

The Startup Code 2019 @MIT

5 WAYS TO TEST & OPTIMIZE YOUR BUSINESS MODEL WITH GOOGLE ADS

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4TH YEAR CO-HOSTING THE STARTUP CODE @ MIT

AGENDA

What is Google Ads?

Why use Google Ads for your startup?

5 Ways to Test & Optimize with Google Ads

- Prospect targeting, messaging and sales flow

Best Google Ads first steps for startups

Google Ads tools and resources

WHAT IS GOOGLE ADS?



Global online advertising platform

Promote your business and brand
Drive website traffic
Sell your products and services



Precise targeting, tracking & analytics



Pay for ad clicks

WHAT IS GOOGLE ADS?

GOOGLE SEARCH RESULTS PAGE ADS

Shopping Ads



Text Ads



The screenshot shows a Google search for "robot vacuum". The search bar is at the top with the Google logo and search icons. Below the search bar are navigation tabs for "All", "Shopping", "Videos", "News", "Images", "More", "Settings", and "Tools". The search results indicate "About 92,500,000 results (0.47 seconds)".

The main content area is highlighted with a red border and contains two types of ads:

- Shopping Ads:** A row of five product listings, each with an image of a robot vacuum, a title, a price, and the retailer's name. The products are: iRobot Roomba 675 Robot... (\$269.99, Amazon.com), iRobot Roomba 690 Robot... (\$289.99, Amazon.com), Pure Clean Robot Vacuum Clean... (\$99.99, Amazon.com), iRobot Roomba i7+ Wi-Fi... (\$1,099.00, Abt Electronics...), and Samsung POWERbot... (\$499.00, Samsung POW...). Each listing includes a "Free shipping" note.
- Text Ad:** A text advertisement for "Roomba Vacuum Cleaner | iRobot® Official Store | iRobot.com". It includes a link to "www.irobot.com/Roomba", a 4.6 star rating, and a description: "Get the Latest Cleaning Technology And Let The Robots Do The Hard Work For You. Cleans All Floor Types. High-Efficiency Filter. Dirt Detect™. Multi-Room Cleaning. Tangle-Free Rollers. Deeper Cleaning on Carpet. Wi-Fi® Connected. Patented 3-Stage Cleaning." Below the text are two buttons: "Compare All Models" and "iRobot® Roomba 960".

Below the ads is a "Top stories" section with four small images of robot vacuums in various settings.

GOOGLE DISPLAY NETWORK ADS

Various Display Ad placements

The screenshot shows a browser window at <https://www.livescience.com>. The page features several display advertisements:

- Top Header Ad:** A white banner with a puzzle icon, the text "Puzzled by Quality Score? We'll help you piece it together.", a green "GET MY GUIDE" button, and the WordStream logo. It is highlighted with a red border and an arrow pointing from the text "Various Display Ad placements".
- Navigation Bar:** The "LIVESCIENCE" logo and navigation links (NEWS, TECH, etc.) are visible.
- Main Content Area:** A large article titled "The Magical Gaze of 'Mona Lisa' Is a Myth" is featured. To its right is a vertical orange ad for WordStream with the text "2x CLICKS" and a "Get the Secret Guide" button, highlighted with a red border and an arrow.
- Bottom Ad:** A blue banner with a lightning bolt icon, the text "Get More Leads, Sales & Signups Without Increasing Your Ad Budget", and a "SEE HOW" button. It is highlighted with a red border and an arrow.
- Newsletter Sign-up:** A brown box for "Science Newsletter: Subscribe" with an email input field and a "submit" button is located below the main article.



WHAT IS GOOGLE ADS:

ANY QUESTIONS SO FAR?

WHY USE GOOGLE ADS FOR YOUR STARTUP?

WHY USE GOOGLE ADS FOR YOUR STARTUP?

Compared to...

Traditional Media
(print, TV, radio)

SEO
(Search Engine Opt.)

Facebook
Ads

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Compared to...

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(print, TV, radio)

Advantages of Google Ads:

- Precise targeting
- Behavior tracking
- Reach 1M+ sites & apps

SEO
(Search Engine Opt.)

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Ads

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SEO (Search Engine Opt.)

Advantages of Google Ads:

- Precise targeting
- Quick testing/results
- Reach 1M+ sites & apps

Facebook Ads

WHY USE GOOGLE ADS FOR YOUR STARTUP?

Compared to...

Traditional Media (print, TV, radio)

Advantages of Google Ads:

- Precise targeting
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- Reach 1M+ sites & apps

SEO (Search Engine Opt.)

Advantages of Google Ads:

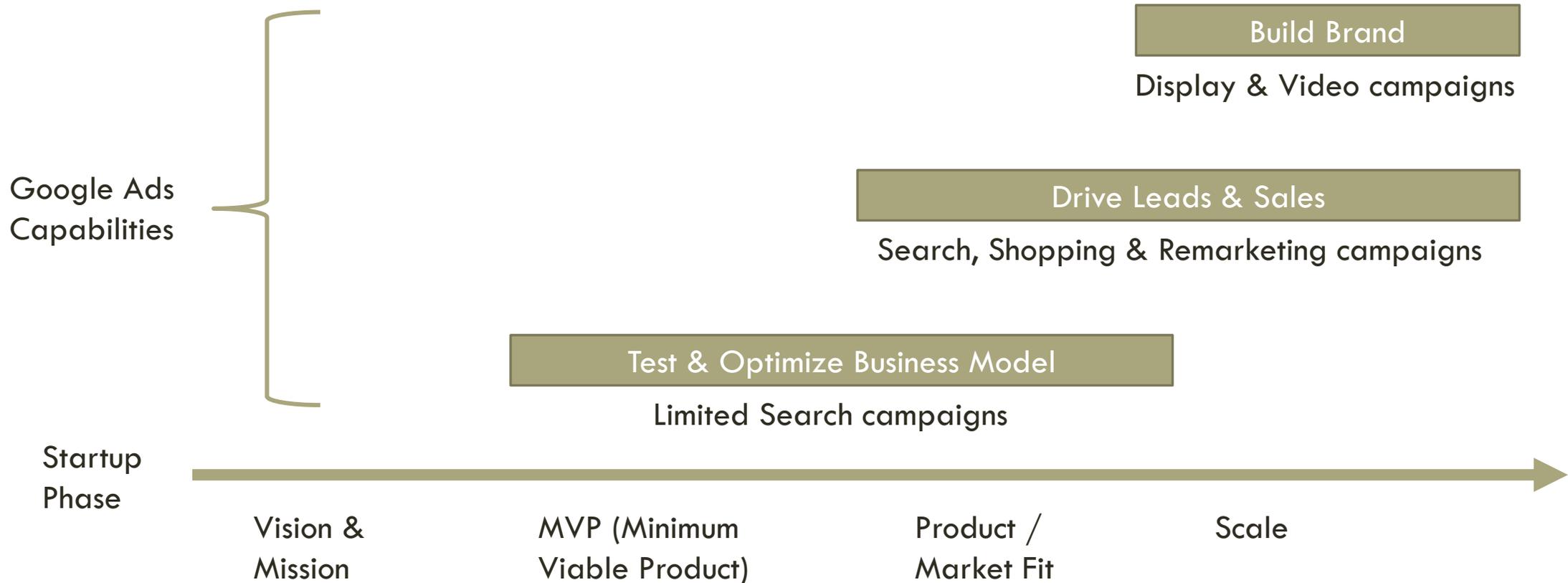
- Precise targeting
- Quick testing/results
- Reach 1M+ sites & apps

Facebook Ads

Advantages of Google Ads:

- Reach hot prospects searching for your product or service now
- Reach 1M+ sites & apps

WHY USE GOOGLE ADS FOR YOUR STARTUP?



WHY USE GOOGLE ADS FOR YOUR STARTUP?



5 WAYS TO TEST & OPTIMIZE YOUR BUSINESS MODEL WITH GOOGLE ADS

#1: Learn Your Online Prospect Volume

#2: Learn What Prospects Actually Search For

#3: Learn Which Marketing Messages Engage

#4: Learn Which Business Offers Resonate

#5: Learn How to Stand Out from Competitors

TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#1: LEARN YOUR ONLINE
PROSPECT VOLUME

KEY QUESTION:

Is your target market large
enough?

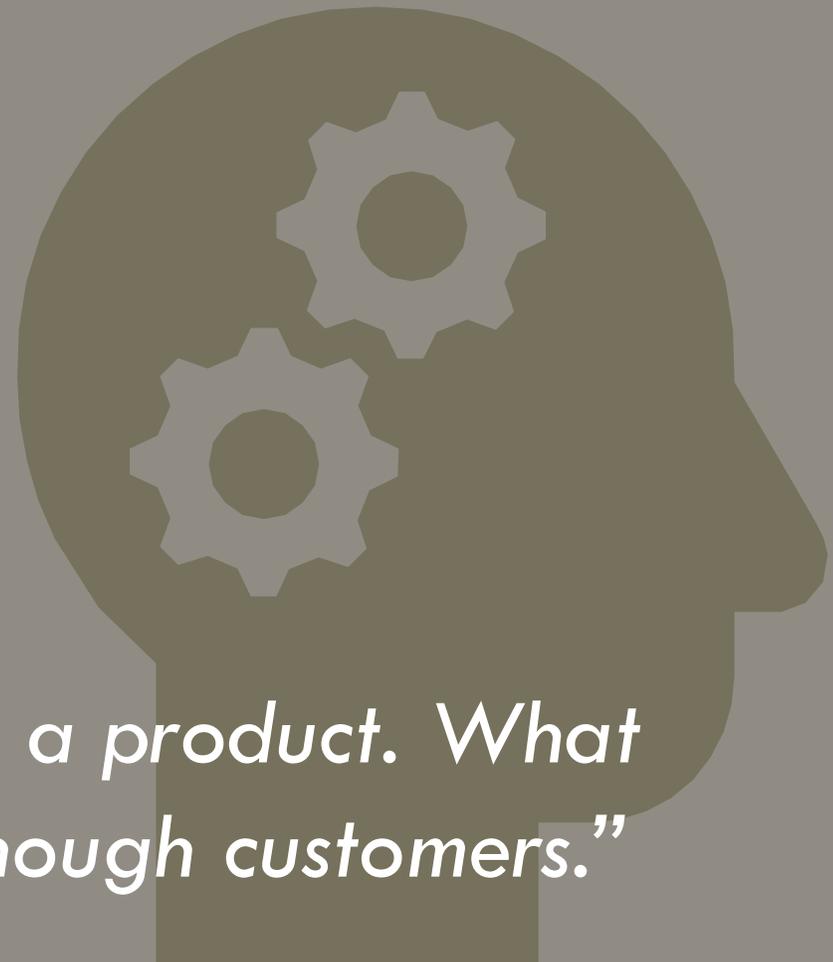


TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#1: LEARN YOUR ONLINE
PROSPECT VOLUME

KEY QUESTION:
Is your target market
large enough?

“Almost every failed startup has a product. What failed startups don’t have are enough customers.”

