



May Master Class
Thursday, May 26, 2016

Crystal Cook: Welcome to the SearchEngineNews May MasterClass with James Loomstein and Chip Rosales, "How to find your ideal target audiences in their buying moments on the platforms they're actually using." Please type any questions you have in the Q&A Box.

Casey Markee: More information on Google "micro-moments" here:
<https://www.thinkwithgoogle.com/collections/micromoments.html>

Casey Markee: You really kind of hit the nail on the head when you were talking about that quote about giving people what they want [not being] as nearly as powerful as teaching people what they need. I can't stress enough how important that is and I know many of you on the call share my frustration when we're trying to get a client on board and getting them to focus on what the true bottom line considerations may be, but they're kinda lost with the trees (so to speak) with the forest).

Can you both kind of speak a little bit more about that? Just expand upon that a little bit, I'm sure you have a really good story about a situation where you were confronted with one of these recent clients where they were absolutely convinced one thing was as it should be, when you were able to show probably pretty easily that they needed to focus on another aspect completely. Is that something you could speak to, real quick?

James Loomstein:

I'll give a very high level and I'm sure Chip can give a more detailed version. But I think that magic in the grey area, that I spoke to earlier, is probably the most relevant. So I think a lot of clients focus on their high level... we need a lot of leads or we need a lot of impressions... or why aren't we getting a lot of conversions?

And one thing, like the real estate example; we always follow up with them, when they get a lot of conversions or they get a lot of calls, we always ask them, "What are the type of calls are you getting" or "What type of questions are they asking"... so they run the Facebook ads and I always ask them, "The people calling from the Facebook ads, are they acting and sounding and asking the same questions as the people who come from your Facebook group? So are they Spanish dominant? Are they asking, do they sound the same?"

Just to make sure our targeting is the same, because I'm not really interested in getting you 1,000 people calling that don't really make a lot of sense. I'd rather get you 100 that do make a lot of sense. And then, the biggest thing I've found is that consideration phase. We have found a lot of value, and I think a lot of companies focus on awareness and purchase and they don't focus a lot on being there to solve people's problems at the consideration phase.

So we have been able to help clients drive people from consideration to purchase, just by being there online in a Google Search result (maybe in the middle of the funnel) or an awareness campaign with an ad that leads to a landing page, just by being there... I think that does help and there's a lot of white space opportunity there.

Casey Markee: You also talked a little bit about micro moments and we linked over to some more information about Google with that. And that's a really fascinating concept, especially for myself because I've been doing a lot of work and presentations recently with beacons. And beacons are really all about micro moments, you're really trying to connect with the person at a specific time in the buying process... when they're qualified and quantified in the right space to make a purchase.



So when we're talking about that, tell me a little bit about how hard it is or what you've done to be able to get more of that data and involvement with the clients. Because I know many people on the call share my frustration with getting information from clients... getting them to fill out surveys, intake documents.

I'm sure you're aware of how possible it is, if I sent a sheet to a client and asked them to write everything they know about the business so that we can start looking at blog content... I might get one page back with three paragraphs, and that's it.

So tell me a little bit at your end, how do you go about kind of pulling out these micro moments. Are there some strategies you can share about that? Because again, customers hate filling out forms.

Chip Rosales:

I think it all comes down to having a real clarity of outcomes and I think it's about helping any customer or any company that you might be serving, helping them understand that there are different perspectives that they are not taking into account. I think that's ultimately where it is, because everybody feels like they have a really solid grasp of what is needed and what the reasoning might be that they're not achieving the outcomes that they're looking to achieve.

So two things there: one they may not have clarity of what their outcomes are. We were working with a client this week and the questions are, "Are you looking for something long term or short term? Are you looking for creative or science?" These are very big questions and their answer is, "Yes, we're looking for it all."

To James' point earlier, we don't get to do it all. You have to focus and you really have to understand what your clarity of outcomes are, and when you do that, you have that ability. Now we do a lot of discovery sessions and workshops, where we'll sit down with the clients and we ask them to bring in all of the varying voices.

We sit with them and we do exercises we'll ask questions, even the customer journey one. That one comes out of a direct session that we might have. We ask individuals about what that customer journey might look like and everybody thinks that they've got their handle on it, and everyone when they present it thinks they've got the gospel truth of what it looks like.

What becomes evident very quickly is everybody's right, because they're all bringing a perspective that matters. But now what we need to do is we need to get into alignment around that, so just because everybody's right doesn't mean we have enough money to handle it all.

But what we can drive towards is clarity of outcome, and we can drive towards clarity of alignment. And making sure that everybody walks out of there aligned around what's most important along that customer journey, and how we address things and amplified content and information in the channels that are most appropriate for those places. So I would say clarity of outcomes and helping everybody understand that their version of the truth is a micro moment unto itself.

