

Arthur  
St\_

# Build your Business with Paid Ads

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 **Meta**  
Business Partner

 **Google**  
Partner



Some of the best  
stories never get told.

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## Why are we here?

- Marketing can be difficult
  - “Half the money I spend on advertising is wasted; the trouble is I don't know which half...?”
- Many SMEs don't have a strategy
- Results through organic social media continue to decline
- It's tough to stay up to date with digital marketing

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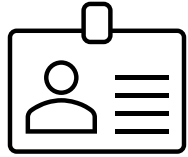
# Today's Session

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- Industry shifts and challenges
- Digital Strategies & Tactics for 2023
- Goal setting for your brand/ business
- Overview of Meta and Google Ads across all of their platforms.
- How to measure effectiveness & Return on Ad Spend
- Tips and Tools

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## Quick around the virtual room



Your name



Your business



Anything in particular you would like to learn?

— This is me.





Matt Cowdell  
Managing Director

- Bachelor of Commerce (Marketing & Interactive Marketing)
- 15+ years digital experience
- Agency, media and client side
- Currently working with mid – large brands on all things digital
- LinkedIn Profile:
  - <https://www.linkedin.com/in/matt-cowdell>



# Brands that trust us





# Community



Team board appointments

We believe companies are powerful vectors to create positive change.

Supporting our community is important to us.



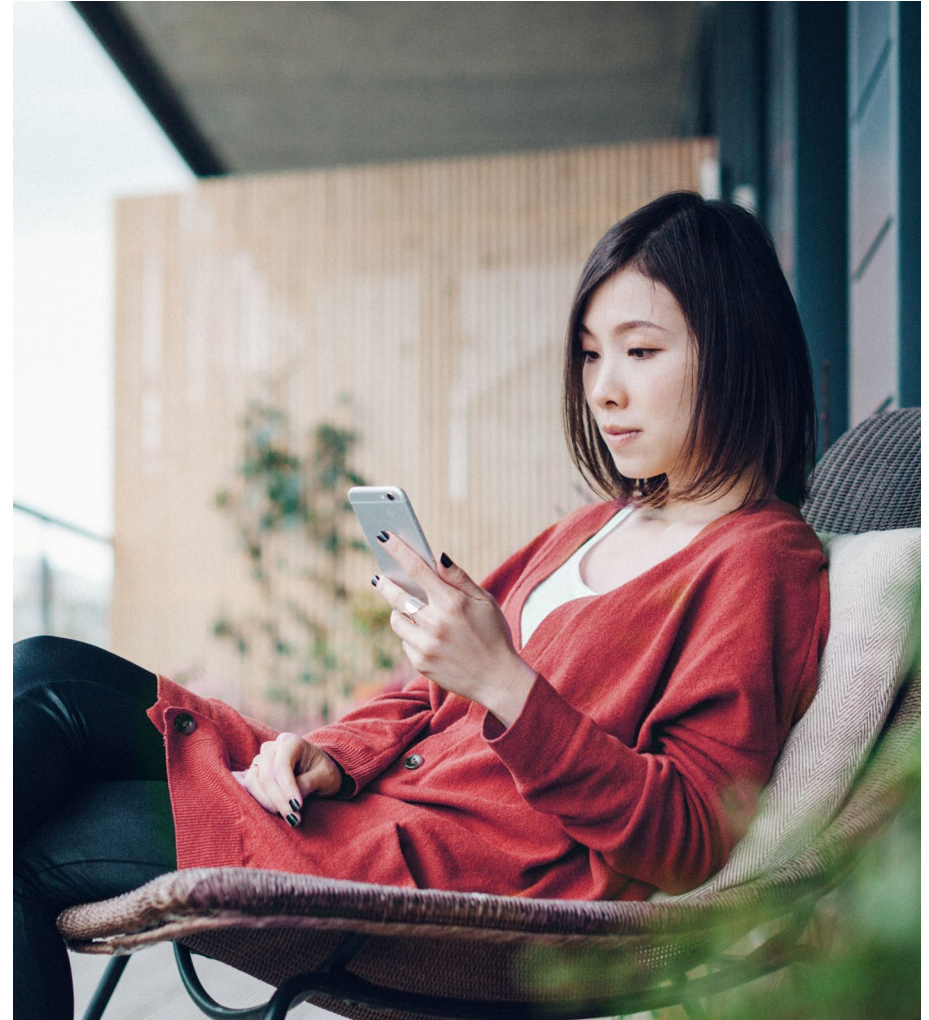
Pro bono work and volunteering

# Behavioural shifts & trends

— We are on mobile even more now

70%

of global consumers say they're spending more time on their smartphone since the start of the COVID-19 outbreak



JAN  
2023

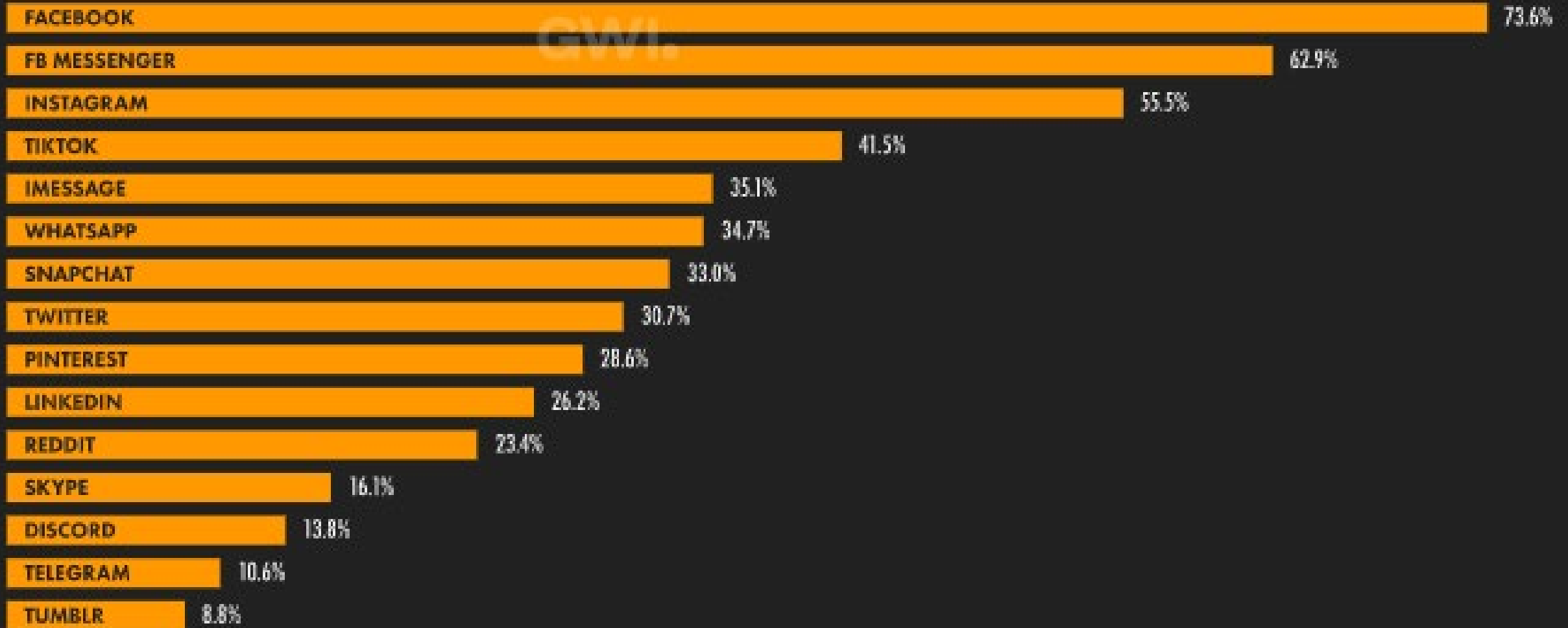
# MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

**NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



AUSTRALIA



**SOURCE:** GWI (JAN 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](#) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDERS SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.


