



Competitor Analysis & Intro to Paid Search

By AOKMarketing.com

GOAL: Learn 1 Thing

AGENDA

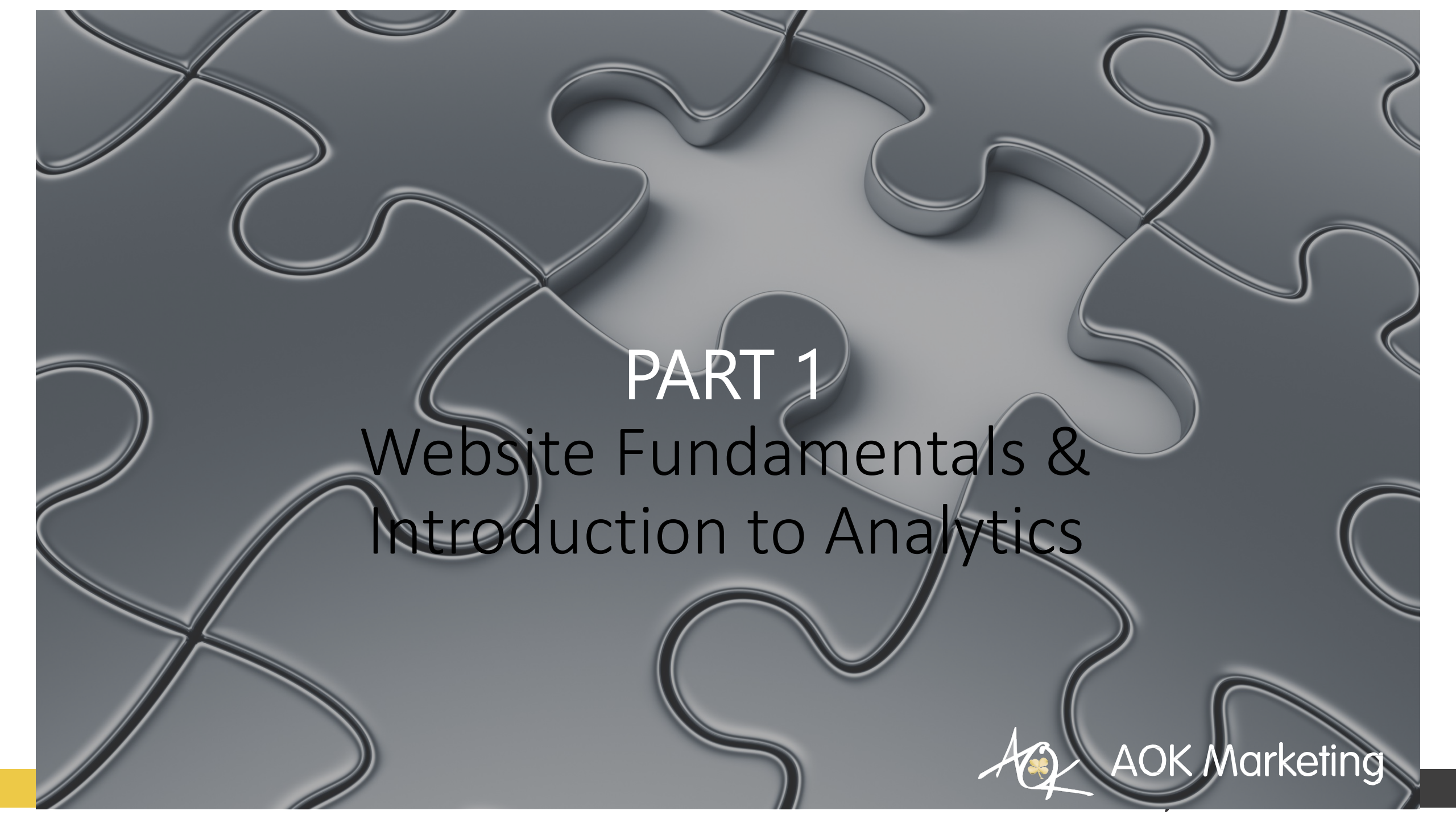
1. Introduction
2. Competitor Analysis
3. Intro to Paid Search





Introduction

The AOK Way



PART 1

Website Fundamentals & Introduction to Analytics



AOK Marketing

PART 2

Social Media Best Practices & Intro to SEO



AOK Marketing



PART 3

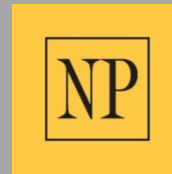
Competitor Analysis & Intro to Paid Search

EO Entrepreneurs'
Organization

FP



AOK Marketing
An Opportunity Knocks

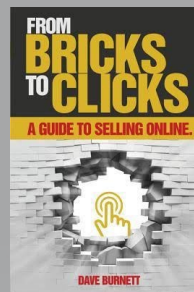


**PROMOTIONAL
PRODUCTS.COM**

Achievers



AOK Marketing



DIGITAL ACQUISITION PLAN



DISCOVER

Research current situation, use experience and data to understand market and end users.



PLAN

Step-by-step solutions designed to reach client specified goals. Develop a roadmap to success.



EXECUTE

Implement the plan to maximize profits and reduce customer acquisition costs in all digital channels.



MONITOR

Implement reporting to enable improved data based decision making. Understand the market reaction to client offering.



INNOVATE

Identify opportunities to keep moving forward to the next level of growth. Adapt to the ever changing marketplace.



PART 3

Competitor Analysis & Intro to Paid Search

Unfair Competitive Advantage



AOK Marketing

A conceptual image featuring six identical men in dark suits and ties, each holding a black briefcase. They are standing in a perfectly straight line on a dark, flat surface. This surface is supported by a row of large, light-colored rolls of paper or fabric, which are also arranged in a straight line. The background is a plain, light gray. The overall image conveys a message of conformity and imitation.

BE A COPYCAT



AOK Marketing



How To Use Publicly Available Information To Snoop...



- Check Out Google SERP
 - Search Engine Results Page (SERP)
 - Track The Channels Your Competitors Are Using
 - Facebook, Twitter, LinkedIn, Instagram, Google+, YouTube
 - Where Are They Most Active
 - Are they active on Twitter, but not Facebook? Or vice-versa?
 - Even If They Are Active, Where Are They Getting Engagement?
 - Millions of followers can be bought. Where are real people engaging with them?
- 

Posts

Post			Engagement Total	Engagement Rate ▾
 	Ipswitch File Transfer We've proudly adorned our lobby with some of our customers' brands. #customerappreciation #cisco #lilly #usarmy #honeywell #forrester #nasa #pwc...		14	51.9%
 	Informatica NEWS: Informatica World, the conference on how Data Powers Business, storms into San Francisco http://infa.media/PR160517a		39.1k	39.4%
 	Ipswitch File Transfer T-shirts and other schwag awaited attendees of today's Ipswitch 'On the Road U.S. 2016 tour' stop at the Marriott Long Island. It was great to see so...		10	35.7%
 	Ipswitch File Transfer Our new best friend Sergio (#rayanmx) poses with Emily Breen from Ipswitch at our 'On the Road' tour stop in San Diego yesterday. -- We couldn't...		10	35.7%

Builtwith.com

builtwith

www.builtwith.com

Page Speed Insights



PageSpeed Insights

Google: Page Speed Insights



Majestic



MAJESTIC



www.majestic.com



Competitor Analysis & Gap Analysis



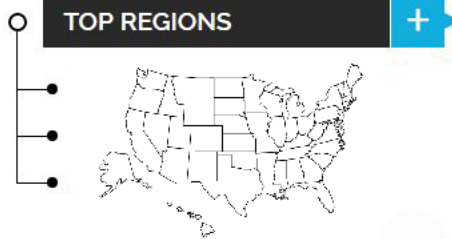


www.semrush.com

Audience Overview

Demographics

- DEMOGRAPHICS
 - GENDER: MALE +
 - AGE: 25-39 +



Country	Region	City
United States	New York	New York
United States	Florida	Fort Lauderdale
United States	Massachusetts	Boston
United States	California	San Francisco
United States	Illinois	Chicago
United States	Georgia	Atlanta



POLITICS



PROFESSIONS

- BUSINESS
- INFORMATION TECHNOLOGY
- RESEARCH/RESEARCH AND D...

