



Using Mobile & Local Search To Drive Ecommerce and In-Store Sales

John Thyfault, Vice President of Search Engine & Social Media Marketing, *Beasley Direct Marketing, Inc.*

What We Will Cover

- About Beasley Direct Marketing (30 seconds!)
- The Reach Of Mobile and Local Search Online
- Mobile Organic Search & PPC Best Practices
 - The down and dirty 45 minute presentation
- Local Search & Driving Traffic To Your Bricks & Mortar Store
- Q&A
- Contact information

About Us

- **Beasley Direct Marketing, Inc. provides copywriting, design, programming, and consulting services for the following direct marketing channels:**

- Search (PPC and SEO)
- Email Creative, Design, Deliverability Audits, and Broadcast
- Direct mail (with and without PURLs)
- Landing Page Design (with and without PURLs)
- Mobile
- Video
- Social
- Website Design
- Catalog/eCommerce
- Brochure, White Paper, and Guide copy and design
- List Building and CRM Database Management
- Telemarketing
- Translation for all of the above
- Executive Dashboard Tracking, Reporting, and Lead Assignment

About Us

- **John Thyfault, VP, Search Engine & Social Media Marketing at Beasley Direct Marketing, Inc.**
 - More than 20 years of marketing, sales and product development experience. His knowledge of search engine optimization (SEO), pay per click (PPC) marketing and social media marketing, combined with an in-depth understanding of customer identification, market analysis and segmentation, allows him to deliver high returns on client marketing investment.
 - Prior to working with Beasley Direct, John was Senior Client Services Project Director at ThirdAge.com, a first wave baby boomer lifestyle and community website. At ThirdAge he successfully led major client sponsorships for Tylenol, American Century, Intel, IBM, and Revlon.
 - John has led workshops for the Silicon Valley American Marketing Association, the Direct Marketing Association in Northern and Southern California and the Business Marketing Association. He also teaches Search Engine Marketing at University of California, Santa Cruz, Extension in Silicon Valley and is currently leading day long seminars as part of the Online Marketing Summit's 2011 International

The Prevalence of Mobile & Local Connectivity

- There are roughly 125 million smartphone owners in the US
- On average, they are completing 20 mobile searches per month
- 30 billion mobile searches annually
 - 12 billion local mobile searches annually
- Currently, mobile searches represent 15-20% of all searches on Google and ~50% on Bing
- Most Android phones have NFC, rumors have iPhone 6 to offer it and digital wallets

