

Online Ad Campaigns, PPC, Organic & Social Overviews

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Top Pro Media Group
PLAN - EXECUTE - GROW

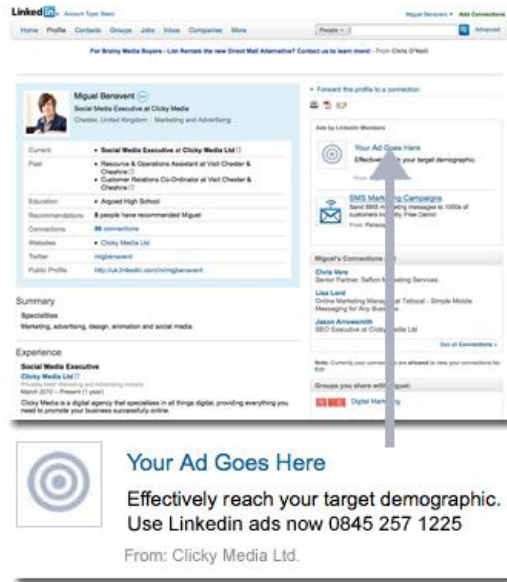


PPC CAMPAIGNS



Google Adwords

We are a Google Engage partner agency following their guidelines for effectively managing Google Adwords campaigns.



Linkedin Ads

LinkedIn Ads paid marketing campaigns can be highly effective in generating leads especially in the B2B context where the revenue addition per lead generated and converted can far outweigh the cost per acquisition of a lead via this leading professional social network.



Facebook Ads

Facebook Ads campaigns have been highly cost effective for certain brands especially B2C. With the ability to target very specific parameters and a vast user base, Facebook can be a great advertising platform and we're here to guide you.

HOW TO ACT ON LINKEDIN



- 1. Attract:** Create a compelling profile. Use LinkedIn groups to connect with others who might be good referral sources or potential joint venture partners.
- 2. Convert:** LinkedIn Answers is a great way to get strangers to consume your information, and perhaps even turn into clients!
- 3. Transform:** Get recommendations from your contacts on LinkedIn. This is a great way to showcase your expertise!

HOW TO ACT ON FACEBOOK



- 1. Attract:** Make your website address prominent on your profile. Write notes/articles about your industry. Leverage status updates to attract more people to your website.
- 2. Convert:** Remember that you may not get direct clients from Facebook, but you can get consumers. Again, use the notes feature to establish your expertise.
- 3. Transform:** Use videos and tell stories. Facebook is a powerful platform to showcase your current successes. Use it!

FACEBOOK OBJECTIVES

Advertise on Facebook

[Help: Choosing an Objective](#)

What kind of results do you want for your ads?

	Page Post Engagement
	Page Likes
	Clicks to Website
	Website Conversions
	App Installs
	App Engagement
	Event Responses
	Offer Claims
	Video Views

FACEBOOK AUDIENCE

Audience [Help: Choose Your Audience](#)

Locations ? United States
All United States
Add a country, state/province, city or ZIP

Age ? 18 - 64

Gender ? All Men Women

Languages ? Enter a language...

Interests ? **More Demographics** ▼
Relationship >
Education >
Work >
Financial >
Home >
Ethnic Affinity
Generation
Parents >
Politics (US) >
Life Events
Suggestions Browse

Behaviors ? **More Categories** ? Choose a category Browse

Connections ? ☐ All
☐ Only people connected to FindRentals.com
☐ Only people not connected to FindRentals.com
☒ Advanced connection targeting
Include people who are connected to ?
Enter your Page, app, or event names..
Exclude people who are connected to ?
Enter your Page, app, or event names..
Include people whose friends are connected to ?
FindRentals.com x
Enter your Page, app, or event names..

Audience Definition

 Your audience is defined.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 64
- Interests:
 - Travel
- Behaviors:
 - All frequent travelers
- Friends of connections:
 - Friends of people connected to: FindRentals.com

Potential Reach: 860,000 people

Facebook Ads campaigns have been highly cost effective for certain brands especially B2C. With the ability to target very specific parameters and a vast user base, Facebook can be a great advertising platform and we're here to guide you.

