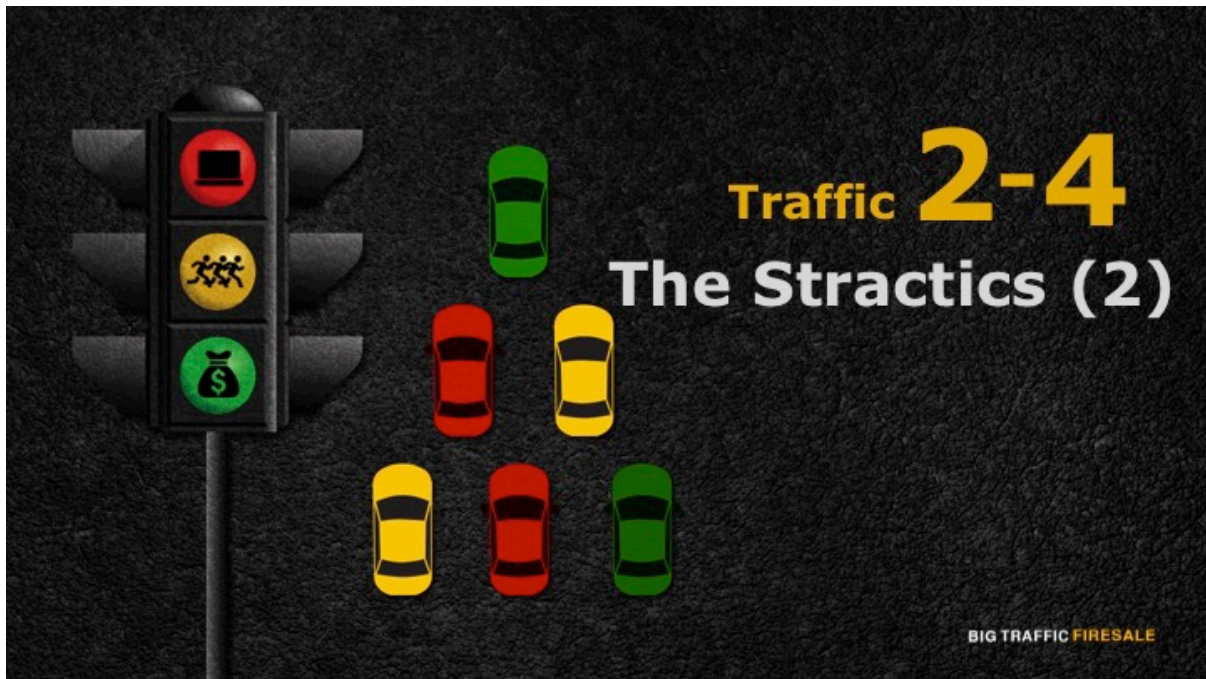


2-4 – The Stractics (Strategies And Tactics) In Using Google Adwords Effectively (Part 2)



S1: Hey there and welcome back to the Google Adwords module. In this particular episode we will explore more of the stractics to ensure your Adwords campaign's success, which is identifying your audience and your Unique Selling Point (USP).

Identify Your Customers & Their Demands

- ▶ Developing characters is essential, so you would have an idea who your potential clients are.
- ▶ Ask yourself these questions:
 - What does your customer want?
 - What does your ideal customer do?
 - When do they do it?
 - When are they actively searching for what they want?
 - What device are they using?

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S2: One of the most important factors in ensuring you strategize your ads effectively is by identifying who your customers are and their demands. Developing characters is essential, as you would have an idea of who your potential prospects are. Ask yourself these important questions:

- What does your customer want?
- What does your ideal customers do?
- When do they do it?
- When are they actively searching for what they want?
- What device are they using?

