



## Episode 21: Pay Per Click Advertising

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**Mark S:** Hey everyone and welcome to Episode 21 of the Custom Apparel Startups Podcast. My name is Mark Stephenson.

**Mark V:** And I'm Marc Vila and today we're here to talk about.

**Mark S:** Drinking! We're here to celebrate the fact that the CAS Podcast is now officially old enough to drink! Forget voting, nobody really wants to do that anymore anyway. (Both laughing)

**Mark V:** So now we can party maybe while we're doing that we could also talk about Pay Per Click Advertising and online ads?

**Mark S:** That is... you know I was thinking exactly the same thing, that's amazing. Whenever I drink I think about Pay Per Click Advertising.

**Mark V:** Yeah, yeah me too, that's what I did this weekend.

**Mark S:** Okay, that's great!

**Mark V:** So, we are going to talk about some Pay Per Click Advertising and we're going to talk about advertising on places like Google and Bing and we maybe might get into a little bit of Facebook and Social media today.

**Mark S:** A little bit, and when we say Bing we mean Bing-Yahoo, that's very important to specify.

**Mark V:** Okay, okay very good

**Mark S:** Although I don't think that anyone that actually uses Yahoo listens to Podcasts, so I don't...

**Mark V:** (Laughs) You offended some people.

**Mark S:** I have, I'm sorry please don't go away.

**Mark V:** So we're going to talk about a bunch of that stuff today and we've got a long list of things in our notes to discuss. And that's what I said we might get to some of these things and we might get 30 minutes in and say, you know what this is a whole another podcast by the time we get into it because this technically could be... you could have a whole Podcast series just on this topic.

**Mark S:** So let's bring it back a little bit because we've got a lot of new businesses out there that might not even know what Pay Per Click advertising is.

**Mark V:** So let's talk about, why don't you define it.

**Mark S:** Sure, it's easy, if you search for anything at all on Google or Bing the first couple of results have the little Ad. indicator next to it. So someone payed to display that Ad. To you and when you click on it, they write Google a cheque. So literally that company pays for every click, for every time somebody clicks on an Ad.

**Mark V:** So how does Google know to show that Ad To you?

**Mark S:** That's a really good question Marc, thank you.

**Mark V:** Thanks!

**Mark S:** So Google's job and Bing's job and all the other search engines out there, their job is to deliver great results, so you are their customers, so when you are looking for salted pickles or custom T-shirts or a local dog barber shop, what they want to do is... it's in their interest to deliver you the best possible results that they can, because if they don't then you're going to chose another search engine and you're going to try somewhere else.

**Mark V:** And that's exactly what happened in history. People used to search on...

**Mark S:** AOL.

**Mark V:** Jeeves, and AOL and...

**Mark S:** Jeeves? Never searched on Jeeves.

**Mark V:** People searched on Jeeves, I am not saying I did. But people searched on Ask.com

**Mark S:** Ask.com

**Mark V:** People went as asked questions at these places and Google came through and they made a better piece of code to search the internet and it was better and...

**Mark S:** That's how they became Google through better results.

**Mark V:** They became better, if you go to a library that's particularly hard to find a book and then you find out another library that's next door where you can go in and easily find your book, you're going to go to the place where it is easier to find you book and that's what they've done.

**Mark S:** That's exactly right and the way they do that is they look at the words or the sentences or the words that you type in the search bar and they try to deliver the best quality results based on that and that goes for advertising as well, so just so you know the words that you type in whether you know it or not, those are called keywords because that's what Google uses to match up what people are searching for with the pages and the products that you put online. And I'll tell you right now that we're going to say the word Google a lot but the Bing-Yahoo network and other Pay Per Click networks work exactly the same way.

**Mark V:** So I think then there is something else to define before we go too much deeper into it.

**Mark S:** Okay.

**Mark V:** For one, what's a salted pickle, that's a thing?

**Mark S:** It is... it is I don't want to talk about that.

**Mark V:** Alright then we'll pass it for now. So we mentioned Pay Per Click and PPC is how you'll see it written in most places, you'll see PPC – Pay-Per Click and you'll also run into when you're going out there and whether you're doing research or you're getting ready to make some purchases on online Ads you'll also see CPM which stands for Cost per Mil, Cost Per Thousand.

**Mark S:** Did you Google that? you Googled that didn't you, what CPM stands for.

**Mark V:** It's not, look at my screen turn around.

**Mark S:** Right now, I am going to look over here.

**Mark V:** I've got freeze and broad match definitions.

**Mark S:** Okay, wow.

**Mark V:** See! look at that.(laughs)

**Mark S:** Alright, I've been schooled. Okay, so Cost Per Mil as you were saying.

**Mark V:** But anyways that means that they are charging you for every time they show the Ad, not every time somebody clicks or engages the Ad.

**Mark S:** Right so that's a big difference.

**Mark V:** Yeah, It's a big difference in how much it costs per. So if you are searching for Bridesmaid shirts on Google and you've start in where you put bridesmaid T and then you hit enter and then you didn't finish the word T-shirt and you start getting other bridesmaids things on the top, you see an Advertisement for invitations and things like that, you think oh no, I need to put in T-shirts, I didn't get it. They didn't charge those companies for displaying that Ad. Google didn't. They didn't charge anybody for showing that Ad for greeting for the Bridesmaids cards because you didn't click on it, it wasn't what you were looking for, there was no fee. The difference if that was a CPM they would've been charged maybe 1/1000th of a penny.