WEB

IMAGES

VIDEOS

MAPS

NEWS

MORE

1

bing

mortgage

52,400,000 RESULTS

Any time

Ads related to mortgage

Quicken Loans® Mortgage

www.QuickenLoans.com/Mortgage

33,300+ followers on Twitter

We're America's #1 Online Lender. We'll Help You Get Started Today!

Apply Online Today

Refinance Your Loan

5-Year ARM Loans

First Time Home Buyer

FHA Home Loans

Top VA Loan Lender

SunTrust® Mortgage | suntrust.com

suntrust.com/Mortgage

Learn How Our Knowledgeable Mortgage Professionals Can Help

Compare Mortgages Online - Compare Personalized Offers Online.

LendingTree.com/Mortgages

Get Pre-Approved by Our Lenders Now

1st Time Buyer

FHA Loans

VA Loans

Refinance

Mortgage Lenders

30-Year Fixed

Mortgage Loans - Apply - More Than 95% Customers Satisfied.

mortgage.lendersofamerica.com/Loans

Get Pre-qualified in minutes.

"Exceptional Experience"

About Us

Customer Reviews

Mortgage Calculators

Mortgage Resources

Should You Refinance?

Mortgage Calculator - Free from Bankrate.com

www.bankrate.com/calculators/mortgages/mortgage-calculator.aspx

Trusted, easy-to-use mortgage calculator helps you calculate monthly payments, see the effect of adding extra payments, and more.

Free Mortgage Calculator · Mortgage Rates Averages

Mortgage Calculator

www.mortgagecalculator.org

Use this free mortgage calculator to save money on your home loan today. Includes amortization tables, bi-weekly savings, refinance info, and helpful tips.

Related searches

Mortgage Loan Calculator

Mortgage Definition

Mortgages Loans

Mortgage Lender

Mortgage Calculator with Taxes

Yahoo Mortgage Calculator

Today's Mortgage Rates

Wells Fargo Mortgage

Twitter

Jonathan Chevreau

@JonChevreau · 2 hours ago

Good point on this old chestnut: "Mortgage debt repayment IS investing." lnkd.in/d3KtAvs

Accelerate mortgage payments or invest?

moneysense.ca

See on Twitter

See more on Twitter

voings

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YAHOO! mortgage

Web
Images
Video
News
Local
Shopping
Maps
More

Anytime
Past day
Past week
Past month

Ads related to mortgage

[Quicken Loans® Mortgage | QuickenLoans.com](#)
[www.QuickenLoans.com/Mortgage](#)
America's #1 Online Lender. Compare Home Rates & Get Your Quote Today!

[Apply Online Today](#) [Refinance Your Loan](#)
[5-Year ARM Loans](#) [First Time Home Buyer](#)
[FHA Home Loans](#) [Top VA Loan Lender](#)

[SunTrust® Mortgage | suntrust.com](#)
[suntrust.com/Mortgage](#)
Find a Wide Range of Flexible Home **Mortgage** Solutions. Get Started!

[LendingTree® Official Site | LendingTree.com](#)
[LendingTree.com/Mortgages](#)
Amazingly Low **Mortgage** Rates. APR from 2.81% and Off Now!

[1st Time Buyer](#) [FHA Loans](#)
[VA Loans](#) [Refinance](#)
[Mortgage Lenders](#) [30-Year Fixed](#)

[Mortgage Loans - Only - More Than 95% Customers Satisfied.](#)
[mortgagelender.com/Loans](#)
Get Prequalified in Minutes.

[Exceptional Experience™](#) [About Us](#)
[Customer Reviews](#) [Mortgage Calculators](#)
[Mortgage Resources](#) [Should You Refinance?](#)

See more ads for: [mortgage](#), [reverse mortgage](#), [mortgage rates](#), [mortgage calculator](#)

Showing results for **mortgage**
Search instead for **motgage**

[Mortgage Calculator - Free from Bankrate.com](#)
[www.bankrate.com/calculators/mortgages/mortgage...](#) Cached
Trusted, easy-to-use **mortgage** calculator helps you calculate monthly payments, see the effect of adding extra payments, and more.

