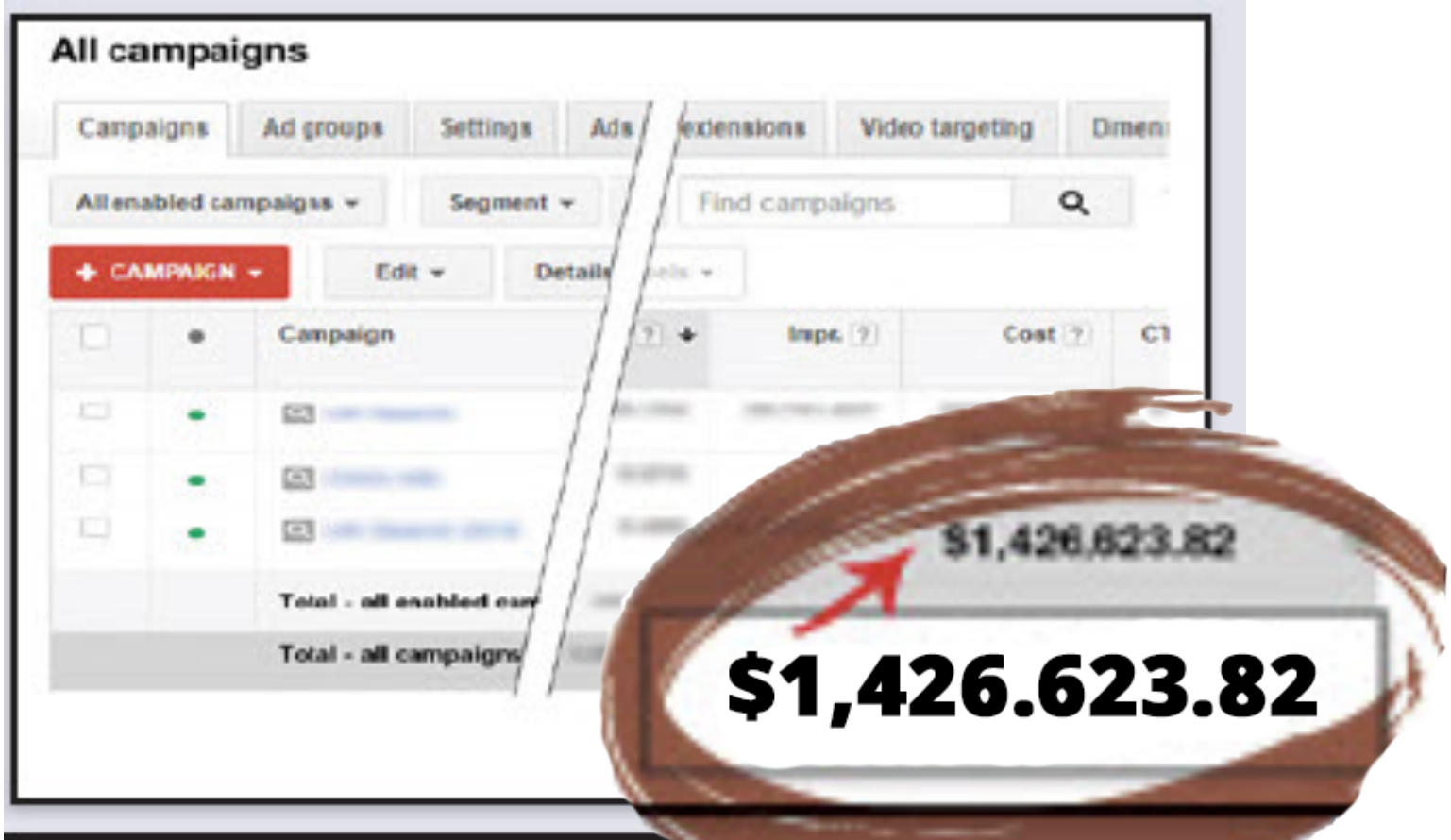
CHRIS CARDELL'S
MILLIONAIRE
MASTERMIND
2017

