

PUSHFiRE

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PAID ADVERTISING

Online Marketing Strategies

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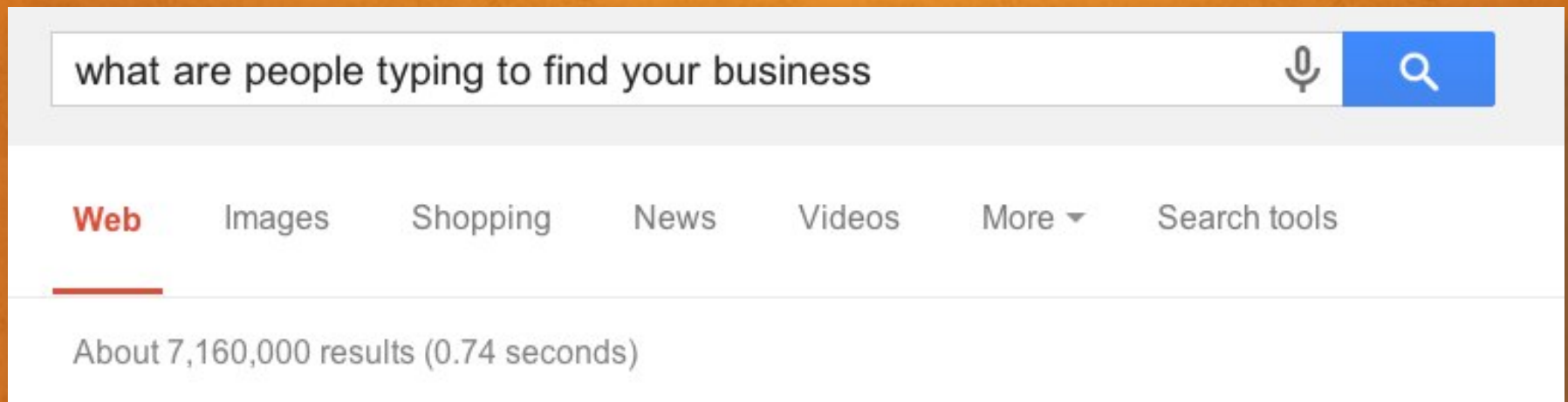
SET YOUR

