

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, YEW](#)



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](#)



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!



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

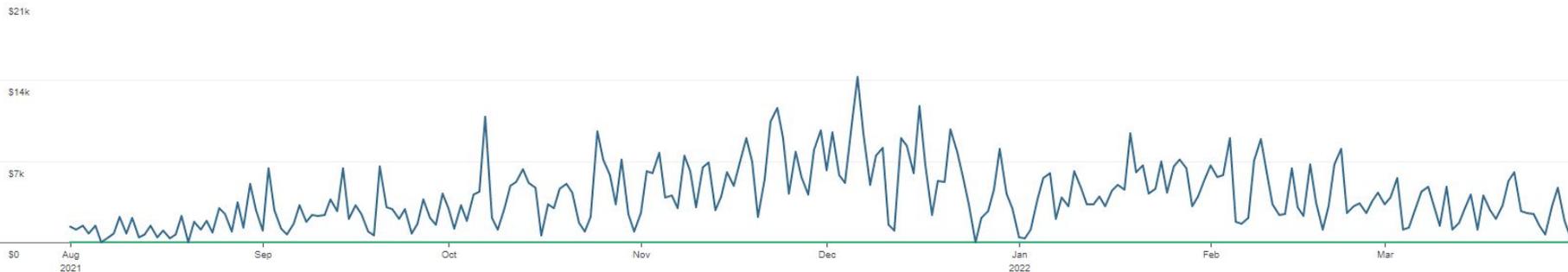
Date range:

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  



Photoelectric Smoke Alarms



Primary Dimension: [Source / Medium](#) [Source](#) [Medium](#) [Keyword](#) [Other](#)

Plot Rows: [Secondary dimension](#) Sort Type: [Default](#)

Search: advanced [Grid](#) [Refresh](#) [List](#) [Print](#) [Export](#)

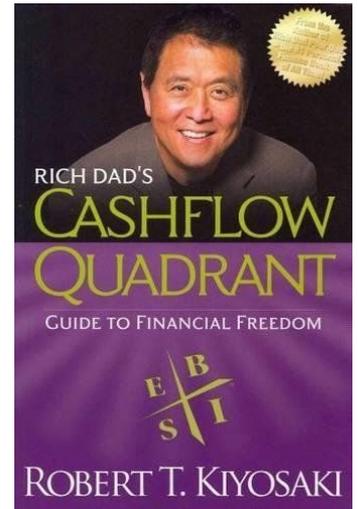
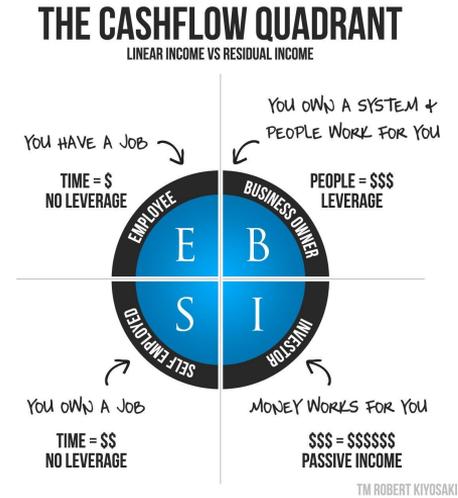
Source / Medium ?	Acquisition			Behavior			Conversions eCommerce		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	50,710 % of Total: 100.00% (50,710)	50,277 % of Total: 100.03% (50,263)	77,809 % of Total: 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. trafficentr.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%)