[MORTGAGE101 - Mortgages & Home Loans - Refinance & Interest ...](#)
[www.mortgage101.com](#) Cached
Find low home loan **mortgage** interest rates from hundreds of **mortgage** companies! Includes **mortgage** loan payment calculator, refinance, **mortgage** rate, refinance news ...

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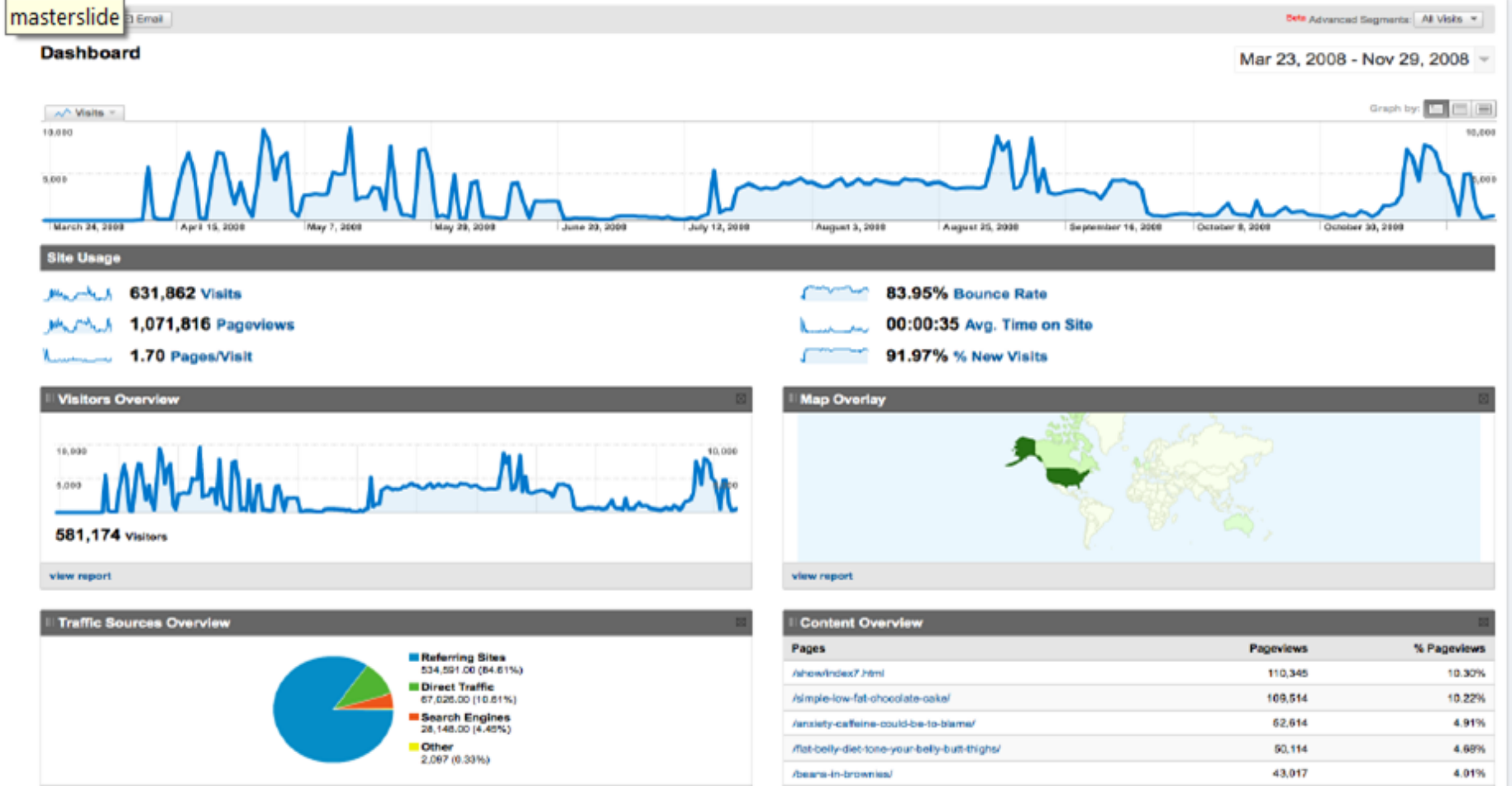
[Home Loan Mortgage Rates](#)
[FL.GuideToLenders.com/Mortgage](#)
Lock in a 2.50% (2.58% APR) Rate. Up to 5 Free Home **Mortgage** Quotes.

