

Advancing in Digital Marketing: Fundamental of Google Marketing Solutions

Ferdian Gunawan, Google Marketing Solutions



Introduction



Your name . . .

Your role . . .

One thing about myself that people
would not expect is . . .

Agenda

- Why Digital Marketing?
- Why Google?



A black and white photograph of two people, a man and a woman, sitting at a desk and working on a laptop. The man is on the left, wearing a dark jacket, and the woman is on the right, wearing a dark t-shirt with a flame logo. They are both looking at the laptop screen. The desk is cluttered with various items, including a coffee cup, a small container, and some cables. The background is dark and out of focus.

Why Marketing?

A black and white photograph of two people, a man and a woman, working together at a desk. The man is on the left, wearing a hoodie, and is typing on a laptop. The woman is on the right, wearing a dark t-shirt with a flame logo, and is looking at the laptop screen. The laptop is open on the desk, and there are some items on the desk, including a coffee cup and a small container. The background is dark and out of focus.

Why Digital Marketing?

A black and white photograph of two people, a man and a woman, sitting at a desk and working on a laptop. The man is on the left, leaning over the laptop, and the woman is on the right, looking at the screen. The room is dimly lit, with a coffee cup and some papers visible on the desk. The text "Audience? Measurement?" is overlaid in the center of the image.

Audience? Measurement?

132M

Online Indonesians

75%

Use the internet everyday

Source: 1. APJII, Internet Population in Indonesia Data, 2017"

2. "Google Connected Consumer Study - Indonesia - n=1,500, 2017"



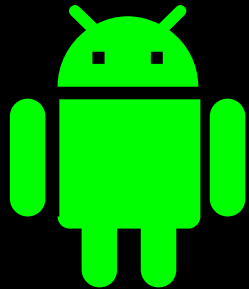
67%

Watch Videos Online



67%

Use Search Engine



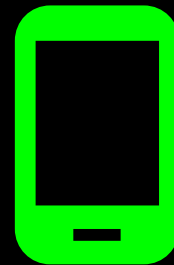
95M

Smartphones



3.5Hrs

Actively spent on mobile

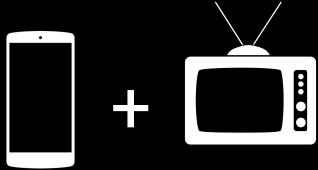


205M

Mobile phone owners

Multi Screen World

92%



10%



5%



A black and white photograph of two people, a man and a woman, sitting at a desk and working on a laptop. The man is on the left, wearing a dark jacket, and the woman is on the right, wearing a dark t-shirt with a flame logo. They are both looking at the laptop screen. The room is dimly lit, with a coffee cup and some other items on the desk. The text "Why Google?" is overlaid in the center of the image.

Why Google?

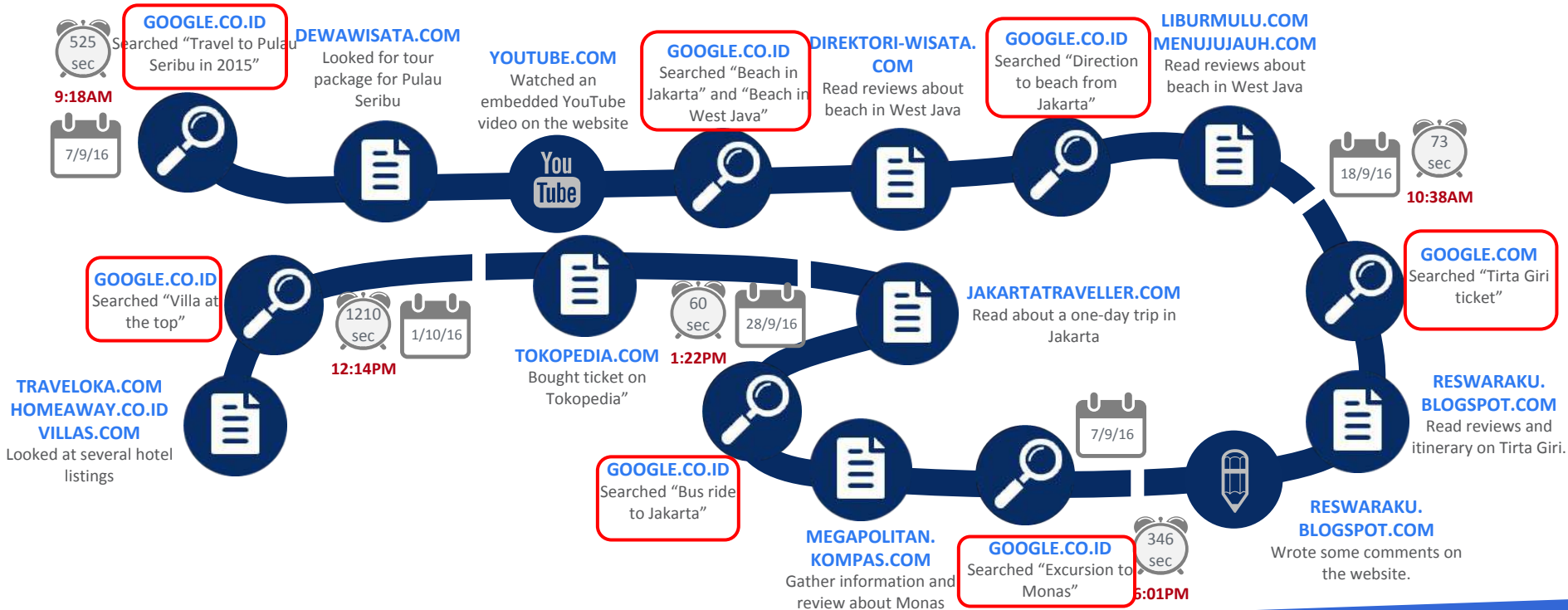
A black and white photograph of two people, a man and a woman, sitting at a desk and working on a laptop. The man is on the left, leaning over the laptop, and the woman is on the right, looking at the screen. The scene is dimly lit, with the primary light source coming from the laptop screen. On the desk, there is a coffee cup and some papers. The text "Last online & offline purchase?" is overlaid in the center of the image.