THE NEW GOOGLE ADWORDS GOLD RUSH

BE CAREFUL WHO YOU LISTEN TO



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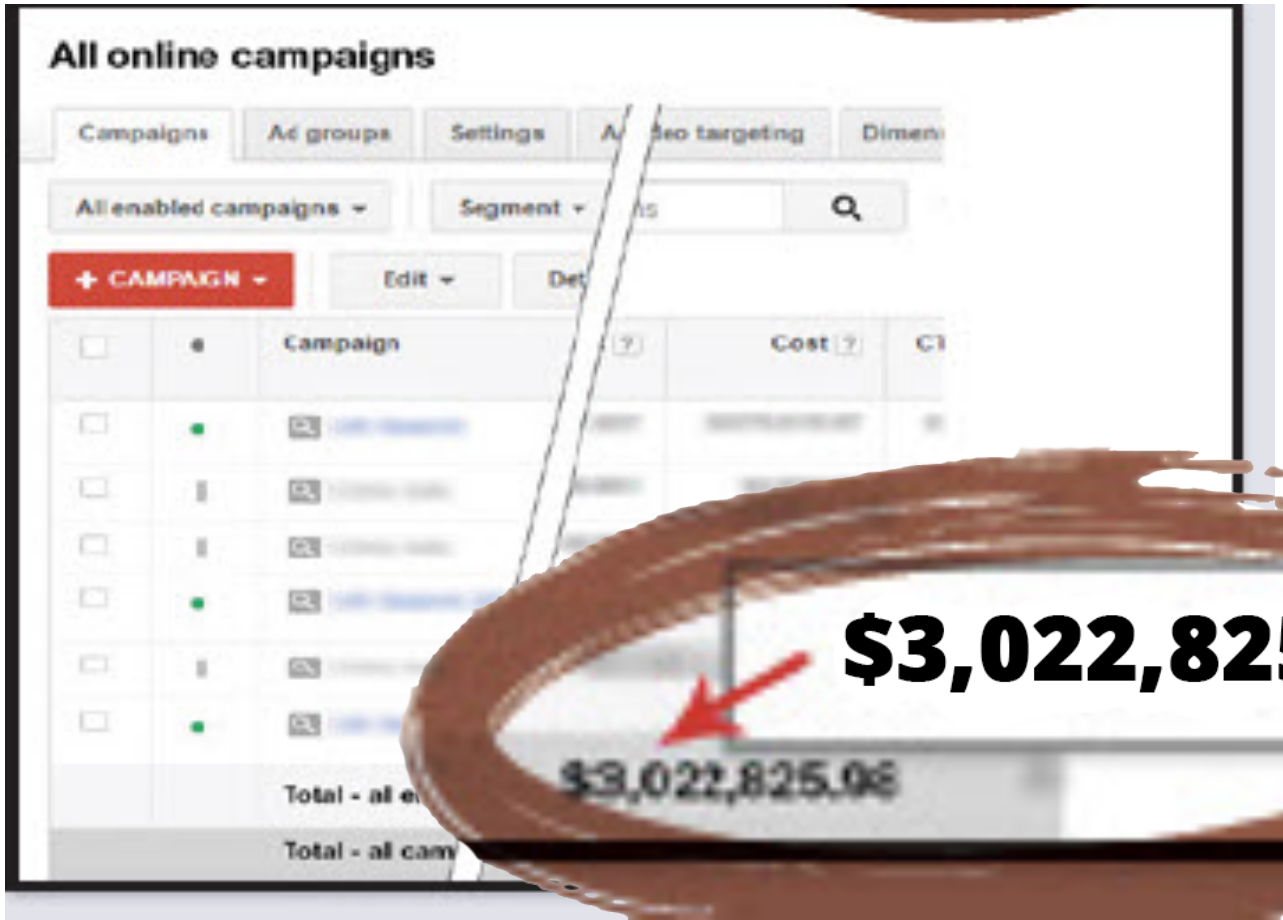
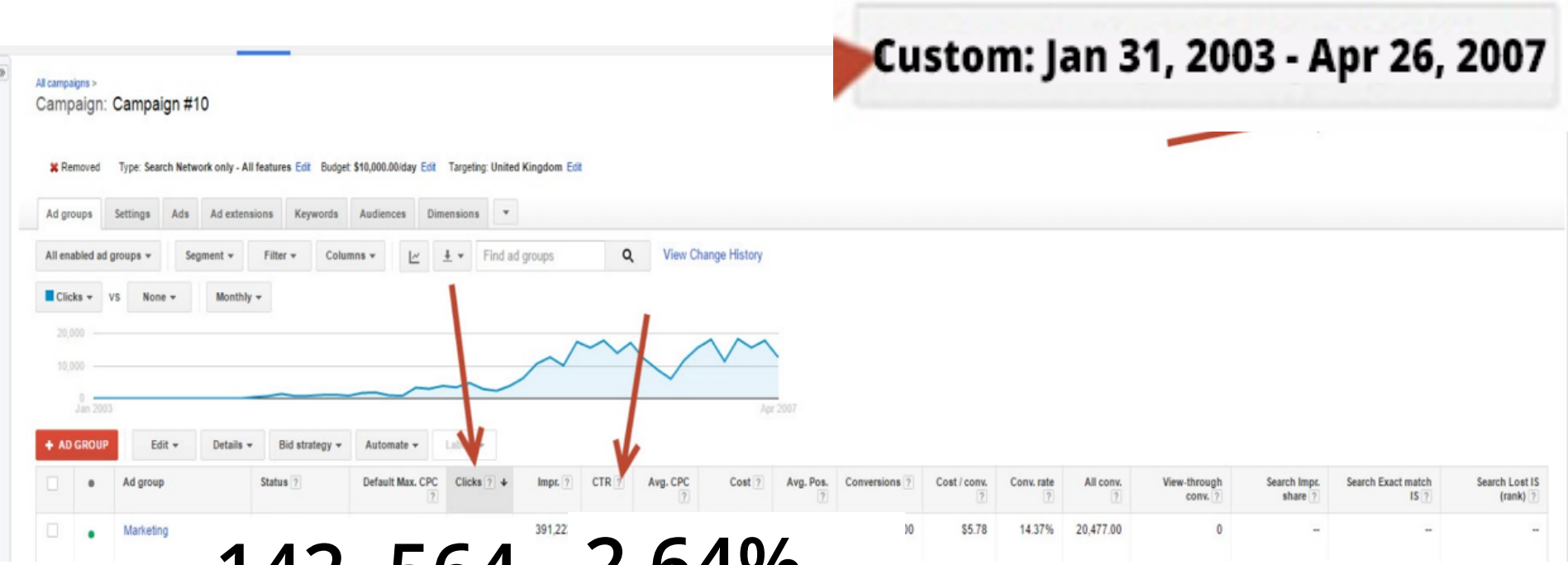


