

# TONY SAMBELL

## SPICY WEB

## VIC LEADERS

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# TEN YEARS YOUNG

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# CHILDERS, QLD

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# CHILDHOOD



ME, AGE 4

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# CHILDHOOD



ME, AGE 4

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CHILDERS



MELBOURNE

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# GOOD WORK FOR GOOD PEOPLE™

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# WEBSITES

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# IT'S ALL IN THE PLANNING

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# UPDATE YOUR CMS!

(ESPECIALLY IF IT'S ON WORDPRESS)

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Add in Question

**what CMS am I on?**

Wordpress

Joomla

I know, but not the above

No Clue

# THE BASICS FOR SEO SUCCESS

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**DO YOU KNOW WHAT YOUR SEO AGENCY IS DOING?**  
**GOOGLE MY BUSINESS LISTING — HAVE YOU CLAIMED IT?**  
**SSL — ESSENTIAL FOR EVEN A BASIC WEBSITE**  
**SPEED TEST — SPEED IS KING**  
**UPTIME MONITOR — KNOW WHEN YOUR WEBSITE IS DOWN**  
**IS YOUR WEBSITE MOBILE FRIENDLY**  
**IS YOUR CONTENT RELEVANT TO SEARCHES?**

**MOST IMPORTANTLY**  
**MAKE SURE IT LOOKS GREAT!**

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GET STARTED

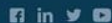
Take power back and reduce your energy costs. Provide us with a snapshot of your business and energy needs and we'll be in touch.

GET IN TOUCH →

CHOICEENERGY

1300 304 448

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### LED Lighting

Energy saving LED lighting will reduce maintenance costs, and enhance the work environment for productivity and safety.

READ MORE →



Home / Energy Efficiency / Commercial Solar

Commercial solar

Solar battery systems

Residential solar

Power factor correction

LED lighting



Jack Jones  
Baywood Timber



### Get in touch.

Better information leads to more affordable and efficient energy usage.

- ☐ I'm interested in solar
- ☐ I'm interested in energy management
- ☒ General enquiry

First Name \*

Last Name \*

Email Address \*

CHOICEENERGY

Energy Efficiency Energy Management Customers News About AU 1300 304 448



Energy  
Efficiency

Energy  
Management

USE LESS

PAY LESS →

**commschoice**  
transforming business connectivity

**Business**  
10-250 Staff

**Corporate & Govt**  
250+ Staff

**International**  
Multi-country, Multi-site

 **1300 42 66 67**

Taking the pain out of business telecommunications.

# Giving you a platform to talk to the world.

GET IN TOUCH TO LEARN MORE →



Quality Data & Voice

## **CommsAssure**

The seamless integration of high quality managed data and voice solutions.