- Gabriel Weinberg, author of “Traction: How Any Startup Can Achieve Explosive Customer Growth”



TEST & OPTIMIZE YOUR BUSINESS MODEL: #1: LEARN YOUR ONLINE PROSPECT VOLUME

Tool: Google Ads Keyword Planner

Large market: 90k avg searches/month for “robot vacuum”, with big holiday spike

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> robot vacuum	90,500	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000	High	100	\$0.93	\$2.61
<input type="checkbox"/> robot vacuum cleaner	22,200	High	100	\$0.66	\$10.00
<input type="checkbox"/> best robot vacuum	49,500	High	100	\$0.39	\$1.21
<input type="checkbox"/> roomba vacuum	22,200	High	100	\$0.93	\$3.17
<input type="checkbox"/> robot hoover	170	High	99	\$0.50	\$3.43
<input type="checkbox"/> i robot vacuum	12,100	High	100	\$1.08	\$4.33
<input type="checkbox"/> i robot roomba	1,600	High	76	\$0.88	\$3.29
<input type="checkbox"/> automatic vacuum	5,400	High	100	\$0.56	\$10.00
<input type="checkbox"/> robot cleaner	8,100	High	100	\$0.51	\$9.36
<input type="checkbox"/> automatic vacuum cleaner	3,600	High	100	\$0.53	\$6.32
<input type="checkbox"/> roomba 650	6,600	High	100	\$0.74	\$2.05
<input type="checkbox"/> roomba 980	33,100	High	100	\$0.62	\$2.82

TEST & OPTIMIZE YOUR BUSINESS MODEL: #1: LEARN YOUR ONLINE PROSPECT VOLUME

Example Product Idea

A much smaller (MIT optimized!) robot vacuum.

Oops!

Problem: online market also much smaller!
(~0.3% of the full robot vacuum market)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> micro robot vacuum	—	—	—	—	—
<input type="checkbox"/> compact robot vacuum	10	High	100	\$0.76	\$4.03
<input type="checkbox"/> tiny robot vacuum	10	High	100	\$0.76	\$2.83
<input type="checkbox"/> small robot vacuum	110	High	100	\$0.66	\$2.03
<input type="checkbox"/> mini robot vacuum	170	High	100	\$0.60	\$2.00
<input type="checkbox"/> robot vacuum	90,500	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000	High	100	\$0.93	\$2.61
<input type="checkbox"/> miele vacuum	49,500	High	100	\$1.02	\$3.01
<input type="checkbox"/> robot vacuum cleaner	22,200	High	100	\$0.66	\$10.00
<input type="checkbox"/> roomba 650	6,600	High	100	\$0.74	\$2.05
<input type="checkbox"/> best robot vacuum	49,500	High	100	\$0.39	\$1.21
<input type="checkbox"/> irobot roomba 650	2,900	High	100	\$0.72	\$2.02
<input type="checkbox"/> roomba vacuum	22,200	High	100	\$0.93	\$3.17

TEST & OPTIMIZE YOUR BUSINESS MODEL: #1: LEARN YOUR ONLINE PROSPECT VOLUME

If market too small for business model, then what?

- A) Build a market → Expensive
- B) Find a big partner → Give up control
- C) Re-work your business plan

TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#2: LEARN WHAT PROSPECTS
ACTUALLY SEARCH FOR

KEY QUESTION:
Are you speaking to prospects
in their language?



TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#2: LEARN WHAT PROSPECTS
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KEY QUESTION:

Are you speaking to prospects
in their language?

*“Good marketing makes the company look smart.
Great marketing makes the customer feel smart.”*

- Joe Chernov, former VP of Marketing at HubSpot



TEST & OPTIMIZE YOUR BUSINESS MODEL: #2: LEARN WHAT PROSPECTS ACTUALLY SEARCH FOR

Example Product Plan

Name: The iMicroVac

Messaging: “The micro robot vacuum for tight spaces”

Oops!

No one searches for “micro” robot vacuum!

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> micro robot vacuum	–	–	–	–	–
<input type="checkbox"/> compact robot vacuum	10	High	100	\$0.76	\$4.03
<input type="checkbox"/> tiny robot vacuum	10	High	100	\$0.76	\$2.83
<input type="checkbox"/> small robot vacuum	110	High	100	\$0.66	\$2.03
<input type="checkbox"/> mini robot vacuum	170	High	100	\$0.60	\$2.00
<input type="checkbox"/> robot vacuum	90,500	High	100	\$0.76	\$10.00
Idea					
<input type="checkbox"/> roomba	246,000	High	99	\$0.87	\$2.54
<input type="checkbox"/> irobot	110,000	High	96	\$0.95	\$2.58
<input type="checkbox"/> irobot roomba	74,000	High	100	\$0.93	\$2.61
<input type="checkbox"/> miele vacuum	49,500	High	100	\$1.02	\$3.01
<input type="checkbox"/> robot vacuum cleaner	22,200	High	100	\$0.66	\$10.00
<input type="checkbox"/> roomba 650	6,600	High	100	\$0.74	\$2.05
<input type="checkbox"/> best robot vacuum	49,500	High	100	\$0.39	\$1.21
<input type="checkbox"/> irobot roomba 650	2,900	High	100	\$0.72	\$2.02
<input type="checkbox"/> roomba vacuum	22,200	High	100	\$0.93	\$3.17

TEST & OPTIMIZE YOUR BUSINESS MODEL: #2: LEARN WHAT PROSPECTS ACTUALLY SEARCH FOR

Example Product Plan

Name: HyperPV Panels

Messaging: *“Lightweight photovoltaic panels with 80% greater energy efficiency”*

Oops!

