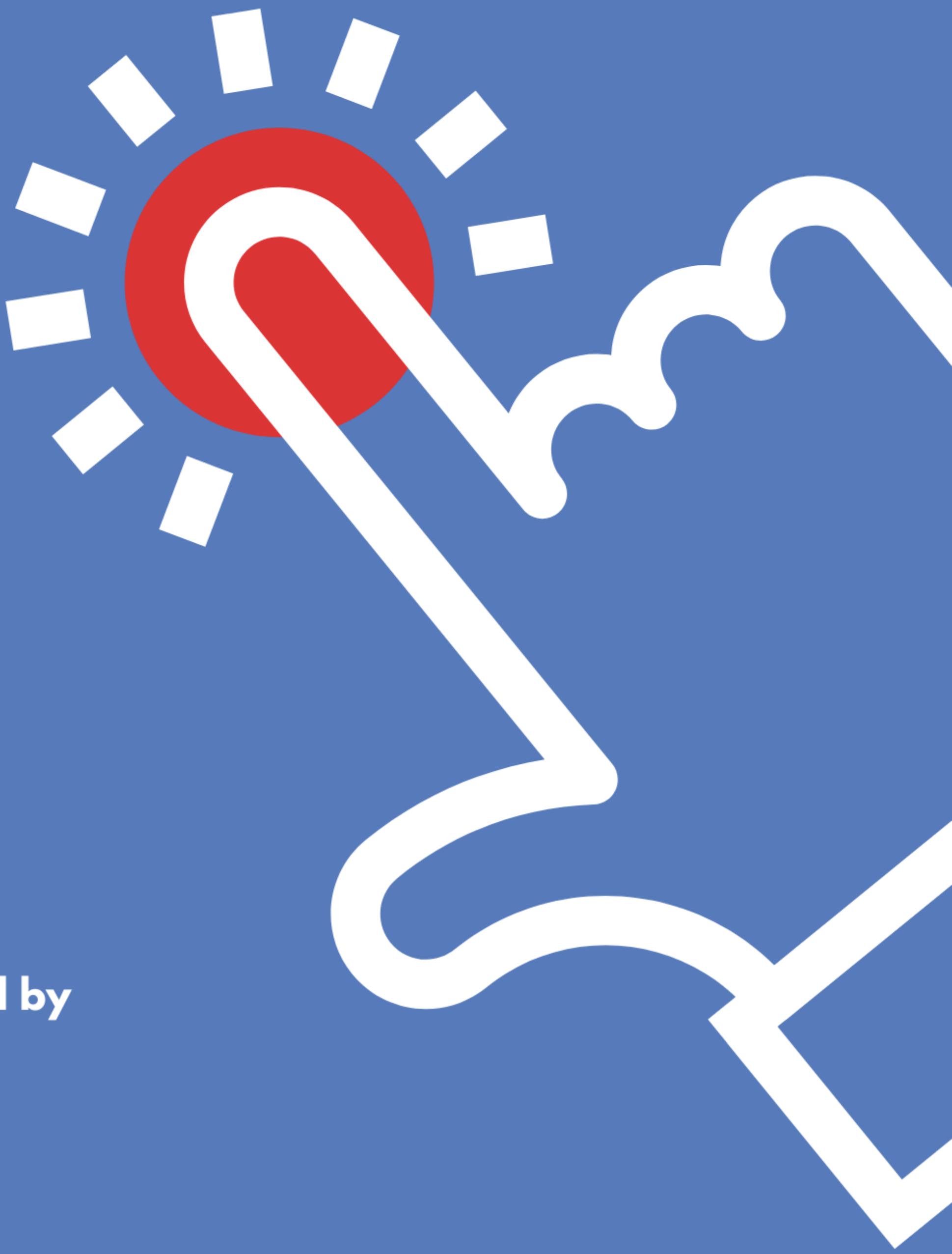


SECRETS TO SELLING IN 2021

*All You Need To Know To Win at
Online Selling in the Current
Ages.*



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Samurai PPC

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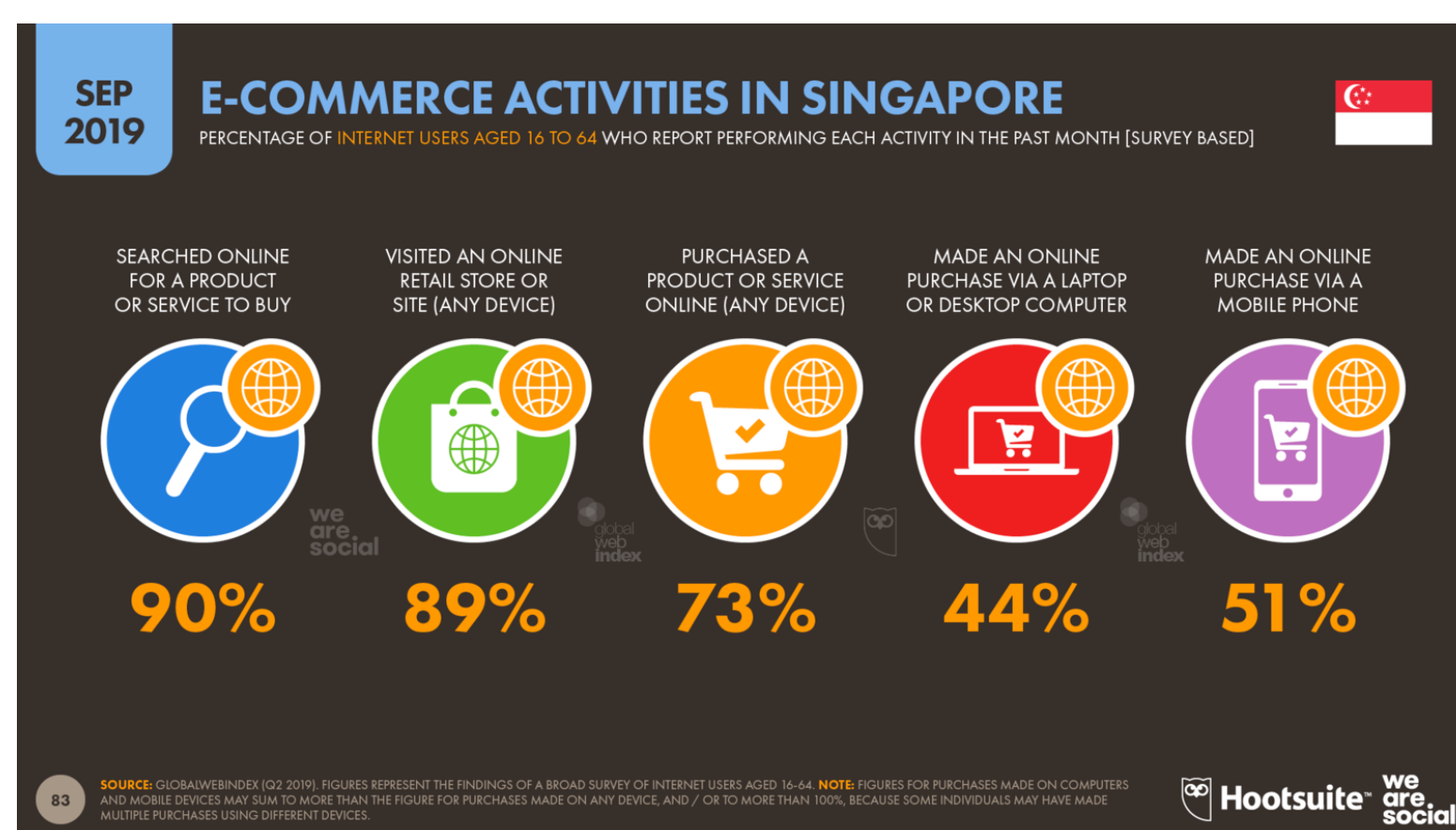
HOW TO GUARANTEE YOUR
SALES IN 2021

Foreword

By now, you know how many people are increasingly relying on the internet to make their buying decisions.

Online-first Economy

Almost 5 million people in Singapore use the internet today. 85% percent of the total population. GlobalWebIndex reports that nearly three-quarters of users between the ages of 16 and 64 shop online.



Businesses will thrive if they first thrive online, period.

For example, 90% of internet users in Singapore say they searched online for a product or service to buy. And 89% visited an online store or site. These are not small numbers that we can ignore, but shocking statistics. It shows that there is a massive shift to online purchasing. And the internet takes up a huge role in buying decisions. Most of the time, the whole process takes place online.

Most Businesses Lack Online Presence

Why is it that so many businesses in Singapore lack any internet presence? In a world where everything takes place online, most businesses do not even have a website for their goods and services. Most e-commerce sellers don't even have a website to sell their products.

What is lacking here? Laziness or lack of understanding?

