MISSION TO MARS:
The Top 10 Trends in Online Advertising for B2B Marketing in 2016

Larry Kim, Founder of WordStream.

OUR TARGET
CUSTOMER IS
STRANDED ON MARS!

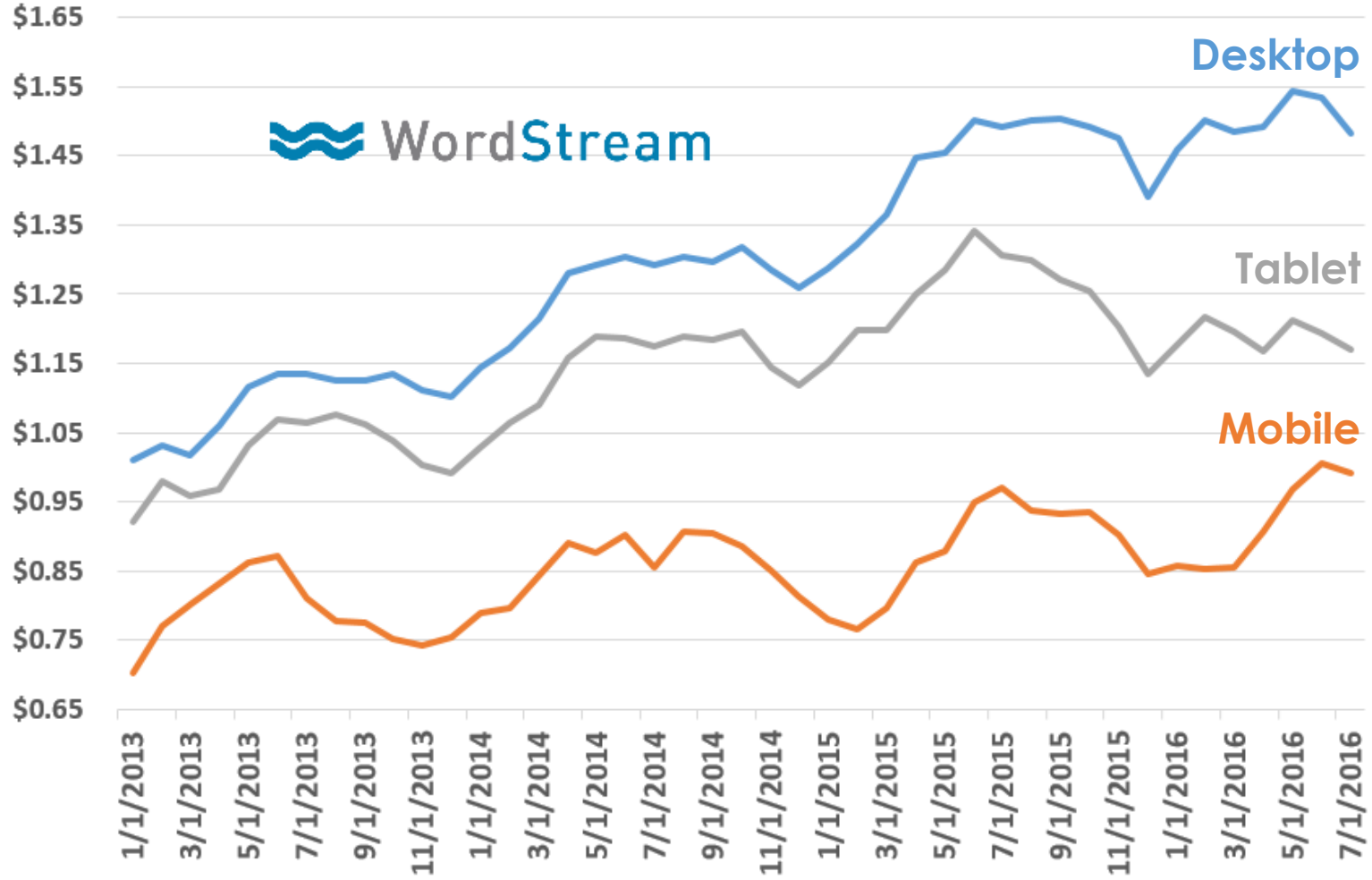
BRING HIM HOME

Mark Has Just a Few Hours of Life Support!

Distance to Mars:
225 MILLION KM

Many Prior Efforts Haven’t Succeeded

1. PAID SEARCH CPCs AT ALL TIME HIGH IN ESTABLISHED MARKETS!



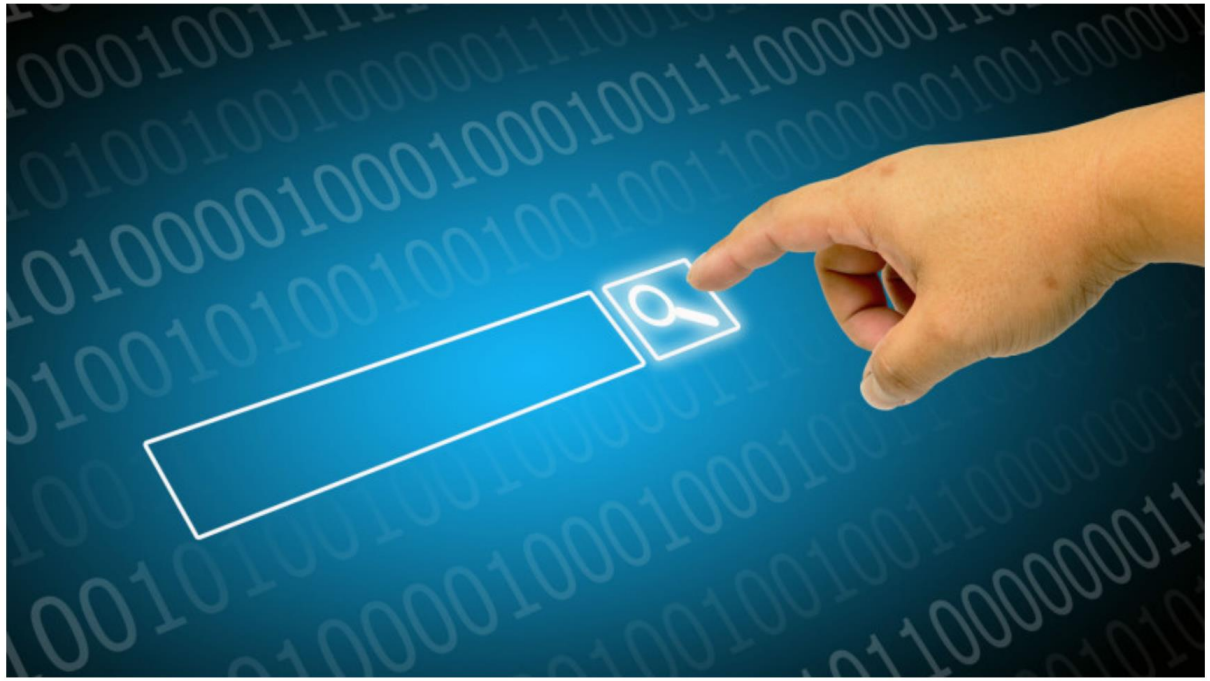
Source: Approx. 2500 WordStream Customers (Not official Google Data.)

Search Engine Land SEO SEM MOBILE LOCAL RETAIL GOOGLE BING SOCIAL MORE

Data show that search query volumes on the PC peaked in 2013

Three years ago was the high-water mark for desktop search.

Greg Sterling on March 22, 2016 at 9:25 am



February US desktop search rankings from comScore are out. The data show almost no changes month over month. There is only very incremental movement.

Bing continues its inch-by-inch gains, while Ask continues to sink inexorably toward one percent. AOL appears to have bottomed out at 0.9 percent. Google was up very slightly this month, and Yahoo lost two-tenths of a point.

2. Desktop Search Volumes Peaked 3 Years Ago!

#3: Typical Conversion Rate Via Internet Marketing = 2%

Internet Marketing in 2016
Kind of Feels Like …

WordStream @larrykim

Over 100 Successful flights to Mars

3 Random facts about your flight director

Map of CANADA
ARCTIC OCEAN
ELLESMERE ISLAND
Alert
Icebreaker Ship
BEAUFORT SEA
ALASKA (USA)
BANKS ISLAND
DEVON ISLAND
BAFFIN BAY
ARCTIC CIRCLE
VICTORIA ISLAND
Oil
Polar Bear
BAFFIN ISLAND
Inuit
ATLANTIC OCEAN
Dawson
YUKON
Mt. Logan 16,400 ft
Whitehorse
Great Bear Lake
Furs
Wolf
FOXE BASIN
Gannet
NORTHWEST TERRITORIES
Gold
NUNAVUT
Diamonds
LABRADOR SEA
HUDSON STRAIT
ROCKY MOUNTAINS
Yellowknife
CANADIAN SHIELD
Great Slave Lake
BRITISH COLUMBIA
Mounts
Lake Athabasca
HUDSON BAY
Arctic Fox
NEWFOUNDLAND & LABRADOR
Fishing
Grizzly Bear
ALBERTA
SASKATCHEWAN
Moose
Churchill
Smallwood Reservoir
Seal
Prince George
Reindeer Lake
Beaver
Edmonton
Totem Pole
Grain
MANITOBA
Timber
JAMES BAY
Black Bear
Sept-Îles
GULF OF ST. LAWRENCE
PRINCE EDWARD ISLAND
Vancouver
Calgary
Saskatoon
Lake Winnipeg
Canada Goose
QUEBEC
Paper
Calgary Stampede
Regina
Maple Tree
ONTARIO
Raccoon
Charlottetown
Fredericton
Halifax
Winnipeg
Quebec
Ice Hockey
NOVA SCOTIA
Thunder Bay
Lake Superior
CN Tower
Montreal
Ottawa
NEW BRUNSWICK
UNITED STATES OF AMERICA

1.Originally From Winnipeg

Actual Photos of Boston Last Year

Live in Harvard Square Cambridge, MA

WordStream @larrykim

WordStream’s Headquarters

2008

2016

Have a 2-year old Kid (#ppckid)

How does Marketing REALLY work ?

How Internet Marketing Doesn’t (Usually) Work (Any More)

STEP 1

Create Some eBook, Blog Post, Webinar, etc.

STEP 2

Share on Social Networks & Ads and Email

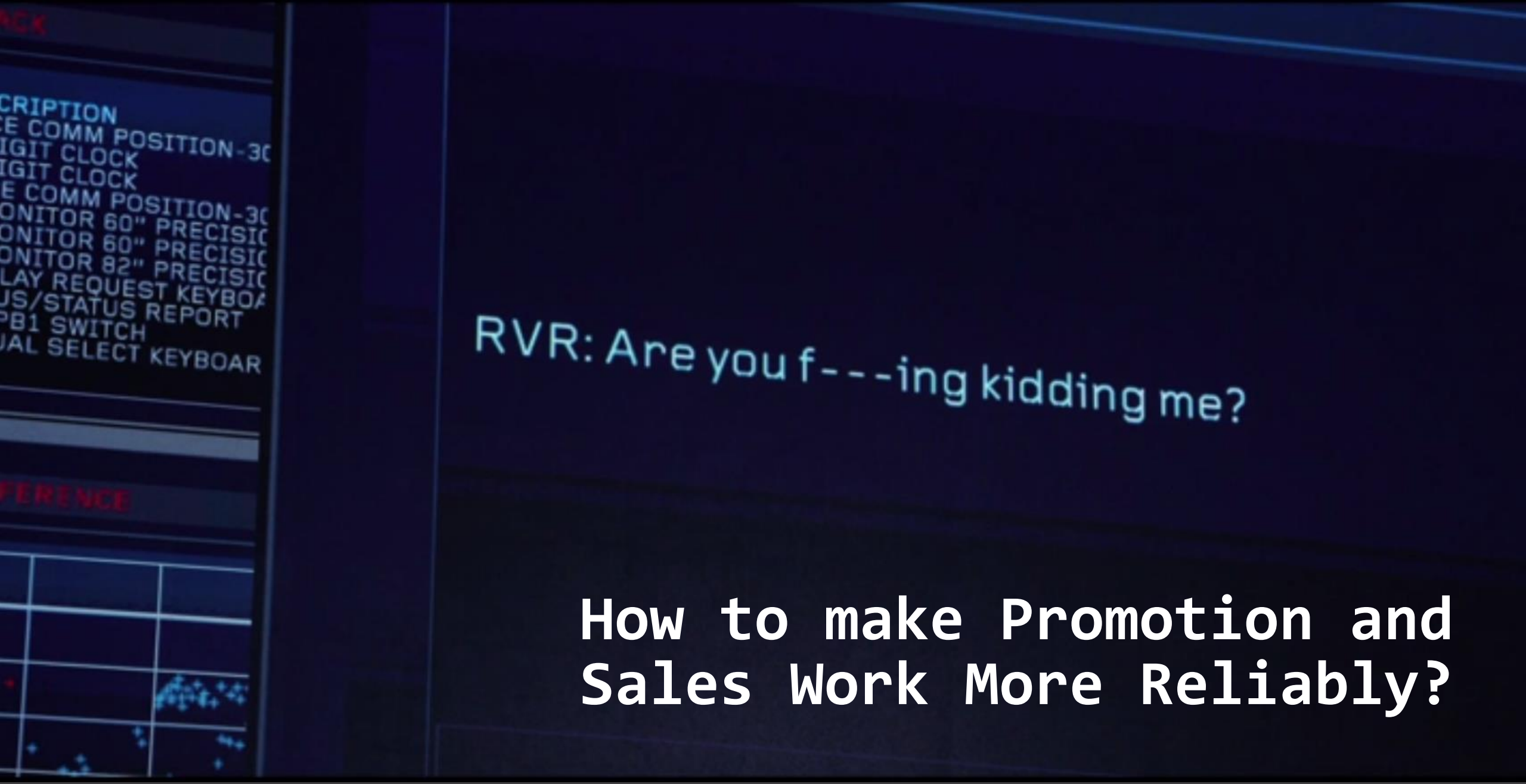
STEP 3

People Buy Your Stuff

This (almost) never happens!

Most content goes nowhere

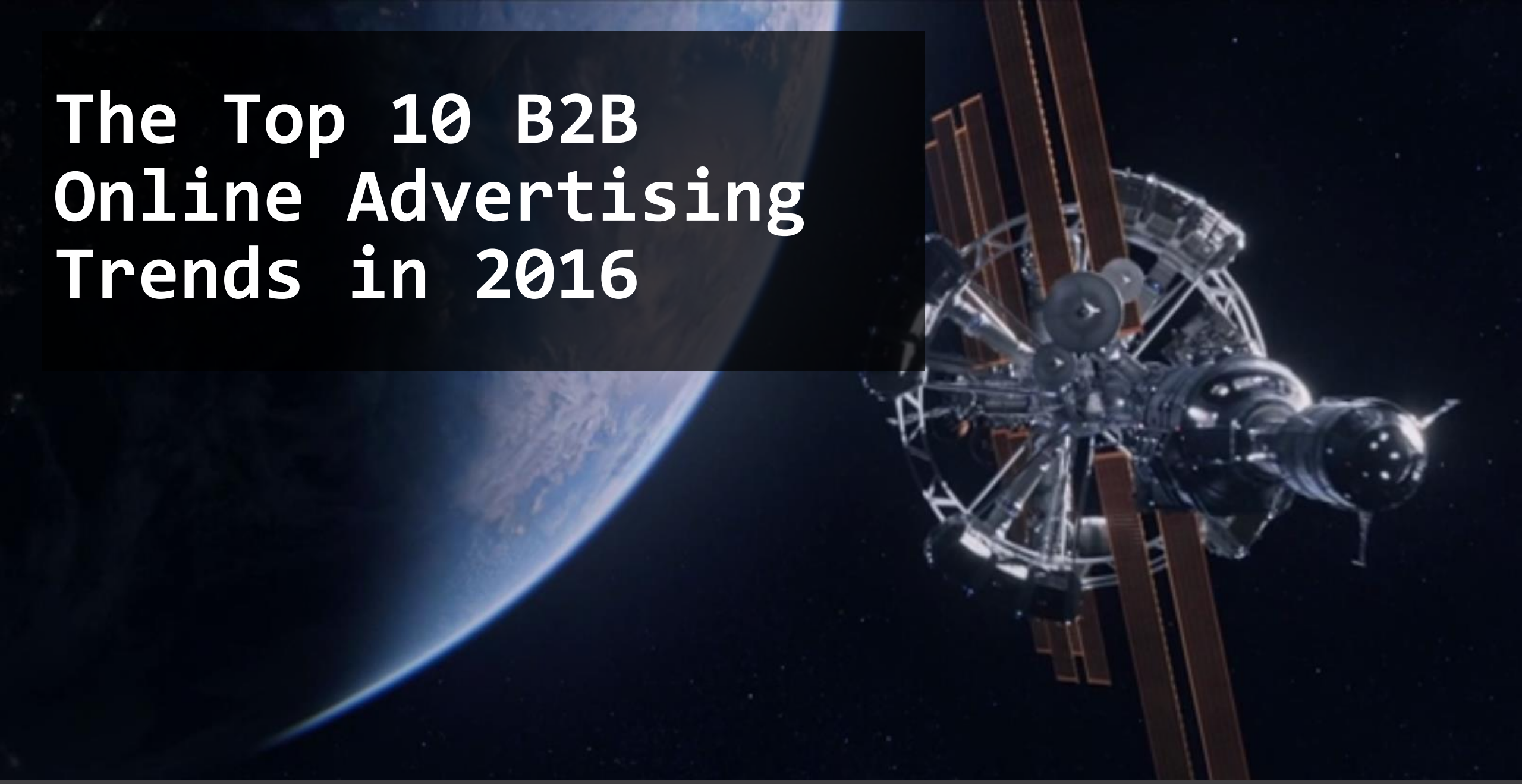
The Path to purchase takes time and is indirect



How to make Promotion and Sales Work More Reliably?

New Unicorn Rocket Technology!

The Top 10 B2B Online Advertising Trends in 2016



WordStream

@larrykim

Larry’s #10 Top Advertising Trend:

Facebook and Twitter Ads!

Big Ad Budgets Not Required!

