



## Communication Strategizing at the Heart of Google

Avalaunch Media Clients Convene with  
Industry Leaders at #AvalaunchGoogleDay

Working with Avalaunch Media has clear-cut benefits for any client wanting to devise and boost its digital communication strategy. This was further evidenced last month when the Google Premier Partner agency and its clients were hosted at Google's California headquarters for the inaugural #AvalaunchGoogleDay. The full-service marketing agency, based in the burgeoning Silicon Slopes tech hub of Lehi, Utah paired with Google to share marketing trend insights exclusive to Google Premier Partners — invaluable to any company wanting to get the very best advice on PPC, SEO, Social, and other digital strategies. Avalaunch Google Day was a forum for industry-leading speakers to impart their expertise to Avalaunch clients, and here you can read the day's highlights from each presenter. With this information, Avalaunch Media invites you to be a part of the next Avalaunch Media event hosted by Google, and begin developing your world-class online communication strategy.



## Digital Marketing Beyond 2017: The Challenge — Rethinking Your Story

Barbara Lawrence, Co-Founder, Lubin Lawrence Inc.

Barbara holds an MBA from The Wharton School in Marketing and Finance, plus a BA, with honors, from Case Western Reserve University. She co-founded LLI, a corporate growth strategy consultancy, +20 years ago to help Fortune 50 clients such as Colgate-Palmolive, Disney, Merck, P&G, J&J, and others achieve above-plan results. Barbara is married and has two children.

The most effective strategies are developed with a ready, aim, fire mentality.

One of the ways in which Lubin Lawrence Inc. (LLI) has established itself as an industry thought-leader is due to its development of the Experience-Driven Design® Method, a model which has reinvented the way communication and branding strategies are developed. This method relies on deep psychological and motivational insights, revealed through imagery, into prime targets' life aspirations and under-satisfied needs.

### Elements of LLI's Experience-Driven Design Success Model

1. **Fundamental Human Value:** Values that elevate self-esteem
2. **Desired Target Experience:** Feelings the express targets' aspirations
3. **Unique Advantage:** Benefits that drives loyalty and competitive insulation
4. **Unique Advantage Support:** Rational and tacit support to driven conviction

While elaborating on LLI's success model, Barbara emphasized the importance of its early stages. She outlined how the most effective strategies are developed with a ready, aim, fire mentality (conducting research to guide direction and ultimately execution). Barbara identified the three most critical questions to ask in the earliest stages of strategy development. By asking these questions, companies can engage the deeper psychological needs of the public—knowledge which incentivizes action.

1. **Who** is the target?
2. **What** are their values?
3. **What** is important to them?

She also encourages her clients to deeply consider:

4. **How** does the target view their mission in life?
5. **What** are their fundamental values and goals?

To illustrate LLI's Experience-Driven Design Success Model, Barbara shared a case study from a previous client and well-known brand, Pampers. When Pampers was in its "infancy," all industry competitors used similar vocabulary (i.e. "keep your baby dry" or "keep your baby clean"). Pampers realized that by zeroing in on the emotion of motherhood, it could rise above the pack. LLI asked mothers to design and identify the ideal diaper experience that would match their purchase values. Ideas included various sizing options (all diapers were the same size up until then), providing a hole for a newborn's umbilical cord, and increasing overall comfort. All of these ideas engaged consumers' emotions.

This experience-driven approach was how Pampers dramatically increased its bottom line to become the powerhouse brand it is today.





## Digital Advertising Trends in 2017

Andrew Melchior, Co-Founder, Avalaunch Media

Andrew Melchior is known for his diverse online marketing qualifications. He graduated from the University of Utah with a degree in Business Administration and quickly learned that his path was not that of a traditional career, but rather that of an entrepreneur. He co-founded Avalaunch Media in 2012 after co-founding Dream Systems Media in 2005 as well as his first ecommerce business in 2000.