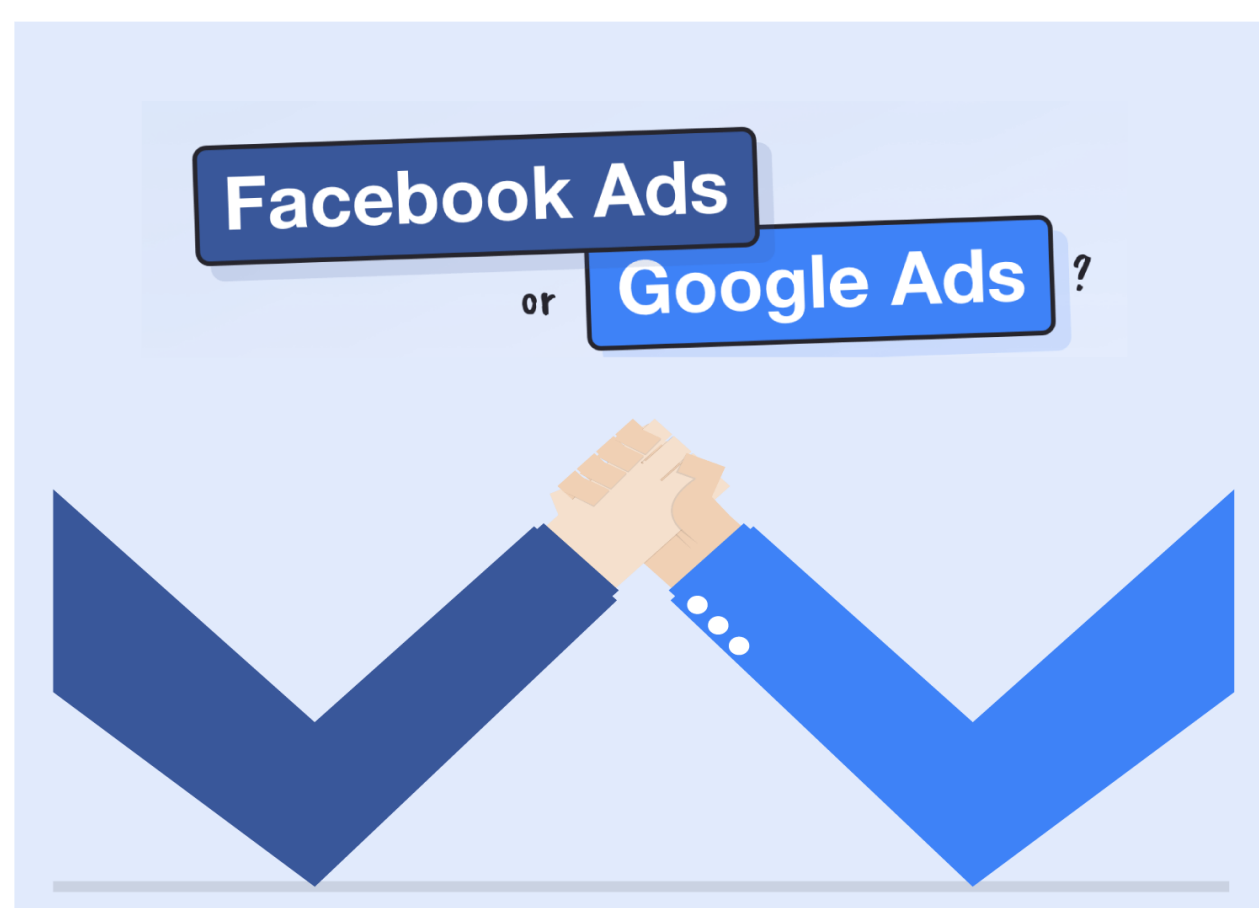
Our short E-Book: Secrets to Selling in 2021 tackles this problem on its head. It shows you in plain language why you must invest in online advertising for any chance to succeed.

How every business must rely on the BIG 2* to succeed.

Who are the big 2*?

In February of 2016, Ben Thompson, the author of the Stratechery blog, wrote an article titled "The Reality of Missing Out," he talked about the events happened that resulted in Google and Facebook achieving digital advertising dominance and will likely stay that way for a long time.

There are 3 main reasons why the Big 2* has dominated digital advertising.



Facebook and Google's dominance in 2021

- Facebook and Google have the most inventory on the internet and are still growing in terms of both users and ad-load; there is no temporal limitation that works to the benefit of other properties (and Facebook, in particular, is ramping up efforts to advertise using Facebook data on non-Facebook properties)
- It is cheaper to produce ads for only Facebook and Google instead of making something custom for every potential advertising platform.
- Facebook and Google have the best tracking, extending not only to digital purchases but increasingly to off-line purchases as well.

Other ad platforms such as Twitter, Snapchat, Criteo, Perfect Audience, Pinterest are fine. Many have their places for certain types of creatives, messaging, and niche audiences in it. But for the average advertiser, the question becomes, *why bother?*

There is a near 100 percent chance your target buyer can be reached between Google and Facebook advertising.

It has become the new normal, Google or Facebook, or forget about promoting your business.

The Only Reason Why You Fail

As we mentioned on the previous page, Google and Facebook's Duo-Dominance of the digital advertising landscape has forced us to decide where we should advertise. So the reason why you fail should be obvious now.

You are not advertising on either one of them. You missed out on 90% or more of your customer base by not familiarizing yourself with either of these marketing channels.

Most likely, your buyers can be reached via either one of them. Since we are Google (PPC) experts, we will delve deep into Google advertising here.

Let's say you are a painting services company for residential homes. You are looking for customers who are interested in your services. But how do you reach them most effectively? A quick browse on [Google's Keyword Planner](#) tells you that an estimated 1000~ searches every month on the search engine for the search query "painting services for homes".

Keyword ↑	Avg. monthly searches	Competition
painting service	1K – 10K	High
painting services near me	10 – 100	High
painting services singapore	1K – 10K	High

Google's awesome keyword planner helps you see potential traffic to your business!

Because you are only targeting locals, you know that these are relevant results from Singapore and not somebody from overseas searching.

Now you clap your hands and say, "Yeah! If I can set a proper monthly budget and capture around 100 leads a month, that is potentially an extra 100 painting jobs per month!"

So the first month, you set everything up correctly and waited for customers to come into your site. You did not quite reach your goals but managed to convert 20 customers into 20 painting jobs. Not bad for this month, eh?

