

# KING KONG<sup>®</sup>

PRESENTS

# 12

## INSIDER TRADE-SECRETS TO DOUBLE SALES & PROFITS FROM YOUR PPC CAMPAIGNS

Unlock Hidden Pockets Of Profit From Your PPC Campaigns  
With These 12 Steps



These Insider Trade-Secrets Will Unlock  
Hidden Pockets Of Profit  
From Your PPC Campaigns  
And Make It Widely Profitable

**SO PAY ATTENTION...**

# TAKE YOUR MEDIOCRE PPC CAMPAIGNS AND MAKE THEM WIDELY PROFITABLE OVERNIGHT

Do you find yourself saying- "AdWords is too competitive" or "AdWords is too expensive?" or worse "I tried Google AdWords and it doesn't work for my business?"

It is this type of thinking that is going to leave your business stuck in growth limbo while your competitors continue to take market share...eating all the low lying fruit of your market.

AdWords is simply part of the puzzle, and when you shift your mindset, upgrade your learning curve and use some of the tools we will share with you here, it is going to help your business to skyrocket in growth and in profits...on one of the most powerful marketing platforms ever created.

In this guide, we are going to show you **how to turn your struggling AdWords campaign from being marginally successful, to being wildly profitable over night.**

You will learn insider trade secrets that will show you:

- How to unlock hidden pockets of profit inside your AdWords account
- How to only bid on keywords that result in sales (not just conversions)
- How to increase sales and profits guaranteed...with very little effort
- How to make more money off every conversion you get



The Best PPC Campaigns Will Have  
Your Competitors Dumb Founded  
As To How You Can Continue  
To Be So Aggressive When Their Profits  
Are Shrinking!

# INSIDER TRADE-SECRET #1: THE ICEBERG EFFECT

Keywords are just the tip of the iceberg. If you really want to turn your PPC campaigns into a powerful, dominating cash machine, you have to also look at **search terms** and **single keyword ad groups**.

Many brands make the mistake of having multiple keywords in a single ad group. Even if all the keywords have the same theme, it makes it a lot harder for ad to match the search term.

Think of it this way- if you have many keywords for your ad group, your ad can never make a 100% match between the keyword you are bidding on and the ad that you want to show.

A way to prevent this, and to make your ads more relevant is **Single Keyword Ad Groups** or SKAG's.

SKAG's allow you to control the match between your keyword and your ad.

Having multiple keywords in your ad group essentially hinder your performance and bring down your click through rates.

When you have one keyword per ad group, your ad becomes instantly more relevant, making it more likely to convert and more likely to yield you a sale.

Having only one keyword also lowers your cost per conversion, which means higher profits for you.

# A TYPICAL SMALL BUSINESS ADWORDS ACCOUNT LOOKS LIKE THIS

- 2 Campaigns
- 9 Ad Groups
- 18 Text Ads
- 212 Keywords
- 3 Landing Pages

## ONE KEYWORD PER AD GROUP

- = Higher Relevancy
- = Higher Conversion Rate
- = Lower Cost Per Click
- = Lower Cost Per Conversion
- = Increased Sales & Profits



# SKAG TARGETING LAYOUT EXAMPLE

- Keyword 1
  - Ad Variant 1
  - Ad Variant 2
- Keyword 2
  - Ad Variant 1
  - Ad Variant 2

Once you adopt this strategy you are going to see a **HUGE** increase in your click through rates.

# INSIDER TRADE-SECRET #2: OPTIMISE FOR SALES NOT CONVERSIONS

Forget your PPC metrics. Forget CPC, CTR and CR for just a minute.

Instead, work out which keywords and placements have the highest **sales rate**.

You can do this by using Google's Value Track Parameters.

What did you find?

Use your findings to calculate which keywords are making you the most money.

This will then allow you to bid more aggressively on certain keywords.

Once you have found the golden keywords, you have to keep exploring your data.

By looking at Google Value Track parameters, you can track everything from geographical locations to devices and more.

When you have data it can help you to streamline your conversion channels and stop wasting money on things that you know are not going to convert.

Remember, don't get tied up in numbers. Only track data that is **actionable**.

