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Today we are going to learn how to accelerate your calls and tours with Pay per Click advertising, also known as Google ad words. This is all part of the 2017 internet marketing plan series where we are learning how to maximize our web presence using internet marketing strategies. The web presence domination method that we use starts up here with our foundation. On our website, we need a strong copy that will convert, all the on-page SEO factors taken into account, make sure we are building links back to the site, we are doing directories (yelp, hot frog, best of the west), make sure you are blogging on your website every single month, a minimum of two blog posts is preferred, make sure you are monitoring your reputation and responding to anything that comes up. Once you got that handled and going well social media engagement.

In child care, it is essential, at least one post a day on your Facebook page and Twitter, there is a way to connect Facebook and Twitter. You need to be posting on Google Plus at least three times a week. I often hear comments that no one goes there, that is fine but it creates social signals and especially because Google owns that property is extremely important, Pinterest and Instagram are important, a couple of times a week.

As your budget can afford it move into social media advertising, Facebook and Instagram are specifically where you want to put your money and pay per click advertising using google adverts and Bing search. Retargeting, reputation marketing, email marketing, directory ads, postcard marketing on referral programs. I know postcard and referral are not really online methods but they tie in really well, and that is why I included them.

We are going to cover why PPC is the key to unlimited scalability in terms of calls and tours, live examples of PPC campaigns generating 5 – 15X ROI for child care business, how to setup and structure your pay per click marketing campaign. That should say advertising because this is advertising while maps is marketing [00:12:00]. You can minimize your cost per lead and maximize your return on investment. Talk about key performance indicators, tracking, landing pages and campaign structure.

My name is Jeff Fisher; I enjoy helping other achieve their dreams and goals. We currently work with over 150 locations and business; we are obviously able to communicate well, identify dreams and goals and help out. I relate to entrepreneurs because I am one, I bought, sold and operated over ten businesses. I am a speaker, I have stolen on the stage for both Kris Murray and Julie Bartkus at their child care conferences. I am a certified online marketing strategist for local internet marketing association.

We have helped hundreds of child care centers and multi center owners, anywhere from 5 locations to 2 and many of those have 3 locations. We have also helped single center owners and worked with

Montessori schools as well so we have a pretty good background in all thing child care and how to do marketing. When we build the website for people, we write the copy because we feel like we are experienced enough and have been in this niche long enough to be able to write great copy for your website. All of our team specializes in all areas of online marketing, so if I cannot answer a question, I have a great depth in the team to ask the specialist what is going on and how it is happening.

The benefits of pay per click advertising is you start showing up quickly, as often as possible where your customers are looking, for non-geo-modified terms like 'preschool,' 'child care' and 'day care.' You do not need preschool Denver, child care Denver or day care Denver to show up, that is not required. There is an unlimited amount of scalability within your geographic reach. The one thing that is interesting about child care is that one of the limitations to scalability is how well you are able to define where your parents come from so that we can target on the map as precisely as possible. That really works because in some cities is a pure 4 – 5-mile circle right around the center.

In other cities, if the center sets right off the freeway it might be 7 or 8 miles north on the freeway, 7 or 8 miles south on the freeway because that is just a natural stopping point for them to go into the middle of the city for government jobs or things like that. That is really the only limitation on scalability, and you can scale this simple by [00:16:00] telling us to spend more money on your behalf to get the results that you are expecting.

### **Why do most PPC campaigns fail?**

When you are using a service like Yelp reach local, they do not specialize in child care. They have a formula that they use, and it is a pretty good formula but there are other things that I especially do not like such as not revealing how much of your ad spend is for you and paying to Google and how much is management fee. You want to have open disclosure on how much of your spending is going out to buy ads in your behalf. You fail to understand the AdWords auction process and the complexity of child care and preschool industry, setup only one ad group for all services, you do not use specific text ads and landing pages for groups of keywords, no strong call to action or offer on the landing pages. We want to make sure you are not doing these particular things.

### **Q: Is Facebook advertising preferred over pay per click advertising?**

A: It really comes down to two things, what is your budget, how many open seats do you need to fill and how active are you on social media? If you are active on social media and constantly put up good information on your Facebook page for example, then Facebook advertising is good. You can do it even if you do not have a page but you do see better benefits if you have a great page and people are interacting with it because they are going to see your ad. Pay per click is also good, but it is a little more expensive than Facebook advertising.

