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The Google Guidebook

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About This Book

This book is aimed at anyone who wants to get a better understanding of the Google Ecosystem, such as advertisers, marketers, brand planners and brand managers in the UK.

The material is split into two sections. The first section covers Moments of Truth (integrating the Zero Moment of Truth) to show how five core Google products and digital channels can be used in combination with traditional media to support and engage users throughout the consumer journey. The second part covers five core Google products and how they can be used in combination with one another to improve campaign effectiveness.

There are many different ad types and products that can be used to meet any of your key marketing objectives: issue management, brand management, reach, awareness, sales, social, conversion, loyalty deepening and retention.

This book provides basic guiding principles and is supported by numerous online resources and training material which can be found on Google websites and YouTube.
The Moments That Matter

Moments that Matter now form part of a four point model called the Moments of Truth in the consumer journey; extending upon previously established tools.

In 1986, Jan Carlzon, the former President of Scandinavian Airlines, wrote a book titled Moments of Truth. The core principle presented in the book was that every decision is a process.

A process is made up of many moments where your product must be judged as a better option than the competition, but Jan also noted that not all moments are equally relevant for the consumer’s decision making process. There are a few moments you absolutely need to win or your product will be eliminated from consideration. These are the moments you must identify and focus on winning.


The First Moment of Truth (FMOT): the customer makes the decision on buying the product at the shelf.
The Second Moment of Truth (SMOT): the customer uses the product having a good or bad experience.

Yet today's consumers know so much more before they reach the shelf.

(fig. Google Search provides many ways to engage with consumers in the Zero Moment of Truth)

They find incredible detail online, from every possible source, about the brands and products that matter to them. They browse, dig, explore, dream, master and are then ready to buy with confidence. And what they learn, they share with others.

With this constantly evolving consumer behaviour Google, in association with Shopper Sciences, began a research project in 2011 with 5000 shoppers across 12 categories; from groceries to cars.

The goal was to review where influence takes place and if the original models still applied. This research identified an additional step within the process: the Zero Moment of Truth¹.

The Zero Moment of Truth influences which brands make the shopping list, where shoppers choose to buy and with whom they share the results.

It was revealed for a car purchase a customer would research or be influenced by more than 18 points of influence.
In a digital world more and more of the information sources shoppers’ use are online - where customers expect them to be. As a brand you need to be present and present yourself well in each of the Moments of Truth. Search, Video, Mobile, Social, Big Data and Peer Endorsements play a pivotal role at each of these Moments that Matter.

By better understanding the Moments that Matter to potential or existing customers, you can join the conversation earlier when decisions are being made.

The media landscape continues to change with:

- an increase in the number of media available & the channels available within each medium
- an increasing control by consumers of the media they consume
- a need for an industry-led, media-neutral approach
- a need for a broader platform to fuse with the increasing number of proprietary research studies

In the next sections we’ll discuss each of these moments in more detail and how Google’s ecosystem of tools and advertising solutions can support you to take advantage of these changes by better engaging with and targeting your customers.
Stimulus

95% of our purchase decisions happen in the subconscious mind – when we are not even thinking about them

‘How Customers Think’ Prof. Gerald Zaltman, Joseph C. Wilson Professor Emeritus, HBS

It is crucial within your role to understand the customer’s sub-conscious decision-making processes and disrupt positively with the right communication at various time of day touchpoints. Thereby you can effectively address customers’ needs for your product.

Stimulus involves the creation of iconic experiences and an emotional connection through great storytelling. It also requires the message to be delivered at the right time and frequency to reach your target audience. If your message resonates with your audience they will use social endorsement to spread the word to family and friends.

What Do We Recommend... ?

- Create iconic experiences
- Show the right message at the right time, to the right people
- Amplify with social endorsement

Create Iconic Experiences

The consumption of content across devices means consumers will access content in their own way on their time schedule. Families no longer often get together to watch a TV programme at a set time each evening or only search for content on desktop. We consume content on the move and it has to be there when we need it, every minute of every day.
The consumer’s subconscious can be stimulated and their decisions can be influenced towards your brand by positive disruption through larger-than-life experiences that compel them to stop, notice and sub-consciously consider your product.

**What Can You Do?**

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<tr>
<th>Platform</th>
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| YouTube  | Break through the communication clutter and achieve massive reach with the [YouTube Homepage masthead](http://goo.gl/ES0KJ4) | ● 24 hour takeover (Desktop and/or Mobile)  
● Unparalleled reach and visibility on the world’s most prominent video destination  
● Creates a buzz for your brand and increases activity around your brand on YouTube, search engines, and traffic to your brand website |
| YouTube  | Gain access to audiences alongside the video content that they are most passionate about in a scalable way with an [In Stream Blast](http://goo.gl/avhtrF) | ● Targeted or untargeted high share of voice possible  
● Plan alongside audiences / content you are familiar with, e.g. Male ABC1 or Women’s Lifestyle |
| YouTube  | Leverage existing YouTube audiences across key channels with an original channel sponsorship | ● Sponsorship deepens your brand's engagement with YouTube creators and their audiences  
● Further integration and partnership opportunities are available |
**Show the Right Message, at the Right Time, to the Right People**

Our time is limited and we consume content in so many different ways during a single day. For advertisers the number of consumer touch-points is increasing. It’s not easy to predict where your audience might be or how they might be thinking at that moment in time.

Another way of creating interruption when the consumer is not thinking about your brand consciously can be done through showing the right message at the right time to the right set of potential consumers that are likely to buy your product in the future. The right message, time and set of consumers can be identified...

**Through User Behaviour**

Foresee which users are likely to be interested in your brand or product based on their previous behaviour on the web. The likelihood of interest can be determined based on their behaviour across Google or 3rd parties, for example, based on the sites they have visited or showed interest in. You should also take advantage of user behaviour from your own brand’s web page or 3rd parties like retailers.

**What Can You Do?**

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| Google Display Network (Desktop & Mobile) | Showcase iconic creative through engaging display formats such as Engagement Ads ([http://goo.gl/DEGXSw](http://goo.gl/DEGXSw)) | ● Interact with new audiences, through rich, captivating brand messages by creating a lean-in experience  
● Pay ONLY when users engage with your ad |
| Google+ and YouTube | Host landmark conversations between anyone, on any device, for access, information or entertainment with Hangouts on Air | ● Interact with your audiences face or face, or allow them to speak face to face with celebrities or significant individuals, with up to 10 people in a hangout  
● Stream the Hangout on Air to an unlimited number of people on YouTube, in a masthead, in a +Post Engagement ad on the GDN, or on your own O&O properties |
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<td>Google Search (Desktop &amp; Mobile)</td>
<td>Reach people with the most relevant and effective message tailored to what they’re looking for, when they’re searching and what device they’re using through enhanced campaigns (<a href="http://goo.gl/24uM2R">http://goo.gl/24uM2R</a>)</td>
<td>• Manage your search strategy and buy more effectively based around device, location and time variables.</td>
</tr>
<tr>
<td>YouTube</td>
<td>Reach people through a hand-picked, fully transparent list of channels by category with In-stream prime packs (<a href="http://goo.gl/XNVlGi">http://goo.gl/XNVlGi</a>)</td>
<td>• Raise brand awareness at scale and brand association with the most loved content on YouTube</td>
</tr>
<tr>
<td>Google Display Network</td>
<td>Target, bid, report &amp; optimise on individual keywords that appear in the copy of editorially driven sites across the network</td>
<td>• Use insights generated from your search activity to make</td>
</tr>
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</table>
(Desktop & Mobile) (including YouTube) using keyword contextual targeting (http://goo.gl/jsGAW4) informed decisions about display

Google Display Network (Desktop & Mobile) Target website pages about specific topics and allow your ads to appear on any pages that provide content related to your selected topics by using topic targeting (http://goo.gl/dh1Hsj)

- Get exposure on many relevant websites, without needing to target them one by one

Google Display Network (Desktop & Mobile) Connect with people whose expressed or inferred interests relate to your brand or product across a variety of sites across the network (including YouTube) using interest categories (http://goo.gl/L3JHQz) and reach them when they are browsing using in-market audiences (http://goo.gl/jMSqL3)

- Reach your target audience, showing highly relevant messages to potential customers based on their interests as they browse pages across the Google Display Network

Google+ and Search Build and nurture Google+ so that socially endorsed content surfaces at the right time in Google search results

- Post regularly, relevant content to your Google+ page so that it surfaces in the Knowledge Panel and in Google Search results, and in Maps listings, with reviews

**Through Choice**

Perhaps one of the most interesting developments of the proliferation of the digital revolution is choice. Choice is about letting the consumer tell you if they are interested in looking at your communication. Think of it as an “invitation to connect”, when the consumer says "OK I’m listening, what do you have to say". And you only pay if that invitation is accepted.