Use social ads as a CATALYST to Get the ball Rolling

Or as an ACCELERANT to Make Bigger Explosions

(a) Paid Social Ads Provide MOST SCALABLE Content Promotion

START/GO
(Earth)

1

CREATE
Produce content
& share on social

2

AMPLIFY
Selectively promote top
content on social media

3

TAG
Build remarketing
audience by tagging site
visitors with a cookie

(b) Social Ads Turn Visitors into Leads & Customers

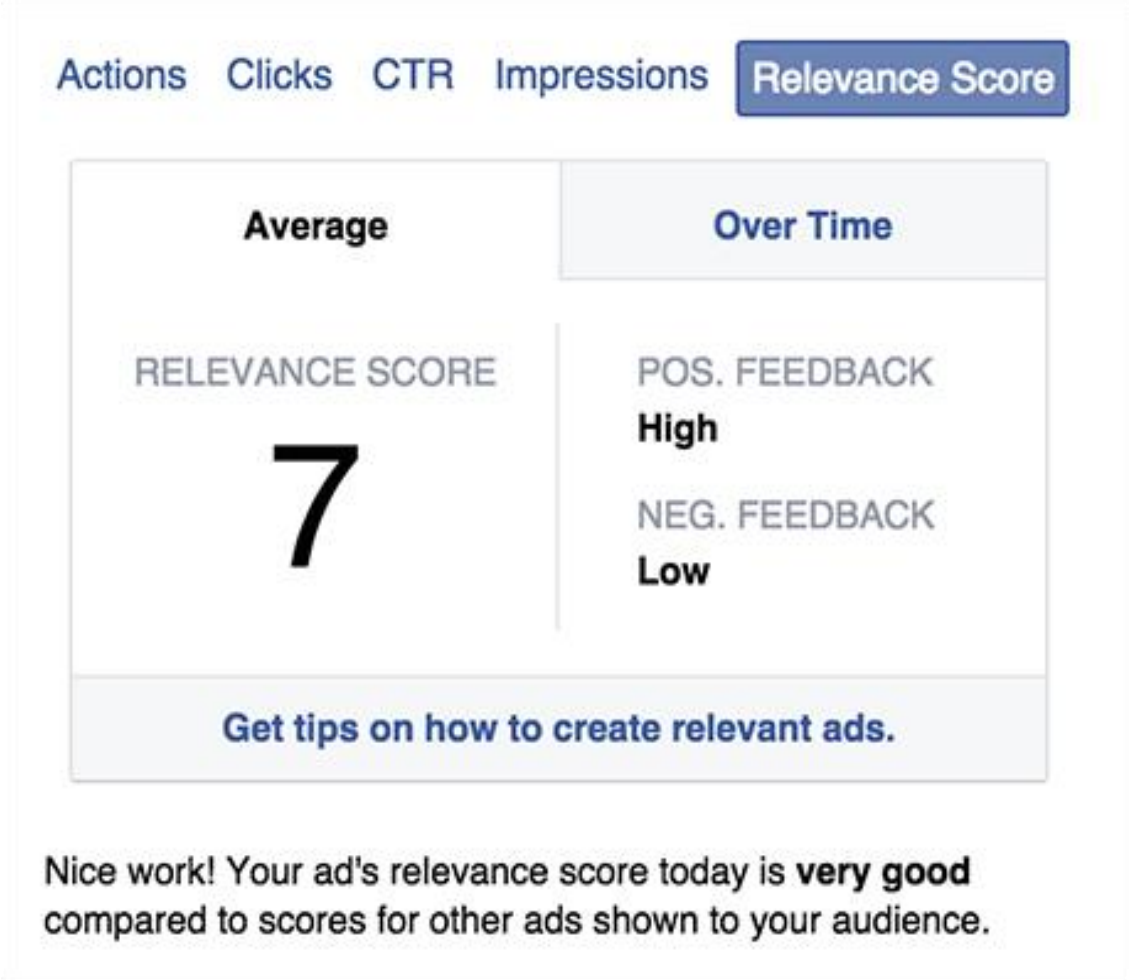
FILTER 4
Apply behavioral and demographic filters on audience

5 **Remarketing**
Remarket your audience with display & social ads and Remarketing Lists for Search Ads to promote offers

CONVERT 6
Capture qualified leads or sale

END/REPEAT (Mars)

“Relevancy Score” in Facebook



HIGHER POST ENGAGEMENT

=

Higher Relevance Score

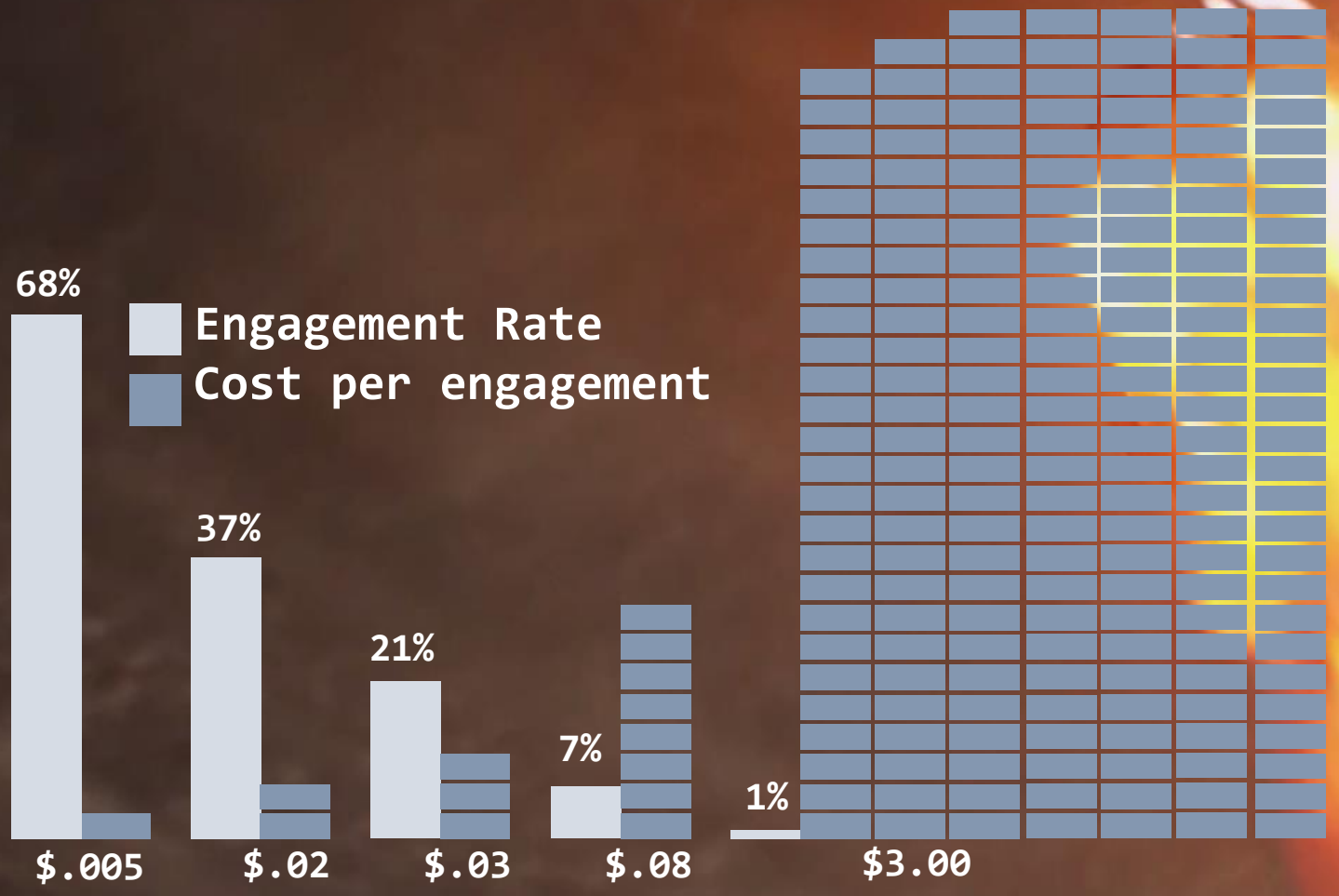
↓

HIGHER RELEVANCE SCORE

=

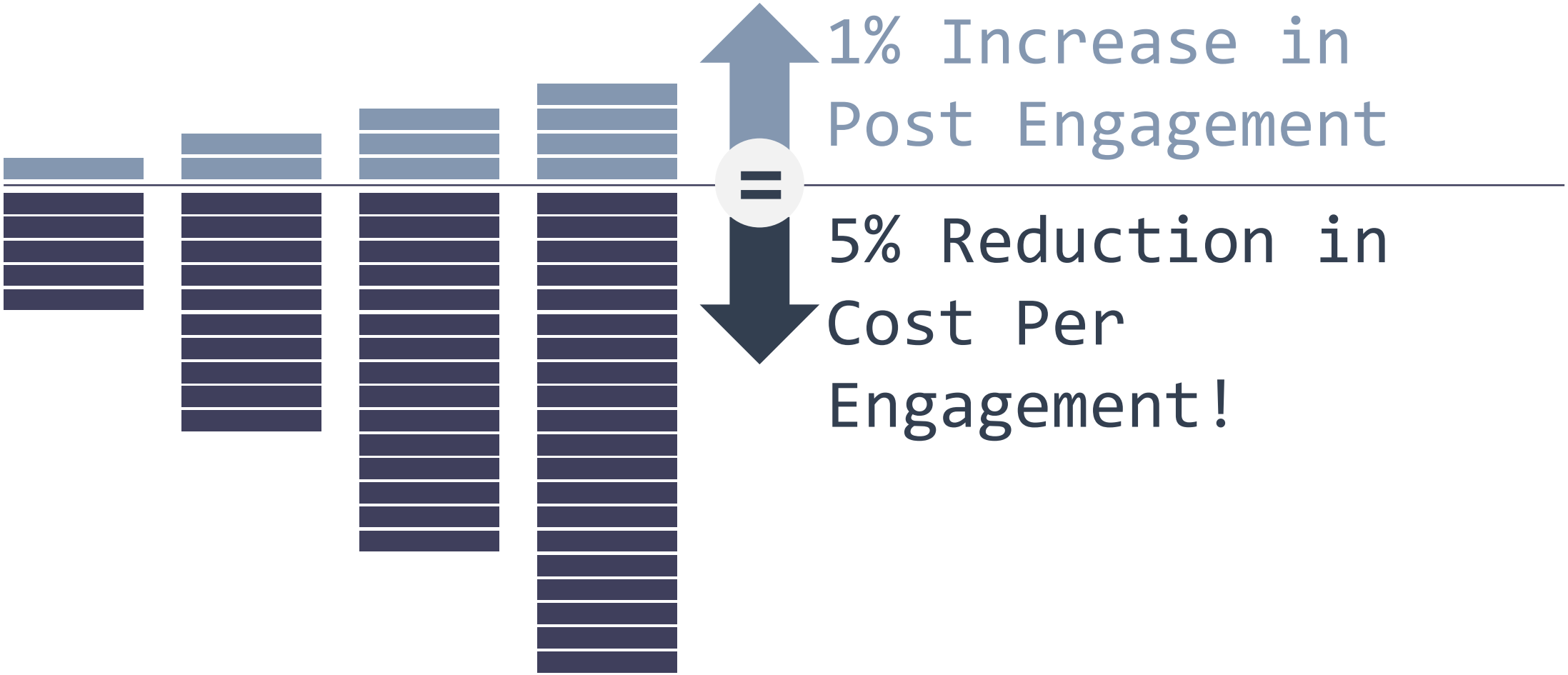
More Impression Share and Lower Cost Per Engagement

Higher Engagement Rate = (Much) Lower Cost Per Engagement

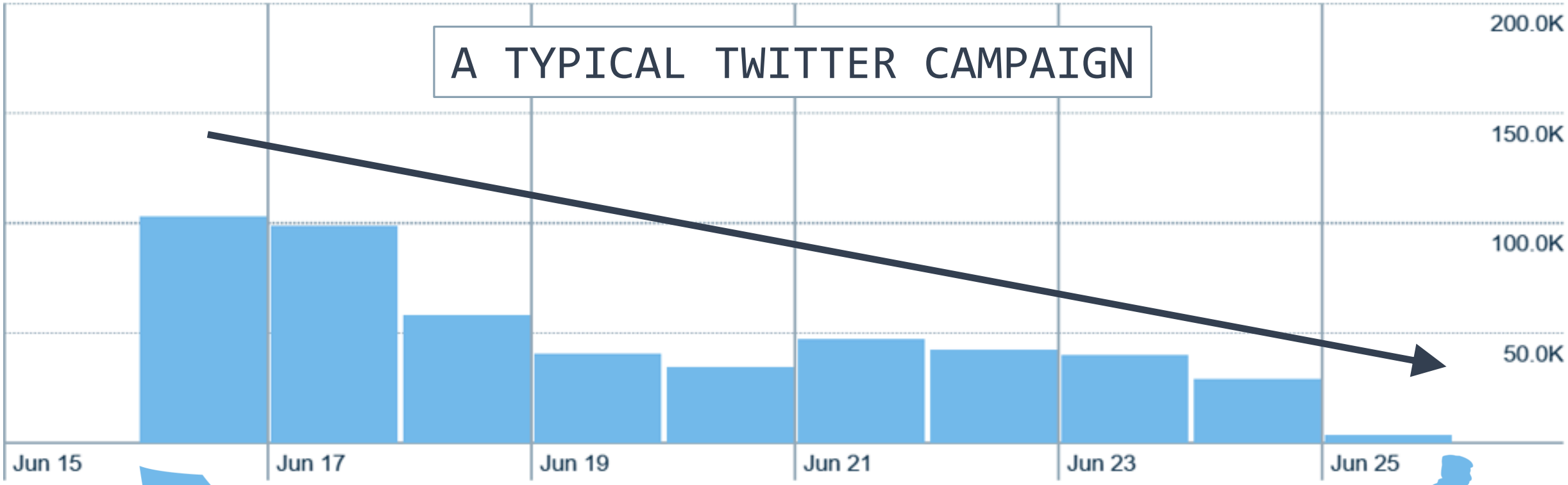


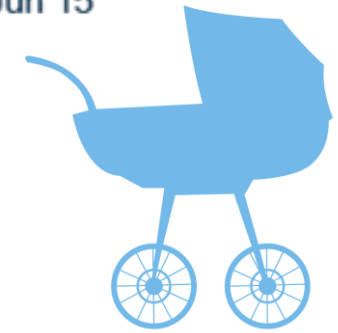
WordStream @larrykim

“Relevancy Score” in Facebook



Quality Score & Ad Impression Share





FEWER AND FEWER AD IMPRESSIONS
AS THE CAMPAIGN AGES!

Get a High Quality Score! (Duh)

High Post Engagement = High Quality Scores

High QS (Great!)

- High Ad Impression Share
- Low Cost Per Engagement

Low QS (Terrible!)

- Low Ad Impression Share
- High Cost Per Engagement

Promote Your BEST Stuff Instead (Unicorns: Your Top 1-2%)

RETWEETS	FAVORITES
1,488	**1,284**

6:15AM – 7 Mar 2015

Paid Social Ads ROI Analysis: 1500 Retweets & 100K Visitors for $250

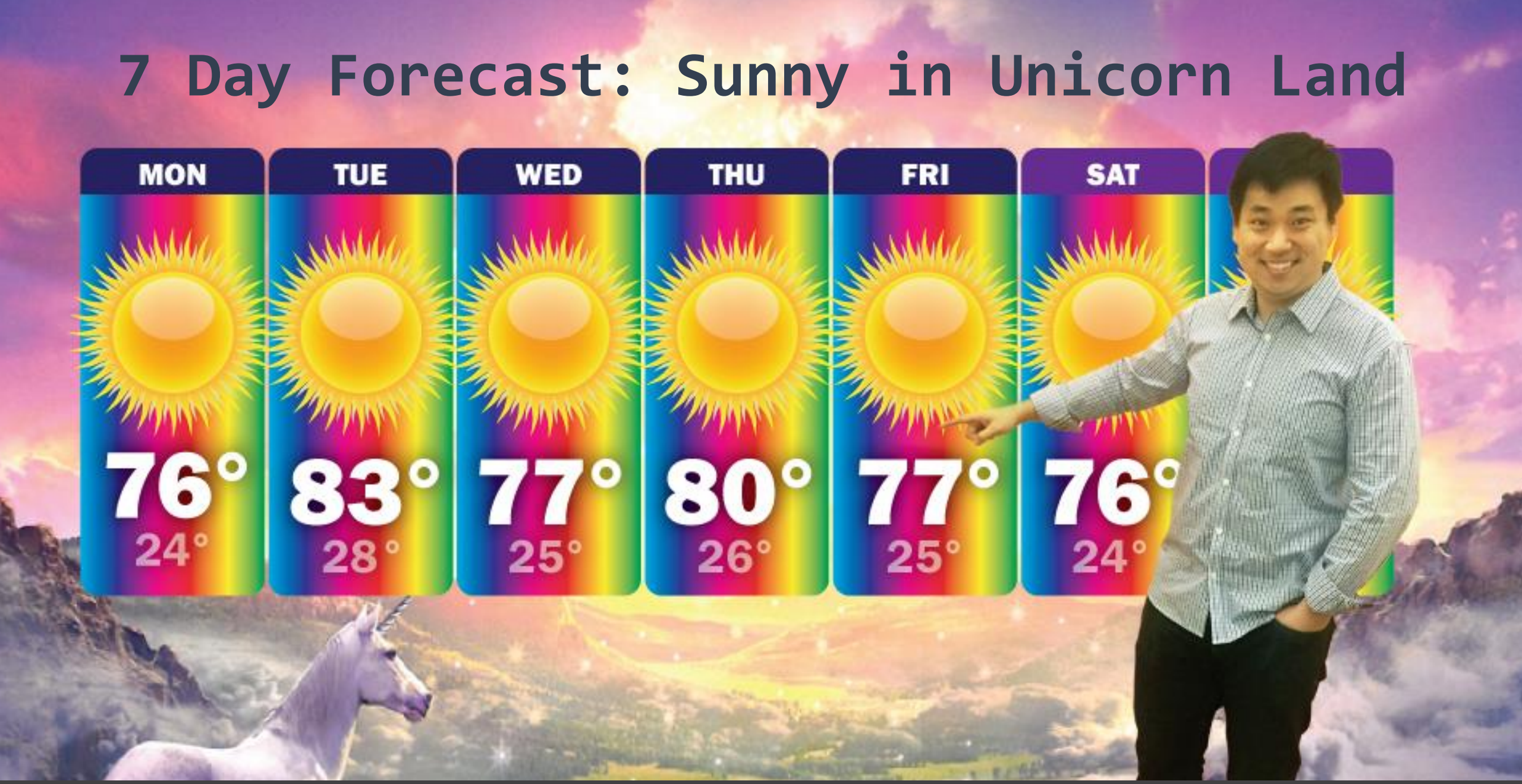
WordStream @larrykim

Just Say NO to Sending Donkeys into Space

How to ALWAYS Get High Quality Score Unicorns?

