(The Livingston Broad Match Magic Approach)

A Paradoxical Method for Carving Out Your Slice of High Volume, Ultra Competitive Keyword Markets in AdWords and Beyond

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INTRODUCTION

In contrast to the title and the cover, the Livingston Broad Match Magic approach really isn't magic at all. *"Magic is Technology Before Its Time" (I forget who said that).*

The method we'll be discussing is just a common sense application of practical marketing principles which has not been well articulated to date, is largely novel to most advertisers, and should seem like magic if you haven't used it before.

We won't be talking about technical applications in AdWords, like utilizing hundreds of broad match adgroups or dozens of campaign *(I actually recommend you make ONE adgroup your focus with a SINGLE keyword in it)*, or the extensive use of negative keywords and quality score improvement techniques, which are admittedly essential for making broad match work.

That's because I've commissioned entire FREE webinars on these TACTICAL topics which you can download elsewhere.

What we WILL be doing is looking very closely at the implications of a common broad match approach which is entirely fallacious, even though it's the one taken by 90% of advertisers from what I can tell.

I hope to open your eyes wide, and turn your thinking on its head! If you go home tonight slapping yourself on the head thinking "why didn't I think of this before" then I will have done my job. If you go home tonight fantasizing about slapping ME on the head for not telling you this earlier, I will have done my job even better. However, if you climb up on top of a clock tower with a deer rifle shooting at people who remotely resemble me, then I probably went too far. *(So please don't do that, OK?)*

THE PROBLEM

1. **To succeed in competitive Adwords market, you need an ultra-strong center of gravity.** This boils down to a SINGLE bulls-eye keyword which you understand better than anyone else in your market, the selection of which is the main focus of the formulas I presented in my hyper-responsive club *(unfortunately now VERY dated, but still available with a dozen or so workarounds and many old links for those still interested despite this warning:* http://www.hyperresponsivemarketingsecrets.com/xM4.html *)*

Accomplished correctly, this yields higher click through, conversion, and quality scores, and IN BROAD MATCH allows Google to expand your traffic far and wide.

2. **It's VERY difficult to establish a strong center of gravity ON HIGH VOLUME COMPETITIVE KEYWORDS** *(like "weight loss", "credit repair", or "make money")* because (a) a multitude of different needs and concerns are represented by these single keywords, so no one ad can ever address a large enough percentage to obtain a high click through rate; (b) it's very difficult to CONVERT the visitors due to the wide variety of different needs and expectations; (c) the big prices prohibit doing experimentation to improve CTR; (d) in the absence of an immediately high CTR in such markets Google very quickly lowers your quality score and prevents you from playing the game altogether!

HOW MOST ADVERTISERS APPROACH THE GAME

First of all, for all the reasons above, it's RARE for any one advertiser to achieve the bulk of the traffic on high volume, competitive keywords. You can verify this for yourself by tracking any of these keywords in Ispionage for a month to see how many vendors maintain a first or second page presence on more on

than 40% of impressions. You'll find very few as compared to more specific, lower volume, less competitive words.

On the other hand, use the same tracking tools to look at the overall number of vendors paying for ads on the same words and you'll find disproportionately MORE.

In other words, on highly competitive, high volume, general terms you'll usually find a LOT of competitors, with NO ONE taking the lion's share! **You can take my word for the above as I've done it several times... you don't have to go through the exercise!** *(The exceptions are usually well established, instantly recognizable and trusted brands which have spent Billions on advertising over the years, though on rare occasion a smaller vendor with a LOT of proof and exceptionally well written copy may sneak into the mix. This is the exception and NOT the rule)*

Let's take a minute to think through the implications.