**MARKETING
ABLAZE**

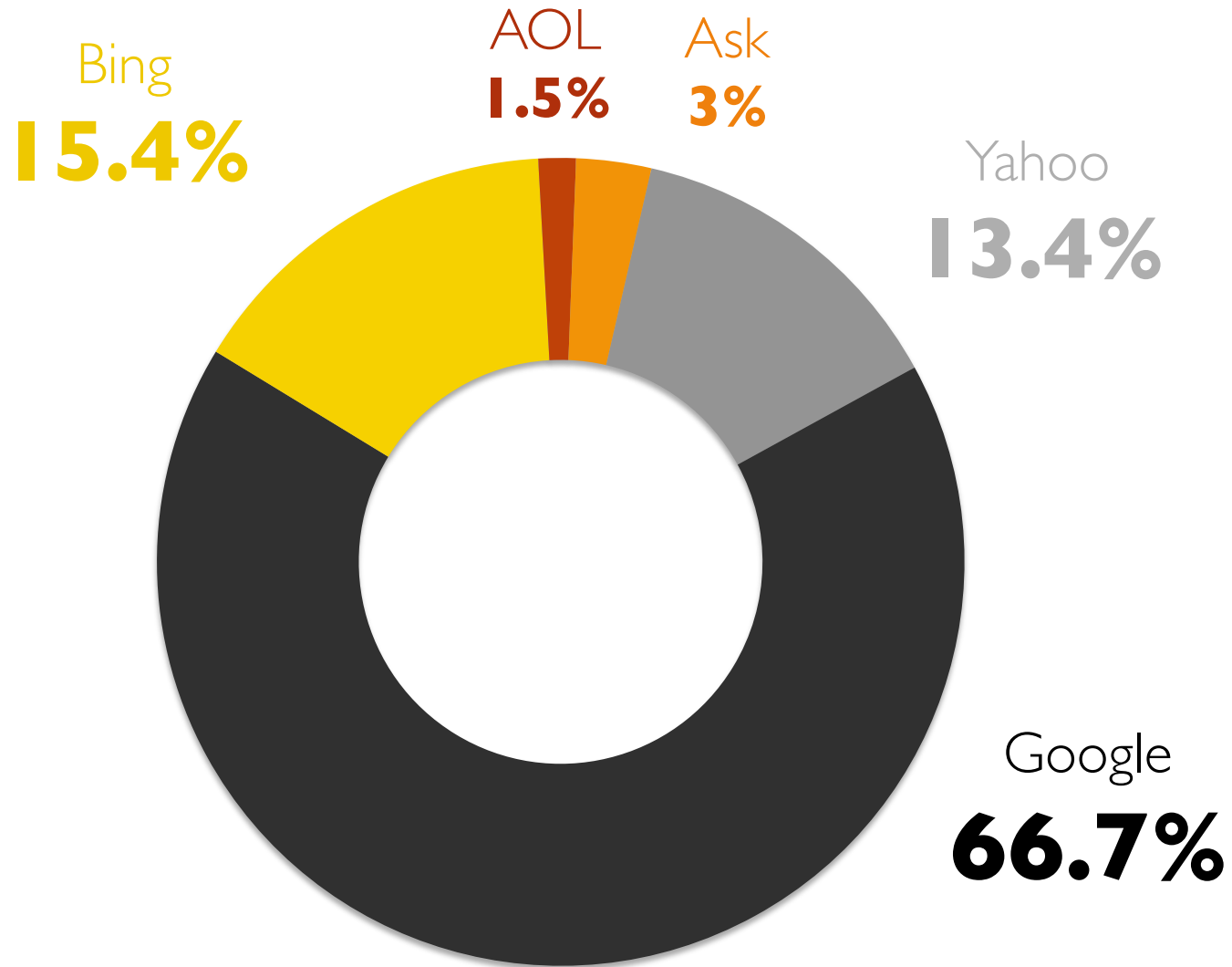
In 2012 there were about

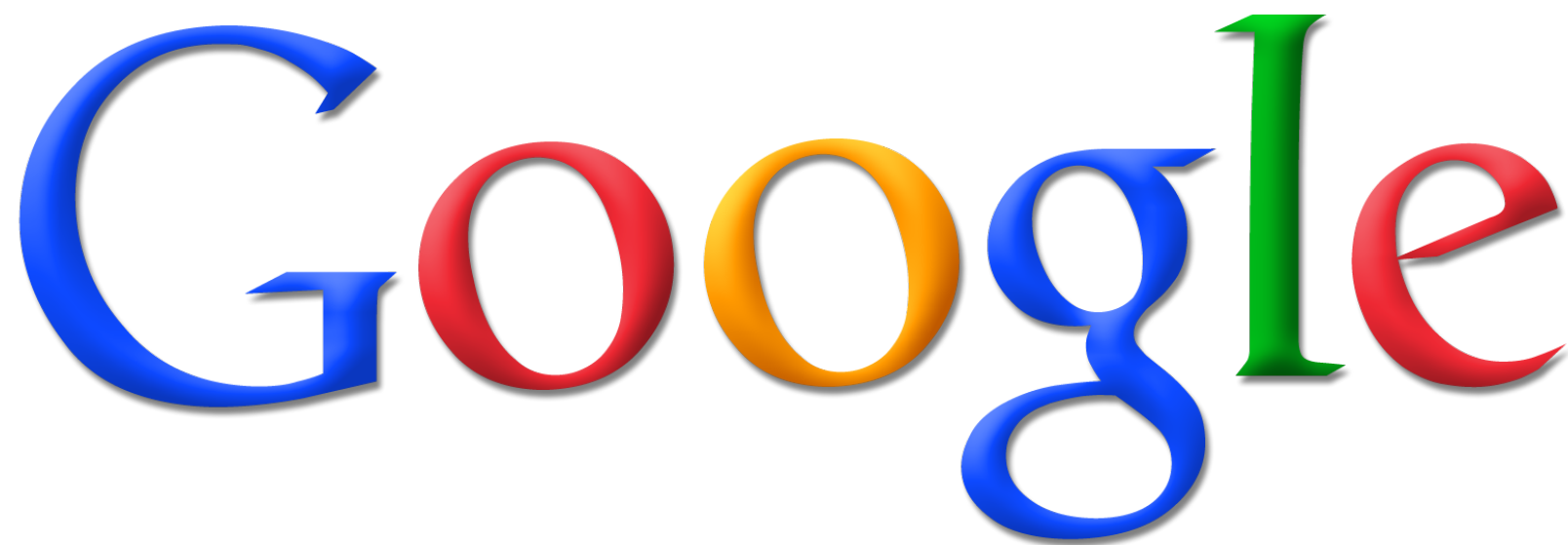
5,134,000,000

Google searches made **EACH DAY**



MARKET SHARE



The image features the Google logo in its classic multi-colored font, centered on a white background. The logo is flanked by two horizontal bars of a textured, light brown color, one above and one below. The letters are: 'G' (blue), 'O' (red), 'O' (yellow), 'g' (blue), 'l' (green), and 'e' (red).

