



**STOKES  
MARKETING**  
Innovative Marketing and More!

**Thirty-two**  
ONLINE MARKETING TOOLS TO  
HELP **BOOST YOUR CLIENT BASE**  
AND **STREAMLINE YOUR**  
**MARKETING EFFORTS**



# I've got a few quick questions for you...

If you have a strong desire to boost your client base, tell me if any of these statements sound familiar to you:

*"I work my butt off to market my small business, but I'm still not attracting the type of clients I feel I deserve, and it doesn't seem like all of my hard work is paying off."*

*"I can't afford to pay a marketing expert, graphic designer, SEO guru, and social media manager to help bring exposure to my small business."*

*"How can I create the kind of content that potential clients love and want to share and connect too?"*

*"How can I get my website on the first page of Google, Bing, or Yahoo? I don't understand all of that keyword stuff and how to use it to help my small business."*

*"I'm sooooo frustrated. And, I am sooooo tired of seeing my competitor's business growing, and I know my product or services are equally as good and maybe even better. I see their business plastered all over the Internet and they seem to be doing it right. I just want a break...I just want people to know I offer good, quality products or services, too."*

Do any of the above statements sound familiar? If you said "Yes" to any of the above, we want you to know that you are on the verge of discovering your solution. This resource is full of website tools that are going to help you minimize the amount of time and money you put into your marketing and help you maximize your marketing efforts.

## So, why did Stokes Marketing create this resource for you?

Well, let's face it, there is an overwhelming amount of information on the Internet. There is so much information; it can become a little overwhelming.

It's like going into a dirty room, but not knowing what to pick up first because there is so much stuff everywhere.

We recognize that you simply do not have the time to sift through all the available resources on the Internet, and determine what is going to work for your small business.

So, we decided to identify a short list of resources to help you **jumpstart your marketing efforts**.

One of our goals is to help you learn about products and services that will help you **grow your business**. We also want to share resources that you can use in your business without busting your marketing budget.

Another one of our goals is to teach you how to become a savvy marketer and turn your employees into marketers. Look, it doesn't take rocket science to do effective marketing.

You just need someone to guide you along the marketing road. We want to show you that there are tools you can use and master to get what you need done for your small business.

Some of the tools in this resource are free; others are not. Either way, you can take a little time every day to learn and use the tools we have shared to grow your business. You can also take advantage of our trainings on these tools at [stokesmarketing.com](http://stokesmarketing.com).

So, what are you waiting for...go get your notepad, put your cell phone on vibrate, get rid of any distractions, and let's get down to business!

"Marketing is telling a story about your value that resonates enough with people that they want to give you money." ~ **Seth Godin**



# Get ready to use the tools in this resource to generate more business for your business, boost your brand awareness, and **Dominate Your Marketing** efforts in **2018!**

Content Marketing	5
Stock Images	9
Graphics & Photo Editing Online	13
Video Marketing Software	16
Marketing Automation	21
Customer Feedback	24
Search Engine Optimization Tools	26
Pay-Per-Click	30
About Child Care Marketing Network	34



# CONTENT MARKETING

Content marketing is a strategic marketing method focused on creating and distributing valuable, relevant, and consistent content to attract and retain your target audience. With content marketing, you do not have to pitch your products or services, instead you can provide relevant and useful content to your prospective and current customers to help them solve their problems and get the solutions they need.

## **Three key benefits of content marketing for your business:**

- Increased client base
- Cost Savings
- Improved Customers Loyalty



This is a small investment that yields great returns. Snip.ly allows you to market your brand and drive traffic to your website while you share information from another brand. Sniply adds your custom call-to-action to any page on the web, allowing you to engage your followers through every link you share. Sniply generates unique links for you to share. Anyone clicking on your links will see the content along with your call-to-action inside. Sniply monitors how your audience is engaging with the links you share. Keep track of link clicks, conversion rates, and more.

For Example, you can use this data to measure your effectiveness and return on investment for social media efforts.

**Price:** 14-day Free Trial | Monthly \$0 - \$149 | Annual \$25 - \$125  
Visit <https://snip.ly/> to get started!



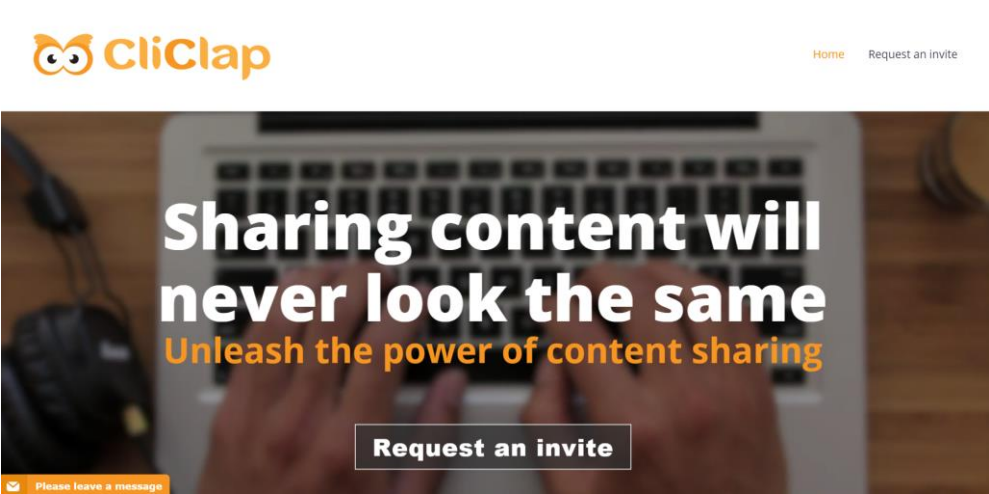
CLICLAP

CliClap is a FREE social media marketing platform enabling you to add your Call-to-Action to every link you share, even when sharing 3rd party content. The platform helps boost audience engagement, brand awareness and drive business goals.

**Price:** Free  
Visit <https://www.cliclap.com/> to get started!



Who's Using Sniply [Leave a message](#)

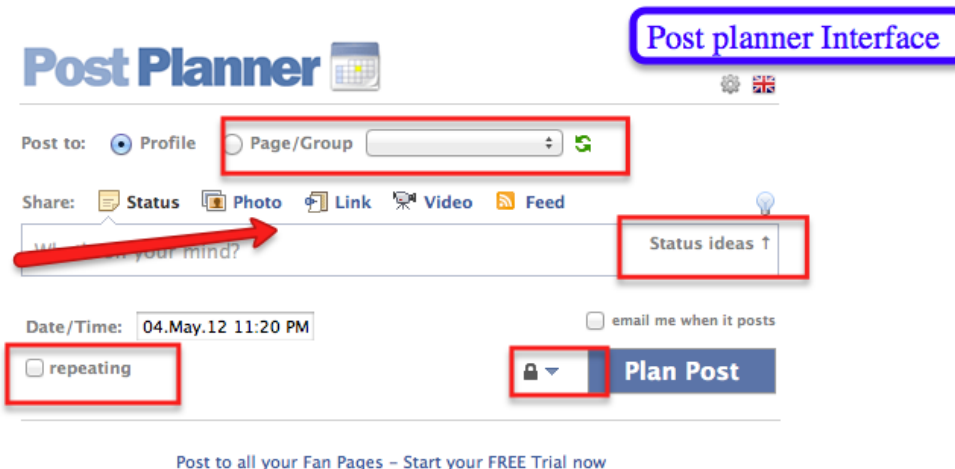


# POST PLANNER

Post Planner is the easiest way to find viral, niche-specific content for Facebook — nothing else comes close. ... If you're on social media, Post Planner is a fantastic tool! Post Planner makes your life easier. It gets your Facebook and Twitter posts front & center in the news feed — consistently — even when you're sleeping. The result is more reach, more likes, more leads & more customers for your business. You can TRIPLE your engagement in 10 Minutes a Day! -- Schedule VIRAL Facebook and Twitter Photos to your Pages and BLOW UP your Engagement!

