



Making Digital Marketing Work for Local Retail

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About Ted Kozlowski

Founder and Current President of the DemandQuest Marketing Institute

Current Mayor of Stillwater, Minnesota

National Speaker specializing in Online Advertising, Google AdWords & Analytics, Social Media, Digital Marketing

Previous Positions Held:

Director of Web Marketing: Shavlik Technologies – VMware

Vice-Chair Valley OutReach Food Shelf

CEO: Life Raft Consulting

Regional Manager - Web Marketing Practice, Network Solutions

Director of Marketing, New Home Sales Group

Sales & Marketing, Immunix

Sr. Sales Executive, CA Technologies

Sales Executive Western Region, Taviz Technology

Professional Designations

Professional Degrees/Designations: Google AdWords Certified Expert, Google Analytics Certified Expert, Bing Ad Accredited Professional, Current Mayor of Stillwater

Affiliations: Google Partners Community, American Marketing Associate (AMA) MN Chapter, Minnesota Interactive Marketing Association (MIMA), MNSearch, MN Council of Nonprofits



About the DemandQuest Marketing Institute

We specialize in online advertising and analytics training and offer public classes in Minneapolis as well as customized corporate training.

- Google AdWords
- Google Analytics
- Search Engine Optimization (SEO)
- Social Media Strategy & Advertising: Facebook, LinkedIn, Twitter, Instagram, etc.
- B2B Lead Generation
- Yahoo! Ads
- Bing Advertising
- Email & Inbound Marketing



A Sample of DemandQuest Students



Goals for Today

- Understanding the Evolution of Search Behavior
- Identifying the types of online campaigns that connect consumers to stores
- Opportunities for Retail





Driving In-Store Sales from Search



Photo Credit Glen Stubbe, Star Tribune

“Webrooming” 81% of shoppers research online before buying

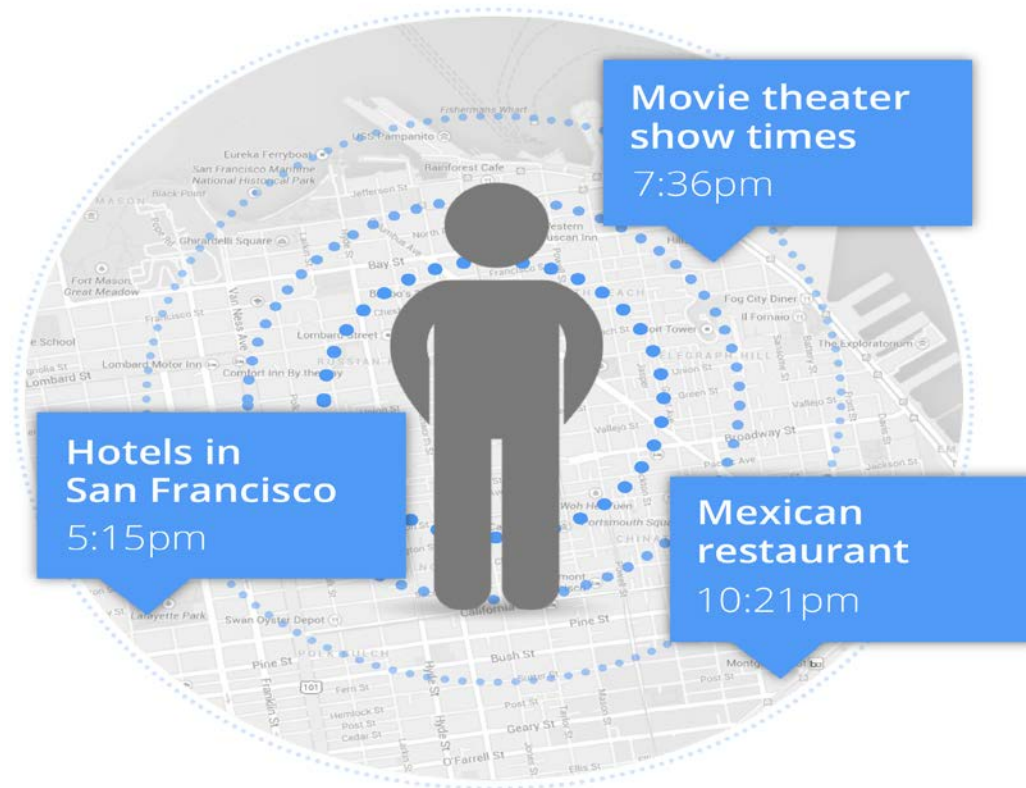
A recent study conducted by GE Capital Retail Bank has found that **81% of people look at products online before making a purchase in store**. The number of people who conduct research online before making a purchase decision has increased by 20% in the last year. **In addition, the survey found:**

- 60% of consumers start their research with a search engine before heading to a specific website
- 88% of consumers made their final purchase in store



Local searches happen everywhere, on every device

- Four in five consumers use search engines to find products, services or experiences nearby.² They conduct local searches wherever they happen to be; 84% use search engines on their computer or tablet and even more (88%) do so on their smartphone.



