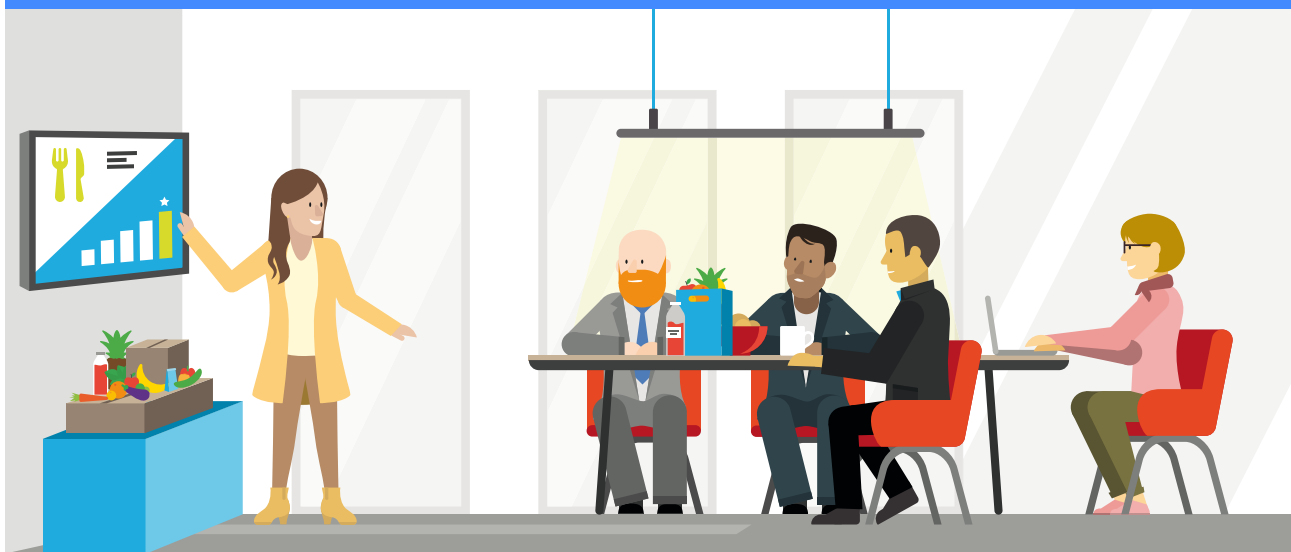


# AdWords for Investors



Startups often seek for incremental investments from investors (Business Angels, Venture Capitalists, Corporate Venture Capitalists) to rapidly expand their business. In order to convince the investors startups have to present their current status of their business in the best possible way. Google products can help your company shine.

Following a few simple steps, you'll be able to present your company in an effective, metric-driven way to potential investors:

1. [Set the Scene](#)
2. [Master your Metrics](#)
3. [Show the Opportunity](#)

## 1. Set the Scene

Investors are seeking for fast-growing markets and trends - or in short: the next big thing. Demonstrate you are operating in the right environment:

- Google Trends (A tool that lets you easily discover what's (been) trending on the Internet)
- Consumer Barometer (A tool that shows how consumers are using the Internet in their journey from consideration to to actual purchase)

In the 2015 mobile search queries surpassed desktop for the first time and the trend continues. Having a speedy and user-friendly mobile website is key to let mobile consumers become your customers. Show your investors that you are ready to reach potential customers wherever they are - especially on the go:

- [Testmysite.thinkwithgoogle.com](https://testmysite.thinkwithgoogle.com)

## 2. Master your Metrics

Show understanding of your target group by leveraging demographic insights in AdWords:

- Demographics for Search & Display

Show understanding of the competitive landscape:

- Show understanding of market & competition → Auction Insights

Business Angels and Venture Capitalists are crunching numbers all day and know what they are looking for. Feed them with the right metrics:

- VC-Metrics & KPIs
- Set Measurement base (Analytics and Firebase) (Link zu Nik)
- Show Clicks vs. Cost Per Acquisition over time
- Customer Lifetime Value → Returning Visitors
- Return On Investment
- Enable eCommerce Tracking if online store to provide clear metrics
- Avg. value for leads if leadgen

## 3. Show the Opportunity

Startup investments are mostly utilised to further grow the business by increasing marketing expenditures in the right channels. Show the opportunity you are missing out due to a lack funds:

- Validate & show your search opportunity → Keyword Planner
- Search Volume & average Cost Per Click
- Lost Impression Share due to budget