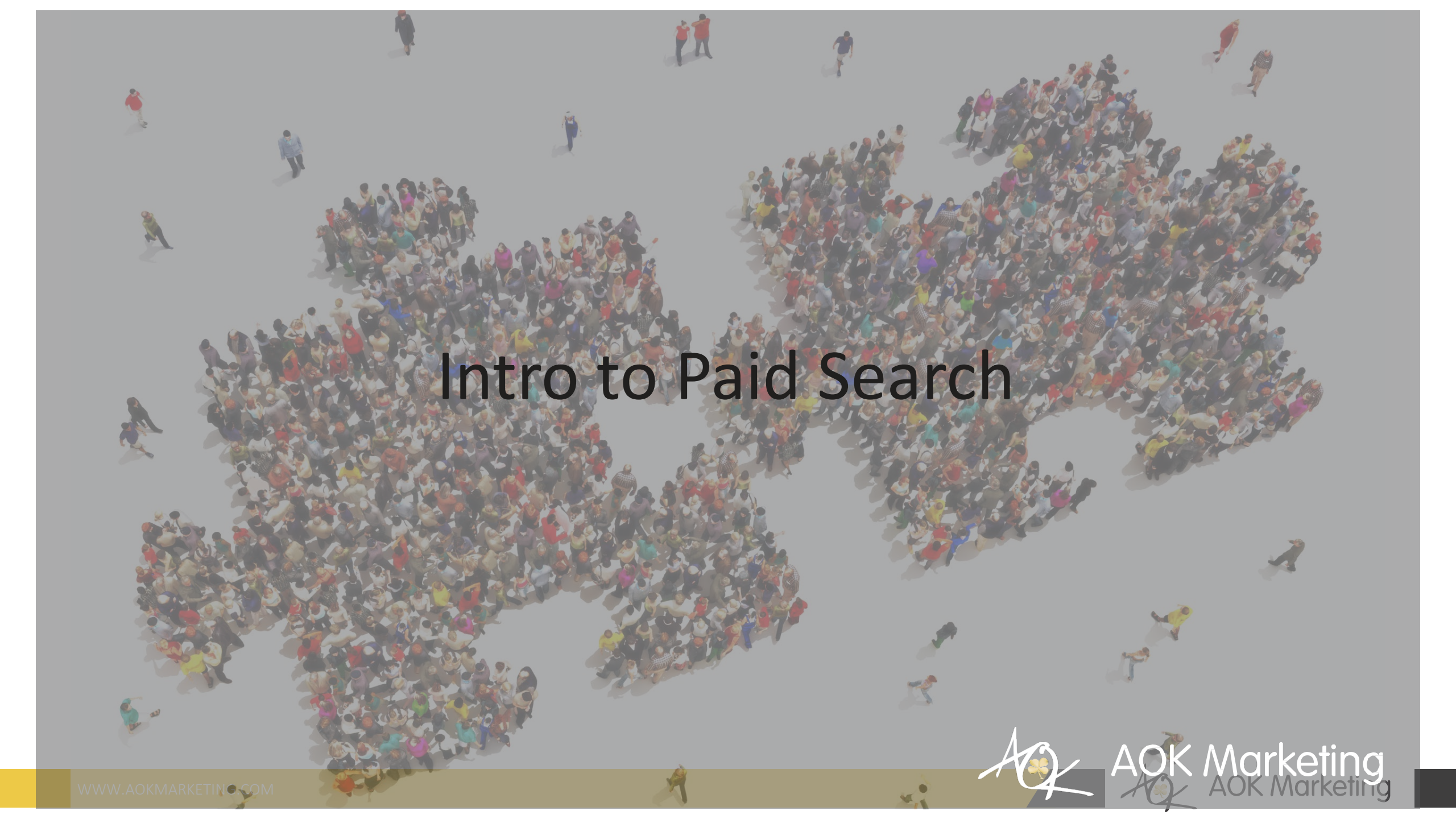
MONTHLY SPARE \$

- \$1000 OR MORE



Create

- Niche
 - If you can't tell me why I should buy from you over the next service provider, why would your customers buy from you?
 - Common Niche Strategies:
 - A - Geo
 - B - Product
 - C - Service
 - D - Industry
- Test
 - If you can take your marketing collateral, and put anyone else's logo on it, and the customer could buy from that person, you're doing it wrong!

An aerial view of a large crowd of diverse people standing on a light gray surface. The people are arranged to form the outline of the United States map, including the contiguous United States and Alaska. The individuals are wearing various colorful clothing, and their shadows are cast on the ground. The text "Intro to Paid Search" is centered over the map.

Intro to Paid Search

A modern conference room with rows of chairs and a whiteboard. The room has large windows and a drop ceiling with recessed lights. The text is overlaid in the center of the image.

GOOGLE ADWORDS CERTIFIED & GOOGLE ANALYTICS CERTIFIED



AOK Marketing

What is Pay Per Click Marketing, and Why Should I Care?

Pay Per Click (PPC)

/ pā • pər • klik /

Pay per click (PPC) (also called cost per click) is an internet advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a website owner) when the ad is clicked. It is defined simply as “the amount spent to get an advertisement clicked.”[1]

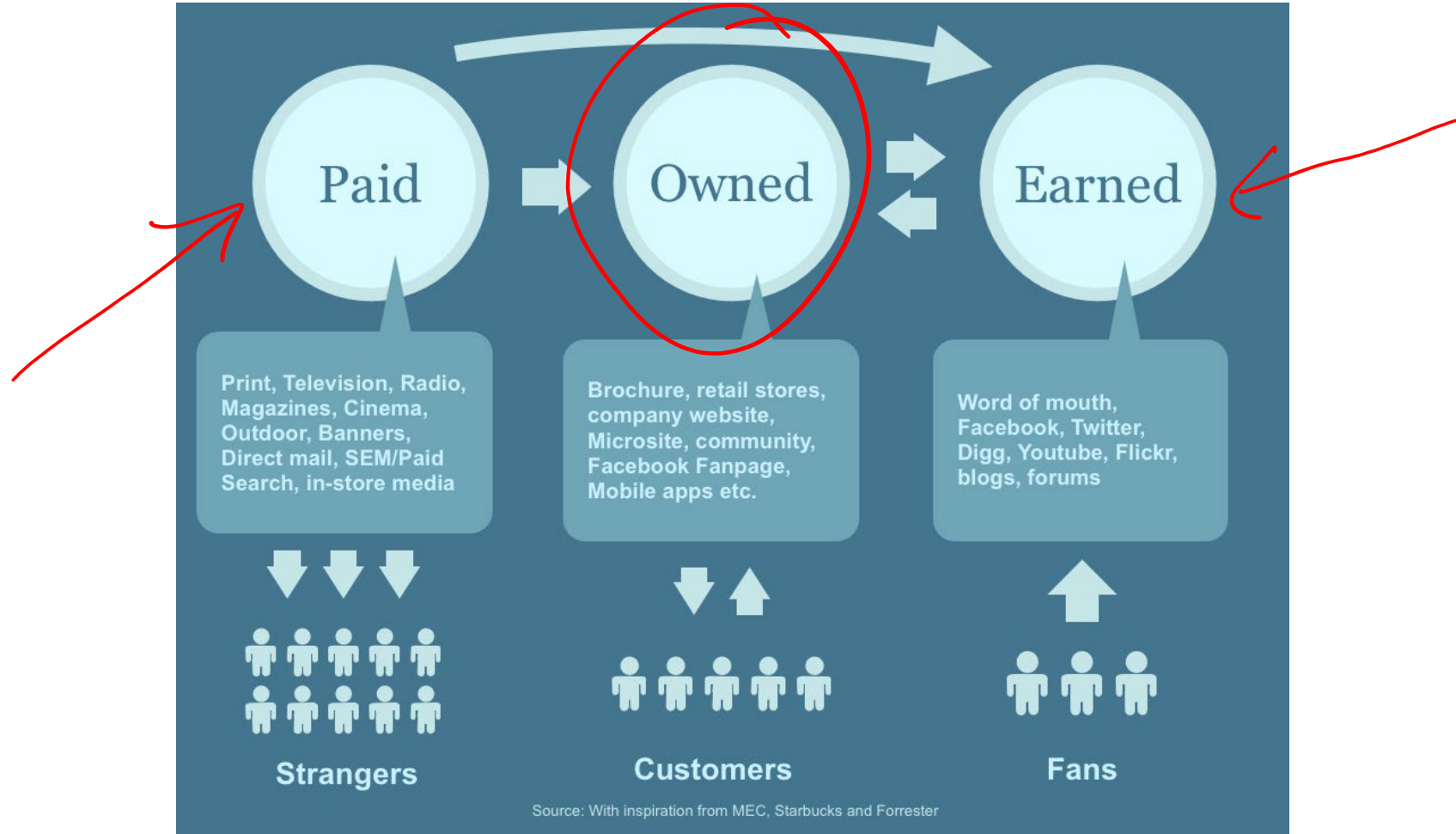


Microsoft®
Advertising



Google Ads

Key: Use All: Earned – Owned – Paid



Create



Options



Search Network with Display Select

Best opportunity to reach the most customers



Search Network only

Google search and search partners



Display Network only

Google's network of partner websites



Shopping

Best way to create Product Listing Ads

Online video

SERP

The screenshot shows a Google search for "promotional products toronto". The search bar is at the top with the Google logo and a search button. Below the search bar are tabs for "All", "Maps", "News", "Images", "More", and "Search tools". The search results are divided into two sections: "Paid" and "Local".

Paid Results:

- Promotional Products Toronto - Duty-free with 1-day rush service**
Ad www.rushimprint.ca/Promotional-Items
Excellent service. Match any price!
We'll match any price · Discounted CAD Pricing · Free samples & artwork · Duty-free shipping
- Promotional Products - 4imprint.ca**
Ad www.4imprint.ca/PromotionalProducts
Huge Selection of Promo Products. Try Before You Buy w/Free Samples.
On-time shipment · Exclusive colors & styles · Real product reviews
Types: Writing, Drinkware, Bags, Tradeshow, Apparel
Sale Items · Closeout Items · 24 Hour Service · 4imprint® Exclusives
- Hard Wear Promotions® - Promotional Products Toronto**
Ad www.hardwearpromo.com/ +1 844-464-9141
Come Visit Our 2500sqft Showroom.
Styles: T-Shirts, Polos, Sweatshirts, Outerwear, Safety, Pants/Coveralls
Brands: Adidas, Roots, Sigg, Stormtech, High Sierra
- Promotional Products - minutemanpress.ca**
Ad mississauga13.minutemanpress.ca/
Rely On Us For Quality Promotional Products. Call Us Today
2500 Meadowpine Blvd Ste 5, Mississauga, ON

Local Results:

- Score Promotions Canada**
4.7 ★★★★★ (11) · Promotional Products Supplier
77 Martin Ross Ave · +1 888-573-0986
Closed today
- Merkur & Sister Inc**
No reviews · Promotional Products Supplier

Paid

Local

Organic?