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<td><strong>YouTube</strong></td>
<td>Let great ads stand out, helping you find the exact audience you want on any device by using Trueview (<a href="http://goo.gl/DWm05Q">http://goo.gl/DWm05Q</a>) video ads.</td>
<td>● Pay ONLY when someone chooses to watch your video&lt;br&gt;● You can run videos for longer than 30 seconds, so you have more freedom to experiment with different creative formats.</td>
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<td>Platform</td>
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<tr>
<td>Google Display Network (desktop &amp; mobile)</td>
<td>Find new audiences who are interested in your brand message across the web using engagement ads (<a href="http://goo.gl/DEGXSw">http://goo.gl/DEGXSw</a>)</td>
<td>● Pay ONLY when users engage with your ad</td>
</tr>
<tr>
<td>Amplify with Social Endorsement</td>
<td>Use social content, experiences, and recommendations to create interruption and drive interest.</td>
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| Google+                          | Create a [Google+ Page ([http://goo.gl/YR1biq](http://goo.gl/YR1biq))](http://goo.gl/YR1biq) as the centre of your brand's identity on Google | ● Attract new customers and build deeper relationships with current ones, by making it easier to connect to people who search on Google every day.  
● Share the right things with the right people, and add a social layer across all Google products |
|                                  | Elevate your organic posts to run across Google Display Network         | ● Turn your organic posts on G+ into interactive lightbox display ads that run across the GDN with social proof - comments, +1s and re-shares                                                                       |
|                                  | Continuous engage and monitor your Google+ page and other social media   | ● Encourage users to return to your page in order to strengthen relationships  
● Limit downside effects of potential customer complaints by responding quickly and appropriately  
● Use Insights to identify your influencers and best content |
● Drive deeper engagement with an existing audience |
| Google Search (Desktop & Mobile) | Connect your Google+ Page with your AdWords campaigns in order to show [social annotations](http://goo.gl/YR1biq) | ● Improve click-through rate (CTR) of your Google Search ads by 5-10 percent on average                                                                                                                     |
| **YouTube** | Set up your own video homepage on YouTube, with a [channel](http://goo.gl/kZtYnR) where viewers can watch, enjoy and engage emotionally with your brand | • Create a truly persistent relationship with consumers in a customised branded environment with YouTube channels |
| **Google+ and YouTube** | **Connect** your Google+ Page with your YouTube channel [http://goo.gl/2c8aYu](http://goo.gl/2c8aYu) | • Post videos from YouTube automatically to your Google+ page to extend reach, and enjoy the extended benefits of connected comments between G+ and YT |
Stimulus in Action: Dove Sketches [http://goo.gl/dPTs00]

In the following case study we show how our core recommendations were brought to life for the Dove ‘Sketches’ campaign:

Create iconic experiences

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<th>Platform</th>
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<tbody>
<tr>
<td>YouTube</td>
<td>Dove used a YouTube Homepage masthead [<a href="http://goo.gl/vu7Ubm">http://goo.gl/vu7Ubm</a>] in order to achieve massive reach.</td>
<td>Dove took 100% share of voice for a day on YouTube.com in order to tell their story.</td>
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Right Message, Right Time, Right Place

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<tr>
<th>Platform</th>
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<tbody>
<tr>
<td>YouTube</td>
<td>Dove increased global investment in TrueView [<a href="http://goo.gl/DWm05Q">http://goo.gl/DWm05Q</a>] in-stream allowing users to choose whether</td>
<td>● Dove saw paid views driving earned views.</td>
</tr>
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</table>
or not to watch the video, so Dove knew they were reaching an engaged audience.

- Dove also saw 8 million follow-on views from TrueView alone.

**Amplify with Social Endorsement**

Click here to watch the case study video (http://goo.gl/2Xtnyr)

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<th>Platform</th>
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<tr>
<td>YouTube</td>
<td>The Dove YouTube <a href="http://goo.gl/kZtYnR">channels</a> allowed users to engage in follow-on activity, such as subscribing to the channel and exploring more content.</td>
<td>For Dove Real Beauty Sketches alone, Dove has 6 videos and over 15 minutes of content, including a 6-minute version of the film that has 3 million views.</td>
</tr>
<tr>
<td>Google+</td>
<td>Dove also organised a follow-up <a href="http://goo.gl/UW8NRJ">Google+ Hangout</a> on Mother’s Day in Canada; where the same forensic sketch artist interviewed three mums &amp; their daughters through Hangouts.</td>
<td>The Hangout footage was used in a separate TrueView ad campaign, and a Google+ badge added to Dove’s U.S. and Canadian sites helped Dove reach over 275,000 followers on Google+.</td>
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**Campaign Highlights**

- 163 million+ views globally
- 8 million follow-on views from TrueView alone
- 4.6 billion PR and blogger impressions
- 275,000 followers on Google+
- #1 on the Cannes YouTube Ads Leaderboard
• Won Titanium Grand Prix at 2013 Cannes Lions International Festival of Creativity
The Zero Moment of Truth

83% of mums say they do online research after seeing TV commercials for products that interest them.

Today’s shoppers bounce back and forth at their own speed in a multi-channel marketplace. They switch devices to suit their needs at any given moment. They search; go off to look at reviews, ratings, styles and prices; and then search again. They see ads on TV and in newspapers and online. They walk into local stores to look at products. They talk to friends, over the back fence and on social media. Then it’s back to researching online for more information.

The Zero Moment of Truth (ZMOT) is when the consumer is researching in a seamless through-the-line world to make their purchase decision.
It’s imperative for you to understand the ZMOT for your product and be ready to meet today’s empowered customers where they want, with the information and offering they need.

The vital step is to ensure that your customers find relevant information during their investigative journeys while they are forming their purchasing decision. Develop communications to answer their likely questions at this stage, deepen the brand relationship and trust and encourage them towards a purchase or conversion. Give them a voice and engage with them on topics that tap into their emotional needs and desires.

**What Do We Recommend... ?**

- Greet those who are looking
- Tell them a story and make them feel special
- Build trust

**Greet Those Who Are Looking**

Ensure your brand is present with the relevant information when the consumer is interested in your product or your category. Make sure your brand communication is present at all times across the web when and where your consumers are looking. Ensure there are no ‘missed opportunities’ when the consumer is in the process of purchasing your product.

**What Can You Do... ?**

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<tr>
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<tbody>
<tr>
<td>Google Search (Desktop &amp; Mobile) &amp; YouTube Search</td>
<td>Ensure full coverage on all category, brand territory, and brand campaign terms on Google Search and YouTube Search, across devices</td>
<td>● A people-first strategy  ○ Understanding what the queries are that people ask all the time...  ○ Your brand offering an appropriate answer  ○ An answer that leads to appropriate content to resolve the query</td>
</tr>
<tr>
<td>Google Search (Desktop)</td>
<td>Customize your search messaging for users who have engaged with your site in the past with <a href="http://goo.gl/tuQISg">remarketing lists for search (RLSA) ads</a></td>
<td>● Allows you to make your search campaigns even more relevant when consumers are expressing intent</td>
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</table>
**Google Display Network (Desktop & Mobile)**  
Continue the conversation with consumers who have already visited your site (or your YouTube channel) with remarketing (http://goo.gl/X3Pmco) and dynamic remarketing (http://goo.gl/5qF1RX).

- Increase brand awareness
- Drive users back to your site with tailored messaging

| Owned website | Make sure your site loads quickly and clearly on any desktop and mobile device | Optimal user experience  
○ 57% of users say they won't recommend a business with a poorly-designed mobile site, and 40% have turned to a competitor’s site after a bad mobile experience

| Other marketing communications | Make sure your messaging is consistent across all media channels, and you promote all digital destinations | Being there for your consumers when they might need you

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**Tell Them a Story & Make Them Feel Special**
Use multiple platforms, through-the-line, to tell a seamless compelling story that is personalised and strikes an emotional chord with your consumer.