Google

GOOGLE AD PLATFORMS



Search Ads



Mobile Ads



YouTube



Google Display Network

GOOGLE SEARCH ADS



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Reach your customers at the **very moment** they are looking for your product or service.

The image shows a Google search interface for the query "blue shoes". The search bar contains the text "blue shoes" and a magnifying glass icon. Below the search bar, navigation tabs for "Web", "Images", "Maps", "Shopping", "More", and "Search tools" are visible. The search results page displays "About 786,000,000 results (0.25 seconds)".

On the left side, there are several search results:

- An advertisement for "Shop blue shoes - solesociety.com" with the URL www.solesociety.com/ and the text "Chic Is Now Affordable! Free Shipping On All Orders."
- A result for "Blue Shoes: Shop for Blue Shoes at Macy's" with the URL www1.macys.com/cms/slp/2/Blue-Shoes and a description: "Blue Shoes can add a splash of color and may be the perfect accessory to an outfit. Men's Blue Shoes, Women's Blue Shoes and more are available at Macy's."
- A result for "Shoes, Blue at Zappos.com" with the URL www.zappos.com/blue-shoes/CK_XAUIcNgHgAQHiAgMBCBw.zso and a description: "1544 items - Free shipping BOTH ways on Shoes, Blue, from our vast selection of styles. Fast delivery, and 24/7/365 real-person service with a smile. Click or call ..."
- A result for "Blue Shoes - Shop for Blue Shoes at Polyvore" with the URL www.polyvore.com and a description: "Shop the latest blue shoes on the world's largest fashion site."
- A result for "Women's Blue Shoes: Sale | Nordstrom" with the URL shop.nordstrom.com and a description: "Free shipping and returns on Women's Blue Shoes: Sale at Nordstrom.com."

On the right side, there is a "Shop for blue shoes on Google" section, which is a sponsored shopping carousel. It features a grid of shoe products with images, brand names, and prices:

Shop for blue shoes on Google				Sponsored ⓘ
ASOS PARTIAL Pol... \$75.94 ASOS.com	Badgley Mischka Ran... \$159.99 Zappos.com	Blue Wedding shoes- Somet... \$145.00 Etsy	Badgley Mischka Sals... \$139.99 6pm	
Badgley Mischka Ran... \$159.99 Shoes.com	Badgley Mischka Goo... \$170.99 Zappos.com	Crystal Bling Bridal Shoes... \$250.00 Etsy	Wedding Blue Shoes Silver... \$148.00 Etsy	
Shop by brand				
Nike adidas ASICS New Balance Vans				

GOOGLE MOBILE ADS



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REACH

your customers on their phones or tablets with **click-to-call** and mobile responsive design

- ✓ **38.4%** of tablet owners have incomes **over \$100,000**
- ✓ Mobile payments are expected to quadruple to **\$630 billion** by 2014



YOUTUBE ADS



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Advertise to customers who are searching for your product or watching related videos.





OVER
6 BILLION HOURS
of video are watched
each month on YouTube



YOUTUBE

reaches **more US adults** ages 18-34 than any cable network

GOOGLE DISPLAY NETWORK



- ✓ Show your ads on Google's vast display network.
- ✓ The Google Display Network is the largest global network, **reaching 80% of internet users** worldwide.

Google Display Network

AT&T U-verse® TV + Internet
\$49/mo.
for 12 mos. with 1-yr term. Other charges apply.
Offer Details

mobilemoo

HOME ANDROID BLACKBERRY IPHONE MOBILE NEWS **TABLET PCs** MOOCAST CONSUMER CORNER

The Latest Deals!

