



Search and Online Advertising Strategies that Build Everyday Business

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Search Rank = Clicks = \$

Google Click-Through Rates Desktop (Mobile) in June 2019

- Position 1 – 29% (22.8%)
- Position 2 – 14.6% (14.2%)
- Position 3 – 9.8% (10%)
- Position 4 – 6.2% (6.1%)
- Position 5 – 4.3% (4.0%)
- Position 6 – 3.0% (2.8%)
- Position 7 – 2.2% (2.0%)
- Position 8 – 1.7% (1.6%)
- Position 9 – 1.36% (1.2%)
- Position 10 – 1.1% (0.9%)

68 Percent of Clicks

Consumer Search Trends

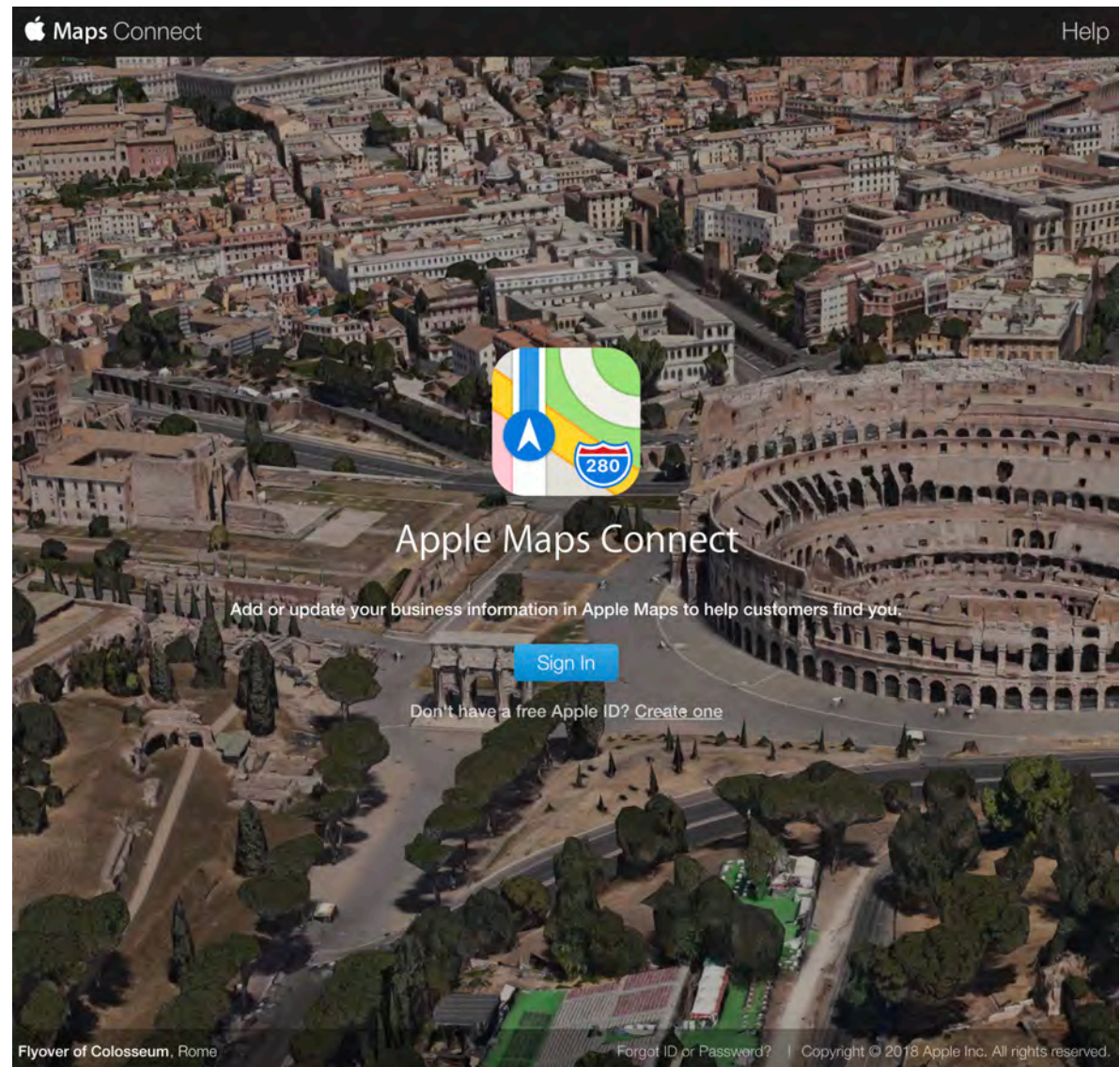
- ✓ 87 percent of shoppers begin product search on digital channels, up from 71 percent from last year, according to research from Salesforce and Publicis Sapient (August 2018).
- ✓ 46 percent of shopper still prefer to buy in a physical location, however 35 percent buy on laptops and 18 percent prefer mobile purchasing, according to Shopper-First Retailing report
- ✓ 71 percent of shoppers report using mobile devices in stores, a number up from 62 percent in 2017, and rises to 83 for those aged 18 to 44