Local searches lead to action

- Wherever and whenever consumers search for local information, they're likely to look for a **store's address**, **directions** to a store and its **business hours**.
- Within a day of a local search, **34% of consumers** who sought local information on their computer or tablet **made their way to a store**, and of those who used a smartphone, the number is **even higher at 50%**.

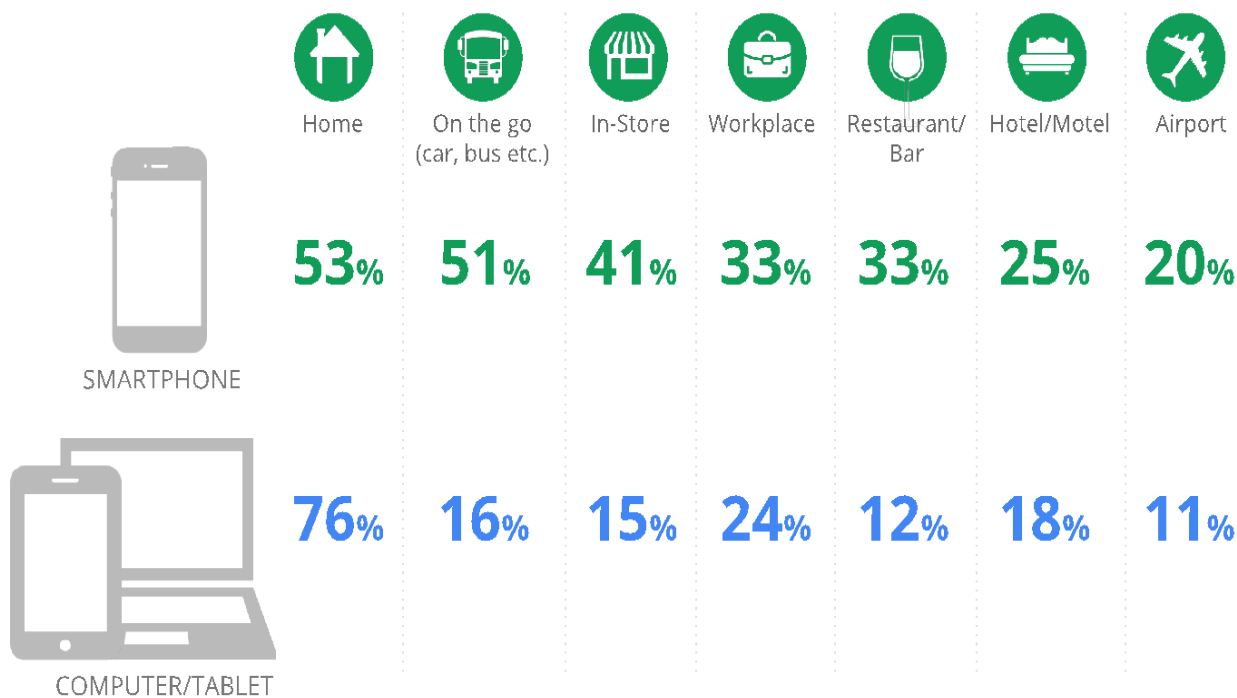
CONSUMERS SEARCH FOR A VARIETY OF LOCAL INFORMATION