JAN  
2023


# TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022



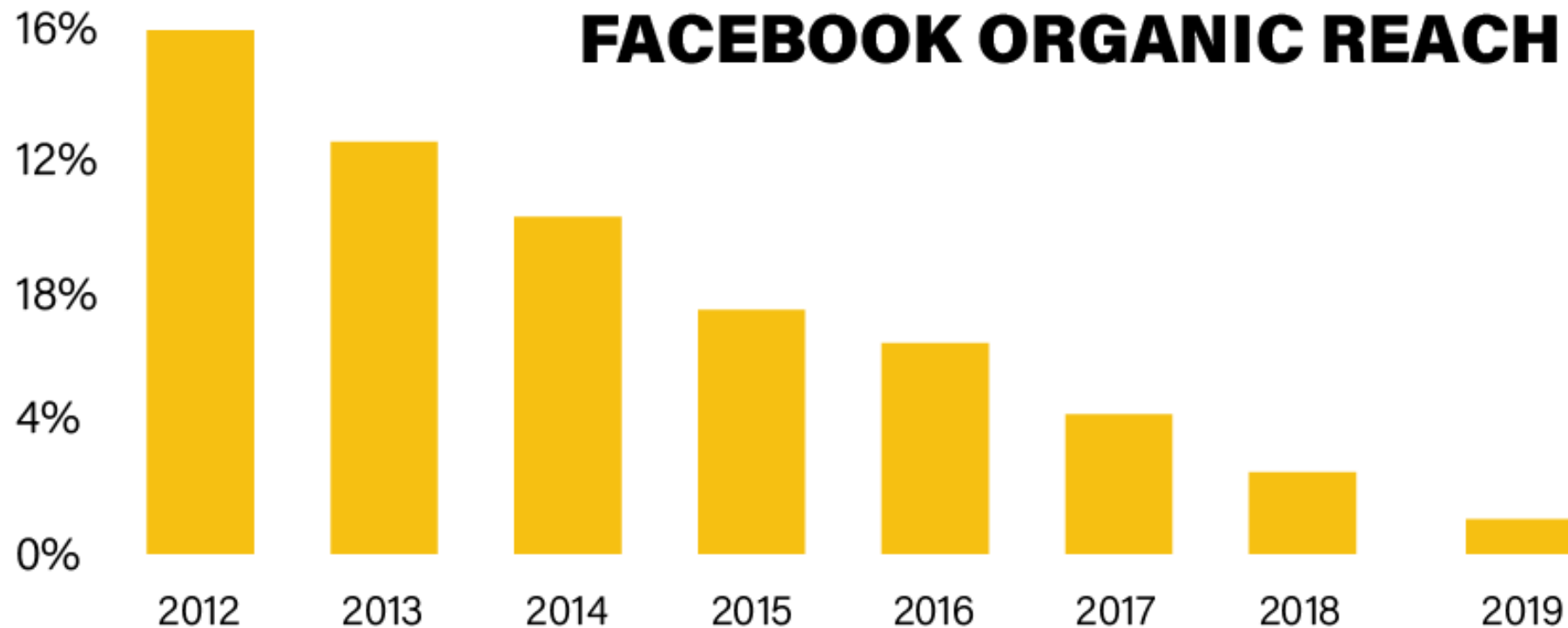
AUSTRALIA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.49 B	34.9 M	10M 48S	8.4
02	YOUTUBE.COM	 596 M	22.7 M	20M 47S	12.9
03	FACEBOOK.COM	336 M	22.5 M	8M 49S	8.3
04	REDDIT.COM	97.4 M	8.18 M	8M 59S	7.4
05	GOOGLE.COM.AU	94.1 M	9.04 M	6M 28S	9.0
06	WIKIPEDIA.ORG	88.5 M	15.5 M	8M 57S	9.7
07	ABC.NET.AU	84.6 M	11.7 M	3M 39S	3.2
08	TWITTER.COM	84.2 M	11.5 M	7M 23S	12.0
09	NEWS.COM.AU	81.2 M	9.49 M	6M 37S	4.0
10	INSTAGRAM.COM	78.5 M	11.4 M	6M 50S	8.6

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	LIVE.COM	74.9 M	6.40 M	4M 58S	2.9
12	NETFLIX.COM	 74.4 M	5.79 M	10M 18S	4.2
13	PORNHUB.COM	59.4 M	6.96 M	6M 51S	7.6
14	EBAY.COM.AU	55.2 M	10.5 M	10M 08S	9.1
15	OFFICE.COM	53.6 M	3.98 M	7M 50S	7.2
16	REALESTATE.COM.AU	53.0 M	11.1 M	6M 38S	6.8
17	YAHOO.COM	50.5 M	7.20 M	5M 02S	6.7
18	XVIDEOS.COM	47.7 M	5.66 M	5M 04S	4.6
19	BOM.GOV.AU	47.0 M	6.76 M	15M 25S	5.7
10	AMAZON.COM.AU	42.5 M	11.2 M	11M 44S	9.5

**SOURCE:** SIMILARWEB, RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME

# Digital marketing is getting more difficult



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# What are your greatest Digital Marketing Challenges?

# Industry Shifts

- New social media platforms
- Consumers turning to mobile more than ever before
- Expectations on customer experience
- The rise of AI
- More competition