- Deal: Free Shipping on any Straight Talk Phone
- Save on Skins and Cases from CellPhoneShop
- Get a New Phone With Free Shipping from Virgin Mobile
- Deal: Best Buy has some Great Android Deals
- Take Advantage of T-Mobile's New Plans with Affordable Phones

Tablet PCs

Tablet PCs are actually an old concept. In the late 90s a few manufacturers tried making them for the mass market, but the market simply wasn't ready for them. Apple got the ball rolling again in 2010, releasing the original iPad. They made even greater waves in 2011 with the iPad 2. They've since released another iPad, and retain dominance over the tablet PC market. Android has checked in with a number of competitors, and will continue to play catch-up with the iPad.

AT&T U-verse® TV + Internet
Entertainment inspired by you
\$49/mo.
for 12 mos. with 1-yr term other charges apply
Offer Details

GOOGLE TARGETING OPTIONS

Age & Gender: Show your ads to certain age groups and genders.

Devices: Advertise differently to different devices.

Geography: Advertise only to those in a specific geographical region, even a congressional district.

Match-type: Show ads differently or not at all based on search intent. “Blue shoes pictures” versus “blue shoe stores near me” versus “how to recycle blue shoes”.

Hours and Days: Show ads only for certain days or hours, or show specific ads for specific days and hours.

Behavior: Show different ads based on what pages your customers have visited, or products they have purchased or even *considered* purchasing.



bing Ads

The image features the Bing Ads logo centered on a white background. The word "bing" is rendered in a dark grey, lowercase, sans-serif font, with a small orange dot above the letter 'i'. The word "Ads" is in a bright orange, uppercase, sans-serif font. The logo is flanked by two horizontal bars with a textured, orange-brown appearance, one above and one below the text.

BING ADS

With a single Bing ad buy, you can reach **162 million unique searchers** using Microsoft and Yahoo sites (including Yahoo Search, Bing, and partners), which account for **30% of total search engine share** and over **6 billion searches a month**.

The screenshot shows a Bing search results page for the query "blue shoes". At the top, there are navigation links for WEB, IMAGES, VIDEOS, MAPS, NEWS, and MORE. The search bar contains "blue shoes" and shows a magnifying glass icon. Below the search bar, it indicates "64,700,000 RESULTS" and "Any time" with a dropdown arrow. The main content area is divided into two columns. The left column contains four sponsored ads, each with a title, URL, and a brief description. The right column contains a "RELATED SEARCHES" section with a list of related terms and another sponsored ad for "Blue Shoes" with a title, URL, and description. The ads are highlighted with a light pink background.

WEB IMAGES VIDEOS MAPS NEWS MORE

bing blue shoes

64,700,000 RESULTS Any time ▾

Official Payless BOGO | Payless.com
www.Payless.com
Buy One Get One 1/2 Off On Your Favorite Styles At Payless Today!
payless.com is rated ★★★★★ on Bizrate (3121 reviews)

Blue Shoes - All Blue Shoes.
www.6PM.com/
Up to 75% Plus Free Shipping!
6pm.com is rated ★★★★★ on PriceGrabber (21183 reviews)

Blue Shoes at Zappos - Huge Selection of Blue Shoes.
www.Zappos.com
Free Shipping and Free Returns!

Blue Womens Shoes - Stride in Style!
www.Amazon.com/Shoes
Shoe Brands You Love at Prices for Every Budget.

Images of blue shoes
bing.com/images

Ads

RELATED SEARCHES
Cobalt Blue Shoes
Royal Blue Shoes
Bright Blue Shoes
Light Blue Shoes
Navy Blue Shoes
Tiffany Blue Shoes
Nine West Shoes
Blue Shoes for Women