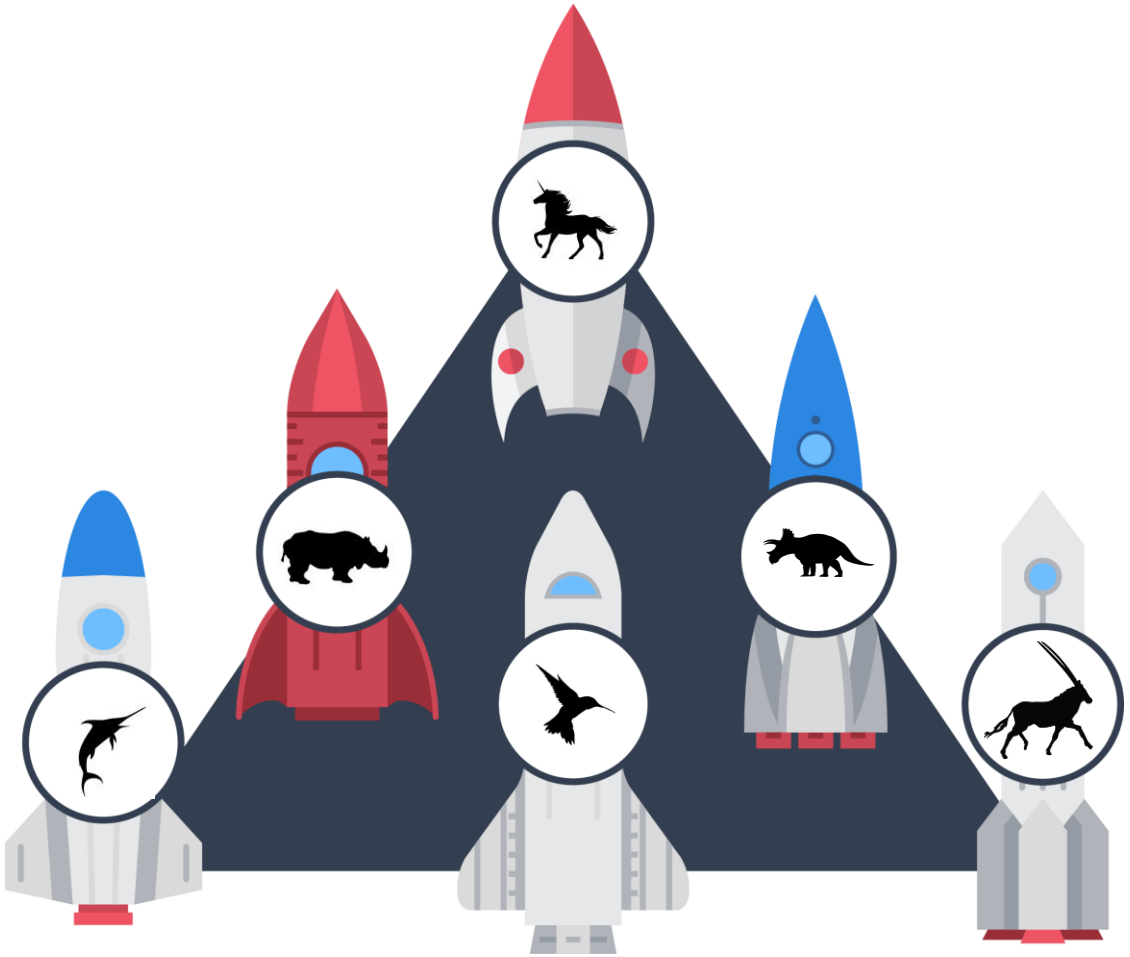
WordStream @larrykim

7 Day Forecast: Sunny in Unicorn Land



SYMMETRIC ORBIT PROFILE
UNICORN DETECTOR
AIRLOCK

Larry’s Organic & Paid Social Network Sharing/Posting Pyramid Scheme



1. Lots of stuff (organically) to Twitter
2. Post Top stuff from Twitter, to LinkedIn & Facebook
3. Pay to Promote the Unicorns on Facebook & Twitter & LinkedIn!

Test More Stuff Organically, Only Send Unicorns Into Space (Top 1-3%)

How to Find High Engagement Posts? (Unicorns!)

larry kim

Larry | Home 20+

Page | Messages 5 | Notifications 2 | **Insights** | Publishing Tools | Settings | Help

- **Overview**
- Promotions
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
- Videos
- People
- Messages

Your 5 Most Recent Posts

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

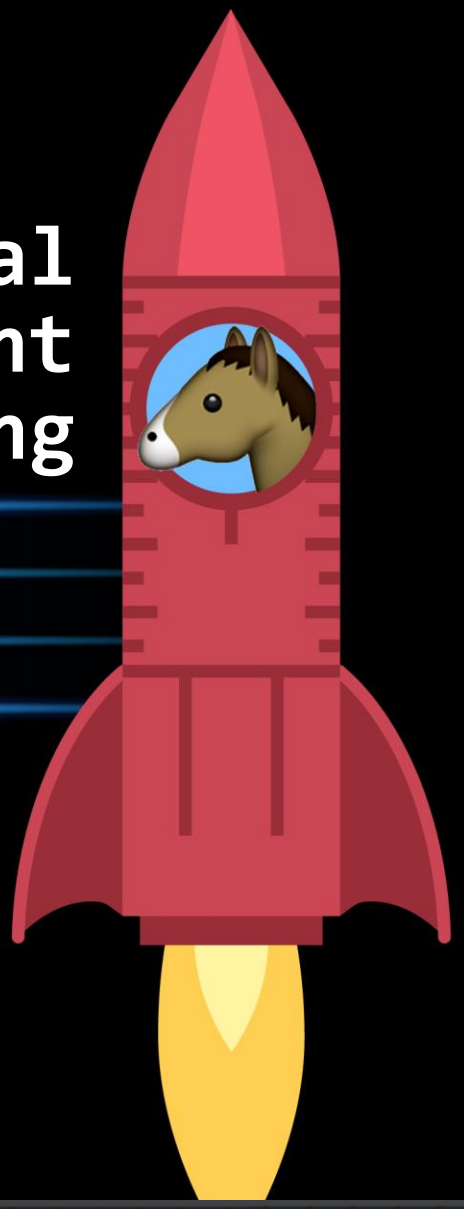
Published	Post	Type	Targeting	Reach	Engagement	Promote
09/20/2016 10:25 am	Marketers: Where should you be focusing when it comes to optimi			21.6K	613 106	View Results Boosted: **$20.00**
09/15/2016 10:06 am	Larry Kim likes Social Media Tod ay and Search Engine Watch.			0	0 0	Boost Post
09/14/2016 10:38 am	LinkedIn has made some much-needed progress, but has a ton			28.4K	597 1.5K	Boost Post
09/06/2016 11:24 pm	Larry Kim shared Moz's post.			219	12 4	Boost Post
09/06/2016 10:16 am	Does social engagement imp act your organic rankings? Fin			26.4K	537 509	View Results Boosted: **$130.00**

See All Posts

Paid Social
Media Ads.

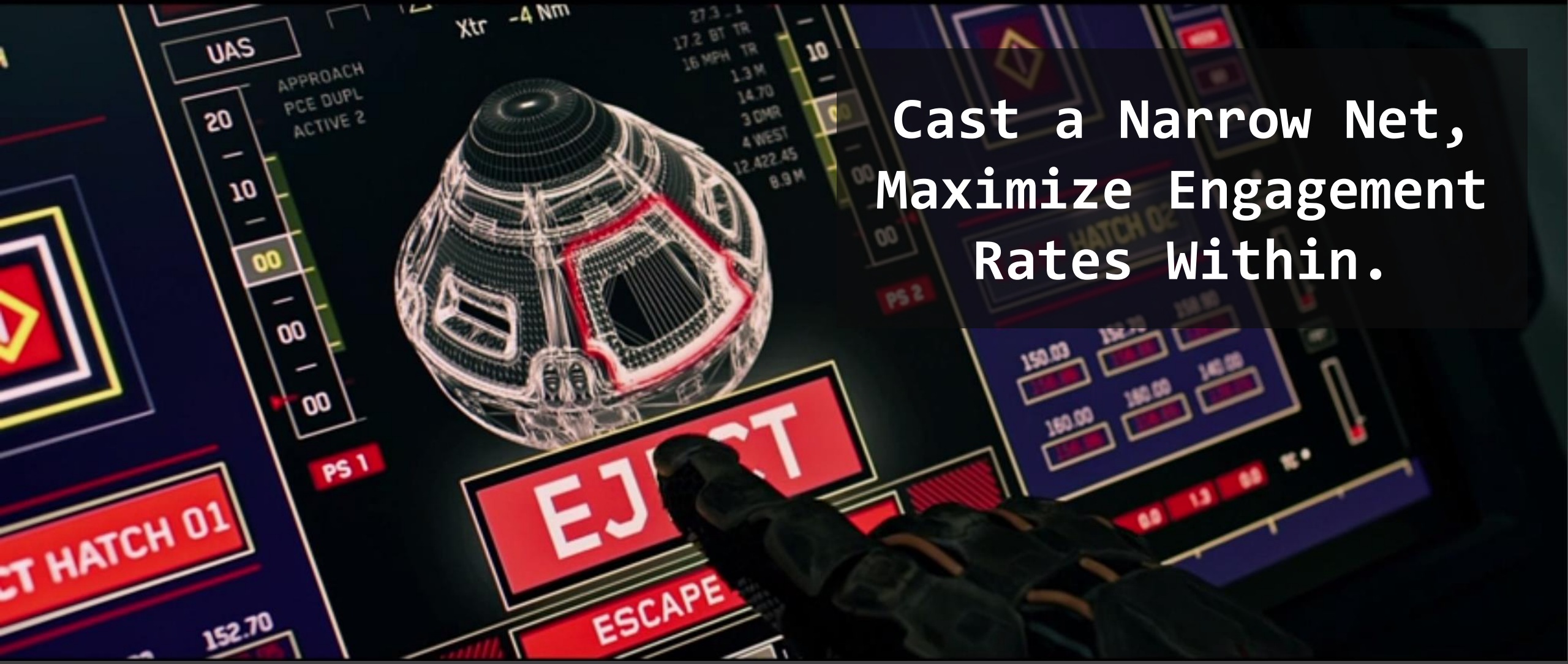
VS

Organic Social
& Content
Marketing



What’s The Biggest Difference??

Key to Paid Social Media Ads: Be Picky!



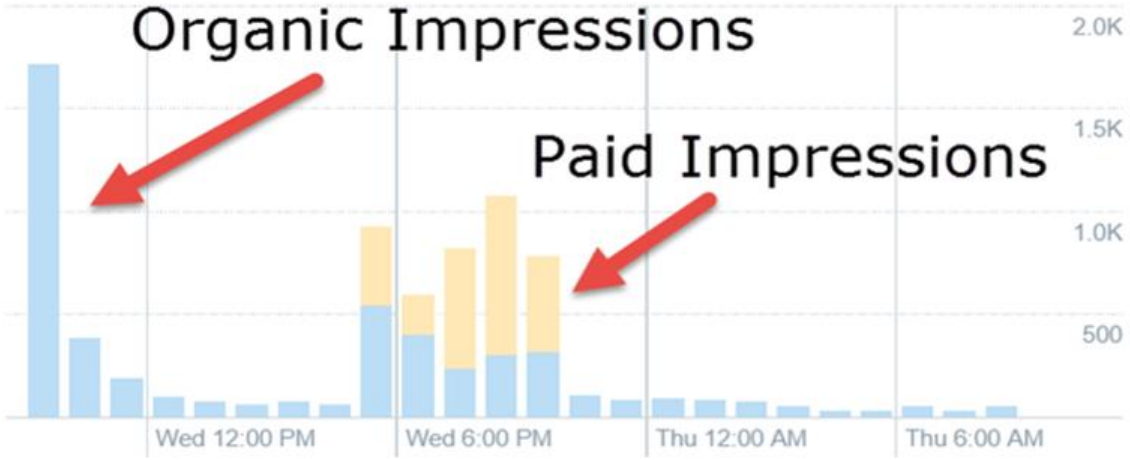
Cast a Narrow Net, Maximize Engagement Rates Within.

Buy 1 Retweet, Get 3 Free!

Tweet details

Impressions overview

First 24 Hours | Last 24 Hours



Key metrics	Promoted	Organic
Impressions Number of times users saw the Tweet on Twitter	2,408	6,795
Embedded media clicks Clicks to view a photo or video in the Tweet	392	227
Link clicks Clicks on a URL or Card in the Tweet	46	174

Larry’s #9 Top Advertising Trend: Premium Unicorn Kisses Rocket Fuel

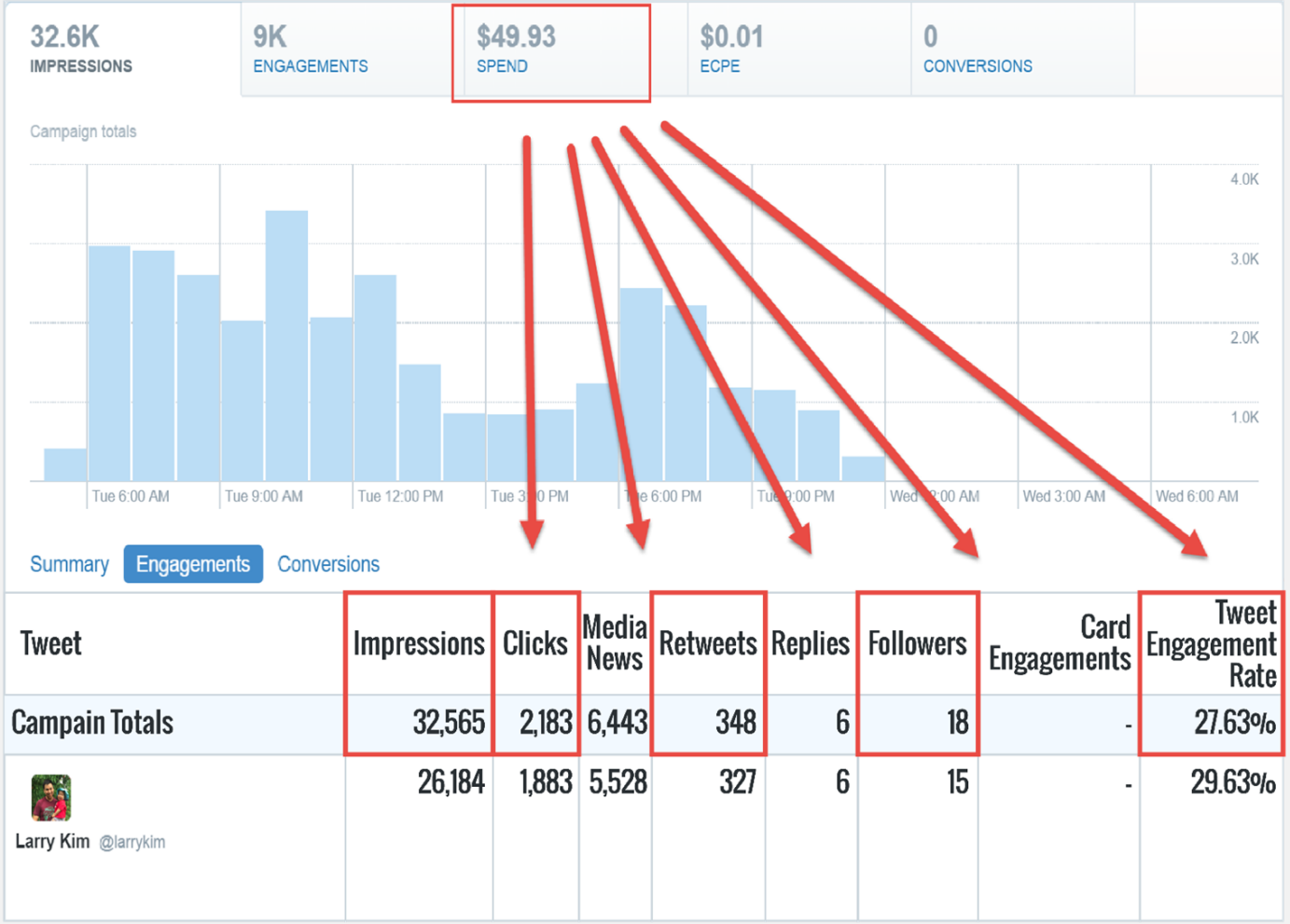
Demographic & Interest-Based Ad Targeting

Website H.I.T.S.

How Idiots Track Success

WordStream @larrykim

zOMG 10X Higher Engagement By Targeting #NeverHillary



Tweet	Impressions	Clicks	Media News	Retweets	Replies	Followers	Card Engagements	Tweet Engagement Rate
Campain Totals	32,565	2,183	6,443	348	6	18	-	27.63%
Larry Kim @larrykim	26,184	1,883	5,528	327	6	15	-	29.63%

Demographic Ad Targeting in Facebook

Detailed Targeting INCLUDE people who match at least ONE of the following

- Director of Information Technology
- Director of IT
- Head of IT
- Head of IT Department
- Information Technology Director
- Information Technology Manager
- IT Head
- IT Manager
- Senior IT Manager
- Senior IT Specialist

Add demographics, interests or behaviors Browse

2,734 people

Demographics > Work > Job Titles > Head of IT Department

Description: People who listed their job title as *Head of IT Department* in their Facebook profile.

