Company of the Month

Michael Weiss & Justin Cook, C-4 Analytics

Tomorrow's Online Marketing: Strategic Differentiators for Online Marketing Excellence

Wayne Boesiger
Founder & President
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By Judy Christin

With Google having a share of 68 percent of the search engine market in the U.S., it's amazing what the right string of words can do in the world of online marketing! The art of reigning in the competition has undergone a quantum leap with Pay per Click (PPC) reinforcing the vision of what a business can accomplish. The reason why PPC is highly sought after is that an advertiser exactly knows where the dollar is spent, and he only pays when a prospect clicks on his ad, which in turn directs traffic to his website. “That’s what we always have loved about PPC. Even though you are paying for your advertisements, businesses can build their revenue the quickest through PPC. In one of our offerings for our smaller, locally owned businesses, the clients pay only when they get qualified calls or contact form leads. This ensures that our smaller business clients are never at a disadvantage,” states Wayne Boesiger, Founder and President, Tomorrow’s Online Marketing (TOM).

For Boesiger, the dance with the nuances of online marketing started a decade ago. He believes that even the first, second or third ranking in the Search Engine Optimization does not necessarily always drive the best traffic to an enterprise. “PPC helps a client precisely to achieve this. Searches are 50 percent more likely to convert into an immediate lead or sale with PPC. We are hired foremost for our expertise in bringing customers to the table that would increase sales, revenue and profit for our clients,” says Boesiger.

TOM utilizes Google PPC and Bing PPC for marketing. A Google Certified partner & Bing Ad Professional, TOM has an outcome-based business model, which facilitates businesses of all sizes the ability to laser focus their dollars to bring real return.
Implementing SEO campaigns if the client desires, states Boesiger. TOM maps the ideal marketing plan by utilizing Google Keyword Planner, other independent keyword research tools and Teamwork—an online project management system. TOM’s implementation of the initial research for Google and Bing PPC search advertising leads to the testing phase, which is where the rubber meets the road. “As the target audience drives the traffic, we analyze, adjust, test, and analyze even more. As we split test, the text and the banner ads, as well as implement the negative keywords and other techniques, the leads generated become very high quality. This is because of the emphasis we place on thorough research at the outset of every campaign for every client,” affirms Boesiger. They utilize an in depth, complex system that has been developed over the last several years designed for long term success.

Findings from Crete Carrier The successful online marketing campaigns at Crete Carrier, one of the nation’s largest trucking companies, are completing the data portrayal an insightful analysis. Since starting with TOM, Crete Carrier has received about 80 percent of their applications for jobs through their Google PPC campaigns, spending a significantly less percentage of their advertising budget. “We provide detailed statistics for the client to track the cost per application. From the time that they started utilizing PPC with TOM, they have reduced their cost per application by about 70 percent. Likewise, their cost for a call or contact form or email has gone down by about 70 percent. Recently, we have seen an even greater drop in cost per lead and application” says Boesiger. Google PPC offers the ability to drive traffic to a focused landing page. This enables tracking of all the phone calls using various call tracking systems. Since Crete Carrier wanted to ensure that their corporate brand remained front and center, TOM provided call tracking on the PPC boxes itself and kept statistical tracking of calls from the website. Because of the sheer size and expertise needed, TOM was and is the perfect fit to help Crete Carrier in expanding and targeting its’ online presence.

TOM sets up in-depth statistical analysis from the very beginning of a campaign by using Google’s analytical tools, Google and Bing Ad Conversion Metrics and other tracking systems. The platforms obtain a summary of the data in the form of excel spreadsheets to track the clicks that have turned into hires, applications, prospects, leads, calls, and more. The summary for Crete Carrier reveals the following information. In the first two months of 2015, Crete Carrier achieved an increase of 124 percent in electronic forms submissions and calls through PPC in comparison to the corresponding period of 2014. “The focus of TOM’s efforts is in optimizing our conversion rate for our PPC campaigns. Managing a comprehensive search plan with hundreds of individual ad groups, targeted marketing areas, keyword groups and creative elements is not a simple task. TOM monitors and makes necessary adjustments to our campaigns on a daily basis in order to reach our company’s recruitment goals,” says Todd Samning, Director of Marketing at Crete Carrier. According to Boesiger, as the PPC marketing becomes profitable to the client, the trend is to set aside a portion of the profits and invest the same in SEO and Social Media Marketing—where one bucket of advertising typically pays for the other. For clients who have in-house staff to monitor and respond to the social media output, TOM provides analysis and oversight, and have seen an even greater drop in cost per lead and application.”