Search is the most common starting point for mobile research



48%
Start on
Search Engines

42%



Automotive

41%



Home &
Garden

38%



Apparel &
Beauty



33%
Start on
Branded Websites

31%



Finance

31%



Apparel &
Beauty

27%



Automotive



26%
Start on
Branded Apps

36%



Finance

22%



Electronics

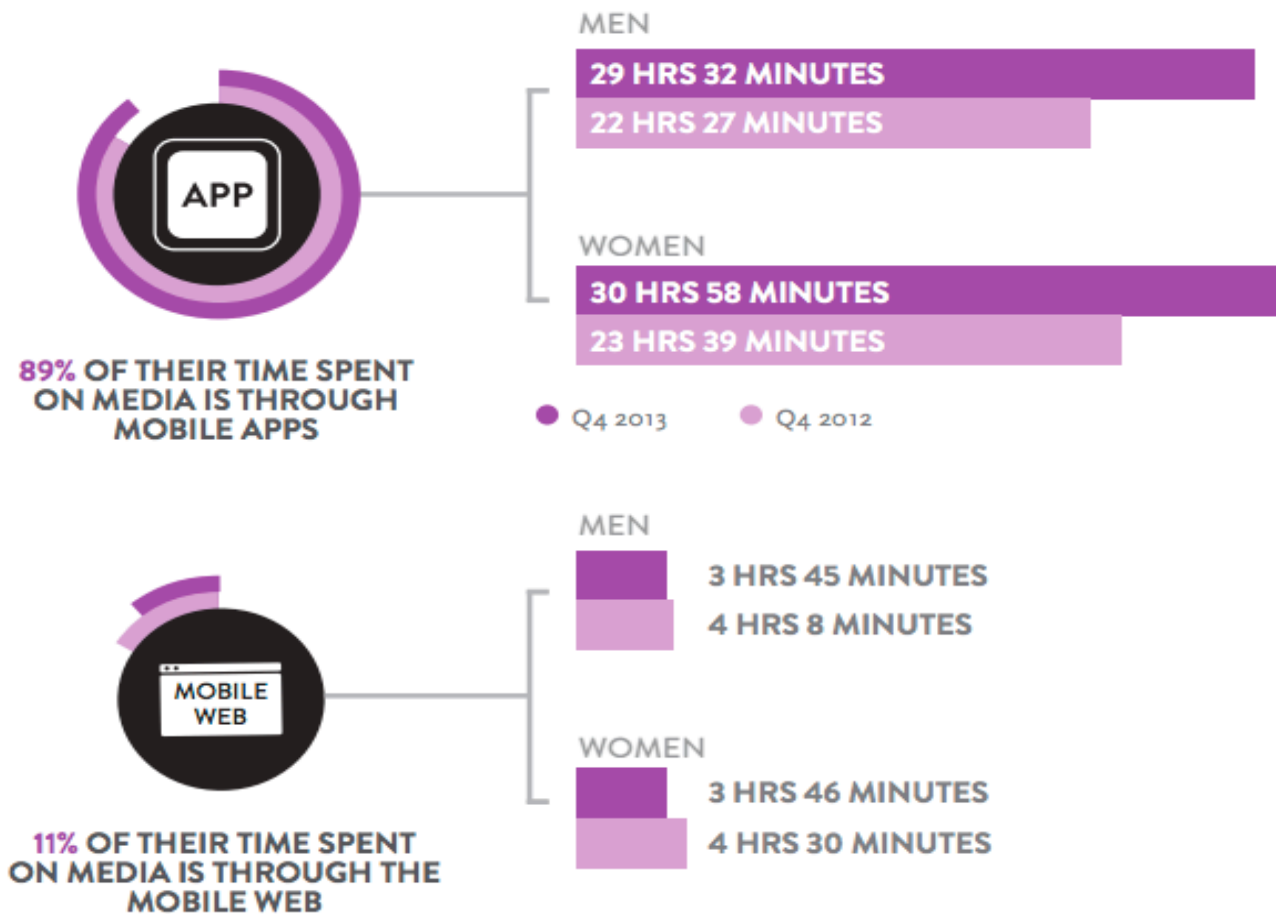
21%



Apparel &
Beauty

Nielsen Monthly Usage By Device

MONTHLY USAGE OF APP AND MOBILE WEB



Conversion Rates By Device

	Conversion Rates by Device	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
OVERALL	Traditional	2.91%	2.58%	2.64%	2.47%	3.11%
	Tablet	2.43%	2.14%	2.28%	2.01%	2.59%
	Smartphone	0.86%	0.85%	0.88%	0.76%	1.01%
TABLET	iPad	2.49%	2.19%	2.35%	2.09%	2.72%
	Kindle Fire	1.51%	1.34%	1.40%	1.15%	0.82%
	Android	1.89%	1.69%	1.71%	1.44%	1.82%
SMARTPHONE	iPhone	0.90%	0.85%	0.91%	0.81%	1.09%
	Android	0.81%	0.85%	0.82%	0.69%	0.90%
	Windows	0.72%	0.76%	0.72%	0.59%	0.70%

	Conversion Rates by Traffic Source	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
	Email	3.31%	3.03%	3.07%	2.90%	3.84%
	Search	2.14%	1.79%	1.79%	1.69%	2.28%
	Social	0.87%	0.68%	0.60%	0.54%	0.74%

<http://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

Mobile Conversion Rates

Conversion Rates	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
U.S.	2.85%	2.54%	2.67%	2.42%	3.06%
International	1.65%	1.40%	1.21%	1.14%	1.17%

Conversion Rates	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
New	2.18%	1.78%	1.78%	1.64%	2.11%
Returning	3.30%	3.02%	3.16%	2.92%	3.54%

Add-to-Cart Rates	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
U.S.	10.10%	9.20%	8.94%	7.25%	8.84%
International	7.36%	6.22%	5.70%	5.09%	5.90%

Add-to-Cart Rates	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
New	7.62%	6.74%	6.25%	5.16%	6.35%
Returning	12.26%	10.98%	10.85%	9.02%	10.77%

<http://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

Mobile and Local – Get Them On The Move

- Most mobile searches are location relevant either current location or desired location
- It goes back to old school supermarket layouts
 - Put the right products on the power isles/and end caps
- Getting your ads in front of the right searcher in the right location at the right time
 - Google, Bing, Facebook, Twitter, etc.
- Optimizing your site for local search – Get visibility in the organic listings, on the Maps and on the Google Carousel

Mobile Advertising Best Practices

- Take advantage of the right channel for your business
- Google is devoting more technological support to mobile optimized ads
 - Separate Quality Scores by device
 - Opportunity of mobile optimized ads within current campaign structure
- Look for in-app advertising opportunities
 - Yelp
 - MLB
 - Etc.



