From Zero to 7 Figures in 7 Months

Your Easy Web Solutions - Growth Agency

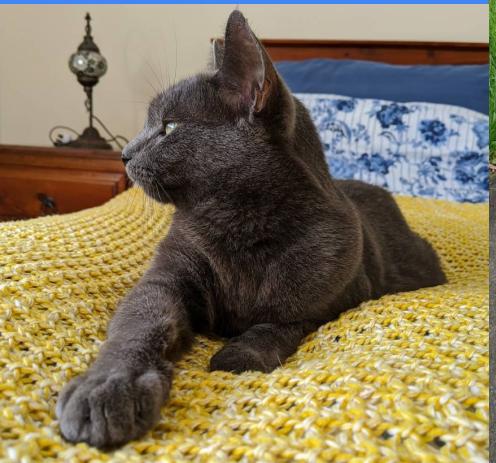
Alexei Kouleshov and Kai Yang

Who I am

- Alexei Kouleshov
- MD - YEWS
- Google Partner
- Entrepreneur
- Opportunist
- Investor

My Family

- Wife Kristina
- Twin boys Nick and Leon
- Cat Uma



YEWS Difference

- Results focused
- Involved in projects ourselves
- Own tools and marketing campaigns
- Leveraged approach
- Coaching and consulting

Agenda

- Overview
- Optimising Outcome
- Our Tools
- Strategy & Marketing
- Break
- WooCommerce: Pros, Cons and Optimisations
- Q & A Session

Proudly supporting
Starlight
children's foundation

Thank You
Helping us raise $625

Overview

Results & Growth Agency

- YEWS - Digital marketing agency
- Google Partner
- Results agency
- Journey from web development to results agency
- Growth agency
- Being invested in the business

Smoke Alarms Business

- Growth project with NRG Pal
- QLD smoke alarm legislation change
- Marketing experiments
- The game behind the game
- Our next project…

Smoke Alarms Business

- Launched pilot July 2021
- Fully launched 1 August
- Super competitive market
- Product research
- Online store development and marketing
- Supply and install from September
- Fully managed by Phone Manager
- Local SEO with Happy Clients

https://smokealarmphotoelectric.com.au/

Optimising Outcome

Photoelectric Smoke Alarms

Orders Over $300 Free Shipping | We Now Offer Installation – GET QUOTE

Clear Cache Howdy, YEWS

Smoke Alarms PHOTOELECTRIC

Interconnected Photoelectric Smoke Alarms (07) 3129 9382

- 90-Day Money Back Guarantee
- Australian Standards Compliant (AS3786:2014)
- 7 Year Product Warranty
- 10-Year 3V Lithium Battery

SHOP ONLINE 3

Is your property compliant with current fire safety and smoke alarm directives?

At Smoke Alarm Photoelectric we provide high-quality, wireless, photoelectric smoke alarms that use RF (radio frequency) signal to interconnect. Allowing optimal safety and response time in the case of fire.

Sale!

Sale!

Sale!

Google Rating 5.0 ★★★★★

Optimising Outcome

- Product bundling
- eBay and Amazon
- Postage experiments
  - Express
  - Couriers
  - Australia Post
- Email marketing
- Coupons and list building
- Missed opportunities and remarketing
- Pre-order campaigns

Photoelectric Smoke Alarms

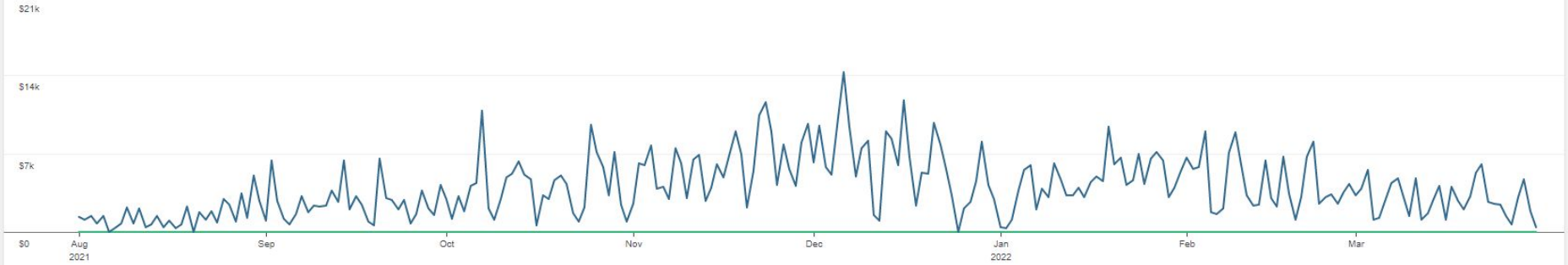
Date range:

Custom (Aug 1, 2021 - Mar 31, 2022)
vs. Previous year (Aug 1, 2020 - Mar 31, 2021)

Gross sales	Returns	Coupons	Net sales
$968,047.67 0%	$2,477.80 0%	$17,407.32 0%	$948,162.55 0%

Taxes	Shipping	Total sales
$93,549.15 0%	$5,480.20 0%	$1,047,191.90 0%

Gross sales — Custom (Aug 1, 2021 - Mar 31, 2022) **$968,047.67** — Previous year (Aug 1, 2020 - Mar 31, 2021) **$0.00** — By day