Text Ad

{Keyword:Corporate Promo Products}

It's Time To Get Noticed. Order

Corporate Promo Products Online!

yourpromocompany.com/promo_products

☐ Mobile ?

☐ Final URL ☒ Destination URL

http:// yourpromocompany.com/landing_p

Side ad

Corporate Promo Products
yourpromocompany.com/promo_products
It's Time To Get Noticed. Order
Corporate Promo Products Online!

Top ad

Corporate Promo Products
yourpromocompany.com/promo_products
It's Time To Get Noticed. Order Corporate Promo Products Online!

aokmarketing.com - AOK Marketing

Ad www.aokmarketing.com/ +1 646-453-7550

Turning Your Website Into Your Best Salesperson- Clients Earn Millions

Local SEO Marketing · PPC Campaign Management · Conversion Optimization

AOK Marketing has 803 followers on Google+

Conversion Optimization

Focus On Conversion- Smart Testing

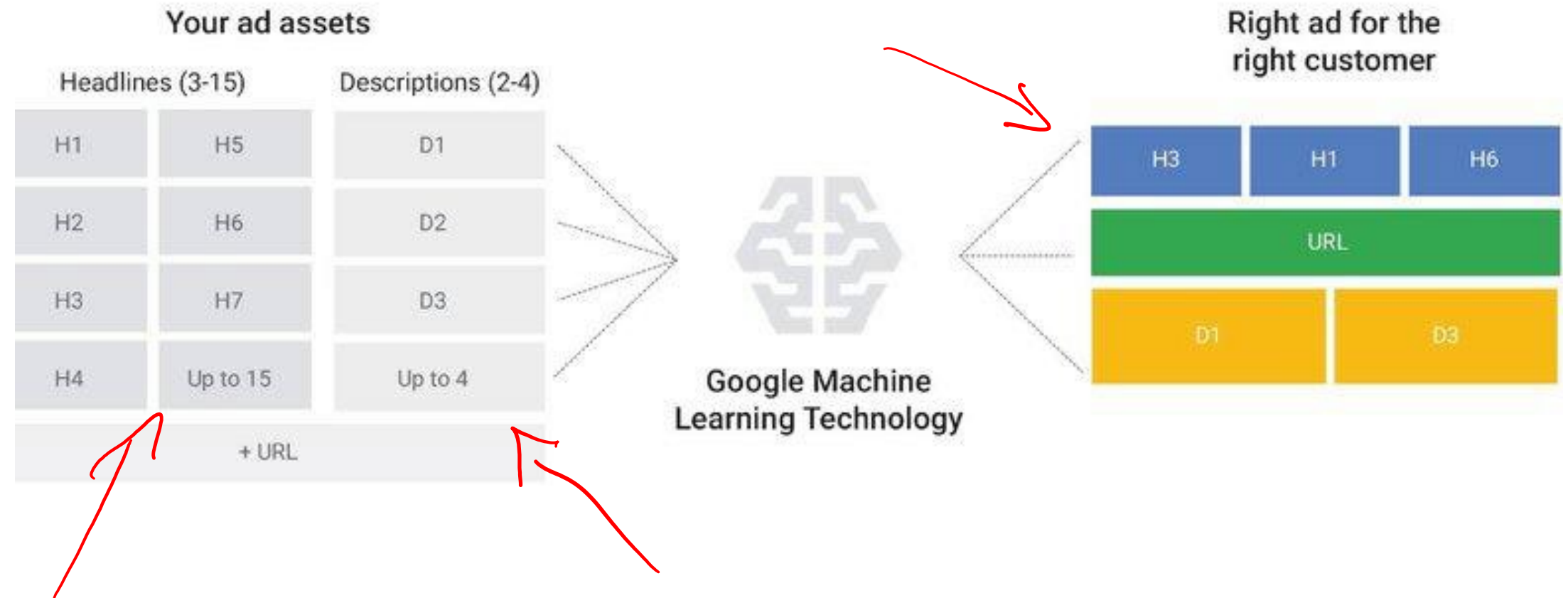
Will Improve Your Search Results

SEO Marketing

Imagine Outranking All Of Your

Competitors For Your Best Keywords

Responsive Search Ads in Action



Responsive ads

Headlines ?

Always Show This Headline

New headline

New headline

New headline

New headline

ADD HEADLINE

Descriptions ?

New description

New description

25 / 30

0 / 30

0 / 30

0 / 30

0 / 30

0 / 90

Pin to position

Control what can show in different positions

Show this headline in any unpinned position

RECOMMENDED

Show this headline only in position 1

Show this headline only in position 2

Show this headline only in position 3



Shopping SERP

Paid

Organic

Google promotional pens

All Images News Maps More Search tools

About 2,710,000 results (0.70 seconds)

Promotional Pens - Our Best Deal on the Best Pens - Myron.ca
Ad www.myron.ca/Promotional_Pens_Sale
Save 30% + Free Shipping & Setup!
Styles: Traditional Pens, Multifunctional Pens, Stylus Pens, Lighted Pens, Click Pens
Brands: BIC, Fisher Pen
\$1.49 Flashlight Pens \$0.49 Promo Stylus Pens
Best Selling

19¢ Promotional Pens Sale - Customize Brand On 150 Pens for \$99
Ad www.amsterdamproducts.ca/Pens
Buy Now & Get Free Setup Fee!
Free logo on repeat order · 5 star customer rated · 24 hour live chat · Satisfaction Guaranteed
Highlights: Setup Is Free, Easy Online Ordering...
150 Promo Pens for \$99 - Laser Engraved Pens Sale - LED Lighted Stylus Pens

Promotional Pens - Get Free Shipping & Free Setup Now
Ad www.perfectpen.ca/
Use Code FREESH5 & Save More Today!

Promotional Pens-13¢ - Promotional Pens start at 13¢ each
Ad www.4imprint.ca/Pens
24HR Rush available- Select Styles

Custom Logo Pens | Printed Ballpoint Pens | Promotional Printed Pens ...
https://www.4imprint.ca/tag/89/Pens
1027 products - Try the experts for custom logo pens: guaranteed best prices and on-time shipping!
Fast ... Huge selection of low-cost promotional printed pens.
Price - Min-qty - Product Name - Production Time

Custom Promotional Pens, Imprinted Pens, Promotional Products ...
www.perfectpen.ca/
Perfect Pen offers promotional pens and promotional products that can be personalized with your company name or logo. Low Minimums. Call 866.907.PENS.
Squiggle Pens - Contact Us - PPC Catalog - Custom Promotional Products ...

Custom Promo Pens | Flashlight Stylus Pens | Bic Logo Pens
www.myron.ca/promotional-pens/c/00000000005
One of the most effective promotional items that businesses can invest in is personalized pens. The quality of our custom pens is, bar none the highest within the ...

Shop for promotional pens on Google Sponsored

 250 Bulk Pens Marbella Pen \$205.00 4imprint Cana...	 300 Ink Pens in Bulk Becky ... \$267.00 4imprint Cana...	 Paragon Pens - Bulk Custom ... \$77.00 Perfect Pen	 Athena Pens - Bulk Custom ... \$99.00 Perfect Pen
 Mosaic Pens - Bulk Custom ... \$80.00 Perfect Pen	 Marble Pens - Bulk Custom ... \$79.50 Perfect Pen	 My Favourite Pens - Bulk ... \$99.00 Perfect Pen	 Athena Pens - Bulk Custom ... \$99.00 Perfect Pen

Paid Shopping

You Tube Ads

6 YouTube Ad formats: Endless possibilities





Microsoft®
Advertising

SERP



promotional products toronto



Français

Sign in



Web

Images

Videos

Maps

News

Explore

19,700,000 RESULTS

Date ▾

Language ▾

Region ▾

Promotional Products - 1000's of promotional products.

Ad · www.4imprint.ca/PromotionalProducts · 3,100+ followers on Twitter
1000's of promotional products. Free art services & free samples.
4imprint.ca has been visited by 10K+ users in the past month
On-time shipment · Free samples · Exclusive colors & styles

Budget Giveaways

Promotional giveaways for less than \$1 - Over 600 products to shop

Promotional Drinkware

Drinkware With Your Logo or Message
Cups - Mugs - Glasses - Tumblers.

Hottest Items - Bags

Freshen up your marketing mix with any of our most popular bag styles.

Sales & Closeouts

Special prices, deals and steals on top promotional giveaways!

Custom Promotional Items - High Quality Promotional Products.

Ad · www.vistaprint.ca

High Quality Promotional Products. Shop No Minimum Order Products.
vistaprint.ca has been visited by 10K+ users in the past month
vistaprint.ca is rated ★★★★★ (864 reviews)

"Great quality for a great price!" - from consumer review

Jackets & Fleece

Custom Backpacks

Water Bottles

Laptop Bags

PristineScreens™ Cleaners | pristinescreens.com

Ad · pristinescreens.com/ScreenCleaners

Custom Promotional Screen Cleaners. Get Free Samples & Pricing Now!
Call A Marketing Expert · Chat Instantly · Quality Guaranteed

Get Samples

Get Digital Mock Ups

Contact Us

Get Pricing

Perfect Pen® - Official - Get Free Shipping & Free Setup Now.