**Price:** Monthly \$11 - \$59 | Annual \$9 - \$49

Visit [www.postplanner.com](http://www.postplanner.com) to get started!



# VISME

Visme is a simple tool to translate your ideas into engaging content in the form of Presentations, Infographics, Reports, Web Content, Product Presentations, and Wireframes to tell better stories and translate boring data into beautiful visual content right in your browser.

Make Visme your secret weapon to present your ideas visually. Make boring data beautiful and easy to understand.

**Price:** Monthly \$0 - \$30 | Annual \$0 - \$20

Visit [www.visme.co](http://www.visme.co) to get started!





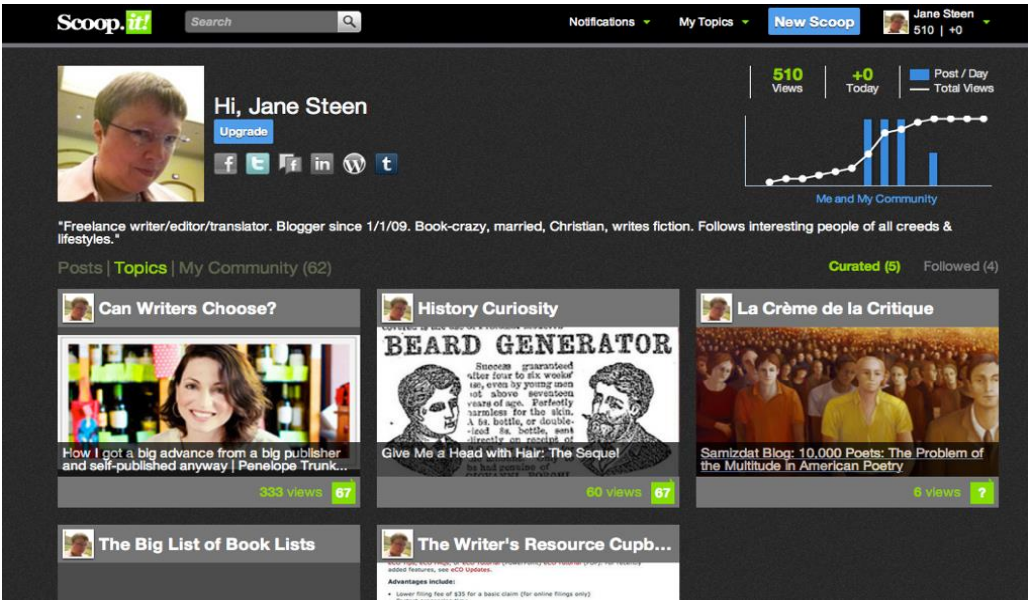
Scoop.it is a fabulous content curation platform that allows you to find keyword-based, SEO-rich content that you can publish to your website, blog, newsletter and social accounts. This awesome service is for business owners who do not have the time or resources to create content, but have a strong desire to generate leads and build their brand awareness around amazing content marketing.


Scoop.it features include:

- Discover content instantly on the keywords of your choice.
- Curate, add your perspective and publish to your own topic page.
- Share to your social channels.
- Embed in your website.

**Price:** Free Access with limited features | Pro Package: \$14.99 Monthly (Free 7-day Trial) Plus Package: \$67 Monthly (Free 7-day Trial)

Visit <http://www.scoop.it/> to get started!



A vibrant tropical beach scene. In the foreground, the turquoise water of a lagoon is visible. A white sandy beach curves along the shoreline. On the right, a wooden hut with a thatched roof is nestled among lush green palm trees and other tropical vegetation. A set of wooden stairs leads down from the hut to the water. In the distance, the ocean stretches to the horizon under a bright blue sky with scattered white clouds.

# STOCK IMAGES

## IT'S FREE, BABY!

A good quality picture is really worth a thousand words. Discover some of the Internet's best photography available for FREE! You no longer have to worry about spending money on costly stock photo accounts. Start creating your next fabulous marketing design with FREE stock images.



# STOCKSNAP.IO

StockSnap is the best place on the internet to find beautiful free stock photos. This website selects the highest quality, highest resolution pictures and adds them to their database on a daily basis. This is not your typical crappy stock photo site. All photos uploaded to the site are released under Creative Commons - CC0 and do not require attribution.

**Price:** FREE

Visit <https://stocksnap.io> to get started!

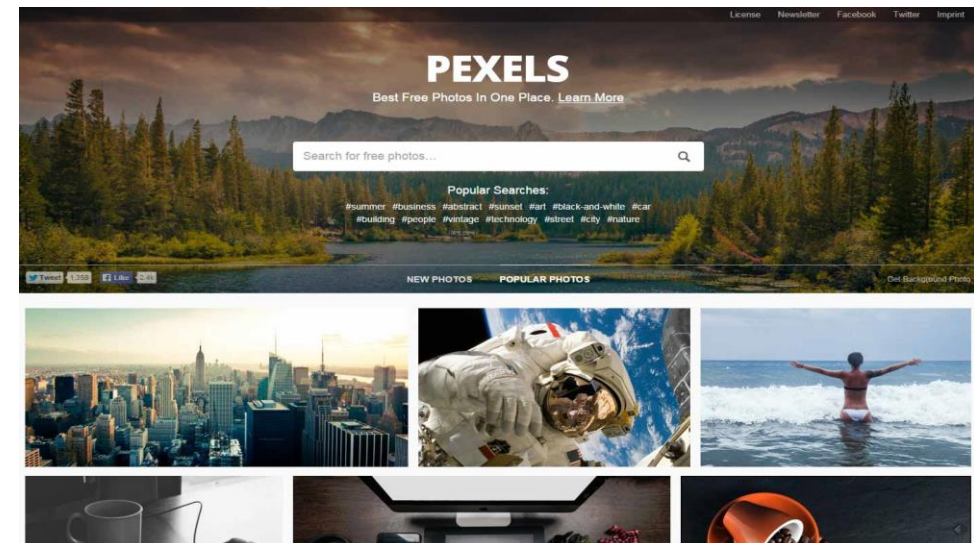


# PEXELS

Pexels helps designers, bloggers and everyone who is looking for an image to find great photos that you can use everywhere for free. All photos on Pexels are licensed under the Creative Commons Zero (CC0) license. This means you can use them for free for any personal and commercial purpose. Attribution is not required.

**Price:** FREE

Visit <https://www.pexels.com> to get started!