**Mark S:** Still, it doesn't sound like a good deal for me, if I am an advertiser it doesn't. I don't think it is, in most circumstances, Google and Bing don't do that.

**Mark V:** Yeah, no.

**Mark S:** But there are a lot of secondary kind of advertising opportunities that do, so for example if you did online Ads for magazine they might charge you per impression or there are some other advertising networks that may charge you for impression. I would just council you that if you are going to pay for Advertising don't do that! Stick with Pay Per Click.

**Mark V:** It's online, you have the option to choose Pay Per Click, so you don't have the option, if you do something on a Bus Bench in downtown, you don't have the opportunity to say, well every time somebody looks at the bench I'm going to pay. No you just pay for the time. And that's essentially is what you're paying for with the CPM you're just paying for the time online so- nobody might ever look at your Ad, nobody might ever see it.

**Mark S:** It may be displayed but nobody may look it.

**Mark V:** there is no guarantee. But with Pay Per Click you got the opportunity to say, I only want to pay for the people that look at it. Which is cool, that's the reason why it exists.

**Mark S:** You're actually only paying for the people that click on it and get to your website.

**Mark V:** Yeah.

**Mark S:** Which is great.

**Mark V:** And that's what I mean by look at it, not actually physically read the words but engage.

**Mark S:** Right.

**Mark V:** So that is really cool and that's what it is the way to go.

**Mark S:** Right we're talking about by the way with Google this would be their Google Adwords product, that's Adwords and for Bing it's just Bing Ads, so you're just going to search for Bing Ads. Search for it on Google just because it's fun.

**Mark V:** Now how much does it cost to sign up?

**Mark S:** It's free, it's absolutely free,

**Mark V:** Wait a minute?

**Mark S:** All of these guys they want you to spend their money... spend your money and honestly it's better for them. That's how Google makes money, their self driving cars down on the market, so they have to make all of their money from advertising revenues. So they want you to sign up and run Ads and that allows them to deliver more and better results to their customer and able to make a few bucks.

**Mark V:** So I think what people get concerned about is... a couple of things one is- Alright I have an idea for an Ad for a T-shirt or a hat but what if like a million people click on it tomorrow?

**Mark S:** Yes

**Mark V:** And none of them buy it, I am scared.

**Mark S:** That would be bad, first of all it's going to be a horrible shirt, because if a million people click and nobody buys it, you shouldn't be in the business.

**Mark V:** I am just not that confident yet, I am scared, it's just more in the lines of how do I know it doesn't get out of control, is there a way to rephrase that?

**Mark S:** So it's interesting if you go into the Google Adword screen, you do a couple of things, first you create your Ad and there is limitations to how many words you can put in the title and how many words you can put in the body etc. So there is limitations there, you also set the maximum number that you're willing to spend Per Click on the Ad, so it could be 10 cents, it could be 10 Dollars, it could be a 100 dollars depending on what you're selling. Then you put the maximum amount you want to spend in a day. So if you put in for example: I want to spend 10 dollars a day, I will bid (and that's what it is, we'll talk about that in a second) up to a dollar per click and then you can potentially get 10 clicks in a day, it won't spend much over 10 dollars, it may spend a little bit over that but its completely controllable, you don't have to worry about it getting out of hand.

**Mark V:** And also that if your Ad was particularly good and we'll get into some of that, you might've gotten 100 clicks out of that 10 dollars, just because you bid a dollar you might only pay 10 cents.

**Mark S:** That's right and that's the magic of Google in the way they choose which Ads they display where and we'll talk about that in a second because that's a big deal.

**Mark V:** You can also put a date: an End date on there.

**Mark S:** Yeah you can definitely schedule it.

**Mark V:** So if you are looking to get started, for one realize that you're going to have to experiment a little bit, you're going to have to find the right formula for what you're trying to sell in regards to the words you choose for the people searching and the words in your Ad. If you do it one time and you don't get it right, more than likely you'll start.

**Mark S:** You're not going to get it right.

**Mark V:** You're not going to start with the optimal result, you might get lucky, really lucky but the chances are you're going to have to play with it a little bit but you can start it say on – Thursday and say "I'm going to run it Thursday to Sunday and I want to spend 10 dollars a day so 10-20-30-40 bucks is what I'm going to spend, and I'm going to invest 40 dollars in this Ad and see what happens". And what you might run into is – you might run into that after running the Ad you spend 4 dollars over the whole weekend which means nobody searched for it or nobody clicked on it and they will tell you all of those results in the dashboard.

**Mark S:** As a matter of fact I pulled up my Adwords dashboard for ColDesi and let me just go through some of the things that go across the top, that you can look at and then you can kind of use to judge or success or evaluate.

**Mark V:** This is all that stuff that makes me a marketing nerd and i have fun doing all of this stuff.

**Mark S:** Yeah, that's right, I am right there with you. So for example one of the main things is you have a default maximum cost per click, so that is where you set the top number that you're willing to spend on a click. Then you have the number of impressions that's how many times your Ad was shown, so if a thousand people search for Salt and pickle T-shirts.

