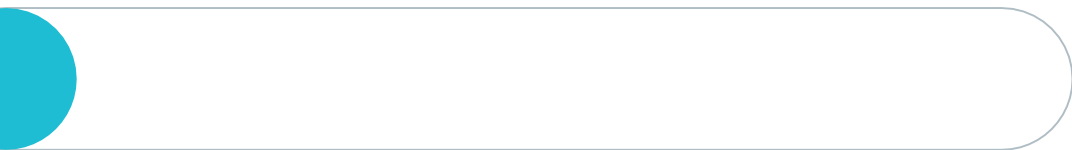


Winning in B2B Digitalization



Goals of Today Training



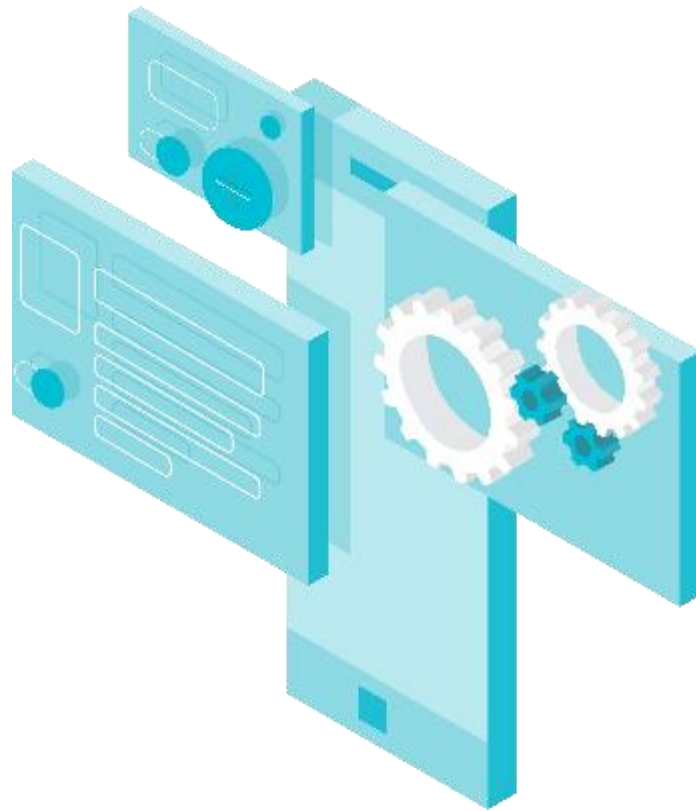
B2B Digital Trend



Basic Google Ad knowledge



Confident in pitching
Google Ad package

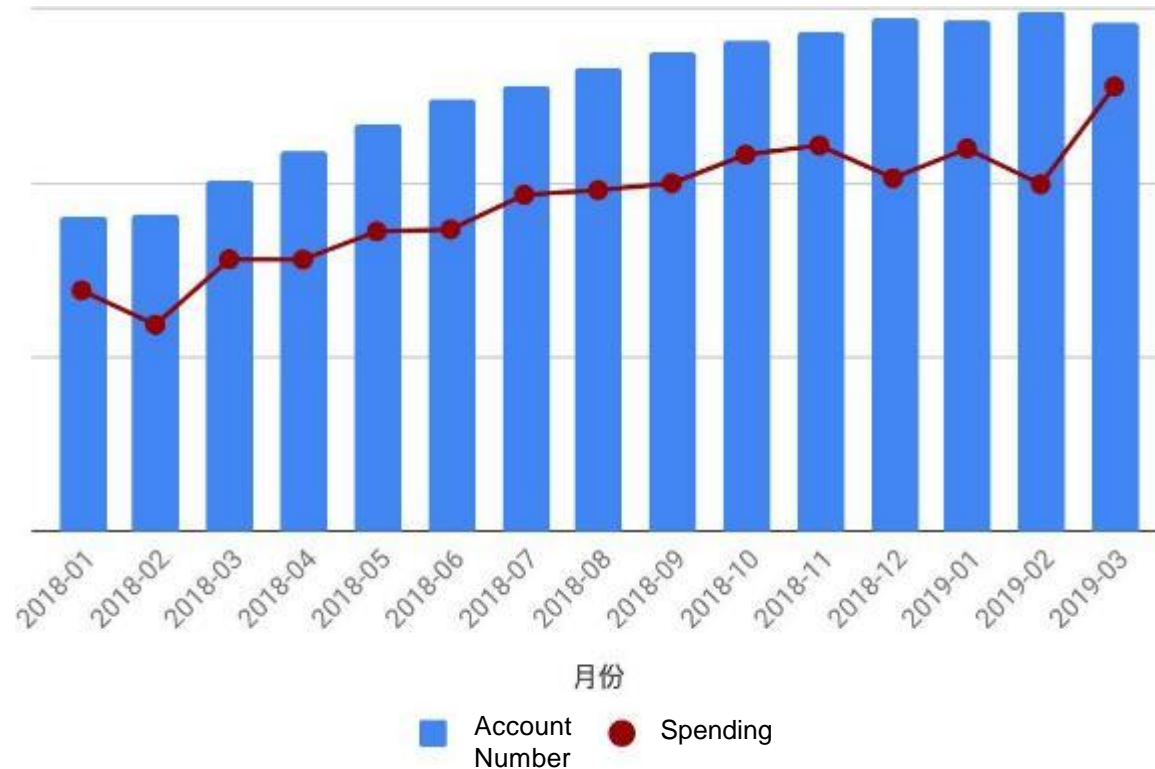




B2B Digitalization Trend



China B2B advertisers spending trend on Google

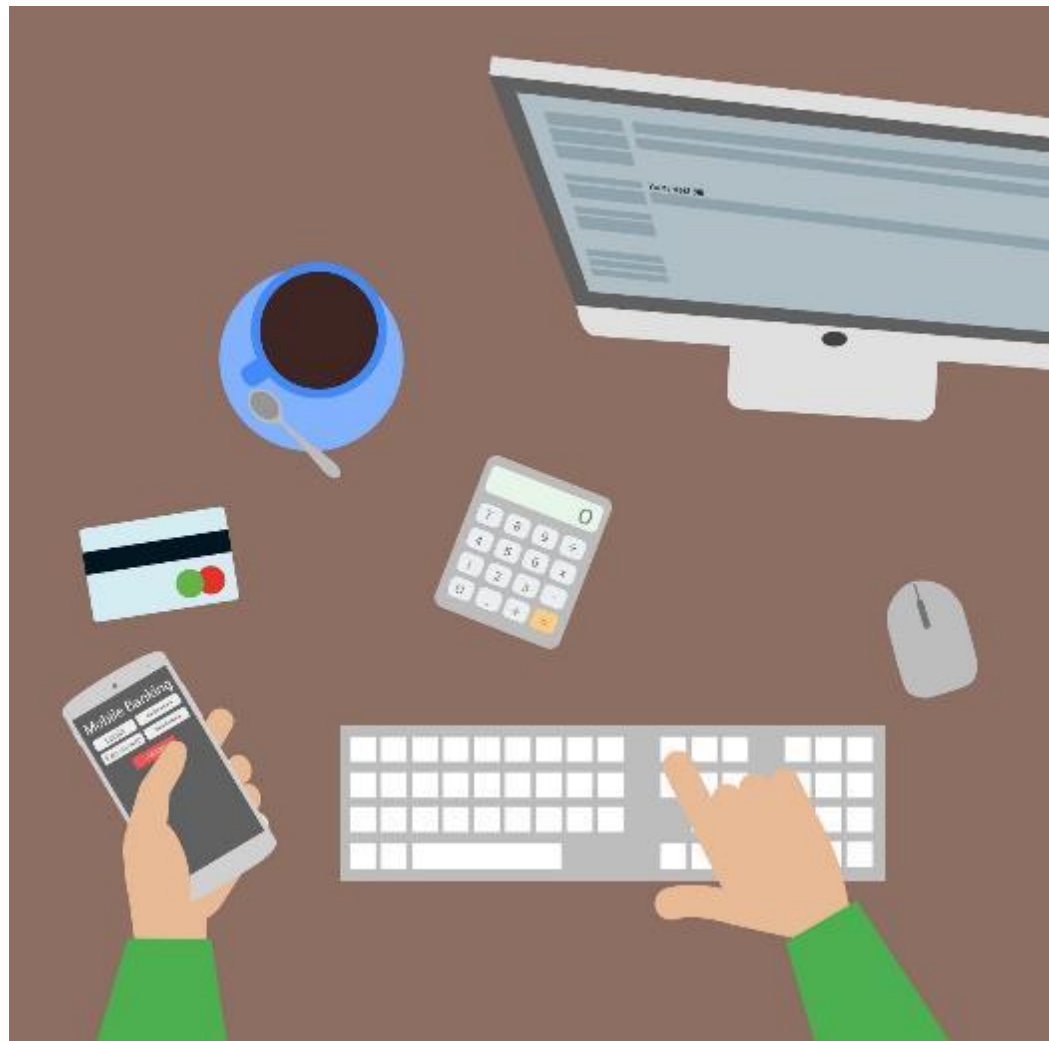


B2B Buyer Digital Behaviour

Mobile Centric

Impatient

