

The ABER Group

Smarter | Internet | Marketing

TIAPEI

Three Simple Ways To Build Your Business With The Internet
November 27th, 2009

Top 3 Do-It-Yourself Marketing Tactics

1. Google pay per click search engine marketing
2. Google contextually targeted ads
3. Facebook ads
 - Pay only when someone clicks on your ad
 - Google has a \$15 one time set-up fee
 - Facebook has minimum daily budget of \$1.00 USD

Getting Started

Think Like A Direct Marketer . . .

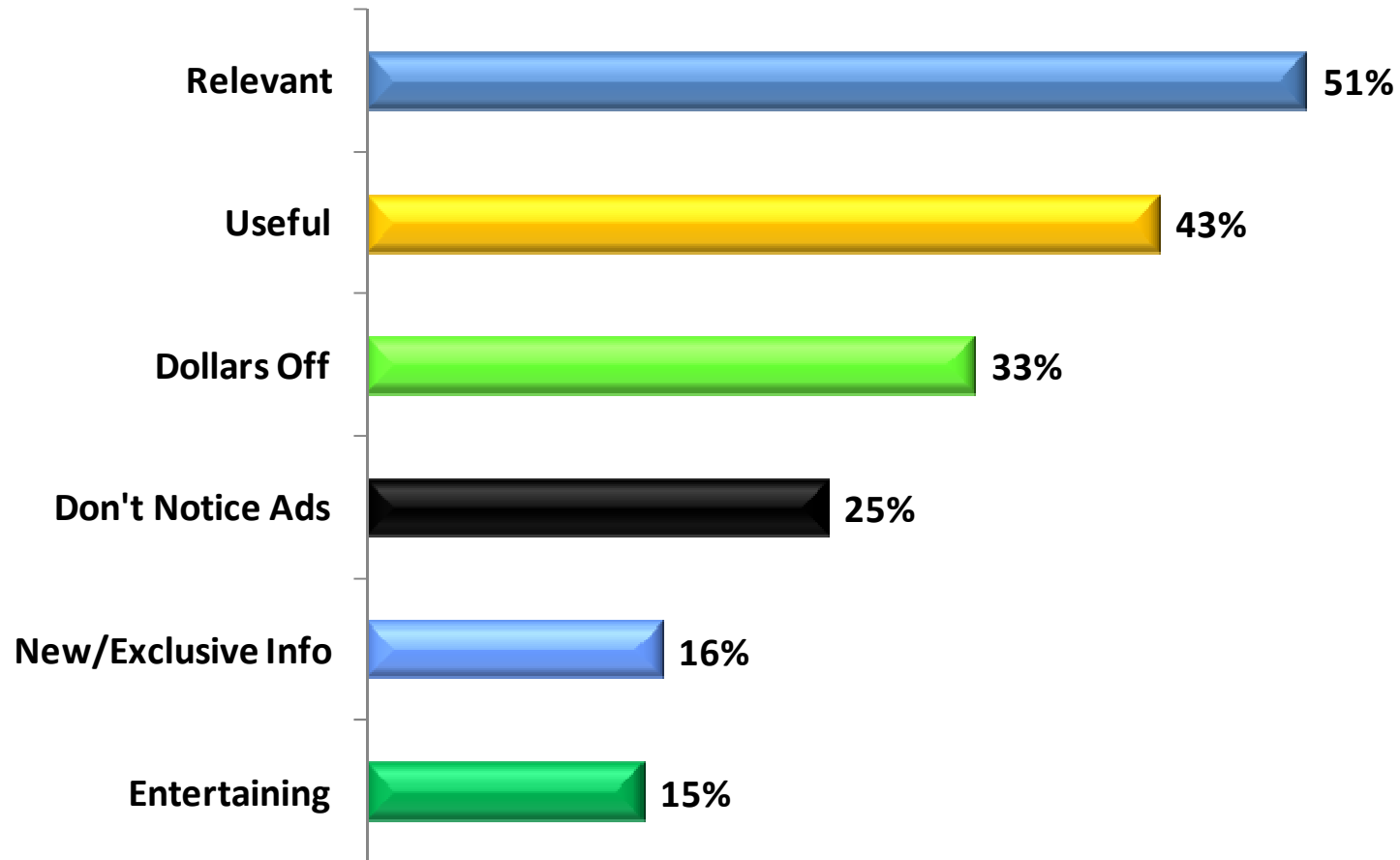
- 1) Run small tests
- 2) Track results
- 3) Tweak campaigns
- 4) Rollout the winners