Report this as inappropriate

Interest Ad Targeting in Facebook

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Voice over IP

Add demographics, interests or behaviors Browse

Suggested Recently Used

VoIP phone	Interests
Asterisk (PBX)	Interests
Mobile VoIP	Interests
VoIP gateway	Interests
Session Initiation Protocol	Interests
VoipSwitch	Interests
Business telephone system	Interests
Thought Catalog	Interests

85,570 people

Interests > Additional Interests > Asterisk (PBX)

Description: People who have expressed an interest in or like pages related to *Asterisk (PBX)*

Connections

Update

Budget & Sch

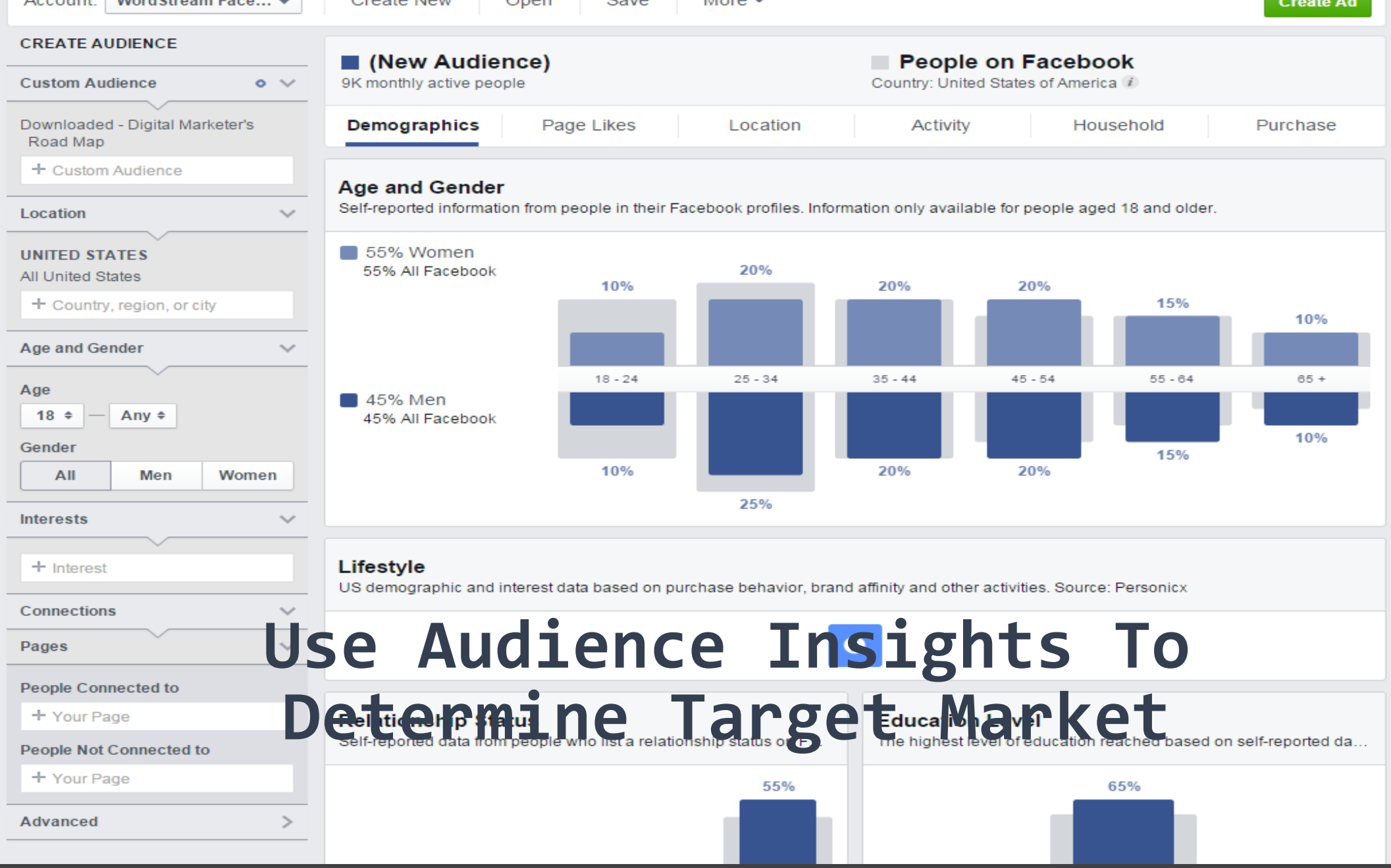
Define how much

an estimate. N

he average perf

your selected a

Use Audience Insights To Determine Target Market



Adding Audience Targeting Turns OK Ads Into Unicorns

Larry’s #8 Top Advertising Trend: Solid State Booster Rockets

Remarketing on GDN & Facebook

WordStream @larrykim

Power of Remarketing

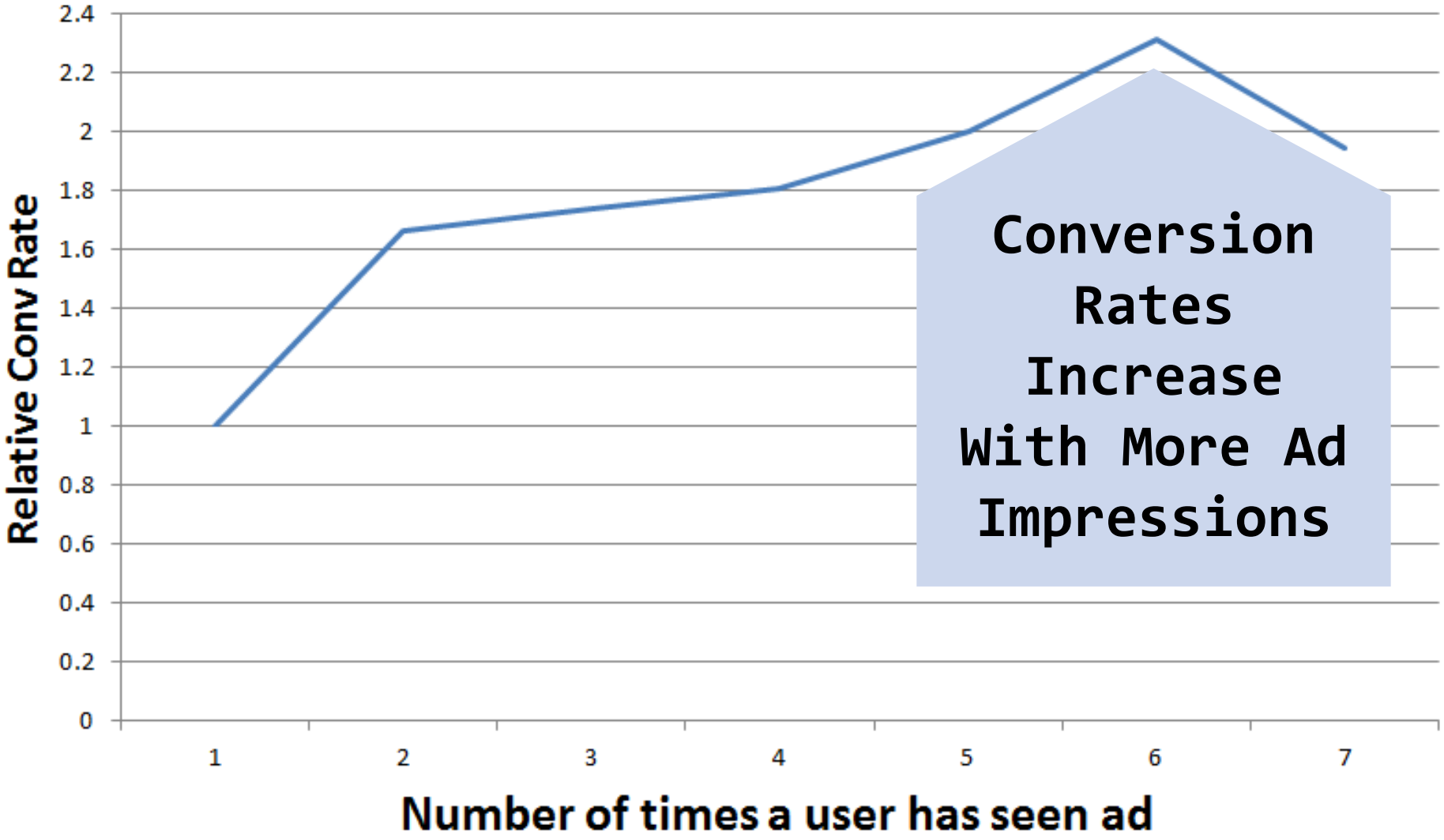
3X Engagement Rates (or CTR)!

1/3 Cost Per Click

2X Conversion Rates!

So Push HARD OFFERS (Sign-Ups, Consultations, Downloads, etc.)

Weird Thing About Remarketing



Larry’s #7 Advertising Trend: Secondary Stage Booster Rockets

Combining Remarketing + Demographic + Interest + High Engagement Content

Behold The Awesome Power of Super Remarketing

Behavioral & Interest Targeting =
They're interested in your stuff

Remarketing = They Recently
Checked Out Your Stuff

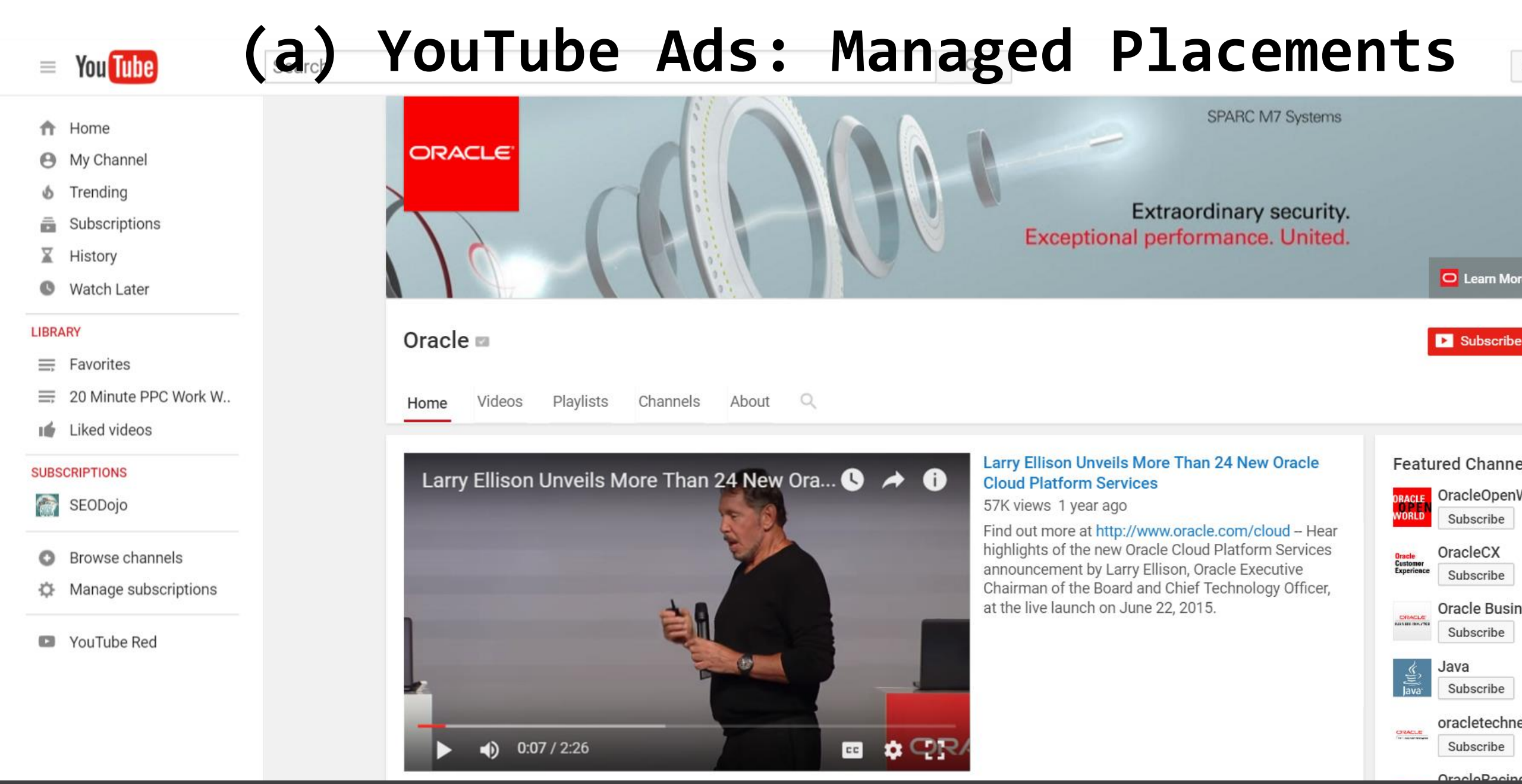
Demographic Targeting =
They Can Afford to Buy Your Stuff

Target a Narrow Audience That Meets all 3 Criteria with HIGH ENGAGEMENT UNICORNS = $$$

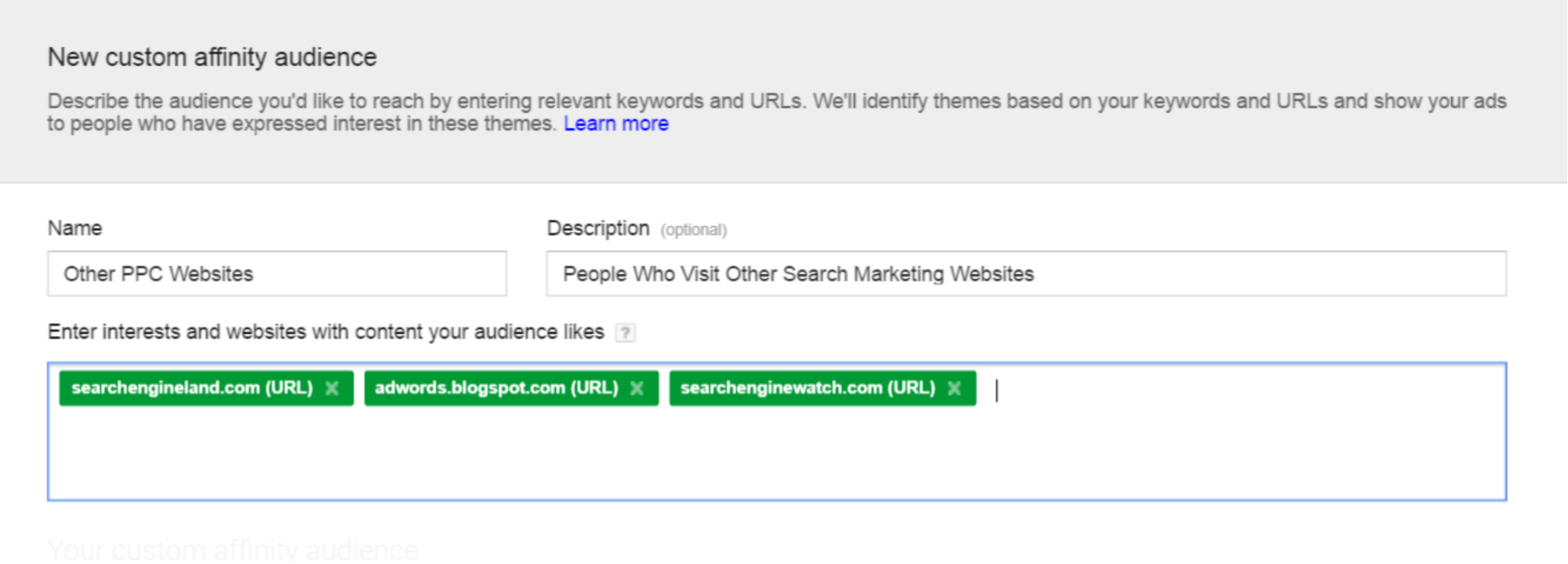
Larry’s #6 Advertising Trend: Ion Boosters