You look forward to getting more next month, so you set your goal to 30 and went back to work. This is Google Ads in a nutshell. It is as simple as anybody can explain it. Google's reach does not just end in the search engine. If you think so, you have severely underestimated this BIG 2* dominance concept that we laid out previously.

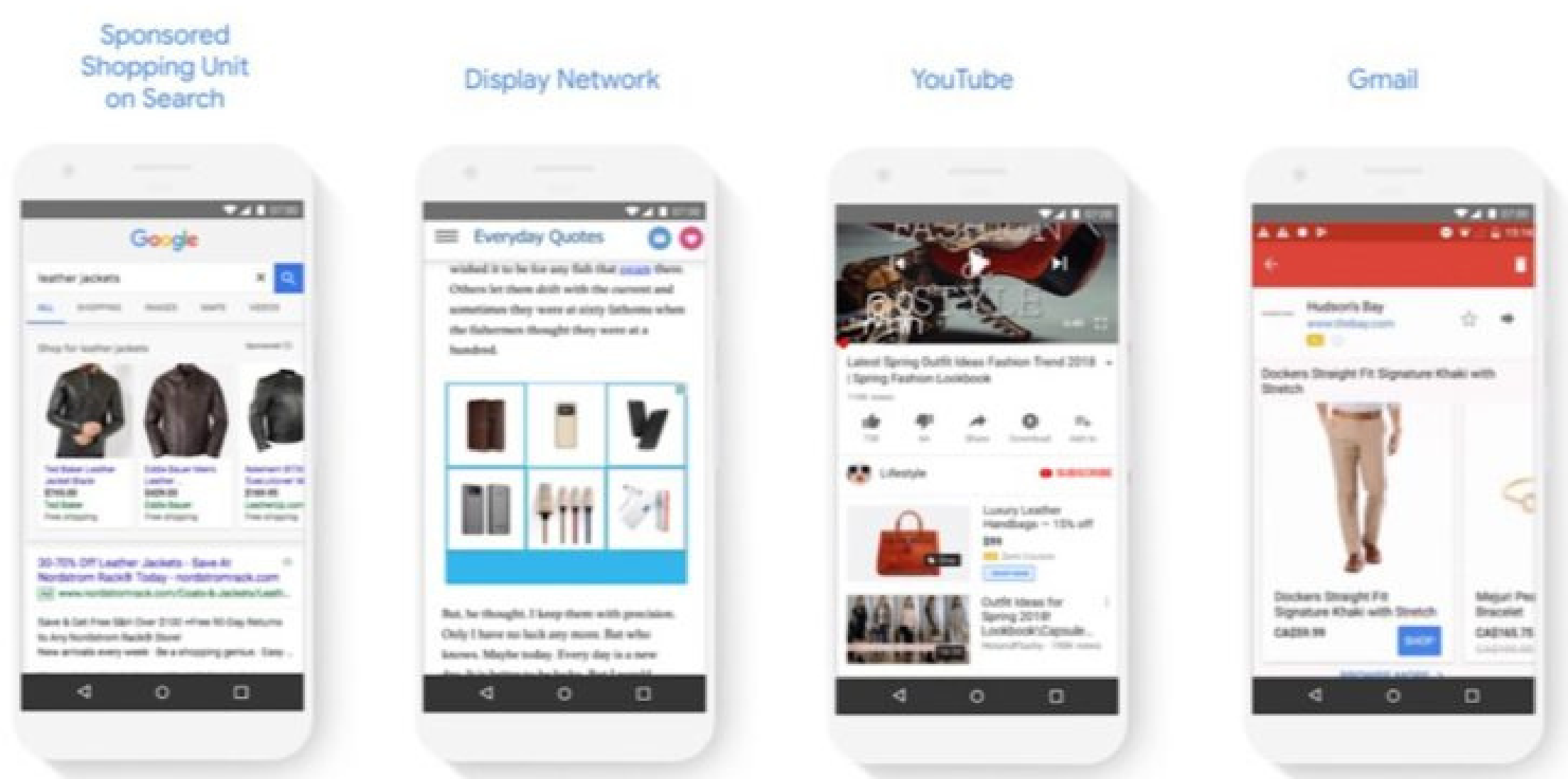
Google also serves ads to Youtube, Gmail, 2-million+ content sites with Adsense, Google app store, Google maps, and many other smaller search engines.

Secrets to Successful (Online) Selling

The most significant truths in life are simple. Man overcomplicates things too much. The simple answer is usually the correct answer.

The secret to successful (online) selling is to create demand for your products and services. The easiest way to create demand is by advertising.

By being a smart marketer and leveraging Google and Facebook advertising, you can create a solid online presence for users to browse, buy, and build long term relationships with your business.



Show your ads (almost) anywhere online!

If the best companies in the world are investing millions of dollars every month into Google Ads and its counterparts, why do you think your business is exempted? These companies obviously know what works and what does not.

Take advantage of the enormous data sets Google has on your customers. Google's machine learning can help target your customers profitably. If you sell pet food, the algorithm can target "cat and dog lovers", or "pet enthusiasts". Perhaps it found out that most of your sales are coming from users aged 25-35, it then focuses more of your ads to them.

Google's powerful machines look at over 100-million data signals in a fraction of a second when somebody types in something on their search engines. We can therefore advertise smarter, not harder.