Understand Your Financial Metrics

- Know the value of transactions
 - Website visit, e-newsletter subscription, brochure download, sale
- Think about how Internet campaigns can lower costs
 - Printing, mailing & 800# savings
- Work backwards to see how much to pay for media

Reasons People Notice Online Ads



Source: Internet Advertising Bureau UK (IAB UK) and Lightspeed Research, "Attention Grabbing Online Advertising," provided to eMarketer, March 19, 2009

Internet Offers Finesse Targeting

- Be very specific about who you want to reach including lifestyle, demographic, & psychographic traits
- Website content delivers visitor interests
- Target age, gender & interests via registration data
- Ad serving software can deliver tight, anonymous targeting and pinpoint placement (area code, connection speed, browser, operating system, time of day)
- Targeting criteria are combinable

Paid Search

The screenshot shows a Google search interface. The search bar contains the text "things to do charlottetown" and is highlighted with an orange border. To the right of the search bar is a "Search" button and a link to "Advanced Search". Below the search bar, the results are displayed. The first result is "Tourism Charlottetown – Things to Do in Charlottetown, PEI ..." with a description and a URL. The second result is "Tourism Charlottetown | Charlottetown, PEI Hotels, Festivals ..." with a description and a URL. The third result is "Things to Do in Charlottetown - Charlottetown Attractions ..." with a description and a URL. On the right side of the search results, there is a "Sponsored Links" section. The first sponsored link is "Musicals in Charlottetown" with a description and a URL, and it is highlighted with an orange border.

Google things to do charlottetown Search Advanced Search

Web [Show options...](#) Results 1 - 10 of about 69,900 for things to do charlottetown. (0.30 seconds)

Tourism Charlottetown – Things to Do in Charlottetown, PEI ...
Walk & Sea Charlottetown, Tourism Charlottetown guide to things to do in Charlottetown, Prince Edward Island, including shopping, dining, walking tours, ...
www.walkandseacharlottetown.com/what-to-see-and-do/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

Tourism Charlottetown | Charlottetown, PEI Hotels, Festivals ...
Walk & Sea Charlottetown, Tourism Charlottetown travel guide to Charlottetown, ... A world of things to discover. Make a little history of your own ...
[What to See & Do](#) - [Contact Us](#) - [Festival & Event](#) - [Cruise Ships](#)
www.walkandseacharlottetown.com/ - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

Things to Do in Charlottetown - Charlottetown Attractions ...
Attractions in Charlottetown, Prince Edward Island: See TripAdvisor's 25 traveler reviews and photos of 11 things to do when in Charlottetown.
www.tripadvisor.com/Attractions-g155023-Activities-Charlottetown_Prince_Edward_Island.html - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

Sponsored Links

Musicals in Charlottetown
Disco Cirque At Charlottetown Fest
On Now Til Sept 25. Buy Tix Online
ConfederationCentre.com/DiscoCirque

PAID SEARCH

Purchased in a live auction based on cost per clickthrough

Stratford Tourism Alliance

The image is a screenshot of a Google search page. At the top left is the Google logo. The search bar contains the text "couples getaway" and is highlighted with an orange oval. To the right of the search bar is a "Search" button and links for "Advanced Search" and "Preferences". Below the search bar, it says "Search: the web pages from Canada". The search results are displayed under the heading "Web". On the right side of the results, it says "Results 1 - 10 of about 314,000 for couples getaway. (0.14 seconds)". The first result is a sponsored link for "Unique Stratford Weekends" from SensuousStratford.com, with the description "Enjoy Theatre, Music, Dining Less Than 2 Hours From Toronto". This result is also highlighted with an orange oval. Below it are three organic search results, each with a title, a brief description, and a URL with additional information like "Cached" and "Similar pages". On the right side of the page, there are three more sponsored links: "Luxury Couples Getaways" from LuxuryLink.com, "Honeymoon in Maui" from WaldorfAstoriaCollection.com, and "Couples Need a Break" from Expedia.ca.