**What Can You Do… ?**

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<tr>
<td>YouTube</td>
<td>Enhance your TV ads for YouTube making them even more creative and engaging</td>
<td>● Take advantage of ad technology to tell a brand story by linking to another video, or linking from products in video scenes to product pages on partner retailer sites using annotations (<a href="http://goo.gl/2DveqV">http://goo.gl/2DveqV</a>)</td>
</tr>
<tr>
<td>YouTube</td>
<td>Collaborate with social talent at the forefront of popular culture, such as the YouTube creator community</td>
<td>● By associating your brand with social talent you associate yourself with their fan base and can take advantage of your mutual interest in connecting with a specific user audience</td>
</tr>
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</table>
Build Trust
Brand development starts by building trust in the products and services you provide. From your customer service team handling comments and social questions to video support tutorials: you should be present when the consumer is looking to communicate and interact with your brand.

Consumers are constantly seeking more information before making the final purchase decision. By giving your consumer a relevant and personal experience online, and being present when they are researching you can provide relevant and personalised answers to their questions to broaden their consideration set and position yourself as a trusted advisor.

What Can You Do… ?

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<tr>
<td>Google Search (Desktop &amp; Mobile)</td>
<td>Leverage social signals expressed through Google+ across the web and be discovered in Google Search with social annotations (<a href="http://goo.gl/s2ol0v">http://goo.gl/s2ol0v</a>)</td>
<td>● This can bring your Google Search ads an average clickthrough rate (CTR) uplift of 5-10 percent.</td>
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<tr>
<td>YouTube</td>
<td>Focus on the creation of specific video content to answer consumer question/needs (L’Oreal example) (<a href="http://goo.gl/LYgxLB">http://goo.gl/LYgxLB</a>) and help them to find this content across Google Search, YouTube and beyond</td>
<td>● This can keep your brand at the front of mind at a time of expressed consumer need.</td>
</tr>
<tr>
<td>Google+</td>
<td>Hold direct and interactive conversations with your customers using Google+ hangouts (<a href="http://goo.gl/UW8NRJ">http://goo.gl/UW8NRJ</a>)</td>
<td>● An easy, quick and simple way to connect with people in real time.</td>
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<td></td>
<td></td>
<td>● It’s possible to record the content to host (and maybe promote) on your YouTube channel.</td>
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Zero Moment of Truth in Action: Clinique UK (http://goo.gl/LjK8vF)
This case study shows how Clinique brought our core recommendations to life.

Greet Those Who Are Looking

Example: Search for ‘Clinique UK’ on Google Search showing great brand coverage from Clinique UK

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<tr>
<td>Google Search (Desktop &amp; Mobile) + YouTube Search</td>
<td>Clinique were present when consumers looked for the brand, product or category on both Google Search and YouTube search</td>
<td>● Clinique launched their brand on Google+ in order to provide information to audiences in the natural areas where content about their brand was being consumed and to “feed the search engine results pages”. They also used the Hangout video content in paid search media on Google Search and YouTube search.</td>
</tr>
</tbody>
</table>
Example: Search for ‘Eye Cream’ on YouTube showing great coverage from Clinique UK

Tell a Story, Make Them Feel Special, and Build Trust

Example: Clinique UK hangout on Google+ with skin care expert and beauty bloggers

Example: Clinique UK ad featuring social endorsement, which builds trust among consumers

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<td>Google+</td>
<td>Clinique used <a href="#">Google+ hangouts</a> to deliver the high touch, custom-fit service that</td>
<td>● The hangout provided an excellent forum for their audience to ask real skincare questions to one of their</td>
</tr>
<tr>
<td><strong>Google Search (Desktop &amp; Mobile)</strong></td>
<td><strong>Clinique implemented social annotations on Search to make use of social signals in their activity.</strong></td>
<td><strong>At last count, the company has seen a 14% uplift in online sales conversion rate, with leads coming from Google+ being potentially more valuable and likely to occur further down the purchase funnel.</strong></td>
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**Campaign Highlights**

YouTube TrueView in-stream ads promoting Clinique’s hangout achieved:
- Click-through rate was 10 times higher than the standard brand ad
- View-through rate was 16 times higher than the standard brand ad

Social extension-enabled campaigns led to an average 14% online sales conversion uplift.
First moment of truth
The First Moment of Truth

*Although 63% of consumers enter the market with a brand in mind, only 20% will ultimately purchase that brand.*

Consumers have become more discerning than ever before. Shoppers use smartphones to check competitors’ prices, look for coupons and deals, and measure shipping costs down to the penny. If they’re standing in the aisle at a store and they see a better deal, they may walk away. If they change their mind after moving an item into their online-shopping basket, they’ll just close the check-out window and walk away.

However, building a brand can protect you from these scenarios. A brand allows you to connect to your customers on an emotional level - beyond features and price. In order to build this emotional connection in today’s age you have to be where your customers are. That is, not only on traditional media but also on digital - across all of the moments that matter.

The First Moment of Truth is when the consumer is in the ‘purchase’ mode - when after considering many options, they have decided to make that all-important purchase.

By understanding the moments that matter for your audience at this stage, you can deliver persuasive brand communication on the right platforms at the right time. This enables you to convert interested consumers into buyers of your product.

**What Do We Recommend... ?**

- Make it easy to buy
- Be present across all screens

**Make it Easy to Buy**

Connect consumers to the next step. Make it tempting and convenient for them to want to progress to ‘purchase’. Essentially, push them seamlessly from "considering" your brand to "purchasing" your product.

**What Can You Do... ?**

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<tr>
<td>YouTube</td>
<td>Link where possible to ‘purchase’ on all owned properties. This could be a</td>
<td>• Increase your ROI by connecting shoppers with</td>
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</tbody>
</table>
‘buy now’ annotation, Channel Intelligence technology on a YouTube video or a link to retailer website. This applies to Desktop only for now.

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<td>Google Search (Desktop &amp; Mobile)</td>
<td>Optimize your ad creative &amp; ad extensions based on the user's context and device capabilities with enhanced campaigns for Google Search.</td>
<td>• Manage your search strategy and buy more effectively based around device, location and time variables</td>
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<tr>
<td>YouTube (Mobile)</td>
<td>Break through the communication clutter and achieve massive reach with the YouTube Homepage masthead on mobile devices</td>
<td>• 24 hour takeover (desktop and/or mobile) • Unparalleled reach and visibility on the world’s most prominent mobile video destination</td>
</tr>
</tbody>
</table>

Be Present Across All Screens

Your consumer can be in the ‘purchase mode’ anytime, anywhere.

Buying flowers for their partner while travelling between meetings for their anniversary they just remembered; or express ordering a missing ingredient of a recipe they are planning to cook from a recipe video they have just seen on their tablet; or buying the latest series of Gossip Girl pretty late in the night.

Make sure not just to be present, but to give the optimised user experience across platforms - on desktop, mobile and tablet. Ensure you drive awareness of, and traffic to, your mobile sites and applications with ads on all relevant screens - because you never know when your customer has decided to ‘buy’.

What Can You Do…?

● Attract customers who may be just around the corner as well as those searching for a business in an area they’re planning to visit soon
**YouTube**

Review your [YouTube channel analytics](http://goo.gl/2GwBR3) to understand how consumers are viewing your video content.

- Understanding your audience viewership can help you to create more successful content.
- YouTube is the biggest player for mobile video and mobile now makes up 40% of YouTube's total watch time in the UK - so this could be interesting for your brand.

**Google Display Network (Desktop & Mobile)**

Use Engagement Ads on mobile to help your brand be visible and findable to your most valuable audience, and express your brand in compelling ways.

- Broadcast your message to users who want to see it via video on mobile and tablet.
- Provide engaging, memorable experiences with interactive and custom-built interstitial ads.

**Mobile optimised sites**

Your #1 priority should be to build a website that provides an optimal viewing experience [here](http://goo.gl/ZDJJDo) across a wide range of devices.

- Optimal user experience: 57% of users say they won’t recommend a business with a poorly-designed mobile site, and 40% have turned to a competitor’s site after a bad mobile experience.

**Mobile applications**

Once you’ve built your optimal site, your next step could be to [start using mobile apps](http://goo.gl/JiWQxC) by offering consumers functions for entertainment or utility value (or both).

- Mobile applications can be a great way of enriching your relationships with your consumers.

