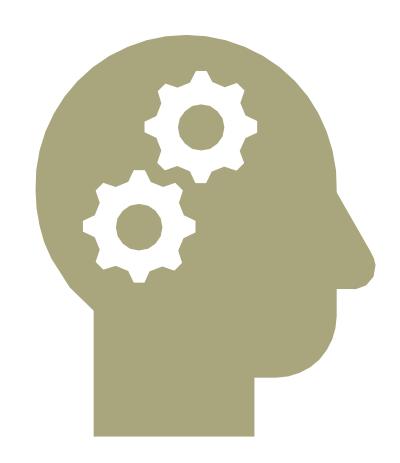
KEY QUESTION:
Are you speaking to prospects in their language?



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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

#### **Example Product Plan**

Name: The iMicroVac

Messaging: "The micro robot vacuum for tight spaces"

## Oops!

No one searches for "micro" robot vacuum!

	Keyword (by relevance)	Avg. monthly searches	Competition	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high
Your	search term					
	micro robot vacuum	=	-		<b>2</b> 0	
	compact robot vacuum	10	High	100	\$0.76	\$4.
	tiny robot vacuum	10	High	100	\$0.76	\$2.
	small robot vacuum	110	High	100	\$0.66	\$2.
	mini robot vacuum	170	High	100	\$0.60	\$2.
	robot vacuum	90,500	High	100	\$0.76	\$10.
Idea						
	roomba	246,000	High	99	\$0.87	\$2.
	irobot	110,000	High	96	\$0.95	\$2.
	irobot roomba	74,000	High	100	\$0.93	\$2.
	miele vacuum	49,500	High	100	\$1.02	\$3.
	robot vacuum cleaner	22,200	High	100	\$0.66	\$10.
	roomba 650	6,600	High	100	\$0.74	\$2.
	best robot vacuum	49,500	High	100	\$0.39	\$1.
	irobot roomba 650	2,900	High	100	\$0.72	\$2.
П	roomba vacuum	22,200	High	100	\$0.93	\$3.

#### **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!)

	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									
	solar panels	165,000	High	100	\$2.23	\$11.97			
	photovoltaic panels	880	High	100	\$2.34	\$9.10			
Idea									
	solar energy	40,500	Medium	35	\$2.63	\$9.98			
	solar power	27,100	High	98	\$2.87	\$9.92			
	solar	74,000	Low	16	\$3.22	\$9.51			
	solar panel cost	27,100	High	100	\$2.14	\$9.69			
	solar panels for sale	18,100	High	100	\$1.79	\$8.16			
	solar panel price	8,100	High	100	\$2.32	\$9.89			
	solar power system	6,600	High	100	\$2.19	\$8.00			
	solar cell	8,100	High	100	\$1.87	\$7.04			
	solar panels for home	14,800	High	100	\$2.40	\$9.53			
	buy solar panels	2,400	High	100	\$2.55	\$11.14			
	solar panels for your home	4,400	High	100	\$1.80	\$6.65			
	solar shingles	9,900	High	100	\$1.78	\$8.20			
	flexible solar panels	6,600	High	100	\$0.65	\$8.89			

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

Only one good solution: Change YOUR language