# INSIDER TRADE-SECRET #3: FOCUS ON EPC (EARNINGS PER CLICK)

It is easy to get blindsided by how much you are paying per click on AdWords, but the more important question is **how much are you earning per click?**

Earlier we mentioned the importance of optimising your ads for sales not conversions, as in the long run this is going to help you turn over a chunkier profit.

To know whether your ads are being primed for sales, you have to assess the cost each click is earning you.

Determine this by working out the average revenue for each individual click on all of our ads.

For example:

You may see an average CPC of \$0.17 with a CTR of 9%.

This may look good, but when you assess your EPC, you may find that you are only earning \$0.10c per click.

This may not mean that your ad is a dud, but it may mean that you have some serious tweaking to do.

By understanding your EPC as much as your CPC and CTR, it will help you to supercharge your AdWords performance.

# INSIDER TRADE-SECRET #4: SHORT TAIL KEYWORDS ROB YOU

Could it be that your short tail keywords are robbing you right under your nose?

Short tail keywords generally steal away impressions from longer more specific keywords.

To avoid this, you need to look at your search terms and make sure that they correspond with the exact same keyword.

Essentially, both your search terms and your keywords have to be a perfect match.

Notice a discrepancy between your keywords and search terms?

You may need to include **ad group level negative keyword** to give you an exact match.

To do this, add the rogue search term to your negative keyword list. This should then allow a perfect match of the keyword to the search term.

When your keywords and search terms match, it prevents your short tail keywords stealing impressions from your longer tail keywords. It also makes your ad far more relevant to those searching.

## **INSIDER TRADE-SECRET #5: SELL THE CLICK**

Your ad has one purpose, to get people to CLICK! Your ads should demand attention.

Your ads should compel readers to click (not buy). So, that begs the question:

**WHAT DRIVES  
A CLICK?**





**CURIOSITY**



**SHOCK**



**DIRECT BENEFIT**



**IMPLIED BENEFIT**



**FEAR**

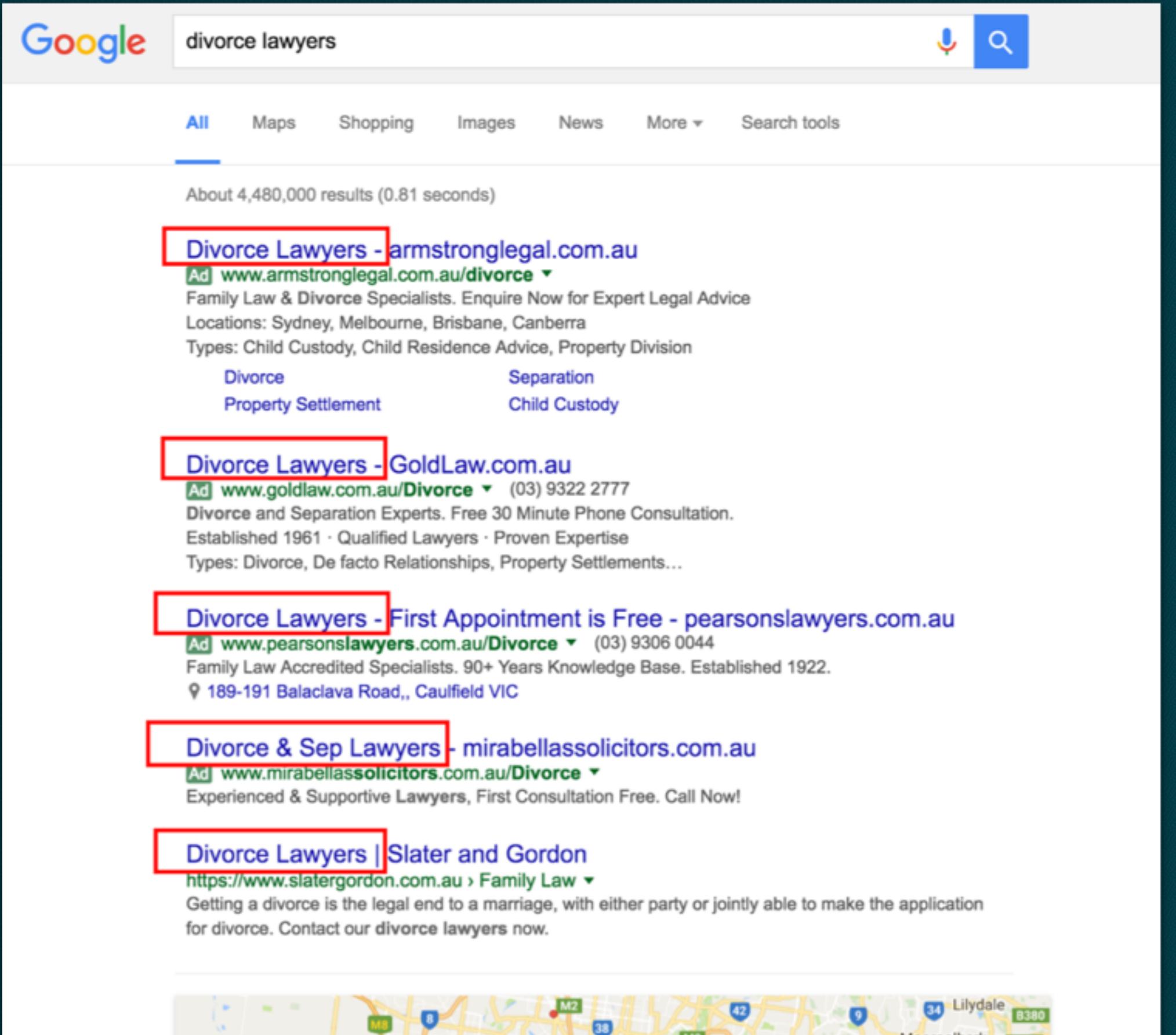


**VANITY**

# **SELF INTEREST**

*Better, Richer, Stronger, Faster, Healthier,  
Happier, Sexier, Fitter, Smarter.*

# DON'T BE BORING, BORING DOESN'T STANDOUT AND DEMAND ATTENTION!



A screenshot of a Google search results page for the query "divorce lawyers". The results are displayed in a white box with a thin black border. At the top left is the Google logo, followed by the search term "divorce lawyers" and a microphone icon. Below the search bar are navigation links: All, Maps, Shopping, Images, News, More, and Search tools. A status message indicates "About 4,480,000 results (0.81 seconds)".

The search results are listed below:

- Divorce Lawyers - armstronglegal.com.au**  
Ad www.armstronglegal.com.au/divorce  
Family Law & Divorce Specialists. Enquire Now for Expert Legal Advice  
Locations: Sydney, Melbourne, Brisbane, Canberra  
Types: Child Custody, Child Residence Advice, Property Division  
Divorce Separation  
Property Settlement Child Custody
- Divorce Lawyers - GoldLaw.com.au**  
Ad www.goldlaw.com.au/Divorce (03) 9322 2777  
Divorce and Separation Experts. Free 30 Minute Phone Consultation.  
Established 1961 · Qualified Lawyers · Proven Expertise  
Types: Divorce, De facto Relationships, Property Settlements...
- Divorce Lawyers - First Appointment is Free - pearsonslawyers.com.au**  
Ad www.pearsonslawyers.com.au/Divorce (03) 9306 0044  
Family Law Accredited Specialists. 90+ Years Knowledge Base. Established 1922.  
189-191 Balaclava Road,, Caulfield VIC
- Divorce & Sep Lawyers - mirabellassolicitors.com.au**  
Ad www.mirabellassolicitors.com.au/Divorce  
Experienced & Supportive Lawyers, First Consultation Free. Call Now!
- Divorce Lawyers | Slater and Gordon**  
<https://www.slatergordon.com.au> › Family Law  
Getting a divorce is the legal end to a marriage, with either party or jointly able to make the application for divorce. Contact our divorce lawyers now.

At the bottom of the search results is a small map showing a location near Lilydale, Victoria.

***In Google, 2% of the advertisers  
get 50% of the traffic.***

***Perry Marshall***

# CLICK WORTHY AD EXAMPLES

## Ad Type: If they can, You can

Fat Dad's 6-Pack In A Month - 6packdad.com

Ad [www.6packdad.com/get-ripped](http://www.6packdad.com/get-ripped)

4.5 ★★★★★ rating for 6packdad.com

Overweight 43-Year Old Reveals Lazy Way To 'Dissolve' Stomach Fat In Four Weeks.