Mobile Quotient - Stretching the Boundaries In the wake of the constantly changing mobile technology, Boesiger emphasizes on the need to be aware of unique delivery methods and the habits of desktop and laptop users. He explains, “It is very important to track mobile statistics, such as percentage of traffic, the type of device, and geographic in both Google Analytics and other AdWords statistical analysis.”

Statistics reveal some interesting facts on mobile usage. The average user is on the web using his mobile device for more than sixty percent of the time. Further, seventy percent of all searches through mobile result in an action within an hour of the search being conducted—be it a phone call or contact information or application filled out or a purchase. Additionally, 50 percent of all mobile searches hope to elicit local results and 61 percent translates into a purchase.

“When we interact with a new client, we educate them on the intricacies of mobile marketing—how the average screen space taken up by advertisements is between 50 and 85 percent and how mobile text and banner ads should be formatted. Even if you have a number one ranking in an organic search, since mobile users have a tendency to click on targeted PPC Ads more than desktop or laptop users, it is important to make sure that you have a balanced approach towards mobile marketing, utilizing both PPC & SEO. PPC Advertising on mobile devices converts to leads and sales quicker as well,” he adds.

Catalysts Scoping the Future of Marketing Google’s continuing refinements on mobile search are making it more targeted and effective both at a local and national level. “Adding the ranking factor of a mobile optimized website at the page level will reward businesses that want to provide the best user experience on mobile devices,” he adds. Towards that line, TOM is currently working on a PPC campaign app that can be downloaded on phone or tablet to track conversion.

The Google AdWords App has made it easy for TOM to implement changes to AdWords campaigns leading to quicker calls, leads, and contact forms. With Google continuing to improve and expand mobile or tablet ads, conversions, marketers gain even more data to track usable actions.

TOM continues to hone its core competency by building systems that deliver leads, utilizing tracking methods that complement Google Analytics while measuring the quality and quantity of leads. Google AdWords Tool, SEM Rush, Word tracker, and Spy Fu are just some of the tools TOM uses to help get all the different types of information. “We are constantly testing new calls all tracking sources, improving efficiency by working with our clients to ensure that their most efficient staff contacts the written leads quickly. By keeping every task accounted for, no matter how small, we stay ahead of the game,” says Boesiger.

Boesiger reflects on the improvements in the Google Key word Tool, which gives better data each month, not only for search, but also in the amount of opening bid estimates. He remarks, “Even though we can bring down the cost per click substantially in about 90 days as the Ads & Keywords work together, it gives our clients a solid budget estimate to begin with.”

As a highly results-driven digital marketing agency, TOM is data oriented. Boesiger says, “We work well with organizations who understand how valuable it is to start with research and implement the same into their campaigns. The famous adage “Failing to plan is planning to fail” definitely holds true in the PPC world. We practice this.”
Globally, businesses are increasingly considering best value technologies to derive maximum benefits under limited budgets. The ubiquitous Google is pushing the boundaries with its products, helping these businesses achieve maximum profitability and to succeed on and off the web. Right from the powerful search engine to its perfected art of search advertising, the useful tool kit of Google spans media, business, mobile, geo, social, home and office, emphasizing on simplicity.

For the enterprise, the investment in leveraging Google’s expertise is manifold. With the advent of Google, the world of advertising has changed with Adwords and Adsence driving in huge benefits by way of targeting a number of potential prospects. While the robust Google analytics helps in tailoring strategies for effective advertising, the cloud computing tools garner cost-effectiveness and enhanced productivity for the enterprise. The Google Maps on the other hand enable the business to be located by a customer, adding the competitive edge.

To capitalize on the evolving technologies, the CIO and decision makers have to zero in on the most relevant technology adoption for their company. The most rewarding vendor partnerships drive home excellence in execution and added ROI. As a prelude to CIO Review’s 50 Most Promising Google Technology Solution Providers, our selection panel evaluated the capabilities of several vendors who support core business processes and are at the forefront of tackling challenges in the Google arena.

We present to you CIO Review’s 50 Most Promising Google Technology Solution Providers 2015.

**Company:** Tomorrow’s Online Marketing

**Description:** A results-based digital marketing agency providing expertise in PPC, SEO, website creation, social media management and lead generation.

**Key Person:**
- Wayne Boesiger, Founder & President
- Cori Boesiger
- Jeff Sass & Jeff Dousharm

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