[PennyMac® Home Refi Loans](#)
[loans.pennymacusa.com/refinance-now](#)
Lower Your Monthly Payment & Save. Cut Monthly Costs. Close in 30 Days.

[Wells Fargo Home Mortgage](#)
[www.WellsFargo.com/Mortgage](#)
Find Your Estimated Price Range. Get Free **Mortgage** Prequalification.

[VA Mortgage Loans](#)
[www.VAMortgageCenter.com](#)
Use Your Service Benefits Today! Get Up To \$417K With Nothing Down.

GOOGLE ANALYTICS



ADWORDS REVENUE

Google AdWords

Facts:

1. Ads in the top position have been observed to get 10 times as many clicks as side-position ads. ([Practical Ecommerce](#))
2. The average click-through rate of an ad on the Google Display Network is 0.4% -- four times as high as the average banner ad in the US and almost ten times as high as a Facebook ad. ([Facebook vs. Google Display Network](#))
3. 89% of the traffic generated by search ads is not replaced by organic clicks when ads are paused. ([Google Research](#))
4. According to Google, "99% of our top 1,000 clients are now running campaigns on the Google Display Network and YouTube." ([Google Benchmarks and Insights](#))

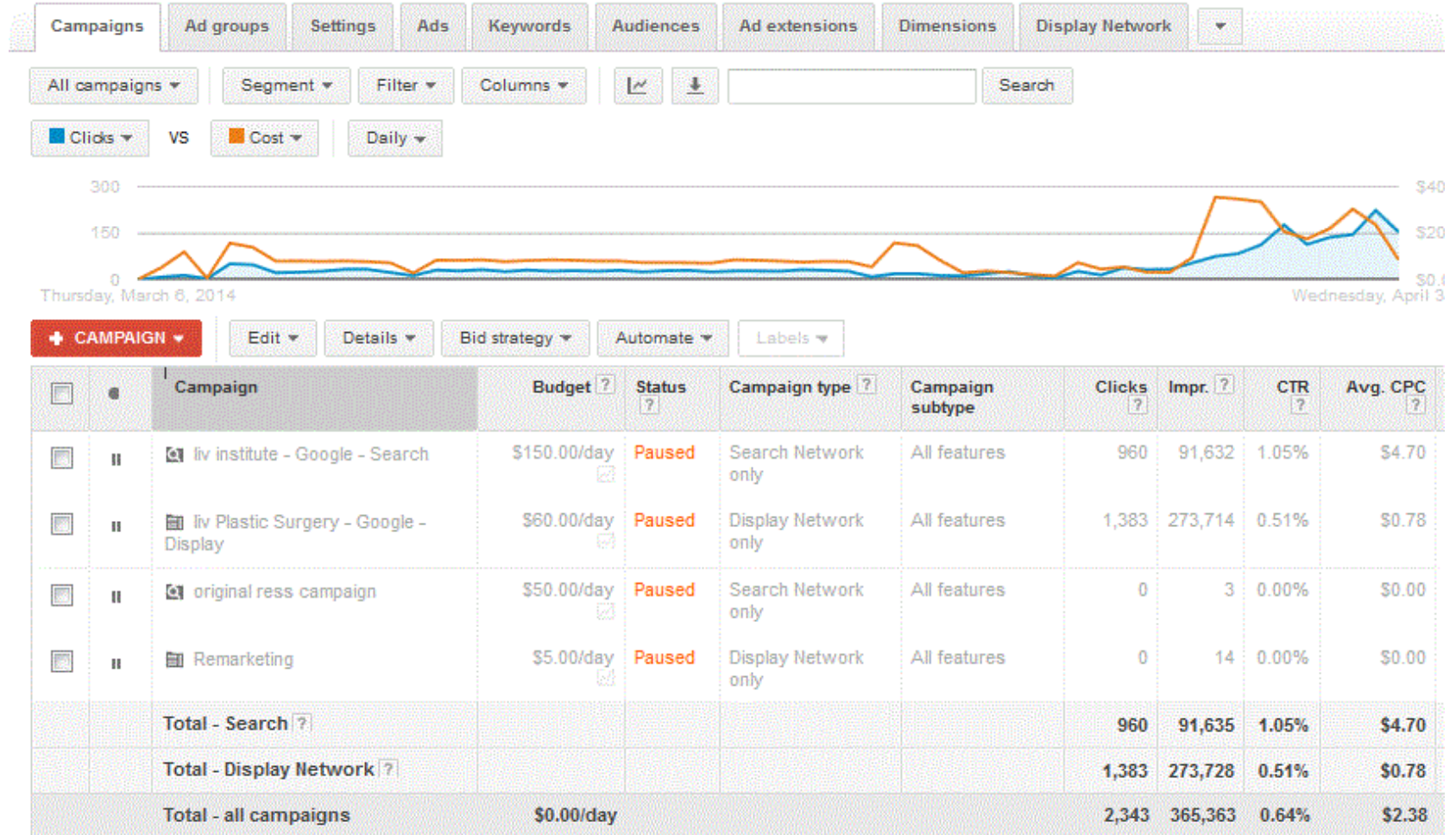
BASIC LINGO



CAMPAIGN STRUCTURE

Adword Overview -

All online campaigns



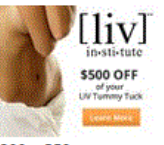
CAMPAIGN STRUCTURE