Ad · www.perfectpen.ca

Get Free Shipping & Free Setup Now. Use Code FREESH5 & Save More Today!

We are cheaper than them.

Ad · www.perfectimprints.com

Custom printed promotional items. Save \$50 - Coupon Code PI50500
Perfect Imprints Promotional Products

STANDOUT Promo Products

Ad · www.StandoutCanada.com

454 Mississauga St. Suite 346, Niagara-on-the-Lake

Directions

Easy Online Ordering. Lowest Prices. Fast & Friendly Canadian Service.

Promotional Products Corporate Apparel - STANDOUT Canada

Promotional Items

Ad · vaughanprintandpromo.com

60 Creditview Rd, Woodbridge

Directions

Highest Quality Products! Serving Vaughan, ON.

Bulk Promotional Products

Ad · www.DiscountMugs.com/Promos

Design Online - Branded or Blank. Factory Direct. 25-90% Savings!
"Great customer service and work ethic!" - from consumer review

Personalized Poker Chips

Ad · Custommadecasino.com

Great quality and value at low cost Ships in 2 days, No Setup, Order now!

Buy Custom Poker Chips, Casino Accessories Online Custom Made Casino

[See your ad here »](#)

Related searches

[Promotional Products Ontario Canada](#)

[Promotional Products Ontario](#)

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[Promotional Clothing Canada](#)

[Custom Promotional Items](#)

[Custom Mugs Toronto](#)

[Promotional Products Toronto Ontario](#)

Paid

Paid

Local

Organic ?





promotional pens



Français

Sign in



Web

Images

Videos

Maps

News

Explore

14,400,000 RESULTS

Date ▾

Language ▾

Region ▾

Promotional Pens - Order as few as 500 at 24¢ each. ⓘ

Ad · [www.4imprint.ca/Pens](#) · 3,100+ followers on Twitter

Order as few as 500 at 24¢ each. Free Samples - Try Before You Buy
4imprint.ca has been visited by 10K+ users in the past month
Easy ordering · 24 hour rush available · Low minimums

Value Stick Pen

Put your message in the hands of on-the-move customers.

Mardi Gras Pen

Give your logo a party with this brilliantly coloured pen.

Wolverine Pen

Custom styling gets your message noticed.

Jada Stylus Twist Pen

Custom pens will get your logo in style!

Promotional Products - High Quality **Promotional Products**.

Ad · [www.vistaprint.com](#)

High Quality **Promotional Products**. Shop No Minimum Order Products. Create custom **promotional** products online with Vistaprint: custom ...
vistaprint.com has been visited by 100K+ users in the past month
vistaprint.com is rated ★★★★★ (4,056 reviews)

Jackets & Fleece
Water Bottles

Custom Backpacks
Laptop Bags

Promotional Pens - Get Free Shipping & Free Setup Now.

Ad · [www.perfectpen.ca](#)

Get Free Shipping & Free Setup Now. Use Code FREESH5 & Save More Today!

Personalized Pens - Create Your Own **Custom Pen** Today.

Ad · [www.vistaprint.ca/pens](#)

Create Your Own **Custom Pen** Today. No Minimums! Upload Photos & Logos.
vistaprint.ca has been visited by 10K+ users in the past month
Create in Minutes · 4-Colour Printing · No Minimum Quantity
vistaprint.ca is rated ★★★★★ (864 reviews)
"Great quality for a great price!" - from consumer review

Shop **Personalized Pens**
Shop Engraved Pens

Browse All **Pen** Designs
Customize Pens w/ Logo

Perfect Pen - Custom **Promotional Pens**, Imprinted **Pens** ...

[www.perfectpen.ca](#) ▾

Perfect Pen offers promotional pens and promotional products that can be personalized with your company name or logo. Low Minimums. Call 866.907.PENS

Custom Logo Pens | Printed Ballpoint **Pens** | **Promotional** ...

<https://www.4imprint.ca/tag/89/Pens> ▾

Your best promo yet is just a click, cap or twist away! **Promotional** logo pens are an all-around favourite for spreading the word about your organization or event.

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Ad · [PromoPensDiscounts.com](#)

Buy Custom Pens For Only .05¢ Each. Free Shipping On All Orders.

PristineScreens™ Cleaners

Ad · [pristinescreens.com/ScreenCleaners](#)

Custom **Promotional** Screen Cleaners. Get Free Samples & Pricing Now!

We are cheaper than them.

Ad · [www.perfectimprints.com](#)

Custom printed promotional items. Save \$50 - Coupon Code PI50500
Perfect Imprints **Promotional** Products

Promotional Pens

Ad · [Pronto.com/Promotional Pens](#)

Find our Lowest Possible Price! **Promotional Pens** for Sale

Promotional Pens

Ad · [1and1.com/Promotional Pens](#)

Search for **Promotional Pens** Find Top Results Right Now!

See your ad here »

Related searches

Personalized Pens for Business

Pens for Advertising

Promotional Pens **Canada Wholesale**

Promotional Pens in **Canada**

Promotional Pens **Ontario**

Promotional Pen Giveaways

Promotional Pens **Toronto**

Custom **Promotional** Pens

Paid

Paid

Organic



Steps in creating a good PPC (pay-per-click) Campaign

- Understand Who Your Targeted Audience is and What They May Want
 - Are you a B2B or a B2C?
 - Who you are targeting?
 - Where does your potential customer base reside?
 - Why do you think your target audience needs your product?
 - What type of keywords would your audience use when searching for your kind of products or services?
 - Which medium (e.g. mobile, tablets, PCs.) is your audience likely to choose when searching for your product or service?



Steps in creating a good PPC (pay-per-click) Campaign

- Work Out Your Budget Beforehand
 - This is because you need to understand the level of monetary risk your company is ready to take as well as *capable* of taking.
 - While PPC does deliver immediate results if you adopt an effective strategy, you still need to spend a bulk of cash upfront to get your campaign started, and then some to make payments on the number of clicks.
 - Therefore, you may not get money back *immediately*.



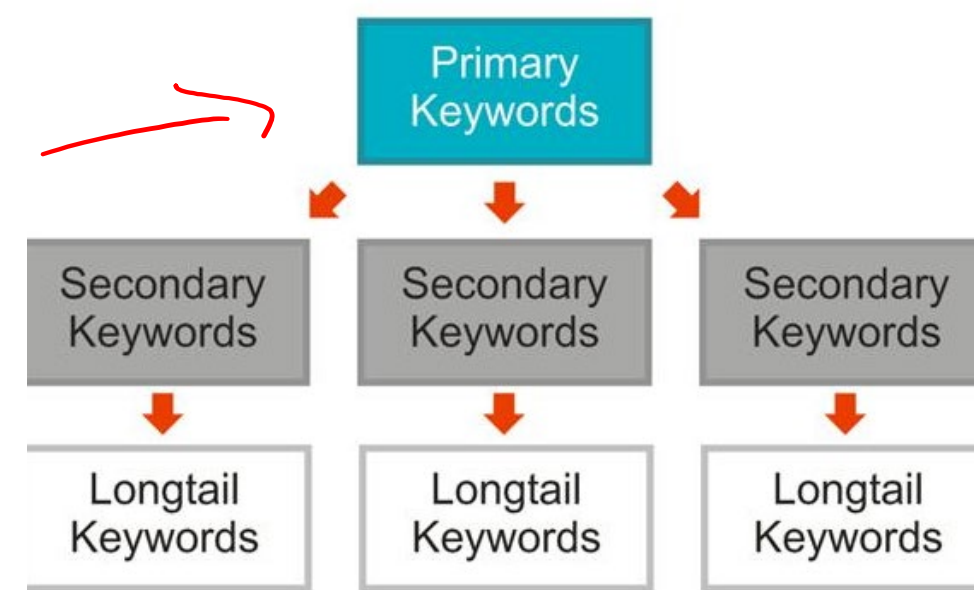
Steps in creating a good PPC (pay-per-click) Campaign

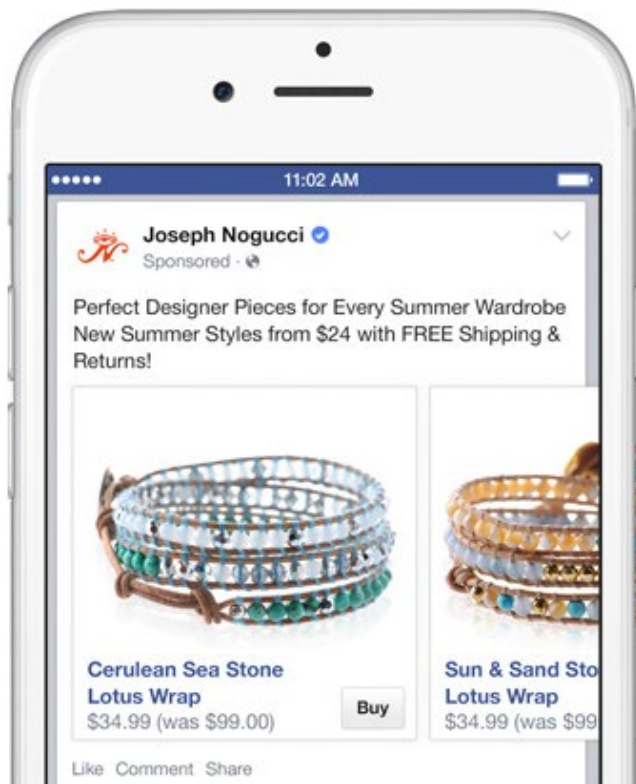
- Carefully Choose the Best Channel for Your Ads
 - Company Goals
 - Budget
 - Target Audience
- Search (AdWords / Bing Ads)
- Social (Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube)



Steps in creating a good PPC (pay-per-click) Campaign

- Build an Impressive Keyword Strategy
 - Researching keywords,
 - Selecting the most relevant ones,
 - Finalizing them
- Build an Impressive Display Strategy
 - Display Keywords
 - Placements
 - Topics
 - Interests & Remarketing
 - Demographics





FACEBOOK ADS



Kabbage

Sponsored · 🌐

Get money to grow your business in minutes. See if you qualify today!