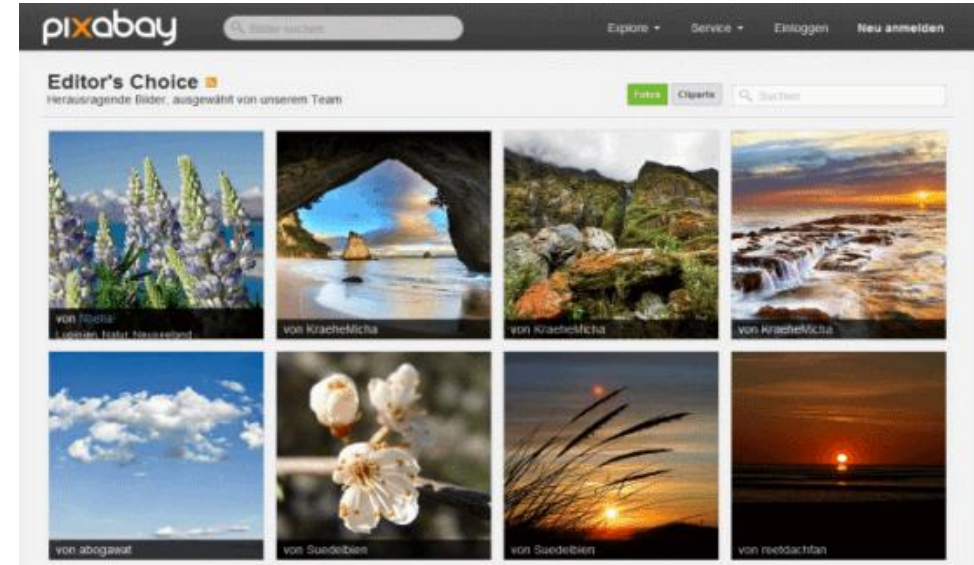


# PIXABAY

Pixabay.com is an international website for sharing high quality public domain photos, illustrations, vector graphics, and film footage. As of September 2016, Pixabay offers over 750,000 free photos, illustrations, and vectors and 3,100 videos.

**Price:** FREE

Visit <https://pixabay.com> to get started!

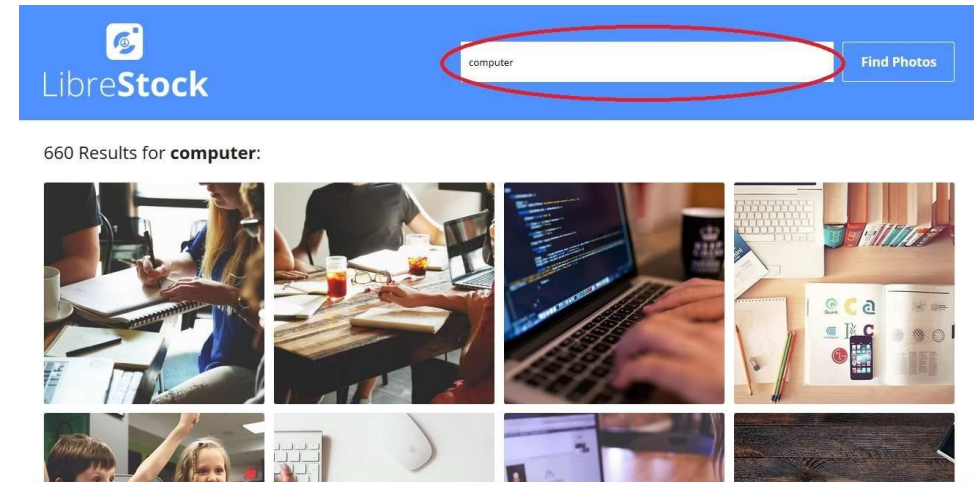


# LIBRESTOCK

LibreStock is a meta search engine that scans and indexes the stock photos from 40+ different websites.

**Price:** FREE

Visit <http://librestock.com/> to get started!





# RGBSTOCK

Rgbstock.com is created by a group of enthusiastic photographers and graphic artists. Our vision is to build the best free stock image site on the web. We are dedicated to making high quality images available to those who cannot afford to pay for them.

**Price:** FREE

Visit <http://www.rgbstock.com> to get started!





# GRAPHICS & PHOTO EDITING ONLINE

Who needs a graphic designer when you have all the tools you need to design incredible marketing content like a professional. You will discover some of the Internet's best graphics and photo editing websites tools to help you stretch your marketing budget and help your business standout.



# ADOBE SPARK

I LOVE this website and this has become one of my favorite websites this year. You can create amazing social graphics, web stories and animated videos with the Spark's free graphic design app in minutes. Adobe has broken down all the elements of design and laid them out for you in a clean, step-by-step format. This FREE platform will save you thousands, and it is a bit addictive.

## What You Can Create:

You can create all of your social media graphics using Adobe Spark. Impress your target audience when turn your words and images into amazing web stories using Adobe Spark. Adobe Spark makes animated videos, so simple, your great-grandma can create professional-quality videos with ease.

## It's All About the Features, Baby!

### Beautiful Typography

Choose from a variety of free professionally designed fonts and for every occasion.

### Iconic Imagery

Select from thousands of photos on the web or pick from your personal collections on Adobe Creative Cloud, Adobe Lightroom, Dropbox or Google Photos.

### Professional Themes

Explore our wide variety of best-in-class layouts, colors, and fonts. Easily tweak them with the text, photos, and icons that best fit your needs.

### Make An Impact

Watch your published creations make an impact as they receive views and likes from your audiences.

### Share Everywhere

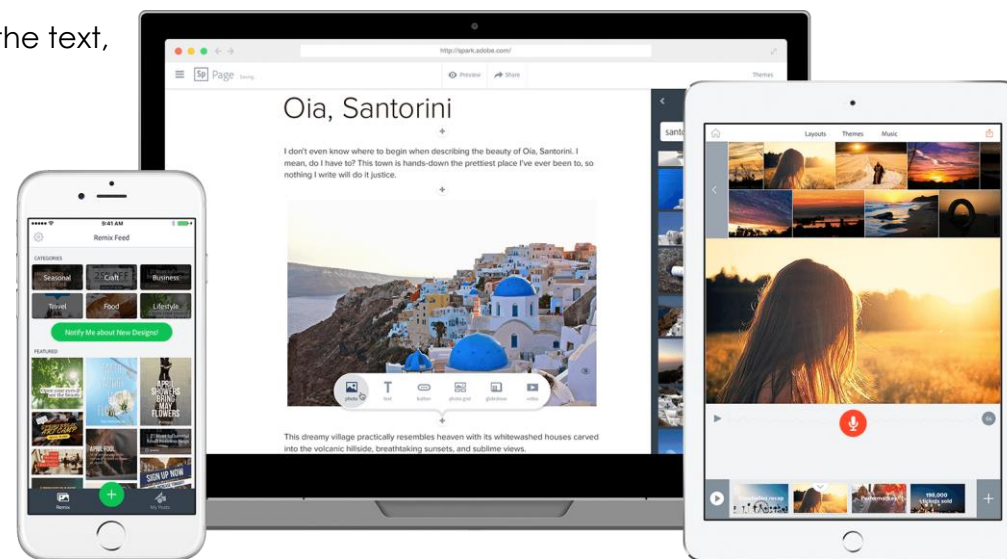
Make your ideas come to life, then share your story via social media or email. Impress your friends or the world.

### Mobile and Web

Projects are automatically synced across the web or the iOS apps so you can work whenever inspiration strikes.

**Price:** FREE

Visit <https://spark.adobe.com/> to get started!





Two of the biggest obstacles faced by small business owners as it relates to implementing an effective content marketing campaign are: "Creating Engaging Content" and "Creating Content Consistently."

Canva is another small business owner's dream tool and big money saver. You can easily use Canva's drag-and-drop feature and professional layouts to design stunning graphics for your business or organization.