5 Ways to Beat Up on Competitors With Ads

(a) YouTube Ads: Managed Placements



(b) Custom Affinity Audiences on Google Display Network



(c) Facebook Interest Targeting

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

Cisco Systems

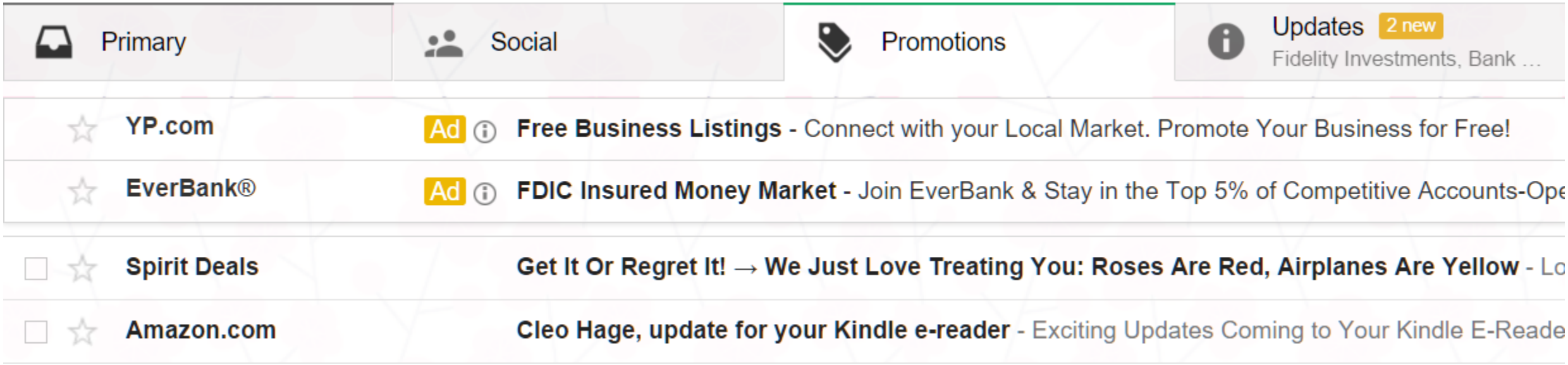
Nortel

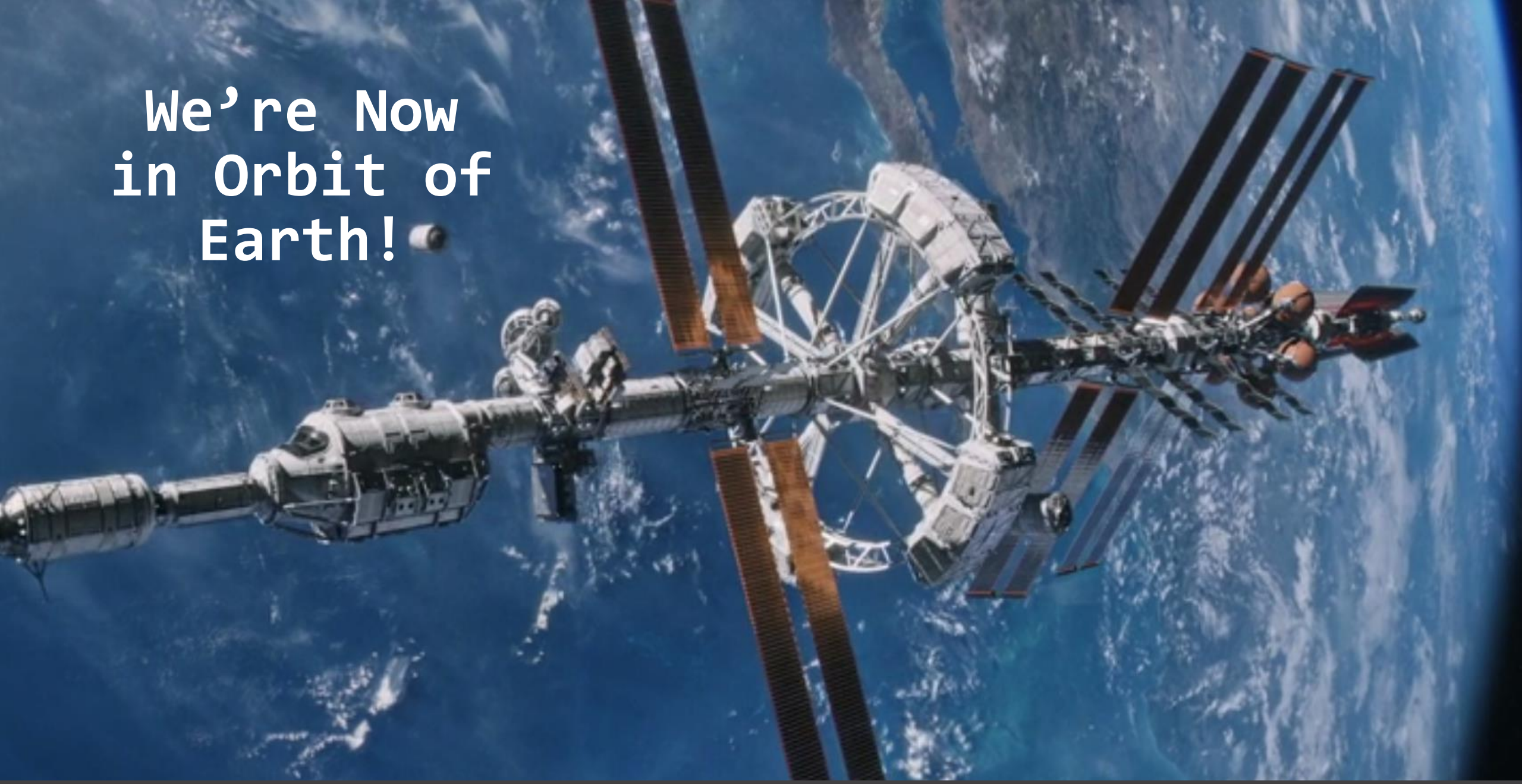
Vonage

Add demographics, interests or behaviors | Browse

Exclude People or Narrow Audience

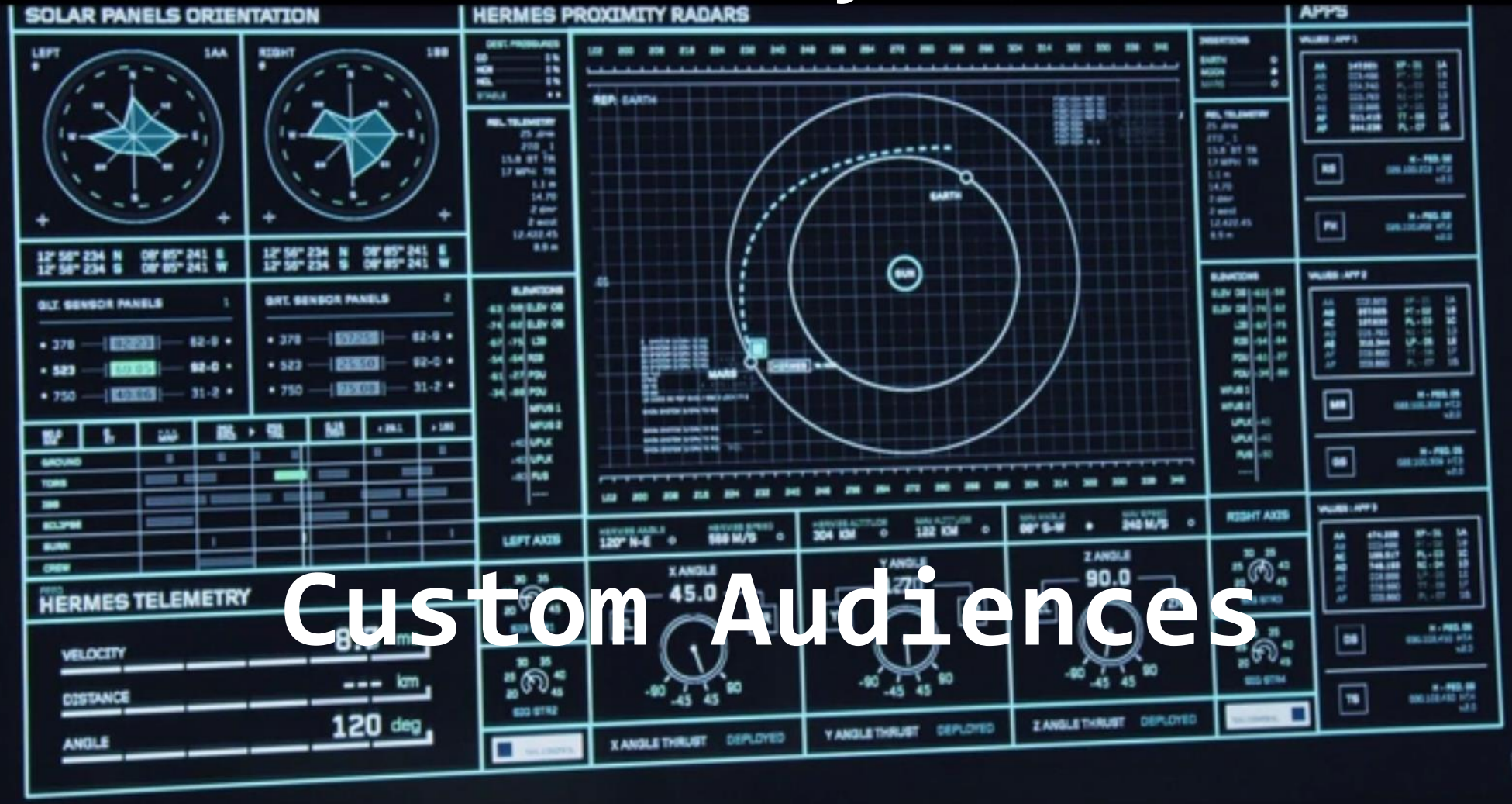
(d) Gmail Ads: Email & Keyword Targeting




We're Now
in Orbit of
Earth!

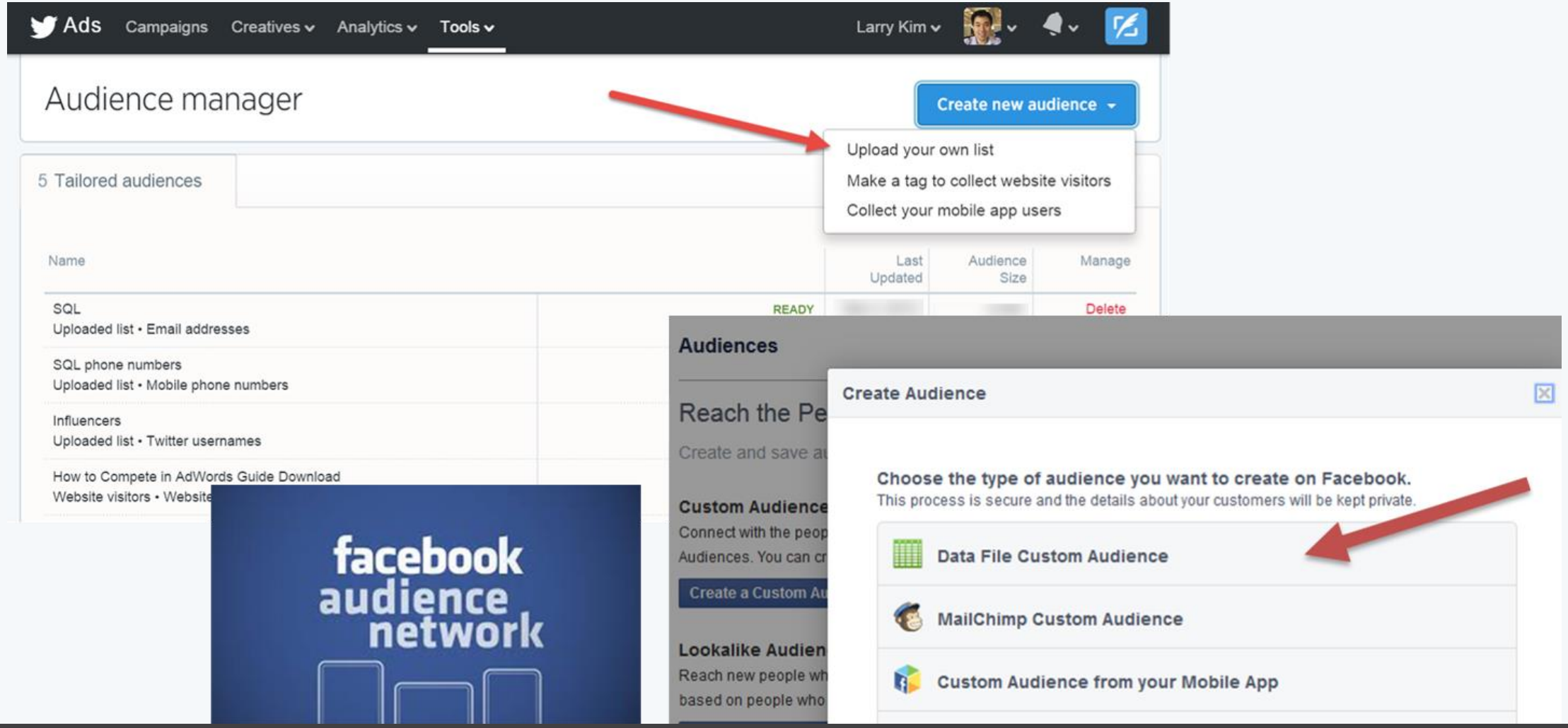
Very Few Marketing Efforts Make it This Far <2%

Larry’s #5 Advertising Trend: Earth Gravity Assist



Custom Audiences

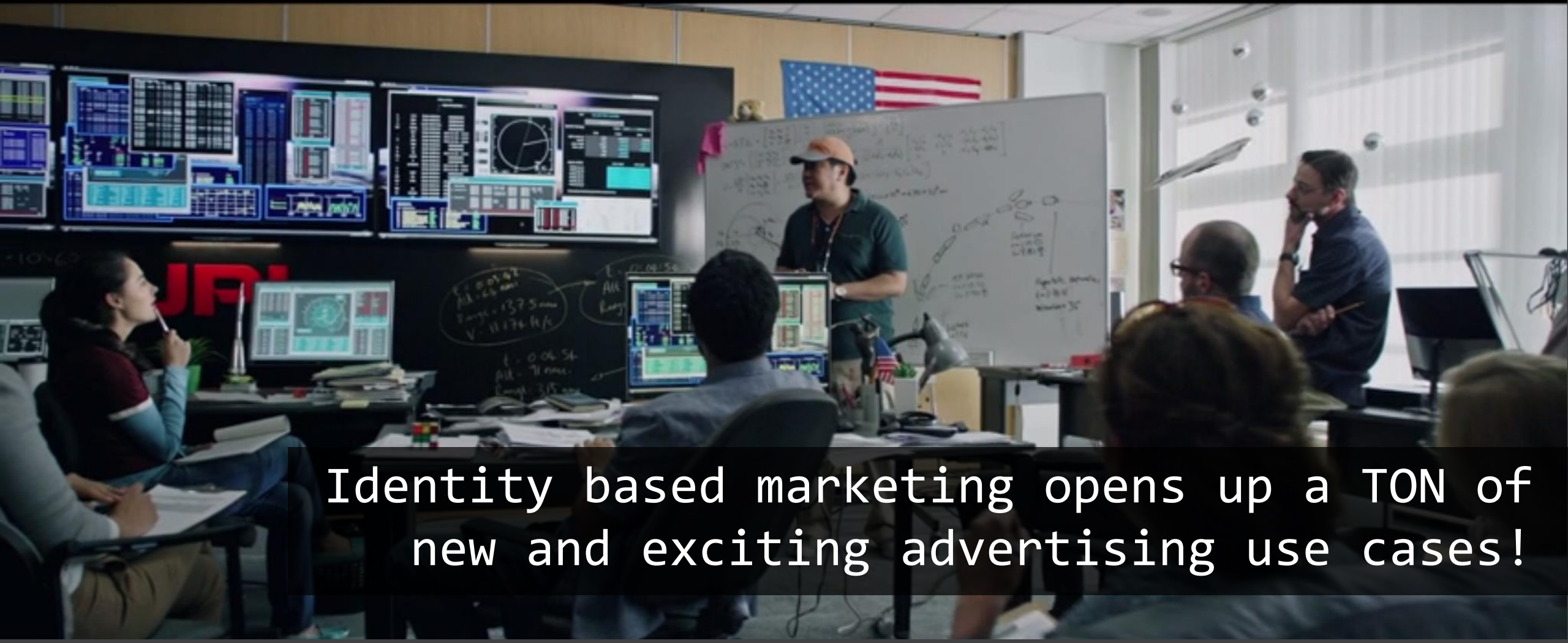
New “Tailored Audiences” or “Custom Audiences”



People-Based Marketing is Like Email Marketing But Better

Email Marketing	People-Based Marketing
Limit number of blasts to reduce unsubscribes	Fixed
.5-2% unsubscribes each blast	Fixed
People Need to opt into your list	Fixed
Tons of unqualified emails on the list	Fixed

Identity Marketing Using Custom Audiences in Social Ads



Identity based marketing opens up a TON of new and exciting advertising use cases!