Google Search [Advanced Search](#) [Preferences](#)
Search: the web pages from Canada

Web Results 1 - 10 of about 314,000 for [couples getaway](#). (0.14 seconds)

[Unique Stratford Weekends](#) Sponsored Link
[SensuousStratford.com](#) Enjoy Theatre, Music, Dining Less Than 2 Hours From Toronto

[Romantic Ontario Getaway Spring Summer 2009 Ontario Getaways Inns ...](#)
Pine Vista Resort Re-connect and rekindle your romance with this amazing **Couple's Getaway**. **Couples** will enjoy... 2 nights accommodation in a one bedroom ...
[www.400eleven.com/getaways-romantic.html](#) - 153k - [Cached](#) - [Similar pages](#) -

[Niagara on the Lake Couples Getaway Packages- White Oaks Resort](#)
Escape with your loved one to luxury suite accommodations at White Oaks Resort and Spa. Daring night's package includes a delicious dinner, in-suite dessert ...
[www.whiteoaksresort.com/package4.asp](#) - 12k - [Cached](#) - [Similar pages](#) -

[Couple getaways romantic vacation package](#)
Romantic vacation **getaway** package for **couples** - spend a memorable day flying fishing and exploring, then return for fine dining massages and our waterfall ...
[www.nimmobay.com/adventures/couples-heli-getaways](#) - 23k - [Cached](#) - [Similar pages](#) -

[Luxury Couples Getaways](#) Sponsored Links
Luxury Travel Auction. Up To 65% Off 5-Star Resorts. Bid Or Buy Now!
[www.LuxuryLink.com/Honeymoon](#)

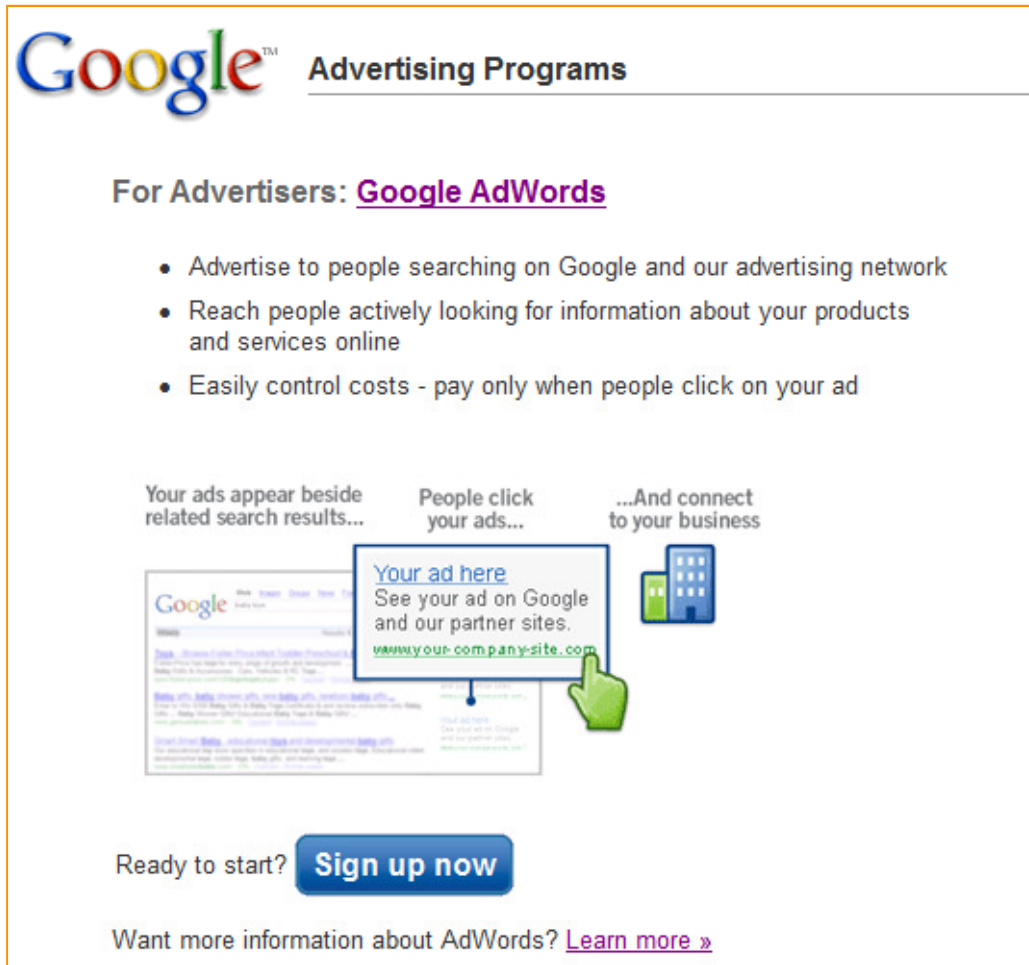
[Honeymoon in Maui](#)
Book A Luxurious Romantic **Getaway** at The Grand Wailea Resort & Spa.
[www.WaldorfAstoriaCollection.com](#)