Ads

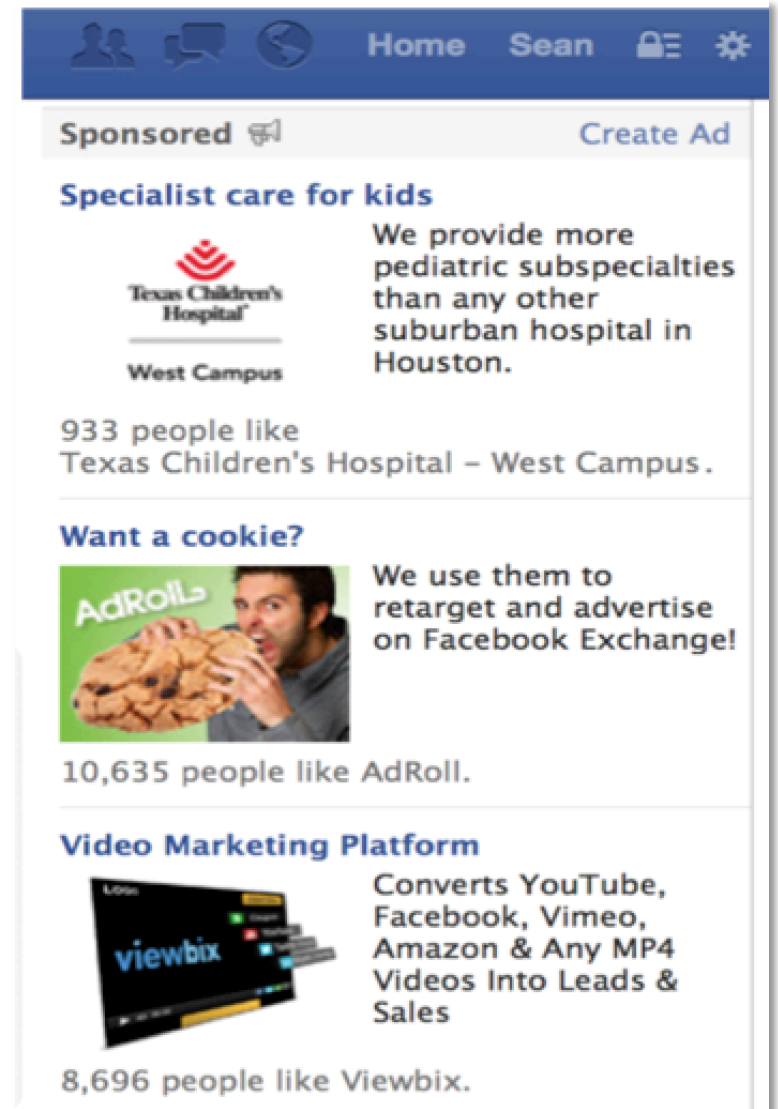
Blue Shoes
www.PaulFredrick.com/Shoes
Shop for Men's Dress Shoes Today. Take 20% Off \$200 Orders!

Wedding Shoes
www.solesociety.com
Shop Sole Society for beautiful wedding shoe styles. Free Shipping!


facebook®

FACEBOOK ADS


- ✓ Facebook delivers **1 of every 4** online display ads.
- ✓ Worldwide, there are over **1.11 billion** active Facebook users.
- ✓ **665 million people** log onto Facebook daily.
- ✓ Average time spent per Facebook visit is **20 minutes**.
- ✓ **42%** of marketers report that Facebook is critical or important to their business.



The screenshot shows a Facebook interface with a blue header containing navigation icons and the text 'Home Sean'. Below the header, there are three sponsored ads. The first ad is for 'Specialist care for kids' by Texas Children's Hospital - West Campus, featuring a red logo and text stating 'We provide more pediatric subspecialties than any other suburban hospital in Houston.' It has 933 likes. The second ad is for 'Want a cookie?' by AdRoll, featuring a man eating a cookie and text stating 'We use them to retarget and advertise on Facebook Exchange!'. It has 10,635 likes. The third ad is for 'Video Marketing Platform' by Viewbix, featuring a laptop displaying the Viewbix logo and text stating 'Converts YouTube, Facebook, Vimeo, Amazon & Any MP4 Videos Into Leads & Sales'. It has 8,696 likes.

Sponsored  [Create Ad](#)


Specialist care for kids


Texas Children's Hospital
West Campus

We provide more pediatric subspecialties than any other suburban hospital in Houston.

933 people like Texas Children's Hospital - West Campus.


Want a cookie?



We use them to retarget and advertise on Facebook Exchange!

10,635 people like AdRoll.

Video Marketing Platform



Converts YouTube, Facebook, Vimeo, Amazon & Any MP4 Videos Into Leads & Sales

8,696 people like Viewbix.

FACEBOOK TARGETING OPTIONS

Interests: Show ads to users who show specific interests.

Wall Posts: Show ads based on what users say on their walls.

College & Degree: Target specific alumni or degrees.

Connections: Target those who like your page (or a competitor's page) and their friends.

Location: Limit ads to a specific geographical location.

Birthdays: Target users on their birthdays.

Age & Gender: Target users based on age and gender.

Behavioral: Show ads to users who have visited your site before.