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Photoelectric Smoke Alarms

ıary Dimension: **Source / Medium** Source Medium Keyword Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	50,710 % of Total: 100.00% (50,710)	50,277 % of Total: 100.03% (50,263)	77,809 % of Total: 100.00% (77,809)	28.50% Avg for View: 28.50% (0.00%)	2.95 Avg for View: 2.95 (0.00%)	00:01:43 Avg for View: 00:01:43 (0.00%)	2.76% Avg for View: 2.76% (0.00%)	2,145 % of Total: 100.00% (2,145)	A$1,067,833.07 % of Total: 100.00% (A$1,067,833.07)
1. google / cpc	**24,768** (45.92%)	23,748 (47.23%)	39,458 (50.71%)	8.42%	3.09	00:01:31	2.78%	1,095 (51.05%)	A$537,841.72 (50.37%)
2. facebook / referral	**9,049** (16.78%)	8,533 (16.97%)	11,424 (14.68%)	58.55%	2.21	00:01:06	0.87%	99 (4.62%)	A$46,120.10 (4.32%)
3. google / organic	**8,959** (16.61%)	7,598 (15.11%)	11,853 (15.23%)	50.97%	3.21	00:02:38	3.59%	426 (19.86%)	A$213,834.54 (20.03%)
4. (direct) / (none)	**4,286** (7.95%)	4,266 (8.48%)	5,871 (7.55%)	37.68%	3.08	00:02:09	4.77%	280 (13.05%)	A$144,806.17 (13.56%)
5. facebook / cpc	**2,941** (5.45%)	2,789 (5.55%)	3,798 (4.88%)	75.57%	1.64	00:00:42	0.24%	9 (0.42%)	A$5,455.37 (0.51%)
6. google / surfaces	**2,249** (4.17%)	1,981 (3.94%)	3,103 (3.99%)	2.19%	3.97	00:02:33	4.25%	132 (6.15%)	A$63,198.86 (5.92%)
7. trafficcentr.xyz / referral	**368** (0.68%)	303 (0.60%)	400 (0.51%)	0.00%	2.00	00:00:10	0.00%	0 (0.00%)	A$0.00 (0.00%)
8. bing / organic	**366** (0.68%)	306 (0.61%)	460 (0.59%)	51.09%	3.58	00:03:29	4.57%	21 (0.98%)	A$18,309.13 (1.71%)
9. instagram / referral	**231** (0.43%)	222 (0.44%)	273 (0.35%)	58.61%	2.48	00:01:04	0.73%	2 (0.09%)	A$699.44 (0.07%)
10. baidu / organic	**143** (0.27%)	142 (0.28%)	143 (0.18%)	68.53%	1.31	<00:00:01	0.00%	0 (0.00%)	A$0.00 (0.00%)

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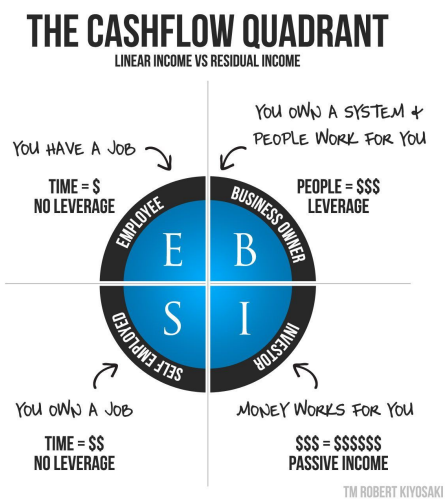
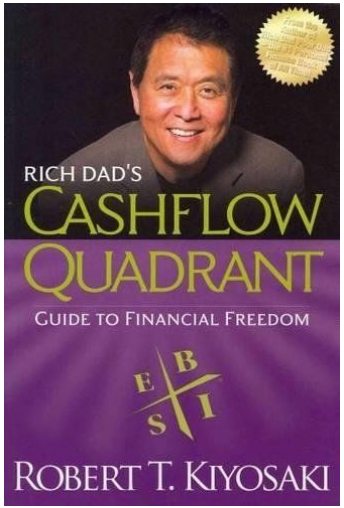
Learnings

- Scalability
- Working on the business
- Review of strategy
- Competitors and market changes
- Client’s life-time value
- Understanding best clients

Recommendations

- Business model
- Time investment
- Cashflow





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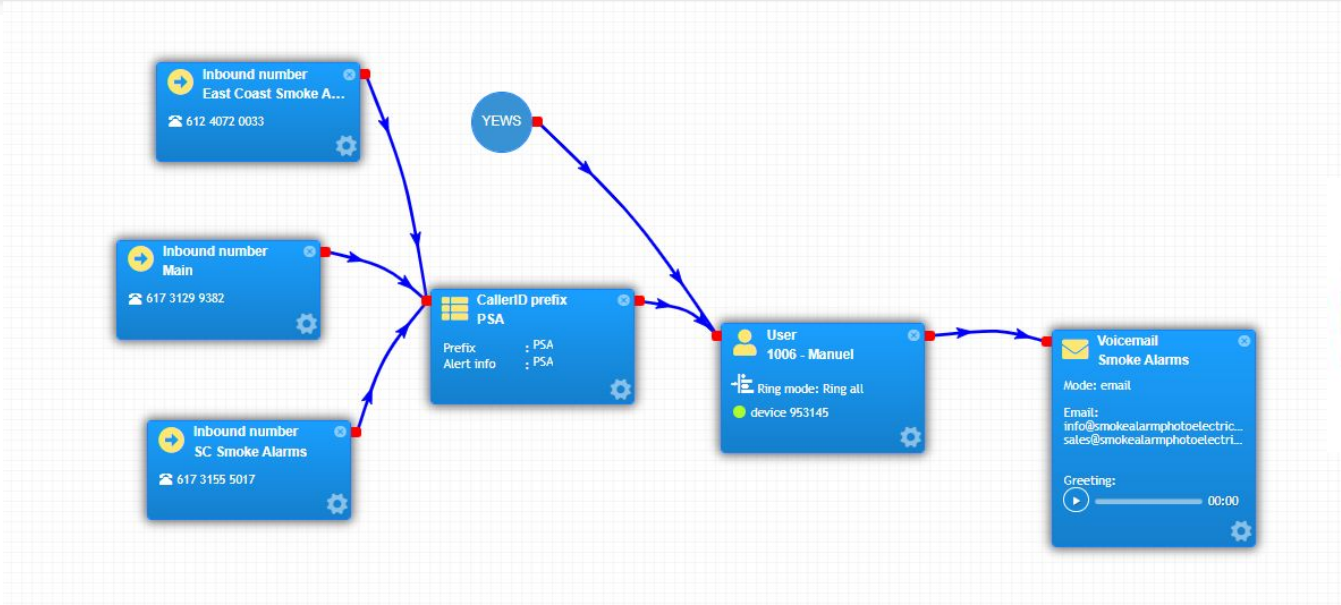
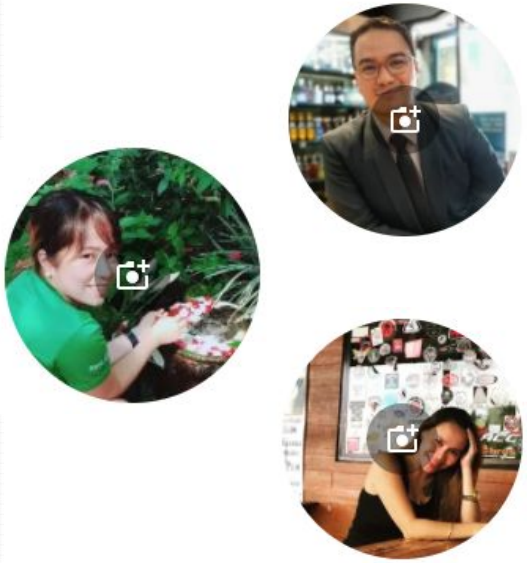
Our Tools