Low Brand Loyalty



Speed is important

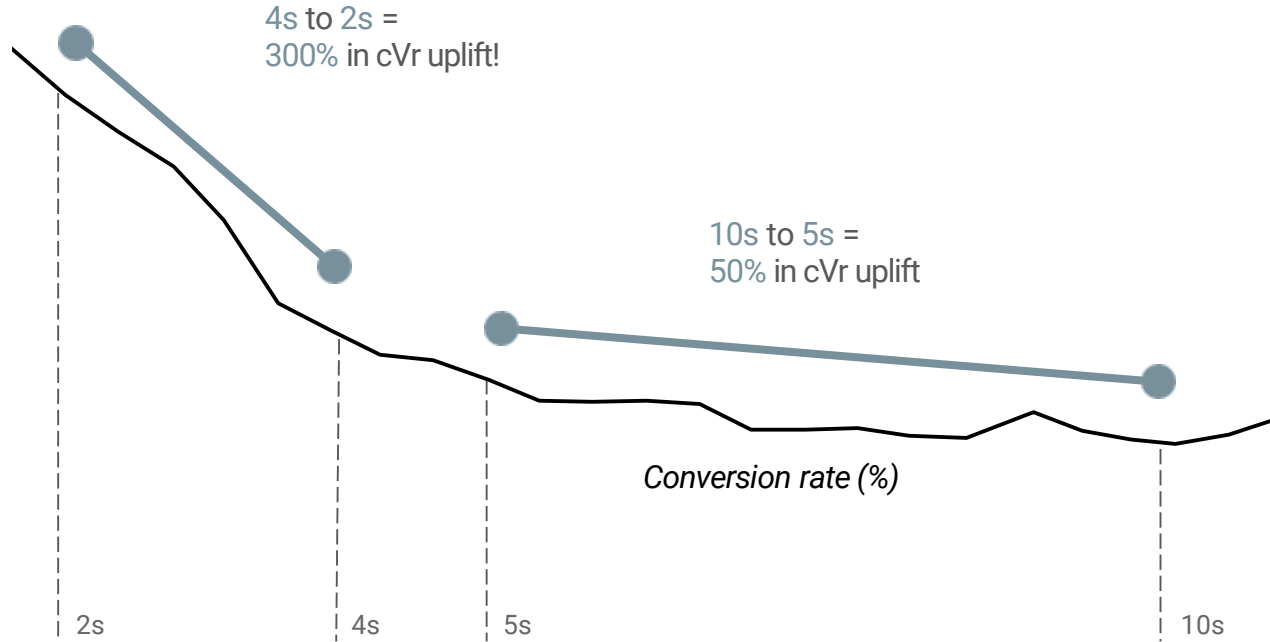
53%

leave sites that load in > **3** seconds...

80%

won't come back

Faster Speed = Better Conversions



Test My Site

Test My Site

Overview

Optimize

Other Tools



GENERATE REPORT

Your results for amocan.com ⓘ

Your mobile page speed is 5.6 seconds on a 4G+ connection.

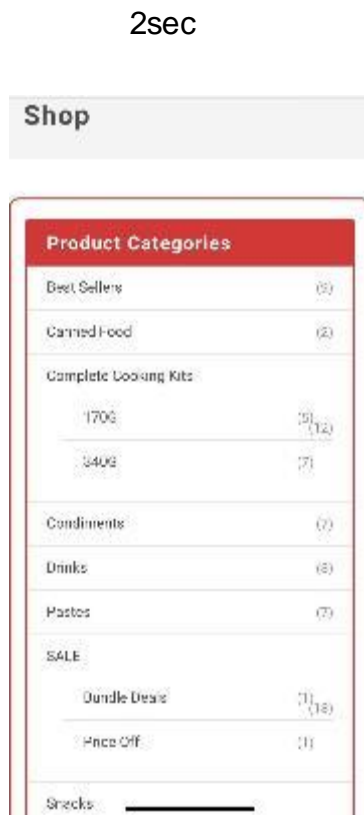
RATING

Slow

Slow pages start to load in over 2.5 seconds.



