



Melanie Deziel

Author

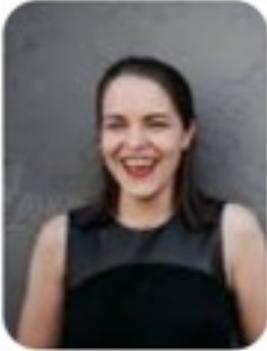
Overview

Books



Twitter

Melanie Deziel
(she/her)
(@mdeziel) / Twitter

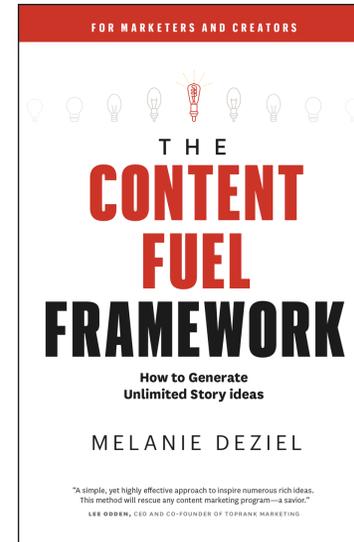


LinkedIn

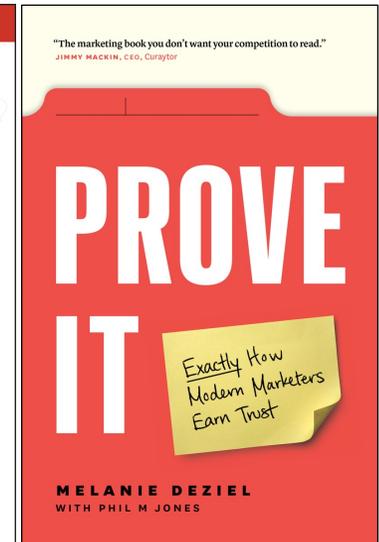
Melanie Deziel -
Chief Content
Officer - StoryFuel ...



Books >



The Content Fuel...
2020



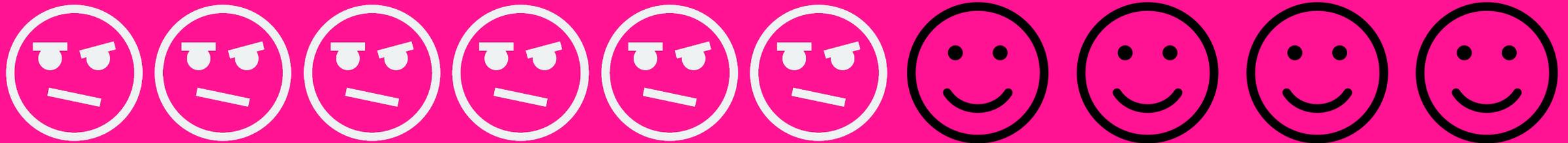
Prove It: Exactly How Modern...
2022

**Audiences are
more skeptical
than ever**



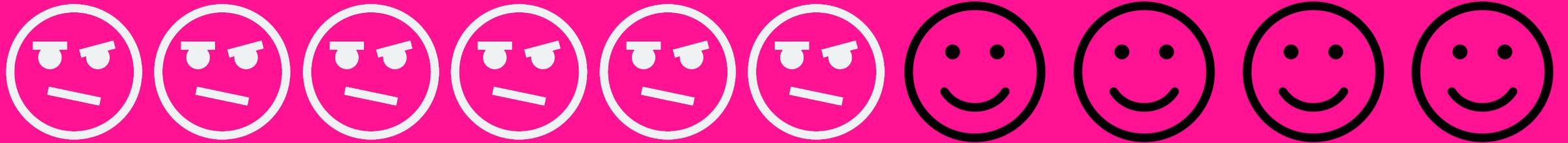
59%

*“My tendency is to **distrust** until I see evidence that something is trustworthy.”*



59%

“My tendency is to distrust until I see evidence that something is trustworthy.”



How do we
build **trust** in
our brand?