Total Mobility Management

## **CommsMobilise**

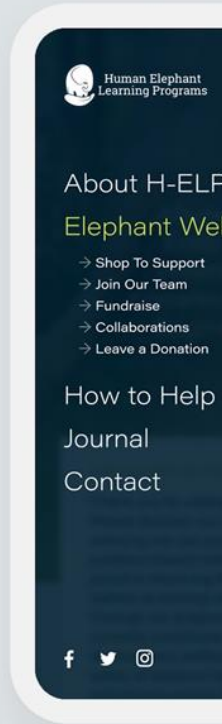
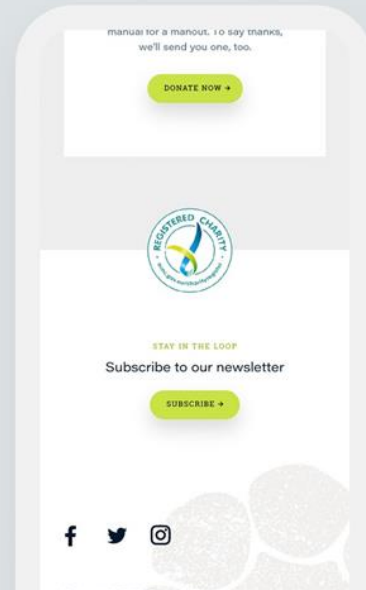
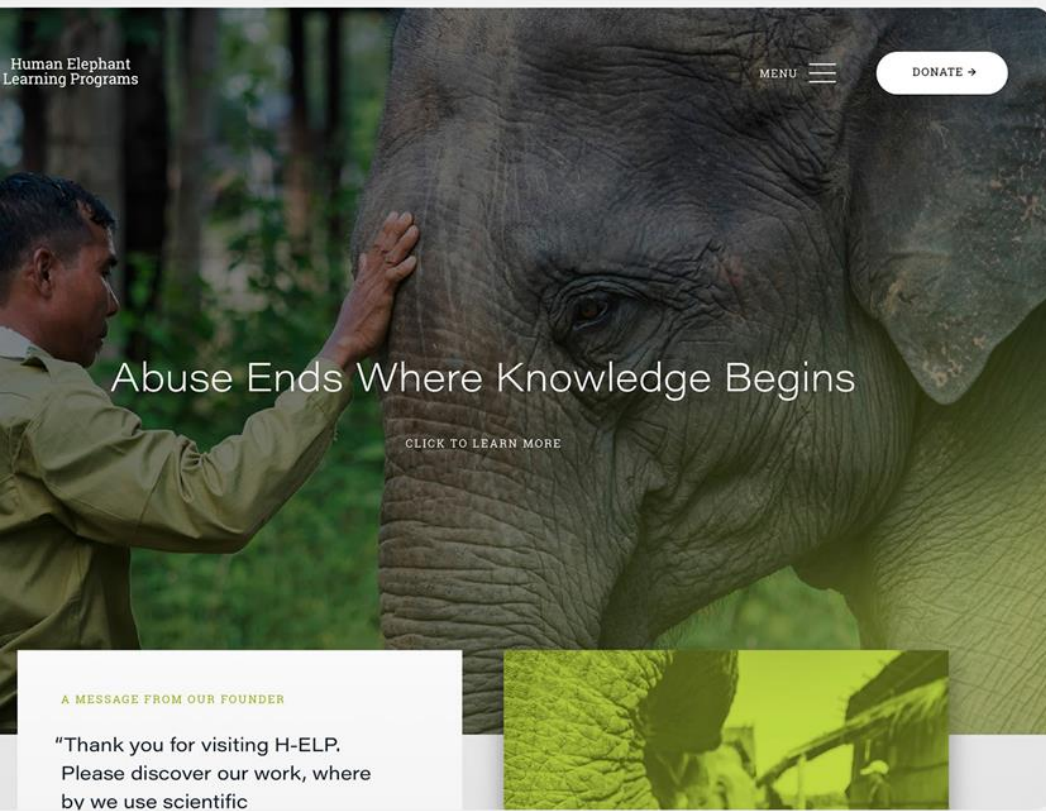
Secure and predictable access to everything, anywhere and anytime on any device.



Advanced Communications

## **CommsConnect**

The harmonious unification of cloud and software for flawless connectivity.







Cuvée  
CHOCOLATE



Chocolate  
crafted for wine  
connoisseurs

The CPC logo is displayed in white, sans-serif capital letters in the top left corner of the website header.

[ABOUT](#)

[CAPABILITIES](#)

[CASE STUDIES](#)

[RESOURCES](#)

[CONTACT](#) 

Sebel Yarrowonga 2020

Hawthorn Park 2020

Hyatt Centric Melbourne 2020

Sky One Box Hill 2019







Who We Are Pro

We know Melbourne.

Q Search Property

At Fitzroys, we understand the  
Melbourne property market



ONE

# AI & AUTOMATION

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**Search**  
Search ranking  
Speech recognition