This is a True Story

The WordStream Blog

A steady stream of search marketing smarts

Google

336 Tweet 78 Share 351 +1 86 Like

Mandatory Google+ Gmail Integration Quietly Shelved

By Larry Kim

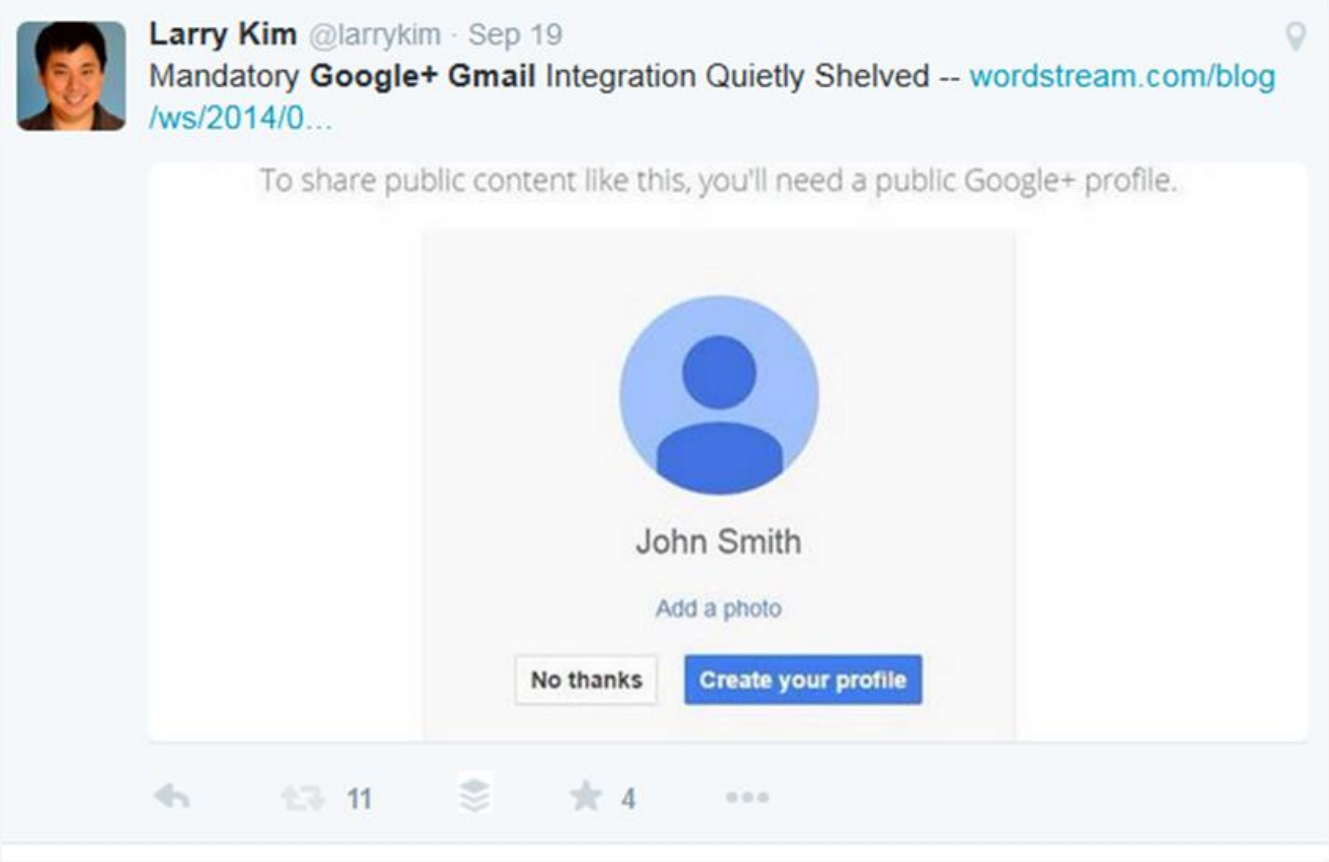
September 19, 2014

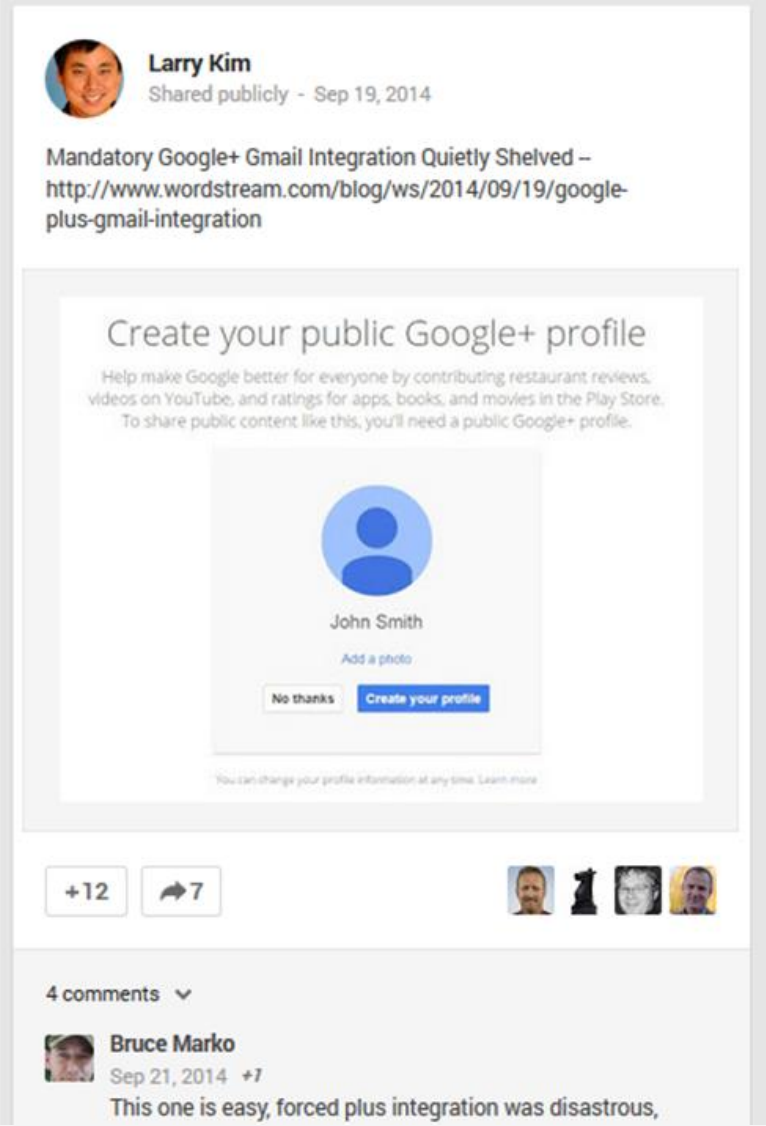
Posted In: Google

Comments: 33

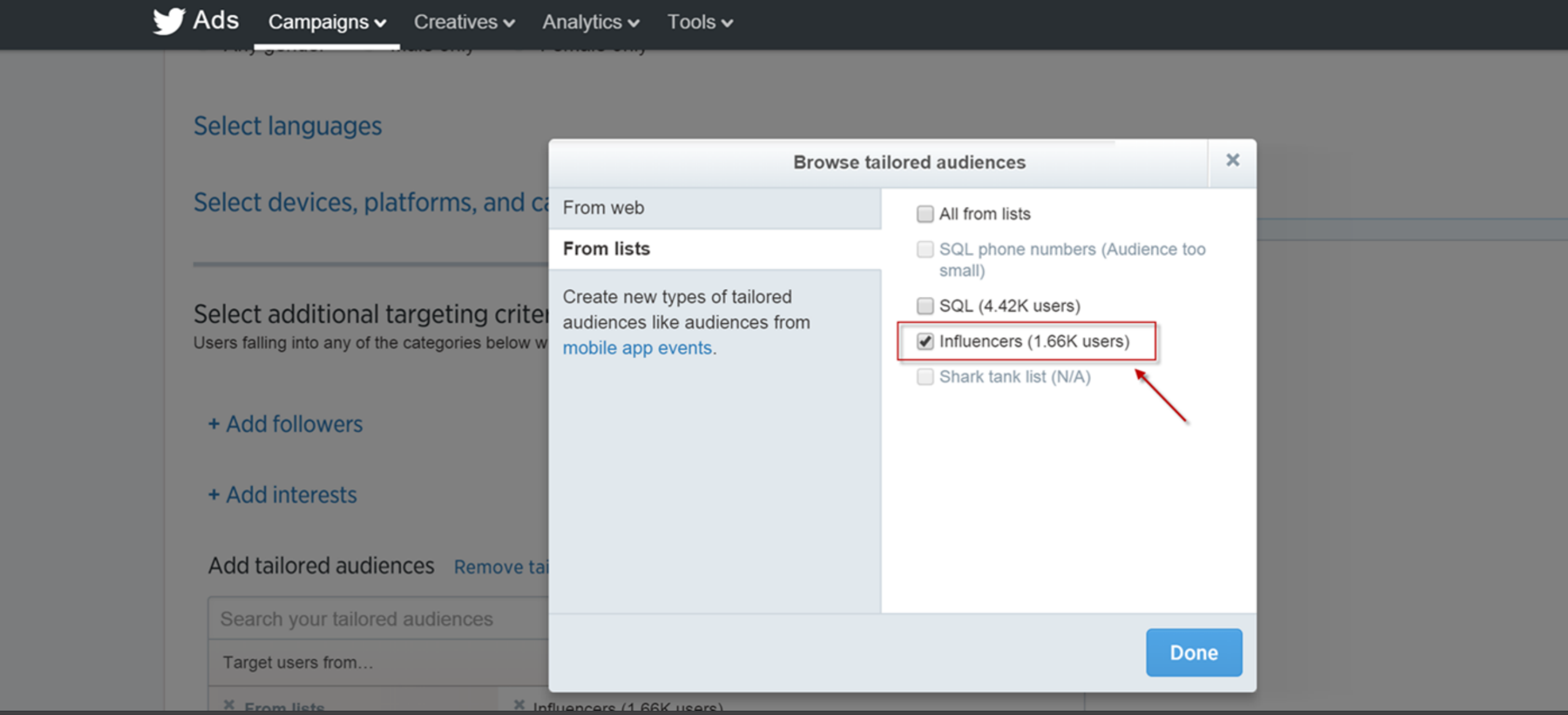
Google has gone to valiant lengths to convince us that rumors of Google+'s demise have been greatly exaggerated, but Google is no longer forcing new Gmail users to connect their account to a Google+ profile – yet another move that could signal the end for Google's troubled social network.

Shared the Article on My Social Media





Promoted Post to My List of Influencers



Story Picked Up in Marketing Land in 2 Hours

Marketing Land SOCIAL SEARCH MOBILE DISPLAY EMAIL ANALYTICS MARTECH RETAIL CMO MORE

Google+ Is No Longer A Requirement For Creating A Google Account

After 2 1/2 years of mandatory social account creation, new users are now given a "No thanks" choice when signing up for Gmail and other Google products.

Martin Beck on September 19, 2014 at 7:10 pm

2.1K

MORE

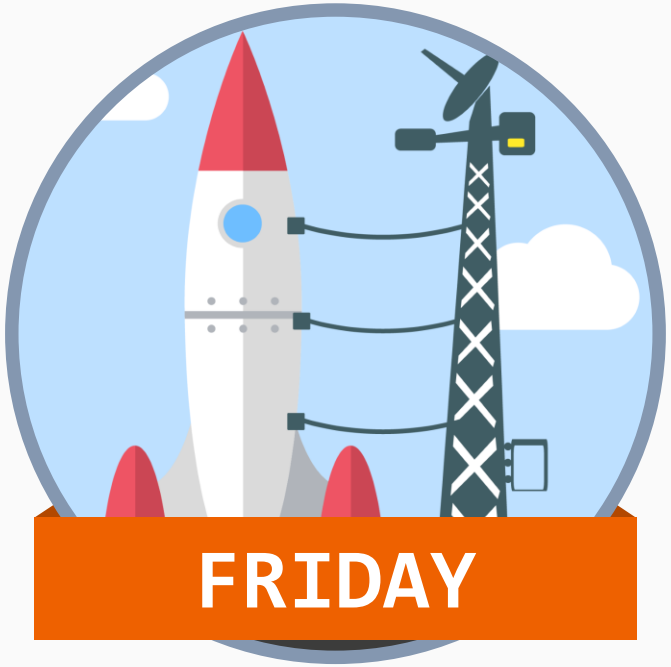
Google's hard sell of Google+ continues to get softer.

Earlier this month, Google quietly dropped the requirement that new users create a Google+ profile when they sign up for a Google account. A Google+ profile has been mandatory since January 2012, a requirement that some saw as a strong-arm tactic.

With the change, brought to our attention today by Larry Kim of the WordStream Blog and confirmed by Google, new users are given a choice:

SEO Link Building Dance

+500 Press Pickups in 48 Hours

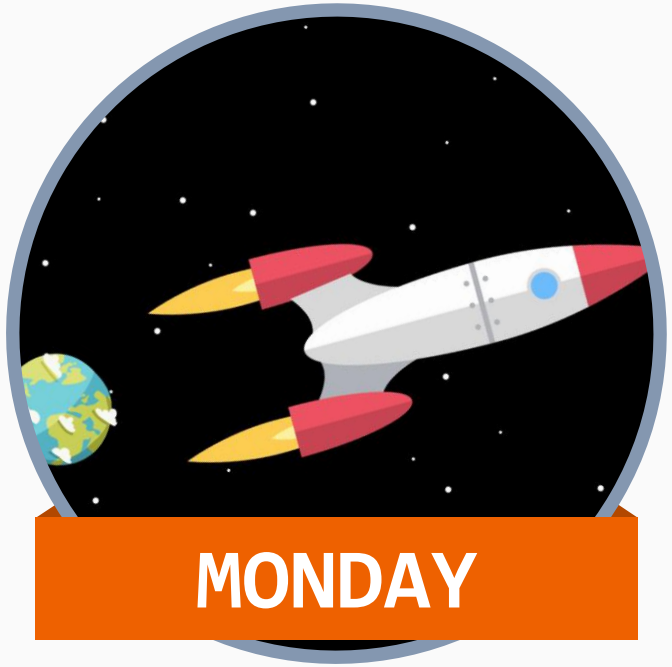


FRIDAY

Marketing Land

SATURDAY

engadget
VentureBeat
GIZMODO
The Register



MONDAY

lifehacker
ars technica
FAST COMPANY
BUSINESS INSIDER
The Washington Post
c|net
BETABEAT
SLASHGEAR
InformationWeek
ITPRO
THE DRUM

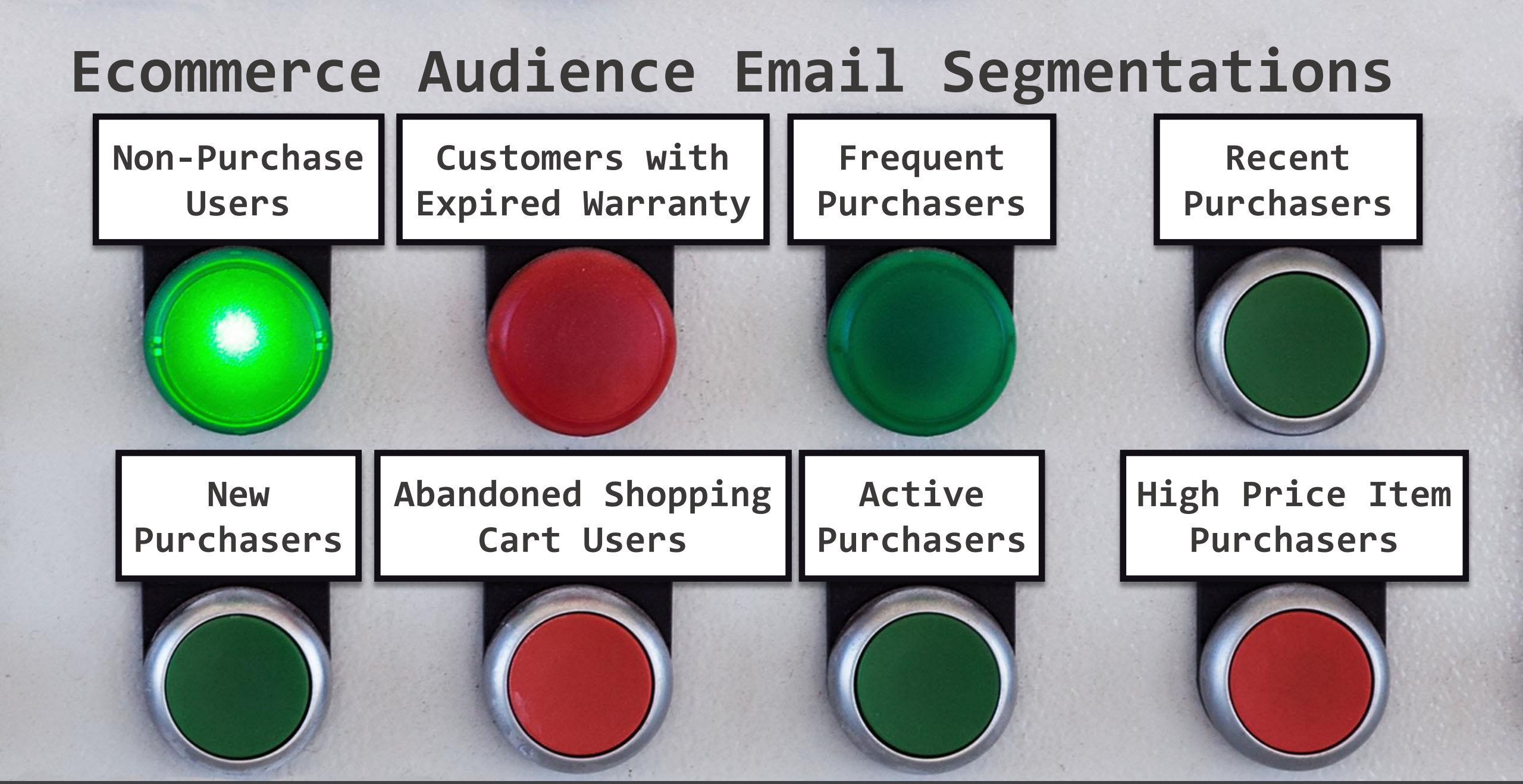
Custom Audience Social Ads ROI Analysis:

- 500 High Value Press Pickups + Links
- Massive Brand Exposure
- +100k Site Visitors

Total Cost: $50
Total Time 10 minutes

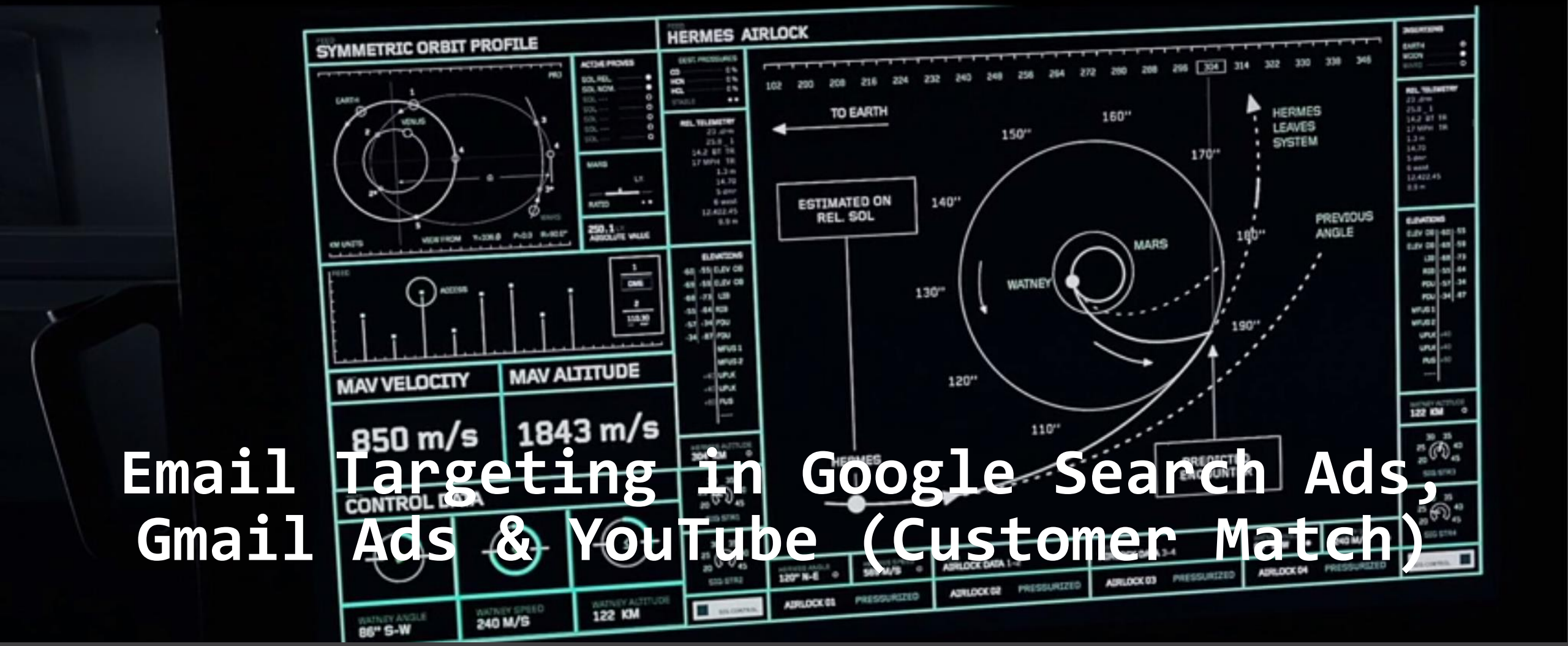
Use Existing Email Marketing Segments Using Custom Audiences!

Ecommerce Audience Email Segmentations



Grow Your Audience Size Using Similar Audiences!

Larry’s #4 Advertising Trend: Lunar Gravitational Slingshot



Email Targeting in Google Search Ads, Gmail Ads & YouTube (Customer Match)

Upload Emails into Google AdWords

Tag details

+ REMARKETING LIST | Remove | Add to ad groups | Labels | Filter | dumping | Search

Filter Name contains dumping

Audiences	Type	Membership status	List size	
			Google Properties	Disp
Similar to All Emails The Big Dumping Ground	Website Similar audience	Open	Unavailable - Display only	--
All Emails The Big Dumping Ground This is a big dump of a gazillion emails	Customer list List upload	Open	180,000	--

Target YouTube, Gmail and Search Ads!