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



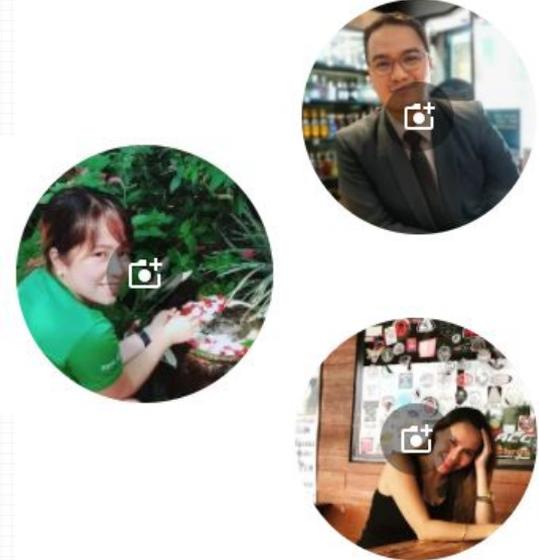
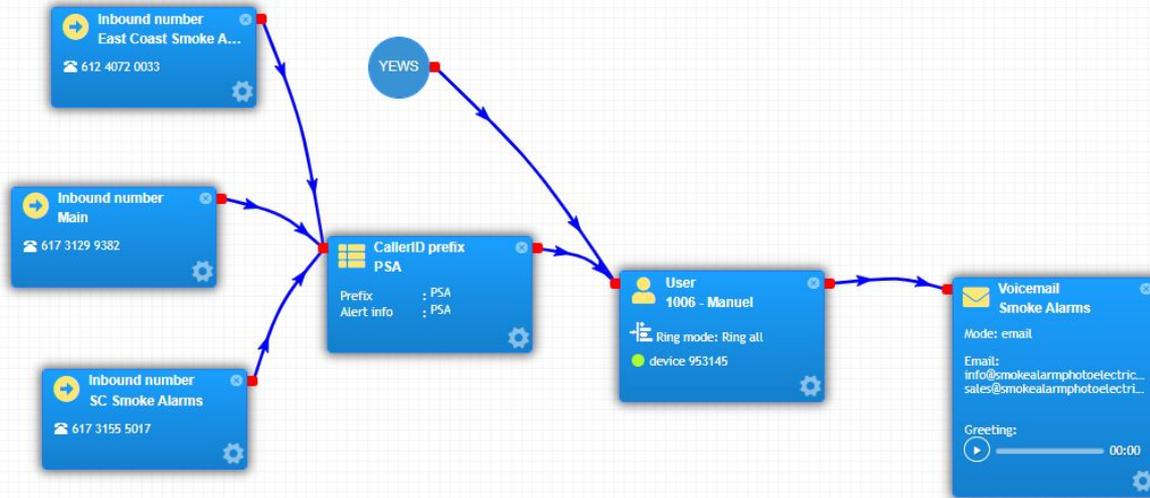
Our Tools

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



Happy Clients

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



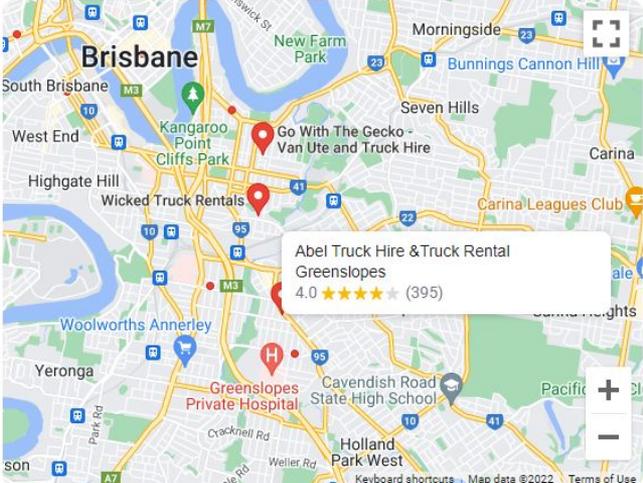
Happy Clients

truck hire brisbane

Van Rental Agencies

- A** Abel Truck Hire & Truck Rental Greenslopes
Truck rental agency
Greenslopes QLD · 1300 131 429
Open · Closes 4PM
Website Directions
- B** Go With The Gecko - Van Ute and Truck Hire
Truck rental agency
East Brisbane QLD · 1300 826 883
Open · Closes 10PM
Website Directions
- C** Wicked Truck Rentals
Truck rental agency
Woolloongabba QLD · In Wicked Campers Brisban...
Open · Closes 4PM
Website Directions