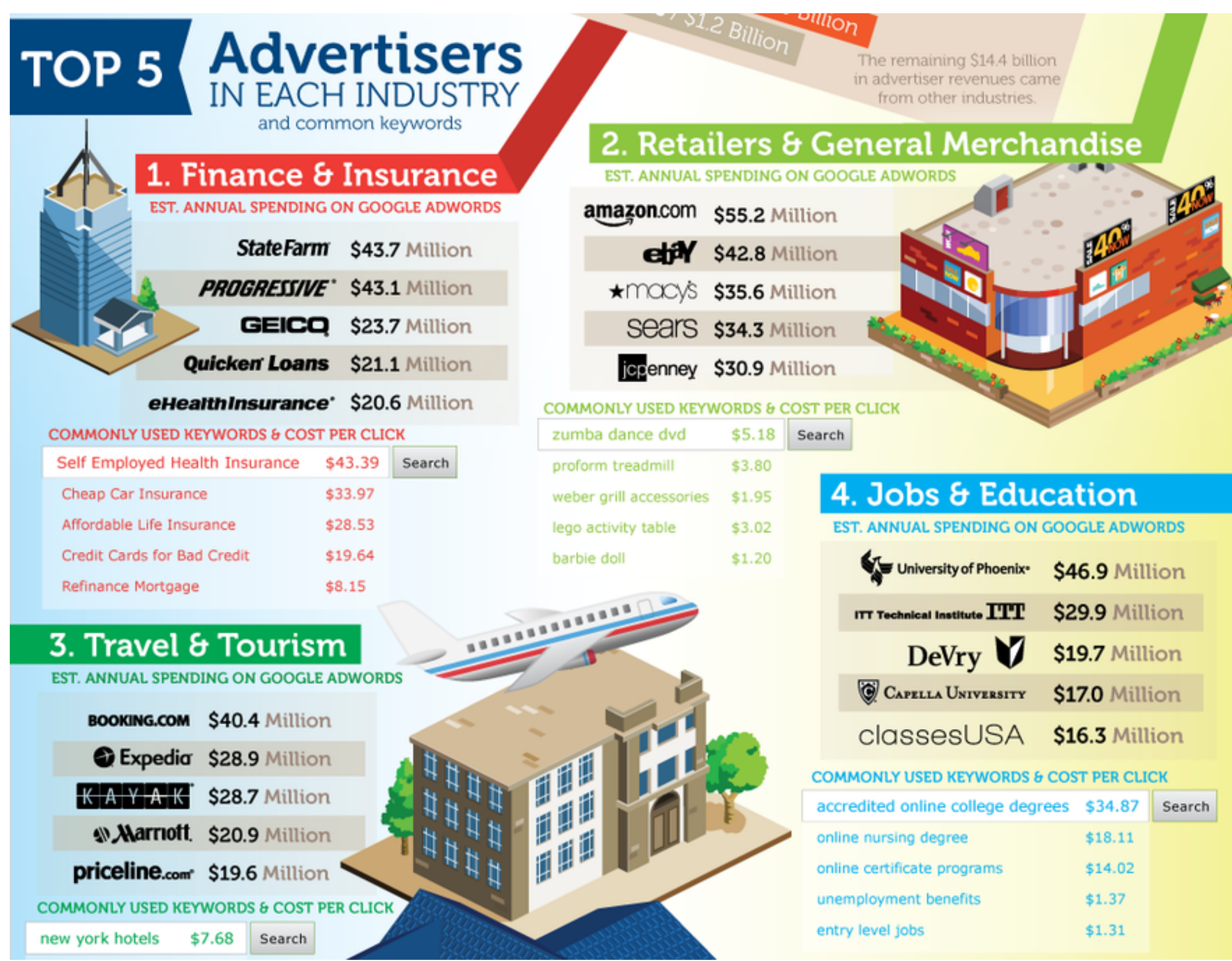
Common Misconceptions and Myths

There are many misconceptions and myths regarding Google ads. Let's tackle the most common ones.

ARGUMENT #1: DOES GOOGLE ADS WORK?

Google is one of the most profitable companies on the planet for a reason — Google makes so much money from Google Ads because people keep using it! Check out how much money some of the biggest spenders on AdWords spend annually — \$40 to \$50 million a year! No way they'd be dropping that kind of budget if they weren't getting great ROI.

The top players in your market are probably using it. That's why they are on top.



The top advertisers in every industry regularly spends millions of dollars on Google ads every month!

No way they'd be dropping that kind of budget if they weren't getting great ROI.

