

Google Ads Strategies for Outfitters

Getting Back To Basics

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Complicated PPC Landscape

- Privacy / 3rd Party Pixel Deprecation
 - First Party Data
- Automation / AI / Machine Learning
 - Smart Bidding
- Responsive, Dynamic and Expanded Text Ads (RSA, DSA, ETA – Oh MY!)
 - BLAH BLAH BLAH

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How To Improve Performance (Ways To Optimize)



- **CTR (Click Thru Rate) Optimization – Changes to ad copy to maximize clicks**
- **CPC (Cost Per Click) Optimization – Changes to bidding to spend less for same # clicks**
- **CVR (Conversion Rate) Optimization – Changes to “offer” to maximize conversions**

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How To Improve Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	CVR	CPA
Current	10,000	500	\$2.00	5%	\$1,000	5	1%	\$200

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The logo for Elevate The Outdoor Industry features a stylized white mountain peak on a green background. To the right of the mountain, the word "ELEVATE" is written in large, bold, white, sans-serif capital letters. Below "ELEVATE", the words "THE OUTDOOR INDUSTRY" are written in smaller, bold, white, sans-serif capital letters.

Lead Magnet



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Offer Optimization is based around clarity on your ideal audience and what appeals to them

	Impressions	Clicks	CPC	CTR	Cost	Conversions	CVR	CPA
Current	10,000	500	\$2.00	5%	\$1,000	5	1%	\$200
CTR OPTM	10,000	1000	\$1.75	10%	\$1,750	10	1%	\$175
CPC OPTM	10,000	500	\$1.00	5%	\$500	2	0.40%	\$250
CVR OPTM	10,000	500	\$2.00	5%	\$1,000	10	2%	\$100
OFFER OPTM	5,000							

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What is Offer Optimization?

- **How to improve the value of your offer?**
- **How to do Offer Optimization to improve performance**

Let's Review Your Offer



The #1 Offer Problem

We Don't Have An Offer

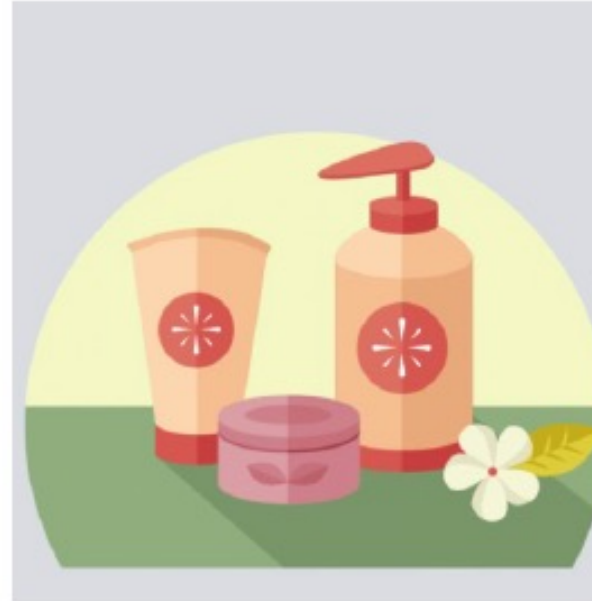
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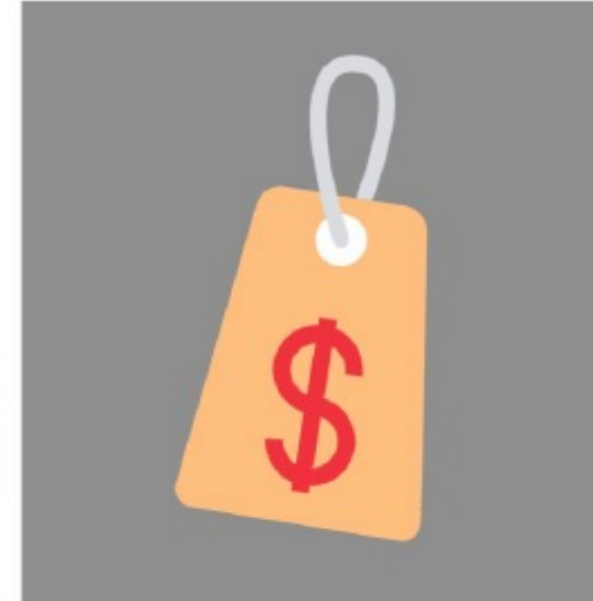
Offer