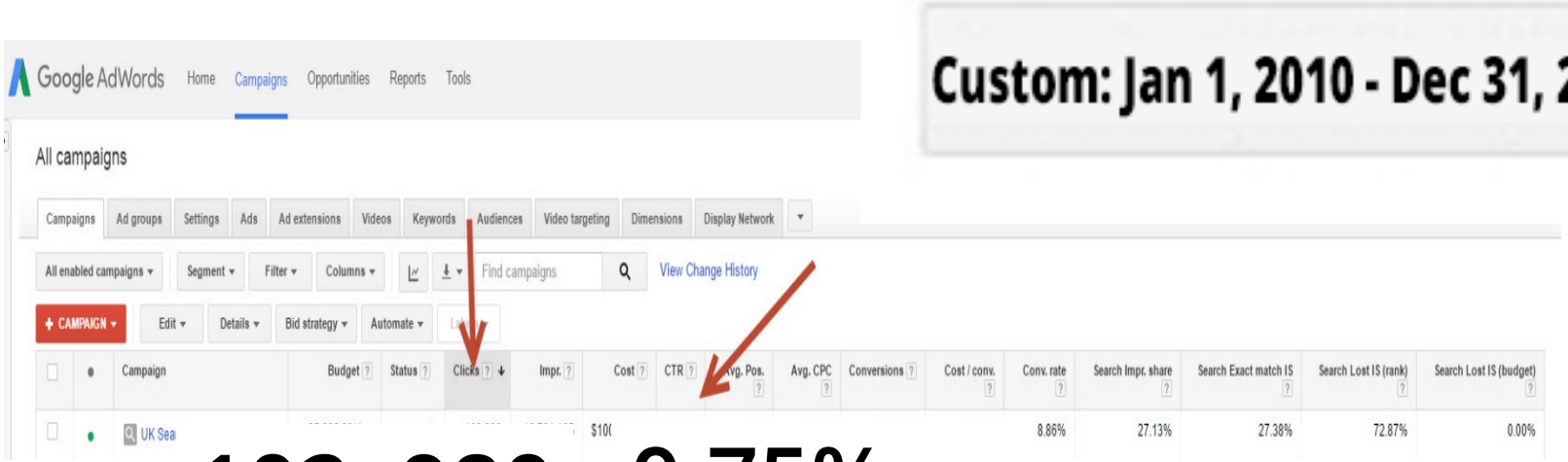
THE ‘RETURN’ OF GOOGLE ADWORDS

What’s New About Google in 2017

THE ‘RETURN’ OF GOOGLE ADWORDS – WHAT’S NEW ABOUT GOOGLE IN 2017

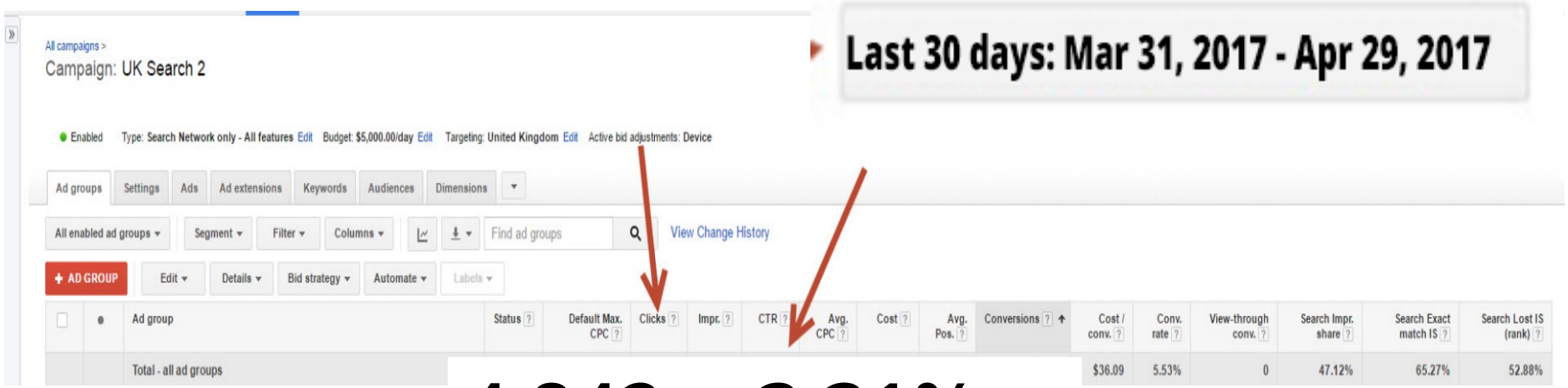


THE ‘RETURN’ OF GOOGLE ADWORDS – WHAT’S NEW ABOUT GOOGLE IN 2017



102, 980 0.75%

THE ‘RETURN’ OF GOOGLE ADWORDS – WHAT’S NEW ABOUT GOOGLE IN 2017



THE ‘RETURN’ OF GOOGLE ADWORDS – WHAT’S NEW ABOUT GOOGLE IN 2017

Why?

1) Top Positions – 70% of Advertisers wiped off the page
2) Better and Bigger Ads = More Clicks
3) **MOBILE**

THE ‘RETURN’ OF GOOGLE ADWORDS – WHAT’S NEW ABOUT GOOGLE IN 2017

Why?

What else is there?

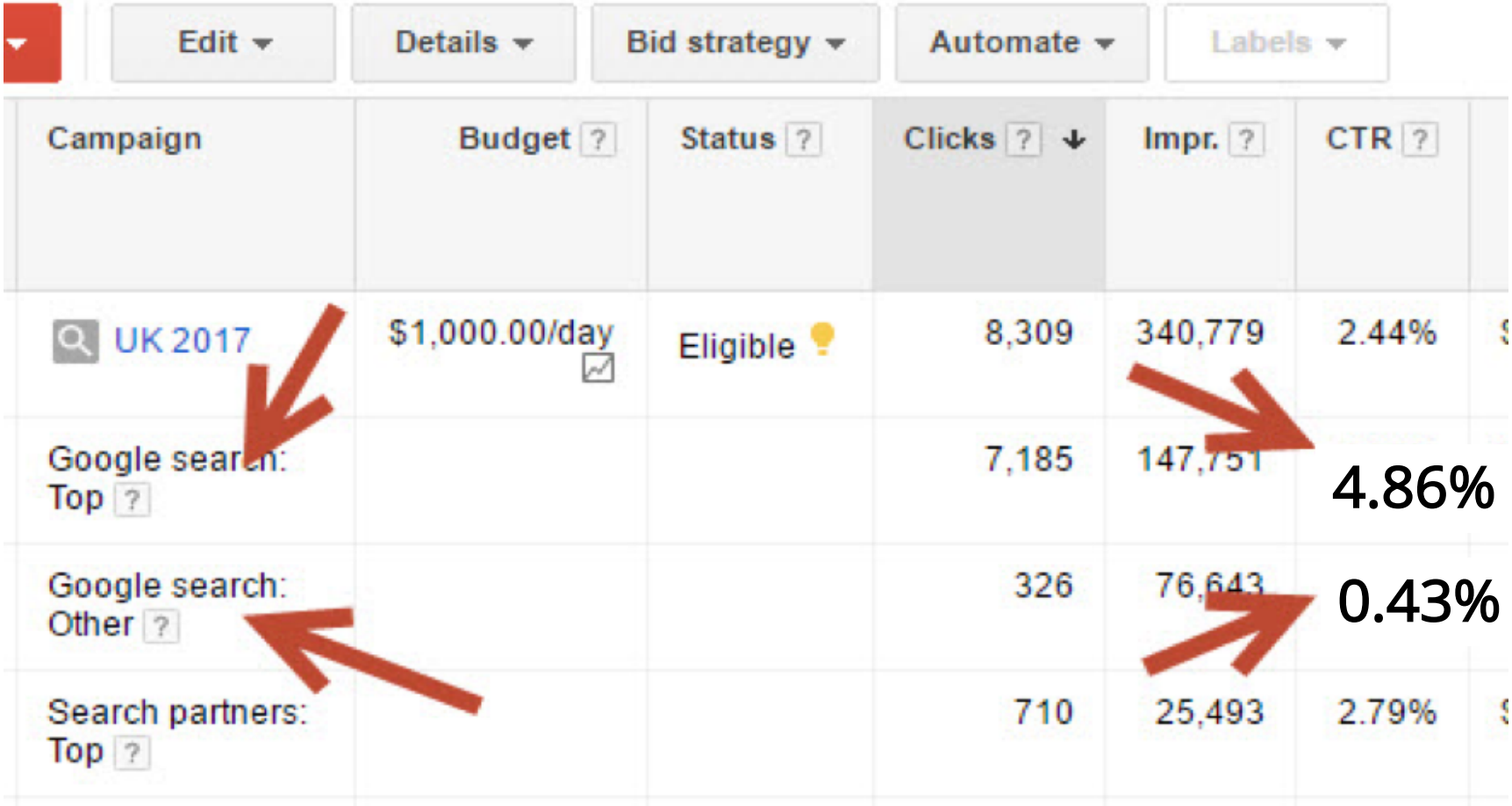
WHY ADWORDS IN 2017

- → Attraction Marketing
- → Pay for results
- → Predictable
- → Works for everyone
- → Rewarding the smart advertiser