**Mark V:** I'm looking that up.

**Mark S:** Please do, really interested, if a thousand people do and they all get to see their Ad. that would be a thousand impressions, then there is the average cost per click and that shows you the number of clicks and how much it costs you, the average position – this is vitally important, Google will show your Ad if you have a reasonably good quality text in the title and if you have some kind of content on the page that relates to that, they'll show your Ad but it maybe in the 57th position and what we mean by that is

when you search for something – like search for something right now and take a look at the screen and you'll see that there are 2 or three ads usually and those are the best ones and the most expensive and then over on the right hand side of the search page it starts to list like number 4 through 57, just so you know you could go through and do that. That is the average position. Then there is the click through rate.

**Mark V:** Okay.

**Mark S:** And that's probably the one that I start measuring the most.

**Mark V:** So on your click through rate is where you've got, if it was displayed to a hundred people and one person clicked you'll be at 1%.

**Mark S:** Yes.

**Mark V:** So, the goal obviously in a perfect world be to get to a 100%, everyone who searched for it and saw your Ad and clicked on it. That's the dream, you won't get there but that's what you're aiming for is to get that number as high as you can and getting a low percentage number is actually good... if you get five percent, you're doing pretty good.

**Mark S:** Five percent is awesome, it really is.

**Mark V:** And depending on how specific you get, and then this is where that number can adjust. So if it is salted pickle T-shirts, nobody is advertising that now.

**Mark S:** So this is an opportunity, I swear to god I will buy that T-shirt from the first person that puts that Ad for one online.

**Mark V:** So there is no salted pickle T-shirt advertising, there is salty Tees and there is pickled shirts that I see out there but there is no specific Ad for that, so being that if somebody was advertising for that and they were searching for that, that click through rate is probably going to be really high because there is no Ads for it and it's also a very specific shirt. It is very specific that chances are that nobody else out there or very few people are going to be even sharing that they sell that and you should get a really high click through rate on that because you're going to be one of the few people in there compared to if you think about it in your town there is probably not a ton of wedding dress shops for example. Even in Tampa here, everyone that I know who has ever been married, there is two or three big name ones that are out there and they all stop-in or call or look up, engage in that company in some way whether they are looking on their maps or they are asking friends... whatever it would be. Because of that the two or three really big name shops are going to get a high engagement from every woman who is going to get married in that area who wants to buy an Elegant dress. So when I think of that as an example that similar why wedding dresses are similar to salted pickle T-shirts, that's a great product.

**Mark S:** You spent like 10 minutes setting that up.

**Mark V:** But because it's a very specific, it's a very specific item and there is not a thousand places selling them.

**Mark S:** Okay, so let's simplify it a little bit because I think we are getting a little bit Ad geeky here.

**Mark V:** (laughs)

**Mark S:** So we talked about the fact that Pay Per Click advertising, you create an Ad and you only pay when somebody clicks on the Ad. We talked about the fact that you could set what you bid- the maximum amount that you'll pay for an Ad per click, you can set the maximum per day, you can set the time limit. So that kind of should remove the scaring. You're not going to spend more than you intent by mistake as long as you set things up properly.

We talked a little bit about how Google matches the words that you type in the keywords in the search with the advertisement. I think maybe we should talk a little bit about how that bidding process works for Adwords in particular, does this seem like a good spot?

**Mark V:** Yeah, this is good we should jump into that.

**Mark S:** Okay, so if you have a specific keyword, one thing that made me think of this is Marc said something that I hear from customers all the time and that is "I have a great idea for an Ad." These are the things that I want to say and I will tell you from a lot of experience using Ad words that really cute and creative words in a Text Ad (which is what we are talking about only words) have nothing to do with performance. So what you'll need to do is find the keyword whether it is for a niche market like – Bridesmaid shirt or whatever it is and if you want to create an Ad for small bridesmaid shirts then you want your title of the Ad to be small Bridesmaid Shirts and the first line in your Ad you want it to say "small bridesmaid shirts on sale now" or whatever other words that you can fit in there and then when somebody clicks on the page that gets there you want that to say "small bridesmaid shirts". That's very comfortable and clear for both Google and for the consumer. So when you think about the things that you've searched for while getting ready for a holiday looking for presents, you might type in toy trucks, you're going to click on an Ad that says toy trucks, you are not going to click on an ad that says "Toy Cars" or "Kids Toys" or "Toys with wheels" you are looking for Toy Trucks, Toy fire trucks and you are going to respond to that Ad and because that's true the more comfortable Google is that when someone searches they are going to see your Ad and they are going to understand it they are going to click on that page, they re going to like that page. the more conformable Google is actually the less that you have to pay for that click.

**Mark V:** Google is going to reward you with a lower price for having an Ad that people click on.

**Mark S:** Yes.

**Mark V:** So if the words that they are searching for and your Ad. Also we didn't mention this yet, but you specifically tell Google what words you want that you want your Ad to display for. If you are talking about- let's say it is toy truck T-shirts, T-shirts with Toy trucks on them.