[Couples Need a Break](#)
Majority of Cdn **couples** did not vacation together last year. Why?
[Expedia.ca](#)

Pay Per Click Search Engine Marketing

- Sponsored links are triggered by the searcher's keywords
 - Branded: Rodd Hotels, Confederation Centre, Fox Meadow Golf, Anne of Green Gables
 - Generic: PEI Hotels, PEI B&B, PEI Tours, Prince Edward Island
- Bought on a cost-per-clickthrough basis in an "auction"
- English & French and dozens of other languages
- Free & easy tracking through to conversion

Getting Started In Google Is Easy



The screenshot shows the Google Advertising Programs page. At the top left is the Google logo, followed by the text "Advertising Programs". Below this, it says "For Advertisers: [Google AdWords](#)". A bulleted list describes the benefits: advertising to people searching on Google, reaching people actively looking for information, and easily controlling costs. A diagram illustrates the process: "Your ads appear beside related search results..." (with a search results page), "People click your ads..." (with a hand clicking an ad), and "...And connect to your business" (with a smartphone icon). Below the diagram is a "Sign up now" button and a link to "Learn more »".

Google™ Advertising Programs

For Advertisers: [Google AdWords](#)

- Advertise to people searching on Google and our advertising network
- Reach people actively looking for information about your products and services online
- Easily control costs - pay only when people click on your ad

Your ads appear beside related search results... People click your ads... ...And connect to your business

Your ad here
See your ad on Google and our partner sites.
[www.your-company-site.com](#)