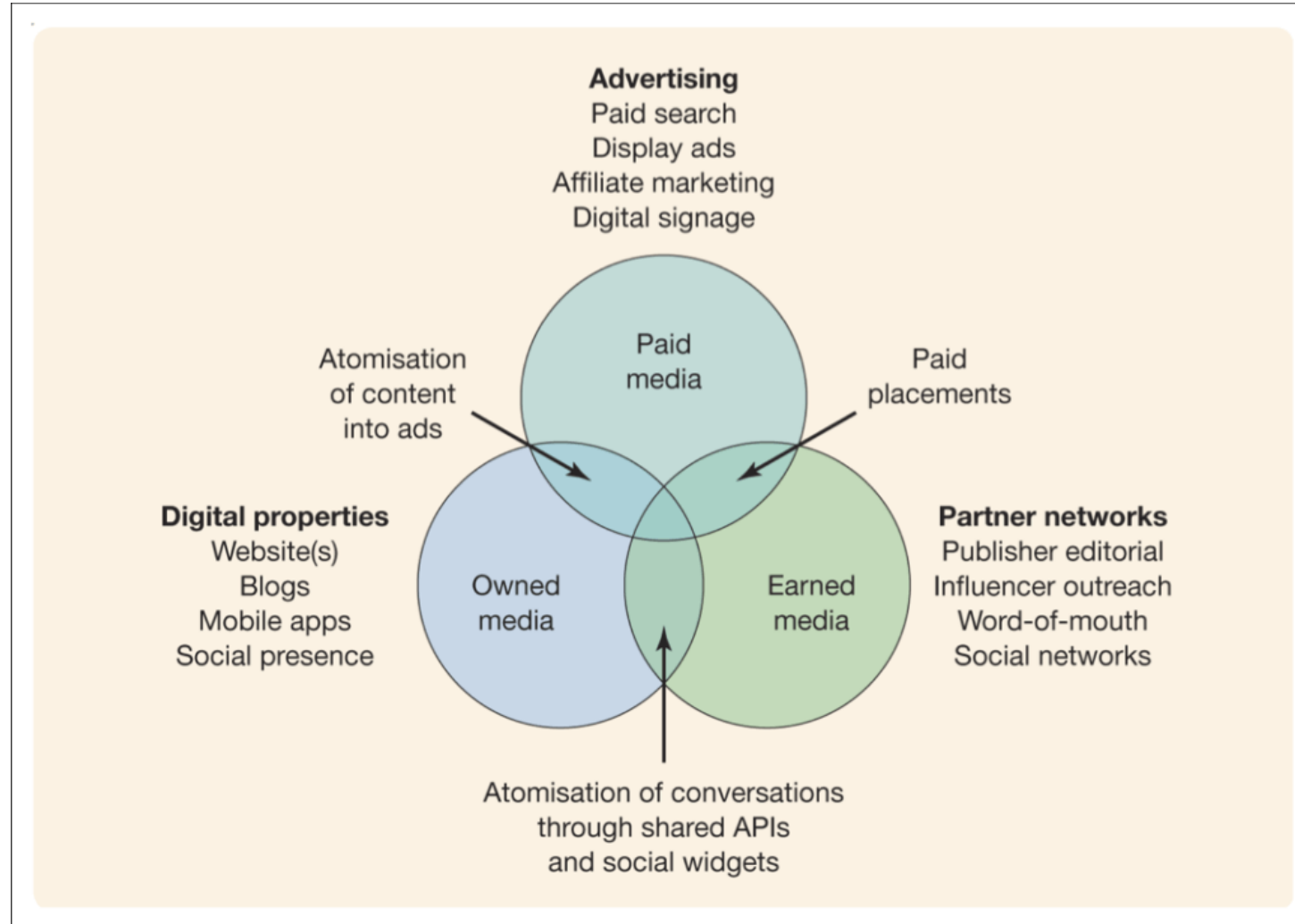
# AI is becoming mainstream- ChatGPT

The screenshot displays the ChatGPT interface with a dark background. At the top center, the text "ChatGPT" is written in white. Below this, there are three columns: "Examples" (with a sun icon), "Capabilities" (with a lightning bolt icon), and "Limitations" (with a warning triangle icon). Each column contains three text boxes with white text. At the bottom, there is a text input field with a cursor and a send button. Below the input field, a small line of text reads: "ChatGPT, Mar 14 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."

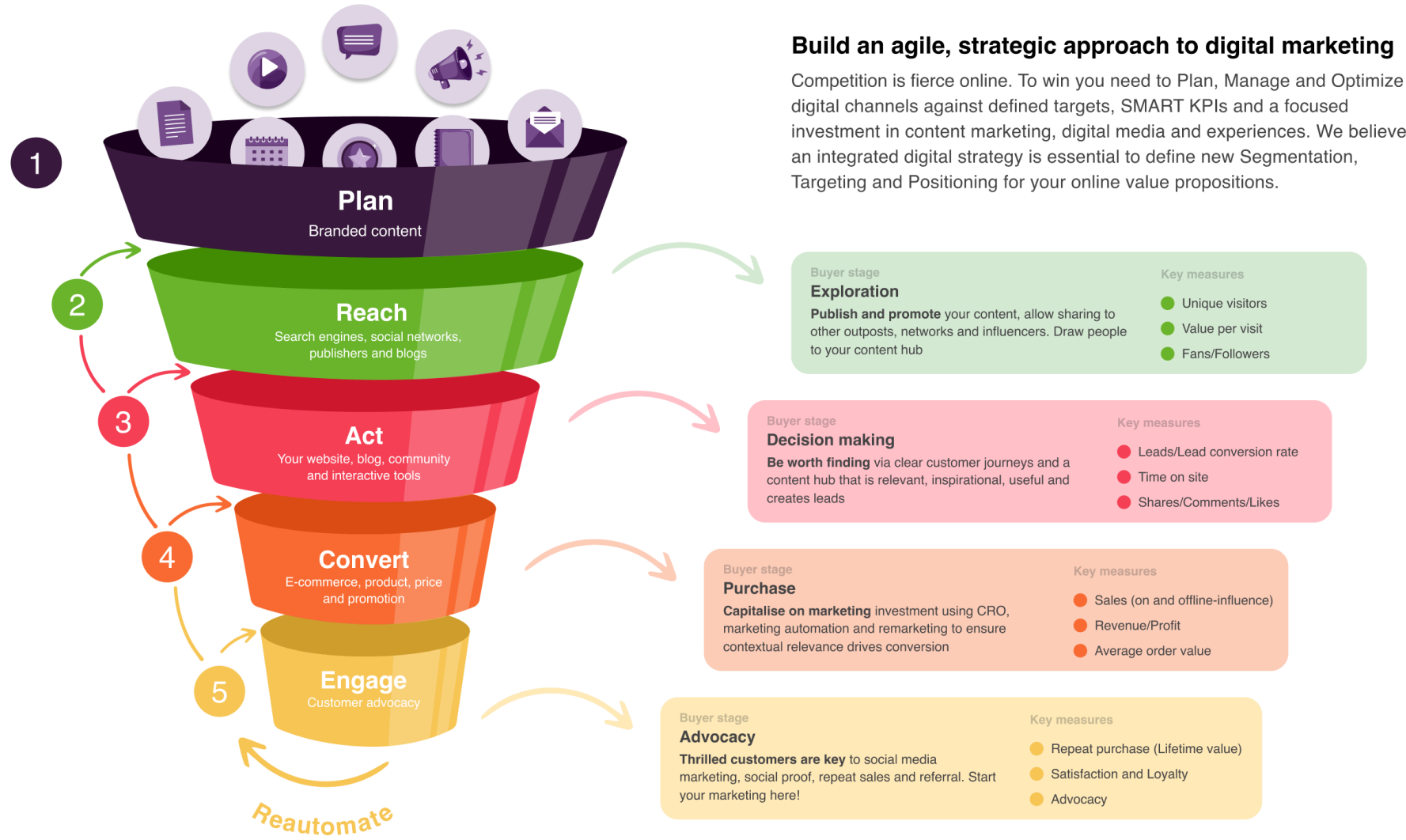
Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

# Marketing Strategies

# POEM Paid, Owned, Earned Media



# THE SMART INSIGHTS RACE PLANNING FRAMEWORK



## Build an agile, strategic approach to digital marketing

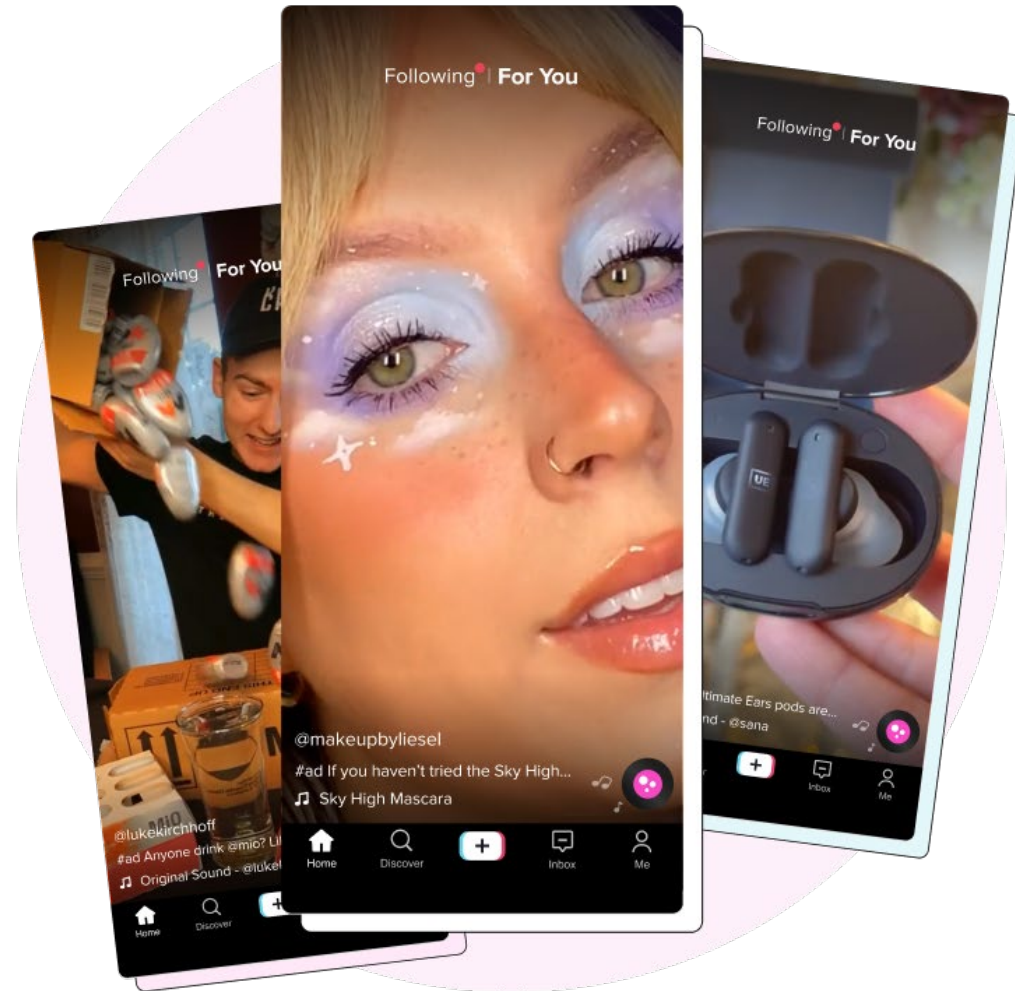
Competition is fierce online. To win you need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions.