**Mark S:** Yeah.

**Mark V:** So you could put specifically "toy fire T-shirt" or "toy dump truck T-shirt" or "Toy pickup truck T-shirt" and you can have all of these words when people search them and you can also tell Google to not search for certain Items. So maybe you don't sell sweat shirts. So you would sweat shirts. And don't give me anybody who puts the word sweatshirt, so you tell Google what words you want people to search for and then an Ad will come up based on the searches that they get, if somebody clicks on it, the more people that click on it, Google is going to say "This Ad is relevant" this Ad is relevant to the words that you are telling me to search for, you are telling us what people to show it to and those people are clicking on it, so we're going to reward you because you are doing it right. Then there is where did they go?

**Mark S:** Yeah.

**Mark V:** So as you mentioned, if it's the toy truck T-shirts, when they get to that website it should be very obvious that they got to the right place.

**Mark S:** So if for example you sell custom T-shirts and you have one on Toy Trucks and they go to this Massive website with 500 products on it and there is one Toy-truck T-shirt, that's not going to work for your customer or for Google. Because they are really expecting to see a lot of T-shirts and a lot of products related to these specific keywords and they didn't.

**Mark V:** So then that's where we talk about what they would refer to as the bounce rate. That's the word that they use, that means, it sounds like what it is, somebody gets to your page and they bounce right back to Google.

**Mark S:** "This is not what I am looking for, I couldn't find it," so within 10 seconds they just, "this is definitely not what I am looking for" and they click out. That is terrible for you because you paid for them anyways.

**Mark V:** And they left right away,

**Mark S:** Google is not going to reward you again, they'll charge you more because, Google is saying "my customers are not getting what they are looking for, so I am actually going to put somebody who is doing a better job before you, unless you spend a lot more money."

**Mark V:** If you really-really pay us a lot we will continue to show this however we would prefer to show it to somebody and we're going to charge less to somebody who is delivering the right content to the people who are searching for the words they are asking us to display.

**Mark S:** I don't know if you've seen this make but Google made it pretty easy in the past maybe 4-5 months when you create a new Ad campaign for a new website they will actually suggest keywords to you based on what landing page, what page of website you put in, so that's a good indication so if you have a

Toy-Truck Ad and they suggest keywords that have nothing to do with Toy Trucks, it's either going to the wrong page or you are making the wrong Ad.

**Mark V:** Yeah and that's an important thing to consider as well, where you'll find and all of us have probably experienced it where you see an Ad for something, you click on it and you don't know where you are in the website, if you are going into Target or Walmart, you have to go through the front door, you don't have a choice so if you need to buy Milk at Walmart it is all the way in the back, the very back (probably on purpose) because it is a necessity thing that everybody buys, so they want you to go all the way to the back and walk by a bunch of products first, but on the web we don't have to do that and we don't accept that, that's not acceptable on the web.

**Mark S:** I've got a great analogy, here I know locally here in Tampa Florida there are a lot of Ads for I think its Wall Greens because it is a small store and if you need Milk or Eggs and something like that you walk in and it is right there, and then on the other hand there is (we are talking about shopping experiences here) so Wall Greens would have that thing there, so wall greens sells Eggs, you walk in you see Eggs, you walk over and you buy it and that would be a nice experience. If you've ever been to an Ikea, you walk into an Ikea and there are a million things for sale there and it is almost impossible to find without wending your way throughout the entire store so it takes you a long time to not find what you are looking for.

**Mark V:** Yeah.

**Mark S:** So Google rewards you for being Wall Greens. Like- I am looking for this, just bring me there!

**Mark V:** Yeah, people want to be dropped off at the right isle, so which is the difference between going online and in-person is that you don't have to walk through the front door of your website, you don't have to send them to your home-page unless you only sell one very-very specific product. If you sell a bunch of different T-shirts and some of them are bridesmaids and some of them are salted pickles and some are toy trucks and you got all these different things, one set of logic might say, let me put them up to the front, let me show all the things that I sell, they can click on the pickle one.

**Mark S:** But no, that's not the way it works.

**Mark V:** That's not the way that people respond statistically. In your scenario they might respond to that and maybe you decide to test that out but most likely people want to be dropped off right on the isle that they are looking for, so just drop them off at the Toy truck page and do a good job somewhere on that page of saying "hey we sell all these other T-shirts too"

**Mark S:** Yeah, actually let me give a ColDesi Example.

**Mark V:** Yeah, Okay.

**Mark S:** Many people that are listening to this that are on the Custom Apparels Startups Facebook group, they are Avance embroidery customers, they bought an Avance Embroidery machine and they are start-up businesses. I have Ads through Adwords that are specifically for Embroidery Startups and they go to an Article which was written specifically about starting a business, on that page there are lots of opportunities to go and look at videos about the equipment to explore financing and business planning and links to this podcast and all of that stuff to engage customers further but the initial thing is you want to start-up an embroidery business and it leads you to an article about that which was just like an Ad for Toy Truck T-shirts that lead you to the Toy-Truck T-shirts page, once they are there you give them the experience that will spread them around the website.