Conduct Thorough Research

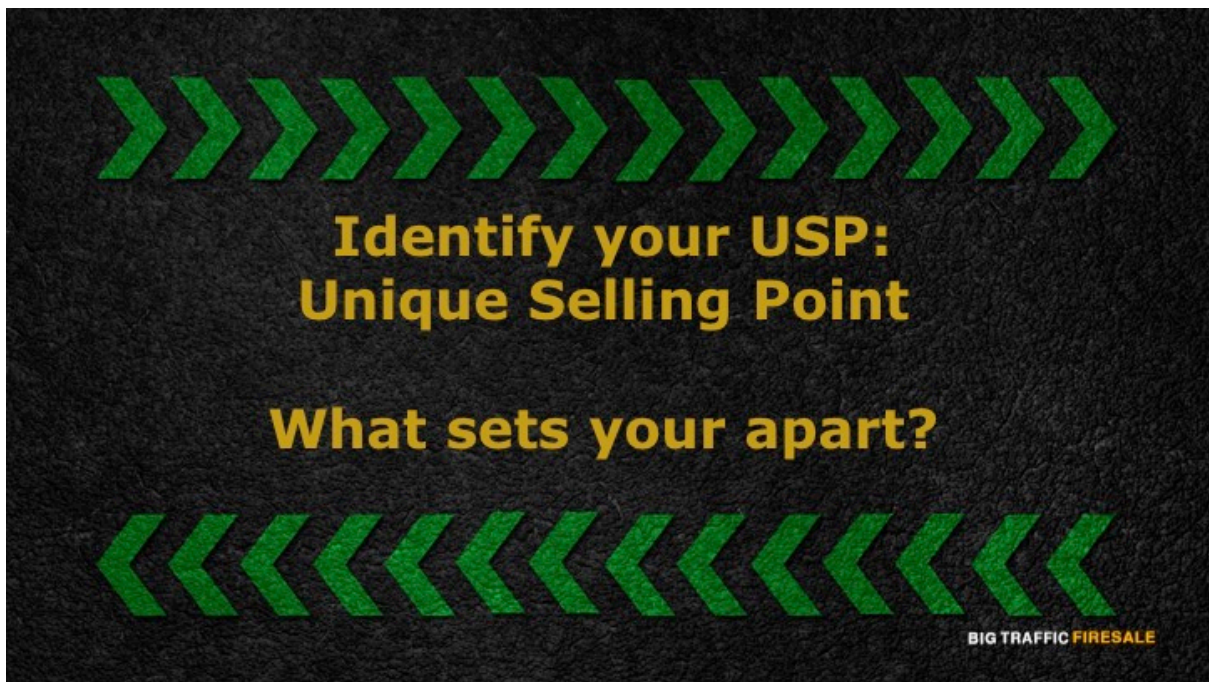
- ▶ You will discover your market as well as the customer's needs.
- ▶ You would not waste resources.
- ▶ It is not your needs to satisfy, but your customers.

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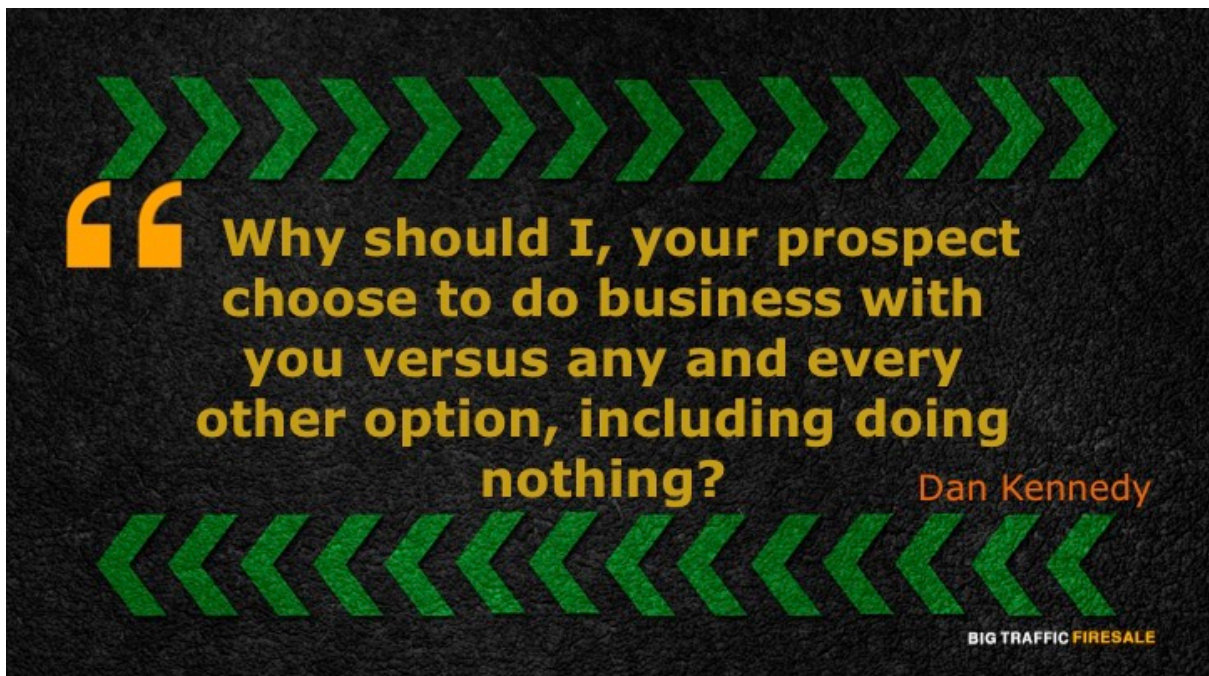
S3: When you have asked these questions, make sure that you follow it up with thorough research. By doing so you will discover your market, as well as the customer's needs. Therefore would you agree that you would not be wasting your resources (time, money and energy) in developing your Adword campaign?