---

**First Moment of Truth in Action:**

**Make it Easy to Buy:** [TRESemmé](http://goo.gl/pAfPZ4)
<table>
<thead>
<tr>
<th>Platform</th>
<th>Actions</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>TRESemmé shortened the path to purchase and translated video views to sales by enabling shoppers to seamlessly move from browsing how-to videos and featured products to finding which retailers carried them, checked availability, compared prices and made a purchase.</td>
<td>By providing hair tutorial videos, tips and tricks, and interviews with trendsetters, TRESemmé has already generated more than 2.7 million views on their channel.</td>
</tr>
</tbody>
</table>

Be Present Across All Screens: Adidas [http://goo.gl/OiQztj]
<table>
<thead>
<tr>
<th>Mobile</th>
<th>Adidas leveraged the power of mobile to reach local customers. They recognised that in order to build an effective mobile presence, they had to pivot their thinking to understand how mobile drives value beyond mobile commerce, particularly in-store sales.</th>
</tr>
</thead>
</table>
|        | ● Determined a 20% conversion rate from mobile shop locator to in-store visits  
|        | ● Proved that mobile ROI brought a 680% incremental increase in ROI  
|        | ● Set the stage for further mobile advertising investments  |
Second moment of truth
The Second Moment of Truth

Google’s +1 button is used 5 million times a day

It is the Second Moment of Truth that determines if your customer is fully engaged with your product and brand. Digitally sharing their experience of your product on a social media platform is what can define this moment—be it positive or negative. Using their full range of senses, consumers judge and form an opinion about their purchase and product experience. And if the opinion is positive in this second moment of truth, customers will not only be motivated to re-purchase the product but also influence other potential customers by sharing their positive experience about the overall product and purchase experience.

So, essentially, the Second Moment of Truth is when the consumer shares his product-related experience, which then influences other consumers and becomes the stimulus or FMOT for them.

By ensuring a smooth purchase process for your customer and facilitating their product usage experience at this stage, you can turn them from mere buyers to advocates - advocates that not only keep using your product but also spread the word for your brand. Thereby they actively improve your brand image and bring in new potential customers into your fold.

What Do We Recommend...?

- Facilitating repurchase
- Nurturing advocates

Facilitating Repurchase

Reconnect with consumers who have purchased your products or expressed an intent in purchasing your product again. This is pivotal in building a loyal consumer base and turns many of them into advocates.
What Can You Do...?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Actions</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Search (Desktop &amp; Mobile)</td>
<td>Customize your search messaging for users who have engaged with your site in the past with <a href="http://goo.gl/tuQISg">remarketing lists for search (RLSA) ads</a></td>
<td>• Allows you to make your search campaigns even more relevant when consumers are expressing intent.</td>
</tr>
</tbody>
</table>
| Google Display Network (Desktop & Mobile) | Continue the conversation with consumers who have already purchased on your site. Promote complementary products or next products with [remarketing](http://goo.gl/X3Pmco) | • Increase brand awareness  
• Drive users back to your site with tailored messaging |

Nurturing Advocates

Nurturing your brand’s advocates - customers who don’t just buy but love your brand - is key to your brand’s long-term success. Building an on-going relationship with potential and current brand advocates will make them spread the brand love that creates a positive sentiment about your brand and brings new consumers to your brand.

What Can You Do...?

<table>
<thead>
<tr>
<th>Platform</th>
<th>Actions</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google+</td>
<td>Create a forum to interact with your most loyal followers - <a href="http://goo.gl/vUE6Ed">Google+ Communities</a></td>
<td>• Communities allow you to bring together current or prospective customers and drive conversations based on topics of interest</td>
</tr>
</tbody>
</table>
| Google+  | Hold direct and interactive conversations with your customers using [Google+ hangouts](http://goo.gl/UW8NRJ) | • An easy, quick and simple way to connect with people in real time.  
• It’s possible to record the content to host (and promote) on your YouTube channel. |
<p>| Google+  | Make it easy for visitors on your site to find and follow you on Google+ with the <a href="http://goo.gl/O3rJLD">Google+ Badge</a> | • Adding a +1 button to your brand and product pages makes it easy for consumers to endorse your brand. |</p>
<table>
<thead>
<tr>
<th>Google+ and GDN</th>
<th>Target your Google+ followers with tailored messages on the GDN by creating lists of those people</th>
<th>Create two lists in your Adwords account based on your Google+ page “Followers” and “Similar Followers” (those whose behaviour and profile is similar to your followers)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td>Build a community of <a href="http://goo.gl/XGauZ6">Subscribers</a></td>
<td>With the right video strategy, you can expose subscribers to brand messages at regular intervals, and use the power of sight, sound and motion to create brand enthusiasts within the YouTube community.</td>
</tr>
</tbody>
</table>
Second Moment of Truth in Action:
Facilitate Repurchase: JCPenney

JCPenney enabled gift buyers to record a personal message, which the receiver of the gift could listen to; printing and attaching a QR code onto the package sent achieved this. By scanning the QR code the receiver could connect to the web and listen to their personal message.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Actions</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Google</td>
<td>JCPenney enabled gift buyers to record a personal message, which the</td>
<td>● Very positive customer response</td>
</tr>
<tr>
<td></td>
<td>receiver of the gift could listen to; printing and attaching a QR code</td>
<td>● Enabling of a positive post-purchase</td>
</tr>
<tr>
<td></td>
<td>onto the package sent achieved this. By scanning the QR code the receiver</td>
<td>experience</td>
</tr>
<tr>
<td></td>
<td>could connect to the web and listen to their personal message.</td>
<td></td>
</tr>
</tbody>
</table>

Facilitate Repurchase: Hellmann’s (http://goo.gl/9WocXk)

This example shows a great way of how to engage with customers after they purchased a product. While there was no digital marketing involved one can develop further ideas based on this example and include digital media in communication and engaging with consumers.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Actions</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Google</td>
<td>Hellmann’s partnered with retailers who printed a recipe onto a customers'</td>
<td>● Increase in sales of 44% in the first three</td>
</tr>
<tr>
<td></td>
<td>receipts when checking-out - if they bought</td>
<td>months offering the new service</td>
</tr>
</tbody>
</table>
Hellmann’s mayonnaise. The recipes included other purchased products so customers could start preparing suggested meals the same day at home.

- Enabling of a positive post-purchase experience for customers
- Knowledge of new recipes promotes repeated use of Hellmann’s mayonnaise in the long-term

**Nurture Advocates: Cadbury** ([http://goo.gl/ySK2of](http://goo.gl/ySK2of))

<table>
<thead>
<tr>
<th>Platform</th>
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<tbody>
<tr>
<td>Google+</td>
<td>Building and facilitating a successful online community Cadbury managed to turn consumers into advocates. Community members are engaged and are creating vital content helping Cadbury connect to more consumers and growing their community.</td>
<td>- Ranked as one of the top 100 communities on Google+&lt;br&gt;- Attracted more than 20,000 members in less than three months with 2,500 recipes posted&lt;br&gt;- Logged 20 interactions per post on average</td>
</tr>
</tbody>
</table>
We Make the Web Work for You.

In the second half of this Guidebook we will provide a deeper dive into our products and platforms. We will offer our core recommendations for how to create plans that incorporate and leverage the best of Google, showing these through the lens of great examples of campaigns that we have worked on. But, more than just helping you to better understand each platform, crucially we will look at the relationship between products and platforms and how they have an impact on each other.
Google Search

What Is It All About?

Google Search is the single largest platform for leveraging the expressed user intent of millions of people around the world. You only pay to capture the actions that surround that intent.

Using Google Search you can reach customers when they're looking for information related to your product or service by showing ads featuring next to or above relevant Google search results. With search ads, you can connect with your customers on all the devices they use to search for information.

Did You Know??
- There were 1.09 billion recipe queries in the first 6 months of 201311
- Skin Care search volume was up 21% year-on-year in the UK in the first 6 months of 201312

Core Recommendations

1. Define the category or area of your brand territory to explore
Define your brands’ territory. Then figure out what each brand covers in terms of consumer interests, segments and categories, and which you want to explore.

2. Figure out how much demand is out there
Understand the volume of searches around your brand territory (Product Types, Brand, Categories, How to queries). Tools like the Google Keyword Planner (http://goo.gl/5dV2im) can be useful in getting search volumes.
3. **Understand the dynamics of this demand**
   Consider what is happening with the following variables:
   - **Size** - how big is the opportunity?
   - **Competition** - what are your competitors doing to capture this intent?
   - **Costs** - what are the costs of capturing this intent?

   How are these variables changing and what opportunities will this present?

4. **Capture the demand you want**
   Set appropriate targets around share of voice, and use Google Search ads to capture the relevant consumer intent.

5. **Drive traffic**
   Decide which destination you want to take people to. Is it YouTube? Google+? Facebook? A website? Ensure you drive consumers to exactly what they are searching for in terms of destination and content.

