

#4. Measure Your Success

Online marketing generates a wealth of data to let you assess and refine your programs.

- AdWords Call Metrics
- Google Analytics



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AdWords Call Metrics

- **Use** a unique phone number to see how many calls your campaign generates.
- **Assign** a different number to each campaign.
- **Track** calls by ad and shift your spending accordingly.
- **Receive** clear evidence that online marketing can lead to real leads, customers and offline success.

www.google.com/ads/innovations/callmetrics.html

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Google Analytics

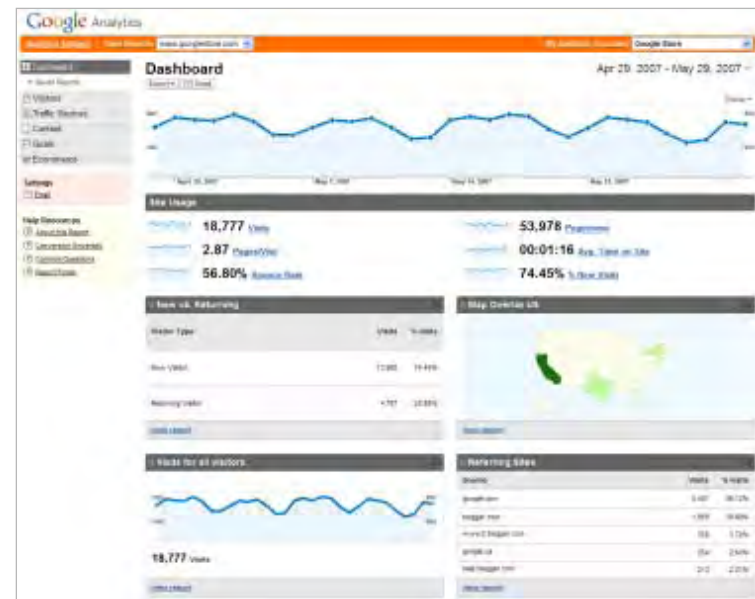
Gauge the effectiveness of your efforts

How are users engaging with my site?

How can I make my marketing campaigns more effective and accountable?

Am I creating effective content?

How do I improve site interaction?



Google Analytics: Free, quick to install and easy to use

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www.google.com/analytics



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Online Marketing Resources

- Google Places Help www.google.com/support/places
- Google Tags Help www.google.com/help/tags
- Google AdWords Help <http://adwords.google.com/support/aw>
- Google AdWords Blog <http://adwords.blogspot.com>
- Google Analytics Help www.google.com/support/analytics
- Google Analytics Blog <http://analytics.blogspot.com>
- SEMPO www.sempo.org
- Interactive Advertising Bureau www.iab.net
- Direct Marketing Association www.the-dma.org



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#5. Collaborate for Free with Google Apps

Get started with Google Apps for free.

Create up to 50 custom user accounts.



Gmail

Get custom email like hikingfan@your-group.com.



Google Sites

Create websites and group wikis.



Google Calendar

Organize your schedule and share events with friends.



Google Docs

Share online documents, presentations, and spreadsheets.

Compare with Premier Edition [Learn more](#)

User maximum

User accounts allowed per organization

Standard Edition

Premier Edition

50

Unlimited

Messaging apps

Gmail and Google Calendar



Collaboration apps

Google Docs and Google Sites



Additional business apps

Google Video and Google Groups



Business features

25GB email storage per user, BlackBerry and Microsoft Outlook interoperability and more



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Hire Google

Gmail



The screenshot shows the Gmail interface. At the top, there are links for Google Mail, Calendar, Documents, and more. The user's email address is steve@organic-city.com. The left sidebar contains navigation options: Compose Mail, Inbox (2), Starred, Chats, Sent Mail, Drafts, All Mail, Spam, Trash, and Contacts. Under Contacts, there are quick contacts for Steve Krazci and Jane Smith. The main inbox area shows two emails from the Gmail Team. The right pane displays a detailed view of an email thread titled "Sales presentation". The thread includes messages from Jane Smith, Steve Krazci, and Ryan Peters. The most recent message is from Ryan Peters, dated June 18, 2007, with the subject "Sales presentation". The email body contains a request for feedback on a presentation slide. The interface includes various action buttons like Archive, Report Spam, Delete, and More actions. The bottom of the screen shows the user's current storage usage: 0 MB (0%) of 2048 MB.

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Google Docs and Spreadsheets



The screenshot shows a Google Spreadsheet interface. The spreadsheet has the following data:

Class	Instructor	Enrollment	Date
Wordprocessing	Roberts	20	3/1/
Spreadsheets	Perez	15	3/8/
Databases	O'Malley	12	3/15/
Presentations	Chan	16	3/1/
Scheduling	Goldberg	10	3/8/
Web design	Mangano	15	3/15/
Total		88	

Overlaid on the spreadsheet is a chat window titled "Chat about this spreadsheet". The chat history shows:

- Viewing now: jane
- me: Hi Jane
- jane: Hello Steve
- me: Can you take a look at these figures and tell me what you think about next year's enrollment?
- jane: Sure
- It looks like we need to boost Databases and Scheduling
- me: I agree
- jane: We should talk to Goldberg and see what he thinks

Below the chat window is a "Sharing" notification: "jane has opened this spreadsheet. [Sharing options](#)".

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Google Calendar



The screenshot shows the Google Calendar interface for June 2007. At the top, there are search boxes for "Search Public Calendars" and "Search My Calendars", along with a "Show Search Options" link. Below this, the "ORGANIC-CITY" logo is visible with the tagline "think global, act local".

The main interface includes a "Create Event" and "Quick Add" button. A calendar grid for June 2007 is displayed, with the current date "Today" set to June 19th. The grid shows various events such as "Memorial Day" on June 18th, "John F. Kennedy" on June 19th, "Vacation" from June 24th to 30th, "Flag Day" on June 14th, and "Father's Day" on June 17th. Other events include meetings, lunches, and team meetings.

On the left side, there is a "My Calendars" section with a list of calendars: Steve Krazci, Jane Smith, Ryan Teeter, US Holidays, and Utah Jazz 2006-2007. There is also a "Search public calendars" field and a "Manage calendars" link.

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Let's Recap

Many potential customers are searching online for the products and services you offer. Be sure you reach them!

- **Get found** (Google AdWords, Google Boost and online directories)
- **Engage** local customers (Google Places, Google Tags and local review sites)
- **Tap** into your social and professional connections
- **Collaborate** with free productivity programs (Gmail, Calendar, Docs)



Measure your results along the way!

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Q&A





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- Google Grants (for non profits)

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