Creating Strong Mobile Ads

- Create your ads based on the channel
 - Google text and display ads
 - Facebook text and display ads
 - Etc.
- Understand your channel's inherent strengths and weaknesses
 - Google/Bing searchers are engaged and more likely to click
 - Facebook/Twitter users are engaged in other pursuits and need to be “interrupted” to get their attention
 - Clear, easy to understand offers are vital

Google/Bing Mobile PPC Tactics

- Device specific and network specific targeting
- Location targeting/extensions
 - Great for both the current location and the desired location
- Mobile specific ad copy
 - Short, sweet keyword rich copy
 - Short benefit statement
 - Clear Call to Action – Use mobile friendly CTAs (see below)
- Call extensions
 - Call now and dial from ad, trackable and friendly
- Sitelinks
- Mobile friendly landing pages
- Remarketing

Google/Bing PPC Thoughts

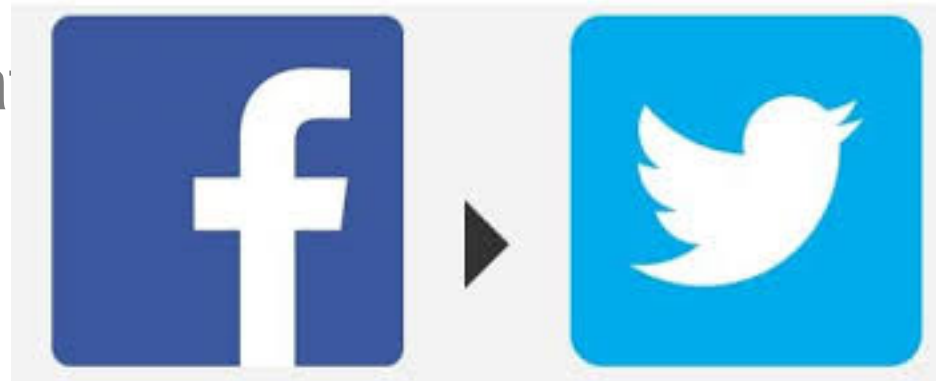
- If you have a brick and mortar store as well as an online store front your customers could be looking to find your address
- Micro target when you are thinking to drive in-store traffic
- Have in-store specific offers with location included
 - “Free headphones w/backpack purchase at Stanford Store”
- In-store events can drive traffic and increase visibility
 - Micro target these around the event timing, with different copy/offers as the event approaches
- Use mobile sitelinks to drive consumer directly to relevant page, whether it is a store or offer page

Google/Bing PPC Thoughts

- Segment your sitelinks by device
- Segment your ads by device
- Segment your ads by mobile vs. standard website
- Remember that Google/Bing will show the best performing ad to the user, regardless of desktop vs. mobile
 - It is your responsibility to segment your campaigns by device and not allow Google/Bing to do it
 - Have best mobile ad be shown as mobile preferred
- Google has the ability to serve ads into apps w/deep linking to specific “pages”
 - Again, segment by app