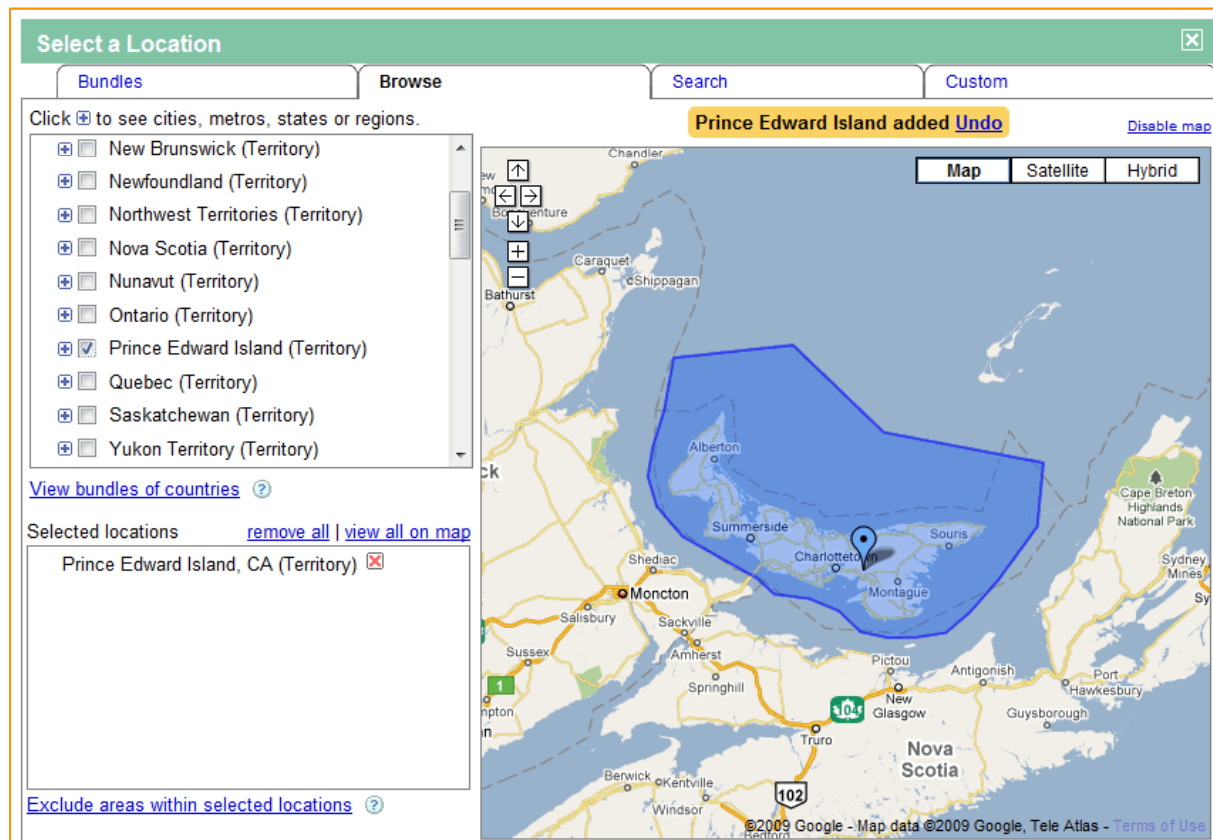
Ready to start? [Sign up now](#)

Want more information about AdWords? [Learn more »](#)

<http://www.google.com/intl/en/ads/>

Building A Google Search Campaign

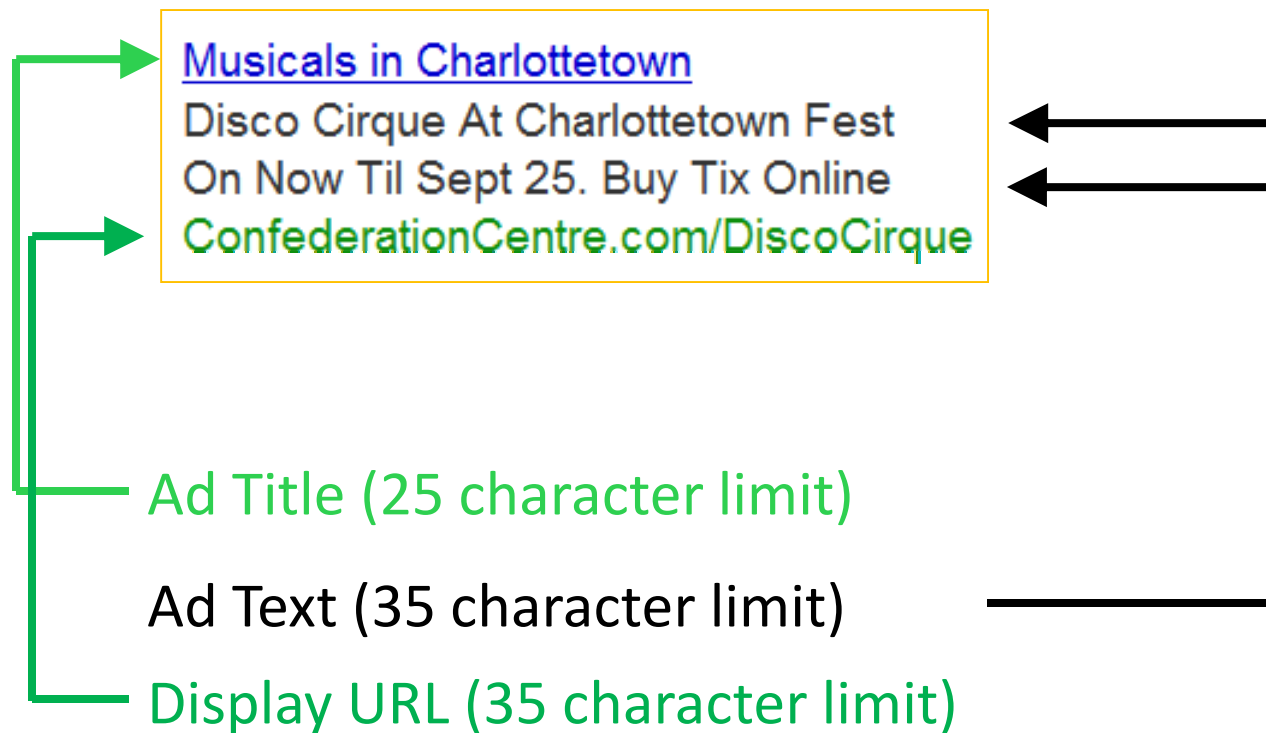
1. Follow the prompts, enter a credit card number, set your daily budget & geo-targeting criteria