Not so Mobile Friendly

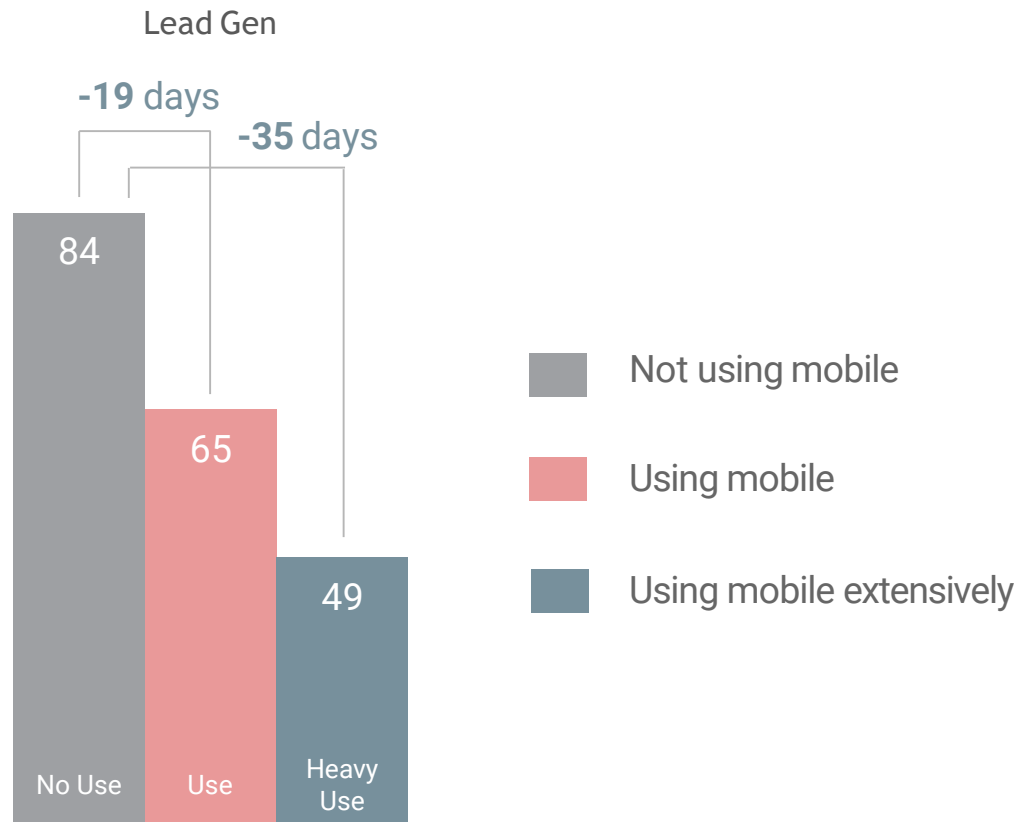


Mobile is key for B2B Buyers

% of respondents who used / didn't use mobile
in Lead Gen purchase



Purchase duration for mobile heavy B2B Buyers



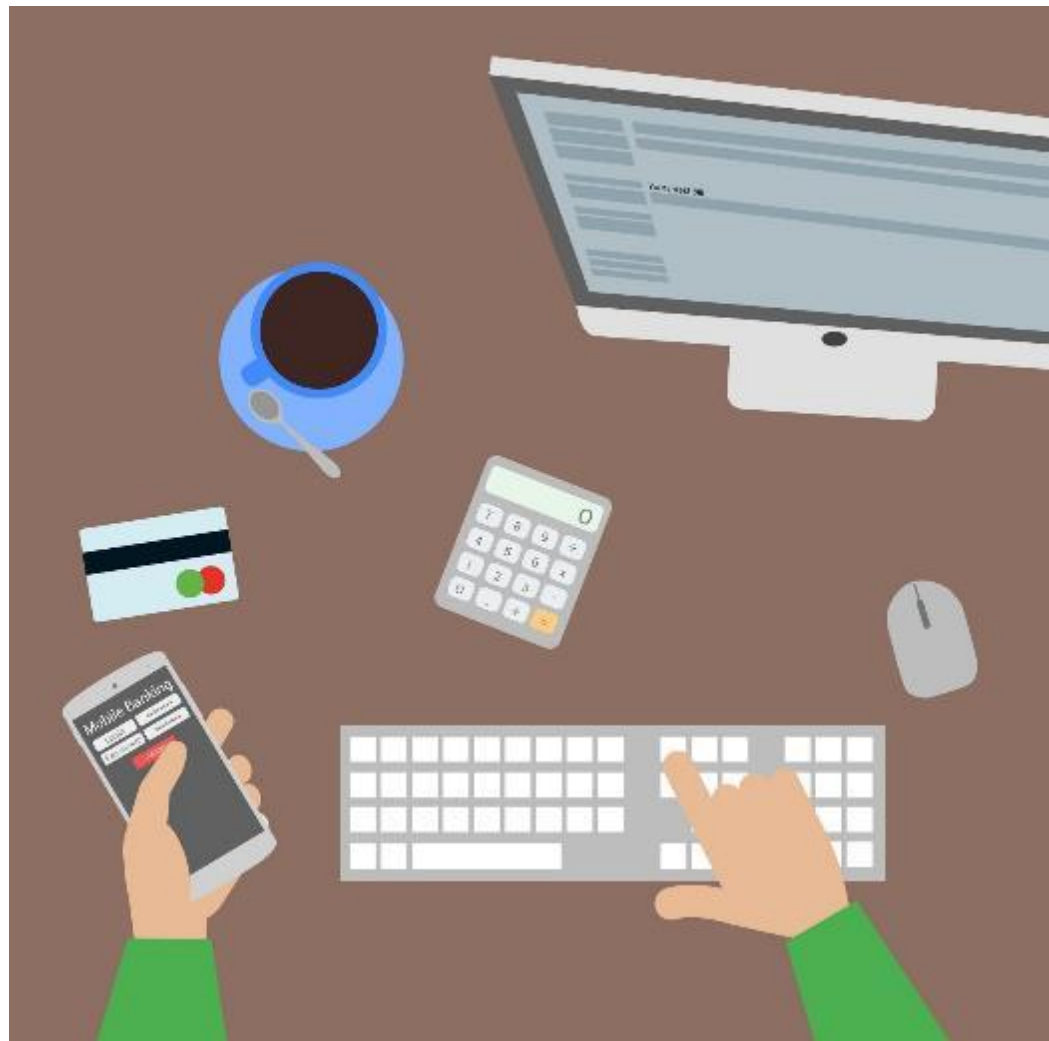
Source: 1. Heavy mobile use – mobile reported to be used more than 50% of the time during the research Source: Google/BCG B2B buyer survey, N=2961, Feb 2017 (1) impact of mobile usage on purchase duration is significant when controlling for other factors such as purchase complexity; BCG B2B marketer and expert interviews, Feb 2017

B2B Buyer Digital Behaviour

Mobile Centric

Impatient

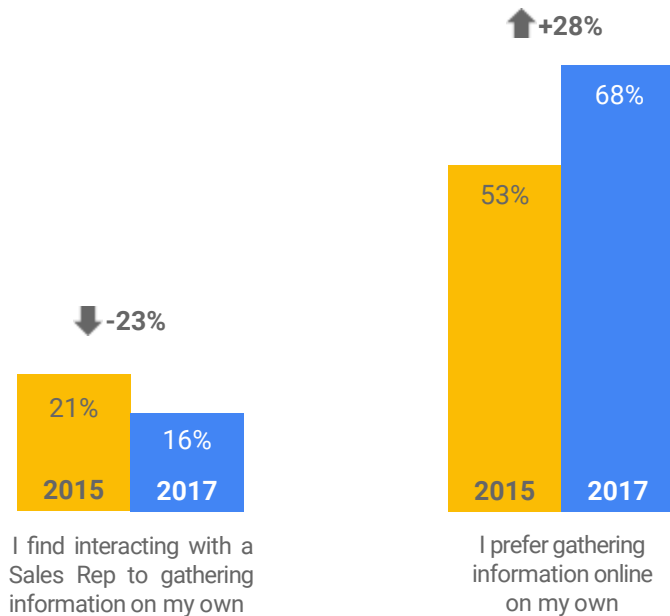
Low Brand Loyalty



64%

B2B Buyers think that Sales rep don't understand their painpoint and do not able to provide best-fit solutions

Buyers are doing their own research online...



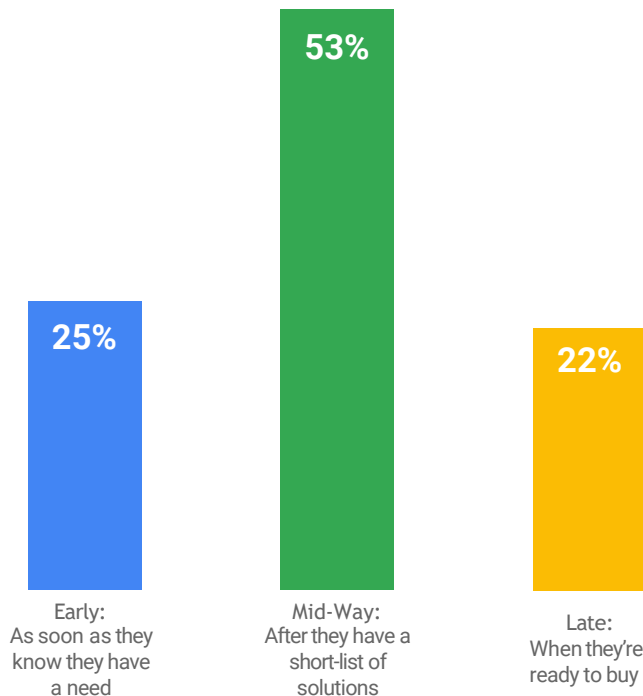
But they want quick response when they engage...



