



Increasing Brand Awareness and Online Sales with Google Advertising

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- 1 Internet in the US
- 2 Google Solutions
- 3 Investment Proposal

A night-time photograph of the Golden Gate Bridge in San Francisco. The bridge's iconic orange-red towers and suspension cables are illuminated, and the bridge deck is lit up. In the background, the city lights of San Francisco are visible across the water. The sky is dark.

279

Million Americans
are online

Rise of the constantly connected consumer



5+ Hrs

spent online per day

50%

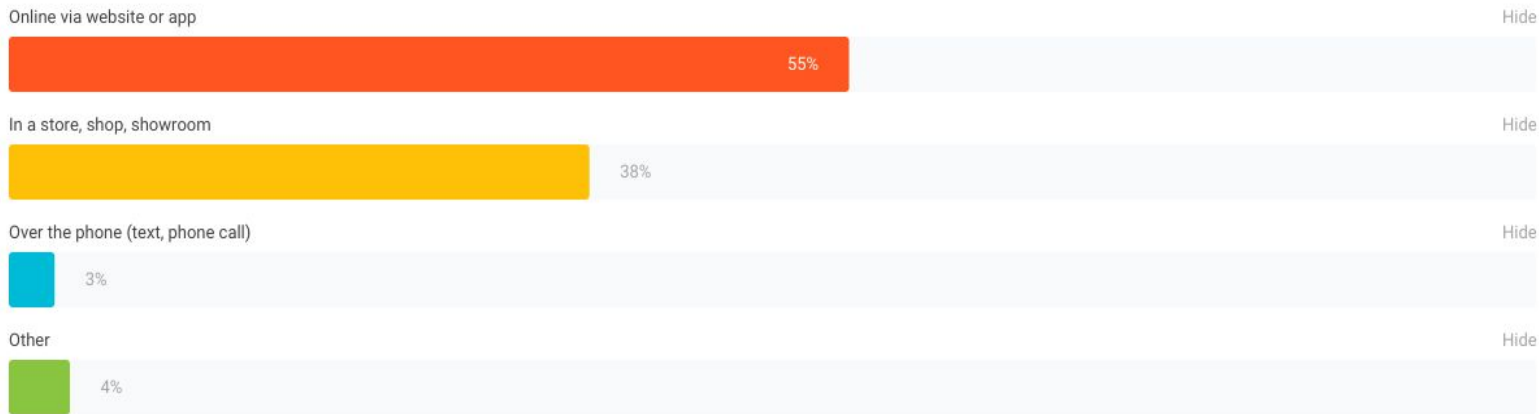
of that time on
mobile

65%

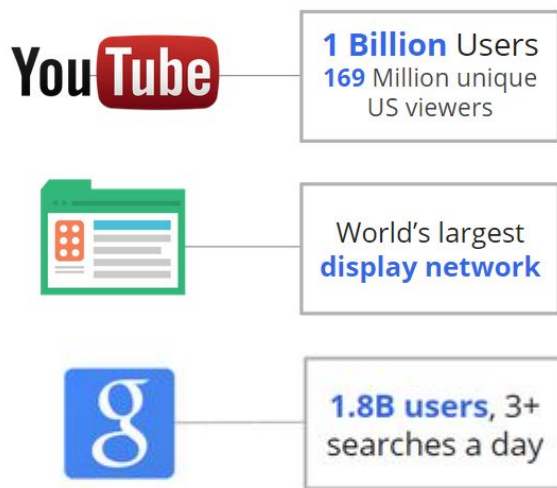
of transactions
start on mobile

55% of people who recently bought a product/service found out about it online

How did people first learn of the product they purchased during product research?