THE BIG MISTAKES

- → ’Expensive’ and ‘It doesn’t work’
- → Bad Keywords policy
- → Lack of split testing
- → Treating mobile traffic the same
- → Not willing to Master AdWords

1) THE IMPORTANCE OF TOP POSITIONS



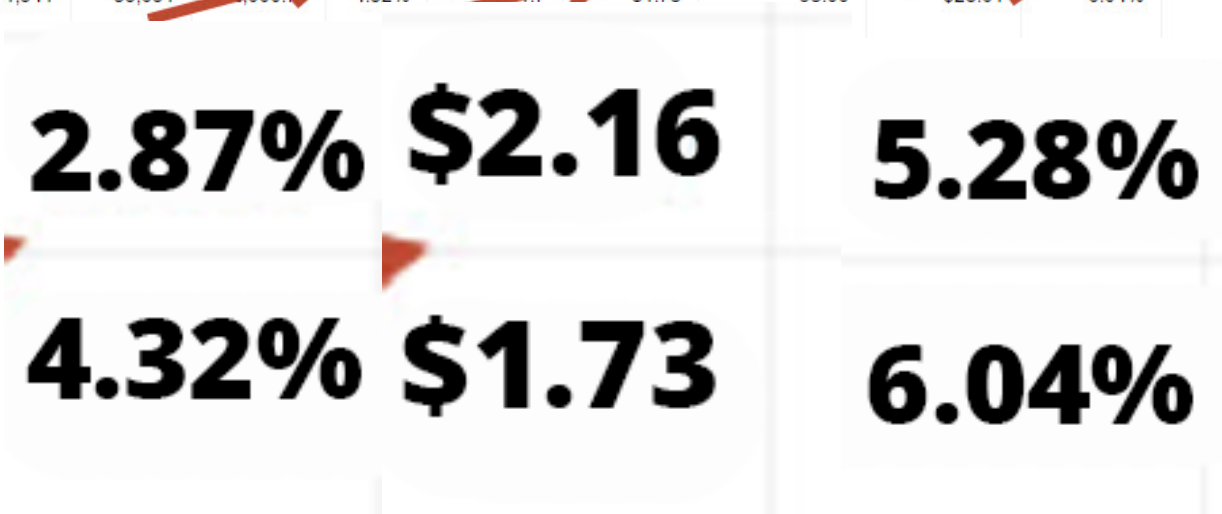
2) MOBILE

→ Click-Through Rates are Different

2) MOBILE

→ Conversion / Sales Rates are Different

Computers	3,146	109,766	$6,806.57	2.87%	2.0	$2.16	166.00	$41.00	5.28%
Mobile devices with full browsers	1,541	35,651	[illegible]	4.32%	[illegible]	$1.73	93.00	$28.61	6.04%



2) MOBILE

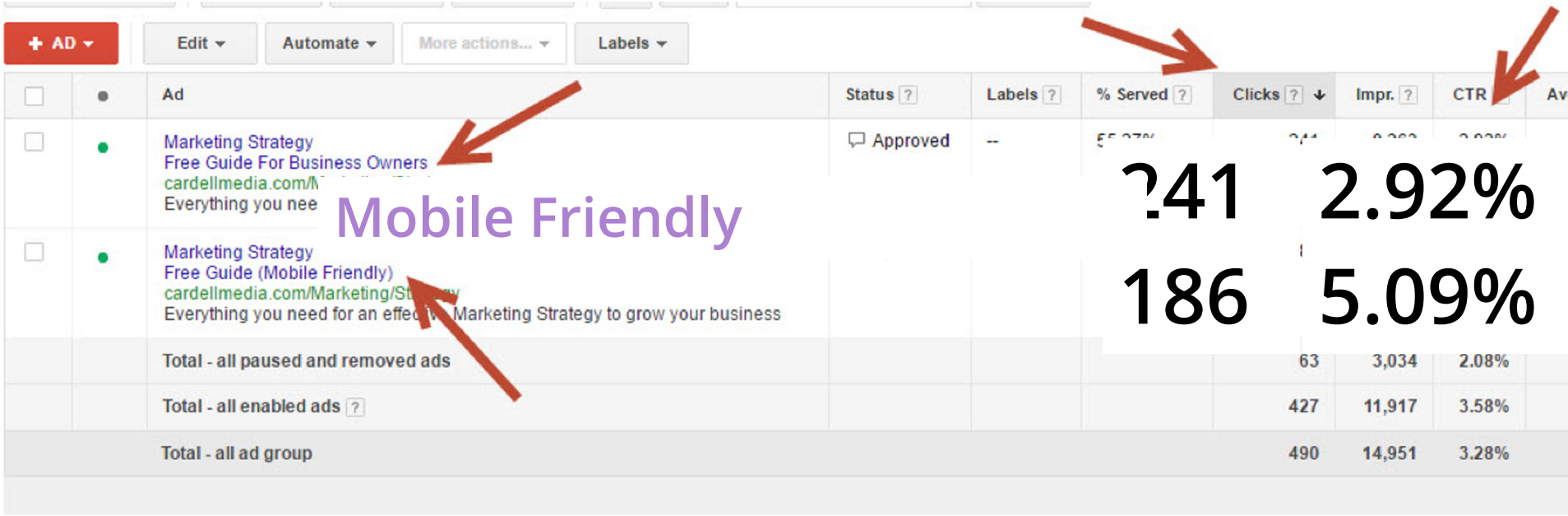
- → Will often identify Website / Landing Page Problems
- → Different budgets
- → Different bid amounts
- → Consider Different Campaigns
- → **Major Opportunity:** The Second AdWords Gold Rush?