- Right Audience
- Right Content
- Right Time

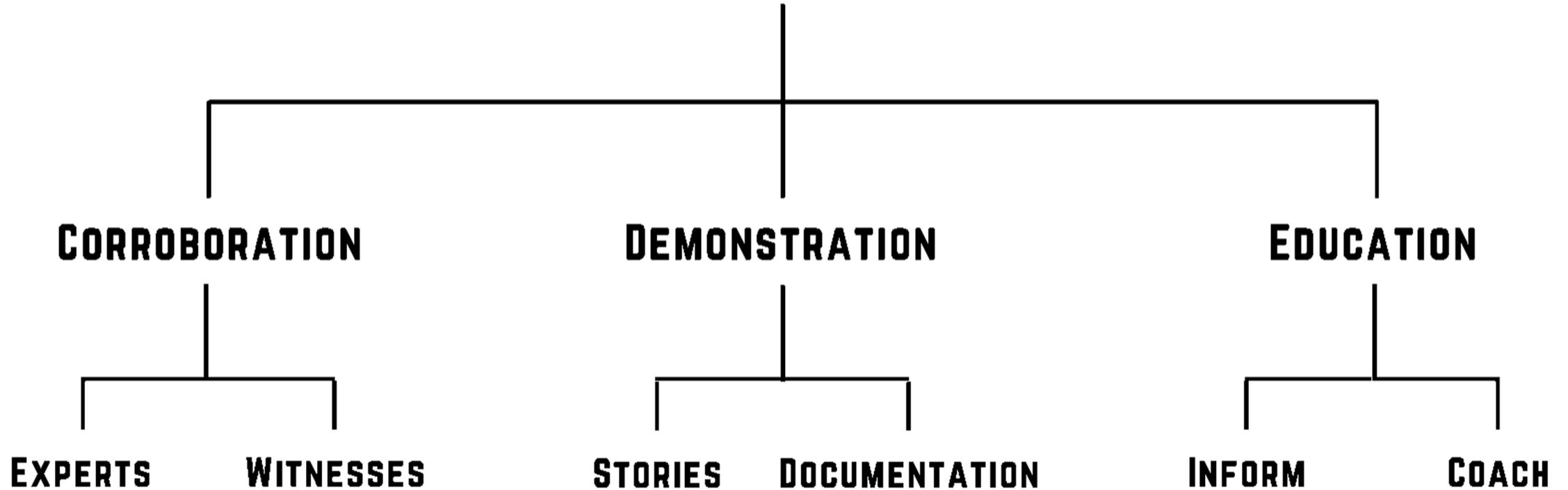
**What is the
“right content”?**

How marketers can use content to build trust:

- Corroboration
- Demonstration
- Education

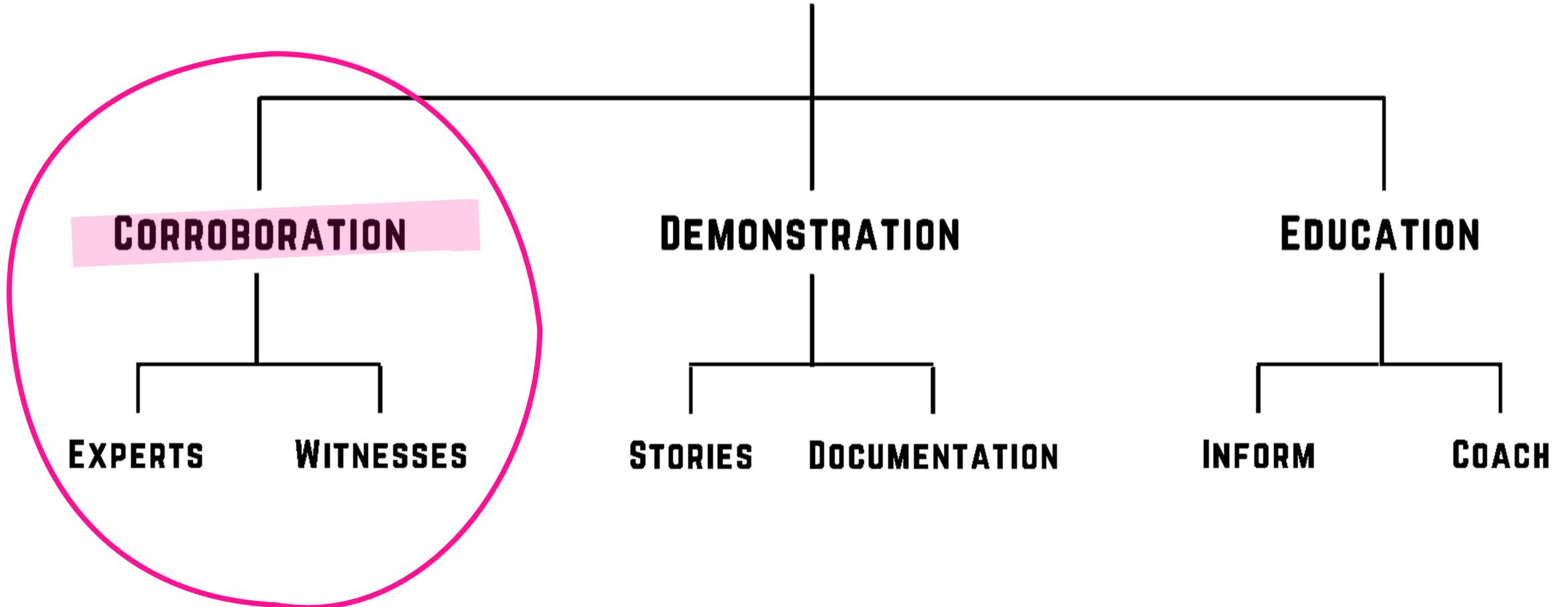
The “right” content

PROVING IT



The “right” content

PROVING IT



Corroboration

Proving it with **Experts**

Content that cites trusted
authorities and reputable
sources



We are proud to work with the world's leading brands.



Our awards & partners



The most awarded PPC tool in history



Corroboration

Proving it with **Witnesses**

Content that cites people
who have experienced
the truth of the claim



The PPC Auditing & Monitoring Platform Built for Teams

Agencies and advertisers trust TrueClicks to run automated audits with 130+ checks, monitor campaigns and give unbiased recommendations tied to real business results.

★★★★★ Based on 100+ reviews on

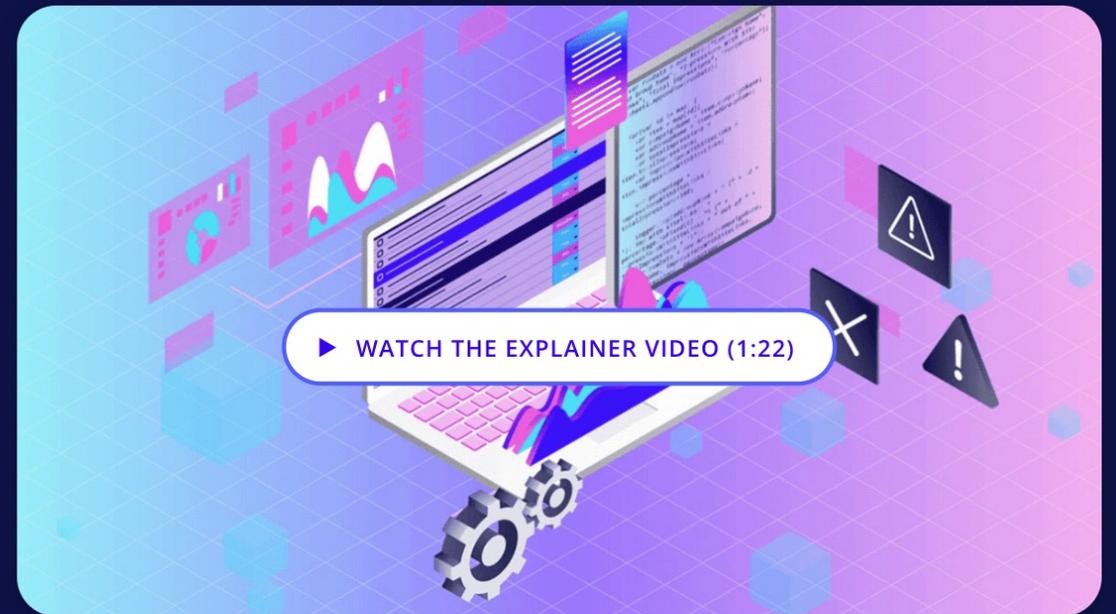


Capterra



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OMG Omnicom
MediaGroup

Before TrueClicks, we used a lot of different scripts, rules, and custom-made dashboards to monitor all the accounts. Just implementing those scripts and rules on each account is very time consuming.