Last online & offline
purchase?

Google search is an important part of the travel research. Google search is used almost every point of the research, especially before a website visit.

Proprietary + Confidential

I-Want-To-Travel moment: Research on itinerary, transport and accommodation



A black and white photograph of two people, a man and a woman, working together at a desk. The man is on the left, wearing a dark hoodie, and is typing on a laptop. The woman is on the right, wearing a dark t-shirt with a flame logo, and is looking at the laptop screen. The laptop is open and has a sticker on the lid. On the desk, there is a coffee cup and some other items. The background is dark and out of focus.

Google Marketing Solutions



reparasi sepeda



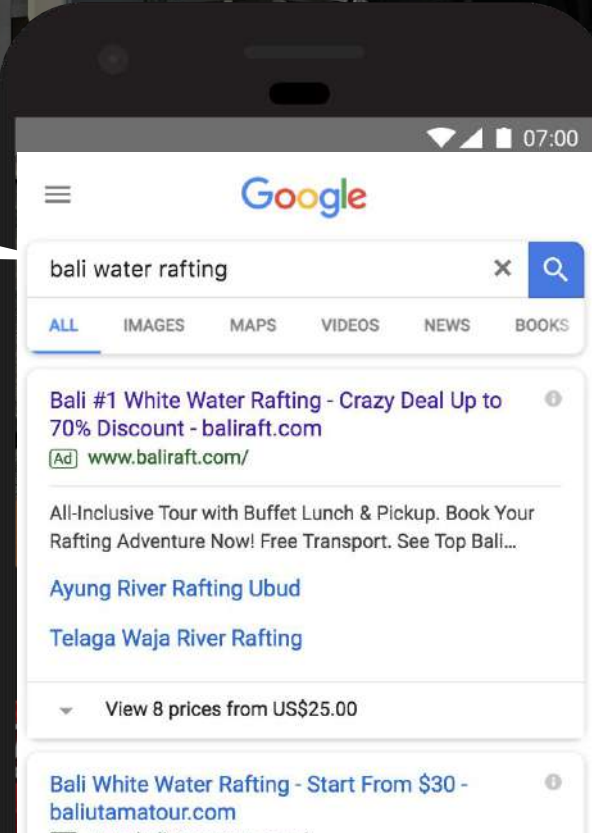
Reparasi Sepeda Kilat - Perbaiki Sepeda Anda Hari Ini Juga

Iklan [example-business.com](#)

Reparasi selesai sehari untuk ban kempes, rem, dll.

Search Engine Marketing allows you to connect to that moment

Consumer
Asks



You
Answer



Keywords

What your audiences are looking for

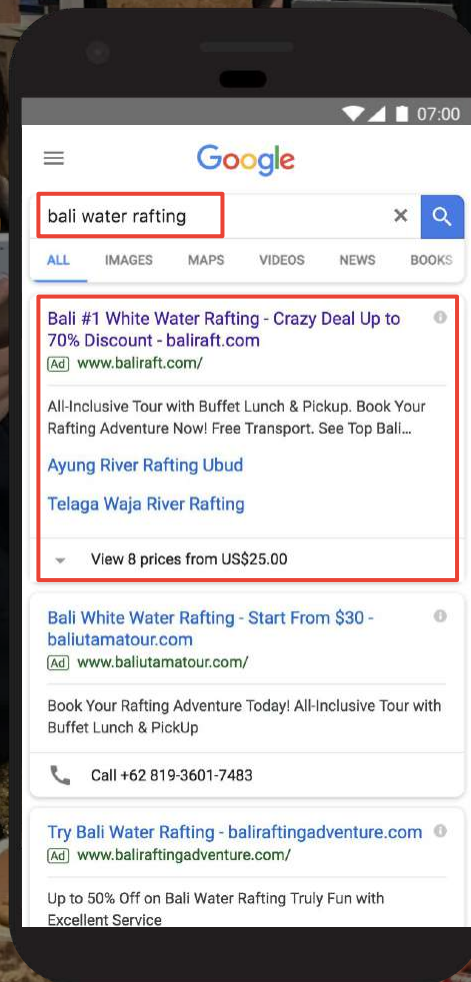
Ads

What you promise

Landing page

What you deliver

Keywords



Ads



Landing Page



Consumer
Looking for
Information

A guide to white water rafting rivers in Bali: Ayung or Telaga Waja?

Which river to choose?

If you are planning a trip to Bali, or you're already there, you don't want to miss going white water rafting!! It's honestly one of the best experiences of being on this beautiful island and I'd like to share some general information with you about what you can expect, as well as a guide to the 2 main rivers: Telaga Waja and the Ayung Rivers.



Bali #1 White Water Rafting



Crazy Deal Up to 70%
Discount



You
appear



Keywords
Topics
Interest
Demo

Ads

Landing page

Topics

A guide to white water rafting rivers in Bali: Ayung or Telaga Waja?

Which river to choose?

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Bali #1 White Water Rafting



Crazy Deal Up to 70% Discount



Ads



WHITE WATER RAFTING BALI

Find The Best White Water Rafting in Bali, Save 70% Off Sale

[CLICK HERE TO START YOUR ADVENTURE](#)

managed by:

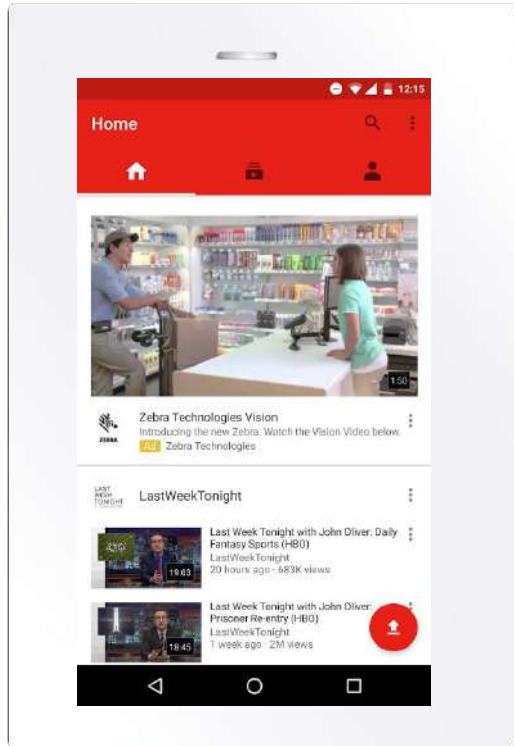
balitravelo

Free Cancellation Fees - No Taxes - No Hidden Fees - 24/7 Support

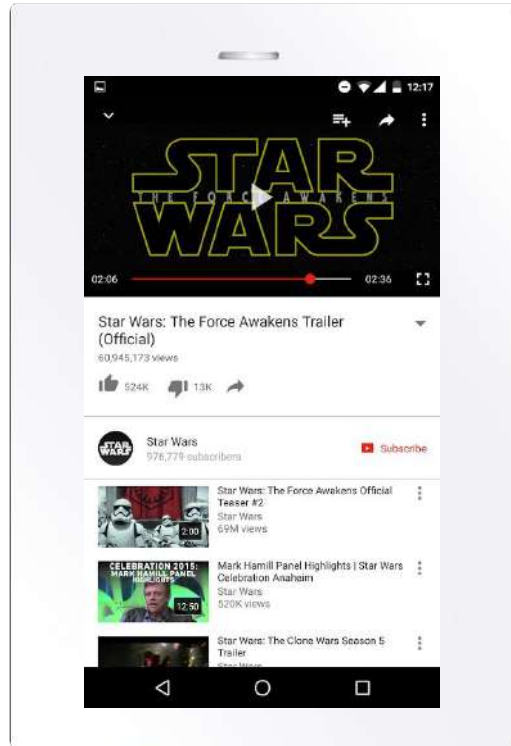
Landing Page



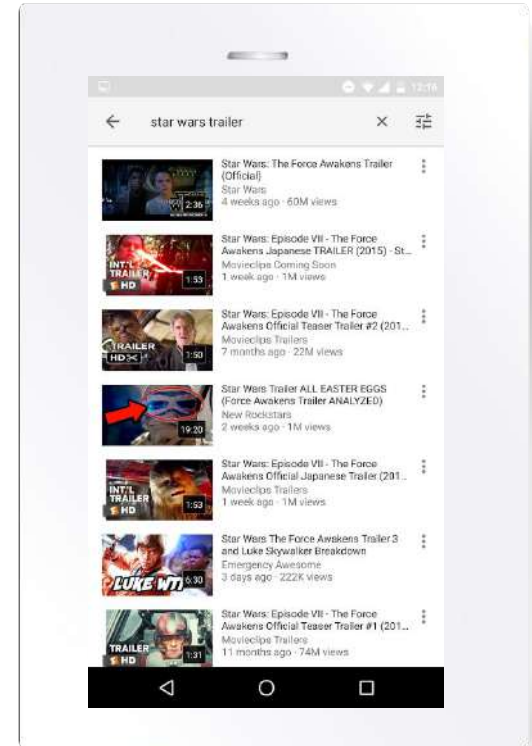
The Home Page



Watch Pages



Search Results



YouTube Pre-roll Summary

Unskippable



15s video length

Bumper



6s video length

TrueView / Skippable



Any Video Length

How Do We Start?





Start with
YOUR AUDIENCE...

and understand them!

Sports

Google™

Game

Homegoods

Cars

Source: Mobile search & video behavior analysis,
Millward Brown Digital, U.S., January-June 2015

Google

Confidential + Proprietary



Sports is a
man's game

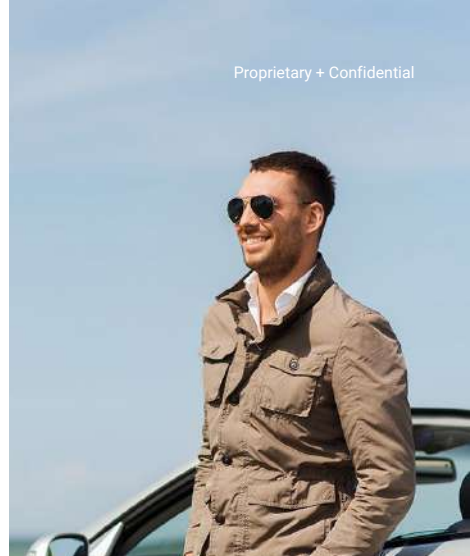
Google™



Gaming is
for kids



Women are
homemakers



Men
buy cars

Source: Mobile search & video behavior analysis,
Millward Brown Digital, U.S., January-June 2015



+60%

of sporting goods
shoppers who
engaged with
relevant YouTube
content on mobile
are female