2) MOBILE

YOUR SIX FIGURE GIFT

The Simple Change To Your Ads That Can Increase Your Sales By 30% To 70% or Higher

2) MOBILE


+ AD
Edit
Automate
More actions...
Labels
Ad
Status
Labels
% Served
Clicks
Impr.
CTR
Marketing Strategy
Free Guide For Business Owners
cardellmedia.com/M
Everything you nee
Approved
--
241
2.92%
Mobile Friendly
Marketing Strategy
Free Guide (Mobile Friendly)
cardellmedia.com/Marketing/St
Everything you need for an effe Marketing Strategy to grow your business
186
5.09%
Total - all paused and removed ads
63
3,034
2.08%
Total - all enabled ads
427
11,917
3.58%
Total - all ad group
490
14,951
3.28%

2) MOBILE

Ad	Status	Labels	% Served	Clicks	Impr.	CTR	Avg.
Marketing Strategy Free Guide For Business Owners cardellmedia.com/Marketing/Strategy Everything you need for an effective Marketing Strategy to grow your business	Approved	--	55.27%	241	8,263	2.92%	
Computers						2.43%	
Mobile devices with full browsers						5.15%	
Tablets with full browsers					343	2.33%	
Marketing Strategy Free Guide (Mobile Friendly) cardellmedia.com/Marketing/Strategy Everything you need for an effective Marketing Strategy to grow your business	Approved	--	24.44%	186	3,654	5.09%	
Computers				9	2,150	3.21%	
Mobile devices with full browsers				7	1,217	7.97%	
Tablets with full browsers				0	287	6.97%	
Total - all paused and removed ads				**63**	**3,034**	**2.08%**	
Total - all enabled ads				**427**	**11,917**	**3.58%**	
Total - all ad group				**490**	**14,951**	**3.28%**	

2.43%

5.15%

3.21%

7.97%

3) CLICK-THROUGH RATE AND QUALITY SCORE

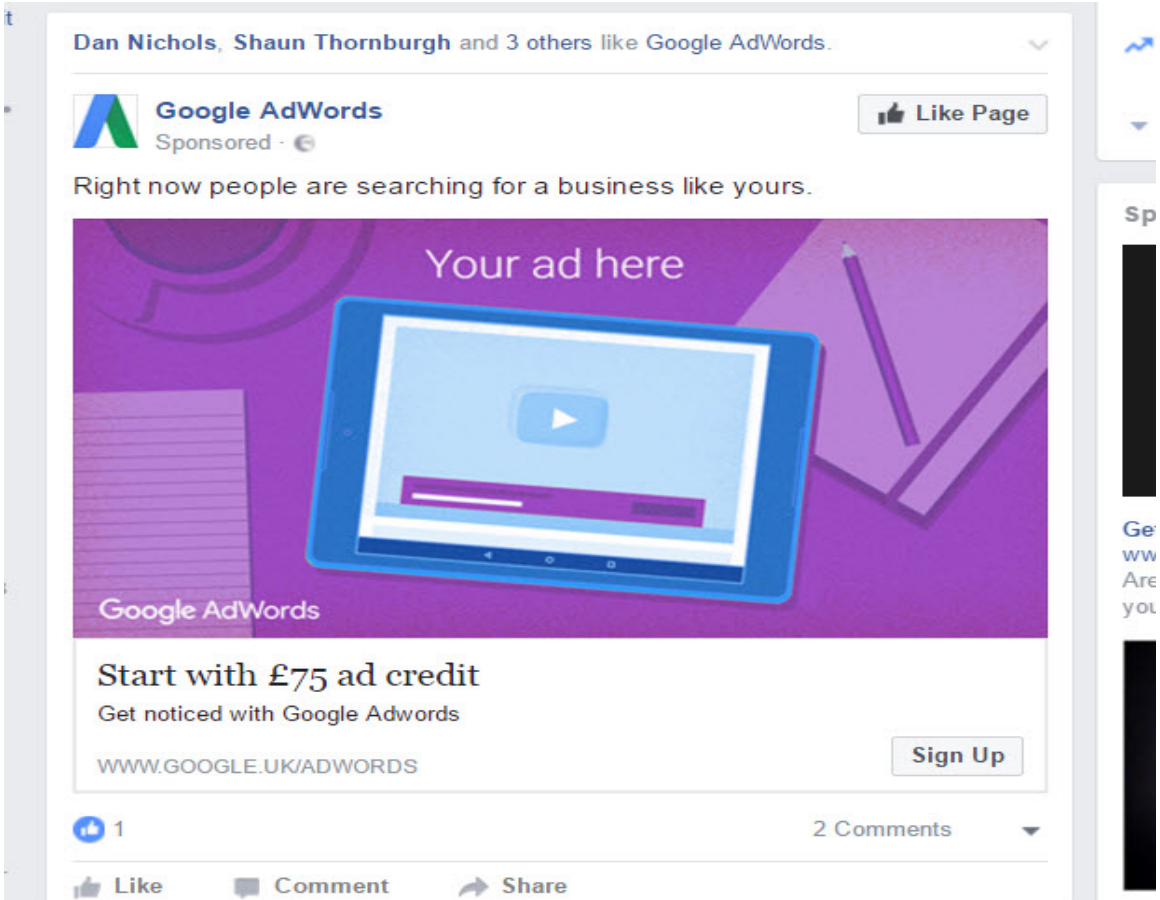
1) Split Test Ads
2) Separate Ads for Separate Keywords
3) Landing Page Optimisation
4) Demographic Bidding

4) NEW FACEBOOK AS A GOOGLE STRATEGY

THE NEW SEQUENCE OF FACEBOOK ADVERTISING

1) Remarketing to Google Traffic – including separate campaigns for specific Ad Groups / Keywords