**Mark V:** You drop them off at the right Isle and then say "while you are here, here is a whole bunch of other stuff that you are probably looking for, it is an easy way to find it" that's a whole website structure thing on how that works.

**Mark S:** Yeah.

**Mark V:** But I think the whole point being is that you want to make sure that you specifically are putting people in the right place for what they were searching for. You have to really think about this from the top to the bottom to say what are the words that people are going to search for. Then once they search for them then what Ad do I want to show them? What do I want the Ad to say?

**Mark S:** How clear can you make an Advertisement that tells them that they are in the right place.

**Mark V:** And then are there other little things that you can do in that Ad text to make your Ad a little better than the one next to yours, so maybe it is free shipping, maybe it is same day shipping, maybe it is delivery by Christmas, whatever other words that you can put in there, maybe it is your phone number.

**Mark S:** Yup.

**Mark V:** There is a lot of different things and Google will suggest a whole bunch of different things to you as well. So there is that, there is making sure that you are showing it and then there is also differentiating you between one Ad and the other and once they click on that they got to be on the right place to hang around and hopefully buy something.

**Mark S:** We are kind of building this strategy to make Google love you.

**Mark V:** Yeah.

**Mark S:** Okay, so the first one is to make a clear and obvious advertisement where the Ad matches the keyword that you want people to find your website with. The second things is making sure that when someone clicks on that Ad they go to the right page that responds the best you can possibly respond to their search. So they click on the toy truck Ad. they read about Toy Trucks in the Ad, they click on it and there is stuff about Toy trucks; and then you want to export strategies to help them stay because you

don't want to bounce them away, the longer they stay Google knows that they are getting what they were looking for, so again these are all things that not only will deliver your potential customers better experience so you'll sell more but it is teaching Google that you are doing a good job and that they should rank you higher for less money.

**Mark V:** Yeah, because it is what they are trying to do for free in their Ads, they want to do that for free, they want people to search for things and find them automatically.

**Mark S:** Which is called organic search.

**Mark V:** And Google just wants to make that work as best as they possibly can and they try to do it without anybody cheating and getting around and figuring out how to get up there, Google is just like "No! We just want to show people what they are looking for, however we'll also certain people to pay to be on the top of that list, so although you can pay for whatever you want, they still really want it to be what people are looking for.

**Mark S:** And it is within reason too, for example if my website is about Dog T-shirts and I run an Ad for Airplane parts and it goes to that page Google is not going to let that happen, it is within reason that if you advertised for Dog T-shirts but it is not really Dog T-shirts but something close then Google will let you spend enough money to get ranked well.

**Mark V:** Yeah, it's just T-shirts in General. So is there any other nuts and bolts to this that we want to discuss or do you think we are ready to go into some suggestions and how they can get started and actually make it work.

**Mark S:** Let me see, we talked about how Google sets pricing and we talked about how you limit your investment.

**Mark V:** I think there is one other thing that I was thinking which is what I had up on my search... Which was: So they have exact match, phrase match and broad match.

**Mark S:** Right.

**Mark V:** Right? On words.

**Mark S:** We are getting deep.

**Mark V:** This is deep.

**Mark S:** I like it.

**Mark V:** I think we can go brief into this and allow folks to do their own research.

**Mark S:** Yeah.

**Mark V:** So we are not going to talk about how you code it and type it in all that stuff but people just know that Google allows for you to do this, you can have it, and I don't even think that we have to define all that because you can get in really deep, but I think with the purpose of me bringing it up is that they allow you to say "I only want people searching for Toy Truck T-shirts exactly the way I wrote it" and that's it. You can also say "as long as their search contains that"

**Mark S:** Like Truck T-shirts.

**Mark V:** "Truck T-shirts" I still want to show it. They didn't write Toy truck T-shirts they wrote Truck T-shirts, that's cool by me too.

**Mark S:** Yeah.

**Mark V:** Or it could be as long as it is somewhere within this range they are using those words.

**Mark S:** Like somebody that say's "how to drive a truck wearing a T-shirt"

**Mark V:** Yeah.

**Mark S:** Then that would be kind of a phrase match a broad match and you would still get similar results.

**Mark V:** And you would still get it. So what you can do is you can really get creative with how you want your search to come up and you can do very-very-very specific, I only want them if somebody has to write the words "Irish songs funny T-shirts"

**Mark S:** Yes.

**Mark V:** And if they write that exact phrase I have the perfect Ad for them and I only want to show it to those people, maybe that's the way to go for you... or maybe you say "as long as they put all of those words in the search they're probably my customer". There are a lot of strategies to saying what is right.

**Mark S:** I think this is a good place to talk about testing a little bit too, so here us my advice, it's not advice I am telling you want you have to do.

**Mark V:** Alright, alright.

**Mark S:** You should run at least four varieties of the same Ad. So, let's use Toy Truck T-shirts because it is fun to say, so what you want to do is maybe you want to have one that's toy truck t-shirts and has your website information on it and it says "great for birthdays" in the end. You have another one that says "great holiday gifts", you have another one that says "call now for more information", you have another

one that says "click here to buy". What you want to do is come up with at least four variations on the same idea so you can compare which one performs better and you can be surprised, because I've been surprised many times in running Ads.