However, you can get good quality leads on pay per click because you are taking them to a specific page with a very specific offer. When they are inside Facebook, they are using a different profile information to decide who to serve up your ad for. Whereas in search, meaning they typed up I need a child care in Denver or best child care in Denver they are going to get a more precise call for action, meaning they search for it and it showed up for that specific thing. If you have a small budget Facebook advertising, if you have a bigger budget I believe you will get bigger returns on pay per click.

## **How to setup and structure your pay-per-click advertising campaign for minimum cost per lead and maximum ROI.**

Here is a dashboard that we use to show what is going on. In this particular case in a 30-day window, they had 204 clicks or 4495 impression which is that your ad showed up, but no one clicked on it. CTR is 4.54% which is a great click through rate. The average in the industry out there is about 1 – 2 so we are double that, and that is what we talk about working with a specialized child care agency makes a big difference. Average cost per click \$2.18 and we are in position 1 or 2, that is good as well. You can see the keywords that were the top performing [00:20:00] because of it is time for summer camp, summer camp is several of those keywords you are seeing.

Here is the real metrics, this generated 27 leads, you can see qualified lead calls were 24, forms on the website were 3, that is your 27 leads. The ad spend was \$444, in this case, that cost per lead is 16. This particular center has told me that typically for every four calls they will get one new enrollment. They got 6.7 enrollments out of the 27 linked. Assuming their tuition monthly is \$800 and assuming their lifespan is 12 – 36 months we have 6.75 enrollments at \$800 a month, and I use 18 months. The lifetime value of this one-month campaign is \$97,200. What is their return on spend? They spent \$444 and got \$218 for every \$1 spent. There is a return on spend and a return on investment. Assuming you make a net profit of 15% then your net profit will \$14580 divided by the \$444 which \$32.84 sense. That means you are putting \$1 in the top of the machine and it is spitting out \$32. My question is if that is happening what are you going to do with that \$32? I might put half of it in my pocket and take \$16 and put it in the top. That is going to be 16 x 32. It pays to reinvest some of your money back into more campaigns more area, bigger reach.

That is a great campaign, here is more of an average campaign. This one presented 7 calls and 8 forms, 15 leads, spend just over \$400. Their cost per lead was \$27, average cost for this particular center, they are not quite as good on the phone, out of 15 leads they will get 3 at \$800 a month. Their lifetime value for this is  $3 \times 800 \times 18 = \$43,000$  for one month's ad spend. This is one month that you are seeing, if you do this over and over you can rapidly grow your center. About \$106 for every \$1 they spend and \$15 ROI, again put \$1 in the top almost \$16 is coming out the bottom of the machine. You want to do that over and over again.

These are the metrics you should be tracking if you are doing this on your own or if you have an agency you should be seeing something like this every single month. The big thing that AdWords Gurus do is show you a ton of data because they are hiding information within the data of how they are underperforming [00:24:00]. We want to make sure we disclose it all. When I talked about click through rate between 1 ½ and 2 as industry average you can see here we are at 5, 2 ½, almost 6, 2 ½, 2, 2 ½, almost 4, 2 ½. Then for daycare provider where are at 15, where are kicking butt there which means they are getting to the landing page.

### **How do you structure your PPC campaign?**

You need to have some sort of conversion tracking, that is a must. Google AdWords provides a code that you can put on your landing page, that is one way of doing it. Your campaign must be broken down into smaller ad groups targeting your various programs so that you provide text that matches what the person has typed in. When someone types in. when someone types in preschool Denver and they click on your ad if they land on a page that says best daycare in Denver that is not alignment so you are going

to have a lower conversion rate simply because that preschool Denver should have landed on a page that said best preschools in Denver. Here are the reasons why, why you should trust us, what you should do. Make sure you have a strong understanding of your keyword match types and do not forget about negative keywords. You need to write compelling text ads that resonate with what the customer typed in and enticed them to click in you versus the competition.

A lot of the times all you need to do is search and review your competition, pick apart what they are doing wrong then write your ad, works really well. Leverage ad extensions, make sure your ad stands out on the page, you have to have visitors show up on page that is well built and will convert for that particular topic. That is how you structure it. Then the ongoing split testing, tweaking and fine tuning. Too often we see people start doing pay per click on their own, get some results and then they leave it on auto pilot, that is fine, you may be happy with paying per lead and closing 5 or 6 that are costing you \$200, \$250 to get a new student. You want to make sure you are constantly split testing, tweaking and fine tuning. We open every single account every week and we are doing that.