4) **NEW** FACEBOOK AS A GOOGLE STRATEGY



4) NEW FACEBOOK AS A GOOGLE STRATEGY

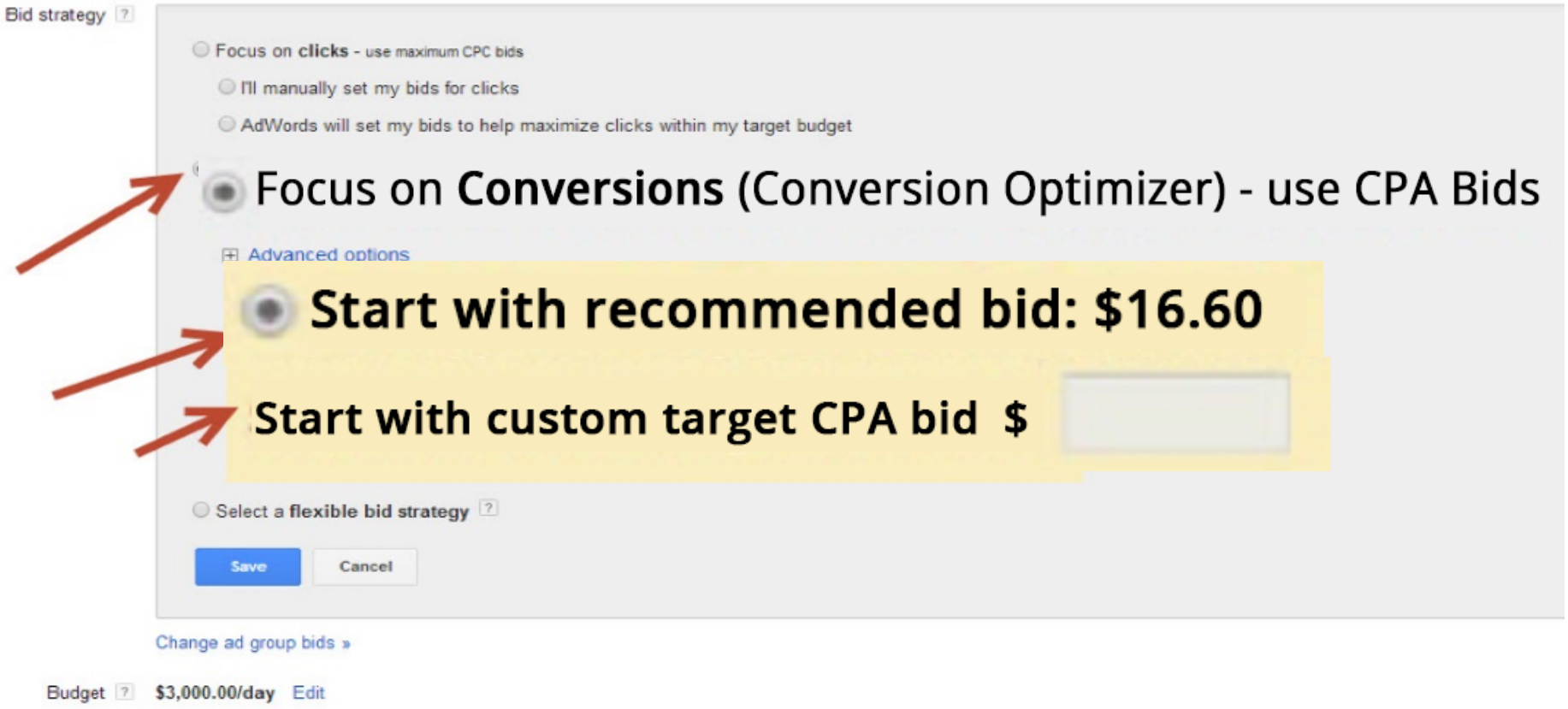
THE NEW SEQUENCE OF FACEBOOK ADVERTISING

1) Remarketing to Google Traffic – including separate campaigns for specific Ad Groups / Keywords
2) Facebook Lookalike Audience