Building A Google Search Campaign

1. Follow the prompts, enter a credit card number, set your daily budget & geo-targeting criteria
2. Select obvious search terms that you believe your customers would use to find businesses like yours
3. Add your own company name to the list too (and misspellings)
4. Use the keyword generator tool to suggest additional terms
5. Generate the free conversion tracking code and install on your site

Build Three Variations of Text Ads



Always include a call-to-action like buy now, learn more

Make Ads Relevant To Search Terms

- Determines minimum CPC bid for Google search
 - Keyword's clickthrough rate
 - Relevance of your ad text to the keyword search and landing page
 - How long it takes for your landing page to load
- Google Quality Score is basis for measuring relevance

#2 – Google Contextual Targeting

Option To Add Contextual Targeting

- “Ads By Google” on web pages
- Google text, banner & click-to-play video ads show up on websites when the keywords in your search campaign appear on the webpage too
- Purchased on a cost per clickthrough basis too, often at a lower cost than search
- Google’s Content Network is huge reaching over 95% of Canadians online

Add Contextual Targeting With 1 Click

Networks, devices and extensions

Networks ?

All available sites (Recommended for new advertisers)

Let me choose...

Search Google Search
 Search partners (requires Google search)

Content Content network
 Relevant pages across the entire network
 Relevant pages on the placements that I manage only

Your Ad Can Show Up On NYTimes.com

The New York Times
Travel




WORLD
U.S.
N.Y. / REGION
BUSINESS
TECHNOLOGY
SCIENCE
HEALTH
SPORTS
OPINION
ARTS
STYLE
TRAVEL
JOBS
REAL ESTATE
AUTOS

Search 1,000+ destinations

Plan Your Trip Times Picks

The Frugal Traveler's Holiday Gift Guide

By MATT GROSS

Clockwise from top left, a Gorillapod, the Embark Weekender, a Final Approach suitcase

Ads by Google what's this?

Paris Home Shares
We specialize in affordable yet elegant Paris fractional ownerships
www.parishomeshares.net

Canada's Cruise Experts
Top deals from all major cruise lines. Compare, read reviews
www.Tripharbour.ca

All-Inclusive NYC Tours
Includes 4* Hotel, guided tour Starting from \$439 - Depart Toronto
www.ComfortTravel.ca/Toronto

Book Your Trip

FLIGHT
 HOTEL
 CRUISE
 PACKAGES
 CAR

Leaving from:

Departing:


Going to:

Returning:

Adults:

Featured Destination Guides

Chicago »



Video: Frugal Chicago »

Matt Gross, the Frugal Traveler, cuts down on costs, not culture, on a weekend in the Windy City.


Hotels »

- Hotel Sax
- Trump Tower
- J. Ira and Nicki Harris Family Hostel

[View All Hotels »](#)

READERS' SUGGESTIONS
"My favorite is Dana Hotel and Spa – very modern and boutique-style with attention to small details."

Restaurants »



- Mado
- Valois Cafeteria
- Medici on 57th

[View All Restaurants »](#)

READERS' SUGGESTIONS
"Eleven City Diner for pastrami sandwiches and a creamy cheesecake that isn't sickeningly sweet."