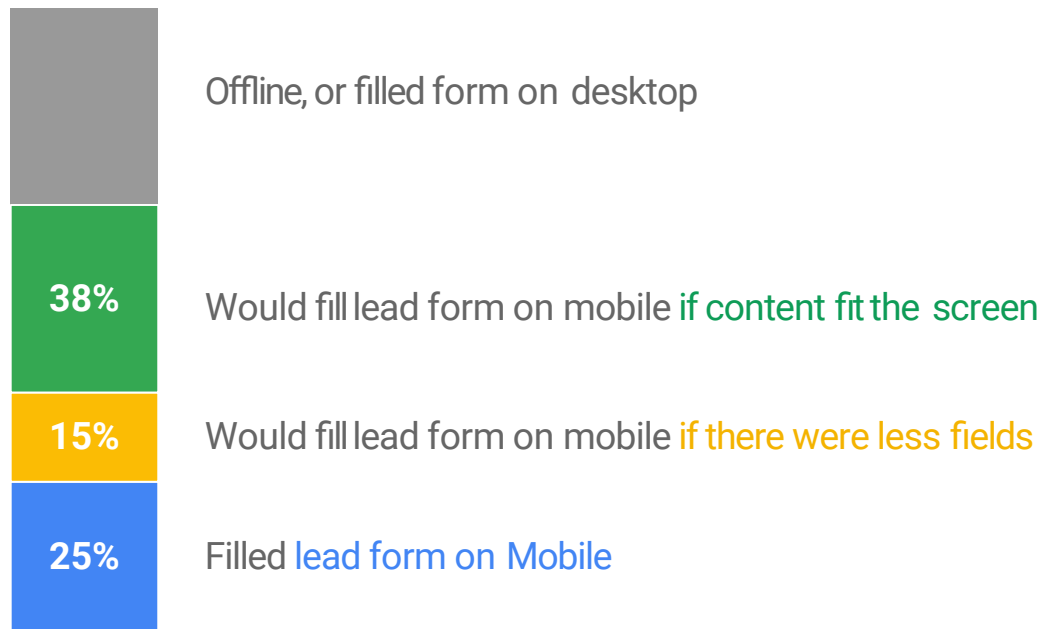
...but when buyers engage, **75%** expect “now” service within five minutes of making contact online

Buyers only reveal themselves at Mid-way of research

When buyers reveal themselves to vendors



78% of Buyers are willing to fill in a form on mobile

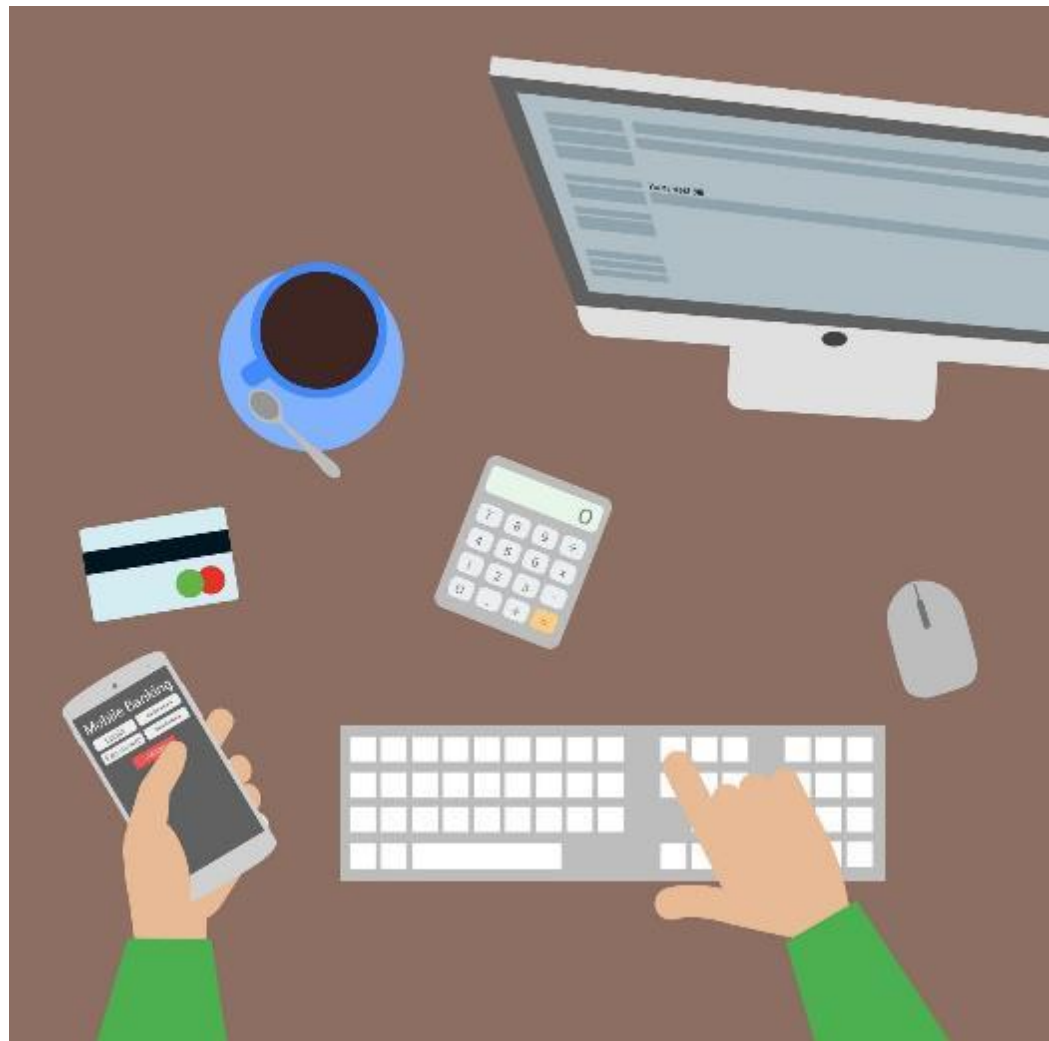


B2B Buyer Digital Behaviour

Mobile Centric

Impatient

Low Brand Loyalty



1 / 4

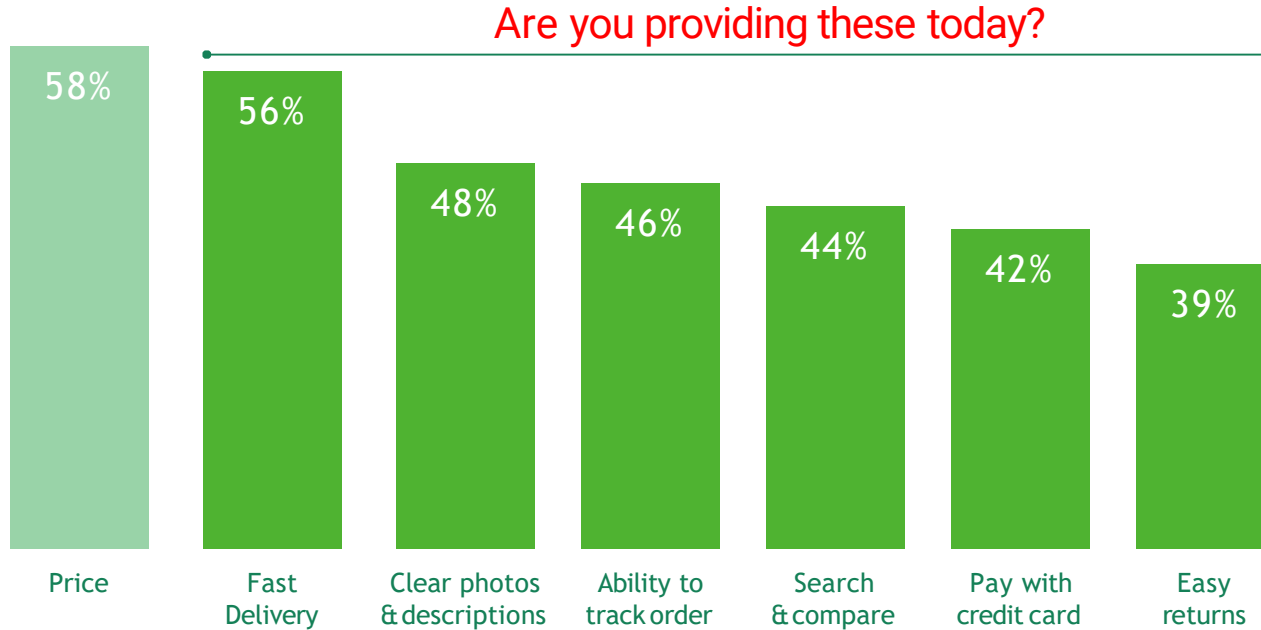
B2B Buyers will purchase elsewhere if they
have one bad experience