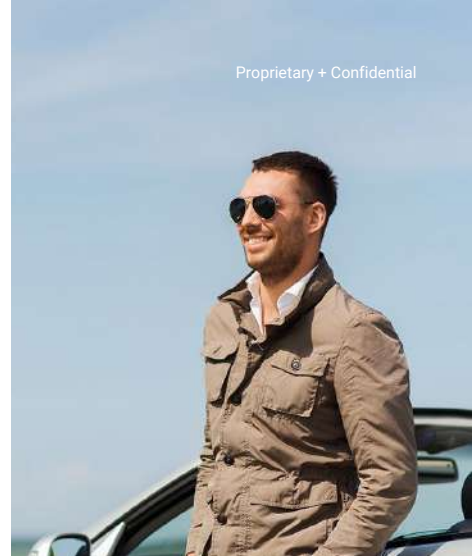
Google



**Gaming is
for kids**



**Women are
homemakers**



Proprietary + Confidential

**Men
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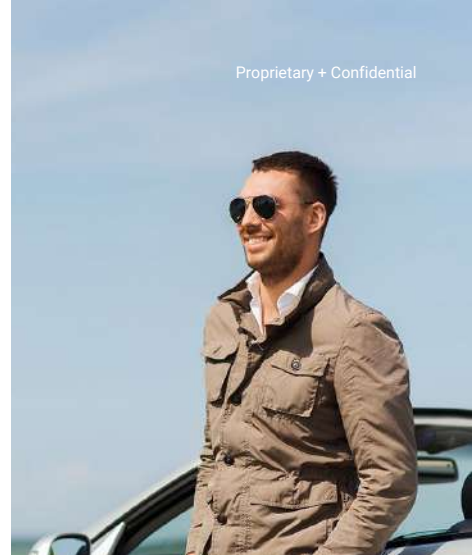


+45%

of video game
searchers on
mobile **are 35+**



Women are
homemakers



Proprietary + Confidential

Men
buy cars

Source: Mobile search & video behavior analysis,
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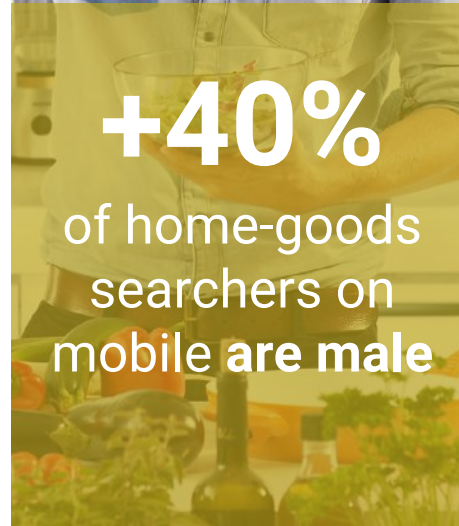
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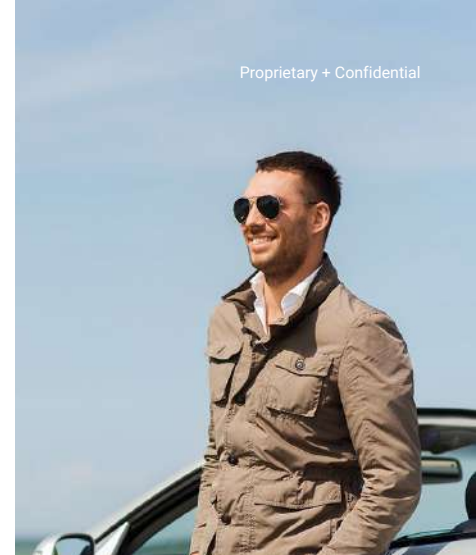


+40%

of home-goods
searchers on
mobile **are male**



Proprietary + Confidential



**Men
buy cars**

Source: Mobile search & video behavior analysis,
Millward Brown Digital, U.S., January-June 2015



+60%
of sporting goods
shoppers who
engaged with
relevant YouTube
content on mobile
are female

Google



+45%
of video game
searchers on
mobile **are 35+**



+40%
of home-goods
searchers on
mobile **are male**



+60%
of auto searchers
on mobile
are female

Source: Mobile search & video behavior analysis,
Millward Brown Digital, U.S., January-June 2015

Proprietary + Confidential

A dark, moody photograph of two people, a man and a woman, sitting at a desk and looking at a laptop. The man is on the left, leaning over the laptop, and the woman is on the right, looking at the screen. The image is dimly lit, with the primary light source coming from the laptop screen. The overall tone is professional and focused.

Identify
YOUR AUDIENCE...

and be there for them!

Care Cosmetic Company

Customer profile:

- ...
- ...



Care Cosmetic Company

Customer profile:

- Female
- 25-34



Not every
Female 25-34 is
your audience





Existing Emails



Previous website
visit / YouTube
Viewers



Similar to past
buyers

Audiences can help you find your customers

Joe
Previous website
visitor
28 years

Maria
In-Market
29 years

Isabella
Similar to
buyers
27 years



How do I know more about my Customer?



Viewed my recent men Skincare videos

Been in my website 2 times in the past 7 days

Joe

Has done searches "buy cosmetics"