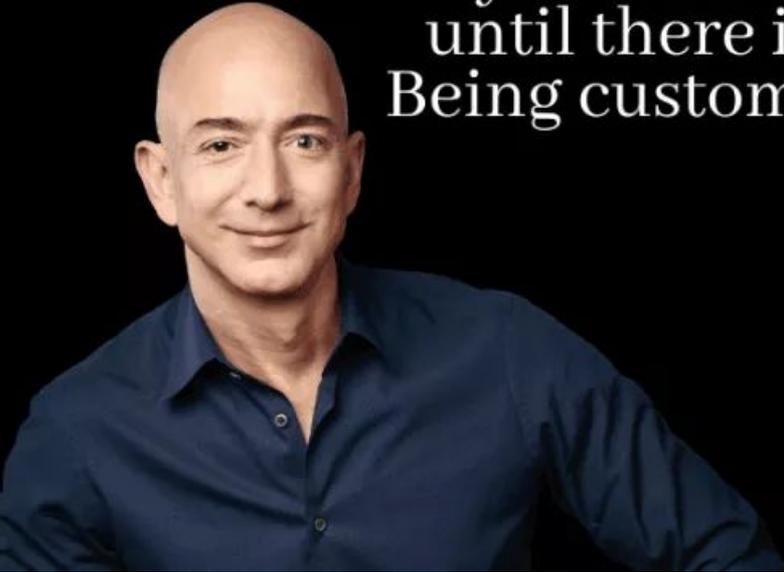
More places



The map displays several truck rental agencies in Brisbane, Australia. A pop-up window for 'Abel Truck Hire & Truck Rental Greenslopes' is visible, showing a 4.0 star rating based on 395 reviews. Other agencies shown on the map include 'Go With The Gecko - Van Ute and Truck Hire' and 'Wicked Truck Rentals'. The map also shows local landmarks like 'New Farm Park', 'Kangaroo Point Cliffs Park', and 'Woolworths Annerley'.

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



How can we help you?

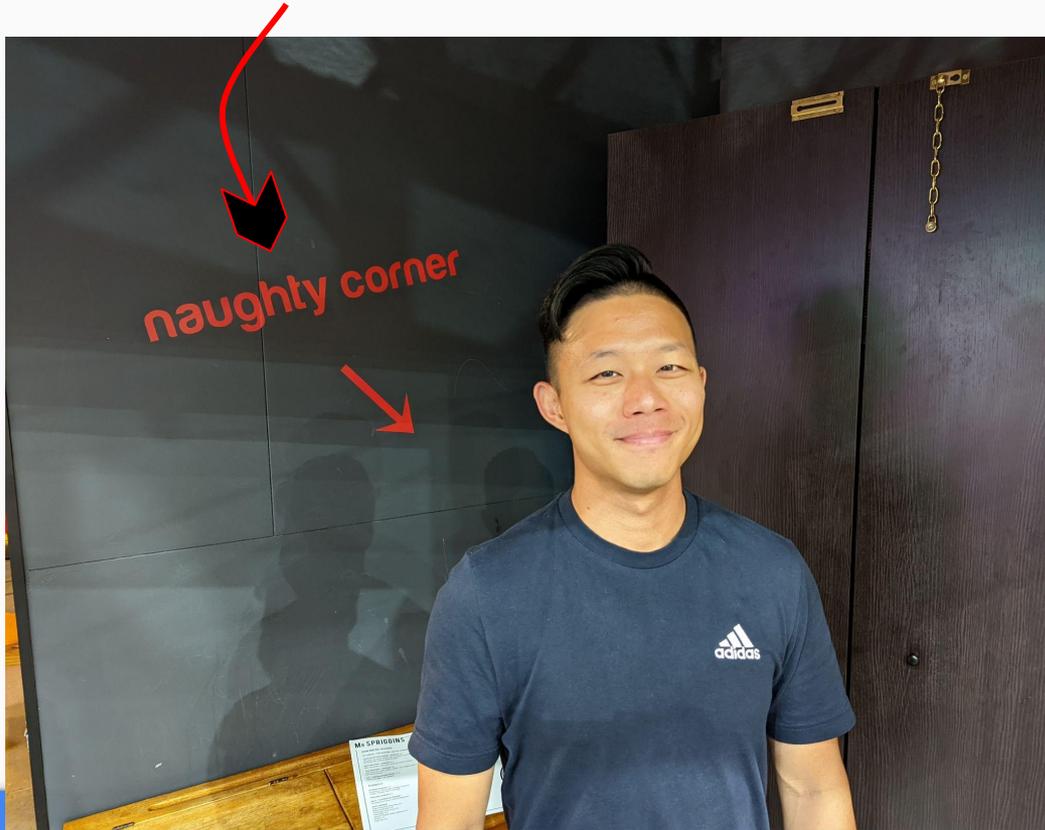
- Marketing campaigns
- Conversion optimisation
- Joint Ventures
- Website development and support
- Marketing experiments
- Coaching and growth