Product



- Quality ingredients
- Custom scents

Price



- 90% off
- BOGO

Positioning



- 50% softer skin
- Reverses aging

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What's the value of your offer?

$$\frac{\text{Perceived Worth}}{\text{Perceived Cost}} = \text{Value of Offer}$$

$$\frac{\$100}{\$100} = 1$$

$$\frac{\$300}{\$100} = 3$$

$$\frac{\$50}{\$100} = 0.5$$

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What does your audience want?

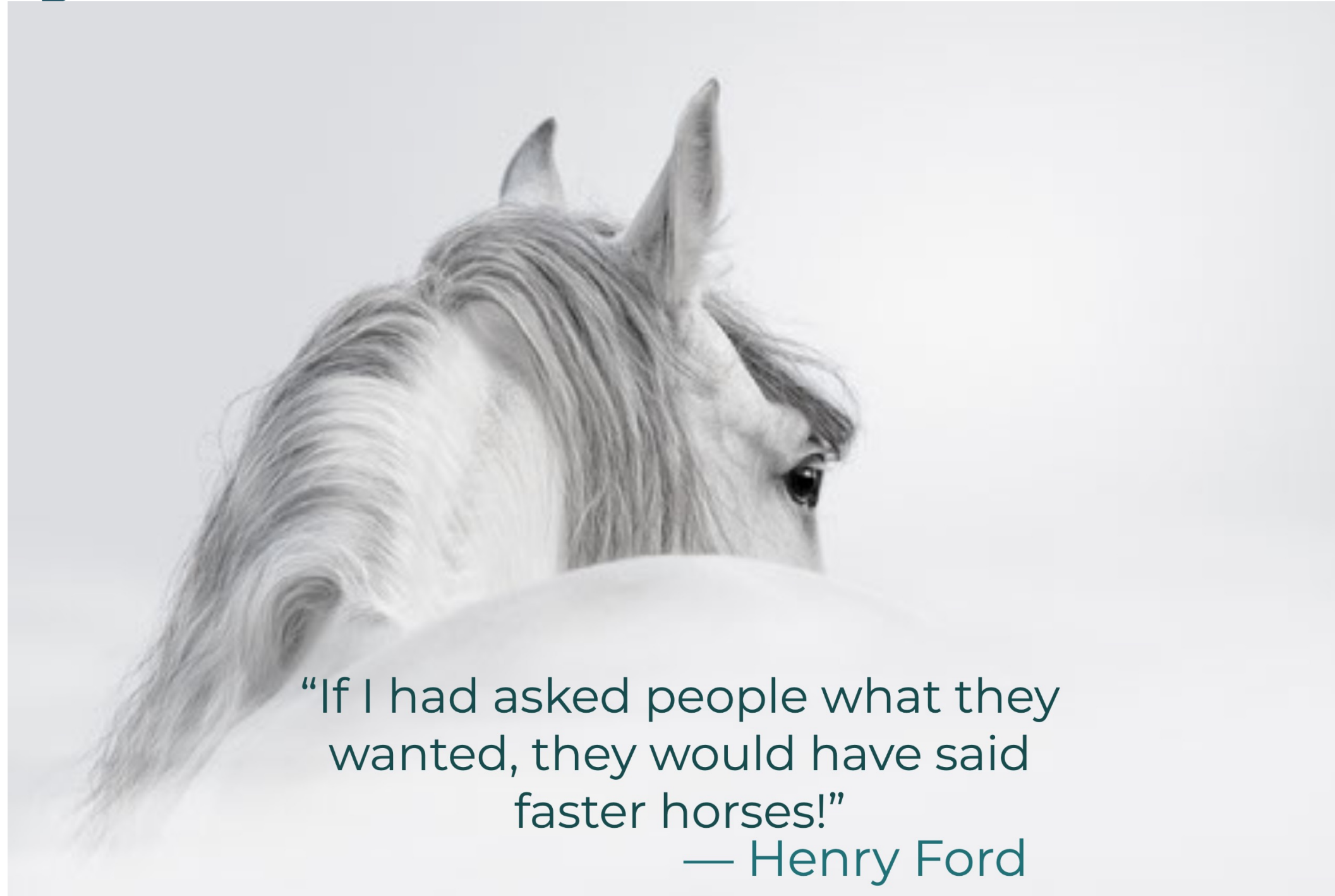
Actual Value vs. Perceived Value

As consumers, as people, we are looking for a quick result. What we want upfront is something we can understand as valuable – understanding what we're getting and how it'll make our lives better.

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What does your audience want?



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High Value Offer

Product & Positioning

Price

Low Value Offer

Product & Positioning

Price

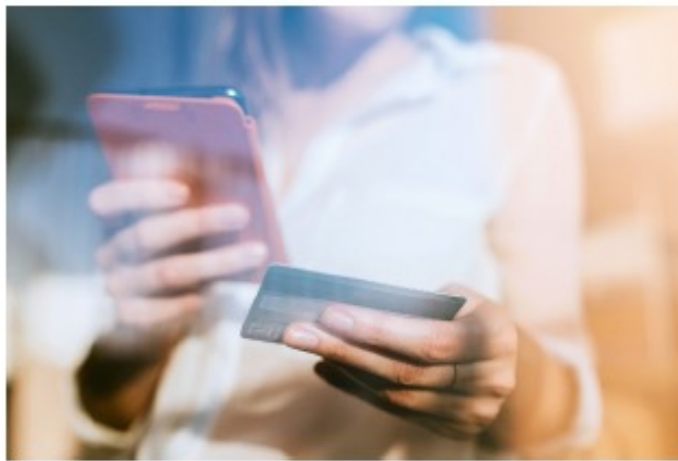
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How To Increase The Perceived Value of Your Offer

The “product” in your offer could be:

Sale



- Physical or digital products
- SaaS
- Purchased services



Lead



- Lead magnets / gated content
- Demo
- Consultation



Engagement



- Interaction
- Link clicks
- Views or downloads



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How To Increase The Perceived Value of Your Offer



A Confused Mind Says “NO”

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How To Increase The Perceived Value of Your Offer



45%

of US adults will abandon their online purchase if they can't find a quick answer to their question.

Source: Forrester Data

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What does your prospect **need to know** about your offer that the landing page **isn't telling them?**

- Features
- Benefits / Experience
- Amenities
- Quantities / Availability
- Process
- Support
- Shipping / Delivery
- Locations
- Customizations
- Add-ons
- Appearance
- Materials
- Available Dates
- Appropriate Age Range

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Action:

What's 1 change you can make to add clarity and increase the perceived value of your **product**?

How To Improve The Positioning of the Offer



- **Value Proposition**
 - **Tell A Story**
- **Include Social Proof**
 - **Add Specificity**

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How To Improve The Positioning of the Offer



Value Proposition

- Landing Page Headline
- Tells your audience the key desirable outcome that they won't find anywhere else.