**Android**  
Keyboard & speech input



**Play**  
App recommendations  
Game developer experience



**Gmail**  
Smart reply  
Spam classification



**Chrome**  
Search by image



**Drive**  
Intelligence in Apps



**YouTube**  
Video recommendations  
Better thumbnails



**Assistant**  
Smart connections  
across products



**Maps**  
Parsing local search



**Cardboard**  
Smart stitching



**Translate**  
Text, graphic and speech  
translation



**Photos**  
Photos search

BILLION+ USERS EACH

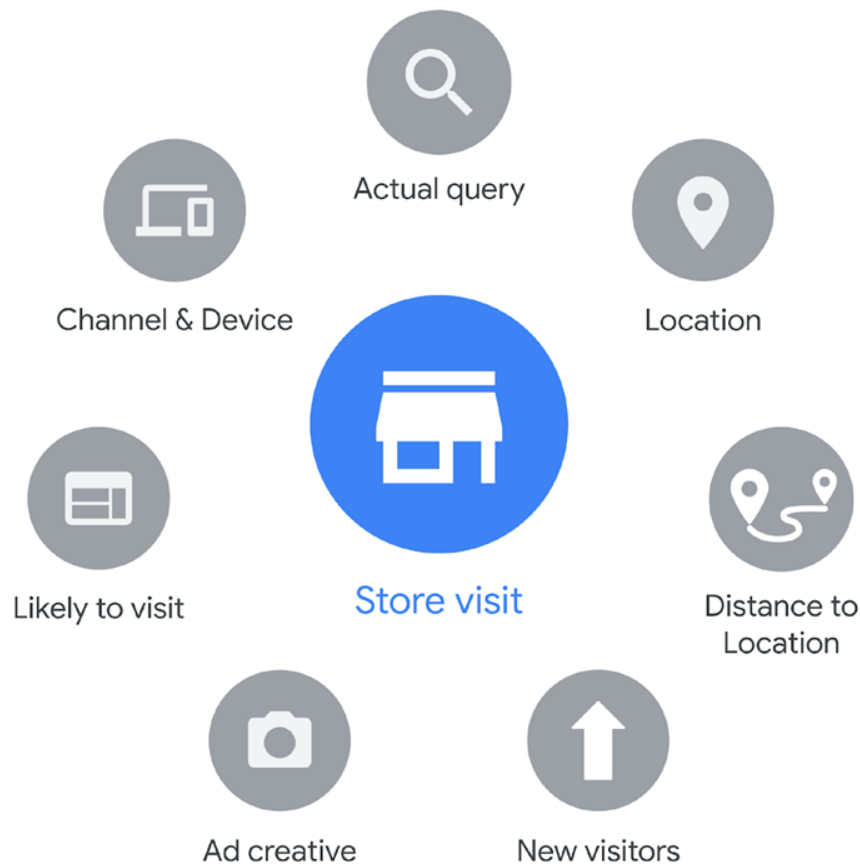


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# A RANGE OF SIGNALS ARE USED TO REACH THE RIGHT AUDIENCE



TWO

# STAY AHEAD & BE AGILE

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# SMART CREATIVE

## Campbell's SoupTube

Generated 1,700 customised  
TrueView creative for different  
audiences

**1.5 M**

total views

**24.7%**

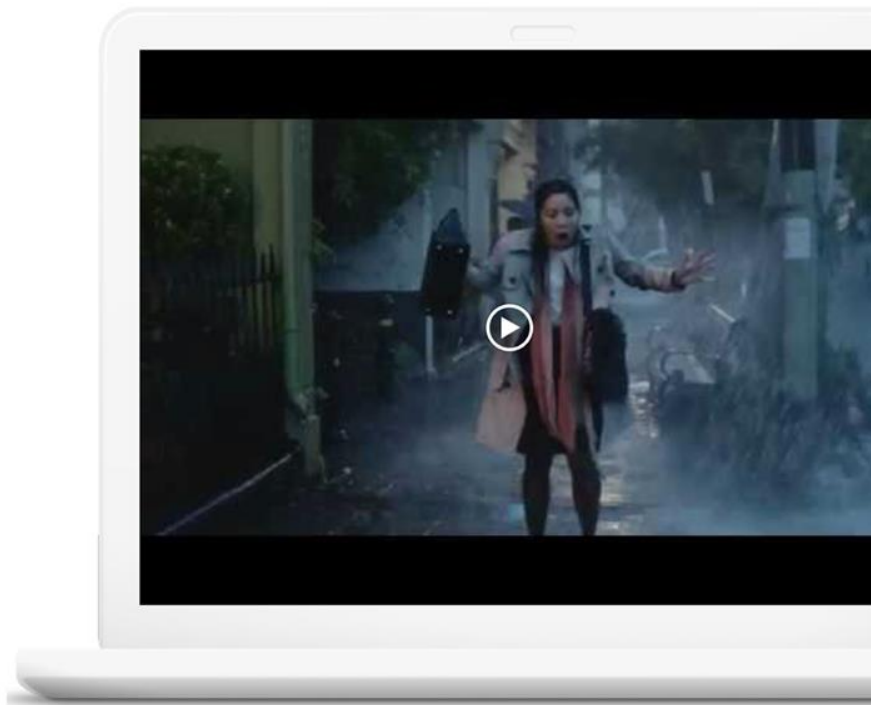
lift in ad recall

