

What Marketing DNA Tells You About Managing Google AdWords

Get More Visitors for Less Money
On The World's Most Amazing Advertising Machine –
and do it *YOUR Way*

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Perry Marshall Special Report

Build Your AdWords Chops: www.perrymarshall.com/awbc or specialize in the Display Network
www.perrymarshall.com/dnbc. AdWords Copywriting Express: www.perrymarshall.com/awce

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When I first began teaching Google AdWords at live seminars, I told audiences ‘round the world: “Google AdWords is the most important development in advertising in the last 10 years. Never before has it been possible to spend five bucks, write a few ads, and put them in front of 100 million people – in 10 minutes. And not pay a single penny until people click to your site to see what you have to say!”

There was only one part that was wrong. It was the “last 10 years” part. In reality, Google AdWords was the most important development in the last **50 years**. It’s that revolutionary. Having now written the most popular books on AdWords, and a book on Facebook advertising as well... having consulted with thousands of companies in over 300 industries, AdWords is the Gold Standard.

It is far and away the most powerful and sophisticated advertising platform in the history of man. You can do things on AdWords that no other ad platform can dream of.

How you will actually use Google AdWords will vary tremendously depending on your Marketing DNA score. There is no such thing as a DNA profile that’s “ideal for AdWords!” Rather, you should recognize your style of building and managing campaigns. Also, understand that more and more, *AdWords is a team sport.*

How to Read Your Marketing DNA Score For Google AdWords

Here’s an example Marketing DNA Report:



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People naturally pay attention to the 4-digit score “7635,” but I want to direct your attention to the CLOUD TAG below the colored bars. The cloud tag tells the real story – the size and content of the likes and dislikes. This person likes Words, Alchemy and Empathy; and dislikes Recorded and Producer.

Please look up your Marketing DNA Test report right now and memorize your likes and dislikes, because they’re important in this report.

Marketing DNA Types for Google AdWords

There are only two categories of people who *may not* dig Google AdWords all that much:

- People who **dislike WORDS** and
- People who **dislike RECORDED**

It is, after all, called Google “AdWords.” And if you dislike both of these, AdWords is probably not for you. Which means you should at least learn enough about it to outsource it. You should also ask anyone who is connected with your AdWords efforts to take the Marketing DNA Test.

I think the “words” part is fairly obvious. People who dislike “recorded” are people who do not like to plan and script and edit. They are live and in the moment. AdWords moves too slow for them, especially if they like **LIVE**.

A like live / dislike recorded person who does AdWords tends to do it in binges, then ignores it for months at a time. Pair up with a words/recorded person and you have a winning AdWords team.

The opposite is also true: **People who like WORDS and like RECORDED tend to love Google AdWords.** If you love words, there’s almost no limit to the benefit of practicing, training, honing skills, taking courses and improving your skill with words. First class copywriting is a \$1,000 per hour skill and in AdWords, one ad in a large account can boost your income by \$1,000 per day.

And, if you love “recorded” it means you relish saving your ads, leaving, and coming back the next day or next week to see what happened.

AdWords DNA Types

If you love ALCHEMIST that means that AdWords for you is a creativity springboard. It’s your mad scientist laboratory, a place where you can constantly test new ideas and inspirations. You use it to research what competitors are doing. You develop Unique Selling Propositions, headlines, book titles, opening sentences, hooks and stories.

Alchemists who can manage following basic rules of the game (the best practices in my books and courses) are GREAT at setting up AdWords accounts. Sometimes “live” people enjoy doing this part too.

If you dislike ALCHEMIST, that means you do *not* like the open-ended nature of AdWords and the possibilities of all you can do are tiring. It means if you are expected to be creative and resourceful, you need to get ideas from other people and books. You may have a difficult time starting from scratch with a new AdWords account; it feels like staring at a blank sheet of paper.



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If you love PRODUCER that means AdWords is a place where you organize and maintain and follow rules. You methodically (maybe even religiously) log into your account, look for new keyword opportunities, declare winner and loser ads, refine the organization of your ad groups, add and delete negative keywords.

Producers make great AdWords account managers. They keep everything humming along and prevent you from sliding into stupidity tax as markets naturally change and evolve.

If you hate PRODUCER, that doesn't mean you shouldn't do AdWords. It probably just means you shouldn't be a day-to-day AdWords manager.

People who like LIVE may or may not like AdWords, since AdWords by definition is something that evolves over long periods of time. The LIVE marketer and communicator wants to spit out ideas and all they care about is that the ideas find their way into the AdWords account where someone can test them.

People who dislike LIVE will do fine with AdWords since AdWords is a "recorded" marketing medium.

People who like RECORDED will love AdWords. In my books and courses I reveal hundreds of techniques for maximizing the performance of your AdWords account.

People who dislike RECORDED do not have the patience for it. However the "dislikes RECORDED" person should still be very interested in knowing what's going on – that's important.