5) THREE SECRETS OF THE GOOGLE 1%

1) Conversion Optimiser

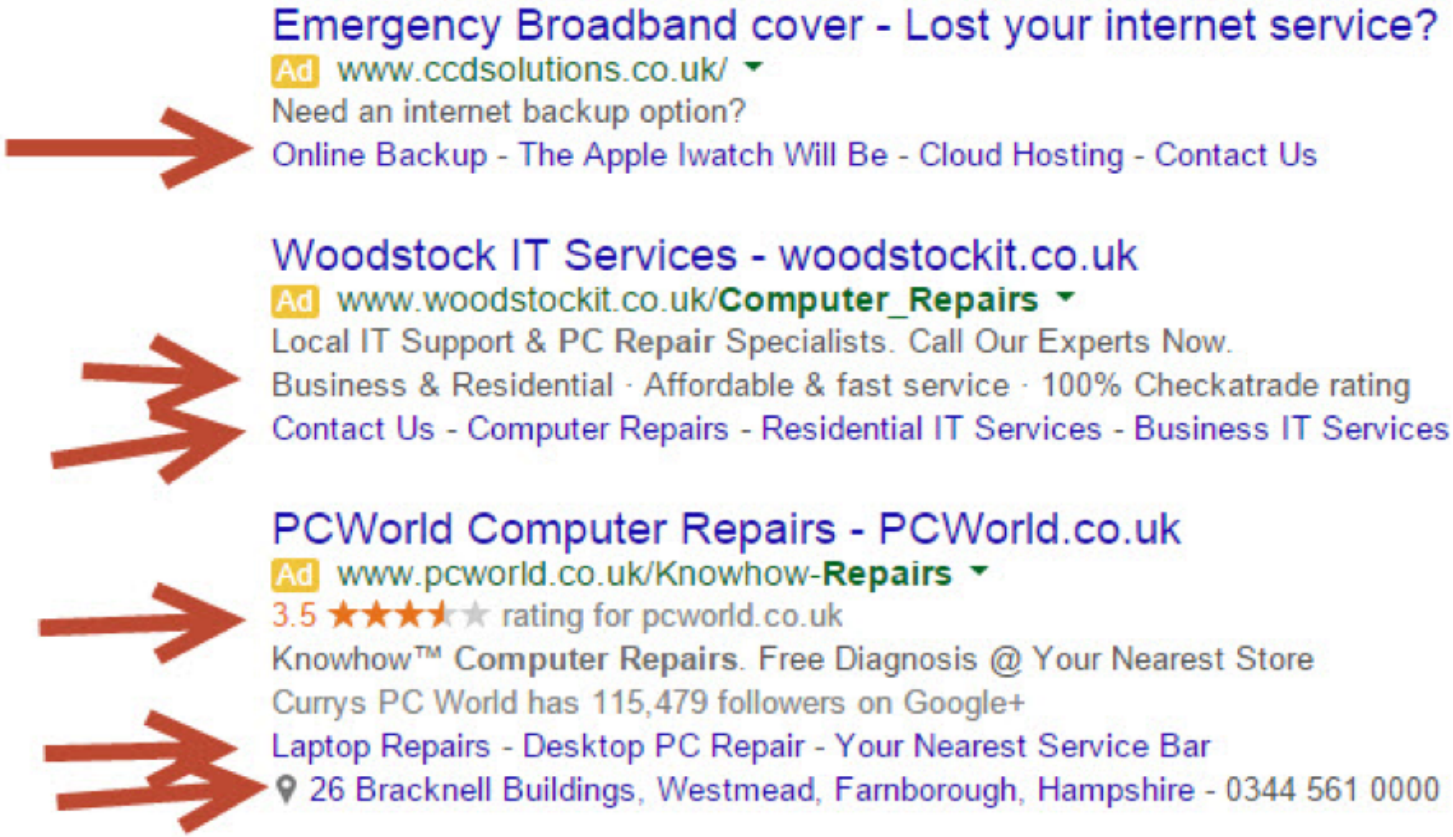
5) THREE SECRETS OF THE GOOGLE 1%-



5) THREE SECRETS OF THE GOOGLE 1%

2) Ad Extensions

5) THREE SECRETS OF THE GOOGLE 1%



5) THREE SECRETS OF THE GOOGLE 1%

3) Impression Share

5) THREE SECRETS OF THE GOOGLE 1%

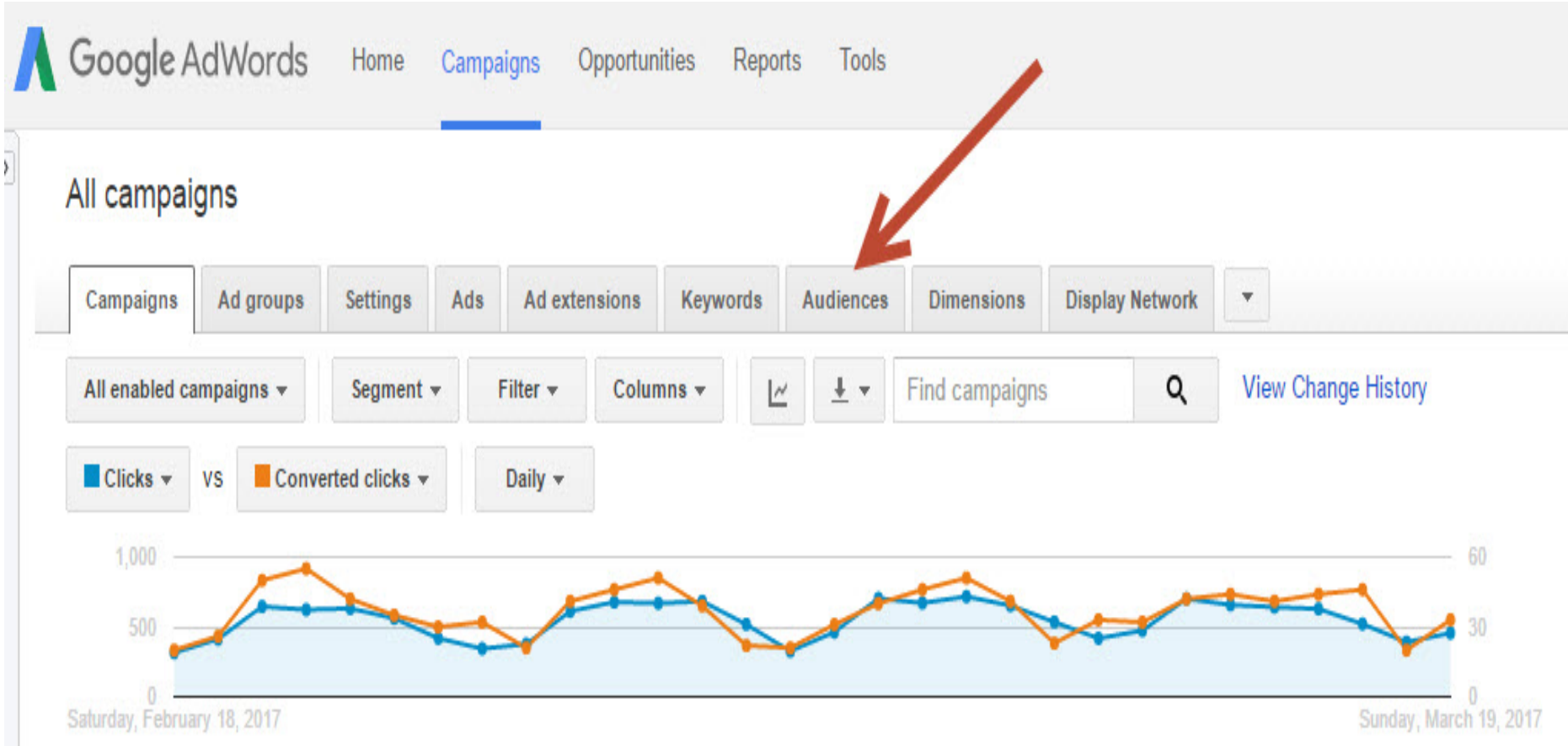
Search Impr. share	Search Exact match IS	Search Lost IS (rank)	Search Lost IS (budget)
46.40%	66.26%	53.60%	0.00%
30.33%	51.67%	69.67%	0.00%
56.87%	76.05%	43.13%	0.00%