**55.6%**

increase in Campbell's  
Simply Soup sales

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THREE

# ALIGN OUR GOALS

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A black and white photograph showing a group of women in a room filled with large, complex mechanical telegraph machines. The machines are arranged in rows, and the women are seated at them, working on the intricate wiring and components. A sign on the machine in the foreground reads "LONDON". The women are dressed in mid-20th-century attire, and the overall scene suggests a busy, industrial environment from the early 20th century.

# HOW TO ADAPT

THEN

TECHNICAL

NOW

TECHNICAL

STRATEGY

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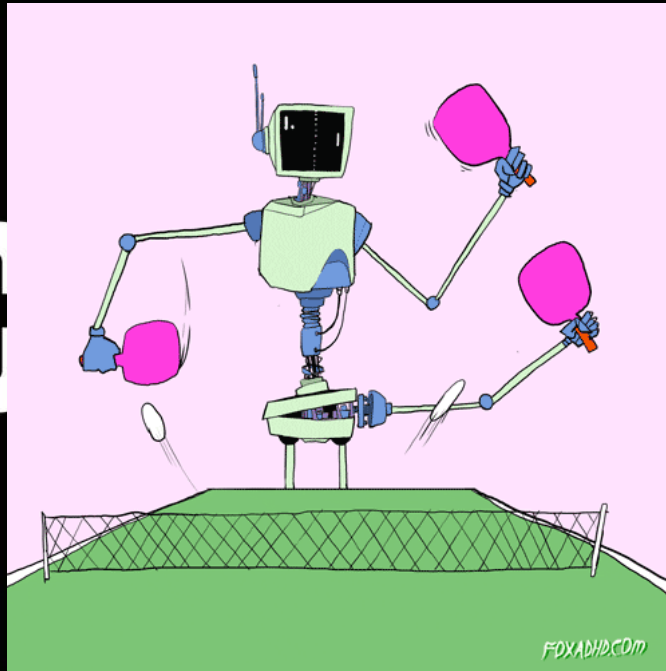
# THE MACHINES ARE RISING

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# THE MAC



# E RISING

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# THE POWER OF SMART BIDDING