**Mark V:** I've been surprised on how changing one word can make a massive difference.

**Mark S:** Right.

**Mark V:** So you could put free shipping or you can put free delivery. and you might find that...

**Mark S:** That's a huge... Yeah.

**Mark V:** People will click on one word more than the other, so there is single words and sometimes it's just like you said, maybe just click here to buy was enough, people would say "i know I want to buy a shirt, if I click here I can do that; Click!". Maybe that doesn't resonate to them, I am not ready to buy it yet, I just want to shop around, so maybe yours say...

**Mark S:** Huge selection.

**Mark V:** I was about to say 20 varieties, but huge selection, 20 varieties something like that, so find out which ones are resonating, this is where the nerd comes out because you might find that if they search the word T-shirt, they respond better to one Ad than if they searched Tees. And that's really where somebody could do this for their job all day and do nothing else and still not figure it all out.

**Mark S:** And that's about what I do, I get that. So the simple rule is that you give a lot of thought to the keywords that lead people to your website, you want to make sure that makes sense and when you create an Ad for any set of keywords you want to make sure that you do at least four varieties to give yourself the opportunity to be surprised by great results.

**Mark V:** And you should make sure that if you are testing those four Ads you are sending them all to the same place.

**Mark S:** Yes.

**Mark V:** If you have four Ads that you are testing and you send them- that also leads to the home page, it leads to the truck Tees page, your results are going to vary, and you are not going to get good results.

**Mark S:** Yeah.

**Mark V:** Make sure that you are sending them all to the same place and when you are setting this up you can tell Google that hey! when I search for this show all four!

**Mark S:** On a rotation.

**Mark V:** Show them all on a rotation, then you can come back and look at the numbers and you can say most people clicked on this one and then you can go back in and when you run round 2 you can only display the one that worked the best.

**Mark S:** And you can run as many of these kinds of these tests concurrently as you have the patience to do, so for example you have a big T-shirt website and only one of the products is Toy Truck T-shirts and another one is Toy plane T-shirts, so you do four Ads for Toy Trucks and you do four Ads for Toy planes. Maybe you do T-shirts for toys, or Toy T-shirts and that's one Ad that goes to your homepage, so now you've got four for one, four for another and four for the third, you're running four Ads and you're just seeing what works best. After 30 days, which is kind of what I would give, two or three weeks, thirty days, then you decide, okay, these three Ads work the best, delete everything else and just put all your money into those.

**Mark V:** Yeah, I think, I think that's great and I think that's where you need to start is by testing and playing around with it. I think another thing to mention is – Don't crawl before you walk as I would say, don't try to compete in the funny T-shirt keyword marketplace because that's probably a very competitive marketplace just for those keywords, funny T-shirts, probably very competitive, I know your shirts are the funniest, I know that they are. But you are still competing against people who have been doing this for a while, who are saying "I'm going to get funny T-shirts".

**Mark S:** Yeah.

**Mark V:** There's been 10 million searches a month and that's going to be mine and they've been doing this for maybe years, so go specific or go local and maybe even more, go specific and local.

**Mark S:** Right, so give me an example of that.

**Mark V:** Okay, so if I want to give a really good example, I would say if you have a local event that takes place that people buy T-shirts for, in Tampa Florida we have a thing called Gasparilla.

**Mark S:** Yes.

**Mark V:** Now that's probably a hard Ad space to get into but it is a specific one.

**Mark S:** Tampa celebrates being invaded by pirates once a year.

**Mark V:** So its a parade and people wear all types of T-shirts with pirates on it and stuff like that, so maybe you want to try to go for that, however I still wouldn't want to compete just in that space, I still feel that's too specific. So I'm going to choose to advertise in Tampa Florida Gasparilla shirts, not specific enough. Let's go deeper. I think that try to go as deep as you can.

**Mark S:** Children's Gasperilla T-shirts.

**Mark V:** Okay, I think that that's a pretty good one.

**Mark S:** Okay.

**Mark V:** And you could even go a little bit deeper and say "Girls", so I am trying to think of how am I going to phrase that specifically to get to that.

**Mark S:** It doesn't matter.

**Mark V:** Yeah, but anyways, go as deep as you can, you can say Children Gasperilla T-shirts, that's what I am going for, I am only going to advertise for Tampa Florida and then I am going to put in my Ad maybe local business same day pickup. So now I am in a nice zone.

**Mark S:** And in Google you can specify – I only want to show these Ads in the Tampa bay area or in Florida or in the South.

**Mark V:** And I only want to show it between.... I only want to show it within my working hours because I want it to say in my Ads "Pick it up now" or "Call now" and get it "Ready to go". So you can actually have that where you can do custom children's Gasparilla T-shirts, that's what I want.

**Mark S:** Ready now.

**Mark V:** Ready now, pickup today, call here, here is the phone number- I am only going to advertise during my business hours and I am going to only advertise only to these cities. Now the chances of you being in a space where there are tons of people advertising is minimal and you got the opportunity to spend a little bit of money and perfect your ability to do Pay Per Click Advertising before you go for the funny T-shirts.

**Mark S:** Okay, so you said a little bit of money, and I want to caution you that we don't mean a little bit of money. If you only have the 100 dollar free cards that Google Ads gives you when you sign up, that's all that you're ever going to spend then don't.