Has been in e-commerce websites looking for eye shadow

Maria

Views makeup tutorials on YouTube

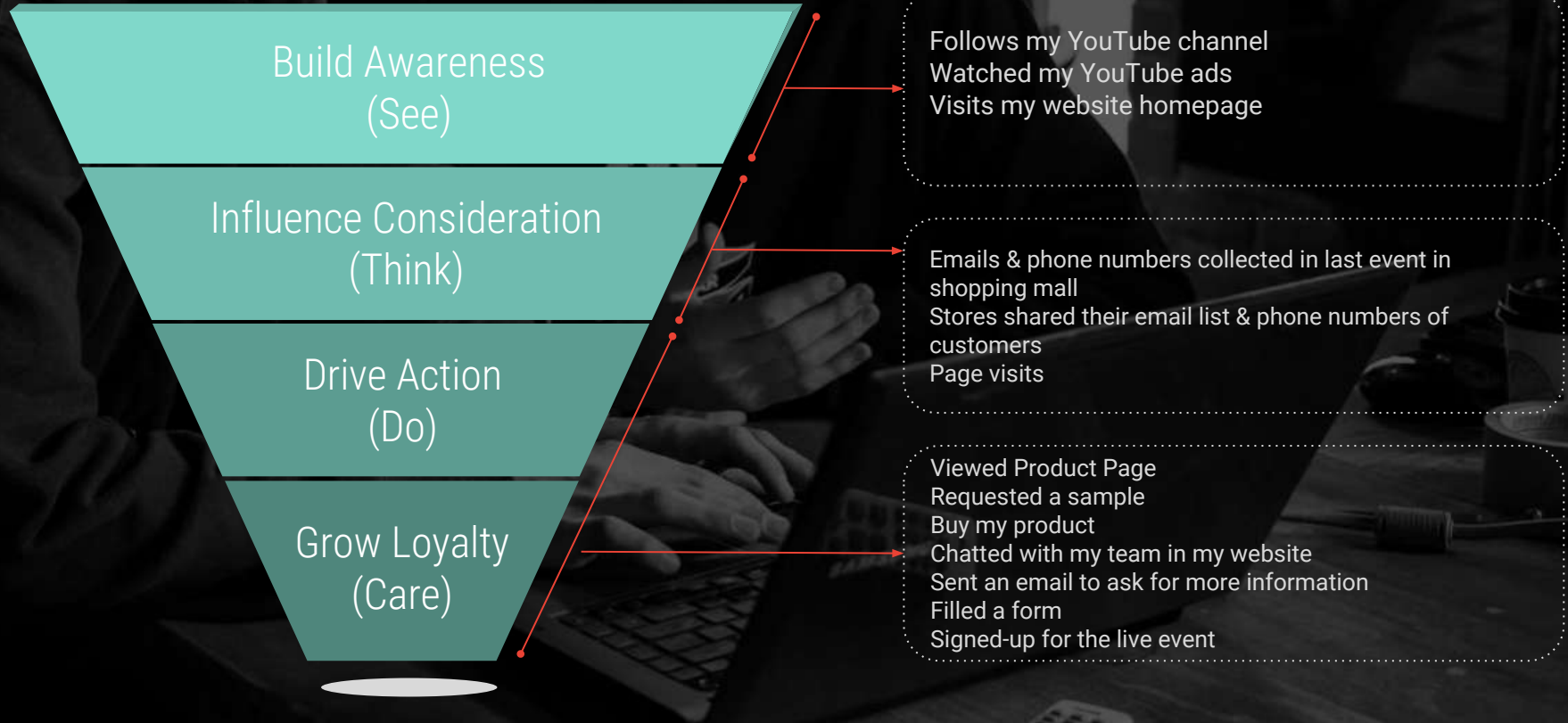
Visits Cosmetic websites every day

Isabella

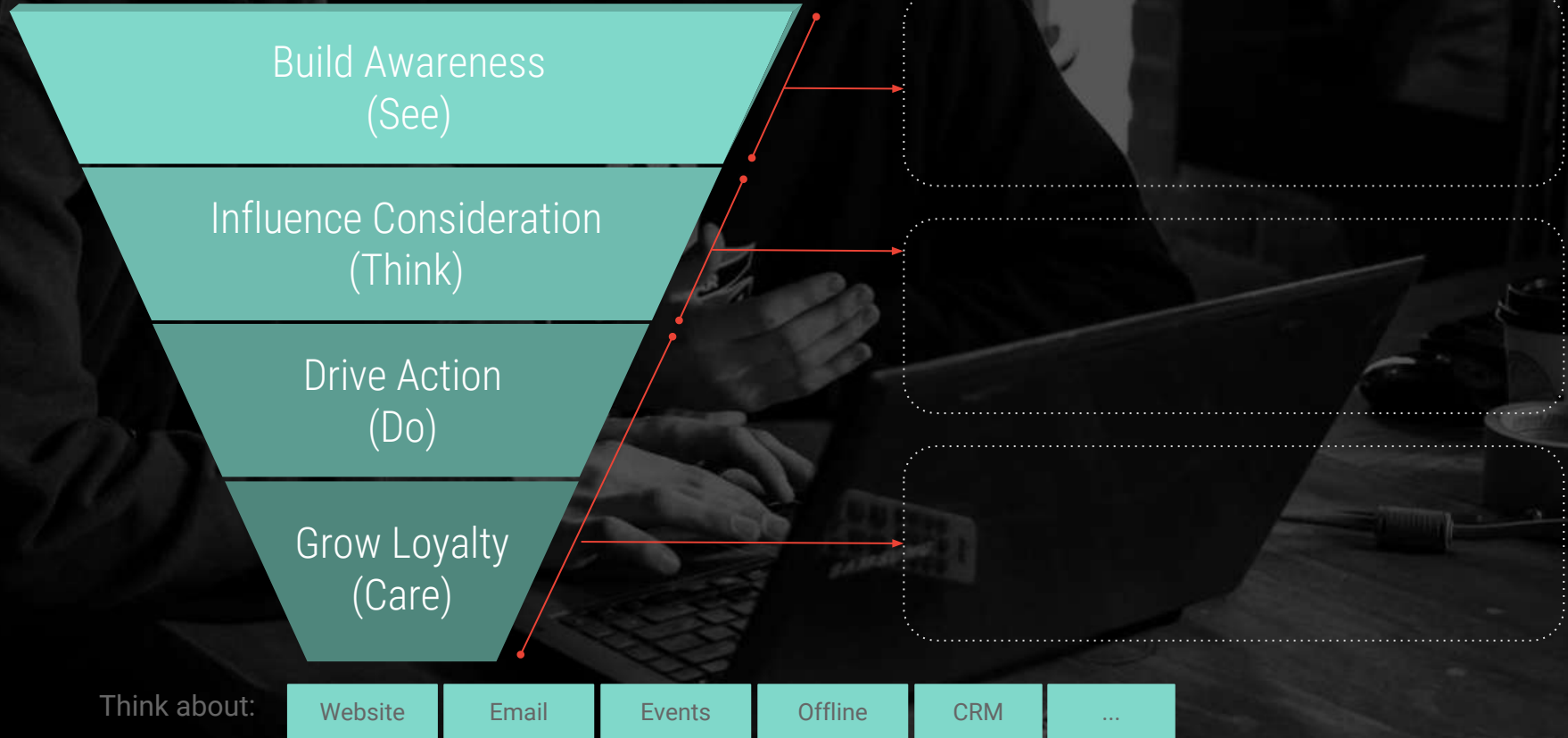


You're not seeing how
this works for your
business?
Challenge me!

What data do I have to help me understand my customer?



What data would I like to gather to understand more?



7 Google properties
with 1B+ users each



How do I know more about my Customer?



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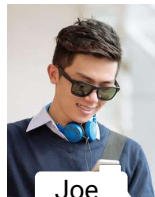
Maria

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Visits Cosmetic websites every day

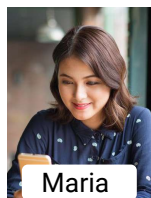
Isabella

Now that I understand my customer where can I target them?