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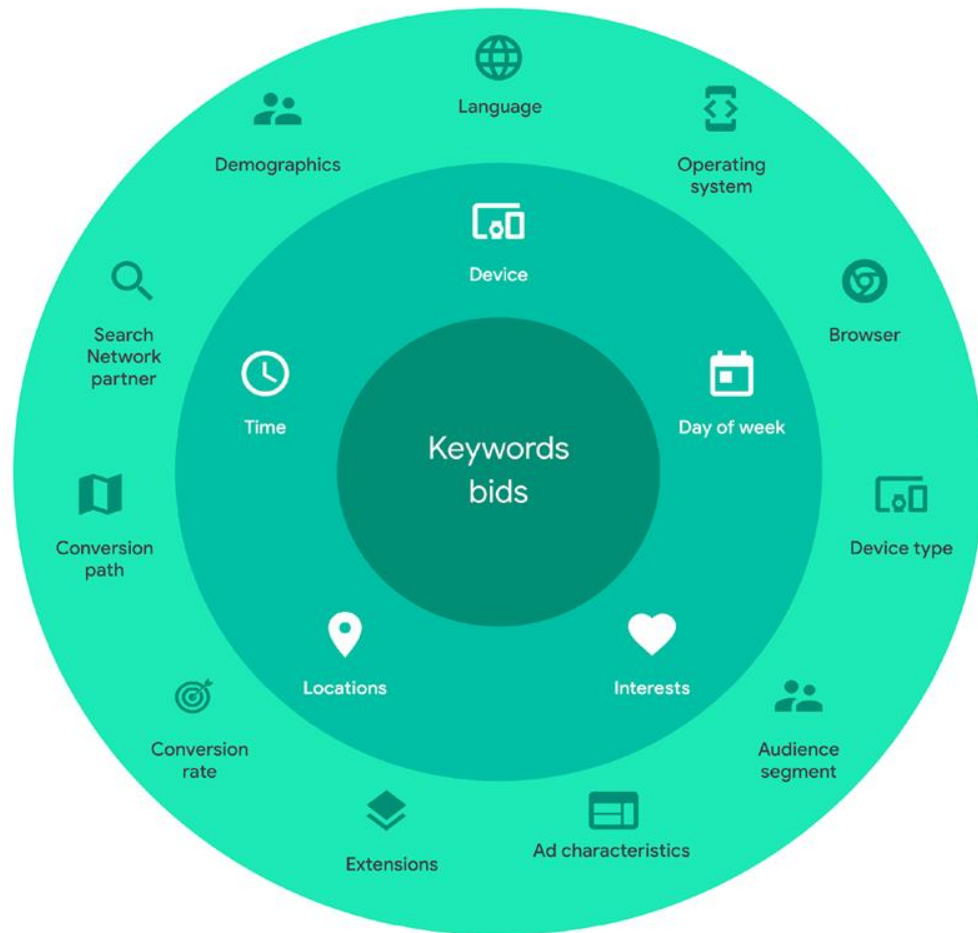
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# SMART BIDDING



Better signals



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# CLICKS MEAN NOTHING

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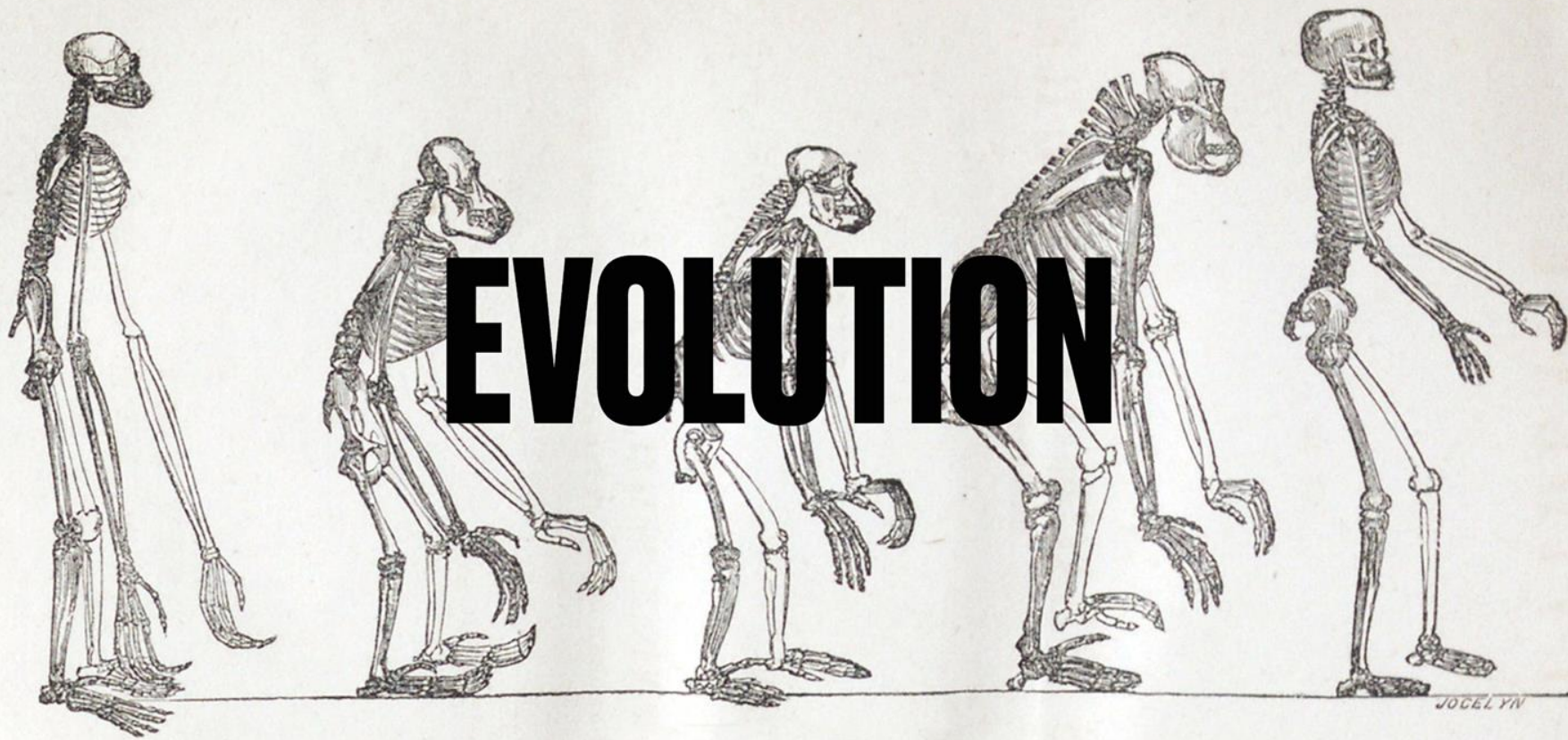
**10K BUDGET CAMPAIGN A = \$15/LEAD**  
**10K BUDGET CAMPAIGN B = \$14/LEAD**