- ➢ First, in the wide, wide world of Adwords, the vast majority of advertisers, even those with very deep pockets, have not yet figured out how to crack the code on ultra-competitive, high volume general keywords
- ➢ There's room at the top
- ➢ There must be a better way
- ➢ And there is. *(Keep reading, you'll be happy you did)*

WHAT EVERYONE IS DOING WRONG
As crazy as it sounds, most AdWords advertisers seem not to have figured out the need to apply basic "positioning 101" to these general, high volume, highly competitive terms, and as a result they have an exceptionally weak center of gravity, at best. For example, people trying to crack the "weight loss" market approach the weight loss keyword more or less *generically* with something like:

It's worth restating that there are TWO major problems with this type of an approach. First of all, it's unlikely to get a very high click through rate because of the competition level, the degree of skepticism, and the sheer number of advertisers making similar claims. But more importantly, the visitors who DO click through will be of such tremendous variety, and will be comparing your site against such a mindblowingly large number of alternatives, that your conversion will be miniscule.

Everyone wants fast and safe weight loss. It's the price of entry into the weight loss market. Practically all the vendors claim to provide it. Therefore with the above ad, the user will have NO expectation of anything which distinguishes YOU from the pack when they click through. They're extremely skeptical, and not necessarily matched to your offer. More so than average, they're thinking "bullshit" even as they read the first word of your landing page…

And you've screwed yourself before you even get out of the gate (seriously). Here's what the math might look like for 1,000,000 impressions on such an ad:

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Doing the Math on the Wrong Approach

(Assume 1,000,000 Impressions and a $49.95/mo Supplement for
Sale with an Average $420 Lifetime Customer Value after Cost of Goods)

	Fast & Safe Weight Loss Lose Weight Quickly – Proven Safe New Medical Diet Works Fast! www.LoseWeightFast.com	
Keyword	Weight Loss (broad match)	
Click Through Rate	0.27%	<<-- very low due to multitude of needs and volume of competitors
Cost Per Click	$4.15	<<-- very high due to low click through rate and quality score
Conversion Rate	0.23%	<<-- very low due to diversity of needs of visitors, and lack of qualification before click
Number of Visitors	2700	<<-- 1,000,000 x 0.27%
Number of Sales	6	<<-- visitors x 0.23%
Total Advertising Cost	$11,205.00	<<-- (cost per click x visitors)
Advertising Cost per Sale	$1867.50	<<-- (cost per click x visitors) / # sales
Total Lifetime Value	$2,520	<<-- lifetime value X # of sales
Visitor Value	$0.93	<<-- total lifetime value / visitors
Net Profit per Visitor	($3.22)	<<-- visitor value - cost per click
Total Profit/Loss	($8,685)	<<-- total lifetime value – total ad costs

THE LIVINGSTON BROAD MATCH MAGIC APPROACH:
BE DELICIOUSLY DIFFERENT!

In the Livingston Broad Match Magic approach, we attack a high volume, competitive keyword by positioning ourselves for dominance on its soft underbelly … a lower volume, related keyword in the same market.

This empowers Google to expand our exposure to the primary target using fuzzy logic on broad match bids for the lower volume word. It also empowers us to obtain a Click Through foothold on the higher volume, primary target via direct bids. We'll never get an astronomical click through with this strategy, only something which convinces Google to let us keep playing (maybe 1%).

But we CAN OBTAIN A MUCH ENHANCED CONVERSION RATE because the visitors are so much better qualified, and will have a singular set of expectations as they come through. *(Further, we will have thoroughly studied that singular conversation in the prospect's head)*

This results in a much higher overall visitor value, and a winning formula for the HIGH VOLUME, HIGLY COMPETITIVE keyword.

For example, instead of using a generic weight loss position, what if we chose a lower volume, related keyword in the market like "**emotional eating**". Here's the ad we might put on the "weight loss" broad match term *(as well as the "emotional eating" broad match):*

Stop Emotional Eating+
www.StopEmotionalEatinge.com
How To Restore Your Sanity When
Food Becomes a Four Letter Word!

The idea is that by standing out with a "deliciously different" positioning we can attract enough clicks for Google to let us keep playing, reduce our cost per click as compared to our competitors,…but really WIN the game because the visitors are of a unitary mindset when they come through.