Google has the most reach online



Reach

90%

Of all global internet users through Google

US Google Reach

- YouTube reaches more US adults 18-34 than **any cable network**
- GDN is the **largest ad network** in the US reaching 94% of population monthly

Google has a complete solutions package that can help your company succeed online



Search

Be present in the
moment people are
searching



Display

Continue to influence
Customers during their online
journey



Search is the first stop of the internet

A screenshot of a Google search results page for the query "classroom observation software". The search bar at the top shows the query and a magnifying glass icon. Below the search bar, there are tabs for "Web", "Shopping", "Videos", "Images", "News", "More", and "Search tools". The "Web" tab is selected. The results show "About 1,160,000 results (0.48 seconds)". Several search results are listed, including "Class Management Software - NetSupportSchool.com", "eCOVE Classroom Observation, Classroom Walkthrough ...", "Comparing the leading classroom observation tools ...", "Power Walkthrough® Classroom Observation Software", "Observation & Feedback", "Enterprise Monitoring-ECM", and "Classroom Observations". Each result includes a brief description and a link to the website.

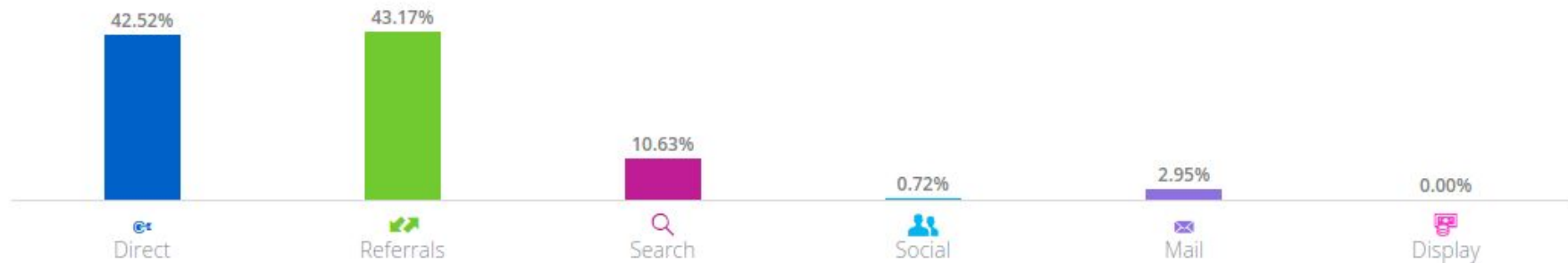
3 Billion+
Searches per day

A screenshot of a smartphone screen displaying search results for the query "cloud based software for teachers". The screen shows a list of search results, including "Cloud Software - Make Your Business Cloud Enabled - Insight.com", "GE Software: Predix - Your Cloud Platform for the Industrial Internet - GESoftware.com", "Online Teaching Software - digitalchalk.com", and "ClassFlow - Cloud-Based Teaching and Learning Platform". The results are displayed in a list format with links and brief descriptions.

50%
using the web with their
smartphones start with search

Traffic Sources

On Desktop, Last 3 months



Your business gets found by people on Google precisely when they're searching for the things that you offer

Google **learning software**

Web Shopping Images Videos News More Search tools

About 519,000,000 results (0.75 seconds)

Software Interactive Learning - So Many Choices
 Ad www.capterra.com/
 4.9 ★★★★★ rating for capterra.com
 So Little Time. We Help You Pick the Right Software
 Capterra has 695 followers on Google+
 Best Training Software: 2015 Reviews of the Most Popular Systems

Top 5 Learning Software - Best eLearning Software Systems
 Ad www.softwareadvice.com/eLearning
 4.2 ★★★★★ rating for softwareadvice.com
 Get 5 Free Quotes From Top Vendors!
 Software Advice has 543 followers on Google+
 Free Demos of Top Systems - Find the Right Software

Canvas LMS for K-12 - CanvasLMS.com
 Ad www.canvaslms.com/Try-Canvas
 Try Canvas LMS For Free. Easy To Use. Try It Today!
 Open, Cloud-based LMS - 99.9% Guaranteed Uptime - Secure & Scalable
 Register for a Free Trial - Hundreds Of Features - Canvas for Higher Ed