If you want to reach the layman, call them “solar panels” (180x more traffic!)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)
Your search term					
<input type="checkbox"/> solar panels	165,000	High	100	\$2.23	\$11.97
<input type="checkbox"/> photovoltaic panels	880	High	100	\$2.34	\$9.10
Idea					
<input type="checkbox"/> solar energy	40,500	Medium	35	\$2.63	\$9.98
<input type="checkbox"/> solar power	27,100	High	98	\$2.87	\$9.92
<input type="checkbox"/> solar	74,000	Low	16	\$3.22	\$9.51
<input type="checkbox"/> solar panel cost	27,100	High	100	\$2.14	\$9.69
<input type="checkbox"/> solar panels for sale	18,100	High	100	\$1.79	\$8.16
<input type="checkbox"/> solar panel price	8,100	High	100	\$2.32	\$9.89
<input type="checkbox"/> solar power system	6,600	High	100	\$2.19	\$8.00
<input type="checkbox"/> solar cell	8,100	High	100	\$1.87	\$7.04
<input type="checkbox"/> solar panels for home	14,800	High	100	\$2.40	\$9.53
<input type="checkbox"/> buy solar panels	2,400	High	100	\$2.55	\$11.14
<input type="checkbox"/> solar panels for your home	4,400	High	100	\$1.80	\$6.65
<input type="checkbox"/> solar shingles	9,900	High	100	\$1.78	\$8.20
<input type="checkbox"/> flexible solar panels	6,600	High	100	\$0.65	\$8.89

TEST & OPTIMIZE YOUR BUSINESS MODEL: #2: LEARN WHAT PROSPECTS ACTUALLY SEARCH FOR

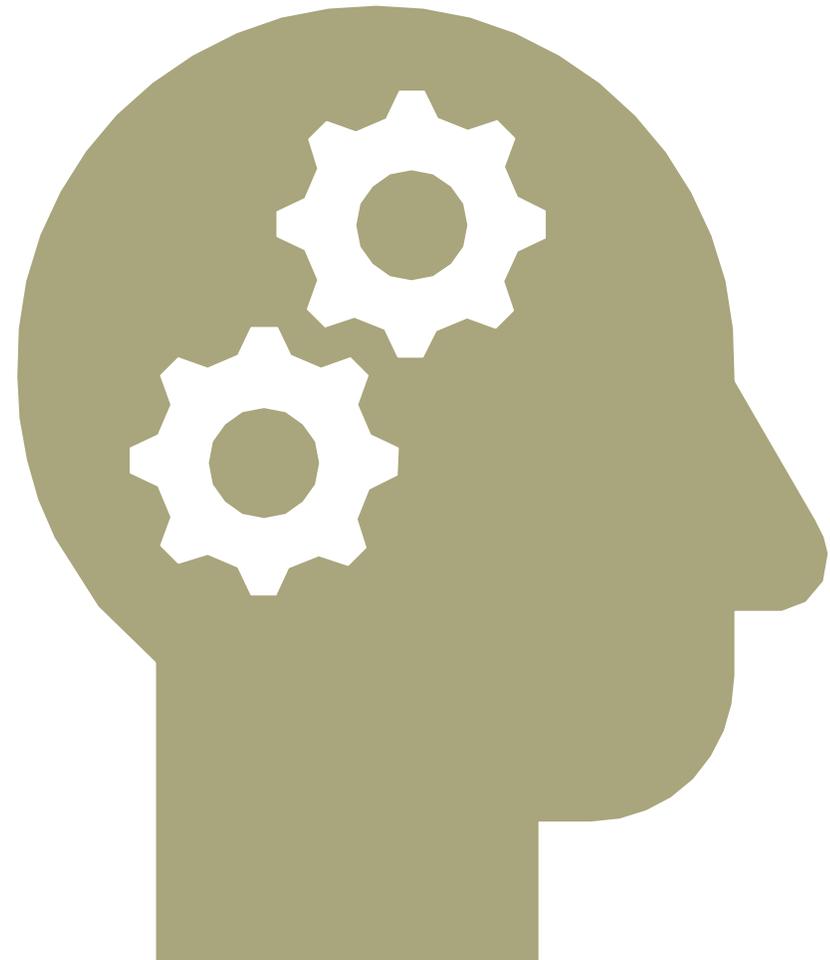
If your product language doesn't match your target customers' search language, then what?

Only one good solution: Change YOUR language

TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#3: LEARN WHICH MARKETING
MESSAGES ENGAGE

KEY QUESTION:

Which advertising messages will
deliver the greatest number of
good prospects?



TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#3: LEARN WHICH MARKETING
MESSAGES ENGAGE

KEY QUESTION:

Which advertising messages will
deliver the greatest number of
good prospects?

*“Nobody reads ads. People read what interests them.
Sometimes, it’s an ad.”*

- Howard Gossage, real-life “Mad Men” inspiration



TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

How to test ad messaging effectively in Google Ads:



Write 2-3 ad variants to run within each ad group



Change high-impact ad elements first

Headlines
Images (for Display ads)



Test the most meaningful content

Offers
Calls to Action
Competitive differentiators
Facts vs. emotions



Measure the results

TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#3: LEARN WHICH
MARKETING MESSAGES ENGAGE

Tool: SEMRush

TEST:
Positive
emotion

[Official iRobot® Roomba - iRobot.com](#)

Ad www.irobot.com/Roomba

Leave Cleaning To Your **Roomba** And Start Enjoying
Your Home. Buy Here!

TEST:
Feature

[Official iRobot® Store | Shop Now For Free
Shipping | iRobot.com](#)

Ad store.irobot.com/Store

Get Free Shipping When You Purchase Any Robot
On The Official **iRobot** Site!

TEST:
Discount,
urgency

[Official iRobot® Store - 10% Off Limited Time
Offer - irobot.com](#)

Ad store.irobot.com/Store

For A Limited Time Save Up To \$80 When You
Purchase Select Robot Bundles.

TEST:
Market
Segment

[Roomba Vacuum Cleaner | iRobot® Official
Store | iRobot.com](#)

Ad store.irobot.com/

Got A Pet? Get A Helping Hand From **iRobot®** &
Start Enjoying Your Home. Shop Now!

TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

Tool: Google Ads

Ad ↑	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions
100% Pure Moringa Oxidation-Proof Packaging Free S&H For Orders Over \$50 www.greenvirginproducts.com/Moringa Fresher & More Potent - See Why Our Moringa is Regarded as The World's Best 90 Day Money Back Guarantee	Approved	Expanded text ad	282	12,733	2.21%	\$0.99	\$278.82	6.00
100% Pure Moringa The Premium Choice Free S&H For Orders Over \$50 www.greenvirginproducts.com/Moringa The Most Potent Moringa You Can Buy - You'll Never Buy Moringa From Our Lower-Priced Competitors Again - Find Out Why	Approved	Expanded text ad	364	14,970	2.43%	\$0.97	\$351.86	7.58

Learn which ads generate the highest Click-Thru Rate and therefore the most website visitors

TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

What to do if your website isn't
ready yet?

Offer a “Fake Sale”!

Hello! You caught us before we're ready.

We're working hard to put the finishing touches on “X”. Things are going well, and it should be ready to help you with “Y” very soon. If you'd like us to send you a reminder when it's ready, please enter your email below.

Let Me Know

And please accept the special gift below as a
“thank you”!

TEST & OPTIMIZE YOUR BUSINESS MODEL: #3: LEARN WHICH MARKETING MESSAGES ENGAGE

If your initial messaging idea doesn't engage well, then what?

- A) Switch to better messaging (use what you just learned)
- B) Change the product/service

TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#4: LEARN WHICH BUSINESS
OFFERS RESONATE

KEY QUESTION:
Which landing page offers
produce the most “conversions”?



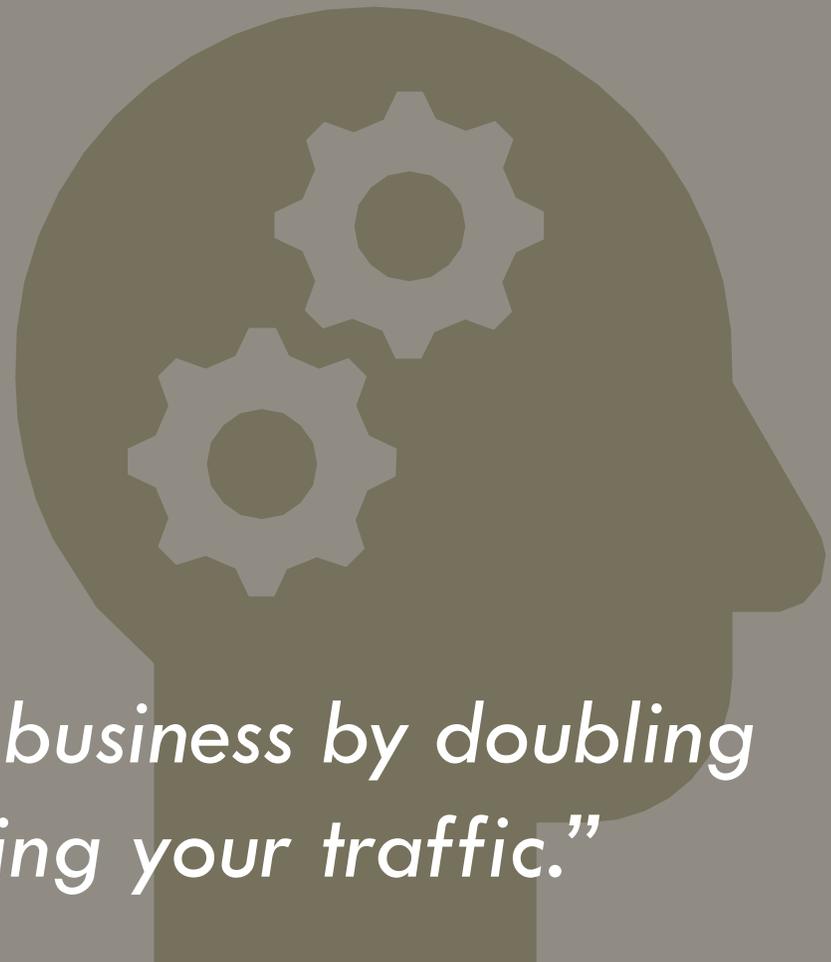
TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#4: LEARN WHICH BUSINESS
OFFERS RESONATE

KEY QUESTION:

Which landing page offers
produce the most “conversions”?

*“It’s much easier to double your business by doubling
your conversion rate than doubling your traffic.”*