Andrew dove into the benefit of using Google AdWords in today's ever-competitive market. To become a Google Premier Partner, an agency must be identified by Google as reaching the pinnacle of AdWords success. Avalaunch was found to be in the top four percent of agencies nationwide, based on its success rate. Andrew introduced Avalaunch Google Day attendees to the digital marketing leverage available through Avalaunch Media's deep and exclusive Google AdWords expertise:

Consumers  
need to have  
quick access;  
today's  
population has  
little patience.  
Speed is vital  
to campaign  
success.

### Increase in leads, thus an increase in sales

#### FLEXIBILITY OF THE PLATFORM

Audience targeting can be accomplished in so many ways. Whether by keyword phrase or target market's location, hobbies, gender, buying trends, etc., utilizing these tools will allow businesses to scale and generate new avenues of traffic

### Supercharged traffic source

#### ROI AND MEASURABLE RESULTS

AdWords is one of the most measurable tools on the market. As companies gather data and optimize set campaigns, they can generate tremendous ROI, ensuring their organizational objectives are met.

Another topic highlighted throughout the conference and by Andrew was the importance of mobile advertising. Out of more than 1 trillion searches in 2016, more than half were conducted on mobile devices. In fact, the average smartphone user checks their phone about 150 times per day. Andrew noted that consumers exhibit different behaviors on their phones compared to desktops. He suggested creating a "mobile checklist" of questions and notes to help companies ensure their reach extends to handheld devices.

### Bid adjustments/budgets

#### MOBILE CAMPAIGN

Monetize and adjust campaigns to mobile. Set up rules and structures to optimize traffic (i.e. mornings, afternoons, evenings, etc.).

### Effective ad messaging

#### SPECIFIC AUDIENCE

Show it, don't just tell it. Messaging needs to be relevant to a mobile audience, which is possibly different than a desktop audience.

### Optimize landing pages

#### ESTABLISH A CTA (CALL TO ACTION)

Is the CTA different on mobile vs. desktop? What should companies be asking consumers to do differently if they're on phones?

#### MOBILE SITE SPEED

Consumers need to have quick access; today's population has little patience. Speed is vital to campaign success.



## Video Advertising to Reach Your Customers

Spencer Petersen, Google Representative

As the relevance of mobile increases, so does the importance of video creation. Spencer provided telling statistics, and encouraged attendees to utilize YouTube to reach audiences.

- YouTube has enormous reach — 6 billion videos are viewed each month.
- YouTube is the second largest search engine, sitting directly behind Google.
- 75% of the average consumer's time online is not on search (i.e. Google.com). Other platforms need to be considered in campaign creation — not just search.
- The average YouTube user views an average of 300 videos each month.

These statistics suggest the majority of consumers are on YouTube for one reason or another, which means businesses should be there as well. TrueView, YouTube's ad platform, helps users utilize this knowledge to directly reach their target audience. Spencer provided the following TrueView tips for businesses across all industries:

- Create an eye-catching ad to tell a richer, more visual story.
- Only pay when someone chooses to engage; spend campaign dollars on those users.
- Utilize targeting to reach the right person at the right time. Affinity audience segments can measure consumer interest through browsing patterns, digital conversation, etc.
- As consumers visit numerous product pages, companies are informed that they're ready to make a purchase. In today's market, consumers engage with multiple "touchpoints" before purchasing any given product or service. Companies must ensure that they are present at those touchpoint avenues.
- Measure your impact and optimize.
- TrueView offers Brand Lift Surveys, which are collected by a list of exposed viewers who have watched your video compared to a controlled group who has not watched your video. Gaining access to this list provides insight into how long content resonates with consumers.

Spencer acknowledged that although video assets are critical, it's not always a company's first priority because video creation knowledge or funds may not be available. With this in mind, Spencer showcased the YouTube Director Business app, which allows users to create a professional video asset in minutes. This app gives suggestions on how and what to film, as well as narration and explainers.

She pointed out that video assets have never been more critical for human communication, thus video production should be easy for everyone. More information regarding the YouTube Director Business app can be found [here](#).