The Evolution of Search Behavior – Location & Device

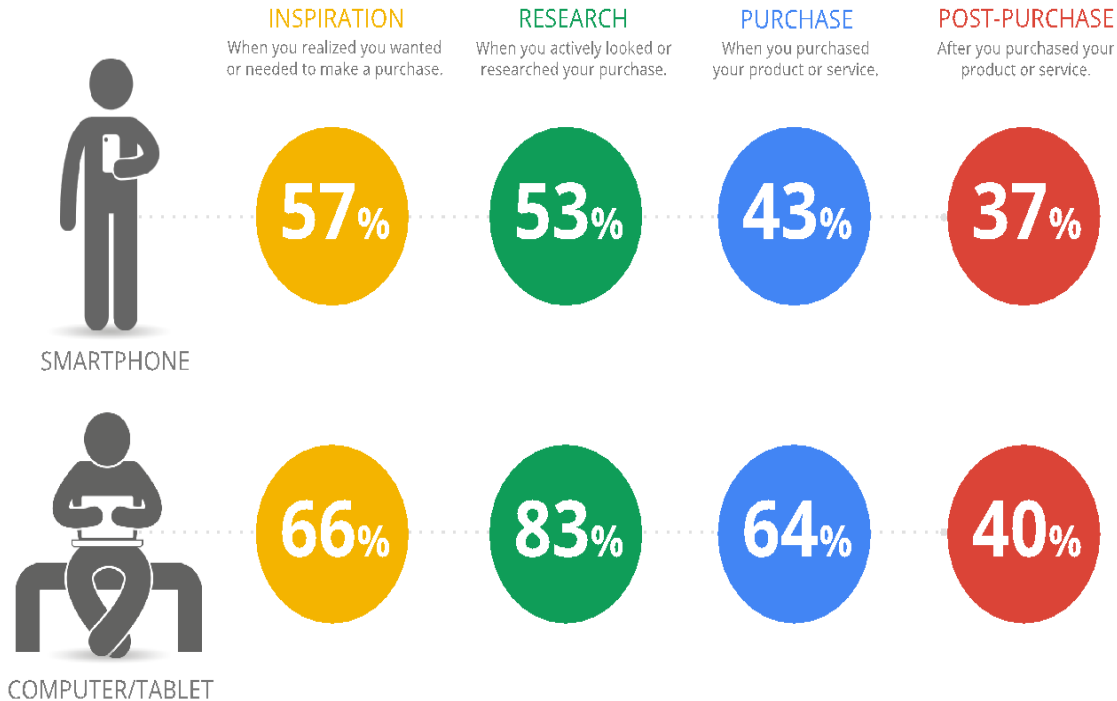
CONSUMERS SEARCH FOR LOCAL INFORMATION IN A VARIETY OF PLACES

% of consumers who search for local information at:



Different Searches Across Devices

CONSUMERS SEARCH FOR LOCAL INFORMATION
THROUGHOUT THE PURCHASE PROCESS



Are Your Products Available Near Me?

CONSUMERS CAN BE INFLUENCED TO PURCHASE
IN-STORE KNOWING A STORE IS NEARBY

Consumers would buy
in-store instead of online
knowing they:



Are close
to a store

30%



Can get the
product
quickly


35%





Get better
pricing

31%


Google Shopping






+Ted





Share




Web Images Maps **Shopping** More ▾





Clear all filters

Toasters > In stock nearby

Sort: Default ▾ View: List ▾  My Shortlist (0) ▾

Merchant links are sponsored ⓘ

Stillwater, MN
Change

Show only

- ☒ In stock nearby
- ☐ New items

Price

- ☐ Up to \$40
- ☐ \$40 – \$60
- ☐ Over \$60

\$ to
\$

Category - Clear

- ☒ Toasters

Brand



[Cuisinart 2-Slice Toaster - CPT-122 - White/stainless steel](#)

\$39.99 nearby

★★★★★ 34 product reviews

Cuisinart · Wide Slot · 2-slice · Stainless Steel



[Cuisinart 4-Slice Toaster - CPT-142](#)

\$69.99 nearby

★★★★★ 8 product reviews

Cuisinart · 4-slice · Stainless Steel



[Breville 4-Slice Toaster - BTA840XL Die-Cast 4-Slice Smart Toaster](#)