I wanted an overview, in one place, to tell me more about the shape of the accounts. How well are they performing? Are there any opportunities for improvement?

Petter Zachrisson
Head of SEM, Resolution (Omnicom Media Group)



stellar 

Clients would ask other agencies and consultants to audit our work to make sure we were actually providing a good service. They'd find annoying things like url and extension disapprovals, or not having negative keyword lists updated.

Now, we feel bulletproof to these audits because TrueClicks allows us to be on top of things more than we were before.

Nicole Ignacio
Head of Paid Media Operations, Stellar Search

ME in Merkle: Our Salesforce talent Ghaith

Home > Blogs > ME in Merkle: Our Salesforce talent Ghaith

In October 2021, Ghaith decided to dive into the world of Salesforce. He joined a 6-week course at RefugeeForce (Blue Road Academy) through a friend who took this course in 2019. RefugeeForce's mission is to create a more diverse and inclusive work environment where opportunities are equal for all. They support newcomers to launch their careers within the Salesforce ecosystem. Merkle also sees the talent of this group and the importance of giving everyone equal opportunities. This is why [Merkle is a Recruitment Partner of RefugeeForce](#) and came in touch with Ghaith. How he experienced his first months at Merkle and how he is doing now? Read his story below.

The first impression

On June 28, 2022, I first came into contact with Merkle employees. I attended a Salesforce live event where I spoke

Written by:



Ghaith Al-Muntaser

[Read bio](#)