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## Identify, Reach, and Expand Your Customer Base with Google Audiences

Luke Anapolis, Google Representative

Luke discussed the evolution that humans and technology have recently undergone. Advancements in tech have now humanized machines to mimic behavior and even learn about the user. It's an exciting time to be a marketer as this technology helps to better personalize messages and directly target interest consumers.

“One-size-fits-all messaging is a thing of the past,” Luke explained. “There are now infinite target markets, all with infinite outreach possibilities.”

Luke encouraged attendees to utilize the Google powerhouse, because its seven properties — Gmail, Google Search, YouTube, Google Maps, Android, Google Play and Chrome — have extremely large reach. These examples of relevant Google capabilities prove its value:

- Google's Display Network alone reaches over 95% of global users.
- Google's Audience Data Signals software helps users understand who their respective consumers really are — are they about to get married, graduate, have a baby, retire? Where are they on the globe? What platform are they using to access company content? What do they really want? What are they looking to buy?
- Through these signals, companies can learn about consumers beyond their basic demographic details and access deeper layers of who they are — a frequent traveler, an avid online shopper, a NYC foodie, etc.

Luke concluded by reminding attendees to not play the guessing game. Companies and marketers cannot afford to let optimal knowledge opportunities pass them by.

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## The Mobile Experience

Vanessa Conceicao, Google Representative

Vanessa's presentation first focused on the three "wants" of today's consumer. These desires were:

1. Help me faster
2. Know me better, and
3. WOW me everywhere.

Today's population now expects fast, relevant, and frictionless experiences, whenever and wherever it's requested. Intel estimates that in only three years, roughly 200 billion devices will be connected around the world — that's 26 devices for every person on the planet. Don't be the one left behind creating the "friction".

These demanding consumer needs can be overwhelming, but the focus needs to remain on the customer experience. What are consumers doing from the time they wake up to the time they go to sleep? How can a company's product or service make their lives easier or better? A few telling statistics reminded attendees how critical it is to create the ultimate consumer experience.

- Fifty-three percent of consumers will abandon a mobile site if it takes more than three seconds to load.
- For every one-second page delay, conversions fall by about 20 percent.
- Customers expect mobile sites to load in about three seconds; the average site loads in 22 seconds.

However, speed isn't just about load times. Companies need to consider the following elements when developing sites:

- Today's consumers expect to pay for things instantly. If they must fill out a form, there's a 69 percent chance the consumer will abandon their cart.
- Ninety-two percent of users will abandon the site or the app if they don't remember their username or password.
- Sixty-three percent of consumers expect brands to utilize their purchase history and provide them with a personalized and seamless experience.

According to Vanessa, meaningful experiences include analysis of intent, context, and past behavior:

**Intent:** Why are they visiting the store? Look to previous purchases or views for insight.

**Context:** What are they specifically looking at on the site? What are they using it for? How are they using it?

**Past behavior:** Predict where customers are going to be and what can be done to make their experience faster and more personalized.





## Beyond the Blog

Nicole Jensen, Director of Client Relations, Avalaunch Media

Nicole has worked at Avalaunch Media for almost four years, and has over 10 years of sales and marketing experience. She currently lives in Murray, Utah with her husband and their little dog, Gus.

Nicole conducted a group reflection moment, posing the question, “What experience is your brand providing to consumers?” She further explained that when companies focus on the experience rather than the offering, brand loyalty and customer satisfaction are likely to increase.

It was here that the Avalaunch Google Day hammered down the importance of diversifying and visualizing content. As mentioned, consumers interact with several product/service touchpoints before making a commitment or purchase. Companies must be present during those touchpoints while also striving to keep costs low. An effective way to do this is to diversify previously proven content.

Nicole shared a client case study about a highly successful blog post. This post had garnered a lot of traction on social media, with multiple pickups from industry bloggers and influencers. To create longevity for the engaging campaign, the content was repurposed into an infographic, utilized on social media, and converted into a pitch deck presentation — assets effectively employed as thought-leadership material.