- Bryan Eisenberg, NY Times bestselling author, Customer Experience Pioneer

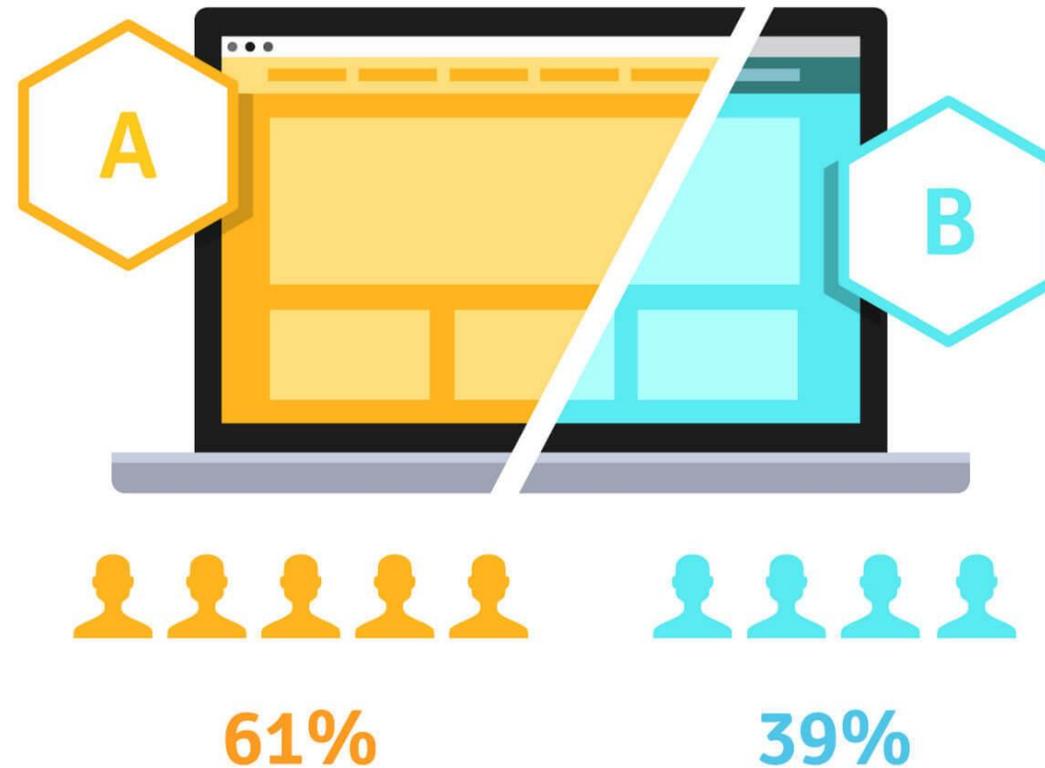


TEST & OPTIMIZE YOUR BUSINESS MODEL:
#4: LEARN WHICH BUSINESS OFFERS RESONATE

Tools: LeadPages, Unbounce, WordPress...

What will your ideal prospects actually DO on your site?

Create Landing Page Split Tests

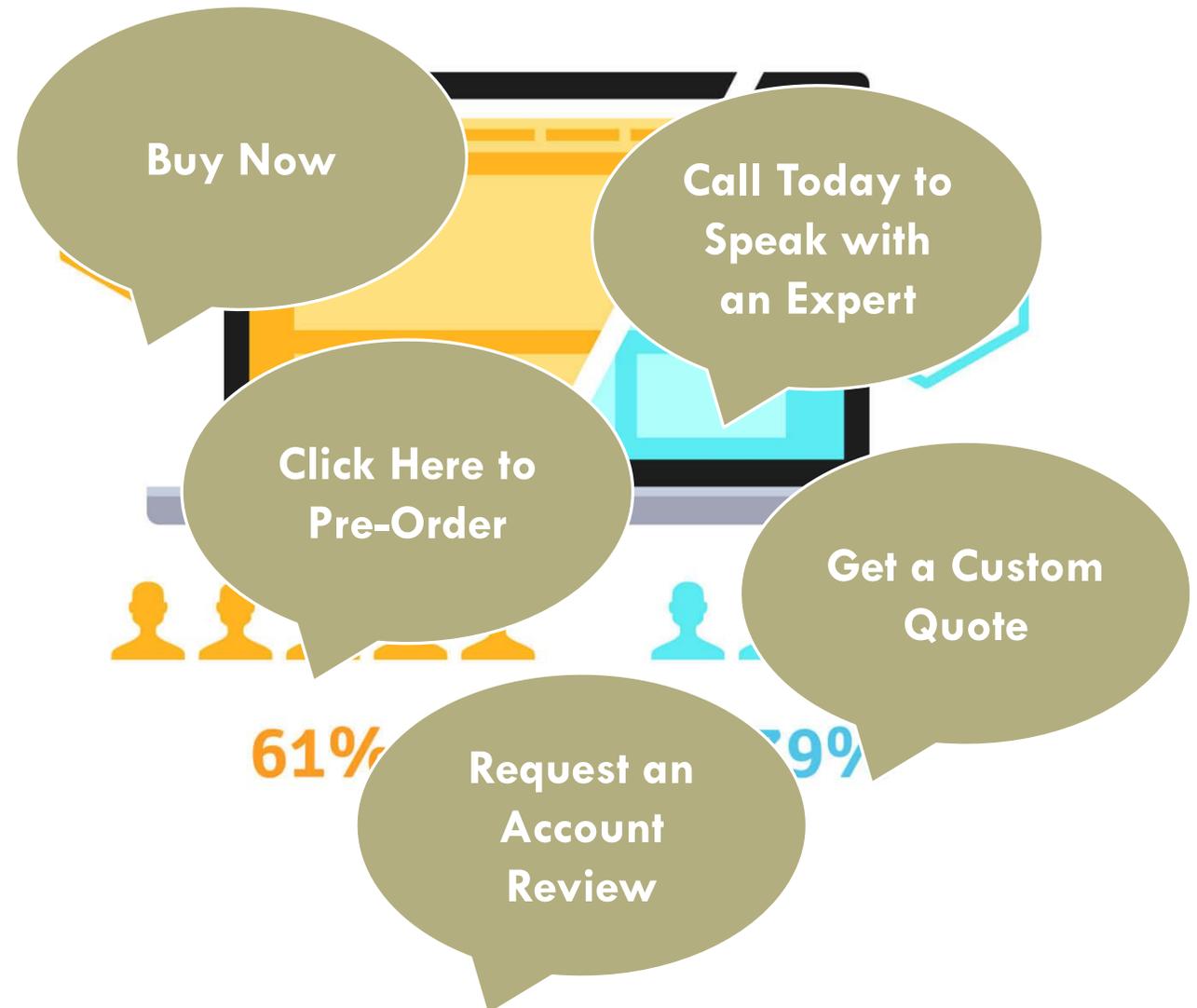


TEST & OPTIMIZE YOUR BUSINESS MODEL:
#4: LEARN WHICH BUSINESS OFFERS RESONATE

Tools: LeadPages, Unbounce, WordPress...

What will your ideal prospects actually DO on your site?

For Bottom of Sales Funnel Prospects:



TEST & OPTIMIZE YOUR BUSINESS MODEL:
#4: LEARN WHICH BUSINESS OFFERS RESONATE

Tools: LeadPages, Unbounce, WordPress...

What will your ideal prospects actually DO on your site?