Price & Basic features are the minimum requirement

53%

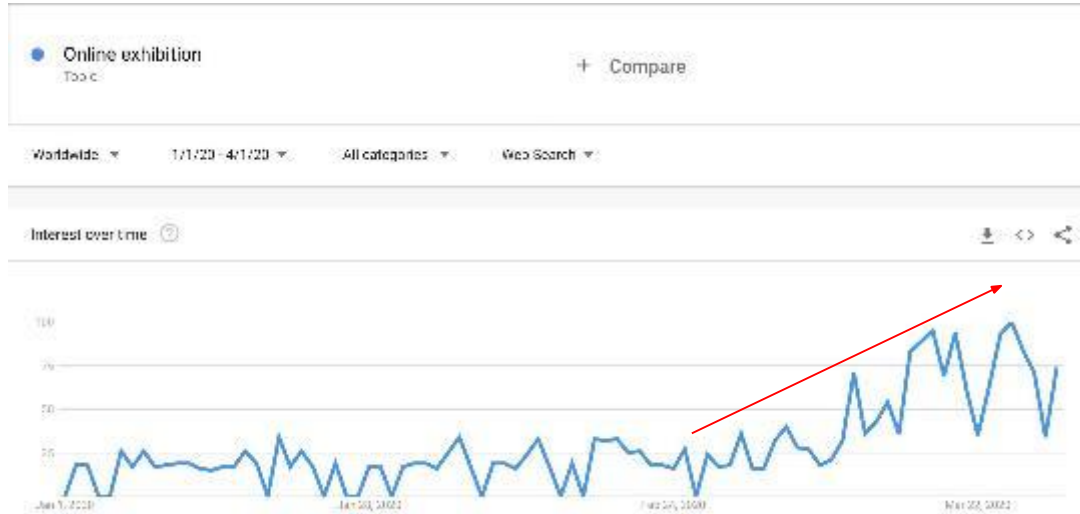
Would NOT make a B2B
purchase if they only knew
price and basic features

What B2B Buyers will consider...



Online Exhibition

Strong growing trend on online exhibition



1	Estonia	100	<div></div>
2	Lithuania	24	<div></div>
3	Finland	20	<div></div>
4	Singapore	18	<div></div>
5	Hong Kong	17	<div></div>



Google Ad 101



Digital Marketing Must-Know Terms

CPM (Cost per Thousands of Impression)

The amount of money required to your ads display a thousands time on a digital advertisement.

CPC (Cost per Click)

The amount of money required to produce a single click on a digital advertisement.

Pay-Per-Click (PPC)

An advertising system in which advertisers pay for users to click on their advertisements

Click-Through-Rate (CTR%)

is the ratio of users who click on a specific link to the number of total users who view a page, in general the higher ratio the better

Targeting

Showing your Ads to a specific group of users only

Digital Marketing Must-Know Terms

Conversion

The action you want visitors to perform. Examples include e-commerce purchases, form submissions, phone calls, and video views

CPA (Cost per Action / Conversion / Lead)

The amount of money required to produce a single conversion on a digital advertisement

Google Analytics (GA)

A free Google tool that can provide analytics on your website traffic & performance data
It has to be installed in the website

Tracking

A measurement of your digital ad campaign. With GA installed, we can have tracking on our digital ad campaign, where we can know the campaign performance (i.e conversions number)

Landing page

A specific page of website that you want your users to arrive

Google Ad Overview

Search Ad

YouTube ad

Display Ad

Shopping Ad

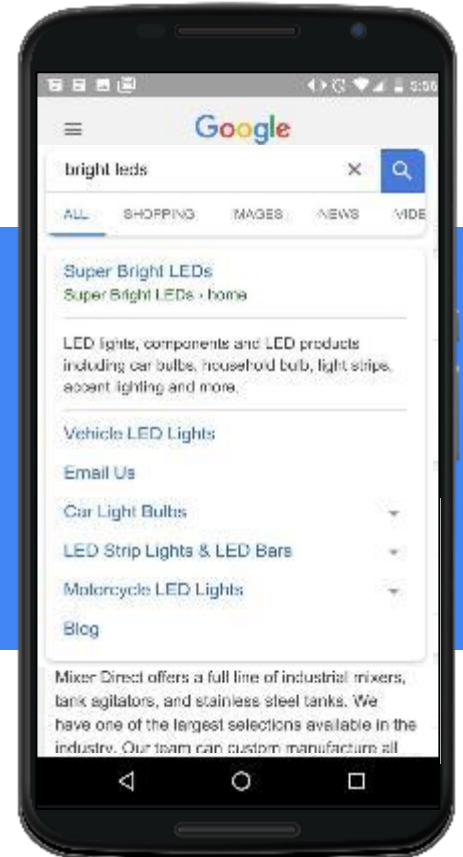
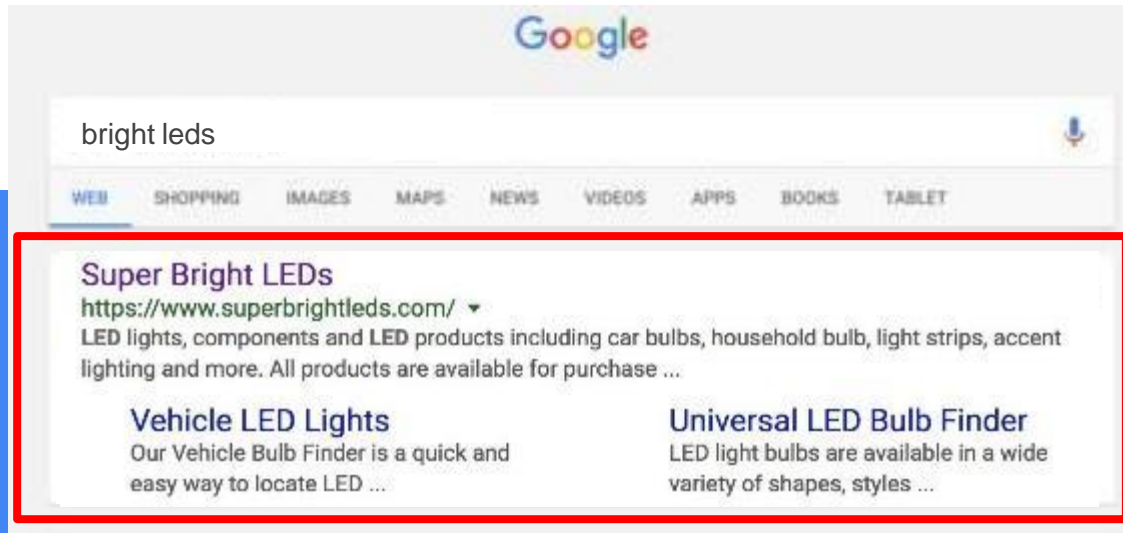




Google Search Ad



Google Search Ad





**Search Text Paid Ads
(SEM - Search Engine
Marketing)**

**Organic Results
(SEO - Search Engine
Optimization)**

Google

top wedding ring brands

Query

All Images News Videos Maps More Settings Tools

About 17,400,000 results (0.68 seconds)

Tiffany & Co. - Engagement Rings - tiffany.com
Ad international.tiffany.com/Engagement ▼
True Love Grows. Discover The Ring of Your Dreams at Tiffany & Co.!