**Tactics for 2023 and  
beyond**

# Influencer & Micro-influencers

93% of marketing professionals use influencer marketing to:

- Increase brand awareness
- Build trust
- Reach their target audience
- Drive conversions



# Livestreaming and Vertical Video Content



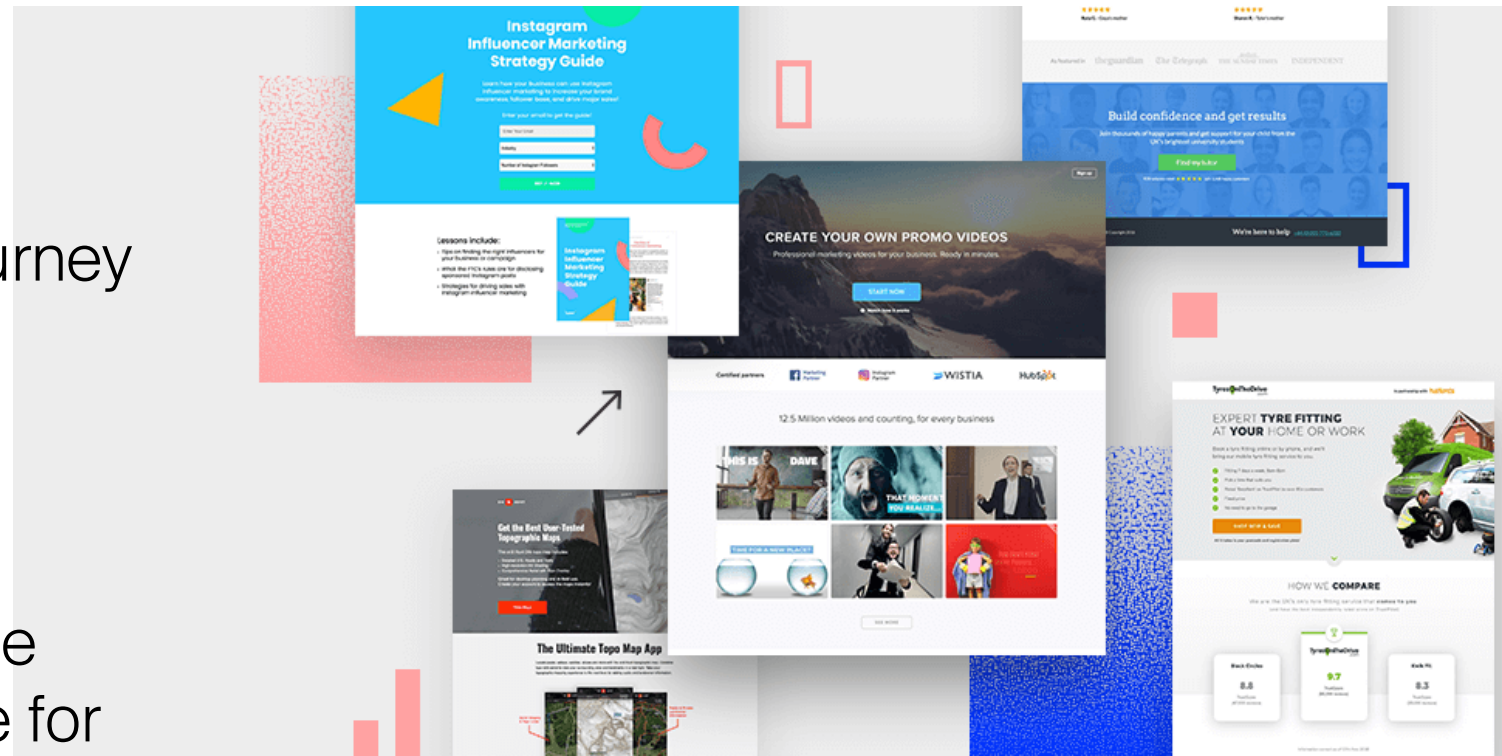
Tik Tok – Content and Ads  
(depending on your target audience)

Instagram Reels – Strong organic reach and now Reels Ads

# Review your Customer Experience

Customers expect a polished/ tailored.

- Develop a Customer Journey Map to understand opportunities for better connection and communication.
- Look at your landing page experience and optimise for conversion rate.





# Google First Strategies



Google Search captures consumer intent:

**Informational keywords** – searchers looking for an answer to a specific question or general information.

**Navigational keywords** – searchers intending to find a specific site or page.

**Commercial keywords** – searchers looking to investigate brands or services.

**Transactional keywords** – searchers intending to complete an action or purchase.

Google

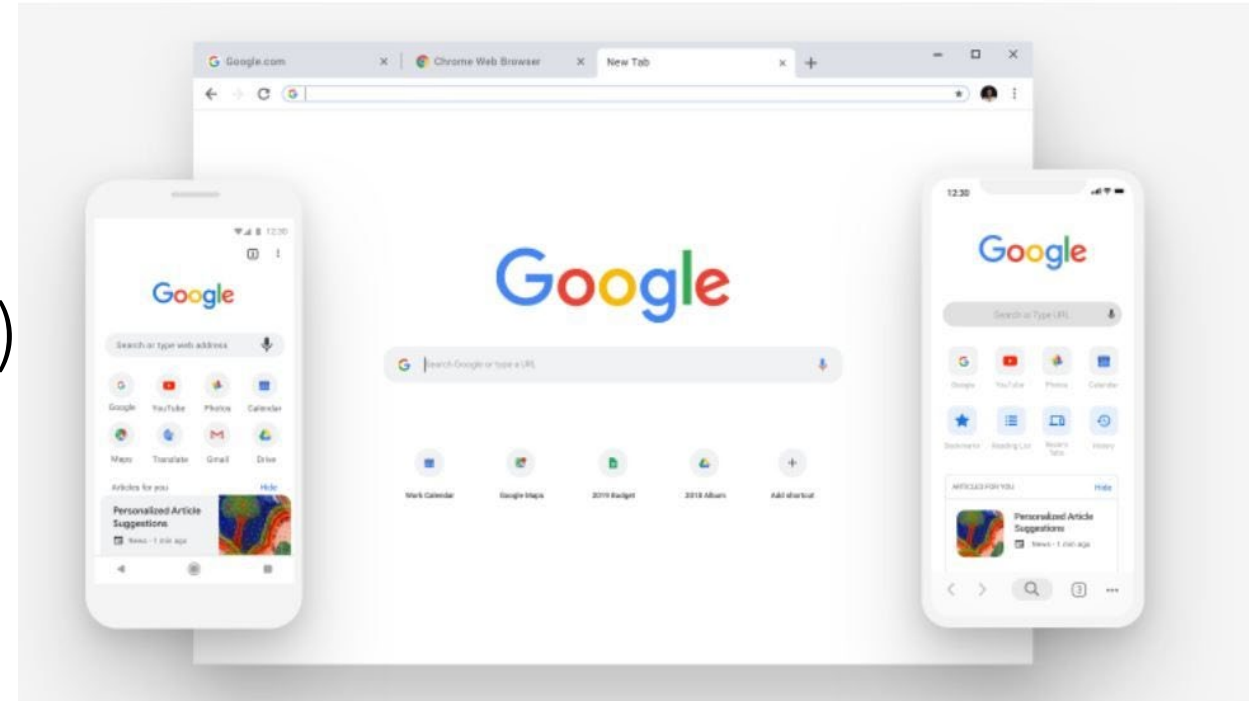
# Google

Google My Business

SEO (Search Engine Optimisation)

SEM (Google Ads)

Search, Display, Video, Shopping & App



# SEM

Search

Display

Video

Shopping

App



google ads



Powered by SURFER

All Images Videos News Shopping More Tools

About 2,030,000,000 results (0.57 seconds)

This search may be relevant to recent activity: Your Search activity | Feedback

google ads **marketing**

Ad · <https://ads.google.com/start> 1800 626 050

Google - Ads

255,969 1,345 20

**Google Ads** - An easy & effective tool. Start advertising with **Google**. Here's \$100 **Google Ads** Credit. Free Expert Support. Promote Your Website. Set Your Own Budget. Target Specific Locations. Show **Ads** Locally. Types: Search **Ads**, Banner **Ads**, Video **Ads**.

Discover New Keywords

0 N/A N/A

Create A Google Ads Account & Get Started With Google Keyword Planner

Learn About Display Ads

Reach Cross-Device Customers With Text, Banner, Gmail Or App Ads.

How Google Ads Works

0 N/A N/A

Be Seen Across The Web Locally And Globally.

Learn About Video Ads

Broadcast Your Business Story & Increase Your Brand Awareness.

<https://ads.google.com> > intl > en\_au

Get More Customers With Easy Online Advertising | Google Ads

255,969 985 20 Title changed

Grow your business with **Google Ads** ... Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, ...

Contact · [How Google Ads Works](#) · Cost · [How it works](#)

You've visited this page many times. Last visit: 5/10/21

# Google Ads success stories



## GOALS

- Grow online presence from traditional brick-and-mortar store
- Find new customers all across Australia
- Generate strong Return On Ad Spend (ROAS)



## APPROACH

- Input exact keywords for products that Bliss sells
- Optimise keywords for what is working for Bliss



## RESULT

- Achieved 36:1 to ROI with Google Ads
- Initial success from investing \$25 a day
- 90% of Bliss business is now online, and Bliss now occupies a new warehouse in their town

“Our Return On Investment has been 36:1 – that blows my mind.”

- Melissa Stone, Owner, Bliss Gifts & Homewares

# SEM - Search

The screenshot shows a Google search interface with the query 'study tafe geelong'. The search results are as follows:

- Search Bar:** 'study tafe geelong' with a search icon and a 'Powered by SURFER' logo.
- Navigation:** 'All', 'Images', 'Maps', 'News', 'Shopping', 'More', and 'Tools'.
- Results:**
  - Ad:** 'https://www.monarch.edu.au/tafe-courses'.
    - Title:** 'TAFE Courses—Monarch Institute - AU's #1 Online Institute'.
    - Stats:** 20,078 views, 981 clicks, 0 conversions.
    - Description:** 'Accounting & Booking, Business Management, Marketing, Logistics, Project Management, HR. Absolute Flexibility — Your Way, Your Terms — Learn From Qualified & Experienced Leaders. Rated 4.7 by Students. Part Payment Options. Industry Leading Trainers.'
    - Buttons:**
      - Enrol Now:** 0 views, 1,094 clicks, 0 conversions. Description: 'Get Started Now & Get Ahead. Save Time & Money—Study Online.'
      - Contact Us:** Description: 'Our Friendly Support Team Are Ready To Help—Call Or Email Us Today.'
      - Monarch Courses:** 0 views, 1,102 clicks, 0 conversions. Description: 'Choose From A Range Of Nationally Recognised Diplomas & Certificates.'
      - About Monarch:** Description: 'Award Winning Student Support. Trainers that are industry experts.'
  - Organic Result:** 'https://www.thegordon.edu.au › courses'.
    - Title:** 'Gordon TAFE courses available full and part-time'.
    - Stats:** 47,111 views, N/A clicks, N/A conversions.
    - Description:** 'Courses · All courses · Accredited courses · Apprenticeships & traineeships · International courses · Short courses · Study areas · VET delivered to secondary students ...'.
    - Links:** 'All courses · Short courses · International courses · Accredited courses'.
  - Organic Result:** 'https://www.thegordon.edu.au'.
    - Title:** 'Full-time and part-time Gordon TAFE courses'.

# SEM - Display

Example of your image ad at 160x600



**Sunglasses  
Deals Up to  
50% Off**



Discover the latest  
collection of Men's  
sunglasses.  
Summer Sale Up to  
50% Off



Example of your native ad at 480x120



From Aviator Shades to  
Retro sunglasses. Check  
out our new collection

Alphafad

Shop now

Example of your image ad at 300x250



**Sunglasses Deals Up to 50% Off**



Discover the latest collection of  
Men's sunglasses. Summer Sale  
Up to 50% Off



Example of your text ad at 300x250

**Sunglasses Deals Up  
to 50% Off**

Alphafad

Discover the latest collection of Men's  
sunglasses. Summer Sale Up to 50% Off

SHOP NOW

Example of your image ad at 728x90



**Sunglasses Deals  
Up to 50% Off**

Discover the latest  
collection of Men's  
sunglasses. Summer  
Sale Up to 50% Off



# SEM - Shopping

The screenshot shows a Google search for "buy wetsuit" with the following details:

- Search bar: buy wetsuit
- Location: Australia (260)
- Price: \$ 1.47
- Powered by SURFER
- Navigation: All, Shopping, Maps, Images, Videos, More, Tools
- Results: About 18,400,000 results (0.62 seconds)
- Sponsored section: Shop buy wetsuit

Product Name	Price	Rating	Source
4/3 Thermal Chest Zip...	\$280.00		needessenti...
Mens 3/2 High Performanc...	\$269.97		Project Blank
O'Neill Reactor II F...	\$149.99	★★★★★ (929)	AU.Oneill.com
Mountain Warehouse... (SALE)	\$76.99 (was \$153)	★★★★★ (95)	Mountain W...
Nikki Van Dijk Springsuit -...	\$219.00	★★★★★ (23)	wallien.com.au



# SEM – Google Keyword Planner

## Discover new keywords ✕

[START WITH KEYWORDS](#) [START WITH A WEBSITE](#)

Enter products or services closely related to your business

🇺🇸 English (default) 📍 Australia

Enter a domain to use as a filter

[GET RESULTS](#)

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business  
[Learn more](#)

Using your site will filter out services, products or brands that you don't offer

# Ubersuggest



Add Project +

- Dashboard
- Rank Tracking
- SEO Opportunities
- My Workspace **NEW!**
- Chrome Extension