ARGUMENT #2: GOOGLE ADWORDS IS TOO EXPENSIVE

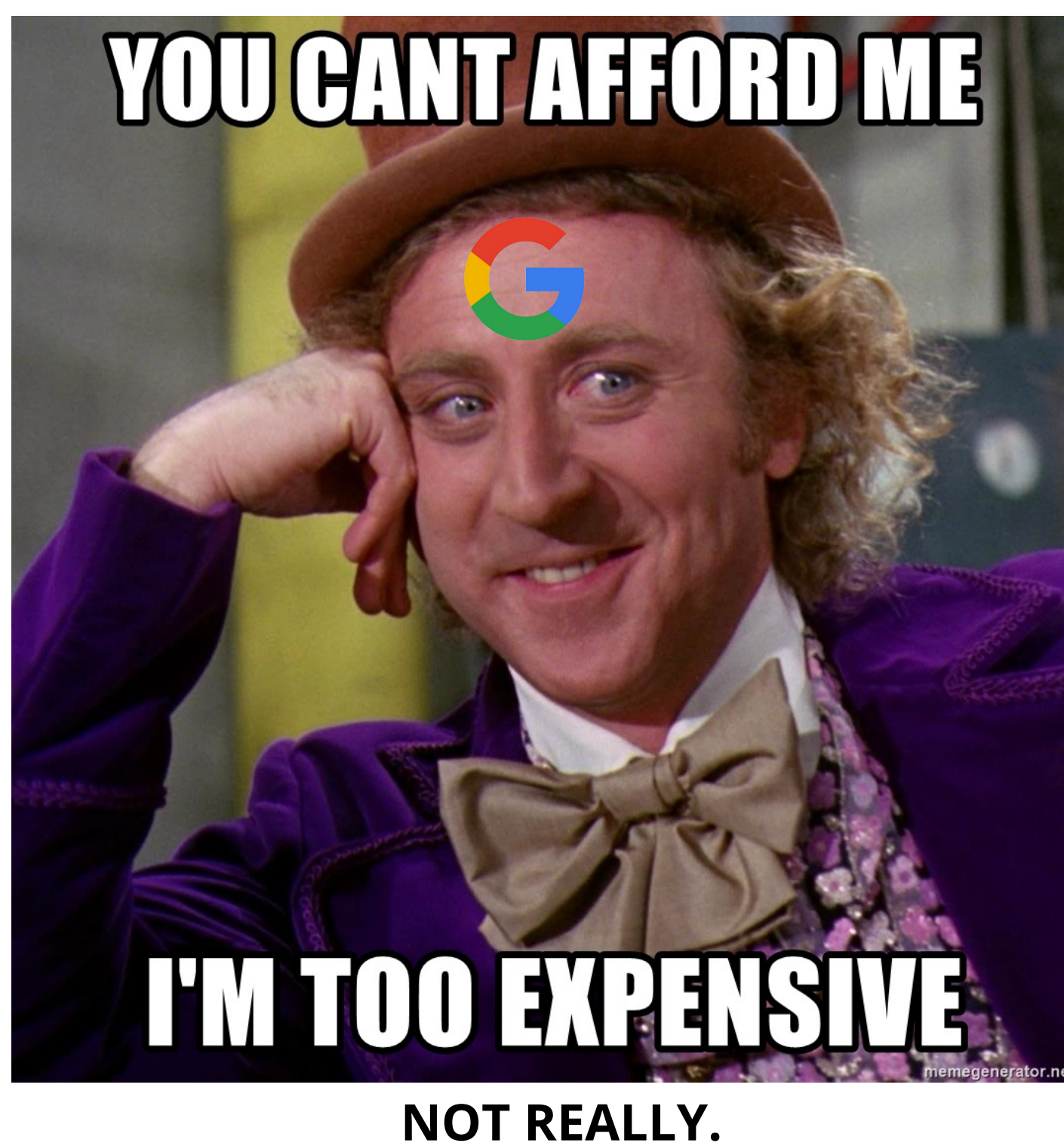
Google Ads cost money, like any other marketing channel. All marketing channels will cost money. The question is whether you are getting a return on that investment. With proper structure and optimization, you can expect Google to make money in the background while focusing on your business.

Of course, like most businesses, you may take the easy road out by not investing in marketing, which is the lifeblood of your business.

The price to pay will be obscurity. Low sales. No repeat customers. No referrals. Not a pretty price to pay!

Here is a quote from Mark Twain, "The spider looks for a merchant who doesn't advertise so he can spin a web across his door and lead a life of undisturbed peace!"

Don't let that be your business.



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ARGUMENT #3: THE TRAFFIC I GET FROM GOOGLE ADS NEVER CONVERTS

There is a reason (or several reasons) for that! This is a legitimate problem that many advertisers may face, but with effective management, you can turn your paid search efforts into a conversion generating machine.

Let us take a look at why your Google Ads is not getting a return.

Your account is poorly structured.

Often advertisers don't see conversions because their account is a disaster zone. Perhaps they are targeting keywords that are either too broad, not relevant or have awful quality scores. Their campaign settings are all over the place. They are showing ads to countries that they don't even serve! The way your account is structured creates the building blocks to achieving results with paid search.

Your keywords are all set on broad match/irrelevant.

Your keywords are the bread and butter of your Google ads account. It tells you when your ads can show up. If you are using 90% broad match keywords, you are in for a big surprise. You will be wasting a lot of ad dollars receiving traffic that are unlikely to convert. Remember to build up your negative keyword list to ensure you are blocking any searches you do not want to be showing for.

Your landing pages suck.

It is the truth. Most of the time businesses that advertise without solid results are because their landing page is a "D" or "F" grade. Please read up on our best practices to revamp your landing pages, and don't be afraid to run A/B tests to try out completely new variations of a page. You might be surprised by the results!