**Mark V:** Yeah.

**Mark S:** Because you are just wasting your time.

**Mark V:** And again I specifically I mean not 25,000 dollars, you don't need to have 25,000 dollars to be able to run a successful campaign for your T-shirts.

**Mark S:** By the way if you are in Tampa, I just Google searched for children's Gasparilla T-shirts, there is an open Market there, there is one Ad there for H&M jackets that has nothing to do with it, so they probably used a phrase match of children's T-shirts.

**Mark V:** Yup

**Mark S:** And there are a couple of display Ads and they don't look the best, so that's a great market for us.

**Mark V:** Yeah maybe, maybe it might get, maybe it's not the season yet.

**Mark S:** True that's true.

**Mark V:** Maybe we still have 30 days, but point being is that go specific and you can also go nationally specific too if you wanted, so you could say – like I mentioned before "Irish song funny T-shirts" and they are specifically funny T-shirts about old Irish songs and you might put "for children". So you can go even more specific on there, so go specific is the point. What do you think is... you mentioned about money and I said the word it was very raw and said a little bit of money.

**Mark S:** Yeah.

**Mark V:** But I think that you can start with a modest budget and see if it is the right way.

**Mark S:** You have to define modest.

**Mark V:** That's what I want maybe we have a different definition where you can start off with.

**Mark S:** Okay.

**Mark V:** Let's just say this, I am curious if I can sell children's Gasparilla T-shirts, I only want to try this out because I am new to this game, I get traffic in my store or I get business, but I want to try the Ads because I want to grow. Now I know Gasparilla season for buying T-shirts is about 30 days or 60 day window so, I'm going to say so for this month I am going to try to get into this and see if I can make it work. How much money do you think that somebody would need to say... at minimum would need to spend.

**Mark S:** I would be ready to spend 100 dollars a week. That's kind of the lowest number that I would go for.

**Mark V:** I was thinking 500 bucks was my minimum for that 30-60 day period, so we are not too far off.

**Mark S:** And that is because for the first week your Ads aren't going to work at all because you have no idea what you are doing, you'll have to go through that testing phase. So the first week or 10 days you're

going to blow some cash just on that or let me say... not blow some cash, you are going to invest in your marketing without much return until you get better at it.

**Mark V:** Yeah, and you can get better at some of these things pretty quick. Because you just let the numbers go and you can take a peek at it a few times a day and you could say "Is my phone ringing at all from the phone number on there, are people clicking on it at all?" And you can go on it and if you run it for five days and you see all the times it was displayed and say if you ran four and if three of them nobody clicked on at all and one of them somebody did, then you can stop those pretty quickly.

**Mark S:** Yes, stop the other three.

**Mark V:** You can stop them, you can make a decision like that in a handful of day, and you don't necessarily have to wait full 30 days for some of those things.

**Mark S:** I'd give it a week though, I really would coz if you start your Ads on Monday, and maybe nobody is looking at anything till Saturday, so I'd atleast give it a week.

**Mark V:** Yeah, that's true. So I think the tips that we are saying are: If you are going to do a test for five weeks, you should have 500 dollars.

**Mark S:** Yeah.

**Mark V:** That's probably a good number to start, you should start with a specific market, don't try to go after funny T-shirts yet, try to go after something very-very specific. I think my opinion is once you think you've gotten specific enough, try to get a little bit more specific.

**Mark S:** A little bit more specific.

**Mark V:** You might as well, coz it's probably going to be less expensive.

**Mark S:** And when you do that, you can start working your way back up the ladder.

**Mark V:** Yeah.

**Mark S:** So, you start with something very-very-very specific and then as you get better at it, you start getting response, you start earning a little bit more, maybe one day you'll just be the top spot for T-shirts.

**Mark V:** And there is no reason why you can't be, so the way that I might do this campaign would be, I would maybe start with the children's T-shirts and then once I am getting back to work I probably would still run my children T-shirt Ad, but I would create a new Ad taking the word children out. So now it's just for this specific market.

**Mark S:** Why don't you like children?

**Mark V:** I love them, they are fantastic, they are nice.

**Mark S:** You just don't want them to have T-shirts.

**Mark V:** I want them to all wear hoodies.

**Mark S:** (laughing) All wear hoodies.

**Mark V:** Just little kids, four year old and hoodies that'll be fun.

**Mark S:** It sounds terrifying.

**Mark V:** (Laughs)

**Mark S:** So, I think we've given people a lot to think about. the one thing that I want to make sure that all of you do before you start any of this is I want you to go back and listen to our other podcasts on knowing your numbers.

**Mark V:** Yeah.

**Mark S:** Because if you are losing a dollar on every T-shirt that you sell, then you don't want to advertise at all. So you really got to know what your costs are, what your profits are, what a customer is worth and then this will all roll into, this will add into what does it cost to buy a new customer. So listen to those, know your numbers first – then start working on your Google Adwords and I would tell you it's the same in Bing, so you could even start with the Bing Yahoo network, I find that their clicks are a little bit less expensive and it's kind of like learning to swim in the shallow end before you get into the deep end. So Bing is a good place to start.