## Ad Type: Breaking News

Breaking News: Tesla Sells 325,000 Cars In 7 Days -

Ad <http://www.etoro.com.au/Buy-Tesla-Stocks-Here>

4.5 ★★★★★ rating for

Tesla Stocks Soar After Raking In \$11 Billion Dollars In Pre Orders. What Did Elon Musk Do The Day After? Find Out Here:

## Ad Type: Irresistible Intrigue

What Abbott Told Packer - buygold.com.au

Ad [www.buylgold.com.au/](http://www.buylgold.com.au/)

4.5 ★★★★★ rating for buylgold.com.au

The 10pm Phone Call That Will Change How You Invest In Gold in 2017.

## Ad Type: Myth Buster

5 Foods You Must Not Eat: - beyonddiet.com.au

Ad [www.beyonddiet.com.au/5-Foods](http://www.beyonddiet.com.au/5-Foods)

4.5 ★★★★★ rating for beyonddiet.com.au

Cut Down A Bit Of Stomach Fat Every Day By Never Eating These 5 Foods.

## Ad Type: Prediction Based

SEO Set To Die By 2017? - kingkong.com.au

Ad [www.kingkong.com.au/SEO-Secrets](http://www.kingkong.com.au/SEO-Secrets)

4.5 ★★★★★ rating for kingkong.com.au

Breaking: New SEO Report Reveals All! Don't Invest A Cent In SEO Before Reading This.

## Ad Type: Freebie/ Discount

Pure Merino Wool Cardigan 40% Off -

Ad <http://www.hedrena.com.au/7-Day-Sale>

4.5 ★★★★★ rating for

1 Week Only Offer: Once You Wear Merino Wool You'll Never Go Back! Treat Yourself To The Very Best Here.

## Ad Type: Fear Mongering

Fish Oil Bad For You? - krilloil.com.au

Ad [www.krilloil.com.au/Fish-Oil-vs-Krill-Oil](http://www.krilloil.com.au/Fish-Oil-vs-Krill-Oil)

4.5 ★★★★★ rating for krilloil.com.au

New Research Shows Link Between Fish Oil And Premature Ageing. Read This Brand New Report Now!

## Ad Type: Testimonial

"My Sales Tripled In The First 90 Days" - InsideSalesTraining.com.au

Ad [www.InsideSalesTraining.com.au/Double\\_Sales](http://www.InsideSalesTraining.com.au/Double_Sales)

4.5 ★★★★★ rating for InsideSalesTraining.com.au

Battle-Tested Sales Training Program That Guarantees To Increase Sales! Learn More Here.

*“On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.”*

**DAVID OGILVY**

# MORE CLICK WORTHY AD EXAMPLES

Who Is Your Husband With? - Is He Sleeping With "Her" Right Now?  
Ad MarriageRevenge.com  
4.5 ★★★★★ rating for  
Get Revenge & A Smile On Your Face.

Stop Your Divorce - Even If Your Situation Seems Hopeless  
Ad StopYourDivorceToday.com  
4.5 ★★★★★ rating for  
And Only You Want To Stop It. Call Us Now For Help.

We Buy Your Car In 2-Hours - We Come To Your Home Or Office,  
Like New, Wrecked Or Not Running.  
Ad WeBuyCars.com/SellYourCar 1800 WE BY CARS  
4.5 ★★★★★ rating for  
#1 Online Car Buyer – Celebrating Our 35th Year – Up To \$100,000  
See What Vehicles We Buy Live Chat With A Buyer

Don't Incriminate Yourself - Speak Directly With A Lawyer.  
Ad CriminalLawyer.com.au 1800 GET A LAWYER  
4.5 ★★★★★ rating for  
Call Us Now For A Free 45-Minute Consultation

Marriage Separation? - Spouse Wants Out?  
Ad www.MarriageSeparation.com  
4.5 ★★★★★ rating for MarriageSeparation.com  
Don't Do Anything Before You See This Solution Now

Local Tax Preparation - \$45,329 Saved In January  
Ad LocalTax.com  
4.5 ★★★★★ rating for  
1000's Of Clients Served. Local Firm. Let Us Help. Call Now!

# **INSIDER TRADE-SECRET #6: CPA BIDDING & AD RANKING**

CPA bidding is an unpredictable beast, but here is all that you need to know.

Firstly, there is a difference between max CPA and target CPA bidding. You may have to experiment with what works best for you, but when in doubt target CPA bidding is the best option. This is because Google automatically generates a max CPA for you based on the amount that you are aiming for.