People who like IMAGES will have a *blast* with Google's Display Network. Pound for pound and pixel for pixel, image ads are more effective than text ads. Not only that, but only about 3% of all Google advertisers use image ads at all. So, the field is much less littered with competition.

The difference between a merely adequate image and an outstanding one is a 100% to 1,000% increase in performance. If you have not used Google AdWords extensively, it may be hard for you to fully appreciate how big this difference is. Let me show you an example:



As you can see, the text is the same. We chose the text based on tests with text ads. Then my banner designer (www.banneradqueen.com) cranked out a huge variety of images. The one on the left got more than twice the Click Thru Rate as the one on the right, which effectively means I get twice as many visitors for the same amount of money.



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But, that's only the tip of the iceberg because, while the one on the right has only gotten a few hundred clicks in its lifetime, the one on the left has gotten over 50,000. This little ad is a major asset. It is exponentially better than the loser to the right.

This is a very *average* example, which I quickly and easily pulled right out of my files. In fact, it's not unusual to test 20 ads and to find that the best one is 500% better than the worst, *even using the exact same text*.

When you discover a serious winning image to go with your ad, it's a quantum home run and here's why:

- 1) Image ads have less competition than text ads.
- 2) Pixel for pixel, image ads generate more clicks than text ads.
- 3) Since the difference between an OK image and a great one is 100% and often much more, this cuts your bid prices dramatically.
- 4) Now you can increase your bids and get even more traffic.
- 5) If you double your Click Thru Rate you will quadruple your traffic!

Let me say that again:

If you double your Click Thru Rate you will quadruple your traffic. That's because your higher Click Thru Rate is equivalent to doubling your bid price, and when you double your bid price, Google will find roughly 4X more places to show your ads – not 2X.

That means a skilled IMAGES person – the banner ad designer – will have an exponential effect on your business!

People who dislike IMAGES can do just fine on AdWords, they just need an IMAGES person to team up with.

People who love WORDS do great on AdWords. The world of copywriting is endless and if you're good at words then you'll earn compound interest by getting better at it. (I recommend you start with my "AdWords Copywriting Express" at www.perrymarshall.com/awce/.)

People who dislike WORDS will probably not like AdWords very much.

People who like EMPATHY will write great ads.

People who dislike EMPATHY probably shouldn't be writing ads. But, they might be able to make images or organize campaigns or analyze data.

People who like ANALYTICS are great at looking at the numbers and figuring out what they mean. If you're doing serious AdWords, you should have someone on your team looking at the data that Google AdWords and Google Analytics generates.

People who dislike ANALYTICS should stay focused on the other aspects of the account and let a numbers-driven person do what they do best.

Don't skimp on your AdWords education. Invest in the skills you need to be successful. I have seen



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MANY accounts spending \$10,000 per month or even \$10,000 per day that improved by 10-30% in just a few days or weeks. Last year, one of my Private Client Group members was spending about \$30,000 per month and with a few changes to his campaigns increased his traffic and sales by 30%. He said it was depressing to think about how much money he'd been wasting and how long he'd been wasting it!

Google AdWords Training Programs by Perry Marshall

AdWords Boot Camp is a 5-week intensive training, a thorough preparation for competing on both Google Search and Display Network; it's our premiere hands-on AdWords training. You'll discover how to cut the cost of every click, get higher Quality Scores, write ads that get clicked on like crazy, and move from losing money to making money on AdWords. This course will take you all the way from rank beginner to being in the top 2-5% of all AdWords advertisers:

<http://www.perrymarshall.com/awbc/>

Display Network Boot Camp is a 4-week deep dive into just the Display Network, unlocking its secrets and exploring its capabilities, from basic to advanced. We'll introduce you to Google's fabled "Jet Stream" where the 800-Pound Gorilla of the Internet sends you as much traffic as it knows how. This course will put you in the top 2-5% of Display Network advertisers:

<http://www.perrymarshall.com/dnbc/>

Personal AdWords Coaching "Bobsled Run" is a once per year ("Fall semester") 12-week intensive. It begins with AdWords but focuses on your entire sales funnel – everything that happens *after* the first click, to turn that one-time event into a long-term relationship. Bobsled Run students experience huge gains, often 50-200% business growth over 12 weeks as we enhance lead generation, sales pages, follow up sequences, upsells and cross-sells. You can register for the Notification List:

<http://www.bobsledrun.com/>

The Swiss Army Knife: If you love words, this course will empower you to write KILLER ads and generate endless streams of creativity. No matter what control you have in place, the Swiss Army Knife will help you beat it.

<http://www.perrymarshall.com/sak/>

AdWords Copywriting Express: Look over my shoulder as I work live, without a net, writing and re-writing Google ads for coaching students on a live webinar. Affordable and fast:

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