\$129.95 nearby

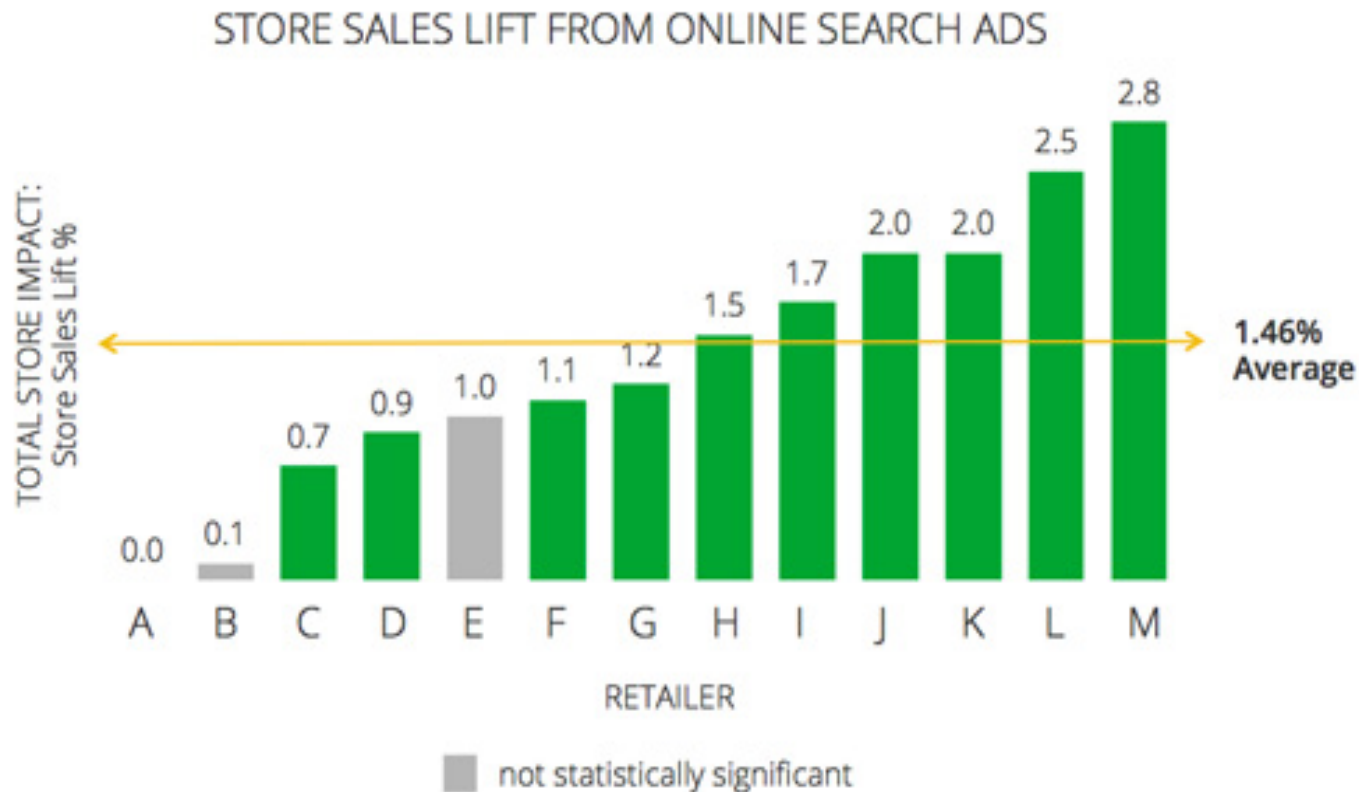
★★★★★ 79 product reviews

Breville · 4-slice

The Opportunity

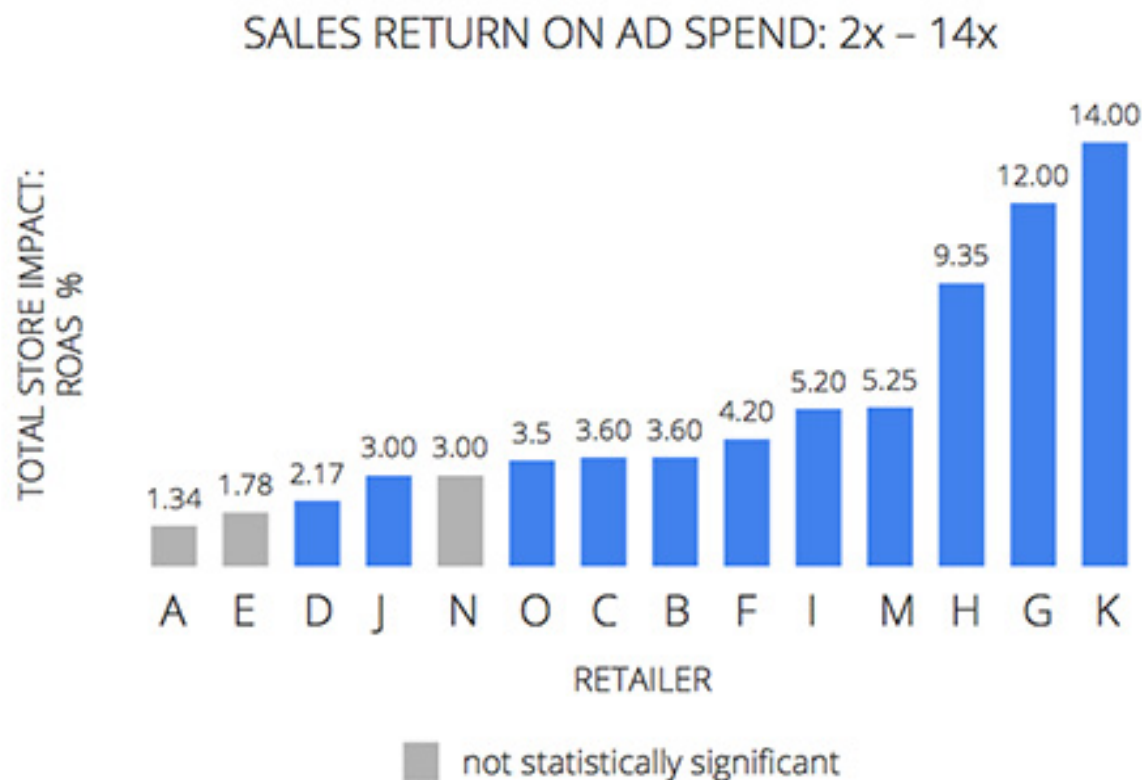
Search ads show clear impact on in-store sales and ROAS