Contextual Banner & Video Ads

Monday, February 02, 2009 | Today's Toronto Star | Login PHOTOS VIDEO COLUMNISTS BLOGS PODCASTS RSS MOBILE NEWSLETTERS ALERTS


thestar.com

thestar.com Web find a Business
Advanced Search | Full Text Article Archive

AUTOS
CAREERS
CLASSIFIEDS
DEATH NOTICES
REAL ESTATE

HOME NEWS OPINION BUSINESS SPORTS ENTERTAINMENT LIVING TRAVEL WHEELS HEALTHZONE YOURHOME PARENTCENTRAL

Movies | CD reviews | Books | Television | **Theatre** | What's On | Game Reviews | DVD Reviews



HANDOUT PHOTO

The search for a perfect new Toto

RAJU MUDHAR
Feb. 02, 2009

A local production of The Wizard of Oz is going to the dogs.

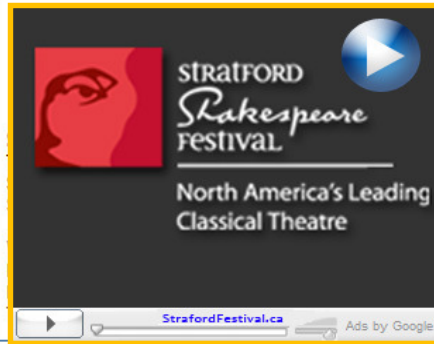
Theatre Columnists

- More columns and reviews by **Richard Ouzounian**

ALL COLUMNS & BLOGS

> Advertisement <

Ads by Google



StratfordFestival.ca Ads by Google

#3 – Facebook Advertising

Low Cost & Targeted Ads On Facebook



The image shows a screenshot of a Facebook profile page for Anders Nygaard. The page layout includes a navigation bar at the top with 'Home', 'Profile', 'Friends', and 'Inbox'. The profile header shows the name 'Anders Nygaard' and a status update: 'is listening to BasoDrive and thinking of the 90s London, Drum'n'Bass people, Drum'n'Bass'. Below the header are tabs for 'Wall', 'Info', 'Photos', 'YouTube', 'Video', and 'Boxes'. A text box for posting a status update is visible, with the placeholder text 'What's on your mind?'. To the right of the main content area, there is a 'Create an Advert' section. An advertisement titled 'Enjoy Autumn In Stratford' is highlighted with an orange border. The ad features a photograph of a large, historic building with a tower and is accompanied by the text: 'Visit Stratford's Heritage Festival October 17-18. Great heritage walks, workshops, shows & fine dining. Weekend packages on sale now!'. The main content area of the profile shows several posts, including one from Kenneth Tong and another from Lai Chun, both indicating they liked the profile's content.

Used By Mainstream Organizations

Order Your Free PEI Guide



Enjoy beautiful beaches and gourmet seafood on gentle Prince Edward Island. Order your free PEI Island Guide now.

Come Visit Anne



Relive the adventures of Anne of Green Gables and discover your very own road to Avonlea. Get your free PEI Island Guide now.

[Like](#)

Get out and see PEI



Whether you run, walk, canoe, kayak, swim or bike, it's impossible to miss the spectacular scenery of PEI. Get your Island Guide now.

[Like](#)


Small island. Big taste.



On PEI, fresh is the operative word. Enjoy the gourmet gems of both land and sea on a tasty culinary tour. Get your Island Guide now.

[Like](#)


Coast to coast greens



Rolling green landscapes, affordable green fees and over 26 spectacular courses. Get your guide to Canada's #1 golf destination.


[Like](#)

Summer Fun in Toronto




Stay at the Delta Chelsea Hotel. Family fun zone, 4-storey waterslide and new Chelsea Beach on Centre Island. Great summer rates.

Canadian Business Owners




We'll cut to the chase: we want you to get one. The new American Express Business Gold Rewards Card. Apply now or call 1-866-763-4558.

Order Your Tickets Now



The fantasy of disco, the daring of circus. Don't miss Charlottetown Festival's newest musical, on stage until September 25th.

Delta Chelsea Hotel



Toronto's top family hotel. Great downtown location. 4-story waterslide and new Chelsea Beach! Great summer rates. Book now.