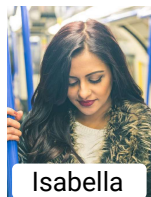
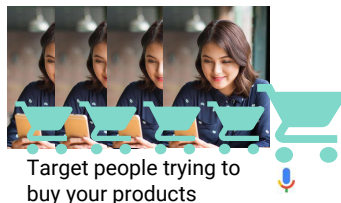
Viewed my recent Man
skincare videos

Been in my website



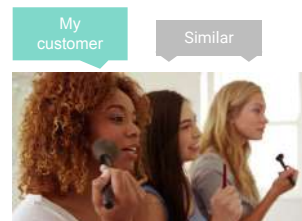
Has done searches
"Buy cosmetics"

Ecommerce for
cosmetics

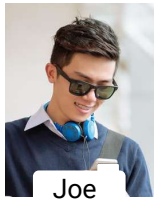


Views makeup tutorial
on youtube

Visit cosmetic websites

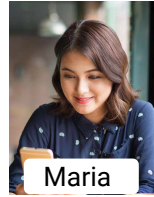


In GDN where do I show my ads?



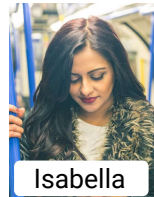
Viewed my recent Man skincare videos

Been in my website



Has done searches "Buy cosmetics"

Ecommerce for cosmetics



Views makeup tutorial on youtube

Visit cosmetic websites



A black and white photograph of two people, likely developers, working on a laptop in a dimly lit room. The person on the left is typing on the keyboard, while the person on the right is looking at the screen. The person on the right is wearing a dark t-shirt with a flame logo. The laptop has a sticker on the lid. In the background, there is a coffee cup and some other items on a desk.

...or does it matter?

Who are the people searching for you?

Proprietary + Confidential

The image shows a Google search interface for the query "buy eye shadow". The search results page displays several advertisements for eyeshadow palettes from Sephora, iHerb, and Maybelline. To the right of the search results, there is a grid of 20 circular icons, each containing a blue silhouette of a person's head and shoulders, representing anonymous users. Each icon is labeled with a search ID from "Search 01" to "Search 20".

Google search

buy eye shadow

About 466,000 results (0.48 seconds)

Eyeshadow Palettes | Shop Now at Sephora
[Ad] www.sephora.sg/
★★★★★ Rating for sephora.sg: 4.3 - 231 reviews
Create a Range of Stunning Looks with Must-Have Eyeshadow Palettes.
Brands: Too Faced, Kat Von D Beauty, Zoeva, 3CE, MAC Cosmetics, Sigma Beauty, Smashbox, Urban...
Space Disco · Get A Sephora Brush Pouch · Block Party · MAC Cosmetics has Arrived · Boho Chic

Buy Eye Shadow at iHerb | Orders Over \$40 USD Ship Free | iHerb.com
[Ad] sg.iherb.com/Eye-Shadow
★★★★★ Rating for iherb.com: 4.8 - 23,226 reviews
Find the World's Best Value on Your Favorite Vitamins, Supplements & Much More.
100K+ Product Reviews · Loyalty Credit · 35,000+ Healthy Products · 24/7 Customer Service
Highlights: In Business Since 1996, Air-Conditioned Warehouses, 24 Hour/7 Day Customer Service

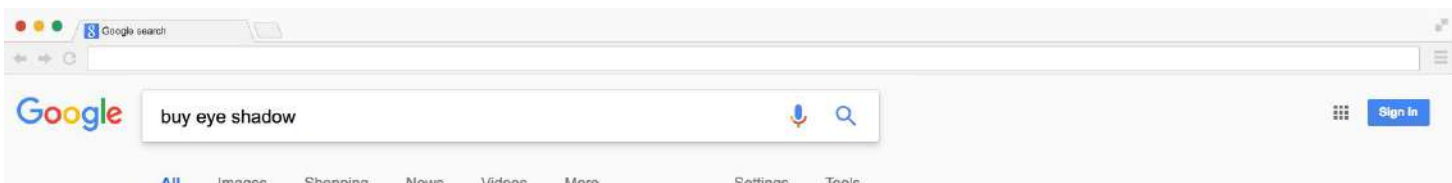
Maybelline Eyeshadow Palettes | Get that perfect smokey eye
[Ad] www.maybelline.com.ph/eye/eye-shadow
With 12 shades you can mix and match- all in one palette!
Lengthening Mascara · Long-Lasting · Brow Tattoo · Eyeshadows · Pomade Crayon · Mascaras
Maybelline Eyeliners · Maybelline Brow Products · Maybelline Promotions · Maybelline Mascara

Official StrawberryNet™ - StrawberryNet.com
[Ad] www.strawberrynet.com/
Save 60% On Designer Makeup & More. Free Shipping On Orders Over \$40!

Search 01 Search 02 Search 03 Search 04 Search 05
Search 06 Search 07 Search 08 Search 09 Search 10
Search 11 Search 12 Search 13 Search 14 Search 15

Now we know more about them!

Proprietary + Confidential



Eyeshadow Palettes | Shop Now at Sephora

www.sephora.sg/

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Create a Range of Stunning Looks with Must-Have Eyeshadow Palettes.

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Space Disco · Get A Sephora Brush Pouch · Block Party · MAC Cosmetics has Arrived · Boho Chic

Buy Eye Shadow at iHerb | Orders Over \$40 USD Ship Free | iHerb.com

sg.iherb.com/Eye-Shadow

★★★★★ Rating for iherb.com: 4.8 - 23,226 reviews

Find the World's Best Value on Your Favorite Vitamins, Supplements & Much More.

100K+ Product Reviews · Loyalty Credit · 35,000+ Healthy Products · 24/7 Customer Service

Highlights: In Business Since 1996, Air-Conditioned Warehouses, 24 Hour/7 Day Customer Service

Maybelline Eyeshadow Palettes | Get that perfect smokey eye

www.maybelline.com.ph/eye/eye-shadow

With 12 shades you can mix and match- all in one palette!

Lengthening Mascara · Long-Lasting · Brow Tattoo · Eyeshadows · Pomade Crayon · Mascaras

Maybelline Eyeliners · Maybelline Brow Products · Maybelline Promotions · Maybelline Mascara

Official Strawberrynet™ - Strawberrynet.com

www.strawberrynet.com/

Save 60% On Designer Makeup & More. Free Shipping On Orders Over \$40!