Ad Groups -

+ AD GROUP Edit ▾ Details ▾ Bid strategy ▾ Automate ▾ Labels ▾									
		Ad group	Campaign name	Status ?	Default Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?
		Medical Weight Loss	liv institute - Google - Search	Campaign paused	\$2.50 	540	50,912	1.06%	\$3.13
		Tummy	liv Plastic Surgery - Google - Display	Campaign paused	\$1.00 	474	38,974	1.22%	\$0.42
		Topics - Cosmetic Surgery	liv Plastic Surgery - Google - Display	Campaign paused	\$2.50 	388	98,077	0.40%	\$1.11
		Weight loss	liv Plastic Surgery - Google - Display	Campaign paused	\$1.00 	298	121,417	0.25%	\$0.34
		Placements - Cosmetic Surgery	liv Plastic Surgery - Google - Display	Campaign paused	\$3.00 	219	14,601	1.50%	\$1.56
		Tummy Tuck	liv institute - Google - Search	Campaign paused	\$3.00 	179	11,907	1.50%	\$7.30
		Liposuction Cost	liv institute - Google - Search	Campaign paused	\$3.00 	143	13,893	1.03%	\$6.55
		Face Lift	liv institute - Google - Search	Campaign paused	\$3.00 	60	10,112	0.59%	\$6.60
		Breast Augmentation	liv institute - Google - Search	Campaign paused	\$3.00 	32	4,401	0.73%	\$4.62
		Neck Lift	liv institute - Google - Search	Campaign paused	\$3.00 	6	342	1.75%	\$4.90
		Liposuction	liv Plastic Surgery - Google - Display	Campaign paused	\$1.00 	4	573	0.70%	\$0.63