Phone Manager

- Local number
- Highly skilled and trained
- Missed calls/opportunities
- Qualifying leads
- Scheduling quotes/appointments
- Customer support
- Following up (leads, debtors)
- Reviews

Phone Manager





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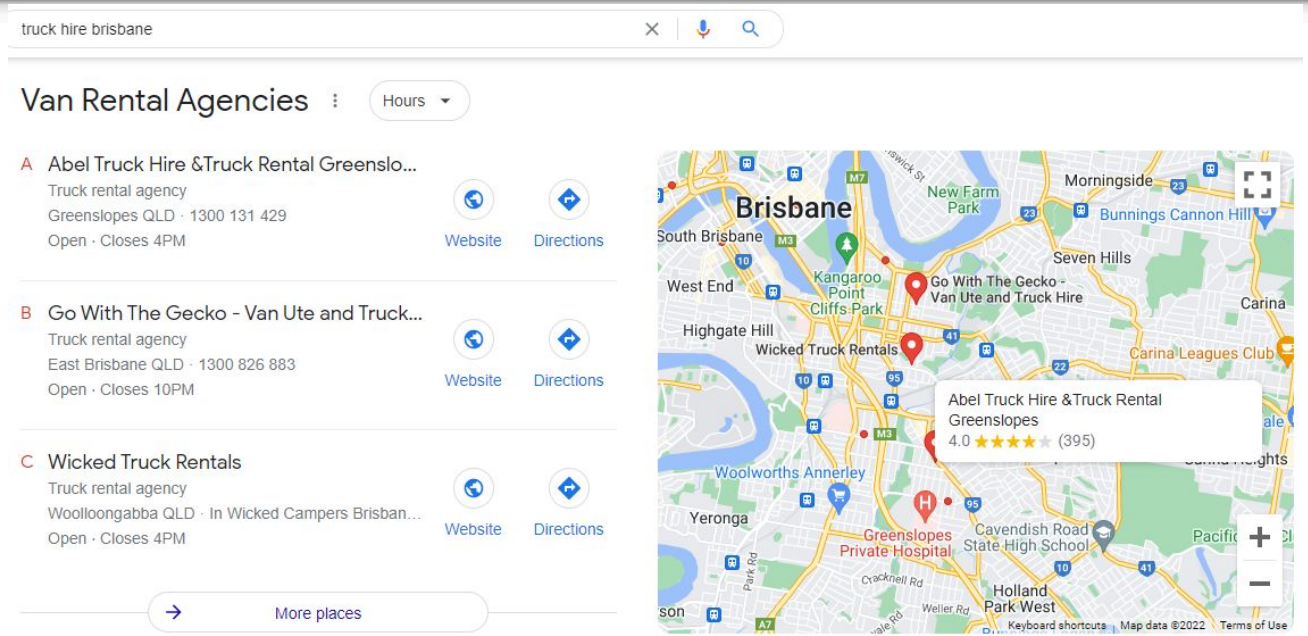
Happy Clients

- Google reviews
- Local SEO focus
- Simplified process
- Highly effective
- Being developed further right now

Happy Clients



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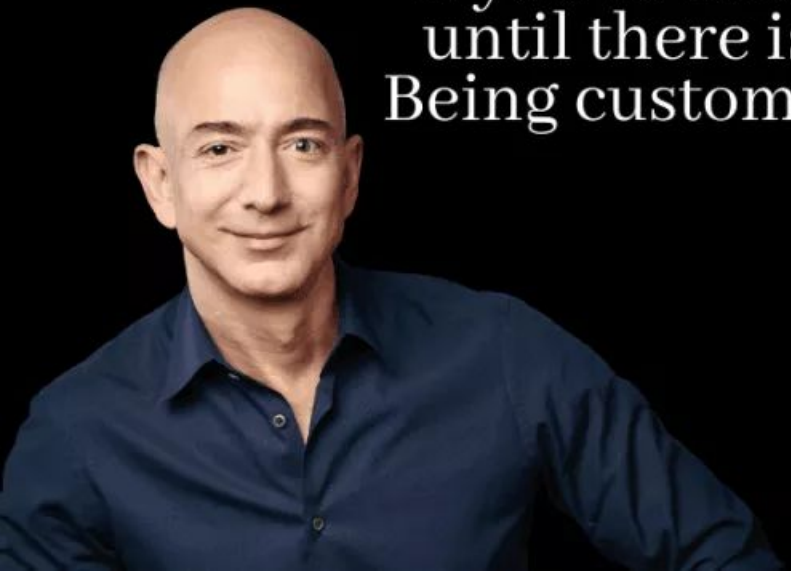
Objectives for Tools

- Free up time
- Scalability
- Systemisation
- Leverage from sales into marketing



"If you're competitor focused, you have to wait until there is a competitor doing something. Being customer-focused allows you to be more pioneering."

JEFF BEZOS

market me good

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How can we help you?