Investing in search ads, even at a modest level, increased incremental offline store sales by an average of 1.46%. Since the compound annual growth rate for the retail industry was 1.55%³ for the period of the study, being able to attribute a 1.46% increase to online search campaigns is significant.



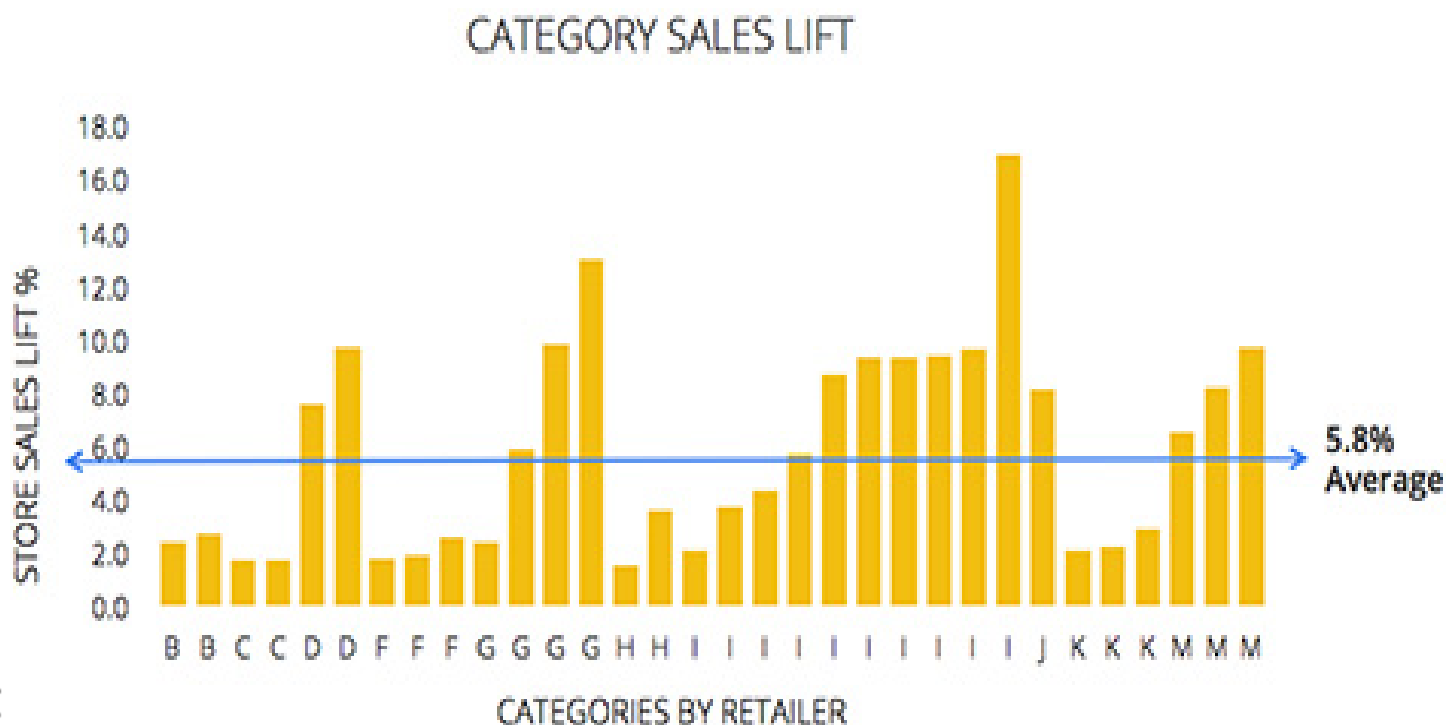
Sales Return on Ad Spend 2X-14X

The sales return on search ad spend was significant as well — between two and 14x, according to the meta-analysis. For example, one participating retailer invested \$466K in search ads over a six-week period and saw an in-store sales increase of \$5.6 million.