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Improve The Value Proposition



+128% increase in registrations



Source: Wider Funnel

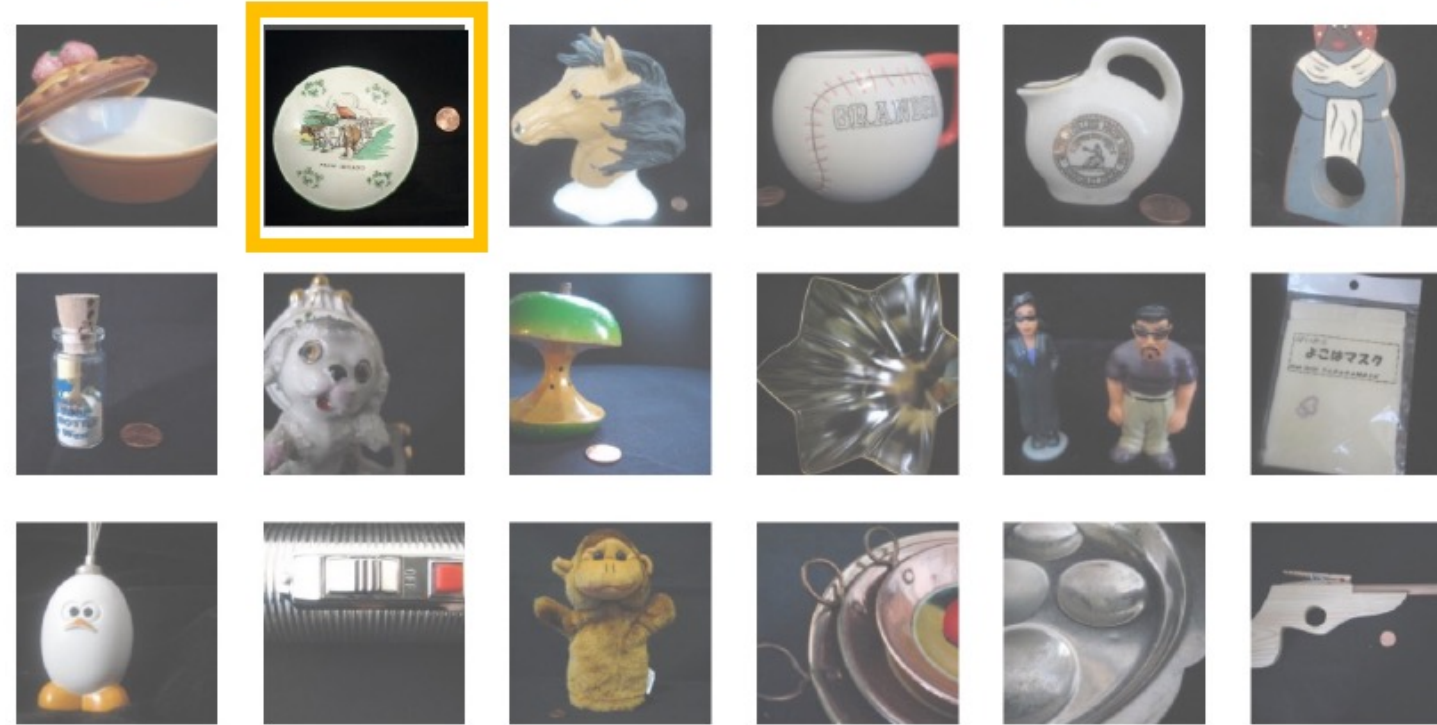
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Tell A Story

Significant Objects

Premise: "Narrative transforms insignificant objects into significant ones"



This plate is about cowherds, about shamrocks, about Ireland, yes, but it also about liberation, about preservation, about eternal life. And if you purchase it, my only wish is that you do not eat corned beef from it, without first thinking of Krishna.

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Include Social Proof

- **Testimonials**
 - **Reviews**
 - **Ratings**
- **Authority or Credibility**
 - **Videos**

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Add Specificity

↑ **+38%** ↑
Increase In Sales

**Buy them
for your
freezer.**



**Buy 18 for
your
freezer.**



Source: thebrainybusiness.com

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Putting It All Together

+108% lift in revenue



Control (A)

SWEAT BLOCK

Why SweatBlock? Proof FAQs Order Now »

Control Sweat.
Stop Embarrassment.