Don't think about spending another penny until you have your conversion tracking in place. If you cannot see your results you have no idea where you more is going and sometimes it can be simple little things. For example, we will write an ad that is stop by for a visit and we will write another ad that is stop by for a tour. Most people think that will actually do better because that is what we call it. That is great, that is what you call it, but your peer may refer to it as a visit, so you need both of those ads interchangeably every other time it is showing up [00:28:00] until you find out what is the term that is being used in your marketplace. If you see that 70% of the clicks are coming from the word visit, then you know tour is not working so you want to rework that tour ad to include the word visit or some other term you might want to use, 'to stop on by,' for example.

You need dynamic number swapping, different phone number for pay per click advertising and a different one for organic direct traffic and any other thing that can be covered. If you are using a postcard, for example, you want to use that particular phone number, so they call it and you can see that it is different from your pay per click, organic. You want a webform that does tracking so when they fill out a form it gets tracked and you can pull those numbers together. That is how I was able to tell you in the one particular case 24 calls and 3 forms and in the other case, I believe it was 7 forms and 5 calls. I can tell you specifically that is their conversion tracking that is built into AdWords campaign. It will help tell you which of your AdWords generate better leads. When we say AdGroups, it is a similar term, daycare, day care, day care in, day care with the city name, Denver. You want to avoid putting in preschool because that should have its own AdGroup, preschool, pre – k and other terms related to preschool, child care, day care and preschool, after school program or after school care should be in its own group as well.

The most important key indicators are your total spend, average cost per click, average cost per lead calls and webforms. Return on investments, what are you getting? You want to be looking at your top performing AdGroups. We can see here in this particular one; we want to watch this month over month, day got 35 click, preschool 15, child care 7. I have a lot of center owners, especially like a monastery school that says we do not want to be known as a day care and preschools as well, that is fine, but we need to know what they buyer's intent is. You can see here that daycare gets double the number of clicks, preschool and gets 5 times the number of clicks to childcare. You need to look at those particular things; you can see the click through rate is much higher on that. This is what parents are thinking, if you

look overall you have 44 of these clicks that came in. you definitely want to be advertising as a daycare. When you get on the landing page best daycare in town [00:32:00], but we are way more than that. We are monastery school and here are our beliefs and why you should choose us and what you should do next. That is what every page should talk about who are we, what have we got, why trust us and what to do next, pick up the phone and fill out the form. You want to be doing that throughout your website and PPC campaign. When you look at your website if every page does not answer those four questions you need to rework your website pages to ensure those questions are answered throughout.

Your campaign should be broken into smaller AdGroups targeting various services you provide so that your text ads match what the person typed in. I guarantee you there is not pay per click provider out there that has as many AdGroups as we do. As you can see here just for the word daycare, there are 32 AdGroups that are broken down in variations, daycare exact match, daycare phrase match, without a space, with a space. You want to show your ads; these are competing against each other so you look at what is different. Here is it mentioned four weeks and here it is asked about. Right now, that is what we are testing to see which one of those performs better.

Let us say ask about performs better; we will come here change this to ask about and then change this out to tour and leave that as visit. We will let those compete against each other for a month then change them out. That is the kind of detail you are looking at.

You need to pay attention to negative keywords also. There is broad match then modified broad match, phrase match and exact match. You need to be asking your current provider or if you are doing this yourself you need to study up on broad match and modified broad match. Broad match means they will show anything in your area. If you type childcare, you are going to see a whole list of different child care centers and if you take that one term and put plus child care that means childcare has to be in the phrase every single time and the title on the page. Phrase match is best used when you are doing things that include near me, or in the city, because you have the quotes around them they will give even more precise information about a daycare near me or a daycare in Dallas for example. Exact match is for example if you put in Reno daycare it has to show those words exactly or it will not show up. We use a combination of phrase match and exact match for most things that we do, sometimes we use modified broad and hardly ever use broad match itself [00:36:00]. Then you want to make sure you figure out what your negative keywords are; we currently have a list of about 400. For example, childcare website, child care marketing, childcare careers. We do pay per click advertising for customers that are trying to fill positions.