CAMPAIGN STRUCTURE

Ads -

+ AD Edit Automate More actions... Labels													
		Ad	Campaign	Ad group	Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC
		Total - all account								2,343	365,363	0.64%	\$2.38
		Lose 30 lbs in 30 Days 50% off April Special, Free Consultation, Never Be Hungry www.livinstitute.com/lose_30	liv institute - Google - Search	Medical Weight Loss	Campaign paused	--	4.00%	Search Network only	All features	187	14,613	1.28%	\$2.74
		 liv in-sti-tute \$500 OFF of your LIV Tummy Tuck Learn More 336 x 280 336 x 280 View full-sized image ad	liv Plastic Surgery - Google - Display	Tummy	Campaign paused	--	0.45%	Display Network only	All features	181	1,643	11.02%	\$0.39
		 liv in-sti-tute \$500 OFF of your LIV Tummy Tuck Learn More 300 x 250 300 x 250 View full-sized image ad	liv Plastic Surgery - Google - Display	Tummy	Campaign paused	--	3.18%	Display Network only	All features	164	11,606	1.41%	\$0.34
		Lose 30 lbs in 30 Days 50% off April Special, Free Consultation, Never Be Hungry www.livinstitute.com/lose_30 (mobile)	liv institute - Google - Search	Medical Weight Loss	Campaign paused	--	1.74%	Search Network only	All features	137	6,342	2.16%	\$3.00
		30 lbs in 30 Days Free Consult, Never be Hungry, 50% off for New Patients www.livinstitute.com/lose_30	liv institute - Google - Search	Medical Weight Loss	Campaign paused	--	3.39%	Search Network only	All features	108	12,371	0.87%	\$3.05
		 liv 50% OFF of LIV Medical Weight Loss Program Learn More 728 x 90 728 x 90 View full-sized image ad	liv Plastic Surgery - Google - Display	Weight loss	Campaign paused	--	20.74%	Display Network only	All features	101	75,781	0.13%	\$0.32

CAMPAIGN STRUCTURE

Campaign Settings -

Networks

Search

Edit

Devices

All

Change mobile bid adjustment »

Locations

Targeted locations:

• 25.0 mi around Delray Beach, US (custom)

Excluded locations:

• Hialeah, Florida, United States (city)

• Oakland Park, Florida, United States (city)

Edit

View location info »

Location options (advanced)

Languages

English; Spanish

Edit

Shopping channels

All

Edit

Bid strategy

Focus on clicks, manual maximum CPC bidding

Edit

Change ad group bids »

Budget

\$150.00/day

Edit

Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Learn more](#) or [get started with sitelinks now](#).

Advanced settings

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

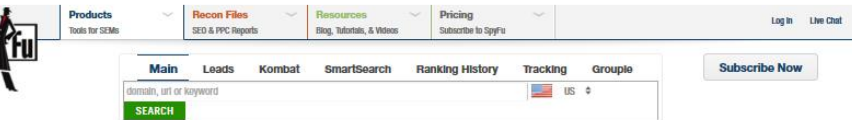
CAMPAIGN STRUCTURE

Keywords -

+ KEYWORDS		Edit ▾	Details ▾	Bid strategy ▾	Automate ▾	Labels ▾				
		Keyword	Campaign	Ad group	Status [?]	Max. CPC [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]
		Total - all account [?]					2,343	365,363	0.64%	\$2.38
		weight loss	liv institute - Google - Search	Medical Weight Loss	Campaign paused	\$2.75	259	25,867	1.00%	\$3.17
		tummy tuck surgery cost	liv institute - Google - Search	Tummy Tuck	Campaign paused	\$3.00	68	2,721	2.50%	\$8.22
		tummy tuck	liv institute - Google - Search	Tummy Tuck	Campaign paused	\$6.00	59	5,543	1.06%	\$7.01
		liposuction cost	liv institute - Google - Search	Liposuction Cost	Campaign paused	\$6.25	57	3,669	1.55%	\$6.90
		how much liposuction cost	liv institute - Google - Search	Liposuction Cost	Campaign paused	\$3.00	41	2,525	1.62%	\$8.01
		fast weight loss diet	liv institute - Google - Search	Medical Weight Loss	Campaign paused	\$2.75	27	2,739	0.99%	\$2.90
		face lift	liv institute - Google - Search	Face Lift	Campaign paused	\$5.00	24	3,406	0.70%	\$7.52
		liposuction	liv institute - Google - Search	Liposuction Cost	Campaign paused	\$6.00	19	3,217	0.59%	\$4.21
		fat loss	liv institute - Google - Search	Medical Weight Loss	Campaign paused	\$2.50	11	800	1.38%	\$2.67
		face lifts	liv institute - Google - Search	Face Lift	Campaign paused	\$6.00	10	804	1.24%	\$6.98
		tummy tuck costs	liv institute - Google - Search	Tummy Tuck	Campaign paused	\$3.00	10	212	4.72%	\$9.20

TOOLS

SpyFu.com



Download your competitors' profitable keywords
for only \$79/month

Continue

As Seen In: Forbes Entrepreneur THE WALL STREET JOURNAL The Washington Post The 4-Hour Workweek

Learn About Subscription Plans

OR Try it Free

What Does SpyFu Do?