Mobile Search Requirements

Shift to Mobile > mobile speed and databases.

- ✓ Mobile responsive websites, mobile website speed:
<https://www.thinkwithgoogle.com/feature/testmysite>
- ✓ Google mobile search:
<https://business.google.com>
- ✓ Apple mobile search:
<https://mapsconnect.apple.com>



Voice is the new search interface

Shift to Mobile > mobile speed and databases.

- ✓ Siri, Alexa, Cortana and Google Home in Mobile
- ✓ Voice is now incorporated into PC and Mac desktop operating systems
- ✓ Cable, Satellite remotes – voice is default interface
- ✓ Voice commerce is modifying consumer behavior with Amazon Echo, Apple Homepod and Google Home devices.





the all new
echo dot

Use Search Tools

Consumers are prompted ask questions!

Confirm consumer questions about flowers

- <https://answerthepublic.com/>

Confirm and use actual Google search terms for flowers

- <https://ads.google.com/home/tools/key-word-planner/>

ANSWER THE PUBLIC

Blog What's New FAQ Sign in Go Pro

Language Region Enter your keyword

EN Pro only e.g. dresses, xbox, flights, etc. Get Questions

We're all searching for something.

The auto suggest results provided by Google & Bing are a goldmine of insight for today's marketers. As you type you are presented with an aggregated view of the questions &

Everyday Business Strategies – “Gifts,” “near me”

- Reality: Flowers are just another gift category . . .
- Use keyword, phrase tools – local for your business around the word “gifts”
- Include gifts for: “mom,” “dad,” “wife,” “sister,” “daughter,” etc.
- Blog about gifts! That are not flowers . . .



SEO Strategies to leverage Q&A Searches

Content Marketing: Blogs

- On your website (not external)
- Two blogs a month, 2000+ words
- Think “clickbait” Blog titles
 - Top 10, Best of, Must-have, Popular
- Leverage SEO potential of photos
 - Change image filenames florist-Jacksonville-fl-roses-red.jpg
 - Enter ALT tags

Frequently Asked Questions (FAQ)

- Develop new subpage page www.domain.com/FAQ-frequently-asked-questions
- Change, add questions every month

Everyday Business Strategies - Birthday

- Use keyword, phrase tools – local for your business
- **Change Birthday Subpage <title> and <meta name = description> every month!** Include month and birthday flower
- Change on-page text to reflect birthday month.
- Post a **blog** about monthly birthday flower



Everyday Business Strategies - Funeral

- Use keyword, phrase tools – local for your business
- Use “**Funeral Flowers**” in addition to “Sympathy”
- List **common funeral pieces** in <title> and <meta name = description> such as “casket spray,” “memorial wreath,” “urn arrangement,” “sympathy basket,” etc.
- Use phrase “**appropriate funeral flowers**”



