get a finger-licking delicious doughnut.

Guess what? You just got lured into an online web of free influential advertising that just scored the business a whopping \$6!

Are #hashtags still relevant? Yes, very much so!

### GET IN TOUCH

Unsure of how to incorporate #hashtags for your business? Check out the **SponsoredLinX** blog for useful tips for your social media content at [www.sponsoredlinx.com.au/blog/](http://www.sponsoredlinx.com.au/blog/)



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