SpyFu exposes the search marketing secret formula of your most successful competitors.

Search for any domain and see every place they've shown up on Google: **every keyword** they've bought on Adwords, **every organic rank**, and **every ad variation** in the last 6 years.

Learn how to connect with these domains, too. Find online and traditional leads methods -- social media, email, phone, and address -- you can't find anywhere else.



Increase your website traffic
Our smart recommendations drive clicks to your SEO or Adwords campaigns.



Track your keyword rankings
Monitor your paid and SEO rankings on Google, Bing and Yahoo.



Make Better Connections
Reliable contact info helps you build partnerships or generate sales leads.

AdWords



Find Profitable Keywords
Discover the competition's most lucrative keywords that you're missing.



Eliminate Bad Keywords
Weed out money wasting keywords with our negative match suggestions.

SEO

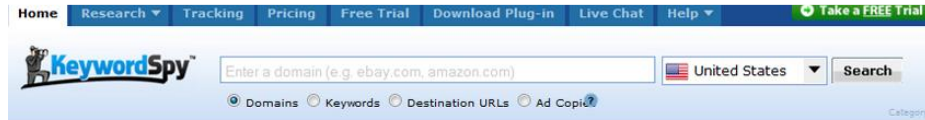


Outrank your Competitors
Improve your ranks by tapping into your competitors' keyword strategies.



Get to the Top Position
Build momentum. Move keywords in the top 50 results onto the first page.

KeywordSpy.com



Keyword Research See Competitor Advertising Strategies
Real-time Tracking Monitor Keyword Performance
Affiliate Intelligence Uncover Top Products & Super Affiliates
Agency & Enterprise Advanced Reports & API

SPY ON YOUR COMPETITORS!
PROFIT FROM THEIR SUCCESS.

- ✓ Discover **competitors** and their **keywords**
- ✓ Get fresh data w/ **daily database updates**
- ✓ See site's spending for **Adwords**
- ✓ Find profitable **keyword+ad copy** combinations
- ✓ Over **127 million keywords**

Sign up now

Take a Free Trial



* Patent Pending

Key Features

Competitive Intelligence

Easily uncover the competition landscape by knowing your competitors' PPC and Organic campaign strategies in seconds.

Keyword Research

Build a profitable list of keywords using your competitors' keywords and by accessing a massive database of related and similar terms and phrases.

ROI Indicator

Pinpoint exactly the profitable keyword and ad-copy combinations of your competitors without the hassle.

Advanced Searches

Get the exact data you need by having powerful searching options such as searching by domain, keywords, destination URL and ad copy content.

Testimonials



"You guys have a great service - not only does it provide amazing, actionable information, but you present the data in an intuitive, easy to group format. I heartily recommend KeywordSpy to all my readers. And hope that my clients' competitors never discover it."

~ Howie Jacobson, PhD
Author, Adwords for Dummies
www.askhowie.com



"KeywordSpy.com - Best Tool By Far For Anyone."

~ Darryl Peddle
Head of SEO, Yahoo! Americas
www.yahoo.com



"With just few searches and clicks, I was able to do comprehensive set of ad campaign groups that keep my Adwords' Quality Score consistently high and my minimum keyword bids low! KeywordSpy is simply a stellar product."

clickGravity

SOCIAL OVERVIEW

Tips, Tools & Tricks of the Online Advertising Trade

Sample Social Media Tools

Corporate and Social networks

Customer Community

Blogs, Blogging & Twitter

Podcasting

Video (web based)

RSS

Widgets

Conversation Research

Online WOM

Lots more...

Sample Marketing Objectives

- Sales
- Brand awareness
- Promote WOM
- Product feedback & dev
- Launch products
- Increase loyalty/retention
- Share information
- Product/usage training
- Promote usage
- Lower support costs
- Emotional connection

Q&A

Thank You!

CAPTIVATE YOUR AUDIENCE
& STAND OUT IN THE CROWD



Top Pro **m**edia Group

PLAN - EXECUTE - GROW