Blue Nile® Wedding Rings - Free Secure Shipping Anytime
Ad www.bluenile.com/Wedding/Wedding-Bands ▼
Shop Our Great Selection of Wedding Bands Today. Call Us Now or Shop Online!
Rated Elite for Customer Service – Stella Service
Diamond Jewellery · Preset Engagement Rings · Engagement Rings · Wedding Bands · New Arrivals
Loose Diamonds · from HK\$1,600.00 · Round, Princess, & More · More ▼

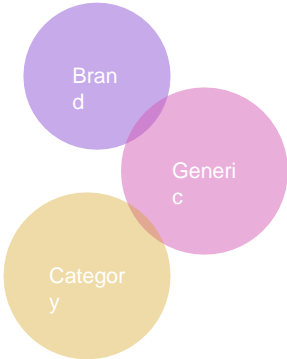
Forever Couple - Tailor Made Wedding Rings - forevercouple.com
Ad www.forevercouple.com/Engagement+ring ▼
Our unique bands as a token of love will symbolize the forever love of couples.
Collections: Tan90° Collection, Element Collection, Couple Forever Collection...
📍 Wan ChaiShop 16, Lee Tung Street - Closing soon - 12:00 – 10:00 PM ▼

Handcrafted Engagement Rings - AME Gallery® Hong Kong
Ad www.ame-gallery.com/visit_us ▼
HK Contemporary Jewellery Gallery Offers Unique Rings & Jewelry. Call Us Today!
📍 Central - Closed today - Hours ▼

Top 10 Engagement Ring Designers - Topteny
www.topteny.com > Fashion > Jewelry ▼
Here is a quick glance at the top 10 engagement ring designers. David Yurman. Verragio. Jeff Cooper.
Tiffany & Co. Tacori. Michael B. Bulgari. Cartier.

Top 10 Wedding Ring Designers in The World (2016 List) - Topteny
www.topteny.com > Fashion > Jewelry ▼
8 Jeff Cooper. 7 Tiffany & Co. 6 Tacori – Wedding Ring Designers. 5 Harry Winston. 4 Michael B. 3
Charles & Colvard. 2 Bvlgari. Cartier. Topping the list of the best wedding ring designers is
undoubtedly the oldest and most popular jewelry designer in the planet.

How Google Ads search auction works



Second price auction model

No need to guess how much others bid. Set max bid to what you're willing to pay. You will generally pay less than your max bid.

	Bid	Paid
You	15	10.01
X	10	
Z	7	7.01

Standard Search Ad Text

Headline

ThaiAirways.com - Thai Airways™ Online

Display URL

[Ad] www.thaiairways.com/en_TH/Flight 02 356 1111

Description

Start your new journey with Thai Airways international airline. Book now!

Call out

Memorable Services · In-Flight Entertainment · International Airline · Chef on Call Services

Structured Snippets

Destinations: Hong Kong, Osaka, Paris, Dubai, Sydney, London, Frankfurt, Beijing, Milan, Singapore

<p>Book Now</p> <p>Book your Flight Online</p> <p>Thai Airways Airline</p>	<p>Royal Orchid Plus</p> <p>Subscribe Online Today! Earn 2,500 Bonus Miles on 1st THAI Flight.</p>
<p>Book Flight to Bangkok</p> <p>Select seat and flights to Bangkok</p> <p>Fly Thai Airways Airline</p>	<p>Free Limousine Service</p> <p>For Royal First Class or Silk Class</p> <p>Now - 28 February 2018 Thai Airways</p>

Sitelink

Google Ads Remarketing Lists for Search Ads (RLSA)



What are “remarketing lists for search ads”

Reach higher-value audiences for more effective Google Ads campaigns

Existing Google Ads criteria



Device



Language



Keyword



Location



Daypart

Remarketing lists for SearchAds

1

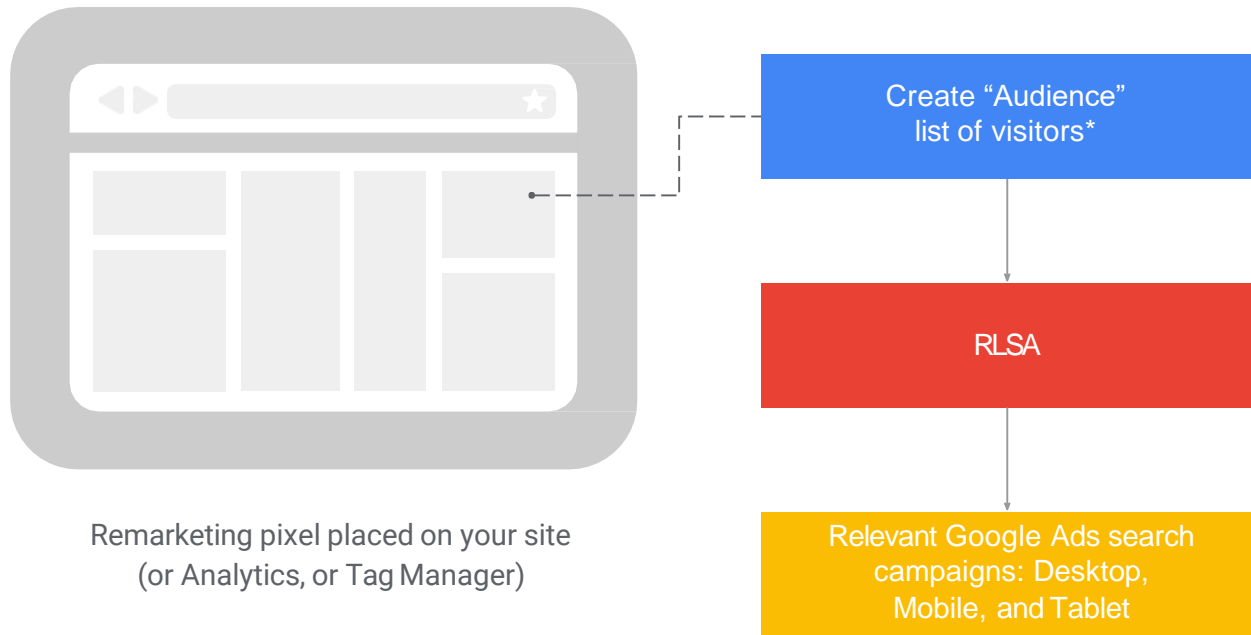
Already familiar with your products or brand

2

“Audiences” of higher-converting consumers

Google Ads remarketing lists for Search Ads (“RLSA”)

How it works



* Create and edit a remarketing list:
<http://support.google.com/adwords/answer/2454064>

Customer Match



Now, it's easier to realize the full value of your customer data in Google Ad

Target customers
that you know



Exclude current
customers to only
reach new customers



Reach users similar
to your customers



How Customer Match works

- ✓ Upload first-party data in Google Ad as an audience list

Lists are uploaded via a privacy-safe, hashed method

- ✓ Google Ad matches your email addresses to Google accounts

Once we create your audience list, **we discard all data**

- ✓ You target or exclude your new audience list across devices and channels

Improve reach of your Search and YouTube campaigns

- ✓ Google Ad generates 'Similar Audience' lists from original email lists (when eligible)

Shared library > Audiences > New remarketing list

Create a list of customers who have provided their email addresses to you or your company. To create a list, upload a .csv file of email addresses or create a custom combination of existing lists. [Learn more](#)

Customer email list name

How to create your list **Upload customer email addresses** ▼

Create your list by uploading a .csv file containing email addresses [?](#)

☐ This data was collected and is being shared with Google in compliance with Google's policies.