Linked



LINKEDIN ADS

- ✓ **238 million** people have LinkedIn accounts
- ✓ **40%** of users check LinkedIn daily

The image shows a screenshot of a LinkedIn profile page. At the top, there is a banner for a course: "Master's w/ Advanced SEO - Get a Master's in Internet Marketing, w/ classes in SEO. Learn more now!". Below this is a "Share an update..." text box. The main feed area is titled "All Updates" and features a "LinkedIn Today" recommendation for a news article by Shai Agassi: "Tesla's a Threat to the Auto Industry, But Detroit's Reacting All...". Other posts include one by Shane Snow titled "What Amazing Leaders Do Differently" and another by Cyrus Massoumi titled "Elon Musk Isn't Building the Hyperloop, but...". A "More Influencer Posts" link is visible. On the right side, there is a "PEOPLE YOU MAY KNOW" section with several profile cards. At the bottom of the feed, a post by Karie Barrett is partially visible, titled "Email Marketing and Social Media Integration: 3 Great Examples". A large advertisement for TXU Energy is positioned on the right side of the page, featuring a "50% OFF" offer for "MORNINGS OR NIGHTS" during "BUSINESS POWER HOURS". The TXU Energy logo and a "GET A QUOTE" button are also present.

LINKEDIN TARGETING OPTIONS

While not as robust as the targeting options offered by Google & Facebook, LinkedIn still offers the ability to target an audience of professionals via:

- ✓ Profession
- ✓ Job Title
- ✓ Seniority
- ✓ Industry
- ✓ Company size

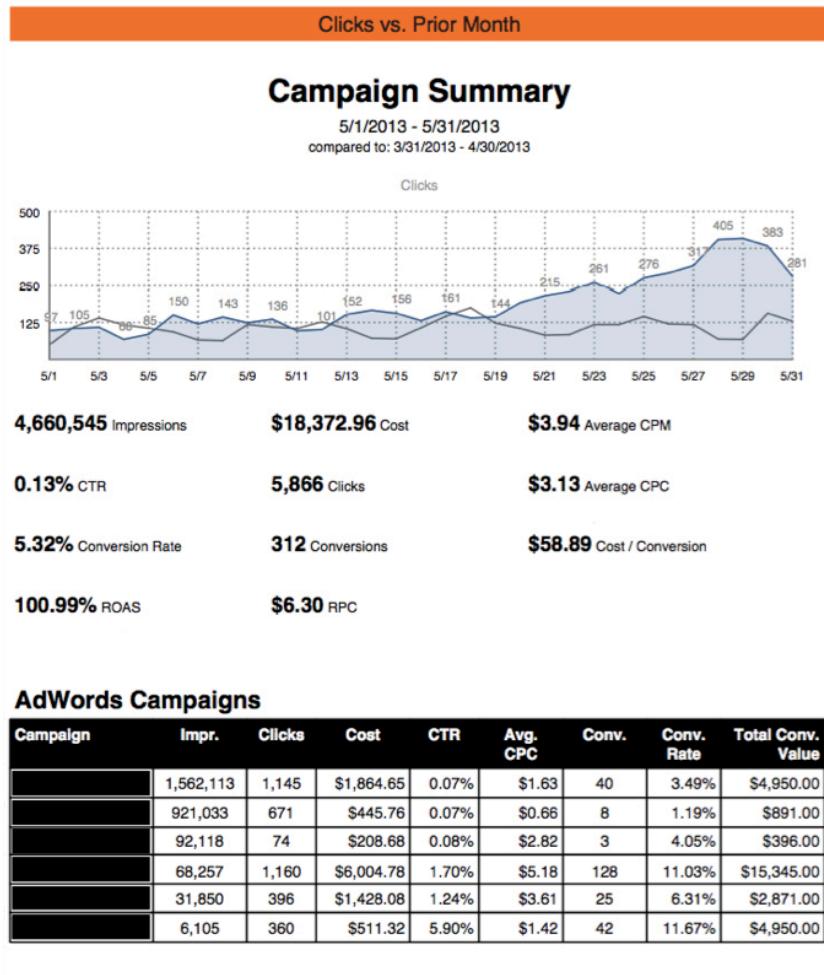
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REPORTING

Reports make all the difference

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REPORTS



Know exactly what you paid for:

- ✓ Impressions
- ✓ Clicks
- ✓ Leads or sales
- ✓ Advertising ROI

Know Your Customers:

- ✓ Geographical location
- ✓ Device used
- ✓ How they found your ad
- ✓ Which ad they clicked

BOOST

Your results online



CONTACT US TODAY

Receive a **free consultation**
and our management rate sheet.

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