**Price:** Monthly \$0 - \$12.95 | Annual \$0 - \$9.95

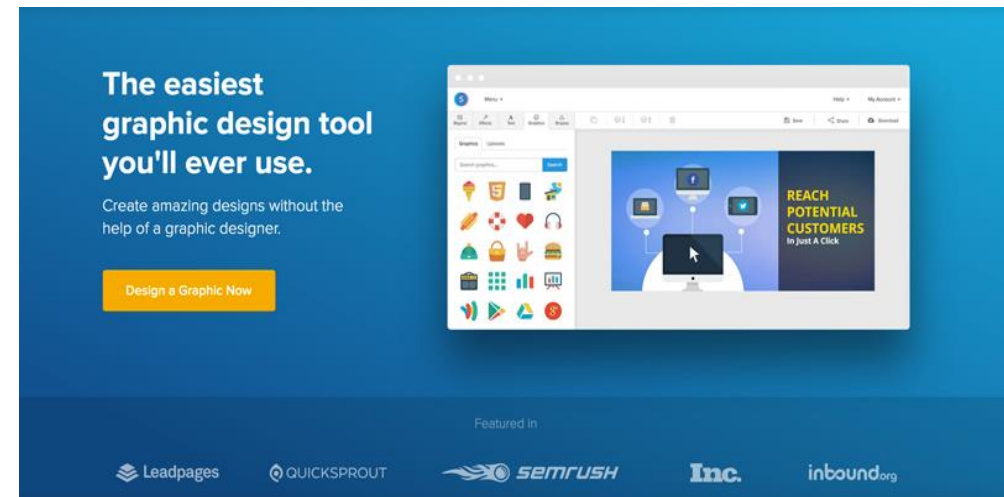
Visit [www.canva.com](https://www.canva.com) to get started!



You can create highly engaging images in minutes with Snappa! It is the perfect graphic design tool for supercharging your marketing. This tool offers a fully-featured graphic editor, a stunning library of visual assets, professional quality templates, the ability to connect and schedule your post to your social media.

**Price:** 7-day Free Trail Monthly \$15 | Annual \$10

Visit <https://snappa.io> to get started!





# VIDEO

## MARKETING SOFTWARE

Video marketing is integrating videos into your marketing campaigns to promote your business, product or service. An effective marketing campaign includes video into the mix. This may include corporate training videos, customer testimonials, explainer videos, how-to videos, videos from live events, viral (entertainment) videos, and the list goes on. This section will provide you with several video marketing options to help take your daycare business to the next level.



# ADOBE SPARK

I LOVE this website and this has become one of my favorite websites this year. You can create amazing social graphics, web stories and animated videos with the Spark's free graphic design app in minutes. Adobe has broken down all the elements of design and laid them out for you in a clean, step-by-step format. This FREE platform will save you thousands, and it is a bit addictive.

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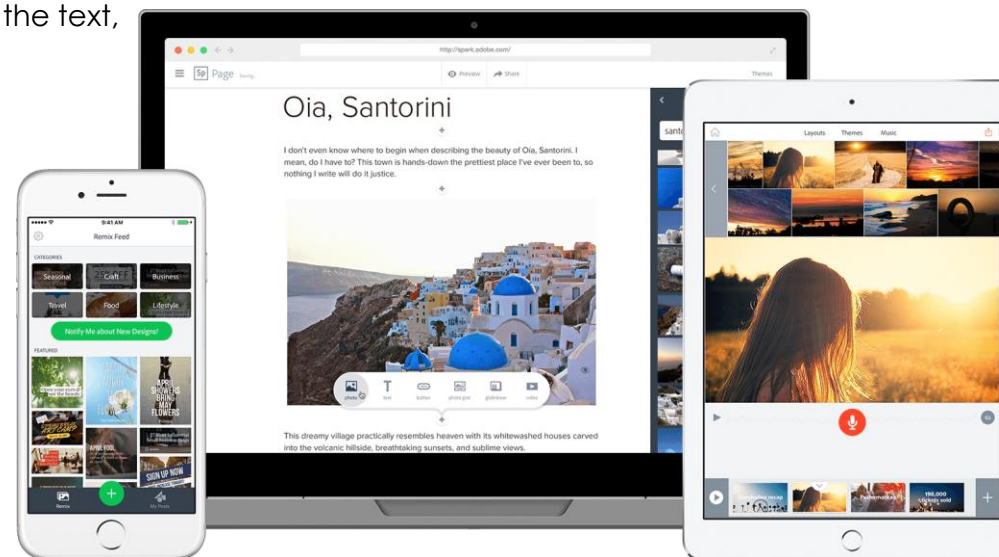
Make your ideas come to life, then share your story via social media or email. Impress your friends or the world.

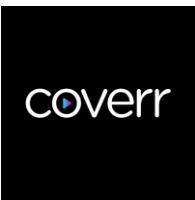
### Mobile and Web

Projects are automatically synced across the web or the iOS apps so you can work whenever inspiration strikes.

**Price:** FREE

Visit <https://spark.adobe.com/> to get started!



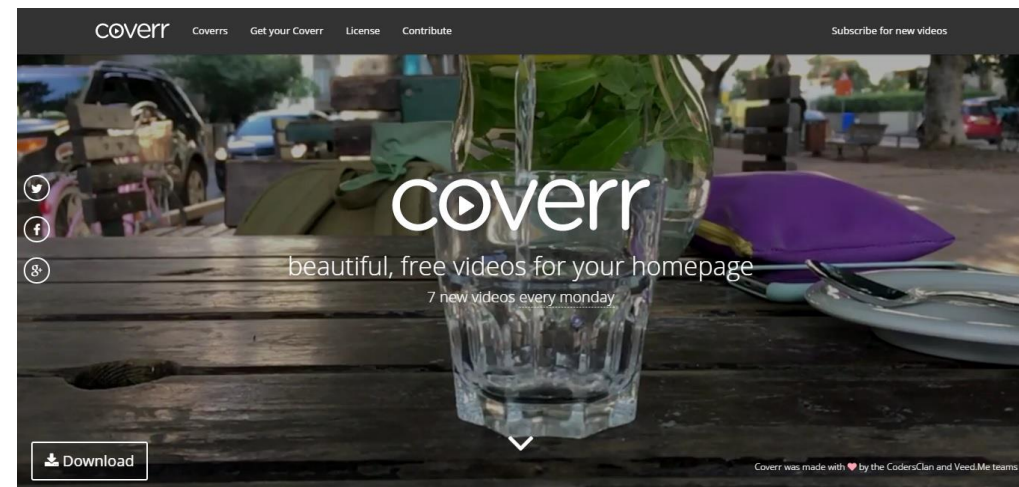


# COVERR

Creating video can get costly, but if you have access to amazing video footage – the sky is the limit. This website provides you stunning videos for your website homepage background. Coverr adds seven (7) new videos every Monday.

**Price:** FREE

Visit [www.coverr.co](http://www.coverr.co) to get started!

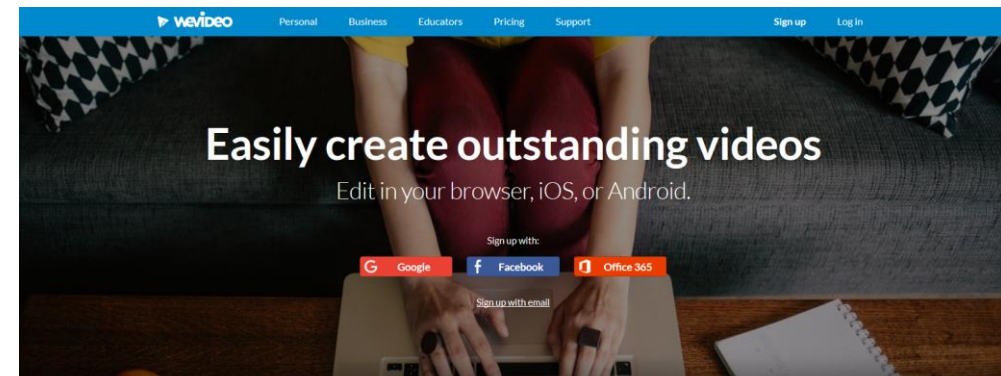


# WIDEO

This is another amazing video hosting software. You can create professional videos in minutes and market your business like the big brands. No downloads required. This platform is online, fast and very easy-to-use. You can make the best first impression with your potential clients with professional quality, animated videos. Save money and start creating videos quickly and easily.