When it comes to testing your CPA, don't wait to act. While your bids sometimes need a chance to warm up, there is no point losing time and money with bids that are getting you nowhere.

Google AdWords takes into account these three factors when it comes to deciding how your ad should rank-

- 1.) Your max cost per click for the keyword**
- 2.) Your quality score for the keywords**
- 3.) Your ad extensions and their relevance to your ad and to the keyword**

When it comes to determining the perfect CPA, trial and error is definitely part of the process.

Some keywords are going to have higher sales rates than others, which means you can bid more aggressively for those keywords.

# INSIDER TRADE-SECRET #7: ALL CONVERSIONS ARE NOT CREATED EQUAL

Conversions are super, but not all conversions are created equally.

When it comes to conversions there is a sliding scale between **ULTRA AMAZING** and **NOT SO AMAZING**.

Conversions that lead to lifetime customers= **ULTRA AMAZING**

Conversions that lead to sales= **AMAZING**

Conversions that lead to clicks= **NOT SO AMAZING**

Optimising for conversions is great, but to avoid ending up on the wrong side of the conversion spectrum, you need to understand where your conversions are leading you.

Whether you are using your AdWords for lead generation, SaaS or eCommerce, each conversion is going to have a different value.

As mentioned before, use Google's Value Track parameters to work out which of your keywords have the highest sales rates.

You can then use this data to optimise your CPA goals and bid more aggressively on certain keywords. But don't just stop there.

If your sales are recurring and not just a one time thing, go that extra step to determine which keywords are giving you a **longer life time customer value**.

When you have this much data, it allows you to stop wasting your time and money on conversion channels that are not supporting the long term growth of your businesses.

*Your object in all advertising is to buy new customers at a price which pays a profit. You have no interest in garnering trade at any particular store. Learn what your consumers cost and what they buy. If they cost you one dollar each, figure that every wasted dollar costs you a possible customer.*

**CLAUDE C HOPKINS**

# INSIDER TRADE-SECRET #8: THE “GODFATHER” STRATEGY

At King Kong we've got something called 'The Godfather Strategy', which is where you make an offer to your market that they can't refuse...

In order to get your customers to convert, you have to make sure your AdWords campaigns are oozing with value.

A lot of people don't know that by changing their offer, it can be one of the quickest ways to improve their AdWords performance.

In order to make your offer extremely enticing you need to have a stellar CTA that is going to urge your audience to click.

In fact, you must have an arsenal of CTA's that you can change out, test and tweak whenever you need to.

To select the perfect CTA you need to understand your customer and what type of customers your ads are trying to attract.

Are you attracting hot or cold customers?

- Hot Customers= customers who are ready to buy
- Cold Customers= customers who are "just looking"

By understanding where your customers are in the buying cycle, it will help you to tailor a CTA that won't make them shy away.

# INSIDER TRADE-SECRET #9: DIFFERENT TYPES OF PPC VISITORS

When you create an ad using AdWords you are going to attract different types of visitors.

On the last slide we introduced you to the concept of hot customers vs. cold customers.

**When new PPC channels aren't working, it's because you're not matching your call-to-action with your audiences' temperature.**

Let's say you offer a free consultation that is PACKED with value. How could it go wrong?

Well, maybe your customers are cold and are not ready for that level of commitment just yet. Maybe it is

threatening to them. Maybe they don't want to speak to a sales person.

You can tweak and tailor your CPA all you like, but if your offer is not speaking to the temperature of your audience, then it is never going to work.

If your customers are cold, offer a more cold-suitable CTA such as a quiz, free guide or infographic.

If your customers are hot, don't beat around the bush- take them straight to the end of the process.

# CTA OFFERS THAT WORK FOR DIFFERENT PPC VISITORS

- FREE Consultation
- Coupons
- Checklists
- Cheat Sheets
- Quizzes
- Videos
- Video Course
- Toolkit
- Calendar
- Podcast
- Interview
- Consultation
- Live Demo
- Tickets
- Email Course
- Physical Product
- Swipe File
- Infographic
- GIF
- Custom Pricing
- White Paper
- Ebook
- T-Shirt
- Industry Statistics
- Case Study
- “How To” Guide
- PDF Download
- Webinar
- E-Course
- Phone Call
- Assessment

# INSIDER TRADE-SECRET #10: FOCUS ON PHONE LEADS

Depending on the business you run, phone leads can sometimes be more effective than email leads.