Kabbage - Small Business Financing and Cash Advances

All small businesses can now apply for funds to grow!

SMALL BUSINESS FUNDING

[Learn More](#)

Like · Comment · Share · 👍 409 💬 58 ➦ 164



GET STARTED
— WITH —
Instagram
Ads



whotels

Sponsored



whotels Exploring #KohSamui with
@wretreatkohsamui's W Insider. #djlal2013



Like



Comment



macys

Sponsored



macys On location, shooting for Fall. We
love Hue leggings!



Like



Comment



Linked **in**
Advertising





Sprout Social, Inc.

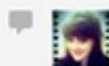
The average U.S. brand sends 221 tweets per week. Does your company have a healthy mix of helpful, engaging and (occasionally) promotional content – with a heaping dose of personality? <http://bit.ly/1sp5sfG>

Sponsored



Like (8) • Comment (2) • Share • 1d ago

Stephan Hovnanian, Jennifer DiBella and 6 others



Mychelle Peterson The personality aspect is so important. My favorite feeds have unique voices. When they're quiet for an extended period of time (which is subjective, I realize), I actually miss them!

23h ago



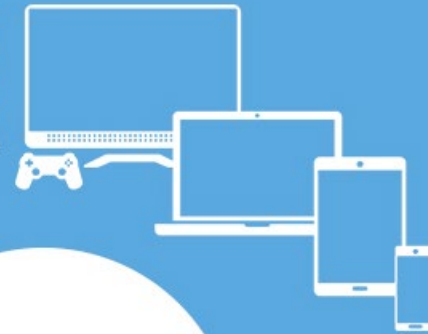
Sprout Social, Inc. Totally agree, Mychelle! Which brands do you think are doing an exceptional job of illustrating their personality on social? Which do you miss hearing from when they're quiet?

4h ago

Add a comment...

TWITTER

Online
Advertising





World Vision USA 
@WorldVisionUSA



 **Follow**

Every day, dirty water kills 1,600 children.
Every child deserves to drink clean water.

 Promoted by World Vision USA



World Vision provides clean water
to a new person every 30 seconds.

www.worldvision.org

[Learn more](#)

RETWEETS

30

FAVORITES

29



1:05 PM - 23 Sep 2014

INTRODUCING

Pinterest

P R O M O T E D



Travel



Jally Chic®: Winter
erland

Kristen D. McLaughlin
Dreamscapes !!!



Now that Oregon winter has
passed (aka we got 4 days of
snow), I can be excited for
spring!

1171 115

Emily Rico
Autumn/Winter/Spring/Su...



from Fodor's Travel
Fodor's 2014 Go List

Sometimes we just can't even
believe our eyes!
#SouthAfricanBeauty

South African Airways
African Skies

Promoted Pin



from World inside pictures
**Astonished Photos From Places
Around The World - Part 3**

Beautiful

Kaitlyn Sands
Awesome Places!



This chubby little bird from New
Zealand is called the Kakapo-the
world's only flightless parrot.

12 1

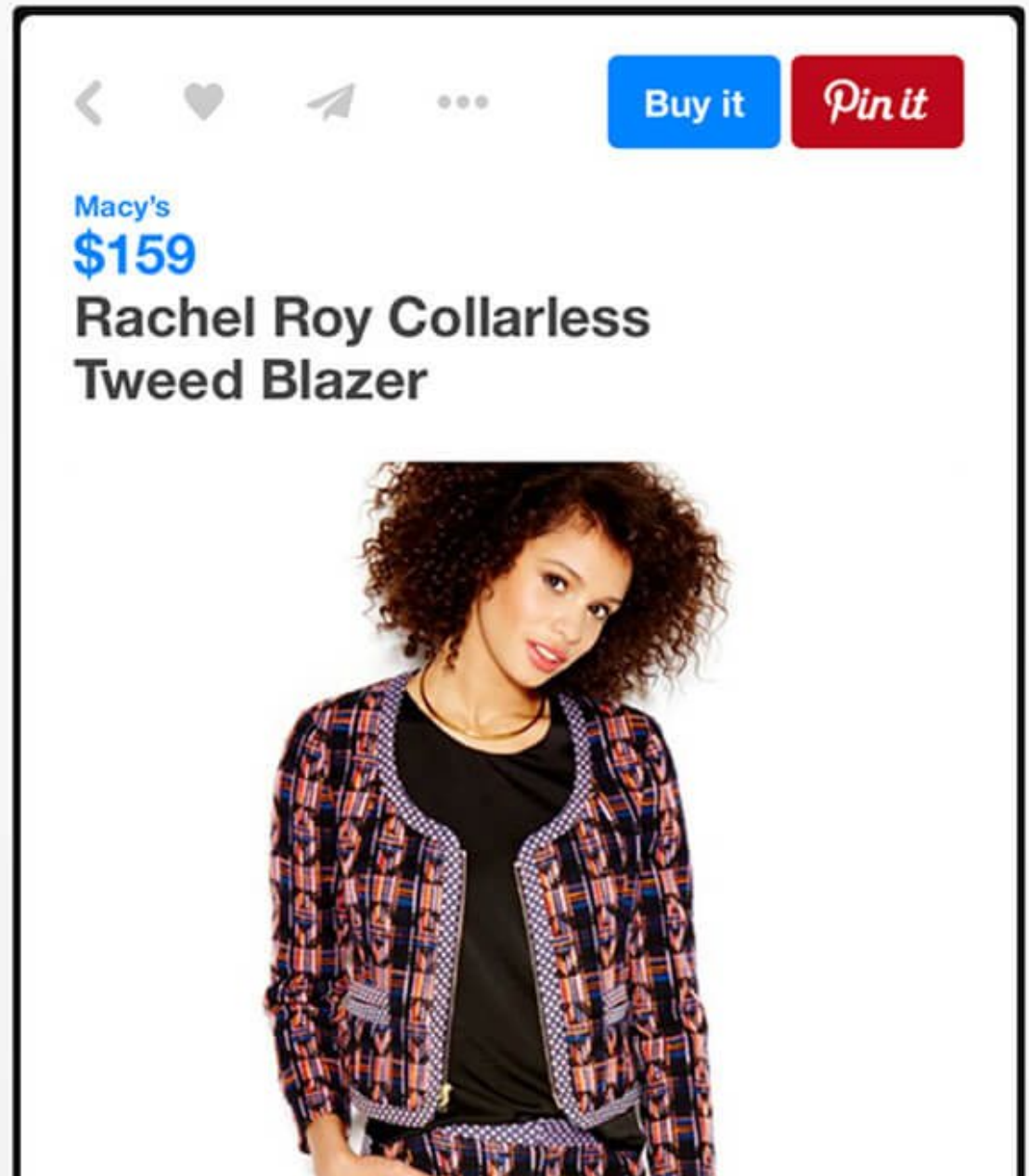
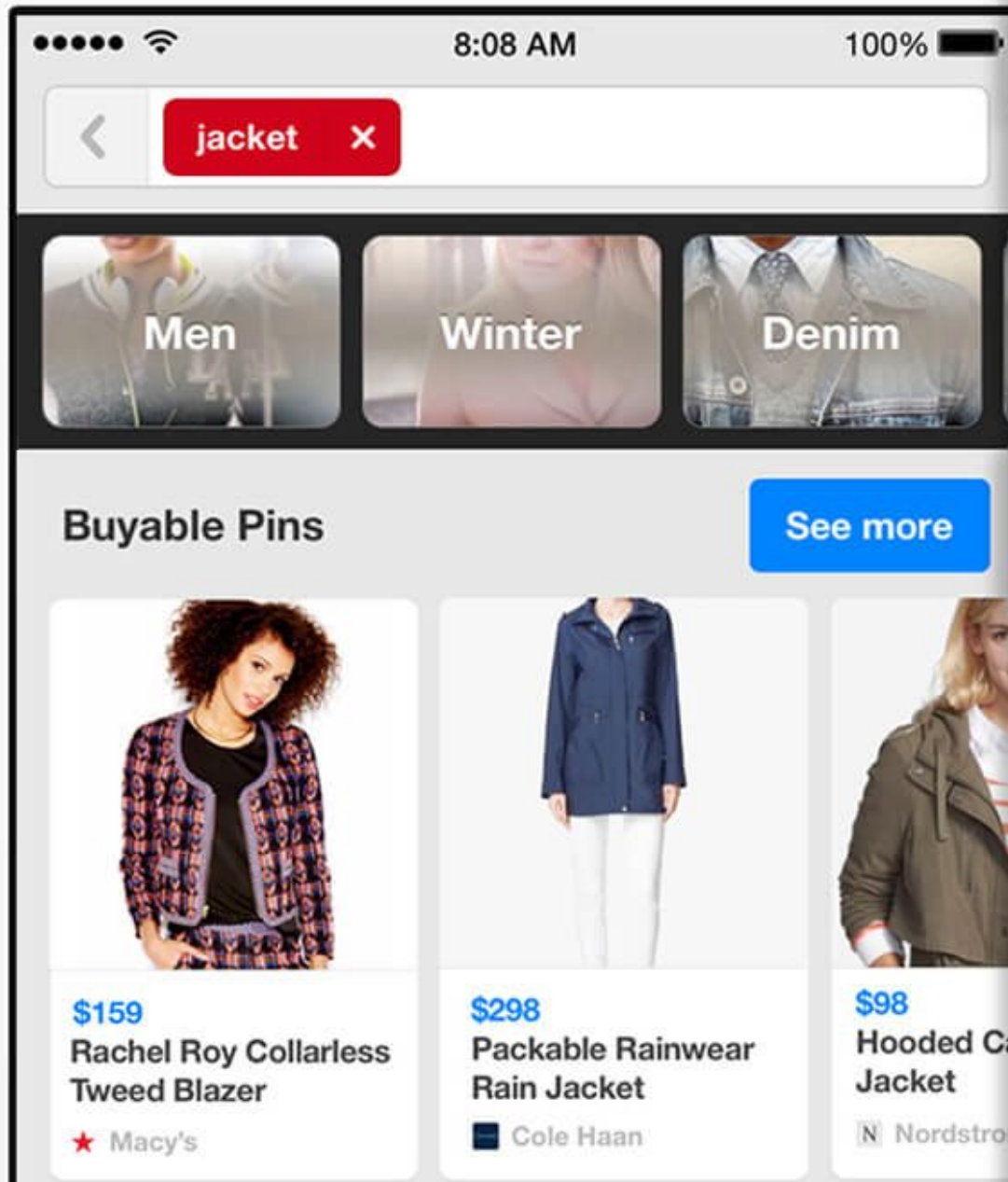
Joanna
New Zealand (NZ) - Aotes...