Stop excessive sweating for up to 7-days per use*

Buy it Now »

FREE SHIPPING
All U.S. Orders
of 2+ Boxes

NBC SELF TODAY The Washington Post SHAPE allure Yahoo!

What is SweatBlock?

SweatBlock™ is the best antiperspirant for treating hyperhidrosis and excessive underarm sweating, providing up to 7-days of sweat protection per use*. The safe and soothing trade-secret formula and unique towelette-based application method combine to deliver results you can count on when it matters most - so you can feel confident and comfortable.

As seen on Rachael Ray

SweatBlock was featured on the Rachael Ray Show "Human Lab" where John, a firefighter from Connecticut, did 6-weeks of testing to find out if SweatBlock really worked. John tested SweatBlock

Variation B

SWEAT BLOCK

Why SweatBlock? Proof SweatBlock FAQs Order Now »

Control your sweat.
And wear what you want.

Stop excessive sweating for up to 7-days* with just the dab of a towelette

Sweat Less. Live More.

FREE SHIPPING
All U.S. Orders
of 2+ Boxes

NBC SELF TODAY The Washington Post SHAPE allure Yahoo!

**The SweatBlock towelette...
... your little secret.**

Dab on a SweatBlock towelette, and control excessive underarm sweating for up to 7 days. The 100% safe and soothing trade-secret formula - combined with the towelette - gives you results you can count on. So you can confidently raise your arms.

More than 1800+ 5-Star Reviews

Not only is SweatBlock an easy way to treat hyperhidrosis - but it's also the #1 antiperspirant on Amazon.com.

amazon

Source: Copyhackers

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From Vague to Specific

Control (A)

Control Sweat.
Stop Embarrassment.



Stop excessive sweating
for up to 7-days per use*

Variation B

Control your sweat.
And wear what you want.



Stop excessive sweating for up to
7-days* with just the dab of a towelette

Source: Copyhackers

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Solve Their Problem – using their language

Up to 7-days of sweat relief!

1 2 3 4 5 6 7

SweatBlock safely stops **excessive underarm sweating** for up to 7-days per use*. Countless skeptical customers said they had “tried everything” and were amazed when SweatBlock actually worked for them. They were even more blown away when it lasted as long as it does. SweatBlock is simply the best antiperspirant option for long-lasting effectiveness

Because drug-store antiperspirant isn't enough

Get up to 7 Days of Dry High-Fives, Hugs and Hoorays.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
 Board Meeting NO SWEAT!	 Lunch Date SWEAT FREE!	 90° Heat? DRY!	 Job Interview CALM + COOL	 Colored Shirts NO STAINS!	 At The Club STILL DRY!	 Opening Night SUCCESS!

* Consumer perception reports support the appearance of dryness for an average of 6.4 days per usage. Individual results may vary. View average effectiveness [results here](#).

Source: Copyhackers

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Call To Value

Order Now

Call to action

Sweat Less. Live More.

Call to value

Source: Copyhackers

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Action:

What's 1 change you can make to your **positioning** to increase the perceived value of your offer?

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Decrease The Perceived Cost of Your Offer

What You're Gonna Get...

- [REDACTED] 12 Month Enterprise Account (\$3,564 Value)
- 6 Weeks [REDACTED] Masterclass (\$1,997 Value)
- [REDACTED] (\$997 Value)
- [REDACTED] (\$1,997 Value)
- [REDACTED] Scripts (\$2,997 Value)

Total Value: \$11,552

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Decrease The Perceived Cost of Your Offer



Perceived cost of your offer:

- **Monetary**
 - **Effort**
 - **Difficulty**
 - **Time**
 - **Risk**
- **Obligation**
- **Loss of privacy**

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Cost of the offer isn't worth it to me!



"I don't want to have to fill out a multi-page form, to contact you, to have your sales team contact me, just so I can figure out if new windows are in my budget!"