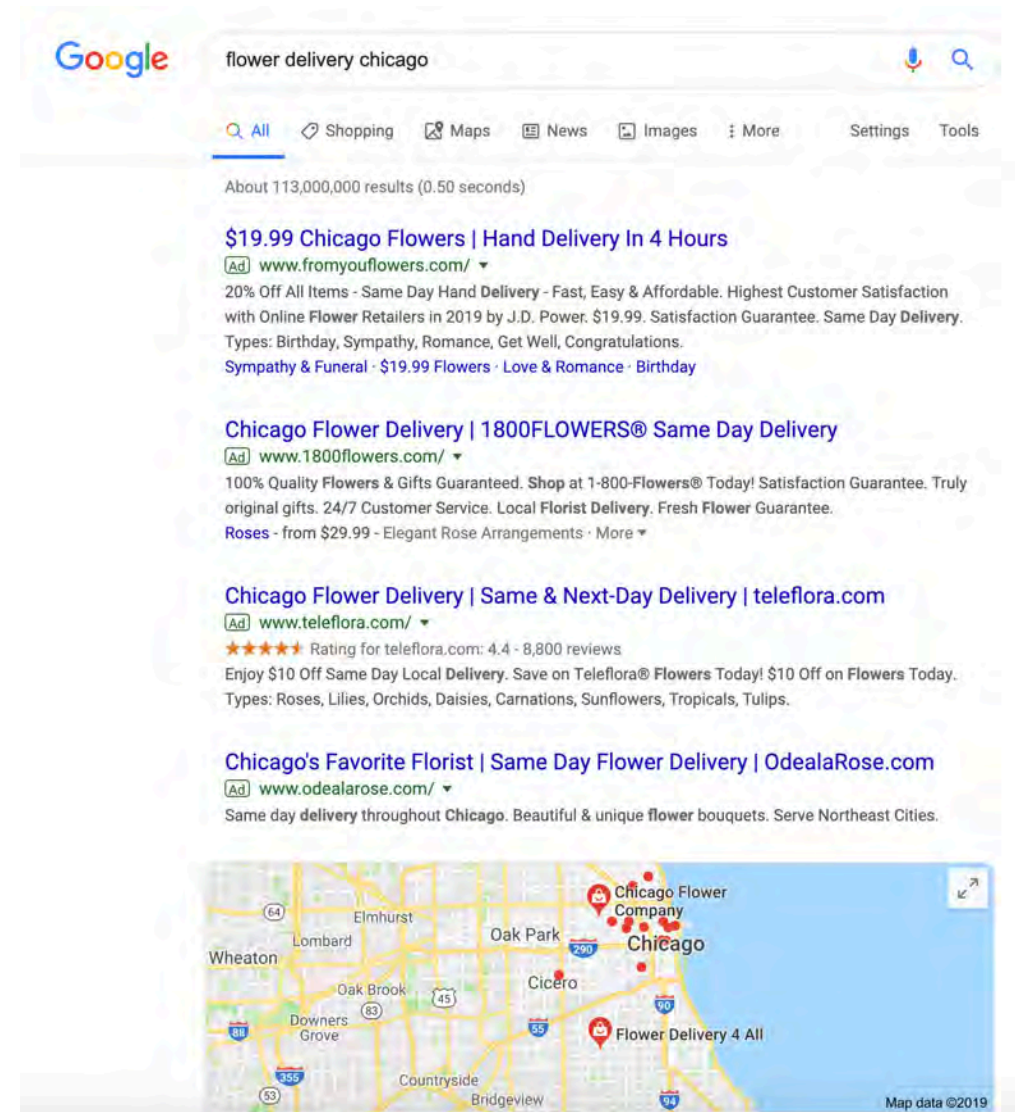
Search Engine Marketing (SEM)

- Search Engine Optimization (SEO) = **earned** vs SEM = **paid**
- **Ads that appear when you conduct search** (more than 80 percent of shoppers use search prior to purchase).
- Pay-per-click (PPC) / Cost-per-click (CPC) / CPM
 - Advertisers place **bids** on **keywords** people type in **search**
 - So highest bid usually wins other factors in algorithm: ad quality and relevance, good landing page = Quality Score
 - Ads will show but **not charged** until you click — hence, you “pay per click.”



Why Invest in Search Engine Marketing (SEM)?

- 49% of people said they click on text ads; 31 percent on Shopping Ads; 16 percent on video ads (Search Engine Land, 2019)
- Businesses make an average of \$2 in income for every \$1 they spend in AdWords. (Google, 2019)
- 63% of people said they'd click on a Google ad. (Search Engine Land, 2019)



Google flower delivery chicago

About 113,000,000 results (0.50 seconds)

\$19.99 Chicago Flowers | Hand Delivery In 4 Hours
www.fromyouflowers.com/
20% Off All Items - Same Day Hand Delivery - Fast, Easy & Affordable. Highest Customer Satisfaction with Online Flower Retailers in 2019 by J.D. Power. \$19.99. Satisfaction Guarantee. Same Day Delivery. Types: Birthday, Sympathy, Romance, Get Well, Congratulations. Sympathy & Funeral · \$19.99 Flowers · Love & Romance · Birthday