6) NEW – DEMOGRAPHIC TARGETING

→ Target by Gender

→ Target by Age

6) NEW – DEMOGRAPHIC TARGETING



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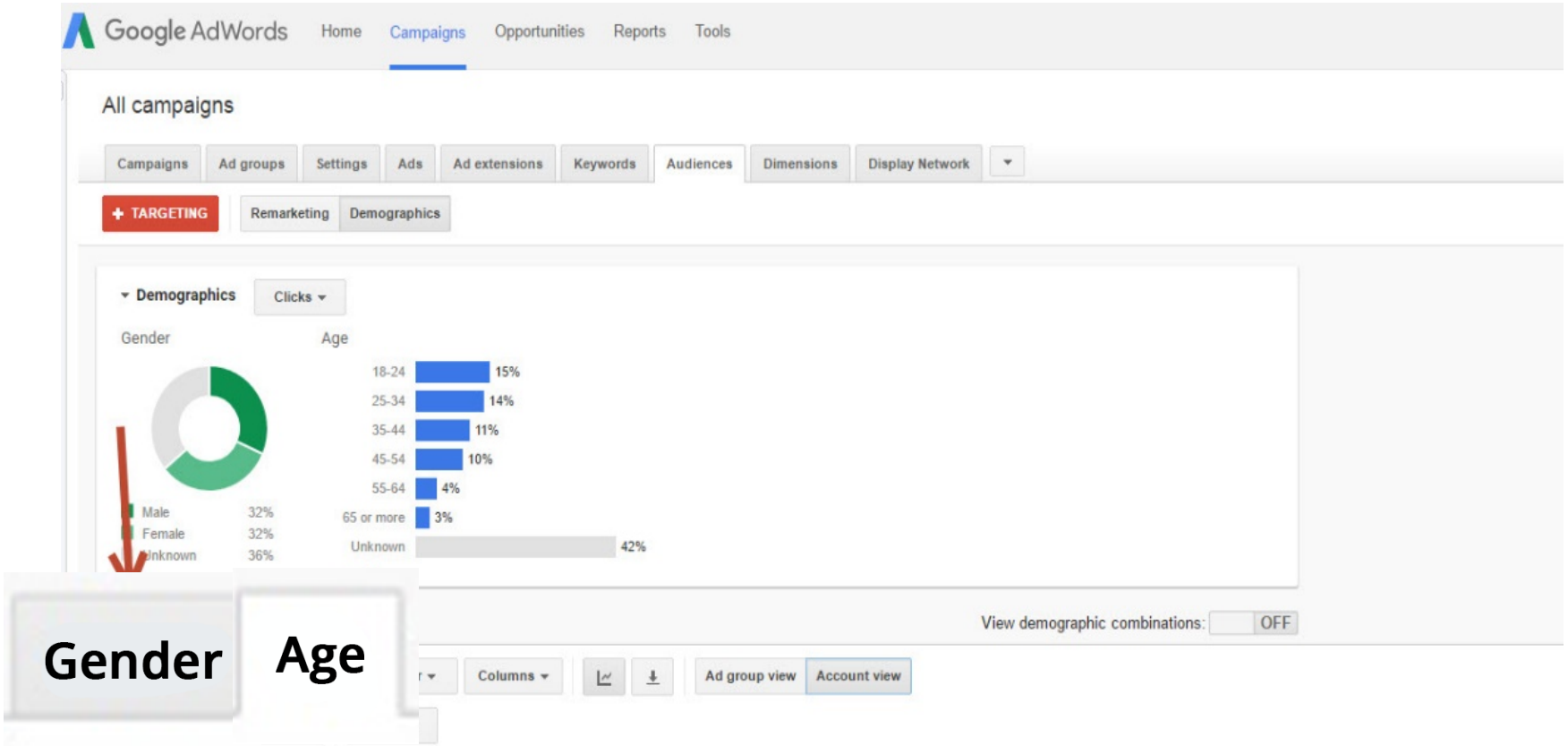

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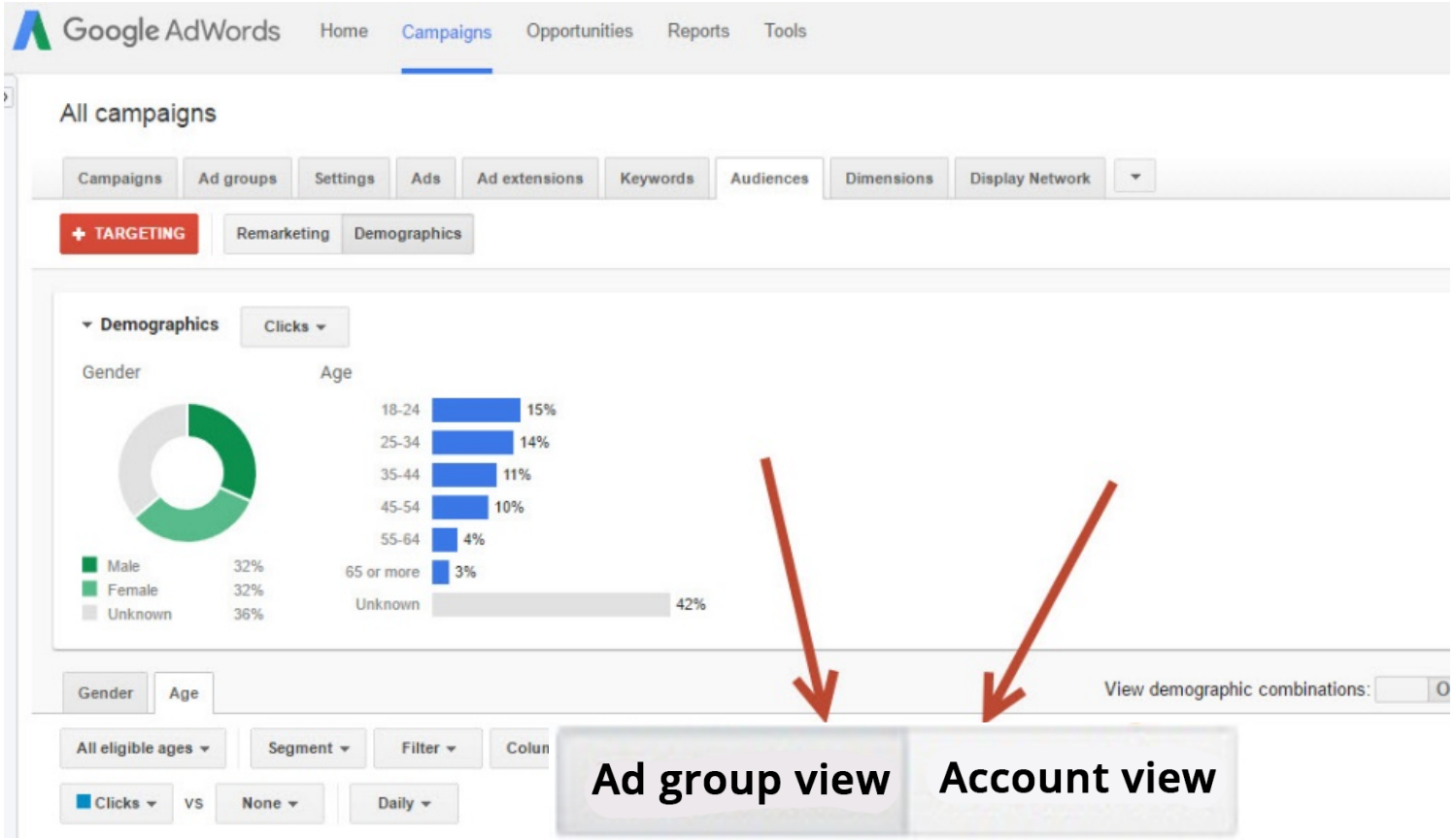

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