- Marketing campaigns
- Conversion optimisation
- Joint Ventures
- Website development and support
- Marketing experiments
- Coaching and growth

Book Free Discovery Session

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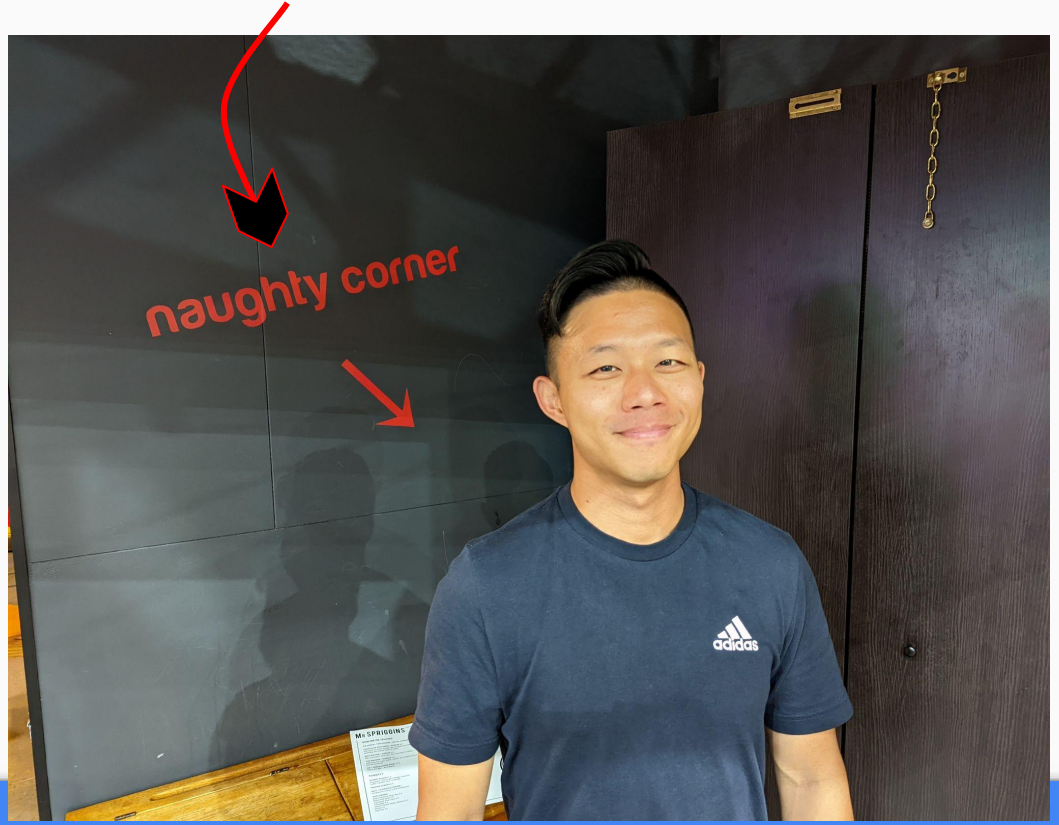
Strategy and Marketing