Chicago Flower Delivery | 1800FLOWERS® Same Day Delivery
www.1800flowers.com/
100% Quality Flowers & Gifts Guaranteed. Shop at 1-800-Flowers® Today! Satisfaction Guarantee. Truly original gifts. 24/7 Customer Service. Local Florist Delivery. Fresh Flower Guarantee. Roses - from \$29.99 - Elegant Rose Arrangements · More

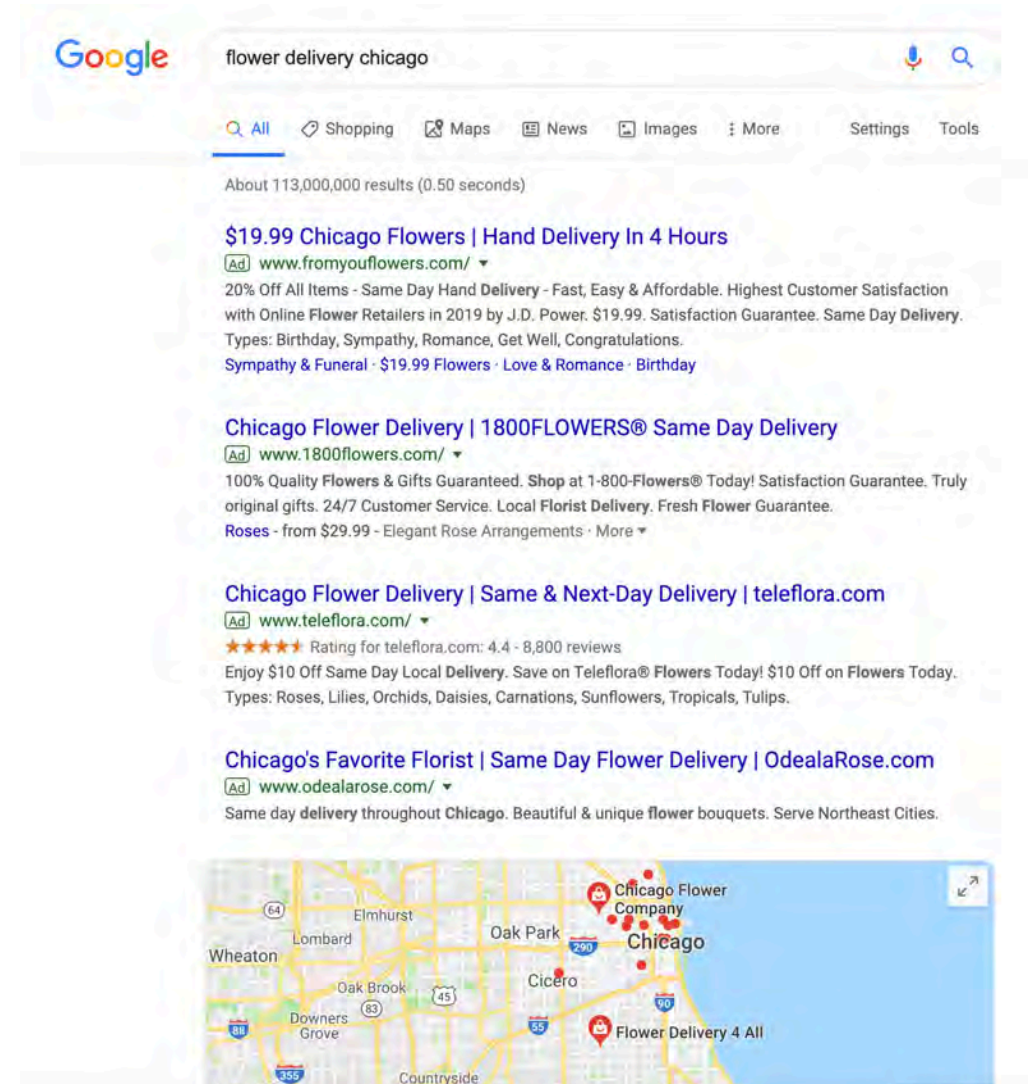
Chicago Flower Delivery | Same & Next-Day Delivery | teleflora.com
www.teleflora.com/
★★★★★ Rating for teleflora.com: 4.4 - 8,800 reviews
Enjoy \$10 Off Same Day Local Delivery. Save on Teleflora® Flowers Today! \$10 Off on Flowers Today. Types: Roses, Lilies, Orchids, Daisies, Carnations, Sunflowers, Tropicals, Tulips.