Increase in Category Level Sales by 5.8%

Advertisers not only saw an increase in in-store sales, they also experienced an increase in category level sales, with test categories seeing an average sales lift of 5.8%. Each retailer chose specific categories to test, and heaved up its spending on key category terms (for example, flooring or flat-screen TVs). Sales lift per category ranged from 1.5% to as high as 16.9%.



Types of Campaigns that drive in-store purchases



Google Shopping Ads (aka Product Listing Ads)

Help consumers find the products they need. Make it easier for the people searching to see the information they need most. Creating **Product Listing Ads** aka **Google Shopping** ads is the only way to have your products appear in search results.

The screenshot shows a Google search for "sectional leather sofas". The search bar at the top contains the text "sectional leather sofas" and a magnifying glass icon. Below the search bar, there are tabs for "Web", "Shopping", "Images", "Maps", "News", "More", and "Search tools". The "Shopping" tab is selected. Below the tabs, it says "About 2,620,000 results (0.26 seconds)".

On the left side, there are three shopping ads highlighted with a red box:

- Leather Sectional Sale - LeatherFurnitureExpo.com**
Ad www.leatherfurnitureexpo.com/Sectionals
Large Online Selection Of Leather Sectionals- Free Shipping & No Tax
Leather Sectionals Leather Sofas
Clearance Leather Recliners
- Sectional Leather Sofas - Huge Selection**
Ad www.sofasandsectionals.com/Sale
4.3 ★★★★★ rating for sofasandsectionals.com
Factory Direct Free Shipping. Low Price Guarantee!
Dark Brown Leather - Light Brown Leather - Sectional Sofas On Sale
- Leather Sectional Sofas - jcpenny.com**
Ad www.jcpenny.com/LeatherSectionalSofas
Save 40-50% on Leather Sectionals! Great Furniture at Amazing Prices.

On the right side, there is a shopping ad titled "Shop for sectional leather... on Google" with a "Sponsored" label. It contains a grid of six product listings:

Product Name	Price	Store
Manchester Bonded Leath...	\$1,859.99	Overstock.c...
Coaster Cornell 2 Piece Curve...	\$1,068.64	Cymax Stor...
Homelegance Blythe Leather...	\$2,119.33	Beyond Stores
Sectional Sofa and Ottoman B...	\$2,554.99	Madison Seati...
Orland White Leather Moder...	\$1,104.99	Overstock.c...
Poundex Furniture F735...	\$837.59	ATG Stores

Below the red box on the left, there is another ad for "Sectional Sofas | Overstock.com: Buy Living Room Furnitu..." with a link to www.overstock.com/Home.../Sectional-Sofas/.../subcat.ht.... The ad text describes a microfiber sectional sofa and mentions a price under \$1000. It also notes that the user visited this page on 5/13/14.

Google Display Remarketing

SFGate News Sports Business A&E Food Living Travel Columns Cars Jobs Real Estate Find&Save

... Silicon Valley developer is standing in the way of Mark Zuckerberg's latest acquisition. No, that developer isn't in tech and that acquisition isn't a startup. It's a real estate deal — and a new lawsuit alleges that the Facebook CEO didn't live up to his end of it.

It started when the Zuckerberg paid \$43 million over the past couple of years for four lots and homes around his Palo Alto manse in the swank Crescent Park neighborhood after he learned that developer Mircea Voskerician was going to build a huge home nearby. Like other Silicon Valley leaders, Zuckerberg aimed to “buy the block” to ensure privacy.

Zuckerberg paid Voskerician \$1.7 million for the right to buy property behind his home that the developer had already made an offer on — and that the owner of that property had accepted. Zuckerberg then paid an additional \$4.8 million for the property, which is the same price that Voskerician had struck a deal on.

“Zuckerberg stated he did not want construction in his backyard for 14 months and told Voskerician that he would refer him business and make him introductions if, in exchange, Voskerician would help him secure his privacy,” according to the suit.