Enjoy Autumn In Stratford



Visit Stratford's Heritage Festival October 17-18. Great heritage walks, workshops, shows & fine dining. Weekend packages on sale now!

Getting Started With Facebook

The screenshot shows the Facebook Advertising interface. At the top, there's a navigation bar with 'Advertising', 'Pages', 'Share', and 'Connect'. Below this, the main heading is 'Facebook Advertising' with a subtext 'Reach your exact audience and connect real customers to your business.' and a 'Create an Ad' button. There are also links for 'Keep me logged in', 'Forgot your password?', and a login field. Below the heading, there are tabs for 'Overview', 'Prepare', 'Step By Step', and 'Case Studies'. The 'Overview' tab is active, showing a '2. Targeting' section with options for 'Location' (United States, Everywhere, By State/Province, By City) and 'Age' (18, Any). To the right, there's a preview of an ad for 'Free ice cream' and a demographic chart showing 'Female' and 'Male' users across age groups: 13-17, 18-24, 25-34, 35-44, and 45+.

2. Targeting

Location:
 Everywhere
 By State/Province
 By City

Age: -

Connect with Real People

- Reach over 300,000,000 active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

Create Your Facebook Ad

- Quickly create image and text-based ads.
- Advertise your own web page or something on Facebook like a Page or an Event.
- Choose to pay per click (CPC) or impression (CPM) in your local


Optimize Your Ads

- Track your progress with real-time reporting.
- Gain insight about who's clicking on your ad.
- Make modifications to maximize your results.

<http://www.facebook.com/ads/manage/>

Facebook Has Step By Step Instructions

Create Your Profile Settings Logout Search

 **Advertise on Facebook**
Get started in three easy steps. Copy an existing ad

1. Design Your Ad


Destination URL. Example: <http://www.yourwebsite.com/>
http://

Title 25 characters left.

Body Text 135 characters left.

Image (optional)

Example Ad

This is a sample ad.
 Like
Chris Pan likes this.

Facebook Ads
Advertise your own web page or something on Facebook like a Page, Event, or Application.

Image
Image will be resized to fit in a 110x80px box.

Approval Process
Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:
[Suggested best practices](#)
[Common Reasons for rejection](#)

More Help
[Design Your Ad FAQ](#)

Facebook Step 2 – Choose Your Target

2. Targeting

Location:

Everywhere
 By State/Province
 By City

Age: -

Birthday: Target people on their birthdays

Sex: Male Female

Keywords:

Education: All
 College Grad
 In College
 In High School

Workplaces:

Relationship: Single In a Relationship Engaged Married

Interested In: Men Women

Languages:

Estimate: **85,440** people

- who live in **Canada**
- who live in **Prince Edward Island, Nova Scotia** or **New Brunswick**
- between the ages of **25** and **45** inclusive
- who are **female**
- who are **married**

Targeting
By default, Facebook targets all users 18 and older in the default location. You can change any targeting specifications you wish.

Location
Facebook Ads uses IP address and a user's profile information to determine a user's location.

Keywords
Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

More Help
[Ad Targeting FAQ](#)

Facebook Step 3 – Set Your Budget

3. Campaigns and Pricing

- Create a new campaign
- Choose an existing campaign

Campaign

Daily Budget 50.00 USD per day

Schedule Continuous

- Pay for Impressions (CPM)
- Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD)

Suggested Bid: 0.37 - 0.51 USD

Create

Campaigns

Ads in the same campaign share a daily budget and schedule.

Max Bid

You will never pay more than your max bid, but you may pay less. The higher your bid, the more likely it is your ad will get shown. All amounts are in USD (\$).

Suggested Bid

This is the approximate range of what other advertisers are bidding for your target demographic.

More Help

[CPC vs. CPM](#)

[Ad Campaigns and Pricing FAQ](#)

D-I-Y Online Advertising Works

- My top 3 do-it-yourself Internet advertising solutions are simple, cheap & effective
- Think like a direct marketer – test, tweak, track & rollout
- Include a clear call to action in your ads
- Offer real value
- Force yourself to find the time to try one or all three – they really do work

Thank You!

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