By talking to someone over the phone, it instantly makes your brand more relatable, which makes it easier to close the deal.

In fact, statistics show that phone calls lead to higher close rates compared to any other type of lead. 300% to be exact.

By gathering phone leads, it also helps you to weed out fake contact information, or people who have no intention of following through with a sale.

Even though phone calls can be more profitable, they can be harder to score. For local service based businesses, use a local number and ditch your 13/1300 or 1800 number - local numbers get higher response rates and will leave

you outselling the competition who appear as being 'national'.

People have to be convinced that getting on the phone with you is going to be a positive experience that is going to offer them value.

Therefore, you have to communicate this to your visitor. You have to let them know they are going to receive LOTS of value by jumping on the phone with them.

Here's how:

- Identify whether your visitors are cold or hot
- Pitch them at their perfect temperature
- Reassure them that it's not a pushy sales call
- Offer them something they want- ie. free consultation, free session, etc.

# INSIDER TRADE-SECRET #11: WEED OUT YOUR COMPETITORS

It can be brutal out there, and sometimes your competitors can bid on your brand name in order to weed you out and take advantage of your marketing channels.

Is there a way to prevent this?

Inside your AdWords account you will find an “Auction Insights Report”, which will show you domains you are competing with.

Use this report to go through your competitors domains and see what keywords, display placements and landing pages they are running.

There are many tools that can help you to do this and by collecting this data, it can allow you to see what is working or not working for your competitors.

If that is not enough, you can also use **remarketing lists for search ads** (RSLA) campaigns to bid on your competitors keywords.

RSLA campaigns allow you to customise your search ad campaigns for people who have previously visited your site, and tailor your ads to these visitors when they are searching on your competitors site.

# INSIDER TRADE-SECRET #12: OPTIMISE YOUR LANDING PAGES

Do you spend just as much time tweaking your ads as you do your landing pages?

The whole purpose of running an ad on AdWords is to get people to your landing page.

If your landing page is not up to scratch, what is the point in spending time, money and effort with AdWords?

This may seem obvious, but many brands forget this very fact.

Your AdWords campaign is only half of the picture; the full picture also includes your landing page and your sales funnel.

If you follow the highly recommend SKAG approach that we mentioned earlier, you should have an extremely strong AdWords foundation set up already.

This will allow you to spend less time tweaking your AdWords account, and more time optimising your conversion rates and landing pages.

In the long run this will help you to create more conversions at a lower cost.

# CONCLUSION

After following these steps you are going to be well and truly on your way to increased sales and an increase in growth.

To summarise the bottom line of an effective AdWords campaign you must-

- Think bigger than just keywords
- Think bigger than just standard PPC metrics
- Monitor EPC and the life time value of your average customer
- Ensure your search terms and keywords match
- Know which keywords are worth bidding on
- Offer something of extreme value
- Discover whether your customers are hot, warm or cold
- Pay attention to your landing pages

## Your AdWords Checklist:

- ✓ My PPC campaign is making me money
- ✓ My keywords match my search terms
- ✓ My conversions are increasing
- ✓ My CPC is decreasing
- ✓ My visitors needs are aligned with what I am offering
- ✓ My CTA are engaging and are earning me clicks
- ✓ My AdWords strategy is geared for sales not conversions
- ✓ My tracking is in place so I can determine which keywords and placements are generating sales
- ✓ My focus is on EPC and sales volume

DON'T WANT ALL THE HEADACHES OF MANAGING YOUR AdWords ACCOUNT?

# BOOK YOUR FREE GOOGLE ADWORDS HEALTH CHECK AND 30-MINUTE STRATEGY SESSION

**WARNING:** Before you claim your free strategy session you must understand that this is only for people serious about rapidly growing their profits and have at least \$2000 per month to spend on Google AdWords. Our goal is to **maximise your sales**. And to do that we need to grab your customers' attention, delve into their emotions and trigger those deep psychological triggers that make them want to BUY. If the idea of that makes you squeamish then you should close this report and get on with your day. But if you are ready to kick your Google AdWords into overdrive and skyrocket your profits...

**BOOK YOUR FREE STRATEGY SESSION NOW**