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**10K BUDGET CAMPAIGN A = \$15/LEAD → \$50K REVENUE**  
**10K BUDGET CAMPAIGN B = \$14/LEAD → \$30K REVENUE**



# HOW MANY CHANGES TO GOOGLE ADS PLATFORM LAST YEAR?

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HOW MANY  
CHANGES TO  
GOOGLE ADS  
PLATFORM  
LAST YEAR?  
~2000!

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# GOOGLE MARKETING LIVE 2019

## CALIFORNIA, USA

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# Marketing Live 2019



UNDER NDA

# NEW THINGS 2019-20

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NDA  
sessions

# FEATURE #1

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

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# WAZE IN-MAP ADS

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NEVER BE AFRAID TO

**TRY SOMETHING NEW**

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# **GIVE CREDIT** **WHERE CREDIT'S DUE**

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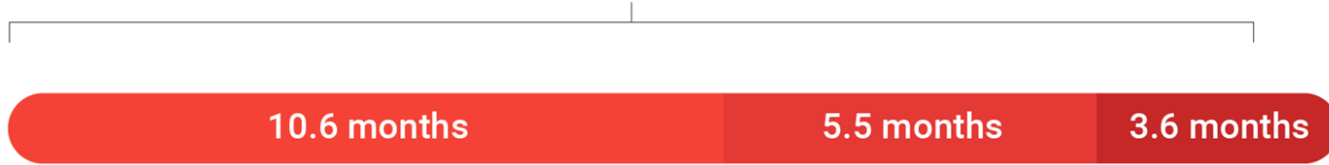
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## Stages in path to purchase for property and home loans

Average time = 19.7 months



### Dreaming

- Entertaining the idea of buying property
- Looking at news



### Researching

- Calculating finances
- Following market news
- Searching online for properties



### In the market

- Finances confirmed
- Actively viewing properties
- Contacting agents



## TAKE HOME TIPS FOR GOOGLE ADS SUCCESS

- 1 OWN THE ACCOUNT** IT'S YOUR IP!
- 2 SET UP CONVERSION TRACKING**
- 3 TRACK PHONE CALLS**
- 4 MANAGERS NEED TO BRING IDEAS** NOT JUST "BUSY WORK"



# THANK YOU

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