Book Free Discovery Session



Strategy and Marketing

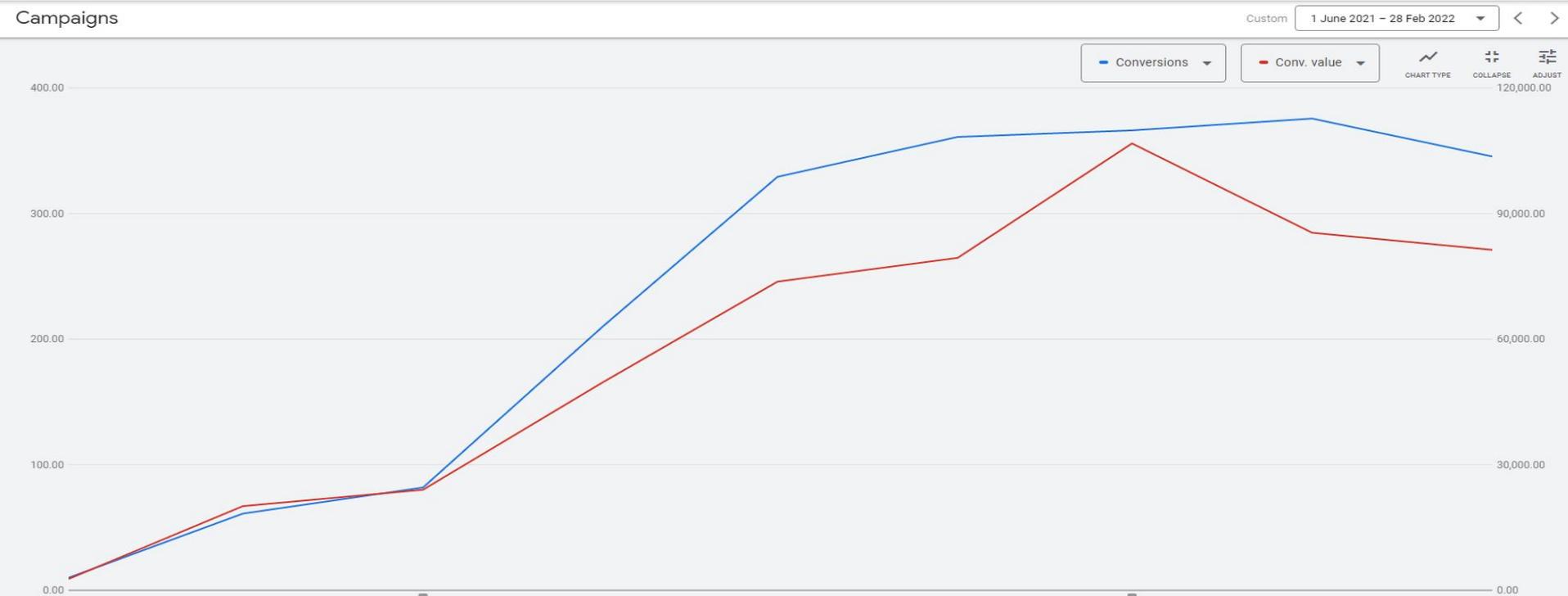
About Kai



- ★ Digital Marketing Strategist
- ★ Thinker
- ★ Investor

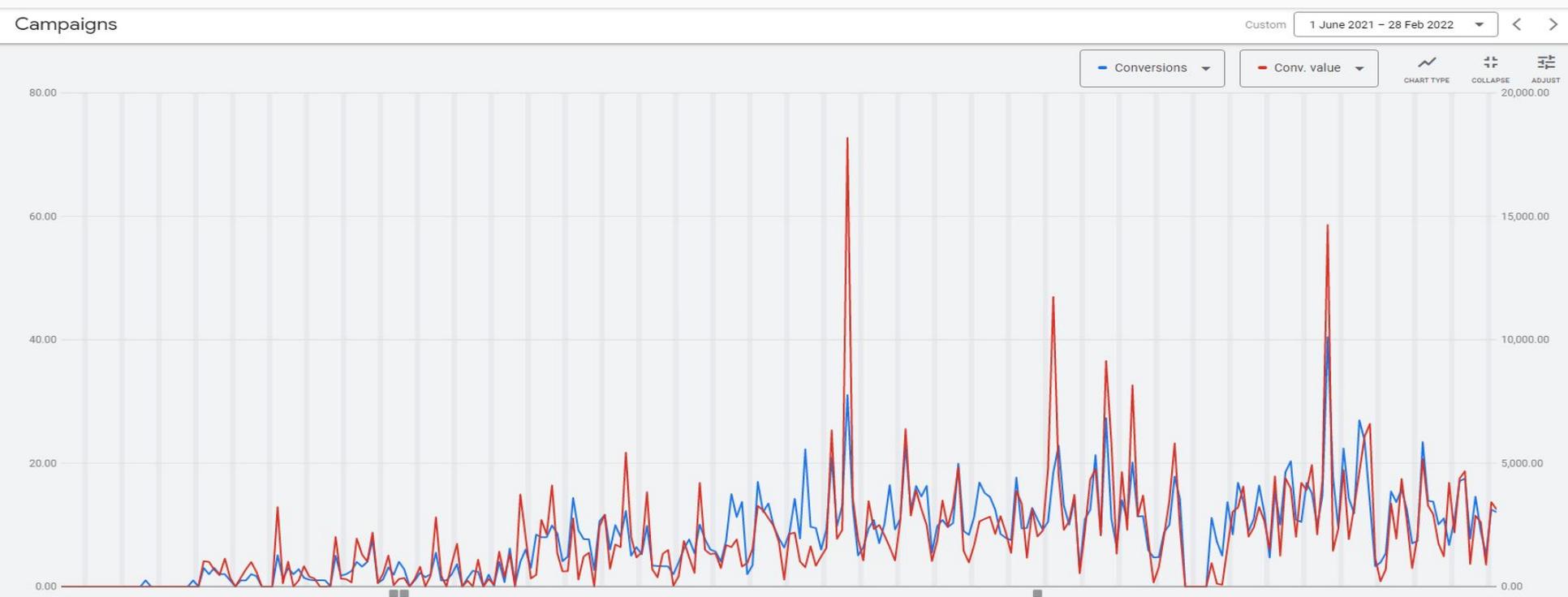
The Results - Google Ads

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 COLUMNS Keyword view ^

<input type="checkbox"/> 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										
<input type="checkbox"/> smoke alarms	8,100	+23%	+23%	High	100%	A\$1.36	A\$6.09	–	–	100
<input type="checkbox"/> australian smoke alarms	4,400	-18%	-18%	High	100%	A\$1.13	A\$6.14	–	–	100
<input type="checkbox"/> smoke alarm solution	4,400	-19%	+22%	High	100%	A\$0.57	A\$6.35	–	–	88
<input type="checkbox"/> smoke detectors	3,600	0%	0%	High	100%	A\$1.10	A\$5.36	–	–	100
<input type="checkbox"/> red smoke alarms	3,600	-84%	+23%	High	100%	A\$0.47	A\$3.11	–	–	100
<input type="checkbox"/> smoke alarms qld	2,900	-19%	+53%	High	100%	A\$1.30	A\$4.33	–	–	100
<input type="checkbox"/> photoelectric smoke alarms	2,400	+26%	0%	High	100%	A\$1.12	A\$4.01	–	–	100
<input type="checkbox"/> smoke alarm interconnected	2,400	+26%	+26%	High	100%	A\$1.33	A\$4.14	–	–	100
<input type="checkbox"/> fire alarms	2,400	0%	0%	High	100%	A\$2.32	A\$7.43	–	–	100