Compelling ads that resonate with what the customer typed in and enticing the click view versus the competition. Often times less is more, get to the point, tell them what you got and why buy from me or what check me out. Tell them exactly what you want them to do, if you have a special offer for the program that they searched and you have referenced it in the ad text all the better. Free registration, 4 weeks free, are some examples \$500 off over 5 months is one we've tried and had good success. Then give them one good decision, they are either going to call or fill out a webform. You are not going to try and push them in any other direction link them off to your main website in the ad copy.

**You** may decide and we test it sometimes we leave the navigation bar across the top of the page and some sometimes we remove it, so they stop on the page. That depends, we start out always with working on the page, and if we are not getting the success rate that we anticipate, then we add the navigation bat. The reason that we do that even though it is not a recommended practice in pay per click

advertising, we have found in the childcare niche what is different is that there is a lot more trust that goes into buying this decision versus say plumbing repair. In that particular niche, they are looking at who can come to solve their problem immediately while here you are looking at childcare in an educational format that fits and works well for you. Here are some sample ads, free registration, we are playing with it above and below. We have different advertising for mobile devices, and we try all of these different ads. Here is an example of summer camp, we use trendy terms: fear factor, amazing race. These 3 are running in competition with each one: summer day camp, summer camp for kids, summer camp, certified staff on all 3.

Let us talk about call extensions because you want to get the most out of it that you possibly can. I was able to get this to pop up this morning. A lot of the times the problem with childcare centers, I was building this [00:40:00] slideshow last night, and I could not get anything to pop up because we stop advertising at 8pm, 9pm to conserve our budget. You want to make sure you are using all these different components that are called extensions. The first one here is a call ad extension so it adds an additional line. In your case Jessica, I would add monastery school wherever you want in your call ad extension. Then your call extension you are putting your phone number so that they can call right from this ad and do not even have to click through the ad.

If they call this particular number, you are not going to pay that \$4 or \$5 for that click, that is to your advantage. You are also going to put in a location extension right here. If they are familiar with you, they have driven by you; they can now locate you in their head. There is a lot of ways that you can set your call ad extensions, senior discounts, military discounts, messages, locations, price, app, reviews. You have to learn what Google will allow you based on how many extensions you are trying to put in; they will tell you when to stop.

We talked about having a solid landing page. Here is an example of a landing page that we use on the apple tree learning centers. We have had success with this particular landing page. When you look at it, we see here on the left-hand side ask about free registration; we make a big deal about free registration in that particular ad both in mobile and desktop. We also clearly define the location here very quickly because we know in child care most people are only willing to drive about 5m unless you have something that is really exceptional. A monastery school the distance is more like 10m for example, your other preschools and academies. If you have dual language type merge programs a lot of the times that will get them to drive more than 4 or 5 miles, but it will not get them to drive more than 15 or 20 miles out unless you are the only school that has the program they are looking for.

We talk about the fact that their child deserves the best after school care in this particular one that I did and the parent deserves free registration. Then I go into why trust us, the phone number and continuing the why trust us. This is a landing page. In this particular case, we experimented back and forth and got better response once we put the navigation bar in which is typically not there. How to accelerate your calls and tools via paid search for preschools and child care centers. First of all, make sure you have conversion tracking, your campaign needs to be broken into small ad groups targeting the various services that you provide so that your text ads match what the person typed, make sure you have a strong understanding of the keyword match types and don't forget about negative [00:44:00] keywords.

You need to write compelling ads that resonate with what the customers type in and entice them to click, leverage those ad extensions to make your ads stand out and give them additional reasons to click on your ad and have them land on a solid well thought out page on your ad that is built to convert. You

want to avoid taking them to your home page and often times we see our competition doing just that, they take everything to the home page, and their click through rate and webform fills out will be dramatically lowering. When I am typing in I want a preschool in Denver, North or East Denver I am working to solve a problem and I do not necessarily want to read all the different components of the website, I just simply want to know if you have a preschool. I am one of those people that as soon as I know you have it I call and I am going to ask the questions; I do not want to read the website. That is Jeff during the day, Jeff at night I want to have a form, I want to fill it I want you to call me back the next day during a timeframe that I have indicated. I am a night owl and when I am trying to solve some of my personal problems the best time of the day is to fill out a form and get it sent to me.