**Price:** 7-day Free Trial | Monthly \$59 - \$199 | Annual \$19 - \$79

Visit [www.wideo.co](http://www.wideo.co) to get started!



WeVideo is a powerful and easy-to-use cloud-based collaborative video editor.



# VIDEOSCRIBE

Have you seen those cool whiteboard-style animation videos? Well, you can create your own stunning, high-definition, whiteboard-style animation videos with no design or technical skills. This website is the No.1 whiteboard software. It is easy to use, and it's 15% better at getting your message remembered. Create what your larger competitors are using without the big price.

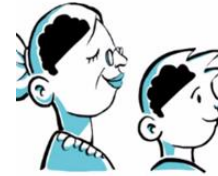
**Price:** 7-day Free Trial | Monthly \$29 | Annual \$144

Visit [www.videoscribe.co](http://www.videoscribe.co) to get started!



Pricing Free trial Scribe wall Blog Help SPARKOL ACCOUNT

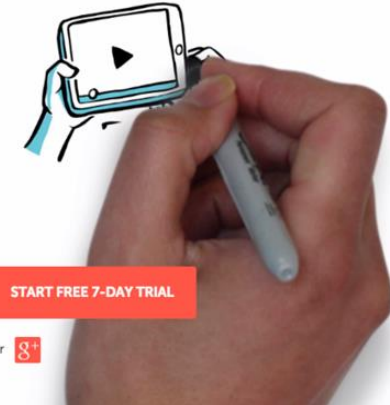
## why WHITEBOARD?



Improves learning by 50 - 75%...



15% better at getting remembered...



Email...

START FREE 7-DAY TRIAL

Or sign up using or

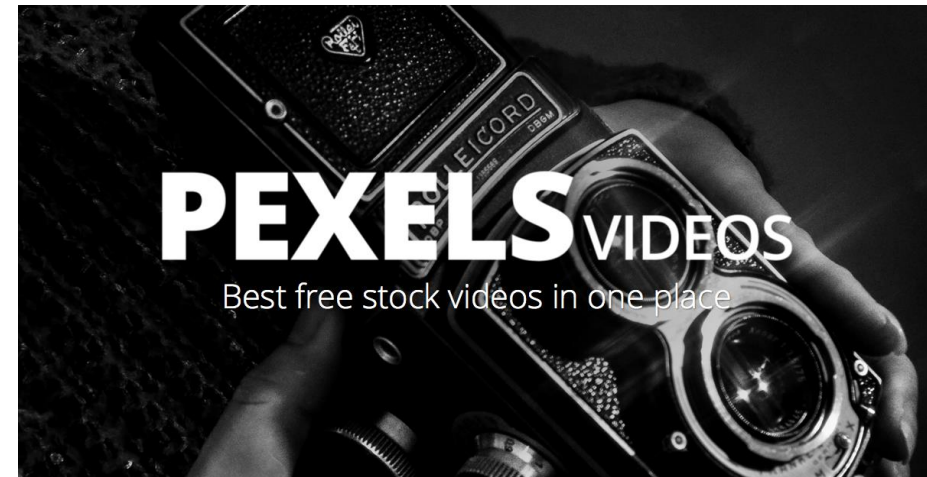
PEXELS VIDEOS

# PEXELS VIDEOS

Pexels Videos offers completely free videos. All videos are licensed under the Creative Commons Zero (CC0) license. This means you can edit or change the videos and use them free for personal and even for commercial projects. All without asking for permission or setting a link to the source. So that attribution is not required. You will find the perfect footage for your website header, product promotion, or anything else. Every video is FREE for any purpose - including commercial. You will save hundreds of dollars better spent promoting your brand.

**Price:** Free

Visit <https://videos.pexels.com> to get started!





Biteable

# BITEABLE

This amazing website will help you create videos online for free with the video maker & animation maker at Biteable.com. You can create presentations, explainers, infographics, ads, intros and more!

**Price:** FREE | Annual \$99

Visit <https://biteable.com/> to get started!

## The World's Simplest Video Maker

Make Animation Completely Online in Minutes

WATCH VIDEO

GET STARTED - IT'S FREE

Marketing automation refers to the software that exists with the goal of automating marketing actions. (Source: HubSpot) Often marketing experts will automate repetitive tasks such as emails, social media, and other website actions. Marketing automation simplifies your tasks and the technology makes your marketing efforts easier. Marketing automation is intended to help you prioritize and execute your marketing tasks more effectively and efficiently. These next set of websites will help you jumpstart your marketing automation, so have fun!



This is definitely one of the most innovative websites that we've discovered. This growth hacking platform permits users to automate their marketing tasks. This platform can automate Twitter tasks, enrich email databases, extract Facebook ids from Facebook groups and more. You can find almost anyone's email. You can generate hundreds of leads, send emails and track conversions to your website!

**You can collect emails from groups:**

Go on LinkedIn™ groups and click on the Anygrowth button to save all members of this group and the software will automatically find emails of all members.

**You can save time:**

Save time by finding the best leads for your industry and target them by sending emails.

**You can create new leads:**

Find new opportunities for your business and trigger new leads to your product.

**Price:** \$99 | Free 7-day Trial

Visit <https://anygrowth.com/> to get started!



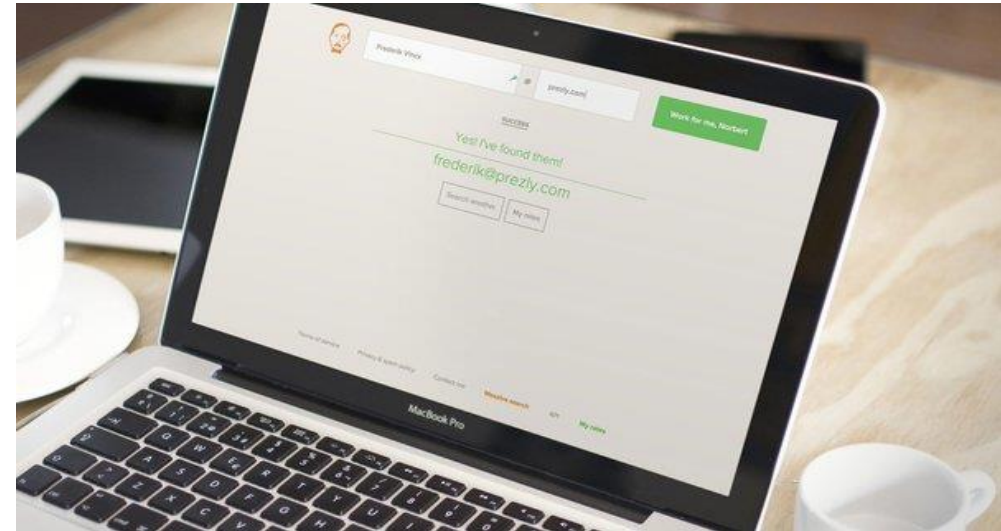


# VOILA NORBERT

This is another innovative growth-hacking website! If you need to connect with someone. Or, perhaps introduce your business to a prospect, but you do not have an email. This website can find anyone's corporate email. Yes, anyone's email. So, happy hunting, connecting, and growing.

**Price:** \$.10 - \$499 Monthly

Visit [www.voilanorbert.com](http://www.voilanorbert.com) to get started!