Amber
and dumb dumb dumb...

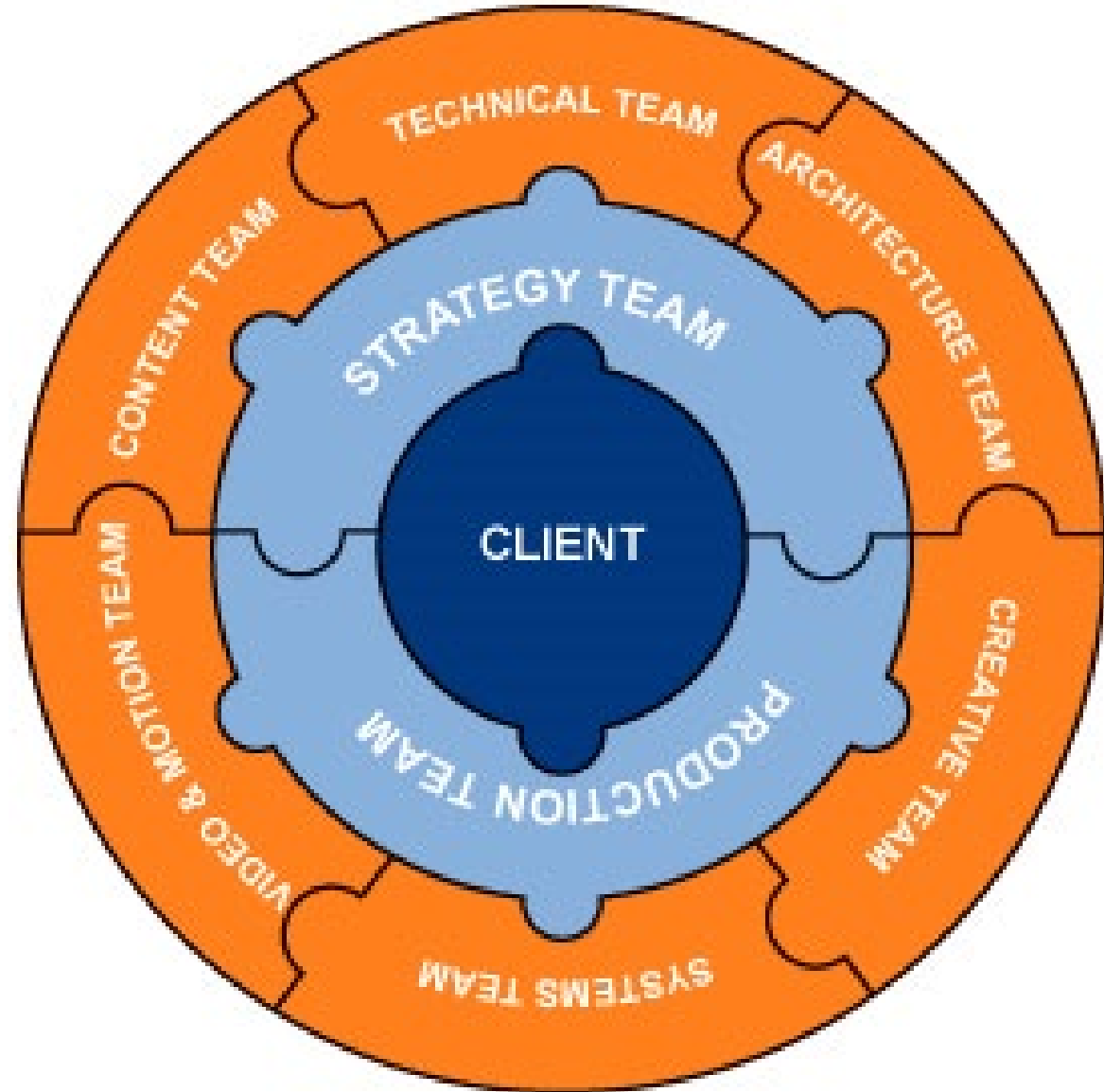
Add a comment...



