4 steps to getting started with Salesforce CRM and Google AdWords

Abstract

Salesforce CRM and Google AdWords can help your organization track and measure the success of your Google advertising efforts.

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Are you driving traffic to your Web site? Do you know what keywords work? Are you turning visitors into leads and customers? And do you know how all that translates into pipeline—and revenues? With Salesforce CRM and Google AdWords, you can answer these questions.

Google AdWords is an online advertising service for creating ads specifically on Google. It works with Google Analytics to track Web site visitor behavior, effective search terms, the number of marketing leads generated, the cost per lead, and more. Where Salesforce CRM adds value is by extending those reporting capabilities to include how many sales leads are generated and the effect that has on your pipeline and revenues.

Together, Salesforce CRM and Google AdWords let you to track the both the effectiveness and the return on investment of your online advertising spend.

To get started with Salesforce CRM and Google AdWords, follow these 4 steps:

1. Advertise your business on Google
2. Create landing pages
3. Link Salesforce CRM data to Google AdWords
4. Measure campaign ROI

Step 1: Advertise your business on Google

Begin your advertising journey with a Google account and give some thought to the keywords you want potential customers to recognize and associate with your business.

- **Create a Google AdWords account** – If you don't have a Google AdWords account, create one—just go to Setup and choose Google AdWords. If you already have an account, go to Setup, go to Google AdWords and enter your AdWords customer ID. Then link Salesforce CRM to your AdWords account. Once your account is linked, you can start tracking new and existing Google AdWords campaigns in Salesforce CRM. For more information, see the Help & Training link creating accounts and linking accounts.
- **Find the right keywords** – Keywords are the terms entered by visitors in a search engine to find related sites. As you get started with Google AdWords, you must identify keywords that are relevant to your company—and that users are likely to enter.

Best practice

Here are some great tools for finding keywords:

- AdWords keyword tool – Enter any word or phrase and the tool returns similar words or phrases.
- Google search-based keyword tool – If you don’t know where to start, enter your Web site into this tool. Google “crawls” the site and suggests relevant keywords and Web pages.
- SEOBook keyword tool – Sign up for an account. Then enter a potential keyword and SEOBook displays keyword research from a variety of sources.

:: **Create the ad** – Once you have your keywords, create you ad. In the ad, you typically have a title and about two lines of copy.

Your goal: To get visitors to your landing (aka “lead capture”) page. Make the title brief but very specific, and try to include both a benefit and a call to action (CTA). The CTA takes them to the landing page. For example, your title might be “Most Popular Tax Software” and the copy and CTA might read, “Get the biggest tax refund, guaranteed. Try it now!”

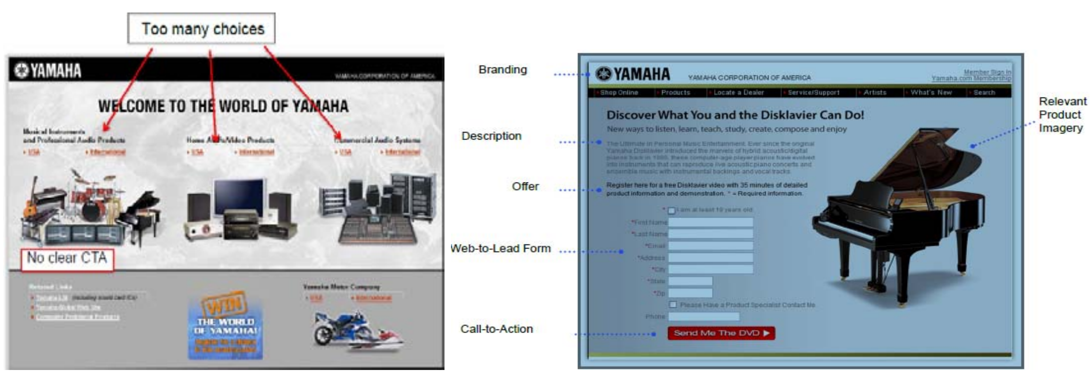
Step 2: Create landing pages

Once visitors click on your ad, they go to a landing page. This page needs to be compelling. It should tell them what you have to offer and contain a form so you can capture their contact information for follow-up.