In other words…

People initially thinking "I want to lose weight quickly and safely" *(the default conversation in the market)* see this kind of deliciously different ad and think *"Hey, maybe the problem IS that I eat emotionally, that's why I don't have any willpower, and it IS driving me crazy!"*

Can you see where I'm going with this?

When they get to the site, I've actually overcome all the skepticism about "fast and safe" by making it a non-issue.
I don't have to prove that I'm faster and safer than hundreds of other vendors, only that I understand emotional eating and how to cure it better than one or two competitors, at best.

And so instead of getting a miniscule conversion like one might expect on the preceding, generic ad, I can expect to do as much as 5 to 10 times better on conversion *(really)* and the math might look something like this:

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Comparing the Math on the
Wrong vs. Right Approach

(Assume 1,000,000 Impressions and a $49.95/mo Supplement for
Sale with an Average $420 Lifetime Customer Value after Cost of Goods)

	WRONG APPROACH		RIGHT APPROACH	
	Fast & Safe Weight Loss Lose Weight Quickly – Proven Safe New Medical Diet Works Fast! www.LoseWeightFast.com		**Emotional Eating Cure** How To Restore Your Sanity When Food Becomes a Four Letter Word! www.EmotionalEatingCure.com	
Keyword	Weight Loss (broad match)		Weight Loss (broad match)	
Click Through Rate	0.27%	<<-- very low due to multitude of needs and volume of competitors	0.93%	<<-- much higher due to the "deliciously different" appeal, specific promise, heavily researched on a related but lower volume keyword. Not astronomical because market still extremely competitive and very large variety of needs
Cost Per Click	$4.15	<<-- very high due to low click through rate and quality score	$1.87	<<-- much lower due to much higher click through rate and Quality Score (comparated to generic approach)
Conversion Rate	0.23%	<<-- very low due to diversity of needs of visitors, and lack of qualification before click	1.62%	<<-- MUCH higher because all visitors have been qualified with singular "emotional eating cure" promise
Number of Visitors	2700	<<-- 1,000,000 x 0.27%	9300	<<-- 1,000,000 x 0.93%
Number of Sales	6	<<-- visitors x 0.23%	150	<<-- visitors x 1.62% *(2500% Improvement!)*
Total Advertising Cost	$11,205.00	<<-- (cost per click x visitors)	$17,391	<<-- (cost per click x visitors)
Advertising Cost per Sale	$1867.50	<<-- (cost per click x visitors) / # sales	$115.94	<<-- (cost per click x visitors) / # sales
Total Lifetime Value	$2,520	<<-- lifetime value X # of sales	$63,000	<<-- lifetime value X # of sales
Visitor Value	$0.93	<<-- total lifetime value / visitors	$6.77	<<-- total lifetime value / visitors
Net Profit per Visitor	($3.22)	<<-- visitor value – cost per click	$4.90	<<-- visitor value - cost per click
Total Profit/Loss	($8,685)	<<-- total lifetime value – total ad costs	**$45,609**	<<-- total lifetime value – total ad costs

NOW can you see the value in this approach? I think the reason it's eluded most marketers up until now is that most people focus on the click through rate, and pushing things to just around 1% doesn't seem so exciting on the surface, even for a high volume, highly competitive keyword. But when you look at the CONVERSION differential, you see the real power.

For Legal Reasons I Must Tell You
The above is a hypothetical illustration, and achieving such results requires that you (a) pick the right low volume, related keyword and (b) study it the right way in order to achieve the illustrated bump in clickthrough and conversion.

Picking the RIGHT low volume keyword requires consideration of **volume** (for example, "emotional eating" has only 27,000 searches per month whereas "weight loss" has over 13,000,000), **relevance** (emotional eating is probably close enough to "weight loss" to work, whereas "menopause weight loss" is questionable), **bid price, and advertiser competition.**

OK, enough for one day… back at you shortly!

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Want My Personal Help Choosing, Entering, and/or Optimizing the Profits in Your Own Niche Market?
(My personal coaching practice has been closed to new clients for almost three years as of the time of this publication…but on Jan 1ˢᵗ, 2016 I'm going to open to new clients for ONE DAY only)

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