Check your form submission, CTAs, images, page speed, mobile-friendliness, and your landing page copy. Any one of these can turn off your customers and impact your conversions.

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Which of these COSTLY mistakes are you making?
.....

You are not reviewing your account regularly.

You cannot have a successful Google ads account if you are only spending 1 hour a month on it. You cannot be good at anything just by spending an hour or two a month. It is the same for Google ads. The more time you spend optimizing it, the better it gets, generally speaking. That's if you know what you are doing.

Your ads are plain boring.

Relevancy should be common sense if you are doing Google Ads. Your ads should say about the same thing as your landing page. If you are selling shoes but sending traffic to a hat page, your users will bounce. What if your ads have all the beautiful checkmarks and followed the best practices, but is still underperforming? They are probably plain boring.

Here is where understanding ad copywriting helps. Pick up a few books on ad copywriting, and you should be a conversion superstar in no time.

ARGUMENT #4: I DON'T HAVE TIME TO MANAGE IT

Yes, paid search can be time-intensive, and if you're not dedicating the proper time to evaluate, track, and tweak your PPC campaigns, then your results could plummet or never arrive. Google Ads is too complicated for you, and you don't have time to learn it. (You have a business to run!) What can you do?

Hire a Google ads specialist. Somebody who knows the platform and will review and optimize your account regularly to ensure it's hitting your targets.

Why Google ads didn't work for you can be traced down to 2 main reasons.

- Most accounts set and forget. They think the account is like a plane. It can just run on autopilot and make money. Most likely, it will end up crashing somewhere in a remote jungle not long after departure.
- Most advertisers don't have Google ads knowledge. There are 1001 things you can do in Google ads, which leaves most advertisers confused. (decision paralysis, anyone?)

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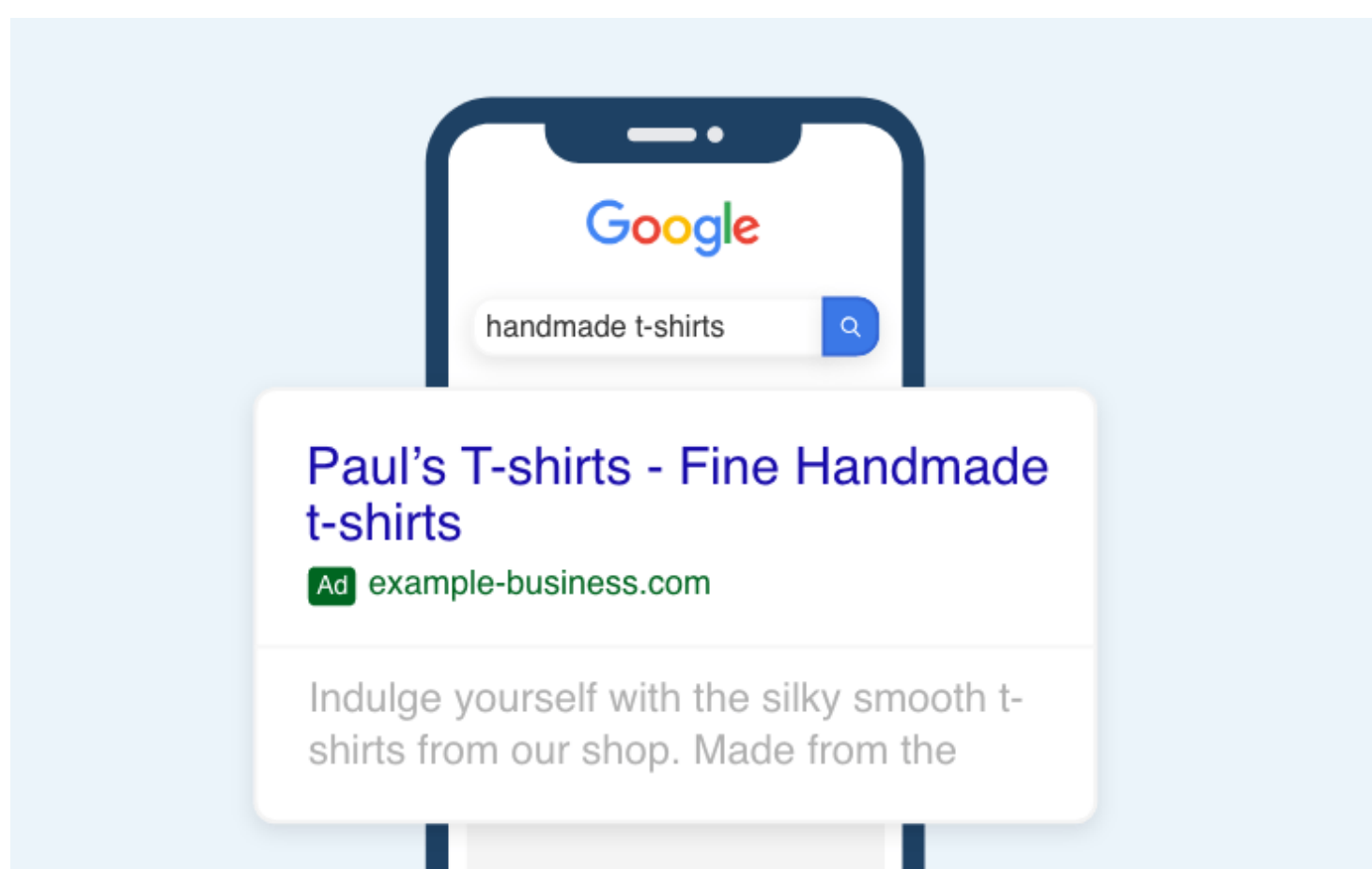
How to Guarantee Your Sales in 2021