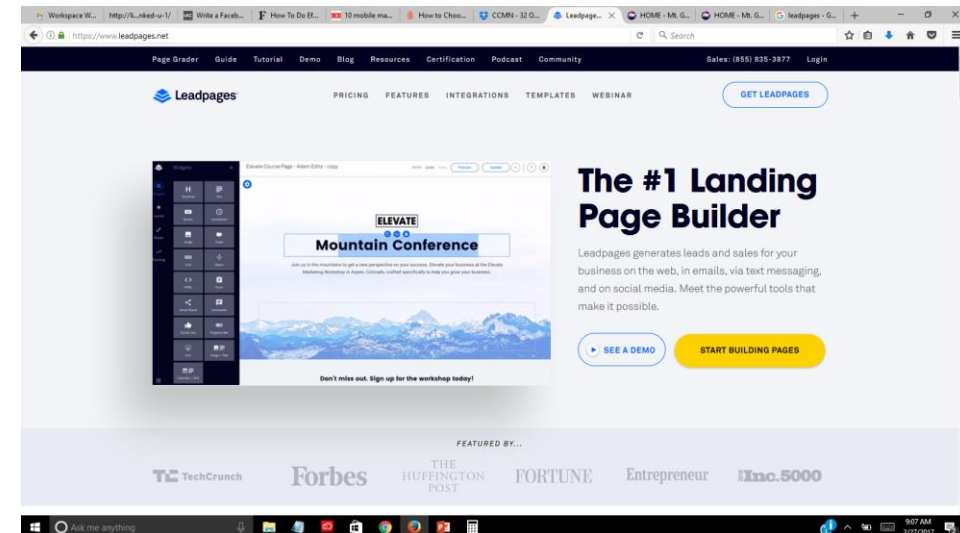


# LEADPAGES

Leadpages generates leads and sales for your business on the web, in emails, via text messaging, and on social media. Meet the powerful tools that make it possible. You can give Leadpages a test drive for 30 days by simply going to the Leadpages home page, click on the "template" tab, click on the "price" tab, and find a \$1 template that you like. Click on the "Purchase for \$1" button located on the top and select the "No, I don't have a leadpages account" option. Next, you are prompted to enjoy a 30-day free subscription of Leadpages' Standard Monthly Subscription. Once your trial ends you will be billed the annual rate of \$300, or If you do not want to pay the annual \$300, you can change your account to a monthly subscription and \$37 per month. **Note:** You must make your selected subscription decision before your trial ends or you'll get billed at the annual rate.

**Price:** 30-day Free Trial | \$37 - \$79 Monthly | \$25 - \$199 Annually

Visit <https://www.leadpages.net/> to get started!



# CUSTOMER FEEDBACK SYSTEM

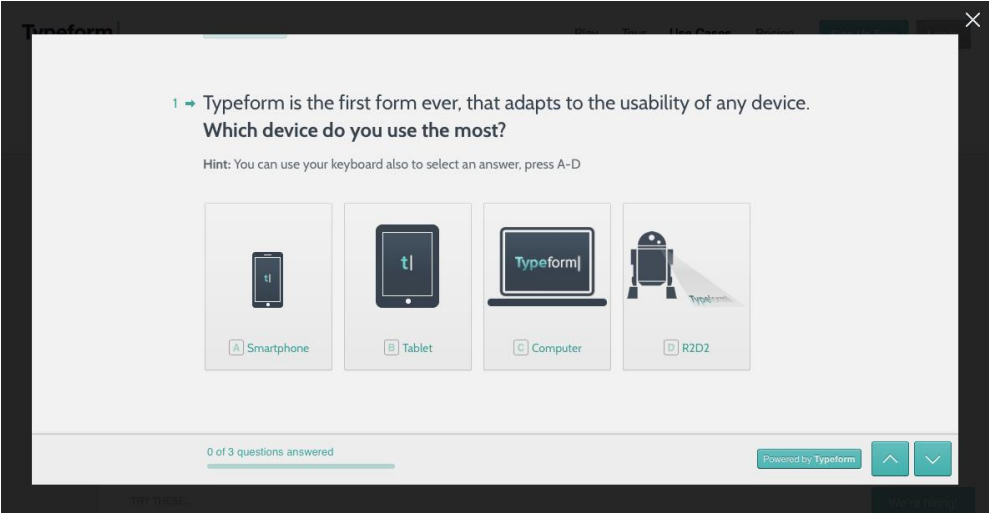
Customer feedback system is a technology used to obtain a customer's opinion about a business, product or service. This next section will allow you to capture information directly from your prospective and current parents like a marketing pro.

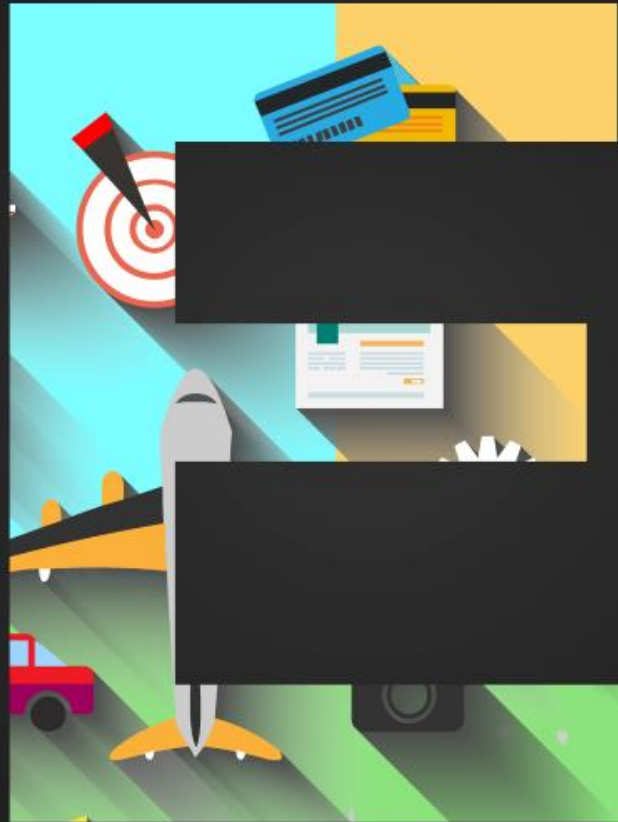




This is the 'best kept secret' by marketers. Typeform "Forms Done Awesomely" is a web-based platform for collecting and sharing information, in a conversational, human way. Say goodbye to boring forms, say hello to typeforms—the new way to interact with people online, without writing a line of code. You will fall in love with Typeform and never return to your old forms again.

**Price:** Monthly \$0 - \$70 | Annual \$0 - \$59  
**Visit [www.typeform.com](http://www.typeform.com) to get started!**





TOOLS

SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines. (Source: Search Engine Land) The websites in your SEO Tools section will help you manage your SEO like a pro. If you are clueless about SEO, [Click Here](#) to watch this helpful video on SEO and take advantage of our upcoming training(s) and resources on “How to Dominate Your SEO.”

Powered by our industry-leading SEO metrics - including Page Authority and Domain Authority - Moz Pro gives you the highest quality data to do your job. You will save time and streamline your workflow with the complete Moz Pro toolset. We break down the data so you can focus on adapting strategy for results.

Visit <https://moz.com/products/pro> to get started!