   **Example:** Comfort driving traffic to their Facebook page

6. **Measure and iterate for success**
   Track KPIs such as impressions, time on site and actions taken on your website (such as watching a video, liking, following, clicking on "where to buy" etc). Consider using [Google Analytics](https://www.google.com/analytics) to help you track and analyse such KPIs easily.
Did You Know??
- Hair Care search volume was up 19% year-on-year (YoY) in the UK in the first 6 months of 2013
- Household cleaning search volume was up 25% YoY in the UK in the first 6 months of 2013

Search - Impact on, or from, Other Google Platforms

YouTube
Within Google search, video content has been measured as 53 times more likely to achieve organic, first-page ranking than traditional web pages.\(^\text{13}\)

Therefore, optimizing your videos to take advantage of their full potential and, thus, perform well in search is absolutely critical to maintaining a successful YouTube presence.

Example: Google Search results for 'how to make pancakes' showing a YouTube video result

Google+

Google+ & Search Social Annotations
Endorsements from your Google+ followers are shown on your search ads as annotations. Search ads using Google+ on average result in 5-10 percent more clicks.\(^\text{14}\)

H&M, for example, saw up to 22% uplift\(^\text{15}\) in click-through rate (CTR) for their campaigns.

Example: Google Search ad with Social Annotations (last line contains number of followers on Google+)
Google+ Pages in Search
Brands’ Google+ page, profile image and recent posts are shown on the right-hand side of Google search results when relevant to a user’s search (e.g. a brand name).

Example: Searching for the brand term ‘Disney’, users can find information on the right hand side about Disney’s Google profile and their latest posts.

Directing Traffic to Google+
Search can lead traffic to non-website assets such as Google+, LinkedIn, Twitter, Facebook and YouTube.

Mobile
When, where, and how a customer can search for your products has grown exponentially. Mobile devices empower consumers with many new moments for search and discovery, and in turn, many new opportunities for customers to connect with your brand.

With Google Search Ads you can reach people in the Moments that Matter across all devices with smarter ads that are relevant to their intent and context all within a single enhanced campaign. Use contextual signals of location, proximity, and time of day to refine your mobile search marketing.

Display
Together, display and search can supercharge the effectiveness of advertising. After seeing a display ad, customers are 136% more likely to search for your brand.
Did You Know??
● 49% of all Recipe queries came from a non-desktop device
● 41% for Household cleaning
● 41% for Skincare
● 52% for Haircare
Case studies

Danacol
Danacol measured and quantified the effectiveness of all their marketing in Italy proving that Search was the most productive when complementing TV. Find out more here. (http://goo.gl/kWHeHu)

Dove
Dove achieved great coverage across all stages of their brand territory with compelling content.

Example: Various Dove search ads cover specific areas of the brand’s territory

Media Spend ROI Case Studies
YouTube has proven to add significant incremental reach to your TV campaign. Moreover, it turned out that incremental reach could be achieved at a lower cost on YouTube than on TV alone. Thus, extending your TV campaigns on YouTube increases the ROI of your marketing spend.
How to Get Started... (What to talk to your agency about)

1. **Identify Queries**
   Identify the queries people search for around your categories.

2. **Map Content**
   Map existing content to the queries.

3. **Deploy Content**
   Create and deploy new content where required.

4. **Implement Search Accounts**
   Create and deploy search accounts in order to marry queries to content.

5. **Ensure You Have an ‘Always On’ Search Strategy**
   Ensure your brand is always present to offer an appropriate answer to consumer queries that relate to your brand.

**Find out More**
- Advertise on Google: [http://goo.gl/ZvNOEr](http://goo.gl/ZvNOEr)
- Text Ads: [http://goo.gl/WAo13o](http://goo.gl/WAo13o)
- Image Ads: [http://goo.gl/BpOCPF](http://goo.gl/BpOCPF)
What Is It All About?

Google+ helps businesses build their brand.

Google+ is literally Google with a plus. It enhances the Google experience by adding you - your brand identity, relationships, and sharing capabilities, becoming the social layer that connects all of Google’s products and platforms.

With hundreds of millions of users already active across the platform, and new users joining every day, Google+ will support you to increase your social reach across the web, gain visibility for your social message, engage your fans via ground breaking technology, and connect more deeply with your audience.
Core Recommendations

1. Create
A Google+ page is your new online home for your business on Google. It provides your business with a public identity on Google, and it’s where you connect with customers, develop your brand and engage your followers.

Consider setting up Google+ pages for your brand, and potentially your products or local regions. If your Google+ pages are set up properly, linked to your website as well as YouTube and if you and your users are posting regularly then you will enjoy the benefits of a better Google - such as personalised search results, surfacing page content across the web, collecting followers for your brands, and so on.

Click here for more details on how to CREATE a presence on Google+: https://gplus-branding.appspot.com/playbook#/11 (http://goo.gl/6wpaxp)

2. Engage
Start a Google+ community as a place for fans to engage around your brand, or become a member of existing communities. Explore, listen and understand your customers and potential customers. Get to know them in their spaces without a mass media megaphone.

Host Hangouts and Hangouts on Air to speak with them and to them. Create Events to get together and share photos and videos automatically. Circle the right people, and welcome followers warmly.

Add a +1 button to your brand and product pages making it easy for consumers to endorse your brand and create momentum with the help of consumers. Add a Google+ sign-in to your website in order to increase the probability of users signing up and sharing their experiences based on your site’s content. With providing a Google+ sign-in users don’t have to create a new account but can just sign in using their Google+ credentials and easily connect to their Google+ account.

44% of Internet users would rather sign in using their Google+ account on web pages. This allows more engaging experiences for signed-in users (e.g. shares from your app can now include calls to action like ‘+1’, 'listen', 'RSVP', 'check-in ' etc).
Sign-in, for example, also drives mobile app downloads if you have a mobile app. Upon web or mobile sign-in, users can be asked if they would like to install your app (free). 40% of those who see the prompt accept - increasing free app install rates significantly.

Click here for more detail on how to ENGAGE on Google+:
https://gplus-branding.appspot.com/playbook#/27

<table>
<thead>
<tr>
<th>Did You Know?</th>
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<tbody>
<tr>
<td>● 90% of consumers back brands after interacting via social media.</td>
</tr>
<tr>
<td>● 78% of consumers say a brand’s social media activities influence their purchase decisions.</td>
</tr>
<tr>
<td>● 72% of consumers trust online reviews as much as personal recommendations</td>
</tr>
</tbody>
</table>

Example of how to engage: Users can easily follow and +1 Google+ on Google+

3. Promote
Promote your brand by including a G+ badge on your website (more information at developers.google.com/+ ) which on average drives 38% more followers. Promote your Google+ page on third party sites like Facebook or Twitter, or in your email, outdoor or TV marketing.

Click here for more detail on how to PROMOTE with Google+:
https://gplus-branding.appspot.com/playbook#/53

4. Measure
Measure the impact of traffic coming from Google+. Use free social reports in Google Analytics (http://goo.gl/HkjkEa) to measure your impact across the web. Constantly monitor both endorsements and complaints from consumers on social media related to your products and campaigns.

Use Ripples (http://goo.gl/Miuy9L) to identify your brand influencers.
Did You Know?
The Google+ Community is large and growing:

- More than 500 million users have created or upgraded to a Google+ account
- 390 million active users across Google (+1’ing, doing Hangouts, using Gmail, reviewing social signals in search etc.)
- 190 million active users in the Stream (update/news feed)
- 12 min on average per day in the Stream (update/news feed)

Google+ - Impact on, or from, Other Google Platforms

Search
Google+ & Search Social Annotations
Endorsements from your Google+ followers are shown on your search ads as annotations. Search ads using Google+ on average result in 5-10 percent more clicks.

H&M, for example, saw up to 22% uplift in click-through rate (CTR) for their campaigns.
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Searching for the brand term 'Disney', users can find information on the right hand side about Disney’s Google profile and their latest posts.

Directing Traffic to Google+
Search can lead traffic to non-website assets such as Google+, LinkedIn, Twitter, Facebook and YouTube.

YouTube
We’ve brought Google identities to YouTube - you can now link your YouTube channel to a Google+ page. Google+ and YouTube are empowering brands to project a more unified presence to users and amplify the social reach of their YouTube activities with easy-to-use management tools that work across Google.