Email opt-out link [?](#)

Membership duration [?](#) days

Customer Match:

Reach consumers across channels and devices

With Customer Match, your online and offline data is used to **reach your customers on any device and across mindsets on Search, YouTube**



Google

Billions
of monthly searches



YouTube

>1 billion
monthly users

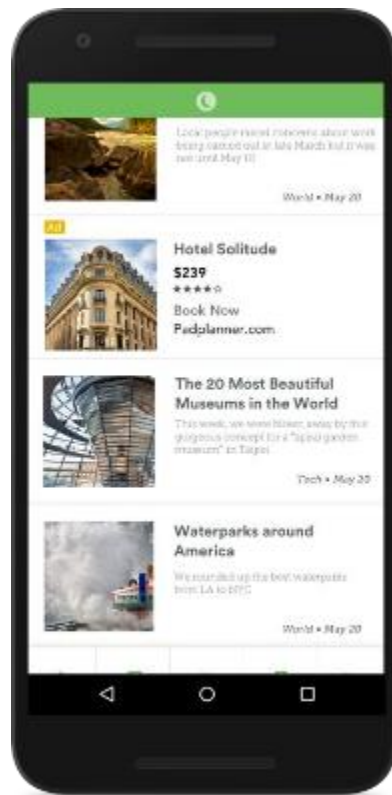
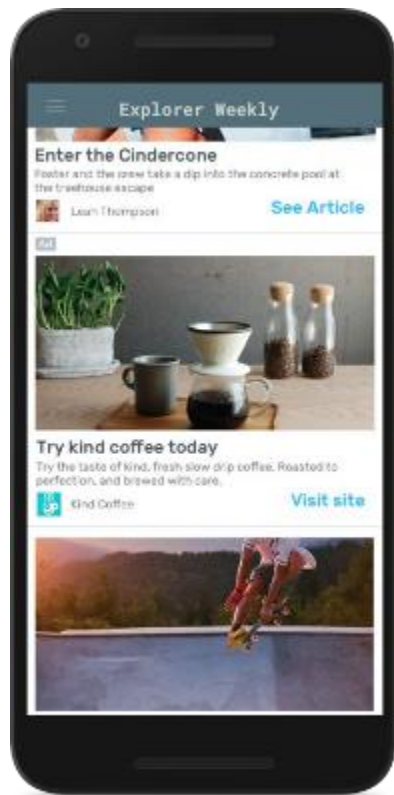


Google Display Ad



Google Display Ad

Proprietary + confidential



Reaching B2B Buyers when they are not searching

Proprietary + confidential

79%

of time online is
spent outside
search



across websites, mobile,
YouTube, and Gmail



21%

of time online is
spent searching

Google Display Network (GDN)

Proprietary + confidential



Audience Targeting is recommended for targeting B2B Buyers

Proprietary + confidential

Content

Target based on **where** your audience is

Options: Placement Targeting, Topic Targeting



Audience

Target based on **who** your audience is

Options: Keywords, Affinity, In-Market, **Retargeting**,
Demographics (Age / Gender)



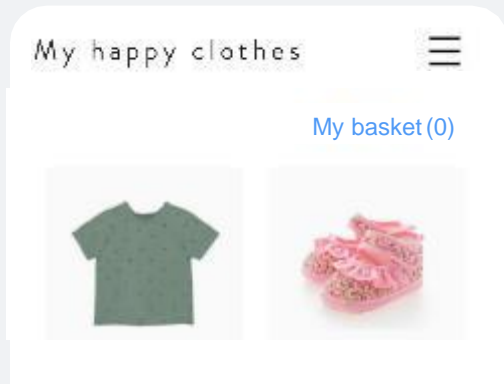
Retargeting

Proprietary + confidential

Re-engage visitors again via Google Display Network

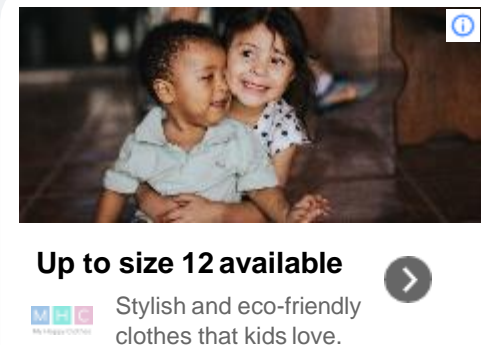


User visits a website



User views products

Advertiser website



Dynamic Remarketing ads shown

The Google Display Network

Responsive Display Ads (RDA)



- RDAs allow for scale and performance while customized assets match a brand look and feel. They are tuned to drive strong ROI and scale on Google and Google Partner Inventory.
- RDAs drive the best performance when paired with Smart Bidding as is able to get the right creative to the right person by bidding on the right signal.

Deliver more impactful results with the new default Display ad format



10% more conversions
with RDAs having multiple headlines,
descriptions, and images²



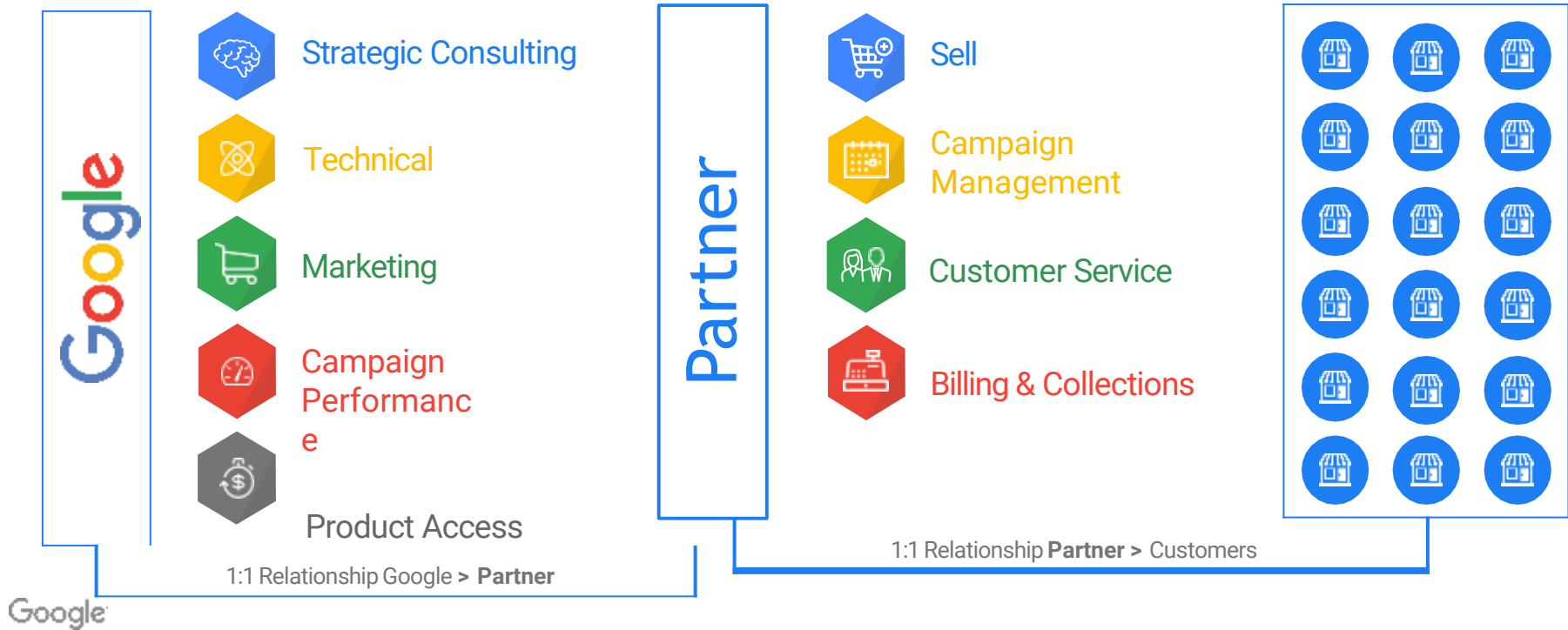
50% more conversions
from RDAs when used with
standard image ads