Think of it this way. If your customers are not searching for your product or service via Google Adwords then obviously, your campaign will surely be a waste. Too often entrepreneurs are so much in love with the products or services they're offering and they forget that it is not their needs to satisfy, but their customer's.

So hold your horses and before you enthusiastically launch your first campaign, you need to verify whether there is in fact an audience for your show.



S4: Next, it is imperative that you identify your USP (Unique Selling Proposition). What is USP? Your USP is what sets you apart from you and your competitors. It gives you an edge, where it gives your prospects a convincing reason to choose you over everyone else.



S5: For instance, if you choose to advertise your traveling package to New Zealand. What makes your travel package different from the ones readily available in the market? What is your X factor? Do you offer destinations in

New Zealand that other companies never offered before? Or do you have complimentary prizes that other companies have never thought of? Are you unique enough?

As Dan Kennedy (direct response marketing expert) would put it, “Why should I, your prospect choose to do business with you versus any and every other option, including doing nothing?”

A powerful USP that everyone will surely realize is: “Fresh hot pizza delivered in 30 minutes or less, guaranteed.” This USP originates from Dominos Pizza, which they applied to create a billion dollar company!

Conversion Tracking For Multiple Businesses

- ▶ Using conversion tracking, you are able to compare and contrast between your different businesses.
- ▶ You can evaluate which Adwords Campaign is working better for you in terms of conversions.
- ▶ Therefore, you are able to make adjustments and boost your profit.

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S6: So, it leaves us with the most vital question. How do you create your own USP? Firstly, identify your strengths and what do you have that others don't. As stated earlier this will be your X factor.

Interact With Your Customers

- ▶ A great company is built on customer's feedback and insight.
- ▶ Ask your customers these following questions:
 - Why are they doing business with you and not others?
 - What do they like about your product/service?
 - What can you improve on?

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S7: Secondly, interact with your customers by hearing them out. A great company is built on consumer's feedback and insight. Ask your customers these following set of questions:

- Why are they doing business with you and not others?
- What do they like about your product/service?
- What can you improve on?

Always remember that your price tag is not the sole reason why people buy your product or service. If your competitor is pulling you down on pricing because they are more established, you have to be creative and tackle another sales feature that will compensate the customer's needs. You need to build your sales around that particular feature.

Competitor Analysis

- ▶ To create a compelling USP, analyze your USP.
- ▶ Analyze your competitors' ads, websites and marketing materials.
- ▶ Find a way for your Adword campaign to stand out!

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S8: Thirdly, in order to create a very compelling USP, analyze your competitors. As the saying goes, "if you can't beat them, join them." The best way to go about it is by conducting a competitor analysis.

Make sure to analyze your competitors' ads, websites and marketing materials. This way you can find a way to stand out from the crowd and establish a unique Adword campaign!