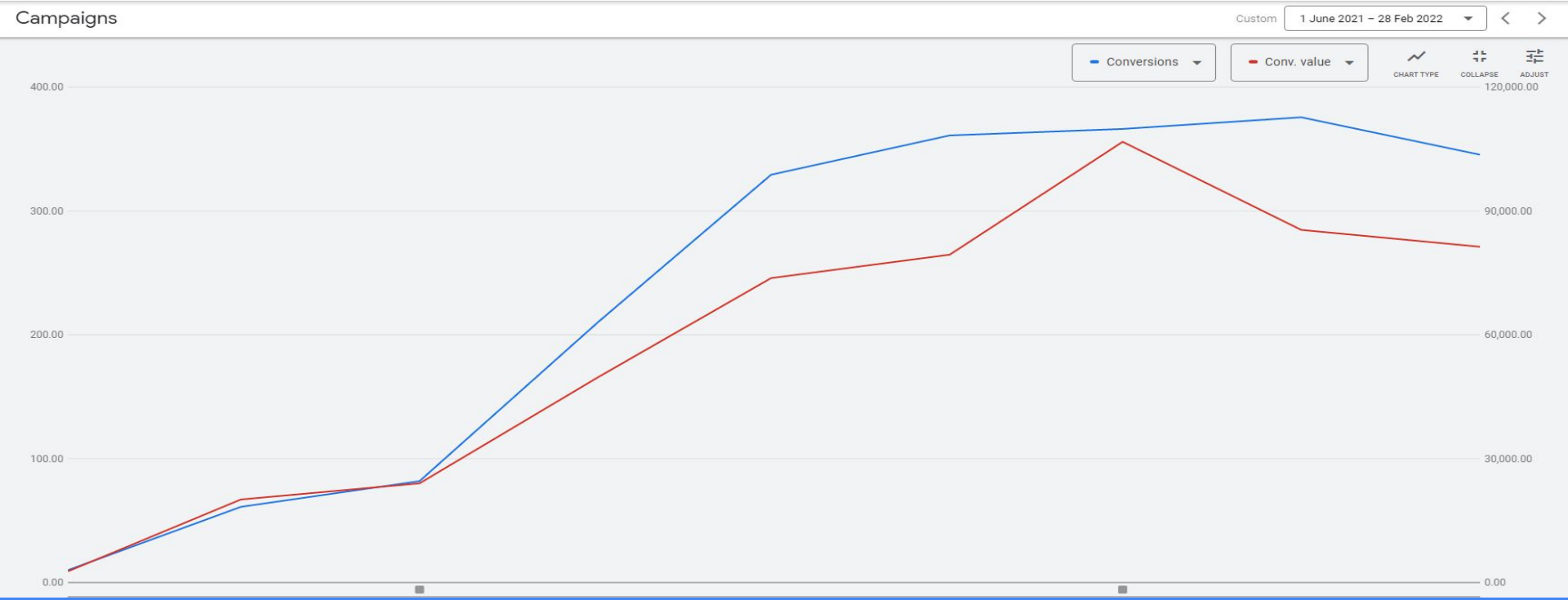
About Kai



- ★ Digital Marketing Strategist
- ★ Thinker
- ★ Investor

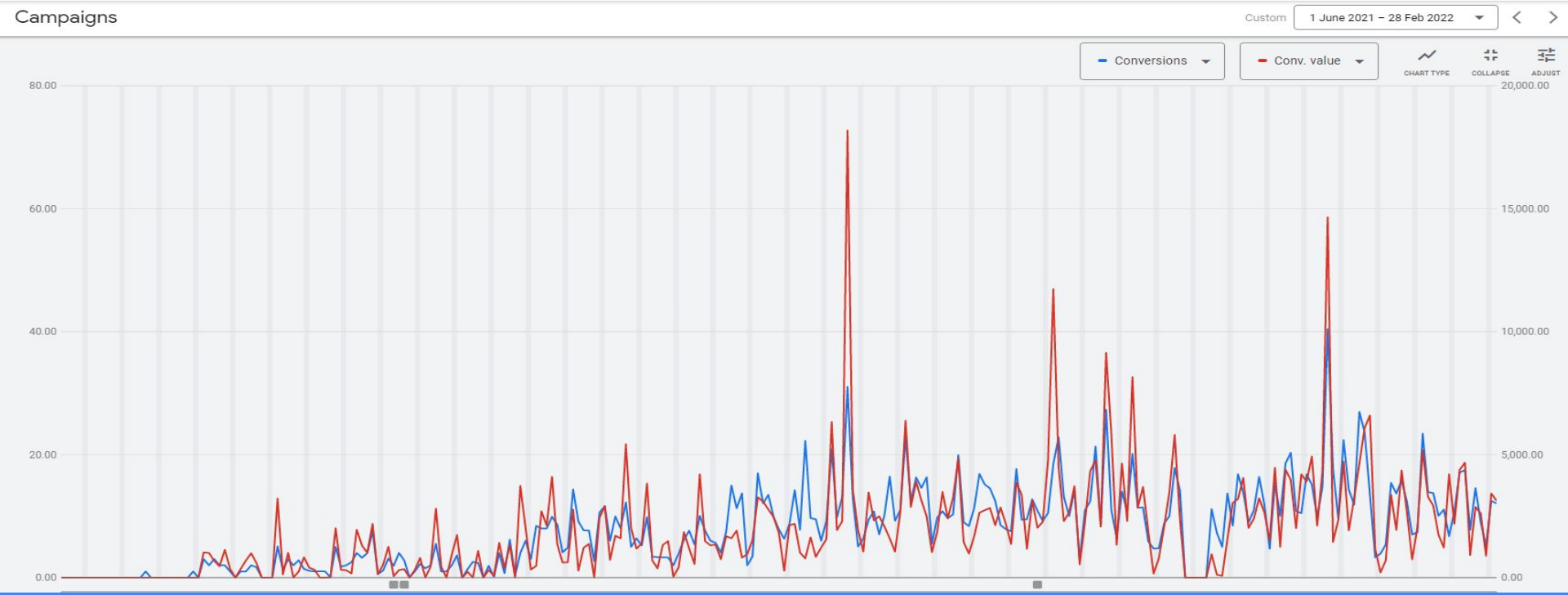
The Results - Google Ads

Look at the long term & focus on bigger picture



The Results - Google Ads

What it really looks like everyday



80/20 Principle

80% of outcomes (or outputs) Result from 20% of all causes (or inputs)

1. Research

Understand your customers & competitors

- Competitor analysis
- Market trends analysis

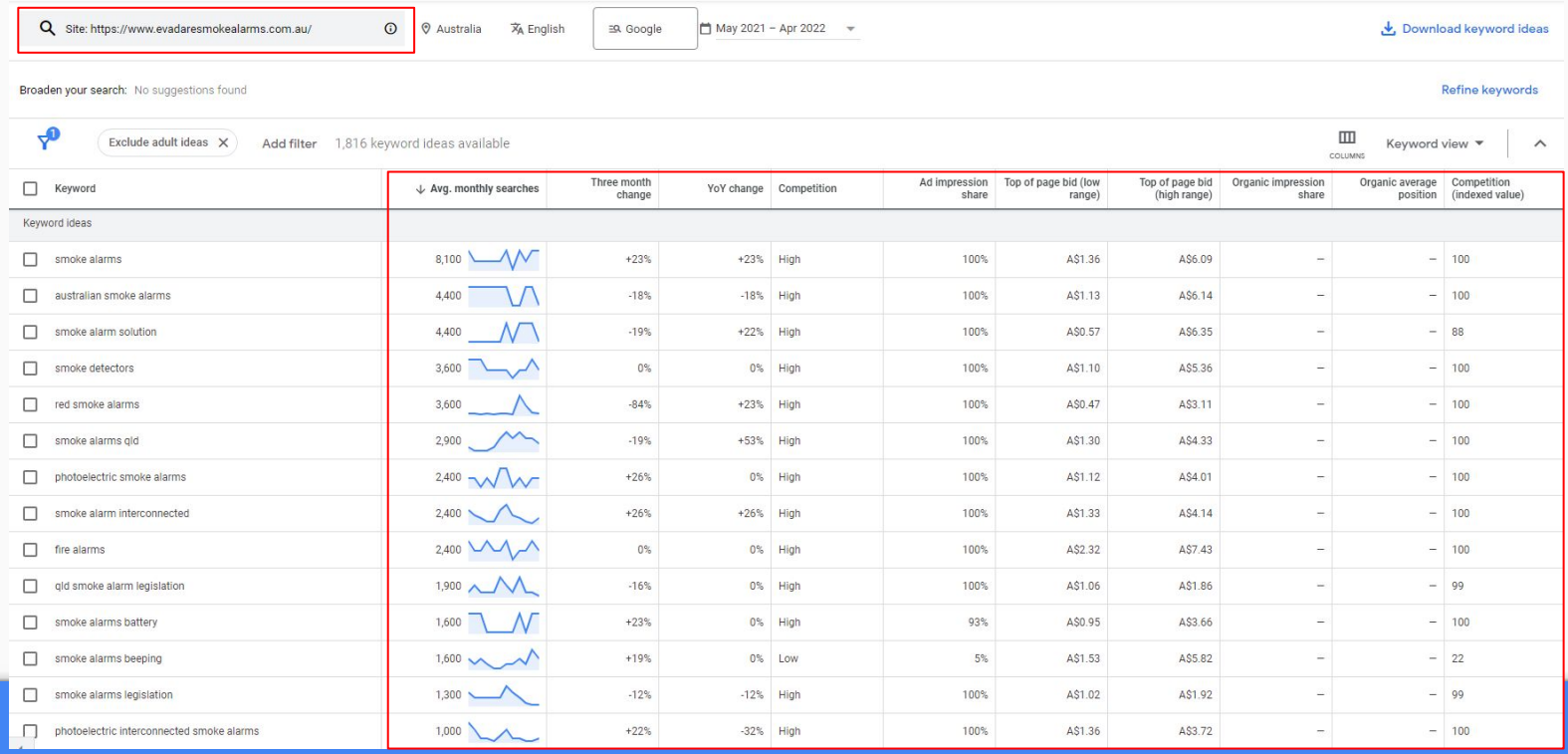
Competitor Analysis

Where to start

1. Pick the right competitors to analyze
2. Know where to look for the data
3. Understand how you can use the insights to improve your own business