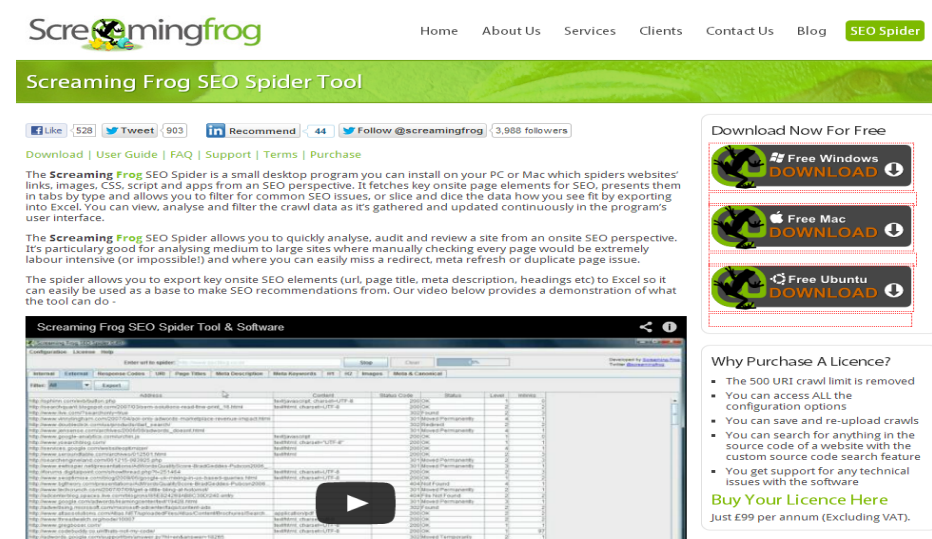


# SCREAMING FROG SEO SPIDER TOOL

**Some of the common uses include:**

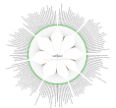
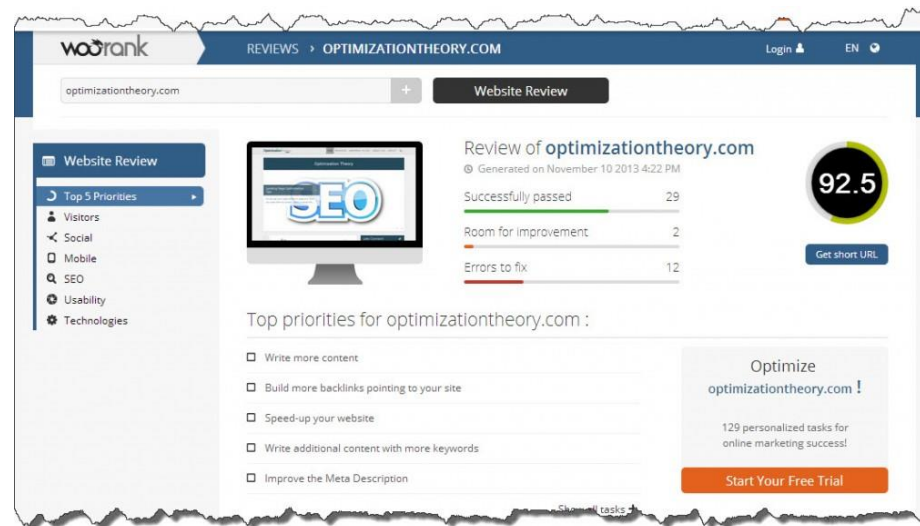
**Price:** FREE or you can purchase the license for £149.00 (Your U.S. rate is determined based on the exchange on the Euro.)

Visit <https://www.screamingfrog.co.uk> to get started!



Is your website SEO-friendly? Discover your website's strengths and weaknesses for free with WooRank. This AWESOME website review and SEO tool offers in-depth analysis of your website (or individual Web pages of your site) using metrics like SEO, social media, mobile optimization, usability and more. WooRank will also let you automatically monitor analytics, backlinks, search engine rankings and other key factors to improve your website's performance. WooRank also offers an integrated Marketing Checklist, which gives you an easy-to-use, prioritized set of tasks so you know which tasks to tackle next!

**Price:** Free 14-Day Trial | Basic Package starts at \$49.99 - \$249.99 Monthly  
Visit <https://www.woorank.com/> to get started!



## ANSWER THE PUBLIC

Answer The Public's tool is absolutely free and should become an integral part of your content strategy. You can use this tool to determine a wide variety of topics and questions surrounding the primary keywords that you want to rank for in search engines. Once you receive your topics, you can answer as many of the generated questions in your content. This way, when Google is looking at which websites develop the best information regarding a topic area, you are more likely to rank, and more likely to convert visitors because you answer the most important questions they have using this tool.

**Price:** Free  
Visit <http://answerthepublic.com/> to get started!





# OPEN SITE EXPLORER

If you want Domain Authority, you must understand your link profile and that of your competitors. One of the fastest successes in every SEO campaign is to copy and paste your competitor's URL into OSE and find all the sites that are linking to them but not linking to you.

**Price:** Free 30-Day Trial | Basic Package starts at \$99 Monthly

Visit <https://moz.com/researchtools/ose/> to get started!

The screenshot shows the MOZ Open Site Explorer interface. At the top, the URL <http://9clouds.com> is entered in the search bar. Below the search bar, there are three main sections: Authority, Page Link Metrics, and Page Social Metrics. The Authority section shows Domain Authority of 39/100 and Page Authority of 47/100. The Page Link Metrics section shows 23 Just-Discovered links, 97 Established Links, and 1,761 Total Links. The Page Social Metrics section shows Facebook, Twitter, and Google+ links. Below these sections, there are tabs for Inbound Links, Just-Discovered, Top Pages, Linking Domains, Anchor Text, Compare Link Metrics, and Advanced Reports. The Inbound Links tab is selected, showing a table of inbound links. The table has columns for Title and URL of Linking Page, Link Anchor Text, Page Authority, and Domain Authority. Two links are shown: one from HubSpot Partner Program Tiers and another from The Ultimate Guide to Mastering Pinterest for Marketing.

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
HubSpot Partner Program Tiers <a href="http://www.hubspot.com/partners/partner-tiers">http://www.hubspot.com/partners/partner-tiers</a>	9 Clouds	75	89
(nofollow) The Ultimate Guide to Mastering Pinterest for Marketing <a href="http://blog.hubspot.com/blog/tabid/6307/bid/31147/The-Ultimate-Gui...">http://blog.hubspot.com/blog/tabid/6307/bid/31147/The-Ultimate-Gui...</a>	Scott Meyer	73	89

A yellow sticky note is pinned to a dartboard with a green pen. The note has the text 'PPC' in large, bold, red letters, and 'PAY-PER-CLICK' in smaller, bold, red letters below it. The dartboard has white and black segments, with a red and green ring visible on the left side.

# PPC

## PAY-PER-CLICK

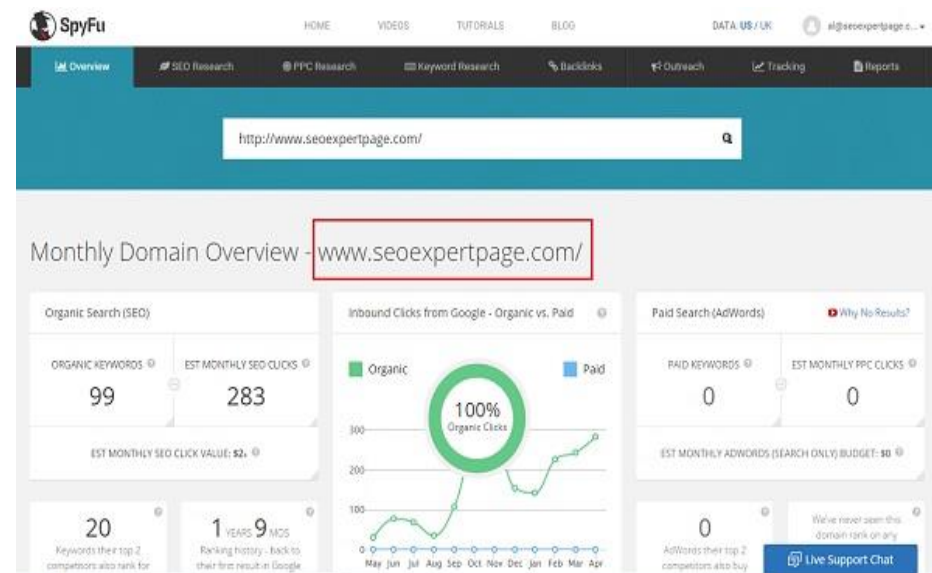
Pay-per-click (PPC) is an internet marketing model used by advertisers in which they pay a fee every time one of their ads is clicked. An example of PPC is search engine advertising. This form of advertisement allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches specific keyword(s) related to their business' products or services. The next set of websites will introduce you to a few PPC resources to help you start or improve your next PPC campaign.