Site Audit

Keyword Research

- Keyword Overview
- Keyword Ideas**
- Keyword Visualization **NEW!**
- Keywords by Traffic
- Similar Websites
- Content Ideas

Keyword Lists **NEW!**

Traffic Estimation

Backlinks

Labs **NEW!**

## Keyword Ideas : accountant geelong

SUGGESTIONS (49) | RELATED (188) | QUESTIONS (5) | PREPOSITIONS (3) | COMPARISONS (1)

Volume | SEO Difficulty | CPC | Keyword Filters

BETA

ALL

PAGE 1 RANKING POTENTIAL

EXPORT TO CSV | COPY TO CLIPBOARD | ADD TO LIST | 0 of 49 Selected

<input type="checkbox"/>	KEYWORDS ?		VOLUME ?	CPC ?	PAID DIFFICULTY ?	SEO DIFFICULTY ?
YOUR KEYWORDS						
<input type="checkbox"/>	accountant geelong	Search Results	1,300	\$5.32	7	29
KEYWORD IDEAS						
<input type="checkbox"/>	geelong accountants	Search Results	1,600	\$5.94	7	29
<input type="checkbox"/>	geelong accountant	Search Results	1,300	\$5.32	7	28
<input type="checkbox"/>	how to become an accountant in australia	Search Results	210	\$3.59	33	46
<input type="checkbox"/>	geelong accounting jobs	Search Results	170	\$0.78	20	61
<input type="checkbox"/>	accountant jobs geelong	Search Results	170	\$0.78	20	57
<input type="checkbox"/>	business accountant geelong	Search Results	110	\$8.59	13	26
<input type="checkbox"/>	geelong accounting firms	Search Results	110	\$3.91	11	24
<input type="checkbox"/>	bookkeeper geelong	Search Results	70	\$10.47	63	40

**Meta (facebook)**

# The Meta Family



## Facebook

Reach over 2 billion people in familiar ways on Facebook. Communicate creatively through videos, 360 storytelling, catalogs and more.



## Instagram

Instagram is a place to share moments and inspire visually. Reach people vertically through Instastories or vertical long-form styles on IGTV.



## Audience Network

Reach people beyond Facebook. Campaigns on Facebook and Instagram can be spread across high-quality publishers' apps and sites.



## WhatsApp

Fast, simple and secure messaging and free calls. Marketers can automate, sort and quickly respond to messages.



## Messenger

Communicate on mobile or desktop. Send personalized messages to your customers; or show them your visual ads to create real conversations or desired actions.

# Case Study – Adventure Park



Adventure Park Geelong, Victoria  
Sponsored · 🌐

Dial up your Summer with next level thrills at Victoria's biggest water theme park!

VICTORIA'S BIGGEST WATER THEME PARK  
AdventurePark  
WATER PARK + THEME PARK  
GEELONG, VICTORIA

adventurepark.com.au  
Adventure Park Geelong  
For the best Water Park ...

Learn more

This is a Facebook advertisement for Adventure Park Geelong. It features a vibrant image of the park's water slides and a Ferris wheel. The text promotes it as 'Victoria's biggest water theme park' and includes a 'Learn more' button.

Adventure Park Geelong, Victoria  
Sponsored · 🌐

See Victoria's largest Christmas lights festival with 3 million lights, 1000+ dazzling light installations, new rides, live ...see more

1000+ INSTALLATIONS

CHRISTMAS FESTIVAL OF LIGHTS  
ADVENTURE PARK  
18 NOV 2022 - 1 JAN 2023

Adventure Park Geelong, Victoria  
Water park

BOOK NOW

This is a Facebook advertisement for the '2022 Christmas Festival of Lights' at Adventure Park. The image shows a family walking through a tunnel of lights. The text highlights '1000+ installations' and provides the dates '18 Nov 2022 - 1 Jan 2023'. A 'BOOK NOW' button is visible.

Adventure Park Geelong, Victoria  
Sponsored · 🌐

See the magic of Christmas and fairy tales come to life in 3 million lights and more than 1000 dazzling light installations at Adventure Park's Christmas Festival of Lights!

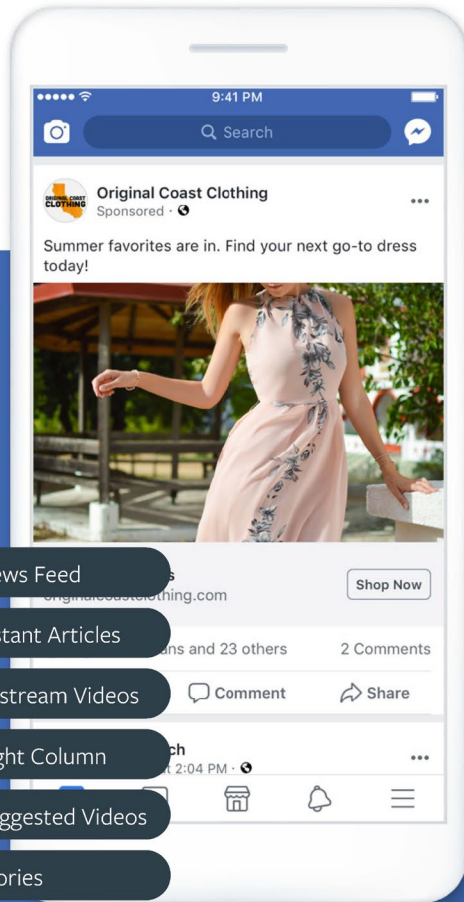
SUN, 1 JAN 2023

2022 Christmas Festival of Lights  
18 Nov 2022-1 Jan 2023 · Adventure Park ...

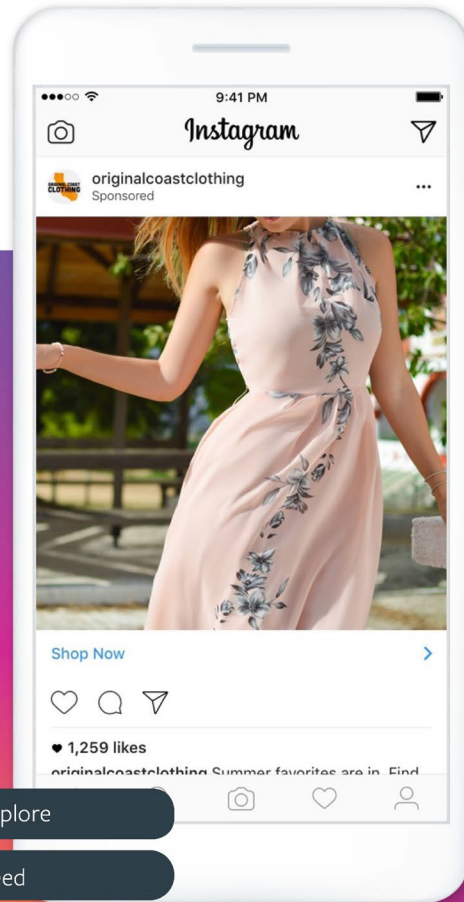
Interested

This is a Facebook advertisement for the '2022 Christmas Festival of Lights' at Adventure Park. The image shows a large, intricate light installation. The text describes the festival as having '3 million lights and more than 1000 dazzling light installations'. It includes the date 'SUN, 1 JAN 2023' and a 'Interested' button.