For every online business, make use of at least Google Search Network and Shopping ads to sell more in less time. If you want to start advertising, these 2 steps will be essential to help you sell more in 2021. Focus on them first.

As more users rely online for information and shopping needs, being visible online is extremely important. We are not talking about the few social media posts you uploaded this week. We are talking about appearing when the user is in the transactional phase when browsing on the internet, and cashing in on the opportunity. That's where it truly matters.

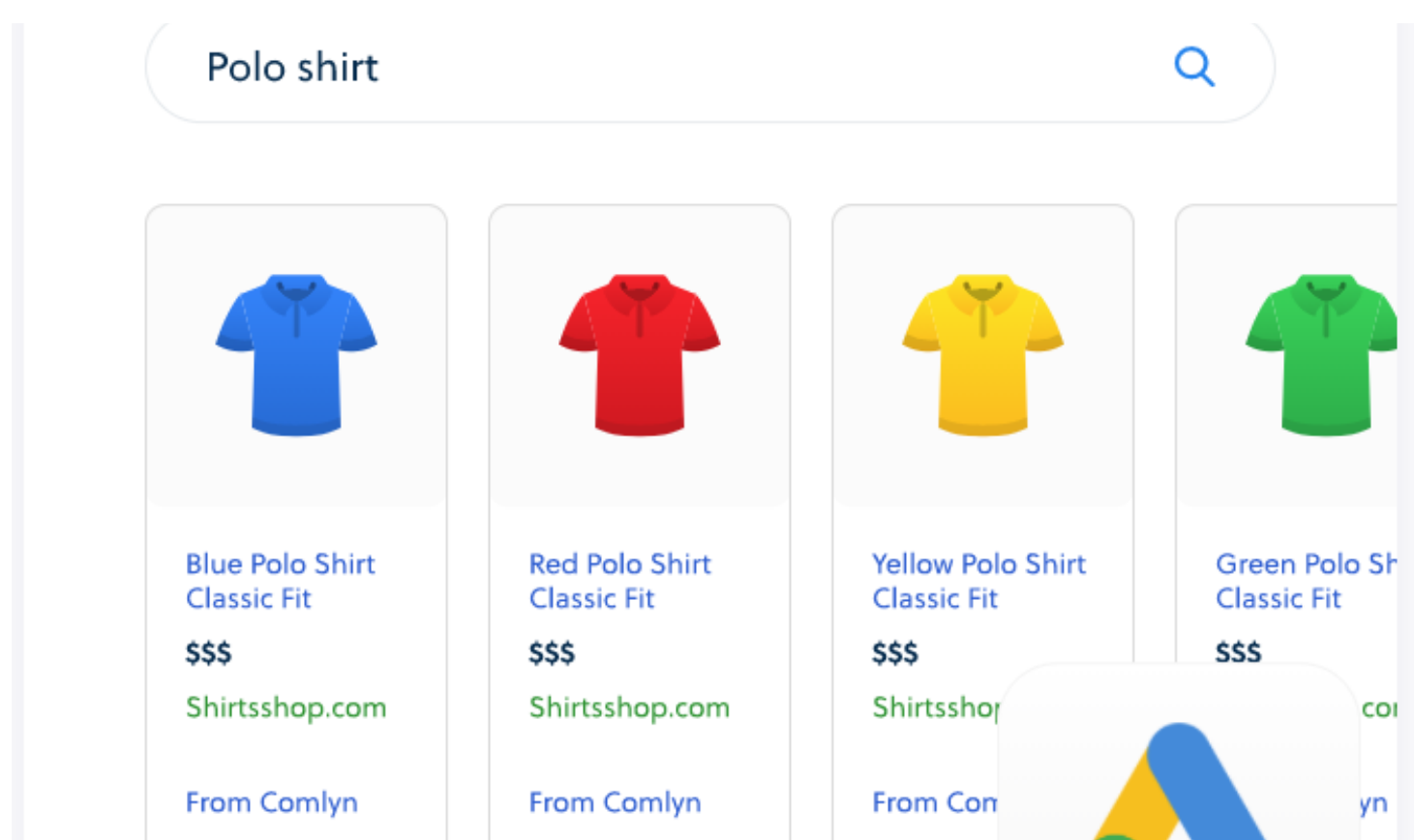
2 steps to guarantee sales in 2021!

Use a Google Search Campaign!



Appear when your customers are looking for your products, with intent.

Use a Google Shopping Campaign!



With a click, user goes directly onto your site and checkout easily.