Competitor Analysis

Google Ads Keyword Planner



Site: https://www.evadaresmokealarms.com.au/ | Australia | English | Google | May 2021 – Apr 2022 | Download keyword ideas

Broaden your search: No suggestions found | Refine keywords

Exclude adult ideas | Add filter | 1,816 keyword ideas available | Keyword view

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Organic impression share	Organic average position	Competition (indexed value)
Keyword ideas										
smoke alarms	8,100	+23%	+23%	High	100%	A$1.36	A$6.09	–	–	100
australian smoke alarms	4,400	-18%	-18%	High	100%	A$1.13	A$6.14	–	–	100
smoke alarm solution	4,400	-19%	+22%	High	100%	A$0.57	A$6.35	–	–	88
smoke detectors	3,600	0%	0%	High	100%	A$1.10	A$5.36	–	–	100
red smoke alarms	3,600	-84%	+23%	High	100%	A$0.47	A$3.11	–	–	100
smoke alarms qld	2,900	-19%	+53%	High	100%	A$1.30	A$4.33	–	–	100
photoelectric smoke alarms	2,400	+26%	0%	High	100%	A$1.12	A$4.01	–	–	100
smoke alarm interconnected	2,400	+26%	+26%	High	100%	A$1.33	A$4.14	–	–	100
fire alarms	2,400	0%	0%	High	100%	A$2.32	A$7.43	–	–	100
qld smoke alarm legislation	1,900	-16%	0%	High	100%	A$1.06	A$1.86	–	–	99
smoke alarms battery	1,600	+23%	0%	High	93%	A$0.95	A$3.66	–	–	100
smoke alarms beeping	1,600	+19%	0%	Low	5%	A$1.53	A$5.82	–	–	22
smoke alarms legislation	1,300	-12%	-12%	High	100%	A$1.02	A$1.92	–	–	99
photoelectric interconnected smoke alarms	1,000	+22%	-32%	High	100%	A$1.36	A$3.72	–	–	100

Market Trends Analysis

Where to start

- Trends in consumer needs & behavior
- Historical trends
- Seasonal trend
- Geographical market trend

Market Trends Analysis

Google Trends

Market Trends Analysis

Google Merchant Centre

- Best sellers
- Price competitiveness

2. Strategy & Account Structure

Build marketing funnel that work with machine learning

- Audience segments
- Campaign types
- Product feed

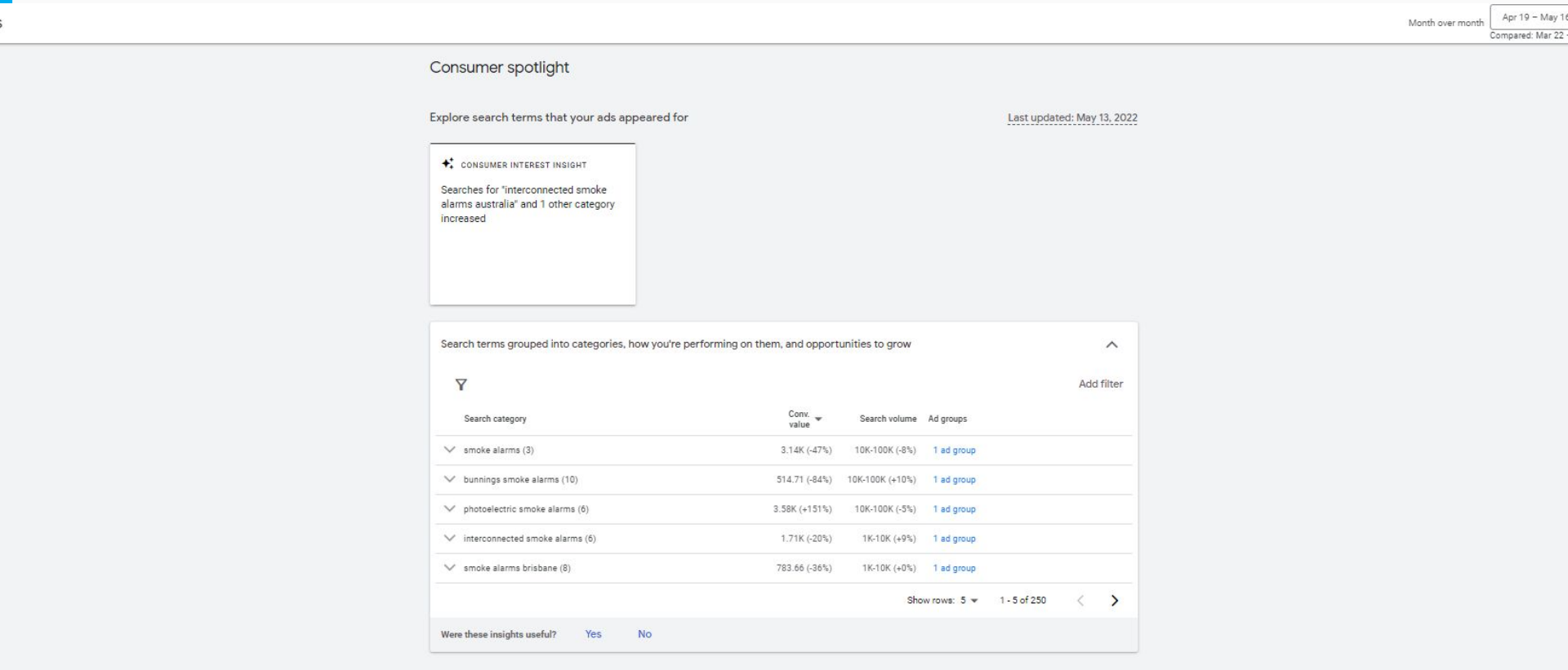
Audience Segments

Determine how to reach your ideal customers

- Affinity audiences - Lifestyle
- In-market audiences - Interests
- Detailed Demographics - i.e. home owners or uni students
- Life Event - i.e. purchase a home soon or adopt a dog soon