Each one of these is an AdGroup; everyone has a variety of keywords inside, and then the ads line up with the AdGroup we are trying to promote. You have a great landing page, and then you are tracking your conversions. The couple that runs this center typically closes about 1 out of 5 so we know that in this 15 we should give them 3 new enrollments in this particular one. We know that this ad spend is paying for itself every single month. Here we see daycare, daycares, day care. If you add those up out of all these 105 clicks that is well over 50% that use the word daycare. Preschool only get 19, about 20%. You want to know that, and you want to manage your ad budget accordingly, you may set a bigger ad budget and a smaller ad budget for preschool or childcare, whatever the case maybe. If you are working with someone, they should know this and should be wording with you.

If I am working with someone how much of my budget will go to Google AdWords spend versus management fee? That should be very disclosed. Like I indicated, if you are working with (00:47:16) or reach local, they are going to tell you a single number and then we are going to have an idea how much of your money goes to actually paying for advertising versus managing fees. Make sure if you have a PPC provider you are asking that. What are they doing to track everything and how do they track AdWords and webforms for conversions? You want to make sure you understand how they are tracking and when they send your report how that is quantified. You really want to be watching; this report tells me everything that I need to know about what happened in the last 30 days. [00:48:00]. We are a little bit below the goal of 4 – 5 per week day, we would like to have 120 clicks, we only have 105, but they are converting well so nothing to worry about.

If you do not have web and call tracking that pulls into AdWords, you will be at a major disadvantage compared to the competition because there is no way to put all this down, add it together and use that data on your behalf. You want to make sure that that is happening, you want to make sure they are keeping track of PPC call versus organic calls, that is important. Collectively at the end of every 30 days if you look at it you want to look at your overall web presence, is your search engine traffic or organic calls driving as much as you anticipated from those calls versus PPC calls? The reality is SEO can take anywhere from 4 to 8 or 9 months to really rev up because you have to do a ton of work building directory listings, optimizing the website, getting backlinks, all those things. Whereas pay per click within 10 – 15 days after starting with they will start sending you leads that are qualified. We will track key performance indicators and if they provide a live dashboard, key metrics, average cost per lead generated.

Make sure they are setting up specific landing pages for each AdGroup or each batch. In our case, because we do approximately 400 AdGroups all the daycare ones end up on a daycare page, 30 AdGroups will end up on a page talking about daycare. Preschool has about 30, and it ends up on a page

talking about preschool. Most providers do not do that many so ensure you have a way to ensure that the ad matches are in alliance with the landing page it gets on. If you are looking in a preschool ad the first thing they should see somewhere in the first two sentences is the word preschool. How are those landing pages optimized for conversion? Are they split testing, moving things around, putting the form over the top of the phone number and running that for a month to see how the conversions might be changing. Are they changing the headlines occasionally to test those? When you change the headline, typically you do not want to change anything more than 1 – 2 words. It is really 2 headlines, that is how far it can get taken down ahead of time.

A lot of times we have customers say in the first three months that the leads are costing us more than we expected. The thing about pay per click is the more time we have to manage, narrow it down, add negative keywords, we did not learn those 400 negative keywords in a day; we had to watch and manage every one of our sites and figure things out. We had to learn things like nanny care is a term used [00:52:00] in the southeast but pretty much not anywhere else. An ad that is on the west coast we will put nanny care as a negative keyword, and it is a positive keyword in the southwest. Split testing each AdGroup, leveraging each extension to make sure that text ads stand out. What are your targets in terms of cost per lead return on spend (ROS) and estimated return on investment (ROI)? Knowing those numbers these are the questions that you should be asking anyone you are working with on pay per click. If they cannot answer that, if they are not willing to disclose the difference between their management fee and AdWord spend I would not work with them. Simply because the reason they are not willing to share is that it is an unrealistic ratio.

There is a lot of work in each campaign, and depending on the size of each campaign the management fee can be anywhere from \$500 - \$1000. It depends on which of those AdGroups you need monitored, how many landing pages need to be created. The more landing pages you have, the more work you have to do for split testing and so. If you are paying too little, I know of companies that will do AdWords management for \$99 a month. I guarantee you their first batch of keywords hit no and they never look at it, they only pull a report. They can't because they are not making any money unless they are doing it any other way.