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Reduce Perceived Costs – Barriers To Entry

- **Adjust versioning or scope (samples)**
 - **Make onboarding easier**
- **Make signing up or checking out easier**
 - **Guarantees – for risk reversal**
- **Reduce the amount of collected data needed**

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Reduce Fields

First Name: *	<input type="text"/>	First Name: *	<input type="text"/>	First Name: *	<input type="text"/>
Last Name: *	<input type="text"/>	Last Name: *	<input type="text"/>	Last Name: *	<input type="text"/>
Work Email: *	<input type="text"/>	Work Email: *	<input type="text"/>	Work Email: *	<input type="text"/>
Job Function: *	Choose One ▾	Job Function: *	Select ▾	Job Function: *	Select ▾
Company: *	<input type="text"/>	Company: *	<input type="text"/>	Company: *	<input type="text"/>
		# Employees: *	Select ▾	# Employees: *	Select ▾
		Industry: *	Advertising & Media ▾	CRM System: *	Select ▾
				Industry: *	Advertising & Media ▾

Short Form (5 fields)	Medium Form (7 fields)	Long Form (9 fields)
Conversion: 13.4%	Conversion: 12.0%	Conversion: 10.0%
Cost per: \$31.24	Cost per: \$34.94	Cost per: \$41.90

Source: MECLABS

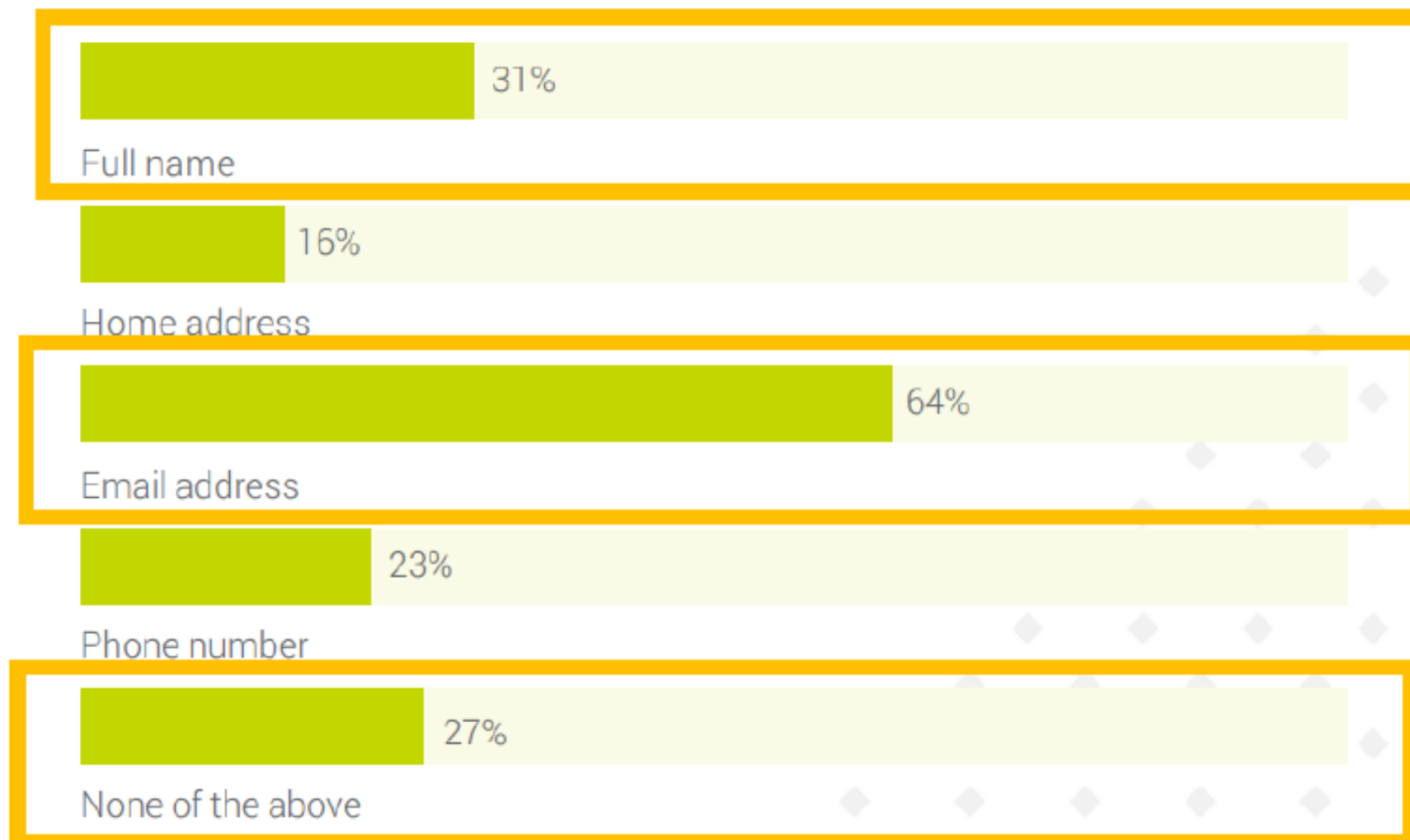
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What personal info would you trade for \$20?