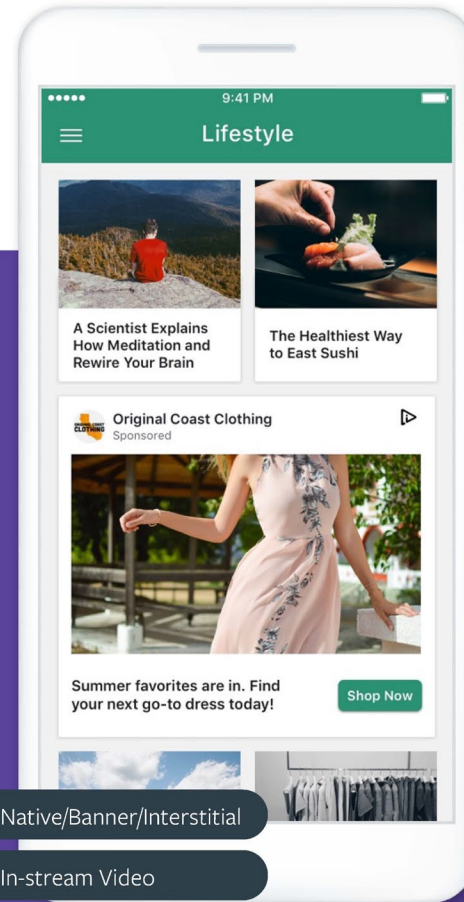
# Meta ad types



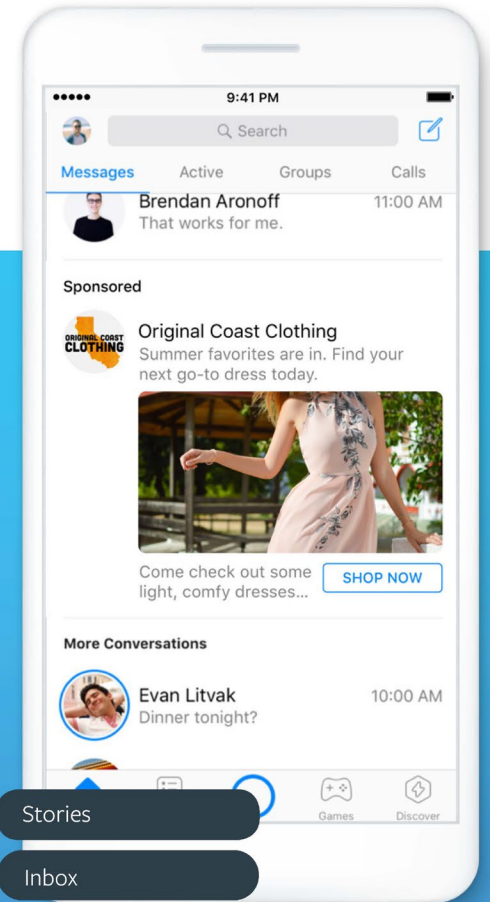
- News Feed
- Instant Articles
- In-stream Videos
- Right Column
- Suggested Videos
- Stories
- Marketplace



- Explore
- Feed
- Stories



- Native/Banner/Interstitial
- In-stream Video
- Rewarded Video



- Stories
- Inbox
- Sponsored Messages



# Facebook & Instagram Ads

**New campaign** New ad set or ad ×

**Buying type**

Auction ▼

**Choose a campaign objective**

[Learn more](#)

**Awareness**

Brand Awareness

Reach

**Consideration**

Traffic

Engagement

App Installs

Video Views

Lead Generation

Messages

**Conversion**

Conversions

Catalogue Sales

Store Traffic

Cancel Continue

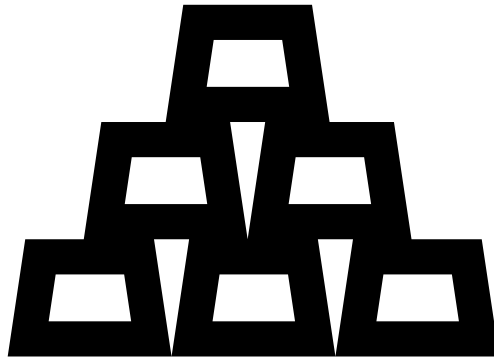
OBJECTIVE	KEY RESULT
Brand Awareness	Impressions
Reach	Users Reach
Traffic	Link Clicks / Landing Page Views
Engagement	Page Likes / Event Responses / Engagements
App Installs	App Downloads
Video Views	Video Views
Lead Generation	Leads (Sign-ups)
Messages	Messages
Conversions	Conversions (Custom)
Catalogue Sales	Conversions (Custom)

# organic vs boost vs ads

	Organic Post	Boosted Post	Facebook Ads
Appears on facebook page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Location Targeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Age & Gender Targeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interest Targeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Language Targeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ad Scheduling	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Call to Action Button	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Optimised Bidding	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Multiple Images	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



# High Value Intent Audiences



## Website interactions

- Viewed content (any)
- Viewed product page
- Adds to cart (ATC)
- Visitors by time spent (top 25%)
- Initiated checkout
- Visited contact page
- Purchased

## Page/ ad/ video interaction


- Watched 75% of videos
- Engaged with ads
- Opened but didn't submit lead forms
- Messaged page

## Events


- Responded interesting or going
- Did/ didn't purchase tickets.

**Measuring Success**

# Return on Ad Spend - ROAS

$$\text{ROAS} = \frac{\text{Total Campaign Revenue}}{\text{Total Campaign Cost}}$$