The Google+ and YouTube integration works in the following ways:

- Videos uploaded to YouTube automatically appear on a brand’s Google+ page.
- Live broadcast your Google+ hangout (Hangout on Air) on YouTube - Use the recordings of Hangouts as a cost-effective way to create compelling and authentic content for your YouTube channel.
Display

Google+ buttons can be included in Display ads on the Google Display Network (GDN). You can also show the number of people who have +1’d your brand in these ads and thereby take advantage of social endorsement from consumers. You should also consider using the Display Ad Builder, which allows you to quickly create customised ads for the GDN. Google+ promoted posts can be run as display ads across the GDN.

Google+ Post Ads on the Google Display Network

+Post ads enable brands to turn any post on Google+ into an interactive lightbox display ad that runs across the GDN. +Posts are a solution influencing the consideration of your customers by helping them discover what others think. Valuable social proof, such as the comments, +1s and re-shares on a post will be shown in the creative as it gets promoted across the web. These ads help fuel a virtuous cycle of engagement for your brand; as organic content becomes an ad, is shared by a user, and once again becomes organic content. Brands benefit from both the engagement with the paid ad, as well as the earned/organic impressions and engagement they receive as the ad is shared back to the stream.
Case Studies

1. H&M
Learn how H&M uses Google+ to deliver engaging and exclusive content: http://goo.gl/lymZyy

2. Clinique
Find out how Clinique discovers an important new way of interacting with beauty fans using Google+: http://goo.gl/k5PxEl

How to Get Started (What to talk to your agency about)

1. Create & Verify Google+ Page
Create Google+ profile and verify your brand page.

2. Link AdWords Account
Link your Google+ page with your Google Adwords account.

3. Claim Custom URL
Ensure you claim your custom URL (e.g. google.com/+Nike) post verifying your page.

4. Apply G+ Badge to Website
Apply the G+ badge and promote your page on all channels - your website, your emails, twitter bio, Facebook page etc.

5. Engage Your Community
Engage your Google+ community by posting content, responding to questions or comments and taking part in conversations about your brand or product.

**For More Information**

- Google+ Playbook: [http://goo.gl/uUq5oY](http://goo.gl/uUq5oY)
YouTube

What Is It All About?
YouTube is the most powerful medium for connecting video with the heart and mind to elevate it from a one-way communication to a two-way experience; inviting brands and consumers alike to connect, curate, create and form communities.

YouTube LIVE Events Did You Know?
Samsung’s Unpacked 2 event achieved 2.4 million peak concurrent viewers for the Sept 2013 product launches making it the #2 stream on YouTube behind RedBull Stratos. YouTube also supports Hangouts on Air and Self-Serve live streams for Channels with more than 100 subscribers.

Core Recommendations:

1. Decide on the Strategic Role for YouTube:
YouTube allows brands to connect to audiences in varying scope, reach and execution. To implement and succeed in brand objectives and outcomes, decisions on the depth of brand integration with YouTube is required.

Three models of YouTube’s strategic integration with brands exist. Will your brand be a campaigner, collaborator or channeler?

Campaigners:
What are they?
Brands that create ‘better ads’ optimised for and **correlated to the YouTube ecosystem, platform** and **audience**.

**What do they do?**
- Campaigners create standalone, bespoke True Views ad campaigns that provide deeper connections with the YouTube audience, than ported TV campaigns.

**Example**
- Dove Sketches ([http://goo.gl/dPTs00](http://goo.gl/dPTs00))

**Collaborators:**
**What are they?**
- Brands which **sponsor** or **integrate** with **YouTube creators / channels** harnessing the collaborators authenticity, expertise and YouTube footprint.

**What do they do?**
- Collaborators create standalone or series based bespoke content for a specific campaign utilizing the expertise and talent of YouTube creators. Content resides on brand and/or YouTube creator channels and employs cross promotion to promote search and discovery.

**Example:**
- Unilever’s All Things Hair ([http://goo.gl/Oc41lC](http://goo.gl/Oc41lC))

**Channelers:**
**What are they?**
- Brands which aim to create an ‘**always on**’ YouTube presence, providing original and/or curated content on a consistent basis, which can include integration with YouTube creators.

**What do they do?**
- Channelers are organised and optimised to act as broadcasters on YouTube. Often bringing production of content in house, allowing for regular content uploads, collaboration on platform, dedicated programming strategy / audience development and a continually active presence on platform.

**Example:**
2. Find the Right People:

Through Data:
Identifying target consumers based on cookies and identity describing previous behaviour. This could be Google data of the sites people have visited and showed interest in. Or your own data of people who have visited your brand’s website. Or it can be third party data for example from a retailer. All of these can help you find the right set of consumers for your product/service.

Through Context:
Context is also very important and it’s something brand advertisers have been doing for a long time through traditional media. However, context now applies to more than just the environment in which the advertising might be placed. It also applies to the time and location in which the consumer is present.

Through Choice:
Choice is about letting the consumer tell you if they are interested in looking at your communication. Think of it as an “invitation to connect”, when the consumer says “OK I’m listening, what do you have to say”. And you only pay if that invitation is accepted.

3. Key Content Questions:

Does TV content work on YouTube?
The three models of YouTube integration (campaigners, collaborators and channelers) depend on creating varying degrees of bespoke YouTube content.

However this does not mean TV content cannot be optimised for use and perform on YouTube. Utilise unique YOUTUBE platform tools to enhance the appeal and performance of TV creatives, i.e. introducing annotation CTA’s and making use of ad technology (e.g. e-commerce product tracking).
Will creation of YouTube content be expensive!
Creation of YouTube content need not require large-scale production budgets. **Use content, you wouldn’t think of using.**

YouTube audiences respond and engage well with content they feel is **unique and interactive.** As such why not utilize content, which you would not otherwise air on TV, for example directors cuts or outtakes. These pieces of content, which would have been relegated to the ‘cutting room floor’, can serve as unique insight.

Remember YouTube is a social platform; therefore why not use YouTube as a means to test TV content creatives before airing. Interacting with the audience, providing call to actions empowering them to provide feedback on rough cuts will create relationships. **Engage audiences on a level they want to experience.**

Audiences often ‘want to see inside’ or ‘experience’ a brand. Therefore create content in locations, using employees or social talent, which you already have access to.

For example the magazine title **Grazia** creates a content series based around providing fashion news, filmed in the offices of Grazia, presented by editors and writers of the magazine.

Therefore Grazia leverages its brand and the desire from audiences to see inside their offices and interact with the people who work there.

**Top Tip**
Think like a YouTube Creator and create timely content, which capitalise on all the above factors but rides the wave of large-scale tent pole events off platform, which are synonymous with the brand.

For example Grazia, took content creation further and responded with fashion news after the 2013 Golden Globes: **Taylor Swift at the Golden Globes / Grazia News (http://goo.gl/21xEXF).**

One key trigger for the YOUTUBE algorithm is recency. Therefore creating timely content can supercharge search and delivery.

---

**Did You Know?**
50/50% gender split for recipe views on YouTube in 2013
4. Promote Great Content

Promotion of content is separated between, organic promotion, paid promotion and when applicable cross promotion.

Organic Promotion:
What is it?
- Promotion which leverages existing outlets, platforms and tools for search and discovery without investing media budget is termed organic promotion.

Sample Strategies
Off Platform - ‘Tell all brand fans off YOUTUBE about it!’
- Social Media: Leverage all social media outlets by syncing digital campaigns in a reciprocal cycle of promotion. Activate and entice off platform YouTube audiences by providing teases, links and context to the great content created.

On Platform - ‘Make the content work for you!’
- YOUTUBE Tools: Employ all YOUTUBE platform tools to push content to audiences & subscribers.
  - Metadata:
    - Ensure that the titles and descriptions contain both specific and generic keywords that relate to brand and content. Examine Google Trends (http://goo.gl/D7WG09) to highlight what searches audiences are performing in relation to the content keywords and include.
  - The Feed:
    - Ensure that uploads are published to a channels feed, information subscribers see when new content is available,
    - Tease and ‘set up’ audiences for new content by publishing messages to subscribers, using feed broadcast.
  - Annotations & CTA’s:
    - Provide verbal call to actions (CTA’s) to audiences, actioning and empowering them to like, comment, share and subscribe, backed with clickable annotations.
  - End Cards:
    - Optimise YOUTUBE content to push audiences onto other brand content.

Top Tip
The YOUTUBE algorithm favours watchtime as one trigger for surfacing content. This includes watchtime of the content itself and the watchtime it creates by
navigating audiences onward on the platform. Therefore think beyond the content itself.