Chicago's Favorite Florist | Same Day Flower Delivery | OdealaRose.com
www.odealarose.com/
Same day delivery throughout Chicago. Beautiful & unique flower bouquets. Serve Northeast Cities.

Map showing Chicago area with markers for Chicago Flower Company and Flower Delivery 4 All.

Why Invest in Search Engine Marketing (SEM)?

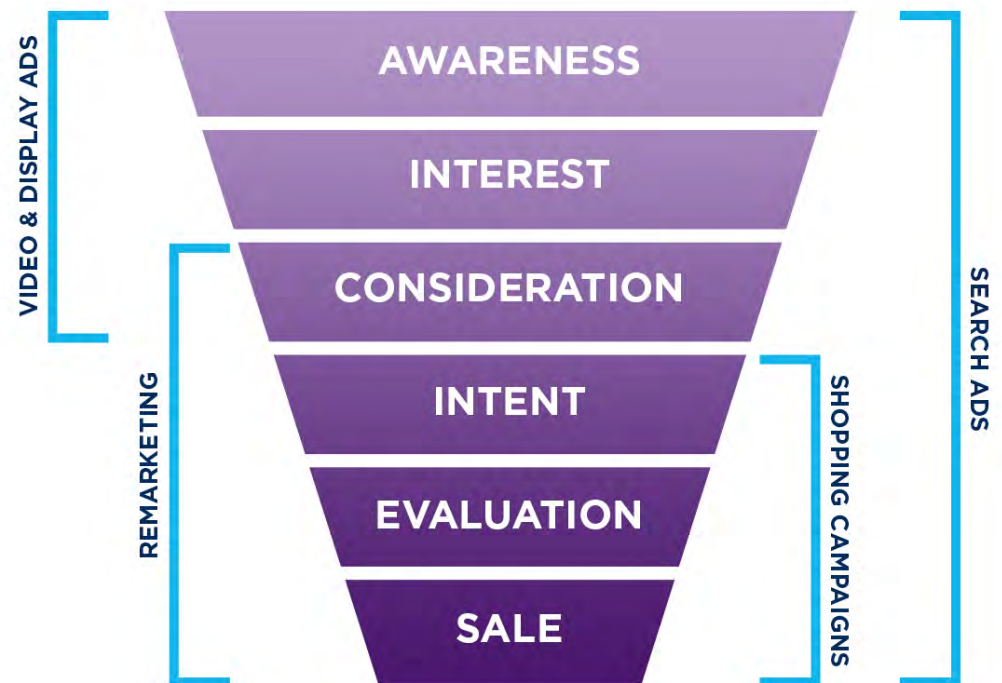
- Tough love: Florists complain order gathers “steal” business through Ads, local florists “can’t compete.”
- Florist business names are used as keywords
 - This is LEGAL (can’t use in the actual ad)
 - Confuses customer
- Florist can dominate page (Ads, Maps and Organic) with coordinated SEO and SEM strategy. (demo of SERP and Adwords)



SEM Best Practices

- Use AdWords
- Complete all SEO prior to developing Ads – to improve “Google Quality Score”
- Start and master Google AdWords search text ads, tackle remarketing next, then Shopping campaigns
- Use Location Targeting – (saves money)

WHAT PPC SUCCESS LOOKS LIKE



SEM Best Keyword Practices

- Use AdWords Keyword Planner!
- “Gifts,” “near me” for mom, sister, mother, brother, father, dad, son, uncle etc.
- Phrases of questions asked
- Bids are usually cost-effective!
- Conversions may be low since flowers may not primary gift idea



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Blogging and Social Media Management

- Two blogs a month, 2000+ words on flowers & gifts
- Facebook, Instagram and Pinterest
- Two-Three posts a week
- Engagement with local businesses to build Likes and relevance

Search Engine Marketing (Google AdWords)

- Setup customized localized campaigns to protect your business

**SAF 1-Day Profit Blast Offer:
Share business card with Paige to enter drawing for FREE
COMPLETE DIGITAL REVIEW &
CONSULTATION with me and team and three months of the program for FREE**

www.floriologyinstitute.com/digitalmarketing

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