### **What makes our campaigns better or different?**

We split the campaign into strategic AdGroups based on our experience in preschool childcare centers so we can target the most needed enrollments. That is the other thing, it is not a precise science, but if you need more 3-year-olds for example, we work with you to understand what is the vocabulary that is most used in your region of the country and then we put the majority of the budget into that type of campaign. If you need more infants, we put money and emphasis into infant care so we can do that. We optimize all the landing pages, setup true conversion, so we are tracking calls and webforms and associating those with the campaigns and keywords that they come from so we know exactly what is going on. We track PPC organic, Facebook advertising, postcards, newspaper ads, radio station ads in our call tracking software. Know which keywords are driving your calls and at what cost so you can decide how to adjust your budget.

One interesting limitation in childcare that you do not have in say plumbing repair is the simple thing that say you have a classroom filled we need to know that before you can start a waiting list for that classroom but we want to adjust your budget to target other things along the way. That is how we can move that money around to fill up the next room to some degree. It is not precise because remember



the majority of parents are typing in the word daycare for everything that they want. Make a real effort to target to as close to the age group as you need. You want to stop wasting money on terms that do not give results and make sure you have multiple ads and rotate them [00:56:00] on the best rotating ads each month. These are all the things that we do that we think make us different, we have complete transparency in terms of spend words. If you have a question we do a one on one meeting to meet up with you and make sure you are getting the information that you need.

What we offer at each of these webinars is a free 2017 online marketing review. There is absolutely no obligation to spend any money with you, but I will spend an hour walking through your website looking at your social media, keyword list, seeing that you have the most important search terms. We will look at your overall online visibility for it to advantage your web presence, rankings showing how your ranks are currently. We will analyze your online directory listings for consistency. Often times the name is different, childcare, children's academy (00:57:19) in some directory listing and children's academy (00:57:22) in other directories.

We need to make sure that we know the exact business name because Google prefers that over everything. Then we go through and fix up all of those, and that is a big process. Look at your social presence, are you on Facebook, Twitter, Pinterest, Instagram, Google Plus. Then we look at your website conversion effectiveness. If you are interested in a free review, please give me a call at 888-354-6196 or check out [www.localchildcaremarketing.com/schedule](http://www.localchildcaremarketing.com/schedule). You need to beget some variation of all 10 of these things for your childcare or preschool

**Q: Pay per click advertising what is the smallest budget you can run?**

A: In childcare, we find that the smallest budget we want to work with is typically \$400 a month that depends on the population density where you live. If you are in a highly dense population base we want and additional upwards of \$750 a month. Management fee, somewhere in \$500 range. If you are getting a lead somewhere in the \$16 per lead and you are closing 1 out every 4 you are paying less than \$100 for each new enrollment you are getting. Based on our experience and working with several centers and pay per click advertising \$450 usually works well. If we have the ability within the tracking software to tell what percentage of the time your ad is getting shown, when you are running out of budget so your ad is not showing anymore. If you are running out of budget every day by noon and you are not getting as many leads as you want we need to expand your budget to get additional leads in the early evening or afternoon, whenever you want.

**Q: Should you only do text ads?**

A: For child care, yes text ads are the best way to go. You can do other things like display ads. All of these things cost money and my experience is when we are looking at trying to do an overall web presence and trying to incorporate web pay per click advertising into the web presence, the other types of ads that you can run in Google Bing and Yahoo are different, do not get as great results and Facebook is more of a display type ad which is the only type ad you can run in Facebook

**Q: With my limited budget should I focus on AdWords or my regular search results in Google and SEO?**

A: Today I recommend you start out with pay per click advertising and in most instances when we work with you we are going to have to rebuild your website because it is not well optimized. While your website is getting rebuilt to better convert and optimize we have a variety of methods where we can

setup pay per click advertising and we actually take them to a landing page that we have designed that does not go to your website at all one in the first couple of months until we get your website up. We can start driving leads immediately. You want to also be working on organic, if you cannot afford organic make sure you get at least 2 blog posts up every single month. You need to look at the maps and make sure you are in the directory listings and that it is consistent. There are lots of little tools out there that if you just search directory listings tracker or something like that, you will come up with different tools that will show you how you are doing or not doing.