On the landing page, your goal is to make the sale—however you define that. Make sure the landing page supports the message in the ad and delivers what you promised; for example, a way to try the tax software. Don’t include any links other than those that move visitors toward the sale.

:: **Create simple landing pages** – Remember to keep your landing pages simple and your forms short. You’ll risk losing your visitors if you make them work too hard.

The examples below show how Yamaha transformed a confusing landing page, with too many choices, into an attractive, easy-to-follow page that includes a Web form for capturing visitor information.



:: **Set up a Web-to-lead form** – To capture visitor information automatically, set up a Web-to-lead form. In Salesforce CRM, select the fields for your form. The application generates the HTML code for you as well as a JavaScript tracking code you need to add to your landing page. This code ensures the information from the form and from Google AdWords is linked correctly in Salesforce CRM. Click to find out more about setting up a Web-to-lead form.

:: **Create a clear call to action** – A call to action says “do something.” It’s the next step a visitor takes toward choosing your product or service. In the Yamaha example, you can see how adding a call to action (in red) gives the page a focus and purpose.

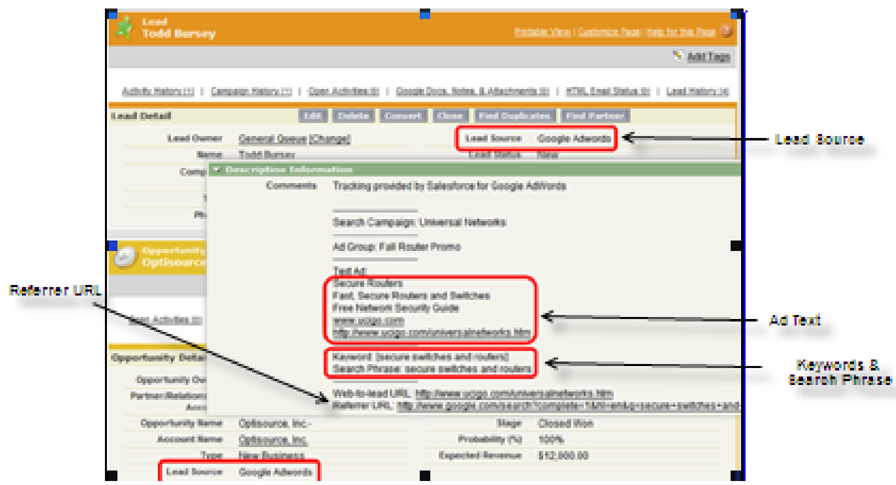
Examples of effective calls to action include “Buy Now,” “Free Trial,” “Get Info,” “Act Now,” and “Save Money.”

:: **Test your Web site** – Be sure to test different keywords and calls to action on your Web site to see how those changes affect your results. Salesforce.com also provides a framework for testing your pages to make sure your Web-to-lead forms work and that Google AdWords ads are being tracked. Click for more information about testing your Web site.

Step 3: Link Salesforce CRM data to Google AdWords

Once your landing page and forms are complete, you can track your leads with a dashboard to help measure the result of your advertising efforts.

:: **Track leads** – When a lead is submitted to Salesforce CRM from the Web-to-lead form, the lead source is populated by Google AdWords, so you can see which leads are coming from Google versus from other channels.



Salesforce CRM creates an activity record on the lead, which contains information about the text ad displayed to visitors (including the text copy), the search term used, and the URL visitors came from. The record also includes a Referrer URL that shows whether visitors came directly from Google or from another channel such as a blog.

Step 4: Measure campaign ROI

Once your process is set up and you are tracking results, your next step is to analyze your data using the Google AdWords dashboard.

This dashboard includes standard components and metrics to help you understand how your campaign performed, including:

:: How many leads were generated

:: How many of those leads turned into opportunities

:: Top keywords, phrases, and headlines that generated those leads

Use this information to fine-tune your advertising efforts and site content to attract more visitors, generate more leads, and convert more leads to opportunities.

For an overview of effective strategies related to search engine marketing (SEO), see the Best Practice document [“How to make the most of search engine marketing.”]

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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