Search 01



Search 02



Search 03



Search 04



Search 05



Search 06



Search 07



Search 08



Search 09



Search 10



Search 11



Search 12



Search 13



Search 14



Search 15



Existing Emails

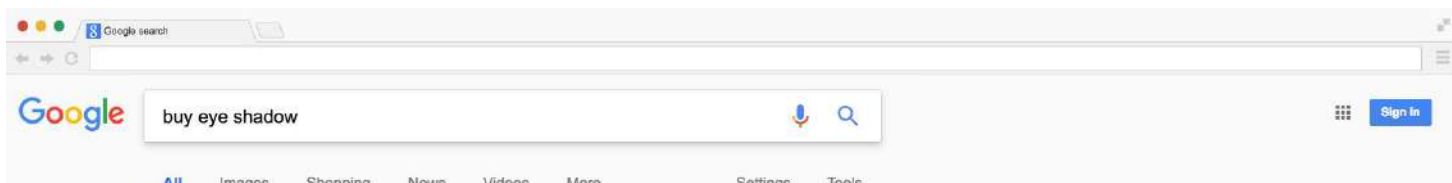


Previous website visit



Similar to past buyers

They are Maria, Joe & Isabella and others like them...



About 466,000 results (0.48 seconds)

Eyeshadow Palettes | Shop Now at Sephora

www.sephora.sg/

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Official Strawberrynet™ - Strawberrynet.com

www.strawberrynet.com/

Save 60% On Designer Makeup & More. Free Shipping On Orders Over \$40!



Search 01



Search 02



Search 03



Search 04



Search 05



Search 06



Search 07



Search 08



Search 09



Search 10



Search 11



Search 12



Search 13



Search 14



Search 15



Existing Emails



Previous website visit



Similar to past buyers

My Marketing Plan with Google

Objectives

Data/Information
about my customer



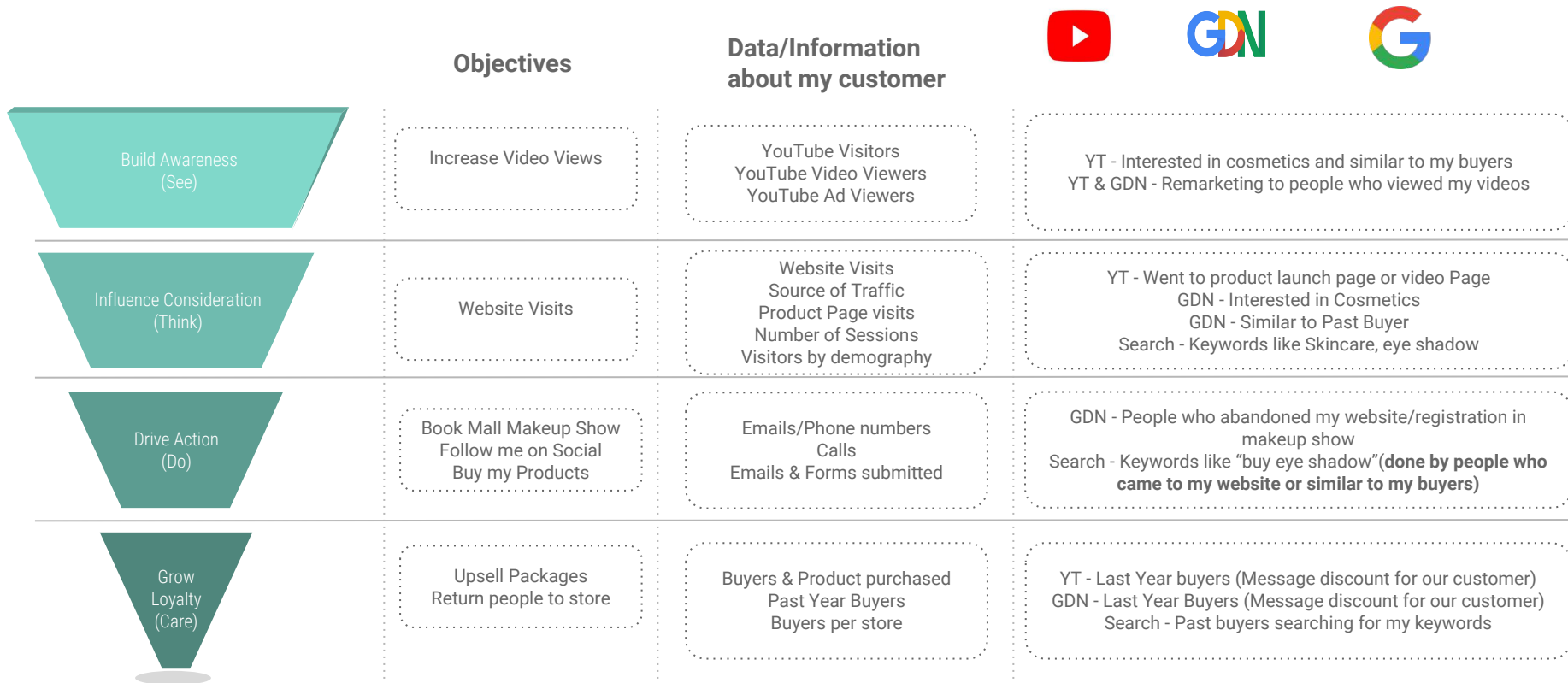
Build Awareness
(See)

Influence Consideration
(Think)

Drive Action
(Do)

Grow
Loyalty
(Care)

My Marketing Plan with Google



Recap

- Start with YOUR AUDIENCE... and understand them
- Identify YOUR AUDIENCE... and be there for them
- What data do I have to help me understand MY AUDIENCE?
- What data would I like to gather to understand MY AUDIENCE more?
- Placement targeting, does it matter?
- Marketing Plan



Remarketing Parental Status
RLSA Household Income Similar Audience
Custom Intent Affinity In-market Custom
Affinity Time of Day Smart Display YouTube
Remarketing Location Customer Match
Device Demographic Consumer Pattern...

A black and white photograph of two people sitting at a desk, looking at a laptop. The person on the left is typing on the keyboard, while the person on the right is pointing at the screen. The room is dimly lit, with a coffee cup and some other items on the desk. The word "Questions?" is overlaid in the center of the image.