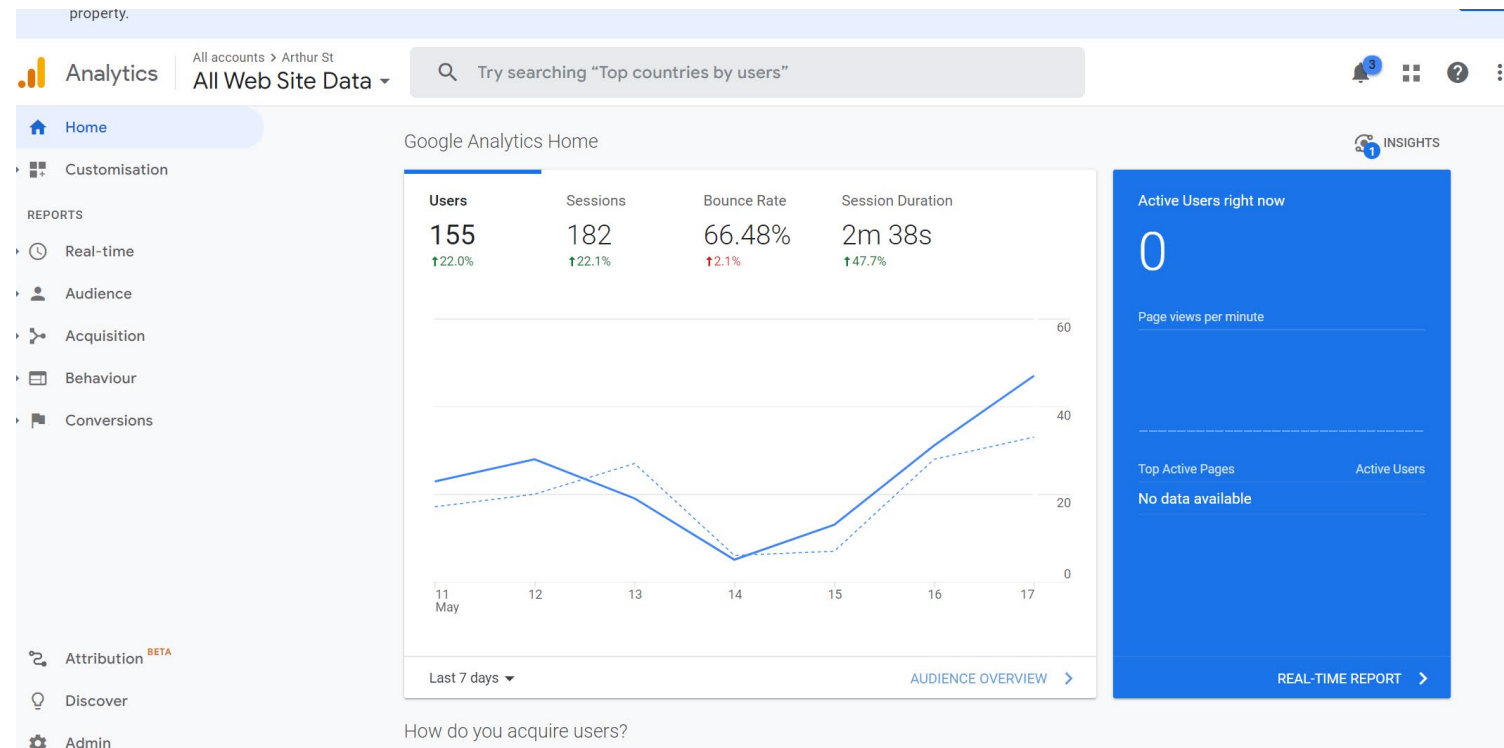
Total Campaign Revenue



Total Campaign Cost

# Get back up to speed on Google Analytics

- Setup GA4
- Configure web events
  
- Checkout Skillshop for courses



# Facebook Pixel & Events Manager

The screenshot displays the Facebook Events Manager interface. On the left is a navigation sidebar with icons for home, menu, profile, add, analytics, people, star, and share. The main content area is titled "Data sources" and includes a search bar and a list of data sources, with "Arthur St Digital's Pixel" (ID 226292261132083) selected. The right sidebar shows the account name "Arthur St Digital (116873931829...)" and a "Create" button. The main content area for the selected pixel has tabs for "Overview", "Test events", "Diagnostics", "History", and "Settings". A prominent card titled "See events deeper in your marketing funnel" explains the benefits of the Conversions API and includes a "Get Started" button. Below this is an "All Activity" section featuring a line graph showing event activity from April 20 to May 18, with a peak of 126 events. To the right of the graph, a summary box lists "Pixel 226292261132083", "2 Websites" (including arthurst.com.au), and "1 Active Integration", with a "Manage Integrations" button. At the bottom, there is an "Add Events" dropdown, a search bar for events, and a filter for "All events". A "Pixel/Conversions API" button is also visible.

# Use The Events Setup Tool

## Add events using event setup tool

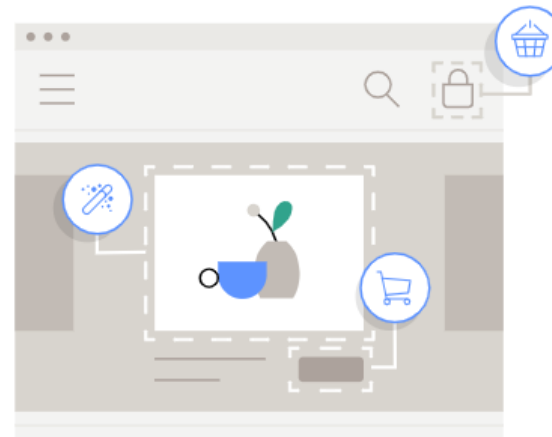
You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events. [Learn More](#)

### How it works

Use Event Setup Tool to open your website.

Using the Event Setup Tool, select where on your website you'd like to add events.

With a simple click, your event is added to your website without needing to use code.



Prefer a manual option? [Install events using code.](#)

Useful Stuff

# A one page marketing plan template:



## [Company Name] Marketing Plan (2023)

Who are you targeting?

SEO professionals and website owners who want to drive more traffic to their websites.

What are your objectives?

Increase organic search visibility in the US from 3 to 6% in the next 12 months.  
[add another objective here]

How will you achieve the objectives?

Tactic:	Cost:	Helps with:
Rewrite [80] low-performing blog posts.	\$40K (800 working hours)	Increasing organic search visibility.
[add another tactic here]	[add cost]	[explain]

When will you do everything?

Q1	Q2	Q3	Q4
Rewrite 20 low-performing blog posts	Rewrite 20 low-performing blog posts	Rewrite 20 low-performing blog posts	Rewrite 20 low-performing blog posts
[add here]	[add here]	[add here]	[add here]



# AI for Content Writing – Chat GPT


The screenshot displays the ChatGPT interface with a dark background. At the top center, the text "ChatGPT" is written in white. Below this, there are three columns: "Examples" (with a sun icon), "Capabilities" (with a lightning bolt icon), and "Limitations" (with a warning triangle icon). Each column contains three items in a light gray box. At the bottom, there is a text input field with a cursor and a send button. A footer at the very bottom reads: "ChatGPT Mar 14 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve."


Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

# Marketing School Podcast

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## Marketing School

with **Neil Patel & Eric Siu**

 **LATEST EPISODE**  
When Should You Continue, Pause, or Scrap a Marketing Campaign #1823

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# Facebook/Meta Blueprint

META BLUEPRINT

## Free online courses

Explore fast, free, self-guided courses to help build your marketing skills across Facebook, Messenger, Instagram and WhatsApp.



# Google Skillshop

The screenshot shows the Google Skillshop website. At the top left is the Google logo. Below it is a navigation bar with 'Skillshop' on the left, 'Explore' with an upward arrow, and 'Get Certified' with a downward arrow. On the far right of the navigation bar is a blue 'Sign in' button. A dropdown menu is open under 'Explore', listing: 'Google Ads', 'Google Marketing Platform', 'Analytics Academy', 'Google My Business', 'Google Ad Manager', 'Google AdMob', 'Authorized Buyers', and 'Waze'. A blue 'Get started' button is positioned below the 'Authorized Buyers' item. The main content area features the heading 'Master the Google tools you use at work with online training' and a sub-heading 'Develop skills you can apply right away, with e-learning courses designed by Google product experts. Learn at your own pace and get Google product certified.' To the right of this text is an illustration of a person sitting on a blue sofa, working on a laptop. The background of the main content area is a light gray with faint illustrations of a window, a plant, and a desk. At the bottom of the page, there is a section titled 'GROW YOUR SKILLS'.

# More Training

**DATE:**

April 20, 2023

**TIME:**

9:30 am - 12:00 pm

**LOCATION:**

Runway, Federal

Mills 3 Mackey

Street,

**COST:**

\$85.00

[Reserve your](#)

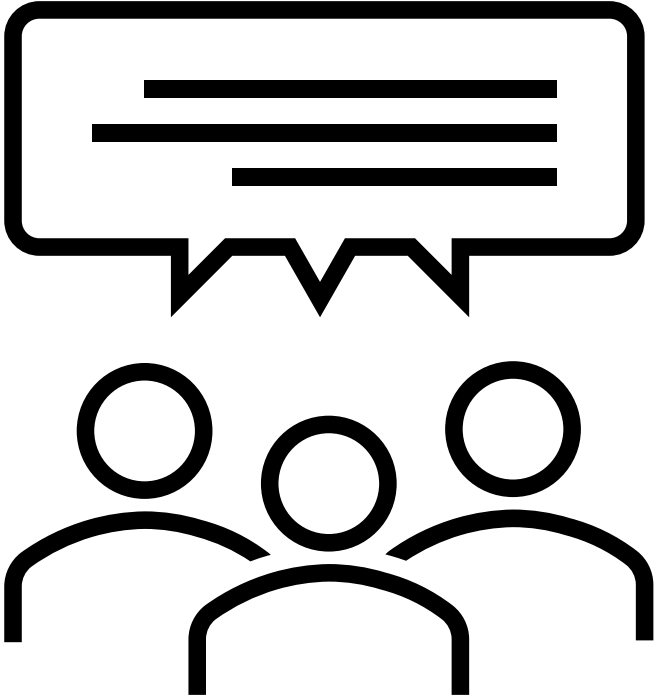
[seat](#)

## Google Search Ads Practical Workshop

Learn how to develop Google advertising strategies, design campaigns, setup tracking to measure campaign outcomes, and maximise return on advertising spend.

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# Questions?



# Thank You

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