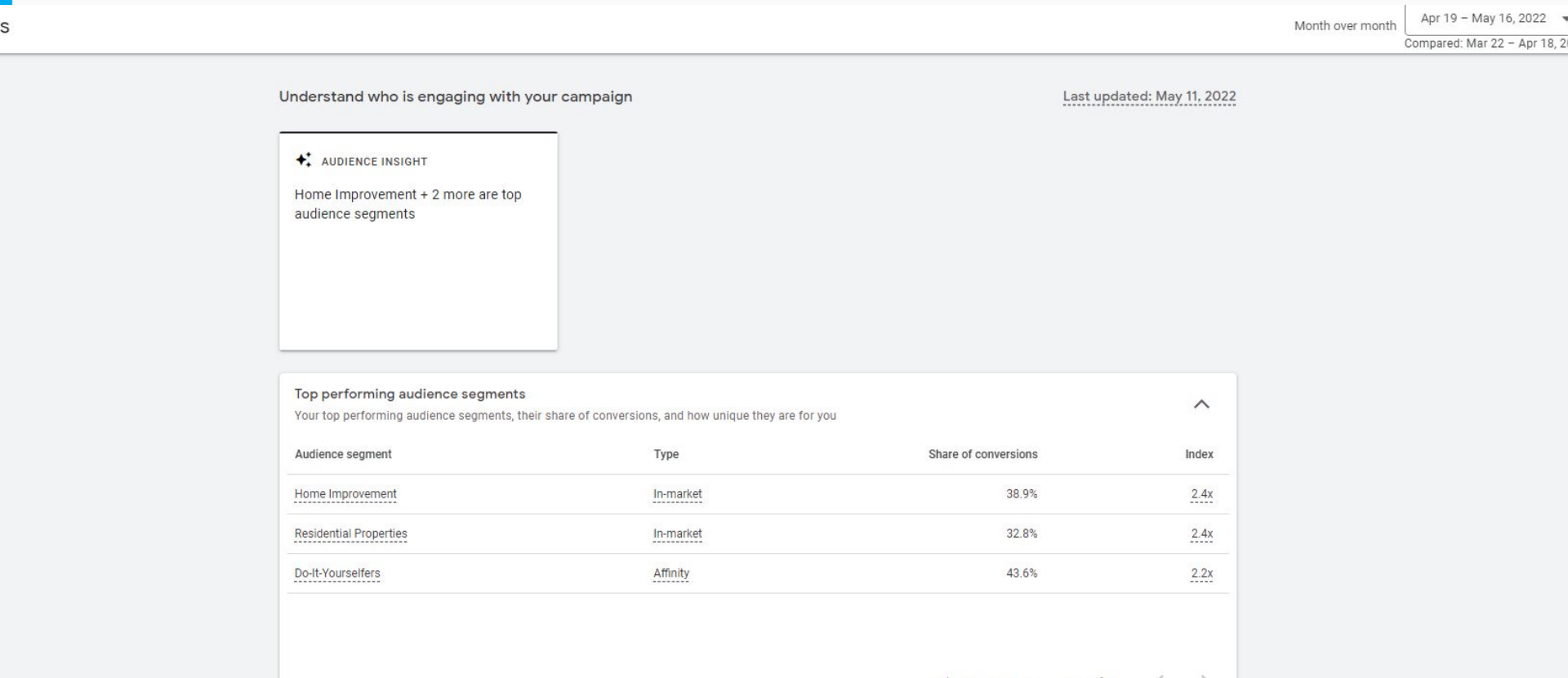
Audience Segments

Insight Tab Inside Google Ads



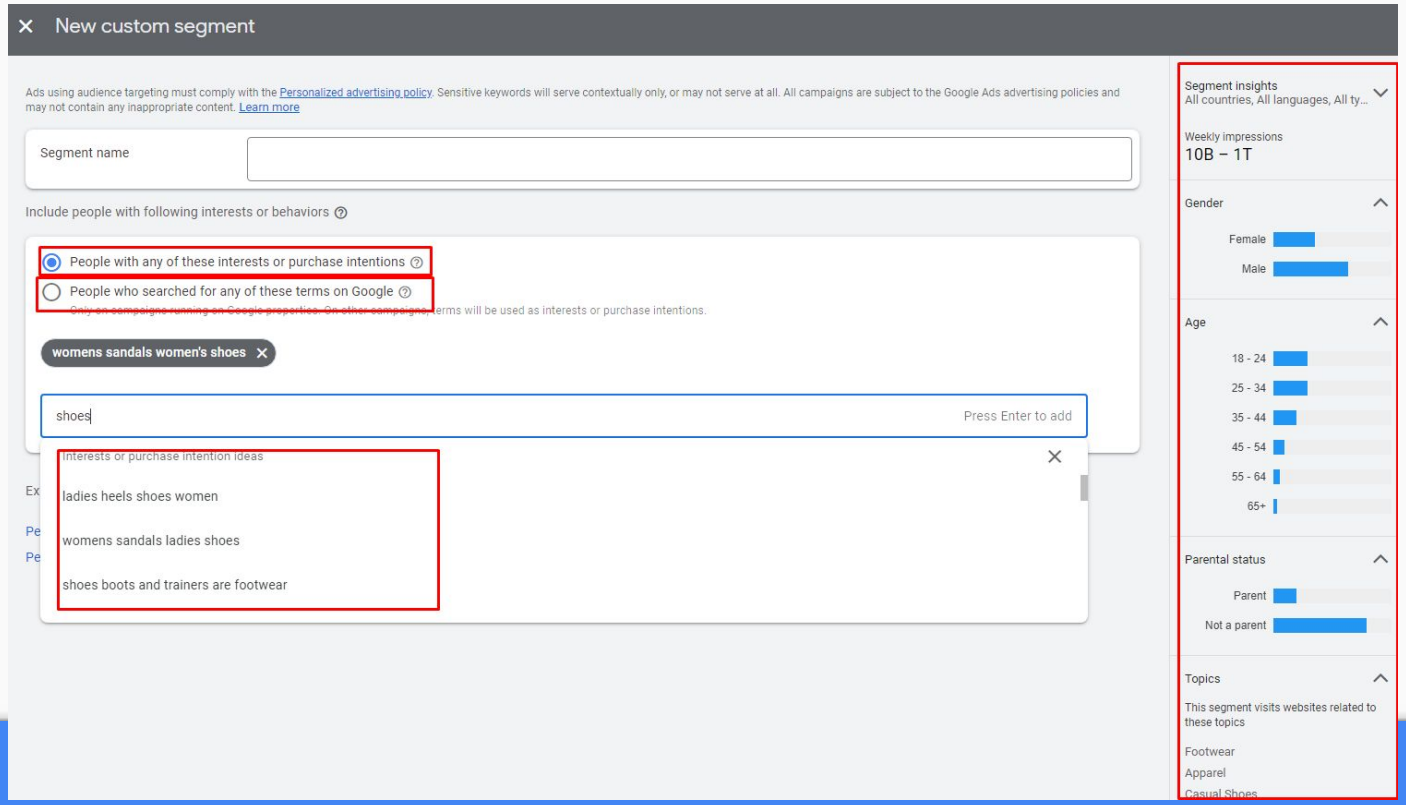
Audience Segments

Insight Tab Inside Google Ads



Audience Segments

Custom Segment Audience



Campaign Types

Decide where to interact with your ideal customers

- Search campaign
- Shopping campaign
- Display & Remarketing banner campaign
- **Performance Max campaign**
- Video campaign