Questions?

A black and white photograph of two men sitting at a desk, working on a laptop. The man on the left is typing on the keyboard, while the man on the right is pointing at the screen. They are in a dimly lit room, possibly a cafe or office, with a coffee cup and other items on the desk. The text "Thank You!" is overlaid in the center of the image.

Thank You!

A black and white photograph of two people, a man and a woman, sitting at a desk and working on a laptop. The man is on the left, wearing a dark jacket, and is typing on the laptop keyboard. The woman is on the right, wearing a dark t-shirt with a flame logo, and is looking at the laptop screen. The laptop is open and has a sticker on the lid. On the desk, there is a coffee cup and some other items. The background is dark and out of focus.

Case Studies



[KR] Kellogg's Special K drives Ad Recall and consideration with Custom Affinity

GOAL

Drive recall and consideration of Kellogg's Special K cereal to achieve high reach amongst high relevance consumers.

APPROACH

Kellogg's Special K used both demo targeting for Female 25-34 to maximize the reach, and custom affinity targeting to reach Special K's highly relevant core consumers who are interested in beauty, diet, and health. Through hyper-targeting of demo + custom affinity, Kellogg was able to reach its core audience successfully

RESULTS

132%

lift in **ad recall**
(Best in class amongst
targeting types)

40%

lift in **consideration**
(Best in class amongst
targeting types)



"Kellogg made a well balanced precision by effectively applying both custom affinity and demo targeting to maximize reach and communicate to core audiences. Brand is planning to adapt custom affinity to other campaigns as well to flexibly set a campaign strategy depending on campaign objective and target audiences."

– Meero Choi, Marketing Director, Kellogg Korea

Ford Ecosport leverages YouTube to generate new enquiries at a cost 15X lower than Print

Goal:

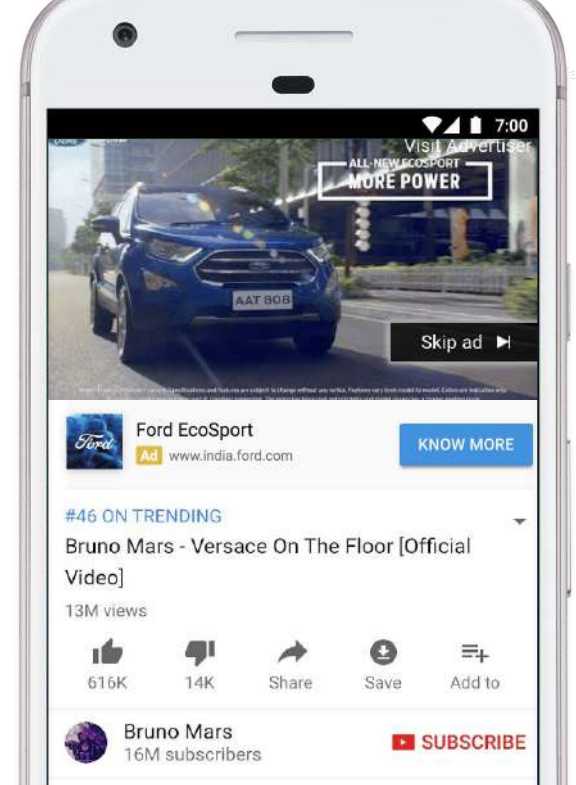
- Increase enquiries for the new Ford Ecosport by encouraging users to take a test drive by visiting a Ford showroom

Approach:

- Developed two **custom intent audiences**:
 - Users searching for Ford Ecosport- Brand Audience
 - Users searching for category/similar brands- Category Audience
- Leveraged **Trv for Action** format on YouTube
- Measured **store visits** driven by this campaign to calculate cost/store visit and in turn cost/sale

Results:

- Average store visit/view rate of **0.83%**
- Cost per store visit for brand audience was **15X lower** compared to print
- Cost per store visits for category audience was **5X lower** compared to print



YouTube for us has always been a medium for driving awareness and consideration. With Google reporting store visits for YT campaigns, we can now go a step further. We used trueview for action format to target users searching for the New EcoSport on Google and the results were phenomenal. This campaign was able to drive visits to our dealerships at almost 1/15th cost of other channels making YT one of our most effective channels:
Kaushik Prasad, GM - Consumer Marketing, Ford India

Sonos drives purchase intent with Life Events

GOAL

Drive consideration of Sonos speakers

APPROACH

Applied YouTube's new Life Events targeting to their YouTube campaign to reach people going through major life events, like moving, getting married, or graduating college. Sonos ran a campaign highlighting how listening to music at home with Sonos is better than with Bluetooth.

RESULTS

37.2%

lift in purchase intent

424.8%

lift in people
searching for Sonos

52.9%

lift in ad recall



SONOS

"This is why data-driven marketing is so valuable. It takes the guesswork out of the game. We know the target market to go after, but with Life Events we actually proved out our thinking."

– Sujana Patel,
Global Performance Marketing
Manager at Sonos

"Today, real-life and digital-life are one and the same. And in order to engage with people we need to connect the dots between the two intelligently. Life Events enabled us to do that for the first time in a true and impactful way."

– Sarita Bhatt,
Global Head of Digital Marketing
at Sonos

McCormick drives user engagement among Grocery shoppers with Consumer Patterns

GOAL

Drive consideration of McCormick spices during key holiday season

APPROACH

Used new Consumer Patterns audiences on YouTube to reach frequent grocery shoppers. Ran a TrueView in-stream ad around Thanksgiving recipes.

RESULTS

View-through rate as high as **51%**, highest of any targeting type

Cost-per-view as low as **\$.06**, the most efficient of any targeting type



"During the holidays, our consumers are searching for inspiration to create--or in the case of our 'Lost Recipes' campaign, renew--lasting family moments around the table. McCormick was thrilled to have the opportunity to innovate in pairing this new targeting capability with compelling storytelling to reach our consumers when they are most receptive and to set a new benchmark for our company at this important time of year."

- James Seidl, Business Director, Cooking & Baking at McCormick & Co.