**Mark V:** It's also worth it too, if you go on there and search yourself to see what you're going to search for and see what people are doing, click on an Ad, take a look at where it goes and what you're going to find is that in your research you're going to find that there will probably be a few things where you click on an Ad and "Whoa! this is terrible, this is where they're sent? Mine is so much better than this!" That's where you should immediately get excited because you've found it, because the only people in this place are not having to try as hard as they possibly can to make these Ads worth their money, which means there is room for you to come in there and do a little bit better.

**Mark S:** Agreed. Is there anything else that we want to say about this? It is such a big topic, this is one of the things that we could literally just talk all day about because it is a significant reason why ColDesi and Colman & Company are both at or near the top of the charts in the Custom Apparel Business on any measurement is because we invest time among other things in this kind of Pay Per Click Advertisement.

**Mark V:** Yeah.

**Mark S:** So pay attention it could be a serious boon for your business if you have the patience, you're willing to do the testing and you're willing to spend the money to make it happen.

**Mark V:** And I think there is something worth saying, now that you've mentioned that.

**Mark S:** Yeah.

**Mark V:** Is that in marketing if you read articles on marketing or if you study marketing in school or anything like that, they talk about that, most campaigns fail, most marketing doesn't work, most doesn't work the first time that's why marketers will run tests and try things out, it's because most of the time it doesn't work. Marketing is so many things, it's getting people to come and buy what you're trying to sell, so you shouldn't be discouraged if you try 10 Ads and you only get three of them to work, you should actually be excited that you got three to work because now you can take those three Ads and you can keep working on them in making them better and you can turn around and say "I haven't gotten this Ad thing completely figured out BUT I got three T-shirts that I run Ads on and I sell 30 of those shirts a month and I make this money off of it. It's a profitable Endeavor and I am going to continue to run those and get better at those, I am looking for Idea number four five six or seven overtime".

**Mark S:** I want to close out here with a little inspirational story and this has to do with Facebook Ads, so that's also a teaser for our next Podcast which I think we should talk about.

**Mark V:** We'll talk about Facebook Ads too.

**Mark S:** One of our customer with a Direct to Garment printer had a great Idea and he took advantage of (just a few months ago) back to the Future, the movie. The day in the future that they went forward into was just a few months ago, so old movie time passed and this was the day, so this guy came up with a great T-shirt talking about the fact that today is the day for Back to The Future and he sold in one day 600 T-shirts for about 20 bucks a piece. So, I don't know what he spent on the Ad but it wasn't 1200 dollars.

**Mark V:** Yeah.

**Mark S:** So you can do things like that.

**Mark V:** Yeah, cease opportunities and that's what a friend of mine, that was always his things, he is not in business anymore; I think he works with government now, which is interesting, he left the T-shirt business and works with the government.

**Mark S:** Happens all the time.

**Mark V:** But cease opportunities and if there is a funny news story happening and you could think of a T-shirt idea or a hat idea or whatever it might be, seasonal like I said the Gasparilla parade, Mardi Gras, so

go after seasonal things, go after opportunities of funny things that are happening, if an Idea pops in your head and it works, that's why you should start knowing how to do these Ads, so when these Ideas do pop up in your head for a cool hat Idea; This could be for embroidery too, this could be for anything, it doesn't matter, this way when you've got the ideas, you've got formulas that you know work, that you can make work.

**Mark S:** You know how to make the Ad, you know how to make the landing page, you know how to bid on it and you know what the results are.

**Mark V:** Yeah and you can replicate these things overtime and if you do this successfully then you could just always have Ads running that are profitable selling your products online or if it's a local business, getting your phone to ring. It doesn't have to be E-commerce always.

**Mark S:** Right, so Pay Per Click advertising is it a good idea? Absolutely yes provided you are willing to do what we told you to do.

**Mark V:** Yeah.

**Mark S:** That really is it, if you are not willing to do what we told you to do here or something very similar, then you know... then buy a flyer and hand it out.

**Mark V:** And we have other podcasts that are about marketing that have nothing to do with paying online.

**Mark S:** Yeah, nothing to do with that.

**Mark V:** I am pulling up the episode right now, Episode number 9 Marketing Essentials, Episode number 8 is Business Mistakes and we talk about that in there and Episode 7 is about Sales.

**Mark S:** Yeah.

**Mark V:** Episode 3 is about Social Marketing not online.

**Mark S:** Not online, right.

**Mark V:** Social not Social Media. And Episode 2 is on E-Mail Marketing.

**Mark S:** We're so balanced, I'm amazed.

**Mark V:** So if this one doesn't work for you and you haven't listened to those other two, you can say I just realized this is or is not for me. I should go back and listen to Episode number 3 because I want to do

marketing that involves me and my husband or wife or cousin that works with me to going out to events and marketing and maybe that's for you and if it is go to episode number 3, we got the resources.

**Mark S:** Just bringing it all to a close, we do all this just for you guys.

**Mark V:** Yeah.

**Mark S:** So this has been Mark Stephenson from ColDesi.

**Mark V:** And Marc Vila from Colman and Company, thank you for listening.

**Mark S:** Yeah have a good business.