But, according to the lawsuit, Zuckerberg never made those introductions to his wealthy pals. As Voskerician's attorney David Draper told *The Mercury News*: “Here's this guy who built his business on connections and relationships, and all he had to do was make some introductions, but he blew my client off,” Draper said.

But, alas, that promise was never written down, although Draper said several were present when it was made.

The Merc says Zuckerberg's attorney Patrick Gunn “disputed that claim although he didn't flatly deny that there was some discussion.”


“The (lawsuit's) description of the meeting that took place is unrecognizable to my client. The claim here is just meritless, plain and simple,” Gunn said.

Categories: Uncategorized
Tags: Facebook | lawsuit | Mark Zuckerberg

        2

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[Ninja Master Prep \(QB900B\)](#)
~~\$49.99~~ **\$39.92**



[Hamilton Beach 51101B Personal Blender with ...](#)
~~\$24.99~~ **\$17.00**

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Localized Ads

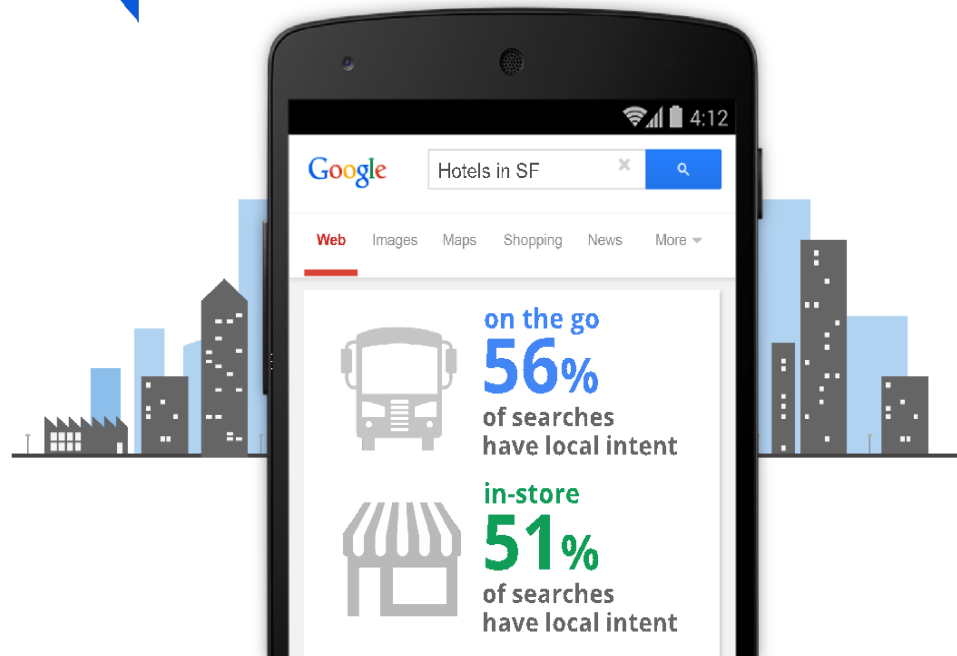
- Consumers have come to expect a certain amount of contextual relevance with regard to search. In fact, four in five want search ads to be customized to their city, zip code or immediate surroundings (if they're near an airport, for example).



When it comes to a local strategy, advertisers should consider the following:

- *Optimize for the consumer's location.* Advertisers can reach a large set of consumers by starting with a wide geographic area such as the entire U.S. and then using location bid adjustments to fine-tune bids for specific areas or zip codes.

WHEN ON THE GO OR IN-STORES, A MAJORITY OF SMARTPHONE SEARCHES HAVE LOCAL INTENT



Google Mobile Ads



Web Images Local News more ▼

Google heart rate monitor w Search

Web Options

Heart Rate Monitor Watch Sponsored Links

www.HeartRateMonitorsUSA.com Polar, Timex, Garmin and More Free Shipping. 800-403-8285

Polar Watch - Low Cost

www.TriNowFitness.com/Polar/Watch Free Same Day Ship. Auth. Dealer Shop for Polar Heart Rate Watches