Nicole emphasized how important it is for companies to diversify their assets. A great way to do this is with online content hubs, which provide a way for customers to easily access content and other material. Taking this step legitimizes the company’s material knowledge and creates further opportunities for media pickup.

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## Driving Growth Through Measurement

Juan Pablo Rubiano-Groot, Product Strategy Google Representative

Juan Pablo continued the touchpoint discussion by stating that 75 percent of online consumers start an activity on one device, only to continue or finish on another. This again demonstrated how critical it is for companies to diversify their materials and ensure they are present whenever and wherever consumers choose to engage. Juan Pablo suggested that as user behavior evolves, marketers must adapt their approach of measuring and analyzing said behavior.

He told a familiar story of frequent conversations between CMOs and CEOs involving the ROI of marketing. Both parties desire excellent marketing campaigns, but must remain as cost-effective and impactful as possible — efforts that the CMO must bring to fruition. Knowing this, it’s critical that efforts are tracked and measured correctly so changes can be made and growth can continue.

Juan Pablo stated that many marketers only analyze one small part of the consumer path — the final touchpoint. However, there are so many micro-moments that can affect the end result, and advertisers must measure anything and everything that matters. He suggested conducting a measurement review every six to 12 months to ensure that measurement is accurate and productive. When companies are willing to update their approach to measurement and then act upon that data, they will unlock significant business growth.

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## CMO as a Change Agent

### Michael Margolis, CEO, Get Storied

Michael Margolis is one of the world's top narrative strategists and is a strategic advisor to Silicon Valley's biggest brands including Google, Facebook, NASA and Greenpeace. As CEO of Get Storied, Michael has pioneered a singular approach to messaging, disruptive innovation, and high-stakes change adoption. Michael is a two-time TEDx speaker and the author of the Amazon #1-best-seller, "Believe Me: A Storytelling Manifesto for Change-Makers and Innovators."

Michael suggested that everyone in the audience take a quick inventory on their company story. Does it disrupt business in any way? Does it provoke change? Does it have a strong voice, or just blend in with the crowd? He suggested that there is an element of every story which is full of promise, but more so, full of possibility.

He shared three signature methodologies with the group on how to craft an undeniable story:

- **Context for change:** The key is to capture people's imagination. Talk about how the world is changing and what is possible that wasn't possible before.
- **Emotional reality:** Think of an individual. What is the desire and what is the dilemma? What is the paradox?
- **Evidence of truth:** Presents the data.

Michael explained how innovation is a speculative ask. It requires taking risks and doing something you haven't done before. He reminded the group that innovation requires change — a concept that many were comfortable with. He suggested that the way change would be most easily well-received is to propose a possibility, rather than first identify the problem. People easily feel attacked when change is encouraged because it means they, or a process, are wrong. "Nobody wants to be wrong!" he exclaimed. Focus on possibility rather than correction, as this instigates and encourages the more productive and positive "me too" experience.

Michael reminded the group that we now know more about people — who they are and what they want — than ever before. We can now tell the right person the right story, perfectly crafted for them. What an exciting time to be a communicator! Before providing a few "tips and tricks," as seen below, Michael warned that the hardest stories to tell are always our own. Don't try to do it all on your own.

#### Tips and Tricks

1. Show how change equals possibility
2. Make your audience the hero in your story
3. Emotion gives life to the story
4. Humanize, humanize, humanize
5. Questions are greater than answers
6. Authenticity requires grit
7. Use data to close, NOT to open
8. Give your public faith in the future

Innovation is a speculative ask. It requires taking risks and doing something you haven't done before.

If you would like to learn how to launch your digital marketing strategy to new heights, the next #AvalaunchGoogleDay will take place in Silicon Slopes, Utah in October 2017. Contact an Avalaunch representative at [launch@avalaunchmedia.com](mailto:launch@avalaunchmedia.com) to reserve your spot.