Articulate - E-Learning Software and Authoring Tools
<https://www.articulate.com/>
 Create e-learning with stunningly simple, remarkably powerful authoring software from Articulate. Used by 48000+ top organizations worldwide. Try free for 30...
 Articulate Storyline 2 - Free Trials - Store - Articulate Studio

Easygenerator: e-Learning Software
<https://www.easygenerator.com/>
 Jul 10, 2015 - Easygenerator is eLearning authoring software. It is a great start in elearning. Easy course creation, and it includes hosting of courses and ...

Adobe - eLearning Solutions - E-Learning Software and ...
www.adobe.com/resources/elearning/ - Adobe Systems
 Adobe Captivate 8 software reimagines the way interactive eLearning ... created for a multi-device world. Develop any-screen mobile learning without ...

Ads

eLearning software
www.g2crowd.com/
 Our reviews uncover the truth
 Find the best with our report.

All-New Adobe Captivate 9
www.adobe.com/Captivate
 End-To-End Solution For All Your eLearning Authoring Needs. Try Now!

Build Beautiful eLearning
www.learndot.com/
 Set up a course for your customers without learning a new software.

Interactive eLearning
www.trivantis.com/Interactive-eLearning
 Easy to Use eLearning Software
 Try a 30-Day Free Trial Today.

Software Development
www.fullsail.edu/
 Learn the skills needed to become a Software Developer at Full Sail.

vSim eLearning Simulation
www.laerdal.com/vSimTrial
 Free 30 Day Trial Offer.
 Flexible, Easy-To-Use Simulation

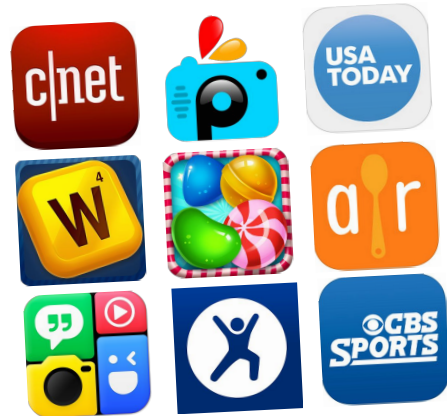
eFront Learning Platform
www.efrontlearning.net/
 Your new Learning Management System



The background of the image is a complex network diagram. It features numerous circular nodes of varying sizes, some containing black silhouettes of people, others containing icons like a red video player or a green menu. These nodes are interconnected by a web of solid and dashed lines, creating a sense of a vast, interconnected digital space. The overall color palette is light gray with accents of blue, red, yellow, green, and black.

Google Display Network

The #1 Display provider across screens



95%
Reach

#1 in Desktop

82.7%
Reach

#1 in Mobile

94.5%
Reach

#1 in Multi-platform

Our Focus

Generating direct sales and high ROI by focusing on the bottom of the conversion funnel



Compare Search terms ▾

media-x.com

Search term

classroom softwa...