**Cross Promotion**

**What is it?**

- Promotion which leverages collaboration/relationships between a single or collective amalgamation of the following:
  - brand and YouTube creator,
  - brand and YouTube supporters,
  - brand and other brand owned YouTube channels, utilising on and/or off platform tools and outlets for search and discovery, **without investing in media budget**.

**What should you do?**

- When collaborating with a YouTube creator (or another brand or owned channel) it’s essential to utilise their on platform subscriber base (and off platform fan base) through cross promotion. Create a checklist of key cross promotional engagements, including:
  - **On Platform Activity**
    - the collaborator liking or commenting on the specific content,
    - the collaborator subscribing to the channel (should it exist).
  - **Off Platform Activity**
    - create a promotional campaign of messages for social media outlets which the collaborator broadcasts on their accounts.

**Paid Promotion**

**What is it? - ‘Invest and push!’**

- Promotion, which requires investment in media budget across multiple online outlets.

**Top Tip**

Be clear on promotional KPI’s and objectives, in relation to your YouTube brand Strategy.

Paid promotion, for example will generally stimulate **initial content watchtime** and **views**, however unless the content is fully optimised (both in video narrative and YouTube platform tools) subscribers and by extension a sustainable audience are unlikely to be created.
Whilst this strategy would fit a campaigners objectives i.e. reach, it would not fit a channelers objective of building an on-going interactive subscriber base.

**Did You Know?**
- Red Bull has 2.6M subscribers on their YouTube Channel and 600M video views (231 views per subscriber.)
- Coca Cola has 144K subscribers and 150K video views (just over 1 view per subscriber.)

5. **Measure the Metrics that Matter:**

To measure the success of content, YouTube KPI metrics, should correlate to YouTube’s strategic role within your business and its set objectives. However an overview of key metrics obtainable through YouTube Analytics for channel and content can be broken down into:

- Performance indicators, information on views, subscribers, watchtime and retention for a channel or single video.
- Engagement metrics, displays how audiences interacted with brand content (likes, dislikes, comments, shares and favourites).
- Demographics, provides information on the gender and the localisation of audiences.
- Discovery, summarises the metrics for top playback locations and top traffic sources to videos.
- Top 10 videos, highlights the Top 10 videos of a channel according to view count.

**YOUTUBE Did You Know?**

YouTube reaches 28M people in the UK every month.
(Source: comScore MediaMetrix, April 2013)

**YouTube - Impact on, or from, Other Google Platforms:**

**Google+:**
- G+ badge appears on YouTube channel.
- Uniform branding avatar and page name across G+ and YouTube.
- Videos uploaded to YouTube automatically appear on brands G+ page.
- Users who have the brand in their circles, will see the brands video uploads on their YouTube Homepage. They can comment, +1 and share the videos directly from the YouTube Homepage.
Hangouts on Air:
Live broadcast your G+ hangout on YouTube and use the recording of Hangouts as a cost-effective way to create compelling and authentic content for your YouTube channel.

Display:
- Remarketing: Remarket to people who have seen your ad or video on YouTube with display ads (e.g. with different creative)
- Engagement Ads: Video creative can be used in Display Engagement Ads.

MOBILE YOUTUBE Did You Know?
Mobile now makes up for 40% of YouTube’s total UK watch time - you may have a mobile content audience without knowing it. What are you doing to understand how people are consuming content differently on connected devices?

Case Studies:

Campaigners
- Three Pony (http://goo.gl/LkIMw4)
- Dove (http://goo.gl/ezhkld)

Collaborators
- Unilever’s All Things Hair (http://goo.gl/Oc41IC)
- Jamie Oliver and Ocado (http://goo.gl/r4QIlb)

Channelers
- Red Bull (www.youtube.com/redbull)
- Pepsi (www.youtube.com/pepsimax)

1. Views:
Twining’s reached 1M views with their TVC on YouTube. Case study here (http://goo.gl/z6vrbM)

2. Performance:
Gumtree measured ROI by using Google Analytics with TrueView. Case study here (http://goo.gl/NHOAjk)

3. Engagement:
Barclaycard Bespoke launched with a live digital event using YouTube and Twitter. Users were rewarded for engaging with the brand (tweeting them) with a bespoke video for them. Video here (http://goo.gl/XfT3ur)
4. Social Talent:
Very use social talent such as Zoella and Tanya Burr to showcase new lines. Video here (http://goo.gl/PmJff9)

5. Viral:
Dove ignited conversations with Real Beauty Sketches. Case study here (http://goo.gl/ezhkld)

YouTube Channels Did You Know?
Channel subscribers watch twice as much of your content than non-subscribers. Do you have a YouTube channel for your brand, and if so do you have a plan to help drive subscriptions?

How to Get started (What to talk to your agency about):

1. Establish a YouTube Presence:
   - Ascertain content available and create a consistent upload and promotional schedule,
   - Create an account (pick an appropriate brand name),
   - Optimise YouTube channel by creating a channel avatar, channel art, unsubscribed introduction channel video & comprehensive about section,
   - Upload content and set to ‘public’
   - Optimise content using YouTube tools and ensure content metadata (including titles, descriptions, tags and thumbnails) is fully optimised for search and discovery.

2. Promote Great Content:
Upgrade to a channel, direct traffic to your channel and website using call-to-action overlays and annotations. Run a YouTube Homepage to showcase your brand and extend your reach.

3. Increase Video Views:
Use TrueView ads to increase you view count and therefore appear higher in YouTube search results. Pay for views, not impressions.

4. Engage:
Build a gadget on your channel to engage deeply with users, add links to your other social platforms, and comment back.
5. **Interact:**
Create bespoke content with social talent; live-stream branded events on the YouTube Homepage or your channel.

**For More Information**
What Is It All About?

Advertising is about reaching your target customer. Whether you need to increase brand awareness or maximize ROI on direct response campaigns, your challenge is to deliver the right message to the right person at the right time.

Google Display ads can be used to communicate with people on content driven websites and web-based services across all devices and media platforms. Google Display ads feature an effective combination of placement, contextual and audience targeting tools to help you find, reach and connect with your audience more efficiently than ever before.

Did You Know?

Users only search 5% of the time they spend on the web.\(^2\) We recommend reaching them using the Google Display Network in the other 95% of the time.

Core Recommendations

1. Learn From Your Engaged Audiences

Analyse specific user profiles from your website, e.g. do males spend more time on site than females? What are the inferred interests from your site visitors? Also look for engaged audiences across other owned properties, for example on YouTube. What does this data tell you about your audiences and how can you action on it?

Use in-market audiences, intent based audience targeting, to target highly qualified consumers who are in the market to make a purchase. Sophisticated semantic algorithms differentiate ‘interest’ from ‘intent’ in real time. This allows you to connect with consumers who are closer to purchasing, showing them relevant, personalized messages – at scale. Reach users while they are in the market for
different products or services from automotive to travel to consumer electronics to financial services to apparel etc.

2. Reach Engaged Audiences Again
Use remarketing to reach previously engaged audiences and change your display messaging based on what you know about your audience from their interactions on your owned sites.

3. Use Your Search Campaigns to Help Run Display Campaigns
Take advantage of ‘keyword contextual targeting’: use your search keywords to target key editorial sites displaying those same keywords when your users are not searching. We recommend re-using your existing search ads on the display network saving you time and effort. These text ads are unique to the Google Display Network.

4. Use Creative Formats To Engage Your Audiences
Create a lean-in experience with Google Display Engagement Ads in order to interact with new audiences, through rich, captivating brand messages. Consumers are spending more time with ads requiring active consumption, so why not pay ONLY for those who engage with your ad? You can achieve exactly this with Google Engagement Ads.

Did You Know?
You could reach up to 26.7m people in the UK on a monthly basis that have watched a video, visited a website or conducted a search related to food using the Google Display Network.

Display - Impact on, or from, Other Google Platforms

Search
Together, display and search can supercharge the effectiveness of advertising. After seeing a display ad, customers are 136% more likely to search for your brand.

Google+
Google+ buttons can be included in Display Ads on the GDN. You can also show the number of people who have +1’d your brand in these ads and thereby take advantage of social endorsement from consumers. You should also consider using the Display Ad Builder, which allows you to quickly create customised ads for the GDN. Google+ promoted posts can be run as display ads across the GDN.
Example: Expedia encouraging users to follow them on Google+ directly from their display ad

Google+ Post Ads on the Google Display Network
+Post ads enable brands to turn any post on Google+ into an interactive lightbox display ad that runs across the GDN. +Posts are a solution influencing the consideration of your customers by helping them discover what others think.