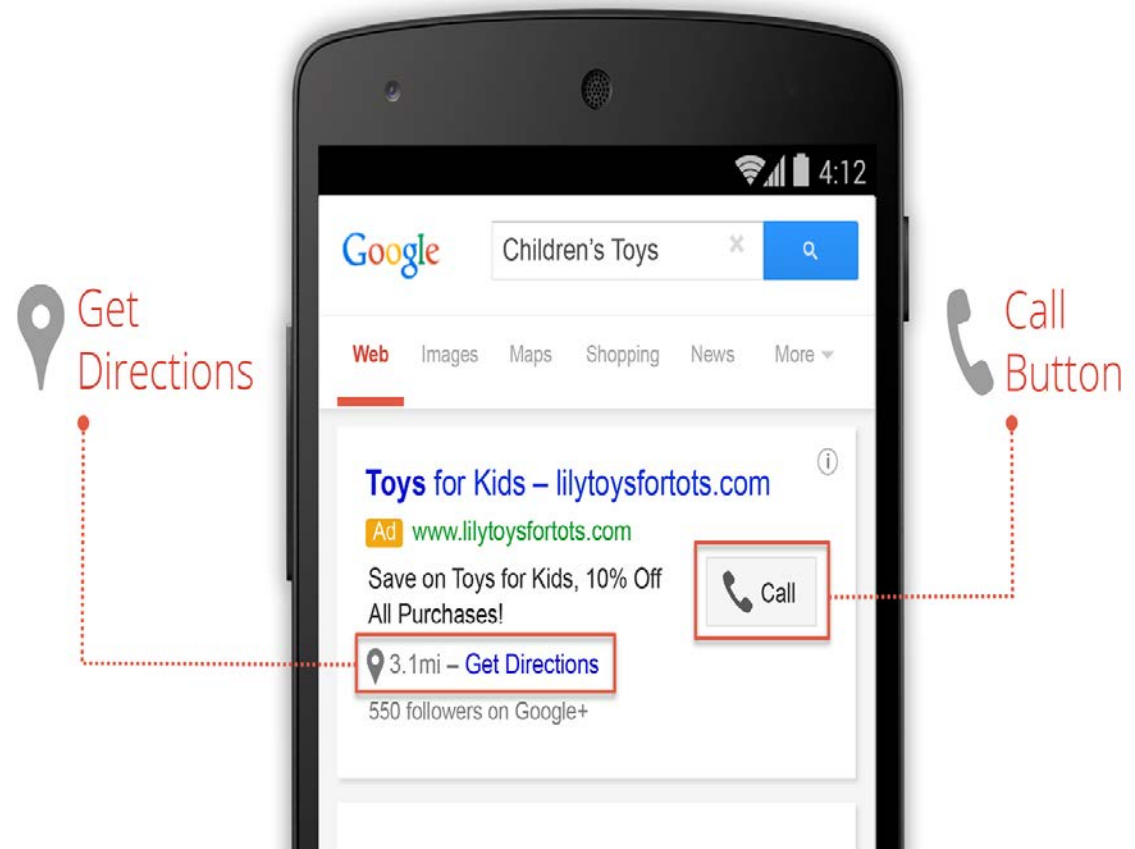
Polar Electro - USA

This intelligent monitor gives you more than just your heart rate. Why Train With a Heart Rate Monitor? ...

www.polarusa.com/ - Options ▼

Optimized ads for Directions & Click to Call

- More than 60% of consumers said they used the local information in an ad, specifically the link for directions and the click-to-call button (or the local address and phone number if on a computer or tablet).



Next Steps

- Create or update your Google Merchant Center – Product Feed
- Create or upgrade your Google Shopping Campaigns
- Setup Dynamic Product Display Ads to retarget products to shoppers that have yet to convert
- Use Display Remarketing to reach your existing audience and bring them back in store
- Don't treat Mobile users the same as Tablet & Desktop users
- Make sure you are using “location extensions” & “call extensions” in Google Search campaigns
- Make sure you are using “offers” in your Google Shopping campaigns

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Search

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Planning Tools

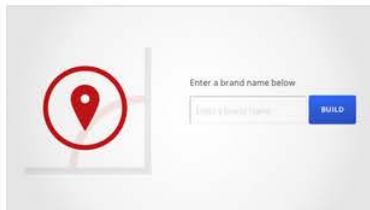
Find what you need to get to the next level.



Google Trends

How do people search for your brand? When do searches spike? What about your competitors? The Google Trends tool uses real-time search data to help you gauge consumer search behaviors over time.

[Learn More](#)



Brand Impressions

Every brand has a story—and we can help you see it. This tool tracks pictures, words and actions to show you what brands are doing now and what they've done over time.

[Learn More](#)

Thank You!

Questions?

Google AdWords & Analytics Courses start next Wednesday – few seats still available.

For more info visit DemandQuest.com Use discount code **Strib** for 20% off course fees.

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