<input type="checkbox"/> qld smoke alarm legislation	1,900	-16%	0%	High	100%	A\$1.06	A\$1.86	–	–	99
<input type="checkbox"/> smoke alarms battery	1,600	+23%	0%	High	93%	A\$0.95	A\$3.66	–	–	100
<input type="checkbox"/> smoke alarms beeping	1,600	+19%	0%	Low	5%	A\$1.53	A\$5.82	–	–	22
<input type="checkbox"/> smoke alarms legislation	1,300	-12%	-12%	High	100%	A\$1.02	A\$1.92	–	–	99
<input type="checkbox"/> 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

Month over month

Apr 19 - May 16

Compared: Mar 22

Consumer spotlight

Explore search terms that your ads appeared for

Last updated: May 13, 2022

CONSUMER INTEREST INSIGHT

Searches for "interconnected smoke alarms australia" and 1 other category increased

Search terms grouped into categories, how you're performing on them, and opportunities to grow



Add filter

Search category	Conv. value	Search volume	Ad groups
smoke alarms (3)	3.14K (-47%)	10K-100K (-8%)	1 ad group
bunnings smoke alarms (10)	514.71 (-84%)	10K-100K (+10%)	1 ad group
photoelectric smoke alarms (6)	3.58K (+151%)	10K-100K (-5%)	1 ad group
interconnected smoke alarms (6)	1.71K (-20%)	1K-10K (+9%)	1 ad group
smoke alarms brisbane (8)	783.66 (-36%)	1K-10K (+0%)	1 ad group

Show rows: 5

1 - 5 of 250



Were these insights useful?

Yes

No

Audience Segments

Insight Tab Inside Google Ads

Month over month Apr 19 – May 16, 2022
Compared: Mar 22 – Apr 18, 2022

Understand who is engaging with your campaign

Last updated: May 11, 2022

AUDIENCE INSIGHT

Home Improvement + 2 more are top audience segments

Top performing audience segments

Your top performing audience segments, their share of conversions, and how unique they are for you

Audience segment	Type	Share of conversions	Index
Home Improvement	In-market	38.9%	2.4x
Residential Properties	In-market	32.8%	2.4x
Do-It-Yourselfers	Affinity	43.6%	2.2x

Audience Segments

Custom Segment Audience

× New custom segment

Ads using audience targeting must comply with the [Personalized advertising policy](#). Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. [Learn more](#)

Segment name

Include people with following interests or behaviors ⓘ

People with any of these interests or purchase intentions ⓘ

People who searched for any of these terms on Google ⓘ

Only on campaigns running on Google properties. On other campaigns, terms will be used as interests or purchase intentions.

womens sandals women's shoes ×

shoes Press Enter to add

Interests or purchase intention ideas ×

- ladies heels shoes women
- womens sandals ladies shoes
- shoes boots and trainers are footwear