Casey Markee: You've talked a lot today about a bigger concept idea, overreaching experiences... let's go a little smaller here. You mentioned some great tools in your presentation, specifically Survey Monkey, Google Forms, Crowd Vibe... collecting competent survey data.

Are there some best practices there? I know a lot of people on the call don't do surveys or would like to do surveys, and they'd like to enhance that practice a little bit. Is there a specific sweet spot in how many questions to put on for example a Crowd Vibe survey or using Survey Monkey? I'm sure you have some



experience with that. What would be some good tactics you could give our audience today?

Chip Rosales:

Well I would certainly say, keep it short. The shorter you can do, the better; because just like when you're checking out of a shopping cart (or anything else), the less information that you are required to give, the more the people will impact it. So really know what you're looking for, really understand what is most useful to you and I would say keep it short.

Now our longest survey has been 10 questions and we pay for those and we make sure we get good feedback, and people feel more obligated to give good information when you pay them. So that's another best practice, if you're doing it for free remember you get what you pay for. But at the same point in time, the shorter you can keep it while still achieving the outcomes that you're looking for, the better.

Participant: How do I keep up with the constant change?

James Loomstein:

I feel like we live in the knowledge based economy and I feel, to work in this industry ... (the academic side of me is coming out)... is that as we live in the knowledge based economy, you have to be a life-long learner to be competitive and keep up in this world. And so, whether that is having a highly curated list of content sources that you continually keep up with or blogs or podcasts or whatever it is that you listen to, that's how I think people stay sharp.

To that end, I think that we all listen to the same podcasts, we all go to the same conferences, and we all read the same blogs. So to that point, I think that we're all going to end up sounding exactly the same.

With that said, I think that it is important that you all start to find your own little nuances or your own ways of saying things. And I think people have choices everyday of what they listen to or watch or read or what they do. So I think conferences are important, I think finding out the latest tools or hacks are really important, and I think listening to podcasts and webinars and white papers and whatever you can get your hands on... I think that's how you stay ahead in this game.

Casey Markee:

Very true and I would just add that it's very easy to get lost with all the social networks that abound online today. I know that Twitter has really fallen out of favor as of late... it continues to struggle. Google+ is really kind of a dead man walking, in many aspects.

I think the only takeaway we can take is that: research your audience. Your audience may be on a very specific platform; usually Facebook is a great place to start... it is by far, the king of the mountain... unquestionable there. With the new Atlas ad system, the amount of finite demographic-based targeting you can do boggles the mind. But again, that could not be the case for a specific nuanced niche market that you're in, so researching that is very important.

James Loomstein:

Audience platform over popularity I think is very important, and I also think it's very important that people become niche in something. So I think it's important to be a meaningful specific over a wandering generality.



Casey Markee: Very true, that is a great point. I'd think we're going to go ahead and end today on a couple of takeaways. So if you can go ahead and start, Chip, give a couple of takeaways that you'd want our audience to remember.

Chip Rosales:

I think the most important thing I could probably leave us with, I think it's more important... we are all professionals and we all understand how to do our tactics and do our things. I think what's more important is that if we really want to remain valuable and sticky and expand our piece of the universe, that we have to think more strategically and we have to be focused on generating strong outcomes and having that clarity of outcome... so we know what it is we're ultimately trying to achieve. I think that's the most important thing, if we get that right these other tactics and things will work their way out.

James Loomstein:

For me I think the number one thing is to know our reality. The number one problem that most companies and brands face is obscurity, we're always in a race against time and capital. And it's really important that we focus on identifying our goals and to that point, that we're always tying goals to data and outcome... I think that is probably the most important thing.

Casey Markee: Hey everyone, make sure to tweet about this via the hashtag #SEnMasterClass on Twitter. Reference the @PlanetOcean and @RogueThink accounts.

Participant: This is a truly amazing presentation! Thank you!

Participant: thanks for taking my question.

Participant: thank you

Participant: I will definitely be re-watching this one. So useful. So much to think about!

Participant: a1a1a1a1a11a1a1a1a

Participant: Thanks, guys.

Participant: AAAAAAAAA!!!!!!!!!!!!

Participant: Thank you! Very good.

Participant: Thanks for the presentation!

Participant: Great presentation! Many thanks!!

Participant: A!A!A!A!A!A!A!A!A!A!A!

Participant: A lot of great points! So much to take in. Thanks!!!! AAAAA

Participant: thanks!!!

Participant: Cheers!

Participant: Food for thought.

Participant: Too much for my little brain, but maybe I can get inspired.

Participant: Great job everyone - AAAAAAAAA!!!!!!

Casey Markee: If anyone has any other questions for the presentation don't hesitate to let us know. Thanks for attending today. We'll see you all next month. We have Mary Bowling scheduled to speak on Local SEO. Looks like another great presentation. See you in June!

Chip Rosales: Thanks for having us and for the real-time feedback