SpyFu, originally GoogSpy, shows the keywords that websites buy on Google Adwords as well as the keywords that websites are showing up for within search results. SpyFu can also uncover emerging or niche markets. This competitive analysis tool offers features other tools lack, such as the ability to download CSV files of competitor keywords and reporting export functionality. It also provides a wonderful interface with plenty of important information easily available at a glance.

**Price:** Basic Package \$39 Monthly \$299 Annually

Visit <https://www.spyfu.com> to get started!

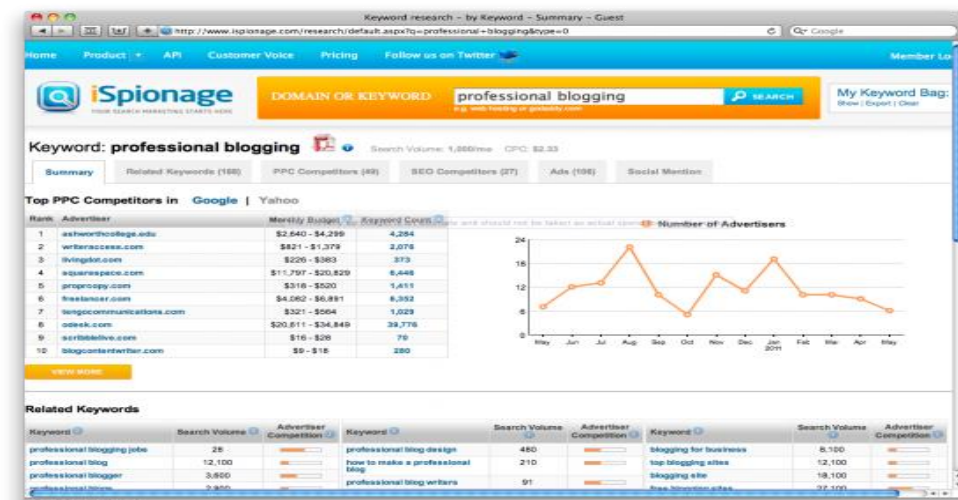


You will fall in love with ispiionage! This helpful tool will give you the lowdown on what competitors are up to, so you to make informed decisions about your own campaigns. Here are a few awesome features:

- Find Profitable keywords faster with competitor ppc keyword lists
- Find out how much your competitors are spending per month on adwords
- Land more clients with white label competitor reports
- Download competitor SEO keyword lists

**Price:** Basic Package \$29 - \$299 Monthly | \$24 - \$149 6 - Months

Visit <https://www.ispiionage.com/> to get started!



PAY - PER - CLICK



# GOOGLE KEYWORD PLANNER

Keyword Planner is a free AdWords tool for new or experienced advertisers that's like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together. Keyword Planner can also help you choose competitive bids and budgets to use with your campaigns.

**Price:** FREE

Visit <https://adwords.google.com/KeywordPlanner> to get started!

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Avg. CPC
Keyword Tool (17)	adwords keyword tool, a...	18,100	Low	\$1.90
Google Adwords (23)	google adwords account,...	2,900	Medium	\$2.67
Google Ads (11)	google ad tool, google ad...	720	Medium	\$4.02
Keywords (15)	free keyword research, fr...	1,000	Medium	\$2.87
Bid (6)	adwords bidding, adword...	390	Medium	\$3.73
Adwords (46)	what is adwords, good a...	301,000	Low	\$0.64
Keywords like: Ppc Man...	ppc management softwar...	880	High	\$9.97



# WORDSTREAM AD WORD PERFORMANCE GRADER

WordStream's AdWords Performance Grader executes a thorough PPC audit of your AdWords account in 60 seconds or less, and this tool is completely FREE. You can assess your performance to see what you're doing right, identify areas where you need to improve, and get a bigger return on your AdWords investment.

**Price:** FREE

Visit <http://www.wordstream.com/google-adwords> to get started!

**Report For SEOmoz's Justin Vanning**  
Dec 15, 2011 at 08:20 AM GMT

A PPC grade of 72% means that your AdWords account scored better, in terms of overall health and adherence to best practices, than 40% of accounts we have previously graded in your ad spend range of \$15,000.00 - \$99,999.99. Our proprietary grading algorithm uses more than 60 different factors, including ad spend data, Quality Score, ranking, impressions and other variables, to compare your AdWords account to the millions of others that we have previously graded.

**Account Diagnostics**

Metric	Value	Target
Active Campaigns	12	Clicks (Last 90 Days)
Active Ad Groups	39	Conversions (Last 90 Days)
Active Ad Text	112	Avg. CPA (Last 90 Days)
Active Keywords	1,503	Avg. Monthly Spend (Last 90 Days)

**Wasted Spend**

Wasted spend is calculated by tracking the number of negative keywords you have created in the last 90 days and projecting how much money could be saved by adding additional negative keywords every month. Routinely adding negatives to your account is an ongoing process which will continue to save you money going forward. [Learn More](#)

**\$15,727.76 projected 12 month waste**  
\$3,931.94 wasted in the last 90 days

**# of Negative Keywords Added**

5081.65

PAY - PER - CLICK



# WORDSTREAM LANDING PAGE GRADER

Every successful PPC campaign needs a strong landing page, and WordStream's free Landing Page Grader will show you how you can improve your landing pages with a thorough, personalized report.

**Price:** FREE

Visit <http://www.wordstream.com/landing-page> to get started!



## ABOUT STOKES MARKETING

Stokes Marketing was founded to deliver value to entrepreneurs who have a desire to improve the success of their small business. Stokes Marketing offers affordable industry specific on-demand training courses, knowledge resources, coaching, industry publications, research, and networking opportunities exclusively to our clients. We keep you up-to-date with the latest industry news and emerging trends through our blog and periodicals.

At Stokes Marketing, we understand the sacrifice most business owners make to turn your dream, your vision into a reality. So, we take our role in your road to success serious, and we are committed to helping you grow your business. Our approach is strategic to ensure you do not waste time or money. We assess your current situation, create and present a plan, and execute the plan to get more people knowing, trusting, and sharing your brand.

We will help you **minimize your risks** and help you **save time and money**.

Stokes Marketing is dedicated to helping you build a stronger business and provide you with resources that add value. You no longer have to spend hours searching for new ways to market your small business. Stokes Marketing will do all of the work for you and identify the best resources to help you do business better. We are committed to helping you create a brand that stands out, so you attract the clients you deserve.

Our goal is to help you **reach your full potential**, and **we believe** that you can **grow your small business into a profitable company**, regardless of your size or your budget.

**Why wait? Let's get started on creating something incredible together. Visit Stokes Marketing today at [stokesmarketing.com](https://stokesmarketing.com).**