Segment insights
All countries, All languages, All ty... ⌵

Weekly impressions
10B - 1T

Gender ⌵

- Female
- Male

Age ⌵

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65+

Parental status ⌵

- Parent
- Not a parent

Topics ⌵

This segment visits websites related to these topics

- Footwear
- Apparel
- Casual Shoes

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

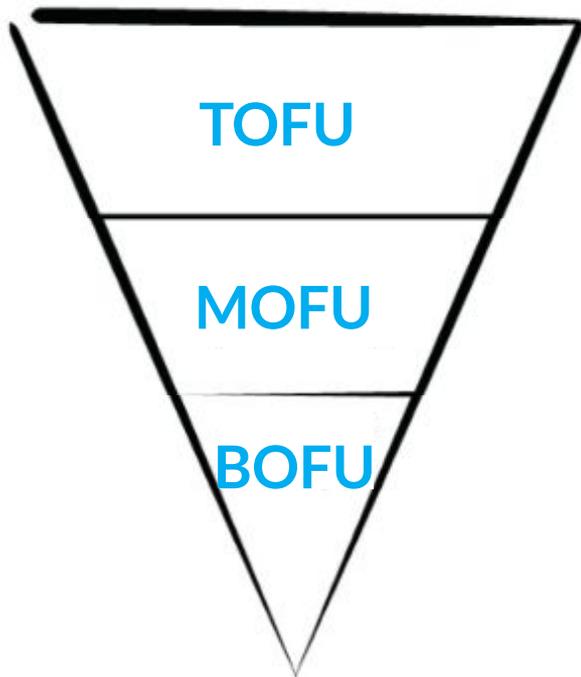
Strangers (Know)



Prospects (Like)



Customers (Trust)

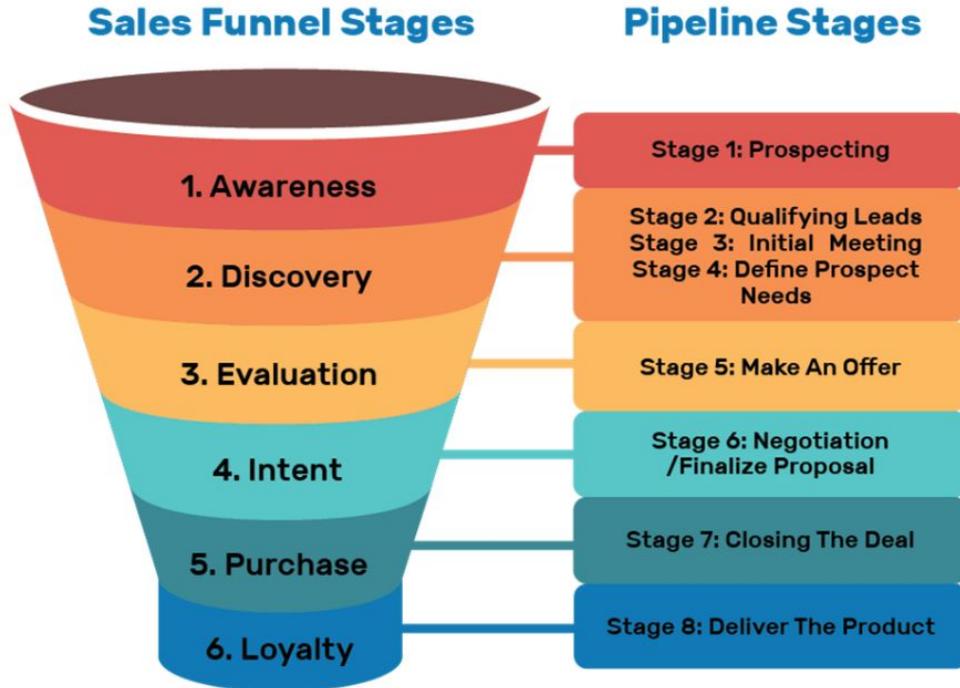


Google Ads Solutions



Campaign Types

Design campaigns that fit into your marketing funnel



Google Ads Solutions



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



APPAREL

Brand + Gender + Product Type
+ Attributes (color, size, material)



CONSUMABLES

Brand + Product Type + Attributes
(weight, count)



HARD GOODS

Brand + Product + Attributes
(size, weight, quantify)



ELECTRONICS

Brand + Attributes + Product Type +
Model #



SEASONAL

Occasion + Product Type + Attributes



BOOKS

Title + Type + Format (hardcover,
eBook) + Author

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