Search term

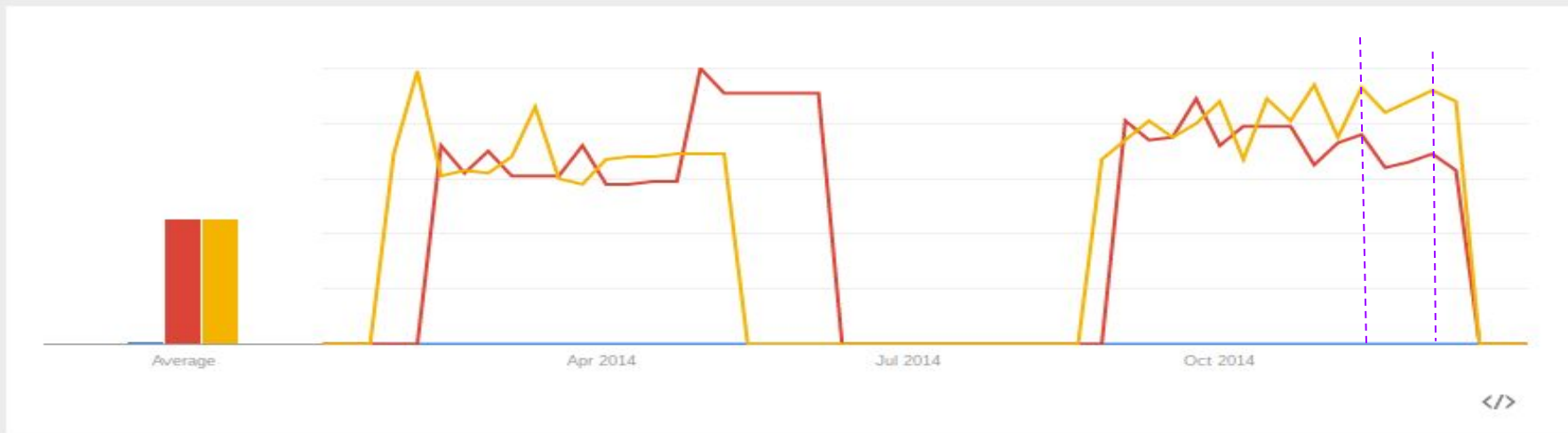
classroom observ...

Search term

+ Add term

Interest over time ?

☐ News headlines ☐ Forecast ?



Regional interest ?

[classroom software](#) [classroom observa..](#)

Worldwide > United States

[View change over time ?](#)Subregion | [Metro](#) | [City](#)

North Carolina	100	<div></div>
Ohio	98	<div></div>
Pennsylvania	91	<div></div>
Florida	87	<div></div>
Georgia	83	<div></div>
Texas	78	<div></div>
Illinois	74	<div></div>





Recommendations

Recommended Strategy



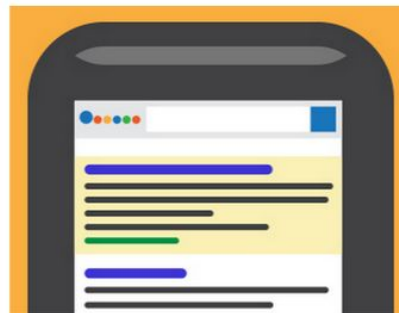
Search Ads

Show ads alongside Google's search results



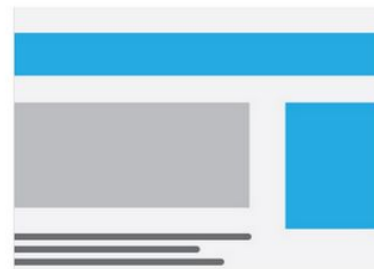
YouTube

Move people to choose your brand



Mobile Ads

Connect with your customers on mobile and tablets



Google Display Network

Win moments that matter with the Google Display Network



Product Listing Ads

Displays a product image and your competitive pricing



Google Remarketing

Re Engage people who previously visited your site.



Account Launch Program

Strategic AdWords Consulting Designed to Help You Succeed Online

SUPPORT

Customized Onboarding Strategy

Campaign Builds

Tracking Setup

Text Ad Creation

Access to Betas

EDUCATION

Full Suite of Google Ad Platforms

Campaign Optimization

Performance Tracking

Report Generation

AdWords Editor



Measure Your ROI With Google Conversion Tracking



how does it work?

- conversion tracking is a free tool that tracks conversions from your adwords ads.

benefits for marketers

- correlate ad clicks to custom conversion metrics
- easily set up tracking for sales, sign-ups, leads, page-view, demo plays, and more
- measure conversion value of campaigns, ad groups, and/or keywords and optimize bids accordingly