Survey Question: What information would you be willing to provide to an app or website to get a \$20 coupon or discount code? Select all that apply.



Source: Tenuity Consumer Privacy Study

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Reduce Friction

+45% | new customers
+\$300M new revenue Year 1



Email

Password

[Forgot password](#)

Login

Register

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Source: Jared Spool

Action:

What's 1 change you can make to **decrease** the perceived cost of your offer?

Optimization:
**Doing more of what works and
less of what doesn't.**

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Optimize Offer Congruence

Search Term

Keyword

Ad

Landing Page

CTA



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Within Each Ad Group, Audit for Alignment:










- 1. Search Term and Keyword data**
- 2. Keyword and Ad Text**
- 3. Ad Text and Landing Page Headline**
- 4. Landing Page Headline and CTA**

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The Problem May Contain The Solution

Ad	↓ CTR	Conv. rate	Conversion
 Promo Code Get \$25 Off Eligible Items Official Site - Shop Now +2 more	25.22%	35.59%	533.91
 +Free +Shipping	29.39%	30.91%	31.53
 +Sales	7.21%	0.00%	0.00
 code"	14.71%	47.67%	21.45
 coupon"	30.60%	38.22%	79.88
 discount"	25.53%	35.21%	311.64
 promo"	26.02%	36.38%	88.41

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How to do Offer Optimization to improve performance

Landing Page for the keyword
– organic grapes

CTA – Get Coupon



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How to do Offer Optimization to improve performance

Keyword	Impressions	Clicks	CTR	Cost	CPC	Coupon Downloads	Cost per Download	CVR
concord grapes	1,393,992	40,687	3%	\$40,687	\$1.00	2034	\$ 20	5%
organic concord grapes	887,109	18,359	2%	\$25,703	\$1.40	37	\$ 695	0.2%
where to buy concord grapes	678,396	22,830	3%	\$27,396	\$1.20	1370	\$ 20	6%
concord grapes health benefits	184,285	8,532	5%	\$11,092	\$1.30	171	\$ 65	2%
concord grapes coupon	25,693	4,264	17%	\$ 3,838	\$0.90	1279	\$ 3	30%

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How To Improve Performance

Landing Page for the keyword
– organic grapes

CTA – Get Coupon



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**Data is very good
at telling us what
is, but miserable
at telling us what
*could be***



Joel Klettke
Founder
Case Study Buddy

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Common Obstacles in the Outdoor Adventure Space

- **Rivers vs National Parks vs Near Me Geo**
- **Know your audience all the way through your audit**
- **What we know about what we do vs what our prospects know**
- **Reservation Systems vs Site Landing Pages**

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Thank you!



Questions?

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