Informa Markets x Google Partnership Introduction



Value-Based Partnership Model

Channel Partners increase the value of their customers with comprehensive support from Google



How we help exhibitor to **generate leads** via Google Ad



Exhibitor

Enroll in Google ad package
Confirm the product



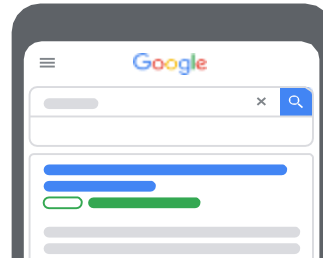
Informa

Campaign & Billing setup
On-going campaign mgt



Google Ad

Ad appear on
Google search / Display



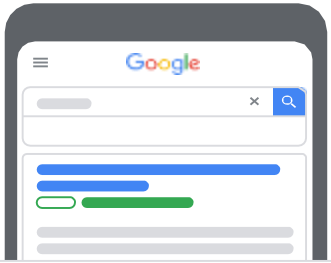
Lead

User click the ad
Arrive Saladplate & submit enquiry



Google Ad via DIY / Agency

Google Ad
Ad appear on
Google search / Display






In-house Audience


Client own database
Relatively small


Google Similar Audience
Look for Similar Audience w/ own database


Existing Google Ads targeting criteria



Device


Language


Location


Time of day


Keyword



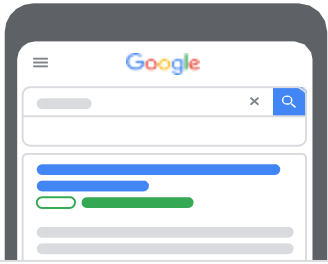
Pain Point
Google doesn't have
a default B2B
audience to choose
from

Ad budget will be
wasted if a non B2B
user click on the ad

B2B Buyer

Google Ad via Informa Markets

Google Ad
Ad appear on
Google search / Display




Informa x Google Premium Audience

Informa Database
Customer Match - Premium B2B focused audience

Google Similar Audience
Look for Similar Audience w/ Informa database



Existing Google Ads targeting criteria

Device


Language

Location

Time of day

Keyword

Lead
User click the ad
Arrive Saladplate & submit enquiry





Value Proposition

Reaching buyer from Informa Markets database via Google

1

Your ad can reach the premium Informa Markets database whenever they perform a Google keyword search, or browsing 90% of world website within Google network

Lower Ad Budget Wastage = Better Performance

2

Your ad budget will no longer spend on non-B2B users, which result in more quality clicks, and better conversions performance

Leverage Google technology to reach the unreachable customer

3

With Google similar audience, we can reach buyer who are not currently in Informa Markets database, but with a very similar search behaviour

Google Ad package - How to Pitch & Objection Handling



Thinking strategically about your client's goals



Business goals



Marketing goals



Media goals



Campaign goals



More strategic

More tactical

Overview of business goals



Grow top-line revenue



Grow bottom-line profit



Steal market share from your competitors



Increase household penetration



Increase customer value



Improve cash flow

What does it all mean for you?

Relevant questions for you to ask

Where is growth likely to come from?

What does success look like?
What are your client's core KPIs?

What are their strongest competitors doing well?

Which two hot topics are on their CEO's mind?
(strategic objectives and/or challenges)

What's your client's marketshare?
Who's winning and why?

Where do they want to be in three years?

KPIs are influenced by the type of business model that your client runs

For example, certain businesses would measure performance in very different ways based on their **revenue streams**.



e-commerce



Lead generation



Subscription



A mix of the above

Q&A - Google Ad Package

Proprietary + confidential

Why do I have to buy the Google Ad package?

- You can reach quality B2B Buyers when they are searching on Google
- Explanation of Google ad value proposition

What's the charging model? Why I have to pay 15% service fee?

- For \$4600 package, \$4000 will be spend on Google Ad, \$600 will be charged as Service Fee by Saladplate
- The \$4000 will be charged on a Pay-per-click model
- i.e If you are a coffee machine seller, user search "Coffee Machine", saw your Ad on Google search & click on it, you will pay one click charge
- Imagine the \$4000 as a stored value card, If you average click charge is \$1, the budget will use up after 4000 clicks happened
- You only PAY when people CLICK, you do not have to pay if your Ad show up, it will be FREE exposure
- 15% service fee is charged mainly for 1) campaign management resources, 2) access to Informa database

Q&A - Google Ad Package

Proprietary + confidential

Many people search on Google, will my budget use up quickly?

- We will set daily budget to cap your maximum daily spend per day
- Your Ad will temporary offline if the daily budget is used up for the day

Will my competitors click my Ad & spend all my budget?

- Google has a click fraud monitoring system, where we will detect abnormal clicking activity
- Fraud click will not deduct your budget balance

I cannot see my ad when I search

- The daily budget may be used up already
- Google has the algorithm to display your Ad to the person who most likely will click it

Do I enjoy any discount running Google Ad via Informa Markets?

- No, Google Ad doesn't have any discount as it is an auction model
- Beware if you come across package like a fixed monthly fee -> Guarantee x amount of clicks

Q&A - Google Ad Package

Proprietary + confidential

I see both my agency & you have a Google Partner badge, what's the difference?

- Google partner badge is an authorized Google Ad recognition for partner / agency who can reach the minimum spending requirement & the number of persons with Google Ad certificate
- Only ~5% of Google Partner badge have a dedicated Google partner manager
- With a direct support from Google, Informa Markets have access to the latest trend, industry data, New product beta, and training from Google

I am currently running a Google Ad campaign, can I still run additional campaign via Informa?

- Yes, you can, as long as the landing page is different (i.e your own campaign land to your own company website, Informa campaign lands to Saladplate website)

What's the country I can target on Google Ad?

- Yes you can. Google is the most popular Search engine in most of the countries (except Russia & South Korea)

Q&A - Performance benchmark

Proprietary + confidential

What's the performance benchmark I can expect? (i.e Cost per lead)

- In general, the cost per lead varies among verticals / brands / seasonality



Clients who run Digital Ad currently /before

- What's the range of your current campaign Cost per lead?
- We use that as a benchmark and improve from there



Clients who never run Digital Ad

- What's the cost per lead you are currently getting from your offline event / promotion?



- Patient is the key. B2B generally have a longer closing cycle
- Google machine learning takes time (from 1 - 2 months) to learn & optimize your ad campaign
- Performance report will be provided, you can keep track on your campaign performance

Thank you