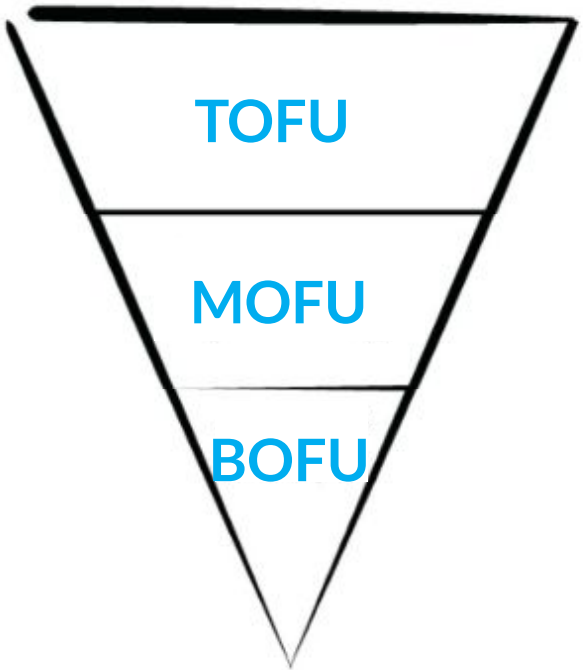
Campaign Types

Design campaigns that fit into your marketing funnel

Strangers (Know)

Prospects (Like)

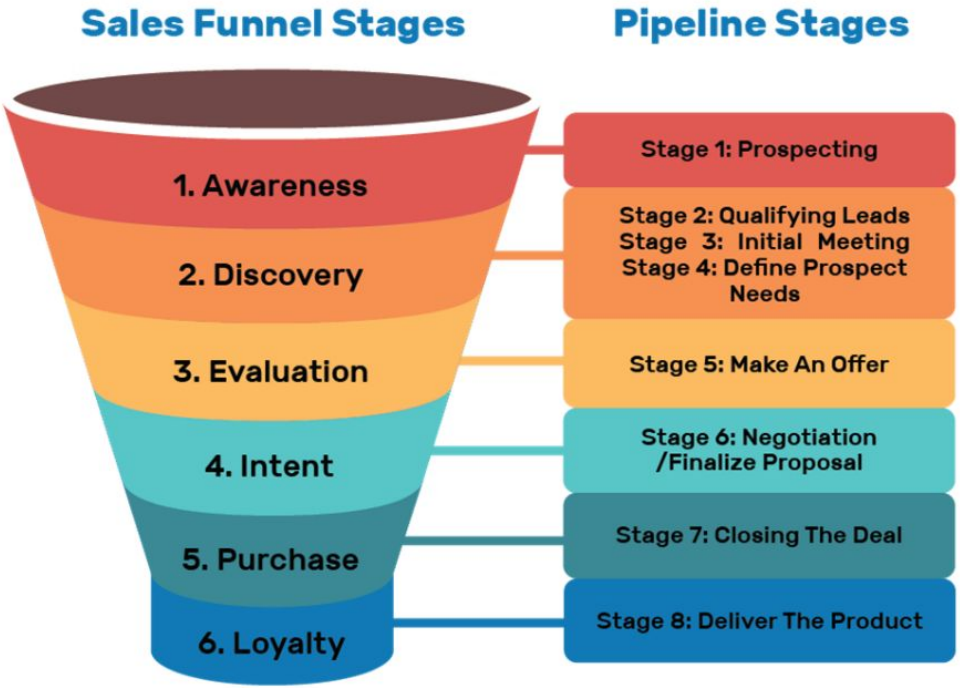
Customers (Trust)



Google Ads Solutions

Campaign Types

Design campaigns that fit into your marketing funnel



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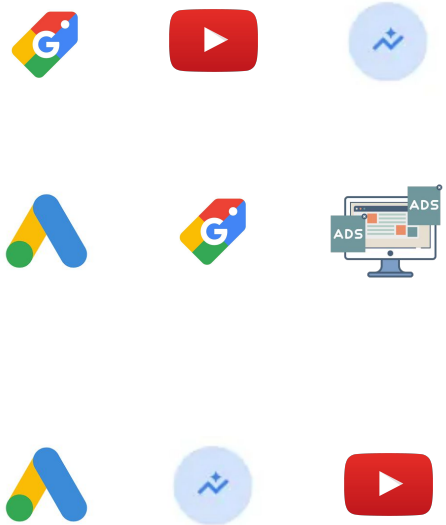

Product Feed

Boost your ROI

- A/B testing i.e. product title
- Price watch - competitor’s price
- Custom labels

Product Feed

Product Title - Examples

- Include Brand, Color and Other Relevant Attributes
- Include Keywords
- Distinguish between variants i.e. different colors or sizes

Product Feed

Custom Labels - Examples

- Sale
- Low volume products
- Profit margins

Custom label 0	Custom label 1 ↓	Custom label 2
price_below_250	sale	
price_below_100	sale	0_click_30days
price_below_100	sale	
	sale	
price_below_100	sale	
	sale	
	sale	
price_below_250	sale	
price_below_100	sale	
price_below_1000	sale	
	sale	
price_below_5000	sale	
price_below_2500	sale	

Product Feed

Pro Tips

- **GTINs** are very important in getting you placements with searches like “Best” and “Top”
- Use **Dynamic Repricing** within your data feeds to stay on top of the competition
- Use **Regular Expressions(**Regex**)** to create rules within your feed

Quick Recap

1. Understand both your customers & competitors

2. Design a strategy & plan account structure based on the strategy

Thank You!

Break

Networking & Questions