Facebook, Twitter & Other Social Media

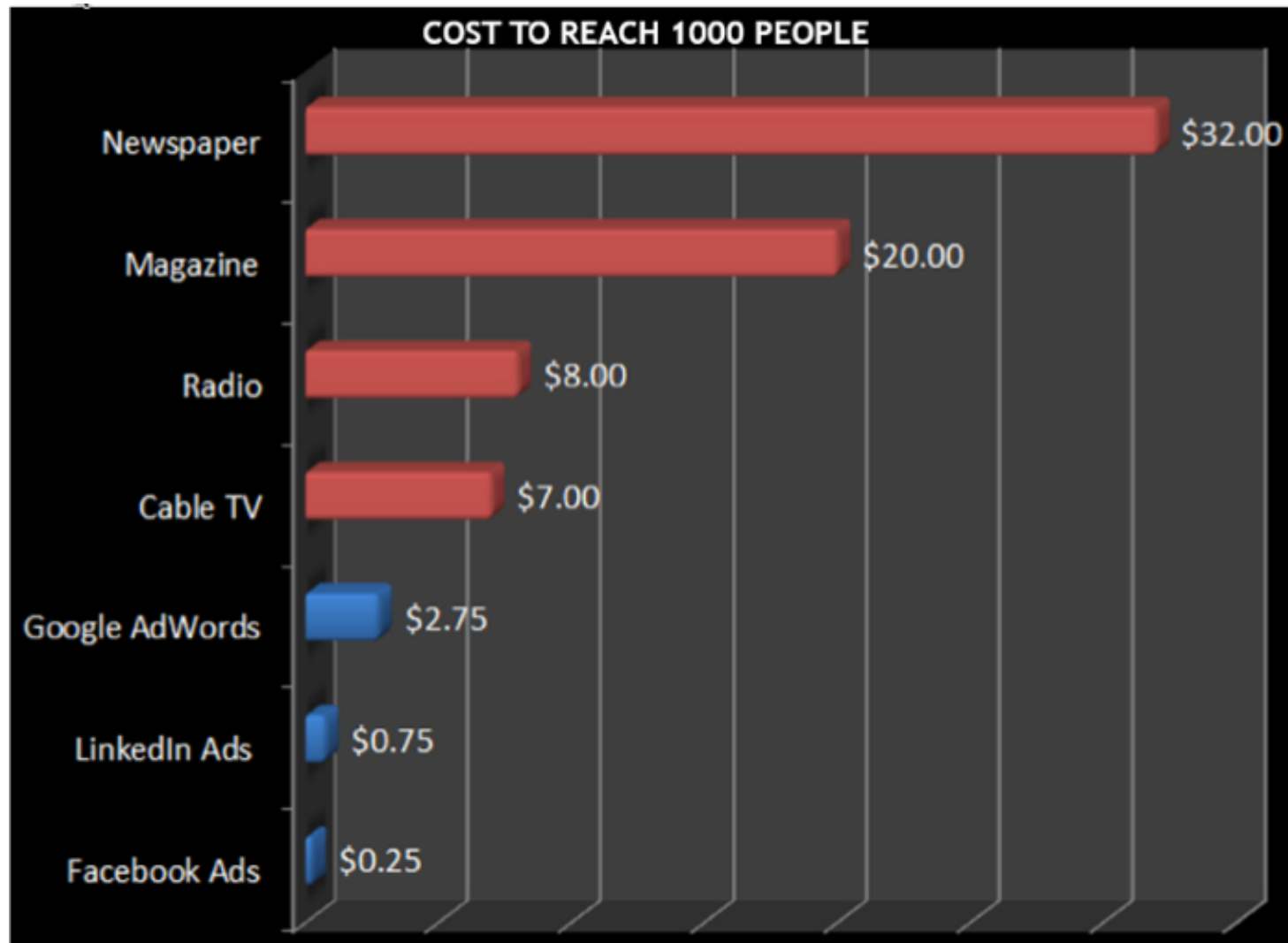
- 73% of Facebook and Twitter interactions are mobile right now
- Interruption marketing by definition
- Huge ability to target by demographic and psychographic segments as well as by device
 - See Marty Weintraub at AimClear for great stats and suggestions on this
- Social media is the ultimate