For Top of Sales Funnel Prospects:



TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH BUSINESS OFFERS RESONATE

How to test website conversion paths:



**Publish 2-3 web page variants
to run in each ad group**



**Change high-impact
page elements together**

Banner area
(top of page)
Images
Trust builders
Calls to Action



**Test the most
meaningful offers**

Sale
Opt-in
Consult...



Measure the results

TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH BUSINESS OFFERS RESONATE

Tools: Adalysis, Google Ads, A/B testing calculators

Wait for statistical significance!

	99% CTR	99% Conv. rate	<80% Conv. / Impr.	90% Cost / Conv.	99% Conv. Value / Cost
Offer A	2.19%	1.71%	0.03751%	\$54.50	0.92
Offer B	1.44%	3.77%	0.05441%	\$30.47	1.67

TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH BUSINESS OFFERS RESONATE

What if you don't yet have
anything to offer?

Offer a “Fake Sale”!

IMPORTANT:

DON'T disappoint your visitors

DO get their contact info!

Hello! You caught us before we're ready.

We're working hard to put the finishing touches on “X”. Things are going well, and it should be ready to help you with “Y” very soon. If you'd like us to send you a reminder when it's ready, please enter your email below.

Let Me Know

And please accept the special gift below as a
“thank you”!

TEST & OPTIMIZE YOUR BUSINESS MODEL: #4: LEARN WHICH BUSINESS OFFERS RESONATE

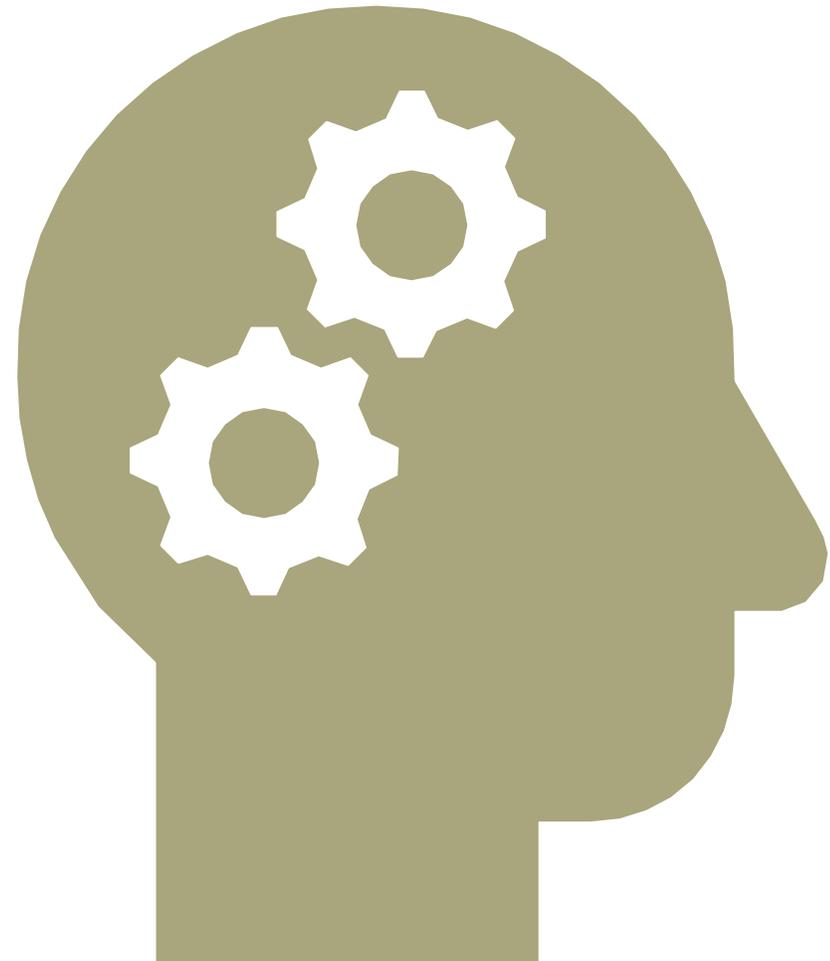
If your initial offers don't convert enough visitors, then what?

- A) Switch to better offers (use what you just learned)
- B) Change the product/service

TEST & OPTIMIZE YOUR
BUSINESS MODEL:
#5: LEARN HOW TO STAND
OUT FROM COMPETITORS

KEY QUESTION:

How can you best differentiate
your business in a crowded
market?



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BUSINESS MODEL:
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KEY QUESTION:

How can you best differentiate
your business in a crowded
market?

*“Move fast. Speed is one of your main advantages
over large competitors.”*

- Sam Altman, President of Y Combinator and Co-Chairman of OpenAI



TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

Step 1:

Find out who your online competition really is

Tool: Google Ads Auction Insights Report

Display URL domain	↓	Impression share	Avg. position	Overlap rate	Outranking share
amazon.com		64.00%	1.7	79.30%	28.23%
You		45.01%	1.8	—	—
moringasave.com		13.46%	3.0	21.25%	42.59%
healthzone		< 10%	2.6	3.25%	44.60%
zijainternational.com		< 10%	2.7	10.89%	44.17%
puritan.com		< 10%	3.0	10.64%	43.61%
netfind.com		< 10%	2.8	6.18%	44.43%
facty.com		< 10%	2.6	7.22%	43.87%

TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

Step 2a:

Find out what they're offering

Tool: SEMRush

Great competitive research data for both SEO and PPC

The screenshot displays the SEMRush Ad Copies tool interface for the domain **irobot.com**. The top navigation bar, highlighted with a red box, includes the domain name, device filters for Desktop and Mobile, and a 'Go to new version' link. Below the navigation bar, the tool shows a list of 10 ad copies, sorted by the number of keywords in descending order. Each ad copy entry includes the ad title, the URL, a brief description, and the number of keywords associated with the ad. The table below summarizes the data from the screenshot:

Ad Title	URL	Description	Keywords
Official iRobot® Roomba - iRobot.com	www.irobot.com/Roomba	Leave Cleaning To Your Roomba And Start Enjoying Your Home. Buy Here!	69
Roomba® Vacuum Cleaning - iRobot® Official Store	www.irobot.com/Roomba	Get A New Helping Hand From iRobot. 1-Year Warranty And Free Shipping. Buy Now!	61
Official iRobot® Roomba - iRobot.com	www.irobot.com/Roomba	Say Goodbye To Cleaning And Get The Original Robot Vacuum , The Roomba .	48
Official iRobot® Roomba Vacuum iRobot® Official Store iRobot.com	www.irobot.com/	For a Limited Time Get a Free Replenish Kit with a Roomba Purchase. Ends Soon!	48
Official iRobot® Store Mother's Day Gift Sale iRobot.com	store.irobot.com/Roomba	Get A New Helping Hand From iRobot. 1-Year Warranty And Free Shipping. Buy Now!	47
Official iRobot® Store Mother's Day Gift Sale iRobot.com	store.irobot.com/Roomba	Shop Now And Save On The Roomba 900 Series, Braava 380t & Braava jet. Ends Soon!	37
Official iRobot® Roomba Vacuum iRobot® Official Store iRobot.com	www.irobot.com/	For a Limited Time Receive a Free Replenish Kit w/ Roomba Purchase. Ends Soon!	34
Official iRobot® Roomba - Get A New Helping Hand From iRobot	store.irobot.com/Roomba	Get A New Helping Hand From iRobot. 1-Year Warranty And Free Shipping. Buy Now!	34
Official iRobot® Roomba - Limited Time Offer - irobot.com	store.irobot.com/Roomba	Shop Now And Save \$100 On Any Roomba 900 Series Purchase. Ends Soon!	31
Official iRobot® Store Mother's Day Gift Sale iRobot.com	store.irobot.com/Store	Shop Now And Save On The Roomba 900 Series, Braava 380t & Braava jet. Ends Soon!	30
Official iRobot® Roomba - Get A New Helping Hand From iRobot	www.irobot.com/Roomba	The Original Robot Vacuum Cleaner.	27
iRobot® Cleaning Robots - iRobot® Official Store	store.irobot.com/Store	Say Goodbye To Cleaning And Start Enjoying Your Home. Buy Your iRobot Now!	27
Official iRobot® Holiday Sale - Save \$100 On Connected Roombas	store.irobot.com/Store	Say Goodbye To Cleaning And Start Enjoying Your Home. Buy Your iRobot Now!	27
Official iRobot® Roomba Vacuum Free Gift With iRobot® Roomba	store.irobot.com/Store	Say Goodbye To Cleaning And Start Enjoying Your Home. Buy Your iRobot Now!	27
Roomba® Vacuum Cleaning - iRobot® Official Store	www.irobot.com/Roomba	The Original Robot Vacuum Cleaner.	27
Official iRobot® Roomba Memorial Day Weekend Sale iRobot.com	www.irobot.com/Roomba	The Original Robot Vacuum Cleaner.	27

TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

Step 2b:

Find out what they're offering

Tool: Google Ads Ad Preview & Diagnosis Tool

Better than regular Google search – can specify location, device, language and audience

The screenshot displays the Google Ads Ad Preview & Diagnosis Tool interface. At the top, a search bar contains the text "buy roomba". To the right of the search bar, there are filters for Location (Boston, Massachusetts, United States), Language (English), Device (Desktop), and Audience (Users not in any audience). A red box highlights this top navigation area. Below the search bar, a message states "Your ad is not showing". The main content area shows a "Preview of search results" for the query "buy roomba". The first result is an advertisement from iRobot.com, titled "If It's Not From iRobot® | It's Not A Roomba® | iRobot.com". This ad is highlighted with a red box. The ad text includes a 4.6-star rating and a description: "Let The Robot Clean. Just Sit Back And Relax. Find Yours Now At iRobot.com! Tangle-Free Rollers. Multi-Room Cleaning. Deeper Cleaning on Carpet. Wi-Fi® Connected. Cleans All Floor Types. Compare All Models · iRobot Braava jet™ · Personalize Your Roomba · iRobot® Roomba® i7". Below this ad are other search results, including an Amazon.com ad for "I Roomba Vacuum Cleaner" and an HSN.com ad for "iRobot Roomba On Sale at HSN®". On the right side of the search results, there is a "Shop on Google" section with four product cards for various iRobot Roomba models, including the Roomba 690, Roomba 675, Roomba i7+, and Roomba Clean Base Automati... Each card shows the product image, name, price, and shipping information.

TEST & OPTIMIZE YOUR BUSINESS MODEL: #5: LEARN HOW TO STAND OUT FROM COMPETITORS

If your offer sounds just like your competitor's, then what?

Focus on one meaningful differentiating feature / benefit / audience

- Your offer can be identical in every way but one!
- Better to speak directly to one niche than to speak generally to everyone

BEST GOOGLE ADS 1ST STEPS FOR STARTUPS

BEST GOOGLE ADS 1ST STEPS FOR STARTUPS



Sign up for a Google Ads account (\$100 free credit)

- #1 Learn your online prospect volume
- #2 Learn what prospects actually search for



Create quick landing page,
Launch initial Search campaigns

- #3 Learn which marketing messages engage
- #4 Learn which business offers resonate
- #5 Learn how to stand out from competitors

BEST GOOGLE ADS 1ST STEPS FOR STARTUPS



Put your best foot forward, then test variations

One best offer + one best audience + one best landing page + one best Google Ads campaign



Allow sufficient investment for meaningful conclusions

Nominally: 1-3 months and \$500-\$2,000 / month depending on scope

TOP GOOGLE ADS TOOLS & RESOURCES FOR STARTUPS

www.prometheusppc.com/mit-2019

Find links to tools & resources, and download presentations
(available tomorrow)

Watch presentations again on video (coming soon)

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