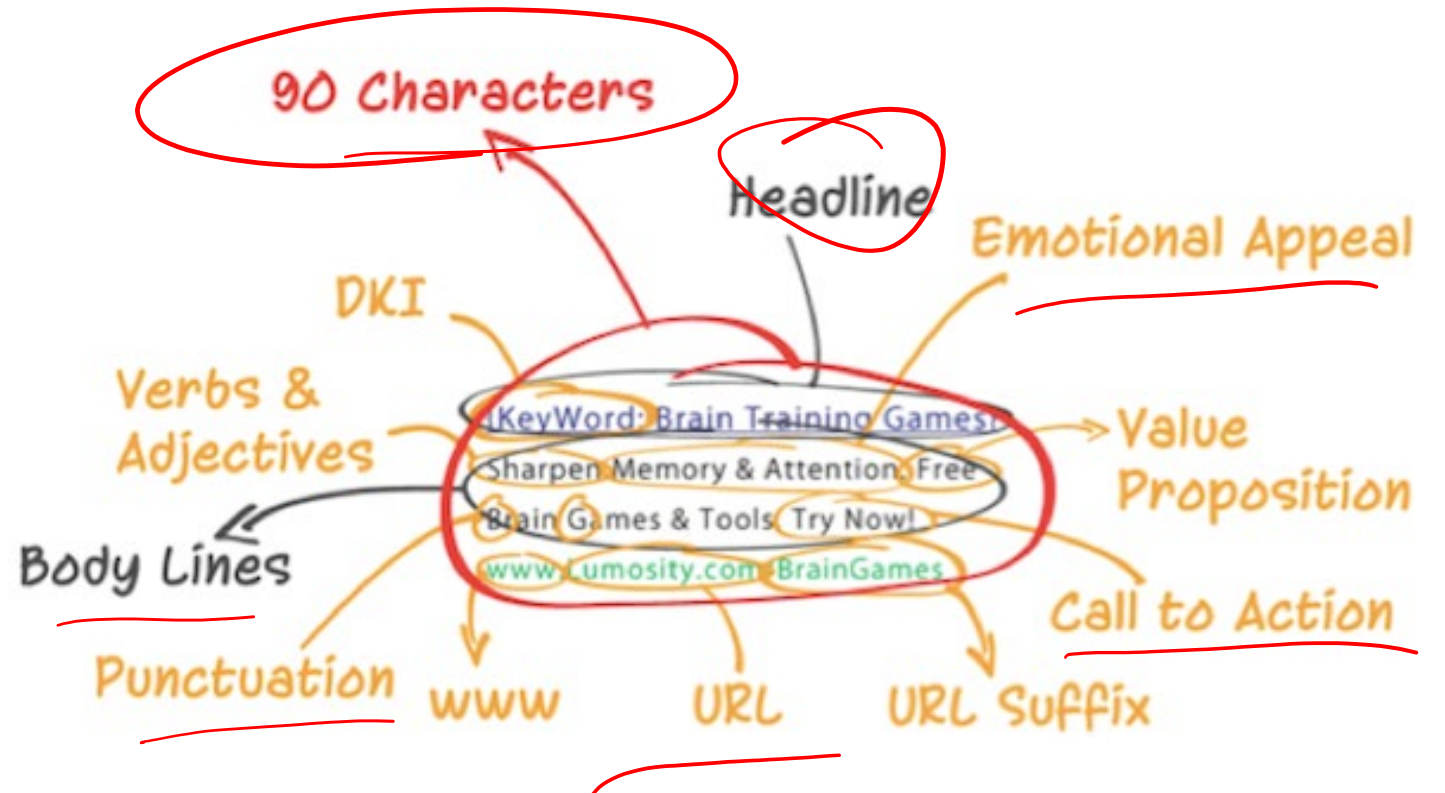
Washington University Saint
Louis



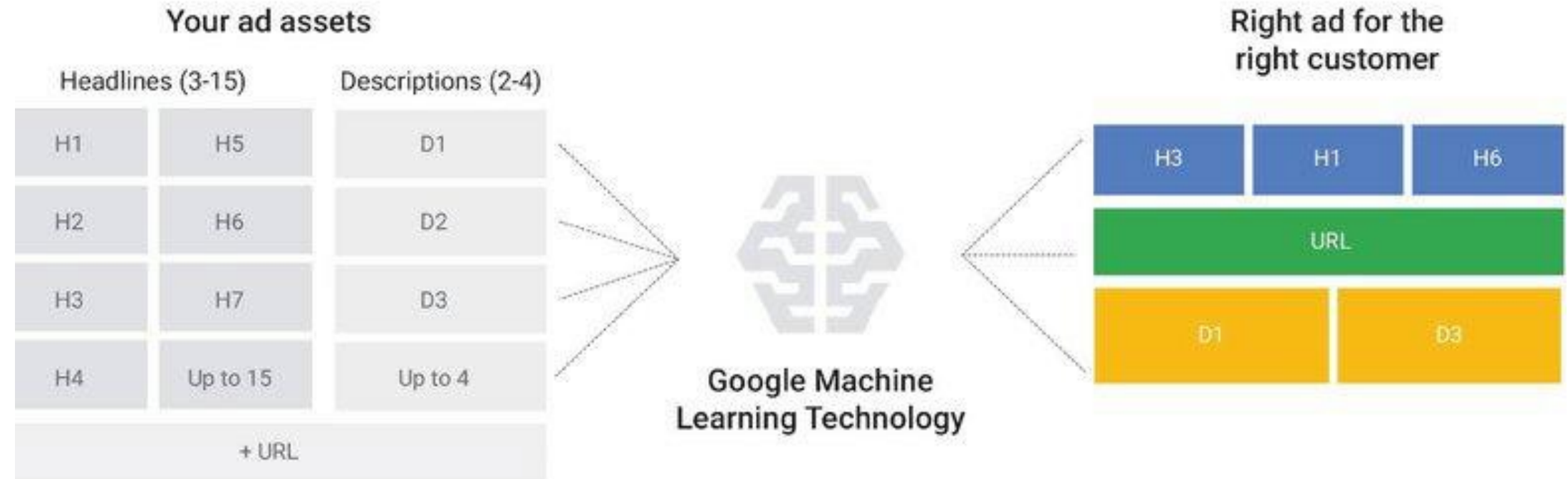
Implement— Team



Testing



Responsive Search Ads in Action



Responsive ads

Headlines ?

Always Show This Headline

	25 / 30
New headline	
	0 / 30
New headline	
	0 / 30
New headline	
	0 / 30
New headline	

ADD HEADLINE

Descriptions ?

New description	
	0 / 90
New description	

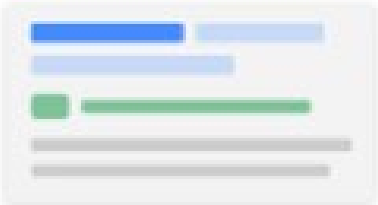
Pin to position
Control what can show in different positions

Show this headline in any unpinned position

RECOMMENDED



Show this headline only in position 1



Show this headline only in position 2



Show this headline only in position 3



Testing

Blue Widgets - Widget Brand
Great Deals on Blue Widgets by Widget Brand
~~£20 + Free P&P~~
widgetco.com/widgets/blue-widgets/

OR

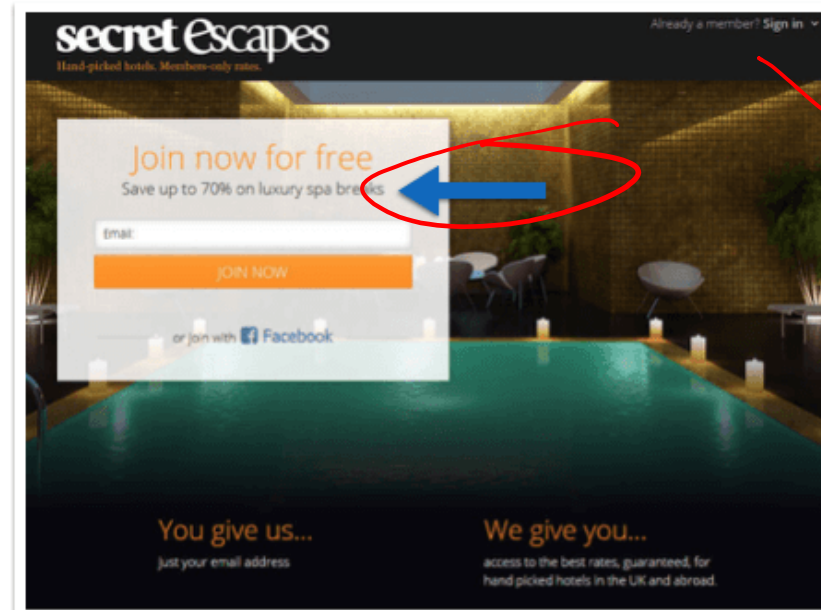
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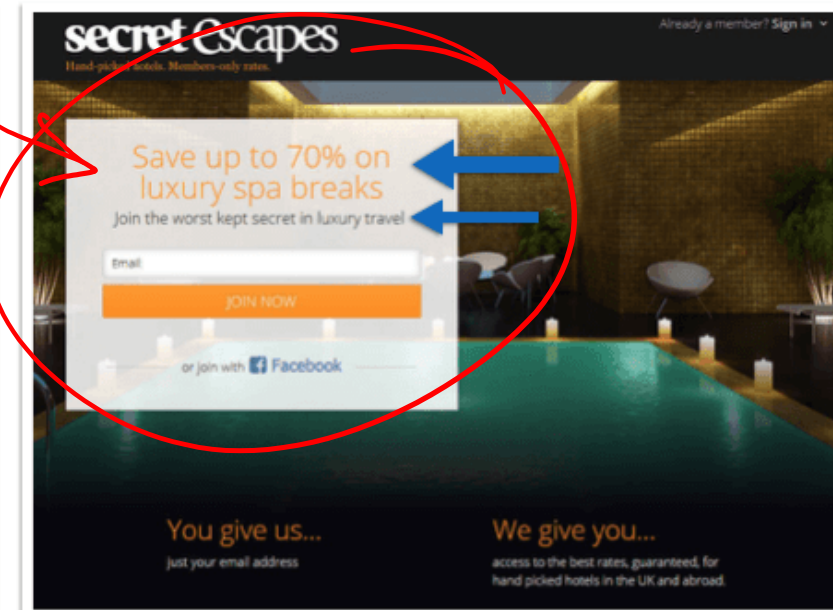
Testing



Control ←
Generic landing page



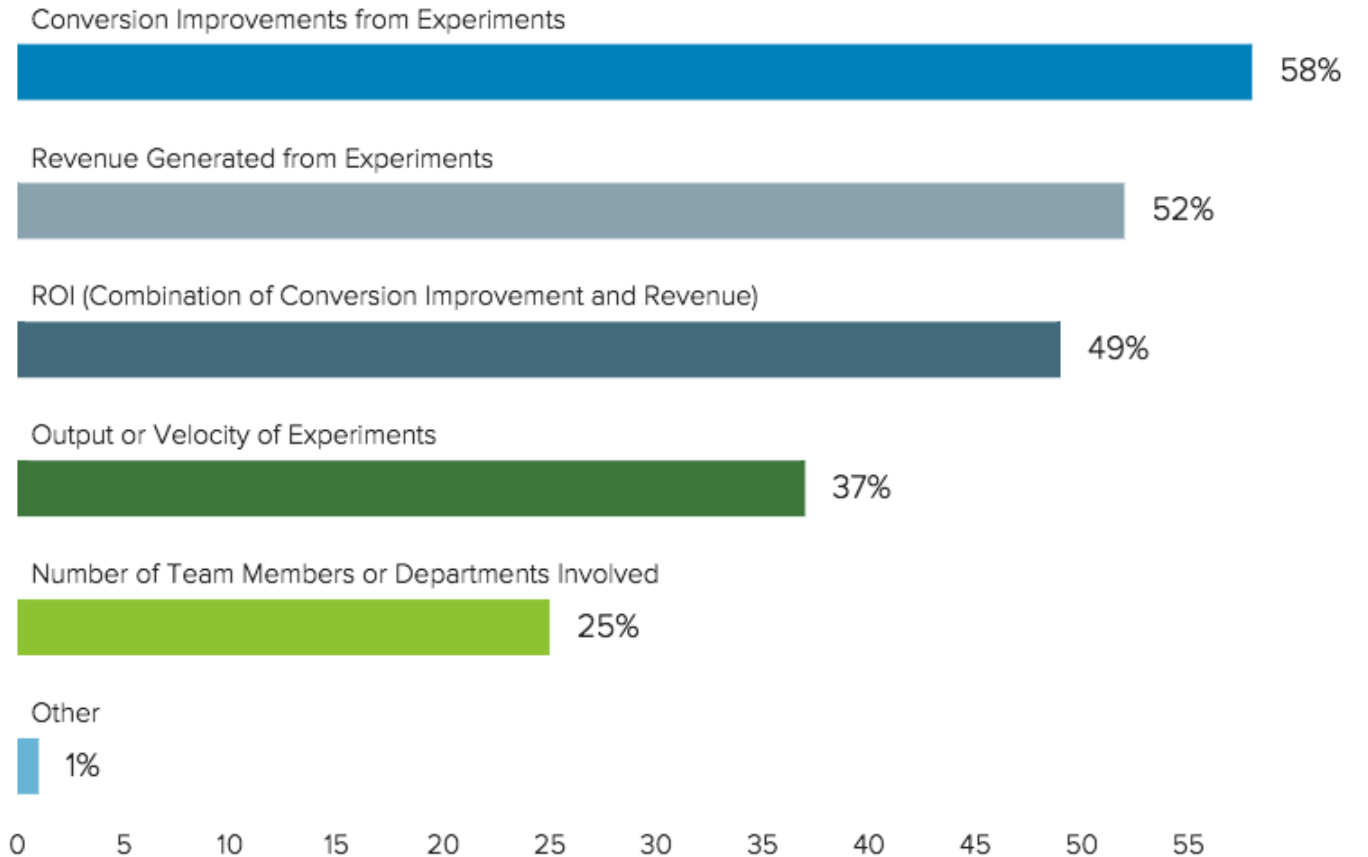
→ **Variation 1 - 26% increase in sign-ups**
Symmetrical sub-head & image