Facebook, Twitter & Other Social Media

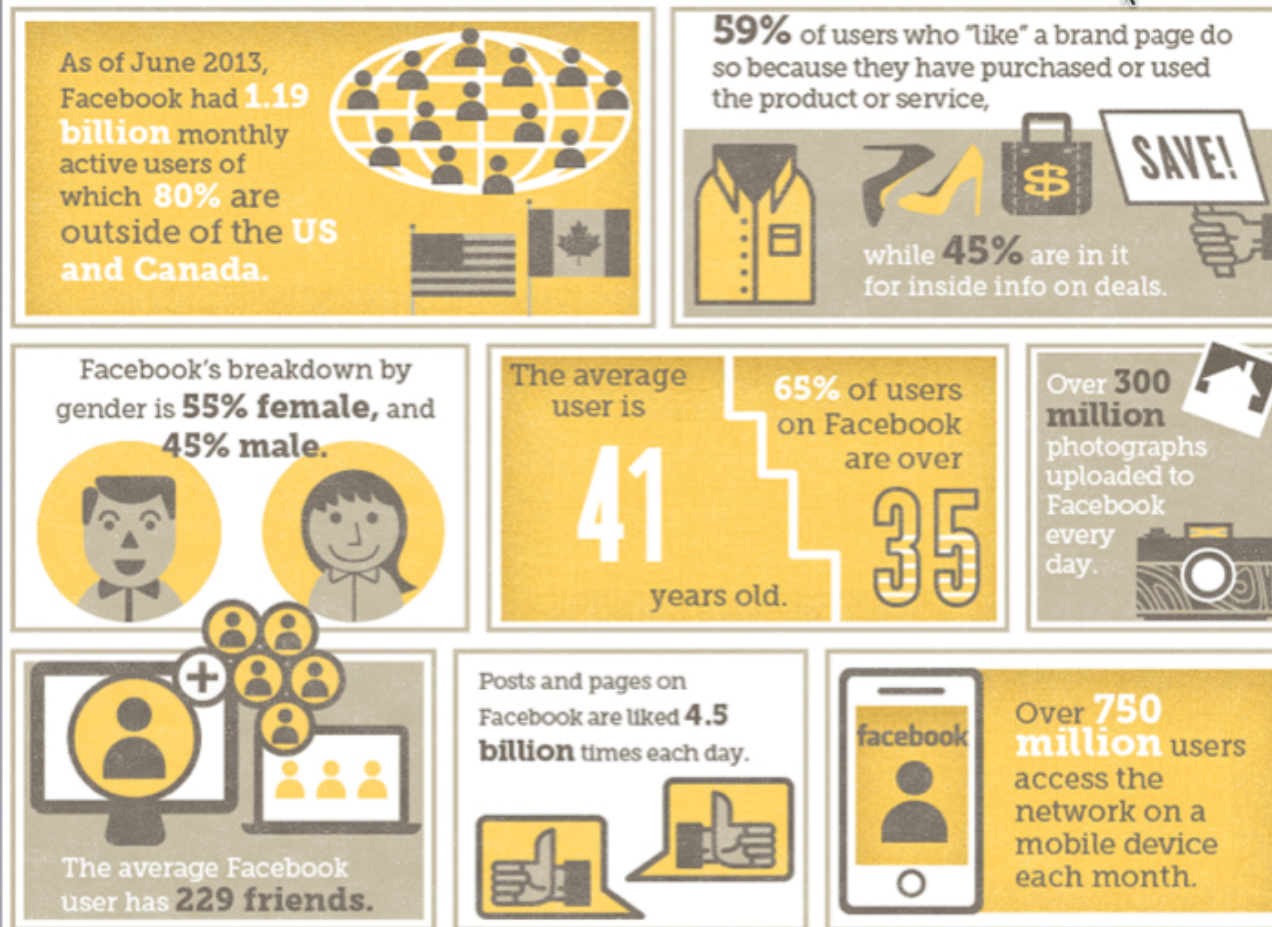
- Fit your social ad campaigns in the context of other advertising initiatives
- Match available targeting options with your advertising objectives
- Test, test, test
- Automate wherever possible
- Day part and Week part scheduling
- Plan, act, gather data, analyze, repeat - It Never Stops

Average CPMs



Facebook

Key stats and demographics



<http://moz.com/beginners-guide-to-social-media/facebook>

Local Search & eCommerce

- Set up Google+ for Business pages for EVERYONE of your storefronts, virtual and real
- Include name, address and phone in a consistent manner on all pages of the site
- Link your website to your Google+ pages
- Get listed on local directory sites
 - Dig for the right one and avoid template sites
 - Look for live editors to get listed
- Have a page with in-store events and link this to your social media sites and Google+ pages consistently
- Support your community and look for links/citations this way

Local Search & eCommerce

- Have unique titles and descriptions for each location page on your site
 - Make sure that they have geo terms in them!
- Have a consistent social media posting strategy that re-enforces your in-store events
- Develop a sense of community by allowing your users to comment and contribute to your site (reviews and recommendation pages) and your social media channels
- Create specific offers for in-store promotions that are only available by social media channel
- Don't be afraid to support all of the above with other advertising channels

Conclusions

- Whether it is mobile advertising or local search, your strength is to micro target your users
 - By location
 - By offer
 - By device
 - By demographic and psychographic segments
- One size does NOT fit all
 - Create ads/promotions by channel
- None the above will work without a solid tracking and testing program in place

Contact Us!

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