Valuable social proof, such as the comments, +1s and re-shares on a post will be shown in the creative as it gets promoted across the web. These ads help fuel a virtuous cycle of engagement for your brand; as organic content becomes an ad, is shared by a user, and once again becomes organic content.

Brands benefit from both the engagement with the paid ad, as well as the earned/organic impressions and engagement they receive as the ad is shared back to the stream.

Cadbury promoting their Christmas campaign with Google + posts on the GDN. To see ad (http://goo.gl/AQNLhX)
**YouTube**
Remarket to people who have seen your ad or video on YouTube or interacted with display ads on your YouTube channel.

Engagement Ads can be a great complement to video campaigns, helping to increase reach, frequency and also to make additional use of video creative assets - in two main ways:

- Complement YouTube TrueView with ‘Hover to Play’ ([http://goo.gl/TuaXy5](http://goo.gl/TuaXy5)) or a video lightbox display ad
- Complement a YouTube Masthead ([http://goo.gl/mPX1v2](http://goo.gl/mPX1v2)) with a Mastbox ([http://goo.gl/xkCWgv](http://goo.gl/xkCWgv)) display ad

**Mobile**
Mobile display is key in helping brands build brand love. Working with Google’s mobile display products will help brands be visible and findable to their most valuable audience, and express themselves in compelling ways.

**Be visible and findable to your most valuable audience**

- Target users by demographic, interest and behaviour, what device they have, which network they’re on and with appropriate keywords. You can also target users who’ve visited your website or app before with mobile remarketing.
- Create deeper connections with your audience using the unique features of mobile and tablets.

**Express your brand in compelling ways**

- Broadcast your message to users who want to see it via video on mobile and tablet.
- Provide engaging, memorable experiences with interactive and custom-built interstitial ads.

**Case studies**
**Warner Bros. France**
Using Lightbox Ads, Warner Bros. France brings Pacific Rim to life: 
[https://docs.google.com/a/google.com/file/d/0B6OA8bJoS9C2WGZmSVp6bFlvLVU/edit](https://docs.google.com/a/google.com/file/d/0B6OA8bJoS9C2WGZmSVp6bFlvLVU/edit)

**Skates.co.uk**
Skates.co.uk adopted Dynamic Remarketing on the Google Display Network, which led to a strong revenue increase: [http://goo.gl/JIJYZL](http://goo.gl/JIJYZL)

**Volkswagen**
By creating a Doubleclick Rich Media dynamic campaign Volkswagen managed to gain a significant increase in their click-through rate (CTR): [http://goo.gl/szlNEz](http://goo.gl/szlNEz)

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**How to Get Started (What to talk to your agency about)**

1. **Create & Build Your Display Campaign**
   Create a display only campaign and decide on ad formats used (Contextual, Image, Engagement ads)

2. **Decide on Targeting Options**
   Include interest, topic, demographic or category targeting to hit your audience.

3. **Tag Your Website**
   Implement remarketing tags on your site and collect users lists to gather insight.

4. **Remarket To Your Users**
   Start to re-engage users with bespoke creative and communication to improve performance.

5. **Optimise Creative**
   Optimise the campaign towards the best performing creative to improve performance

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**For More Information**

- Think Display: [http://goo.gl/zorHTJ](http://goo.gl/zorHTJ)
Mobile
What Is It All About?

Consumers can now use smart-phones and tablets to interact with businesses 24/7, from anywhere - at home, at work, on a bus. Whether you’re focused on performance advertising, or building a brand, mobile is key to reaching your audience. Research shows 90% of people move between devices to accomplish a goal, so reaching customers on-the-go is more important than ever before.

Google Mobile Ads help you to reach audiences on-the-go. Mobile ads appear on mobile devices in Google search results, on content websites, in apps and video. Use them to put your products in front of people as they use their smartphones and tablets throughout the day.

Did You Know?

- 66% of UK consumers say they always have their smartphone with them – 24 hours a day, 7 days a week.29
- 80% of smartphone owners say they use their smartphones in-store to enhance their shopping experience. Of these, 59% comparison shop while 48% search for coupons.30
Core Recommendations

1. Define Your Value Proposition
Determine what your consumer wants to do with your business in mobile, then consider how the consumer can interact with you using mobile devices. You will need to consider your mobile platform strategy (mobile sites and branded apps), as well as your marketing strategy to promote your mobile offerings.

2. Define Your Mobile Platform Strategy
Q - “Should I create a mobile website or a mobile app for my brand?”
A - Our answer often is “both” because each caters to a different type of customer.

An app is essentially a bookmark for loyal users who’ve invested the energy to download your app to more easily interact with your brand. A mobile site is for everyone else. While apps can be effective in deepening relationships with loyal customers, the majority of your traffic will likely come from the web. And while apps must be designed for specific platforms, a mobile website is accessible by users across all screens. In other words, having just an app is not the same as having a mobile strategy.

If you have to prioritise between an app and a mobile site, your first priority should be creating a mobile-optimised website.

Mobile-Optimised Websites
Customers will want to see a tailored experience based on the device that they use – but they still want a complete experience. Make sure that you design for mobile, rather than simply taking content from your desktop site and making it fit on a mobile screen.

Here are some initial steps that you can take to define your mobile site strategy:

1) Understand how customers currently interact with your site.
2) Adapt your value proposition to customer needs.
3) Study examples across and beyond your industry.
4) Evaluate which implementation option works best for you.
5) Don’t forget about analytics during the design process.

Refer to our mobile playbook for more information on these options.

Branded Mobile Apps
Here are the key points to remember when creating a branded mobile app:

1) Offer users entertainment, utility or both.
2) Design your app for the largest mobile platforms.
3) Consider developing ‘hybrid’ apps that work across smartphones and tablets.
4) Build a ‘made-for-app’ experience; don’t just port your mobile website into an app.
5) Promote your app to grow your user base.
6) Think past the install.

Refer to our mobile playbook for more information on these options.

3. Define Your Mobile Advertising Strategy
When companies talk about the opportunity mobile presents, often they are referring to the opportunity context presents. A better understanding of context - the specific circumstances in which your customers both seek you out and can be reached; such as time, location, and even proximity - allows your marketing message to be more targeted, meaningful, and successful.

Consider how your marketing is taking advantage of these signals to deliver more relevant calls-to-action and value propositions.
Mobile impact on, or from, Other Google Platforms

Search
When, where, and how a customer can search for your products has grown exponentially. Mobile devices empower consumers with many new moments for search and discovery, and in turn, many new opportunities for customers to connect with your brand.

With Google Search Ads you can reach people in the Moments that Matter across all devices with smarter ads that are relevant to their intent and context all within a single enhanced campaign. Use contextual signals of location, proximity, and time of day to refine your mobile search marketing.

Did You Know?
- 49% of all Recipe queries came from a non-desktop device
- 41% for Household cleaning
Display
The mobile audience has reached scale. While time spent browsing the web on
desktop and watching television has held mostly constant over the previous two
years, time spent on mobile has nearly doubled.

Mobile display is key in helping brands build brand love. Working with Google’s
mobile display products will help brands be visible and findable to their most
valuable audience, and express themselves in compelling ways.

Be visible and findable to your most valuable audience
- Target users by demographic, interest and behaviour, what device they
  have, which network they’re on and with appropriate keywords. You can
  also target users who’ve visited your website or app before with mobile
  remarketing.
- Create deeper connections with your audience using the unique features of
  mobile and tablets.

Express your brand in compelling ways
- Broadcast your message to users who want to see it via video on mobile and
  tablet.
- Provide engaging, memorable experiences with interactive and custom-built
  interstitial ads.
Users are spending an increasing amount of time consuming video on mobile devices – 2/3 of the world’s mobile traffic will be video by 2017.33

YouTube is the biggest player for mobile video. Mobile now makes up for 40% of YouTube’s total UK watch time - you may have a mobile content audience without knowing it. We recommended you review your YouTube channel analytics (http://goo.gl/2GwBR3) to understand how consumers are viewing your video content.

Also use YouTube’s mobile offering (http://goo.gl/pbDQug) to put your brand in their hand with:

- **Roadblocks**: Mobile roadblocks give you 100% share of voice on all home, browse and search pages on m.youtube.com and the YouTube App. You’ll get maximum reach and maximum impact.
- **In-stream ads**: Viewers using the YouTube Android App will see your ad as it runs before partner videos.

**Case Studies**
**Home Depot** (http://goo.gl/zNlwTx)
Find out how Home Depot bridged the gap between in-store and mobile experience.