Email Targeting = 10x Higher CTR vs. Generically Targeted Keywords

Campaign	Impr.	CTR
Brand Exact and Phrase Match	289,524	3.44%
Generic Broad Matched Keywords	485,168	1.72%
RLSA	9,318	11.83%
Email	2,209	22.41%

Email Targeting = 3x Higher Conversion Rate vs. Generically Targeted Keywords

Campaign	Conversion Rate
Brand Exact and Phrase Match	15.25%
Generic Broad Matched Keywords	11.21%
RLSA	23.32%
Email	31.11%

Larry’s #3 Advertising Trend:

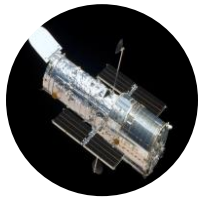
ADVANCED

Hacking RankBrain & New Machine Language Enabled Algorithms for Awesome SEO

Current & Future Google SEO Ranking Signals

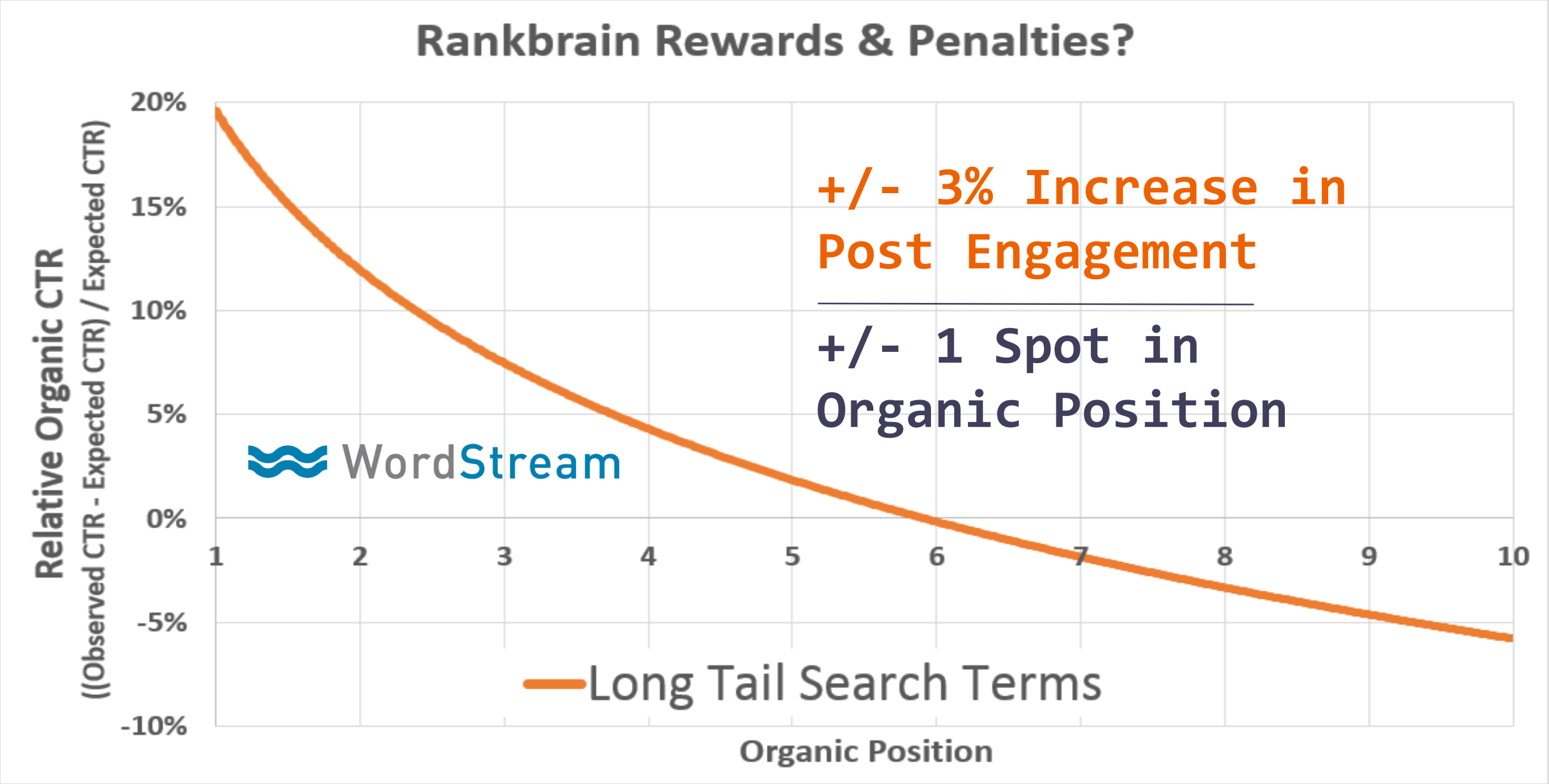
Current Google

1. Links
2. Keywords
3. …?

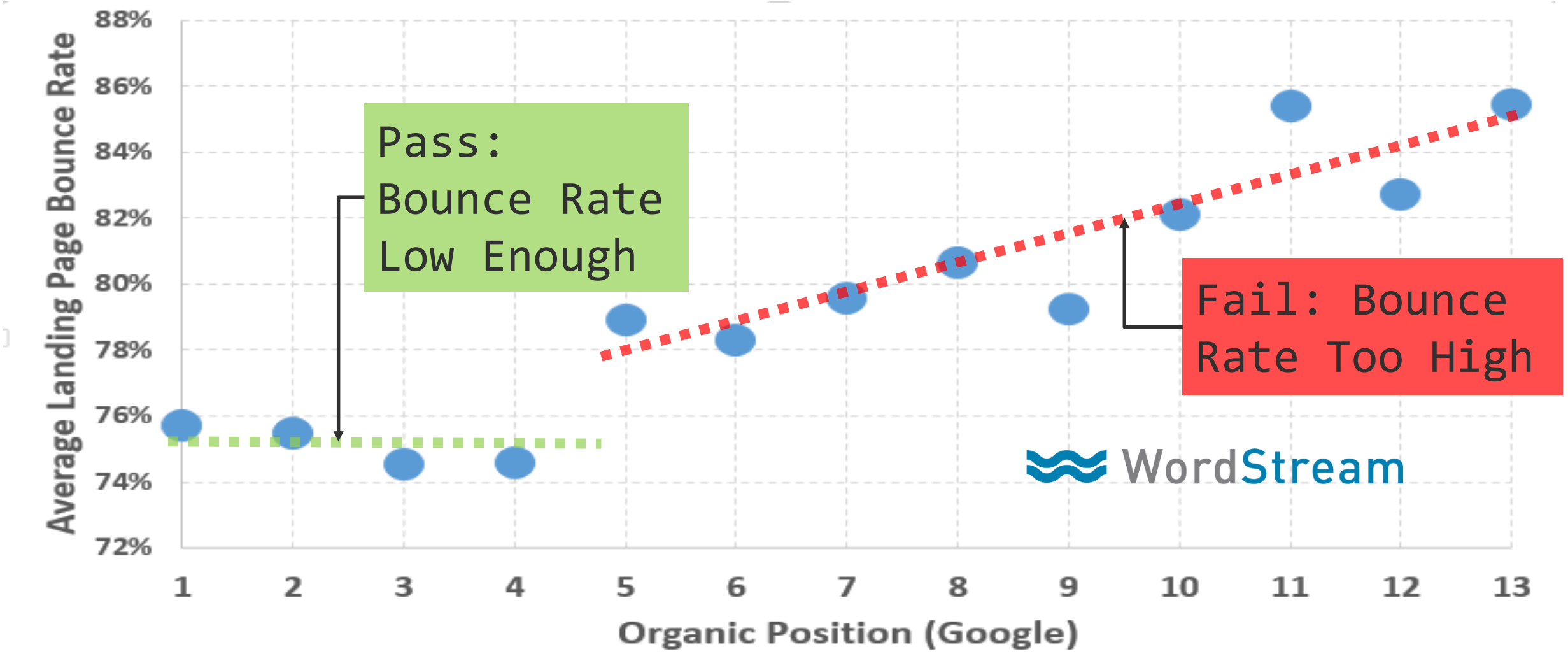


Future Google

1. User Engagement Metrics (Click Through Rate & Bounce Rates)
2. Links
3. Keywords


Rankbrain Rewards & Penalties?
Relative Organic CTR
((Observed CTR - Expected CTR) / Expected CTR)
20%
15%
10%
5%
0%
-5%
-10%
1
2
3
4
5
6
7
8
9
10
Organic Position
+/- 3% Increase in Post Engagement
+/- 1 Spot in Organic Position
WordStream
Long Tail Search Terms

Bounce Rate vs. Organic Position



So… Get Really High Organic CTRs & Conversion Rates!

- More Clicks & Conversions
- Better SEO Rankings
- Even More Clicks & Conversions!

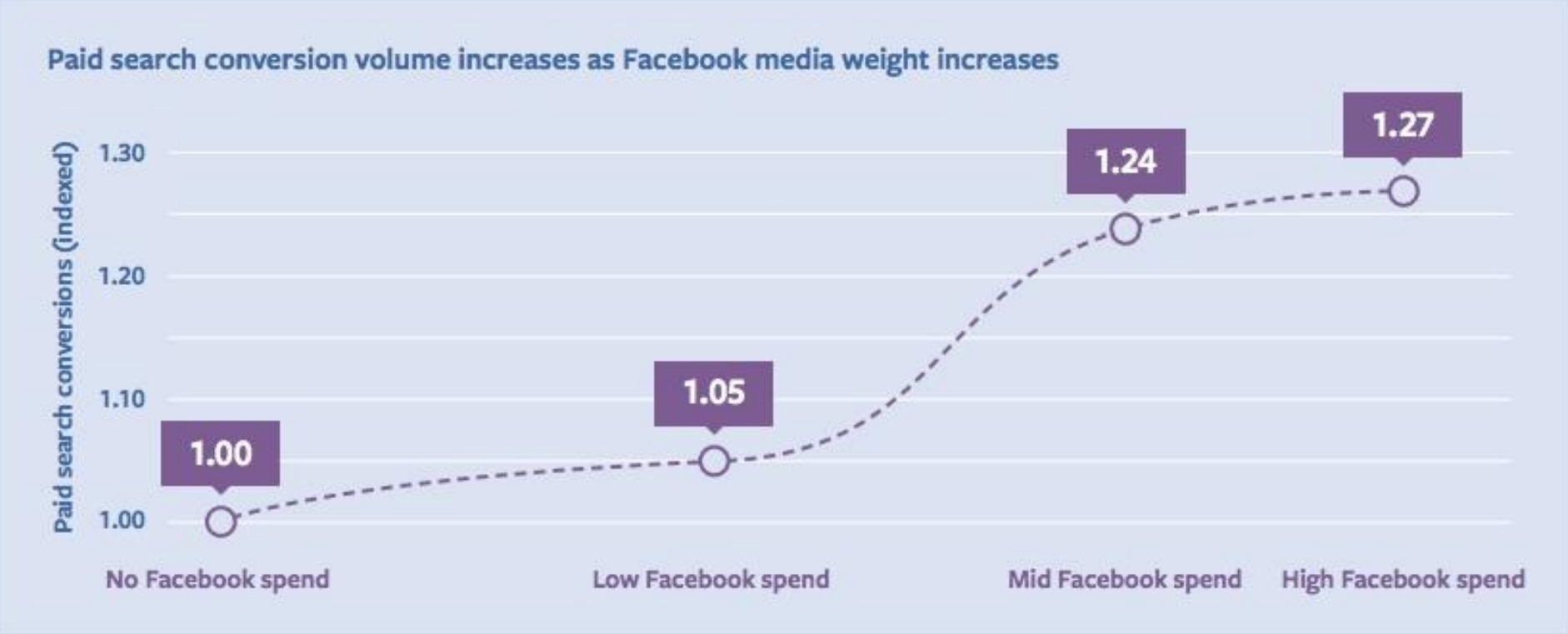
What if You Have Below Average CTR and Conversion Rates? (Terrible!)

- Fewer Clicks
- Worse SEO Rankings
- Even Fewer Clicks!

Social Media Ads Builds Brand Recognition & Doubles Organic Search CTR & Conversion Rates!

Facebook case study: Experian credit services, June 2014

Paired market methodology: 80 zip codes per test group, balanced on historical sales, Facebook demos and US census data



Source: "The Facebook Added Value Series: Volume 2" by Kenshoo (a study commissioned by Facebook), Jun 2014. Statistical significance level of over 90% for average figures across all treatment groups. Search conversion values and Facebook media spend were indexed. Individual results may vary.

We're now
Orbiting Mars!

Larry’s #2 Advertising Trend : Mars Ascent Vehicle (MAV)

Video Ads!

LovePop Cards:

Unicorn Video Ads!

3-Dimensional Pop-Up Cards

$0.02 Cents Per Video View!

Ads Manager

Account: Larry Kim (21083555)

Account: Larry Kim

Campaign: Larry Kim - Video Views

Performance | Demographics | Placement

4,332
Results: Video Views

29,491
People Reached

$100.00
Amount Spent

Custom

4,332 Results: Video Views $0.02 Cost per Result 14.10% Result Rate

Campaign Off

Delivery
Inactive

Objective
Video Views
See Post
See Instagram Post

Amount Spent Today
$0.00 spent today
$100.00 total spent of $100.00 budget

Total Schedule
May 09, 2016 9:50am – May 13, 2016 9:44am

Ad Sets in this Campaign | + Create Ad Set | Columns: Performance | Breakdown | Export

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
video views Larry Kim - Video Views	Not Delivering Campaign is Off	4,332 Video Views	29,491	$0.02 Per Video View	$100.00 Lifetime	$100.00	May 9, 2016 – May 13, 2016 3 days
Results from 1 Ad Set		4,332 Video Views	29,491 People	$0.02 Per Video View		$100.00 Total Spent	

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Video Ad Campaigns Increase Relevancy Score by 2 Points!

Larry’s #1 Advertising Trend: Mars Gravitational Slingshot Home

Google AdWords

Use Social Ads + PPC Search Ads on Google Using Remarketing Lists for Search Ads! (RLSA!)

ADVANCED

How Remarketing Lists for Search Ads (RLSA) Works

Users visit your site, get added to your remarketing list

Show them customized ads when they search for your keywords on Google!

Target **search ads** only to people who **recently visited your site**!

The Power of SEARCH Remarketing

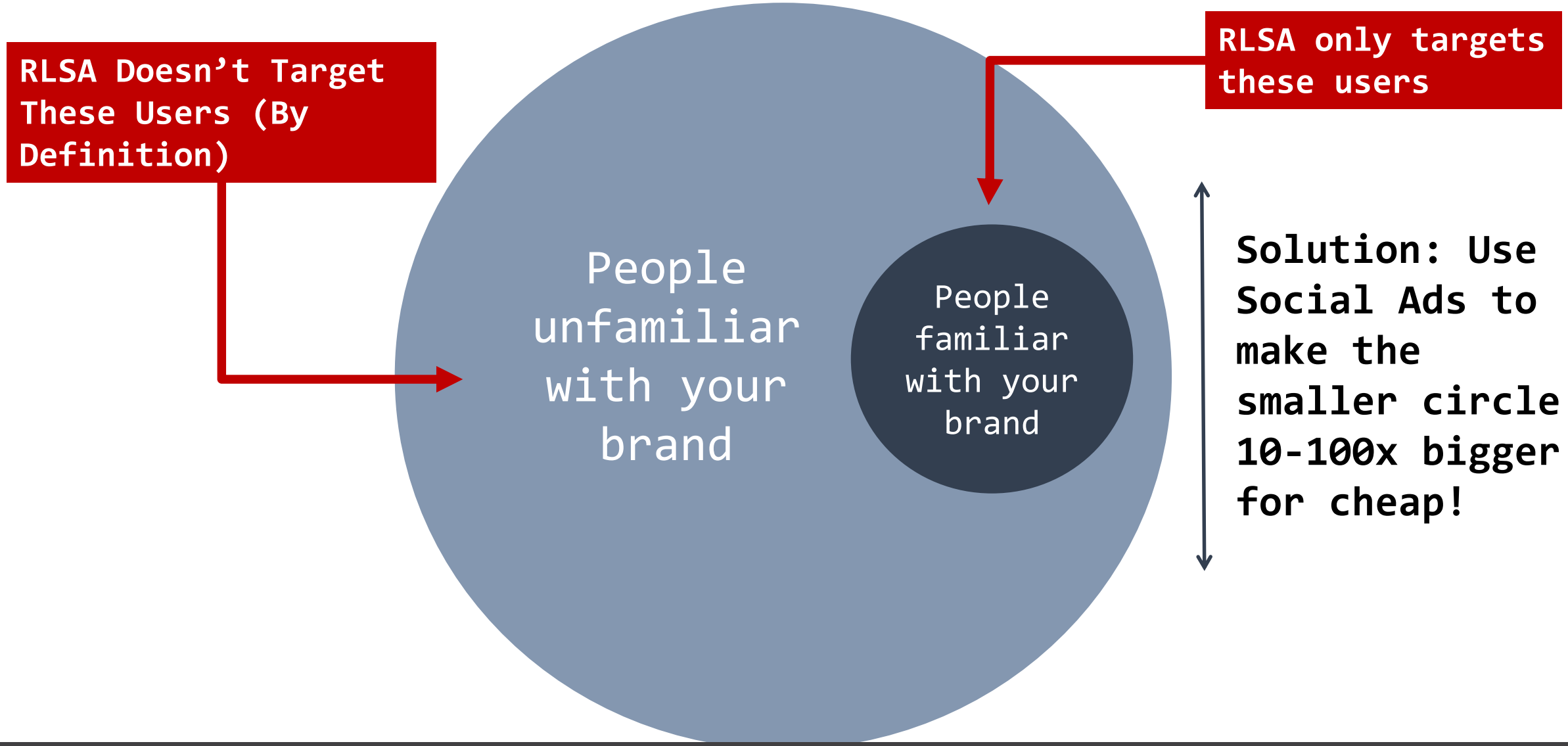
2X Click Through Rates

1/3 Cost Per Click

2X Conversion Rates!

So What's The Catch??