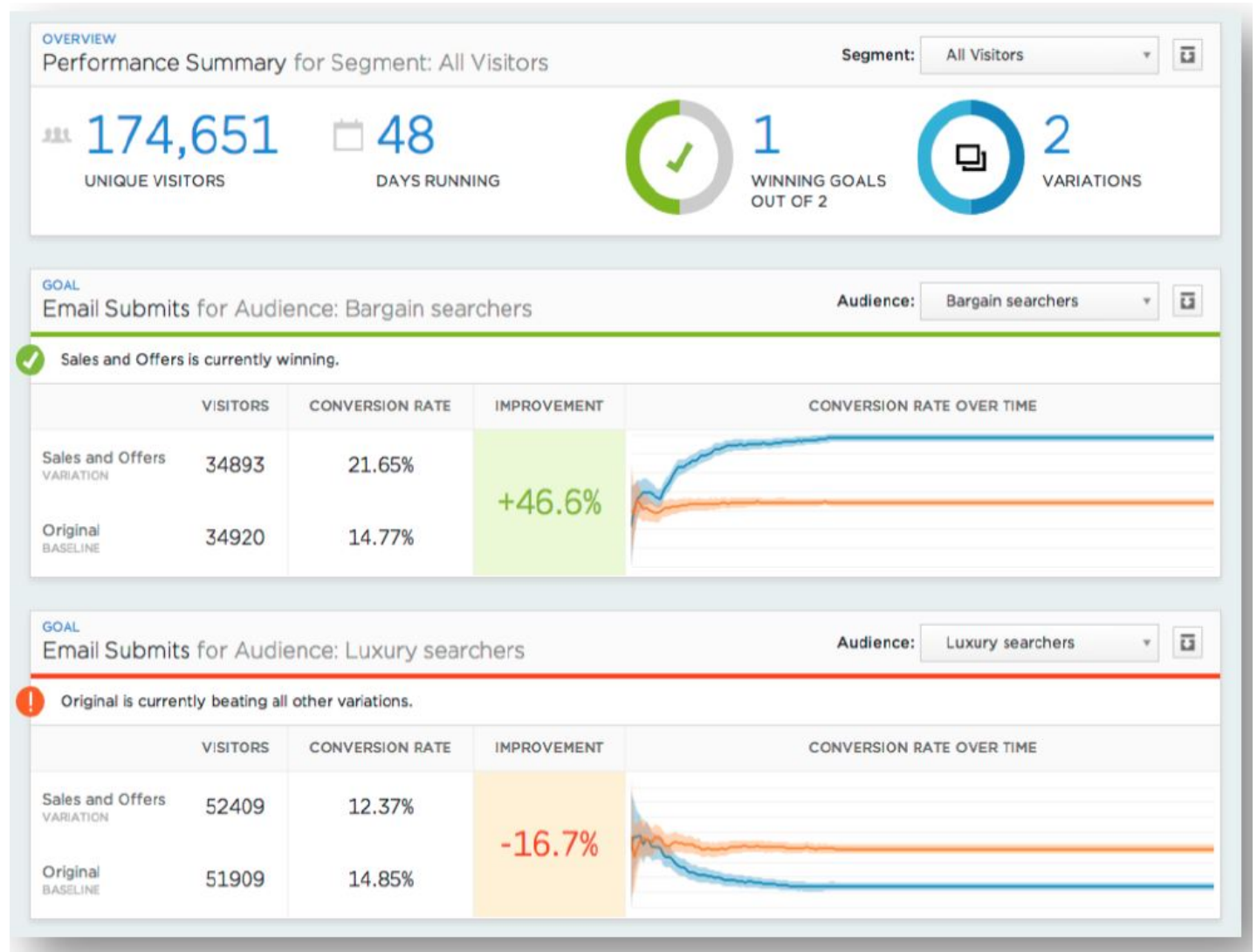
→ **Variation 2 - 32% increase in sign-ups**
Symmetrical headline & image, updated sub-head

Surveys & Polls

How do you measure the success of your optimization program?



Testing Tools



Summary of goal: Form Submission - [Link Page](#)



CONVERSION RATE	IMPROVEMENT	CONFIDENCE
0.23% ± 0.20%	-	-
0.67% ± 0.30%	+189.00%	99.11%



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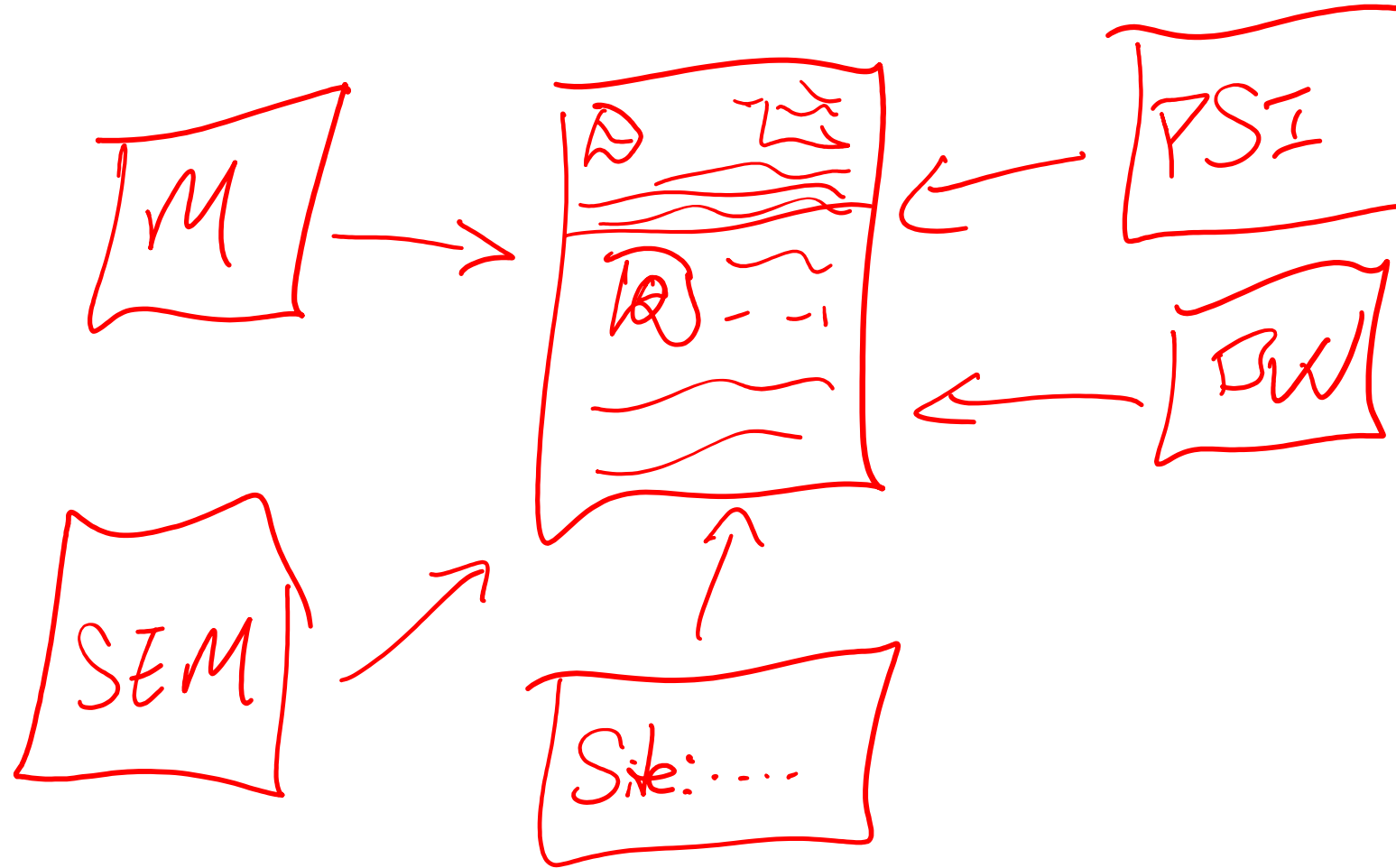
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