The Problem with RLSA



How Advertising REALLY Works

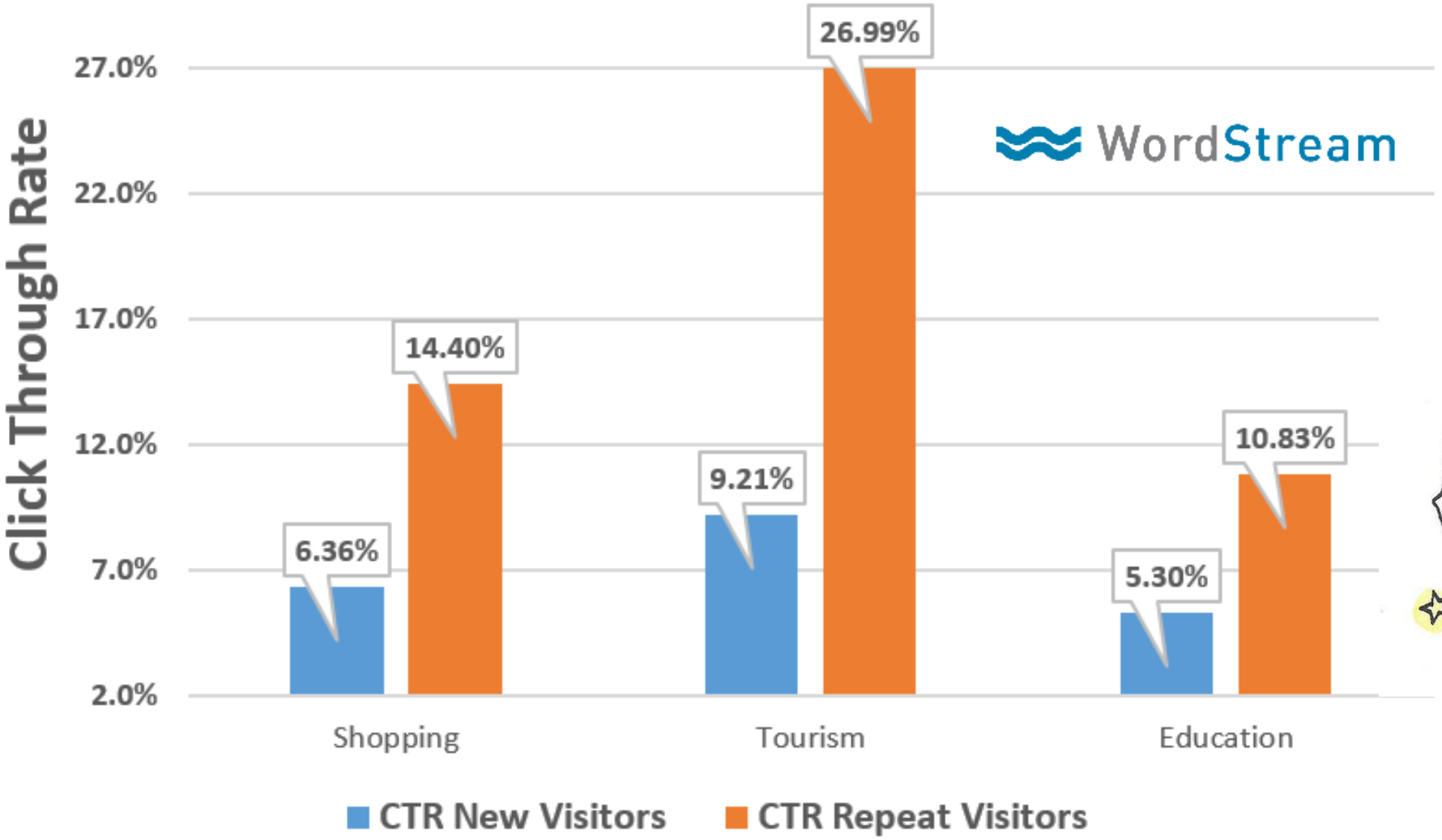
STEP 1: Promote Inspirational / Memorable Content about Your Brand to your Target Market

STEP 2: People See The Ad, But Don’t Necessarily Take Action Right Away. (But Become Biased)

STEP 3: Later when the Need Arises, People either:

- Do a Branded Search for Your Stuff
- Do Un-Branded Search but Biased Towards Clicking & Buying From You.

Brand Affinity DRAMATICALLY Impacts CTR (+2-3x!)



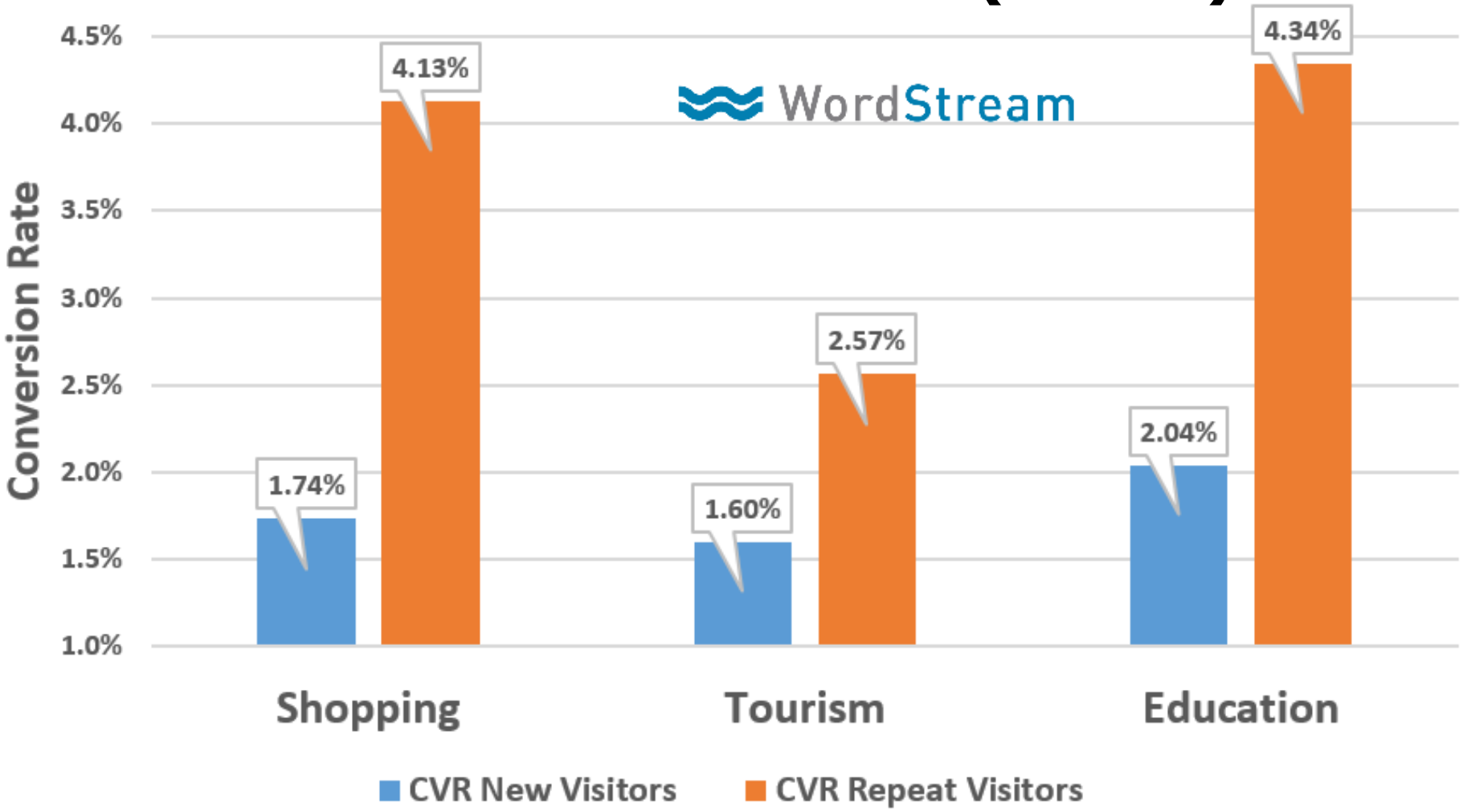
Quality Score affects your CPC

You Save

10	Discounted by	50.0%
9	Discounted by	44.2%
8	Discounted by	37.5%
7	Discounted by	28.6%
6	Discounted by	16.7%
5	Google benchmark	
4	Increased by	25.0%
3	Increased by	67.3%
2	Increased by	150.0%
1	Increased by	400.0%

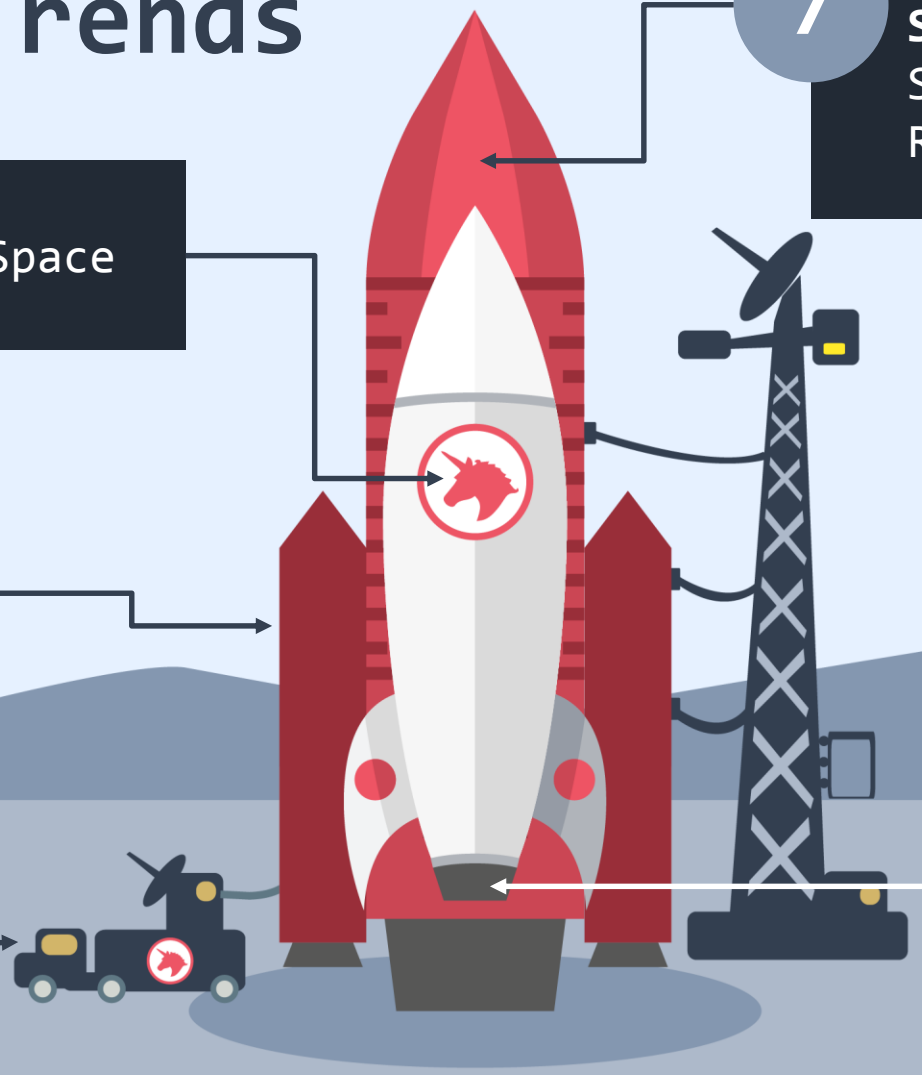
You Pay

Brand Affinity DRAMATICALLY Impacts CONVERSION RATES (+2-3x!)



WHAT DOES IT ALL MEAN?

Summary: Larry's Top 10 Advertising Trends



7 **Secondary Booster Rockets:** Super Remarketing, Sequenced Remarketing.

10 **Unicorn Rockets:** Only Launch Unicorns into Space w/ Social Ads.

8 **Solid State Boosters:** Remarketing on Google Display Network & FB

9 **Unicorn Rocket Fuel:** Audience Targeting to Increase Engagement

6 **Ion Boosters:** Beat Up on Competitors.

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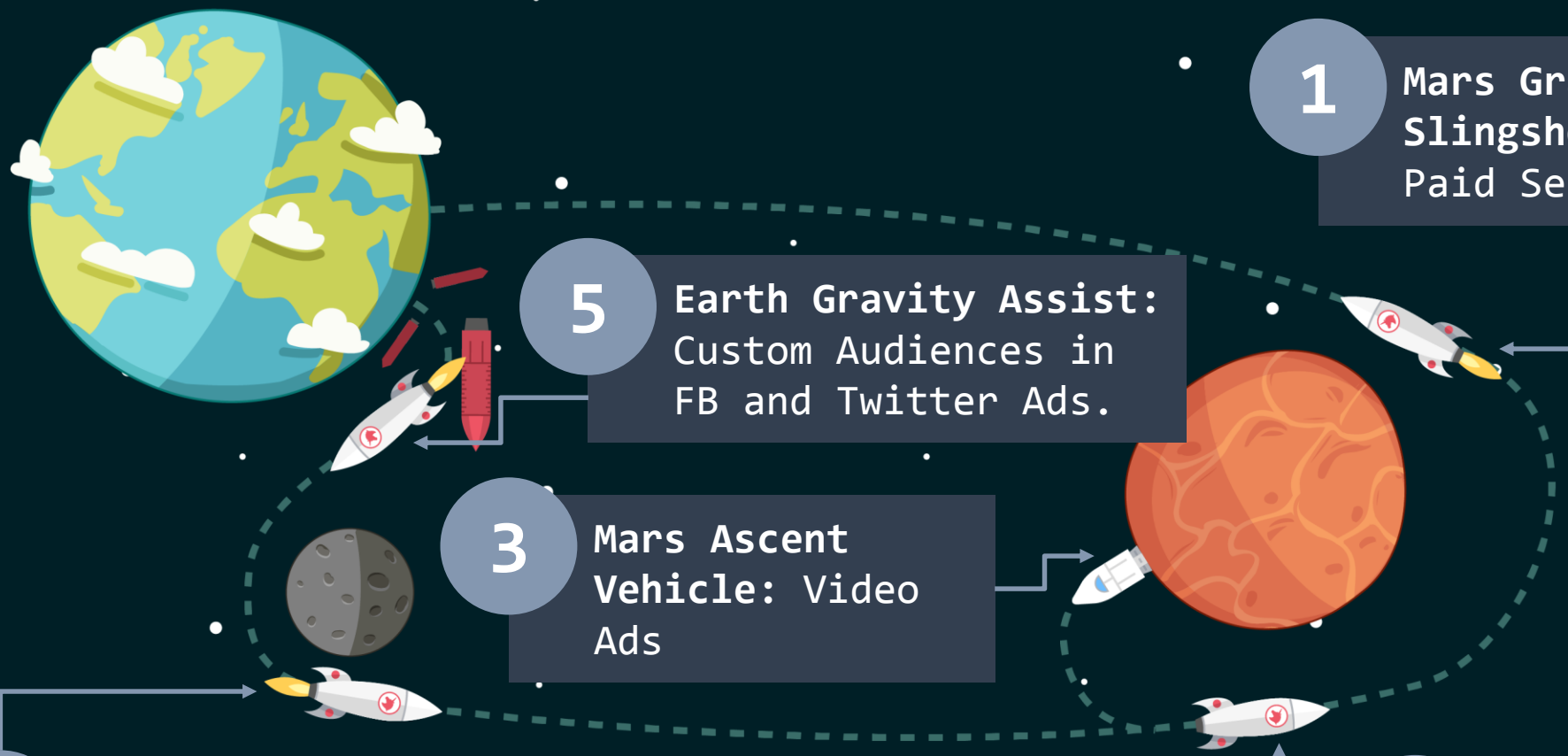
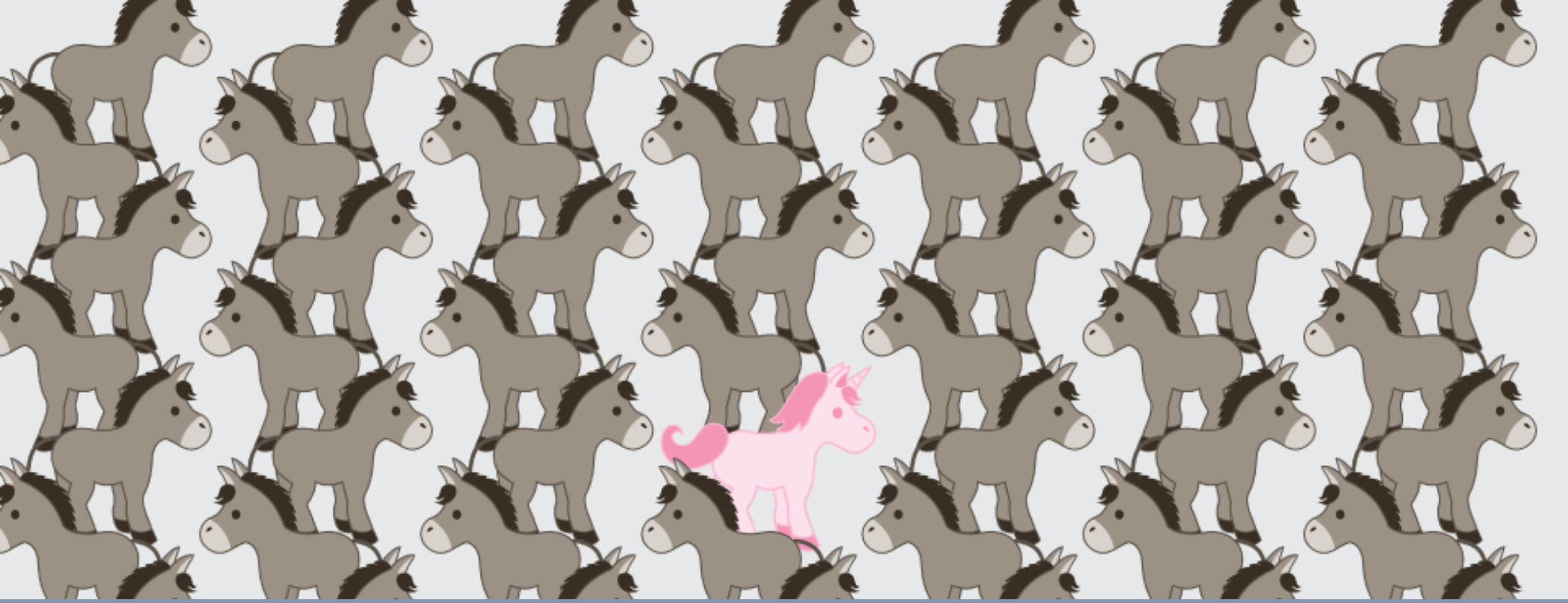
Summary: Larry's Top 10 Advertising Trends



1. **Mars Gravitational Slingshot Home:** Combining Paid Search & Social Ads
2. **Mars Intercept:** Hacking RankBrain for Awesome SEO
3. **Mars Ascent Vehicle:** Video Ads
4. **Lunar Roll: Customer Match in AdWords:** YouTube, Gmail, Google Search
5. **Earth Gravity Assist:** Custom Audiences in FB and Twitter Ads.

Find Your Unicorns!



Be a Unicorn in a Sea of Donkeys!

Thank you, Internet Hungary 2016!