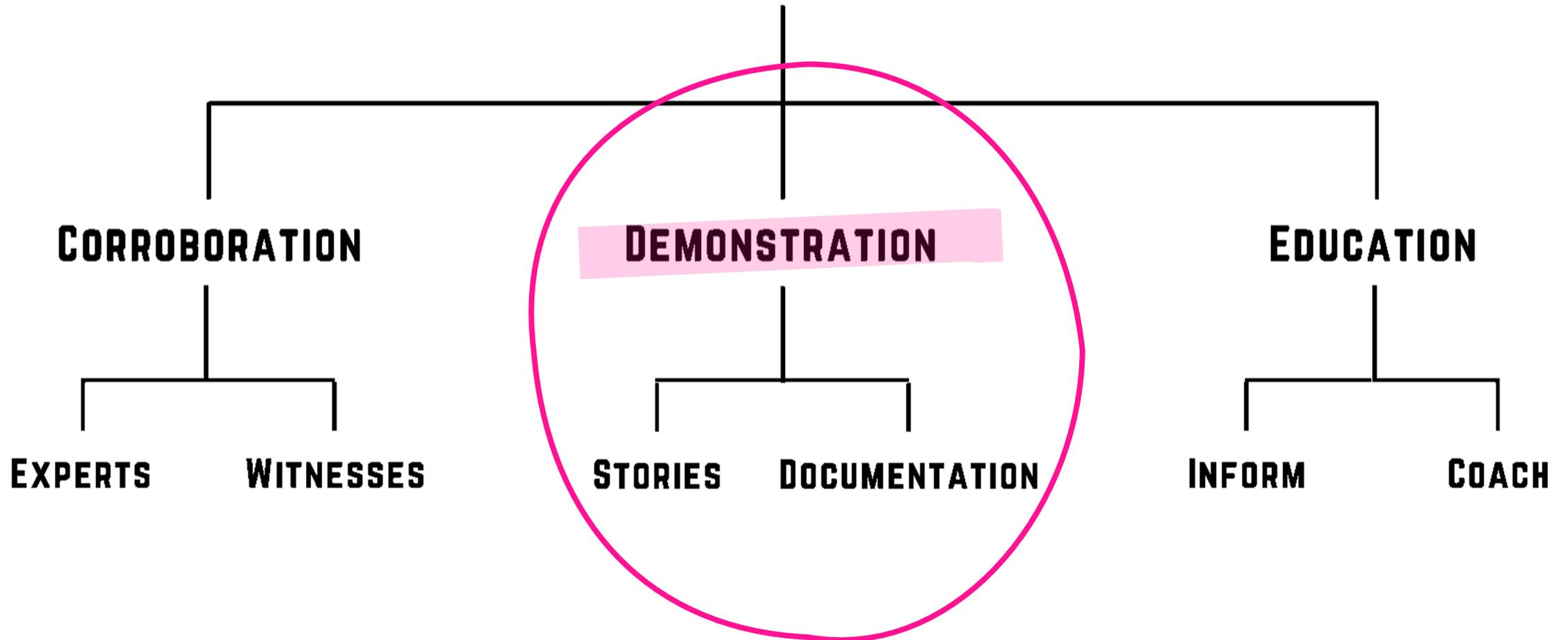
On: January 23, 2023

To share:



The “right” content

PROVING IT



Demonstration

Proving it with **Stories**

Content that tells stories of how we deliver on our promises and meet expectations



'The number of orders is still rising every year'.

The family business in Overijssel is doing well. "I don't share exact figures," says Gerjan. "But we are indeed doing well. We process many hundreds of orders every day and this number is still on the rise. Every year we close with a record turnover. This year we expect to grow again by 25 to 30 percent."

Gerjan thinks that the great success of Travelbags is partly due to the innovative character of the company. "If you want to grow, you have to continue to develop," he says. That's why almost every euro earned is immediately put back into the company. "We try to distinguish ourselves by following the trends in the market and translating them to the needs of our customers. For example, we have recently further optimised our mobile site for an even better user experience."



How Directive is Using TrueClicks to Save 50+ Manager Hours Each Month

RESULTS

50+

Total manager hours saved each month

5

Strategist hours saved Each month

SOLUTION

An automatic analysis and recommendation tool for paid search

Industry

Customer Generation Marketing for Tech Companies

Location

Worldwide

Directive is a performance marketing agency specializing in working with SaaS companies. Directive helps software companies exceed their pipeline and revenue goals through organic search, paid media, performance creative, and marketing operations.

Tim Davidson is a paid media account director at Directive. He has over 5 years of experience in PPC marketing. At Directive, he oversees paid media for Enterprise clients and internal marketing.

Challenge

Finding a way to deliver faster upfront results for new clients

As a growth marketing agency, Directive only works with SaaS companies. Their clients need to see results fast: they're usually scaling quickly, and their investors need to see results, especially for pay per click (PPC) paid media campaigns.

How Directive is Using TrueClicks to Save 50+ Manager Hours Each Month

Solution

An automatic analysis and recommendation tool for paid search

When Directive found TrueClicks, they realized the tool was the solution they needed for all of their clients' PPC campaigns.

Now, when Directive signs a new client, they can connect their Google Ads account to TrueClicks and immediately get a complete report of the status of all of their campaigns. TrueClicks also provides a prioritized list of recommended improvements, so Directive can take care of the most high-priority items first—and achieve immediate results for their clients.

TrueClicks isn't only useful for new client accounts—Directive uses it for ongoing account monitoring on all of their accounts as well.

Strategists use TrueClick checklists to optimize their accounts daily, and managers can check any account's health at a glance thanks to TrueClick's scoring and email



Demonstration

Proving it with **Documentation**

Content that lets the
audience experience the
proof themselves



Certificates for the very best result



Full funnel certified

Certified for all channels. From here we solve advertising issues in a specialist manner and we can achieve the maximum result for you.



Google Premier Partner

Increase is a Google Premier Partner. The status is obtained through a certified team, management of high budgets



Facebook Business Partner

Increase is an experienced Facebook and Instagram Ads specialist. Thanks to extensive targeting options, the ideal



Microsoft Ads Partner

We are Microsoft Ads professionals. Still a good addition to a complete Search strategy.



Leadinfo Certified Partner

Increase is a partner of LeadInfo. A tool to recognize and identify business website visitors. Excellent to fill the



6. Top results make us happy

Let's make no bones about it: we want to win. Top sports mentality is in our blood. We make substantiated choices to cross the finish line together: your dot on the horizon. Because we move forward based on results and we never stand still.



Case

Client case Google Hotel Ads: more direct bookings for customers of Strattech



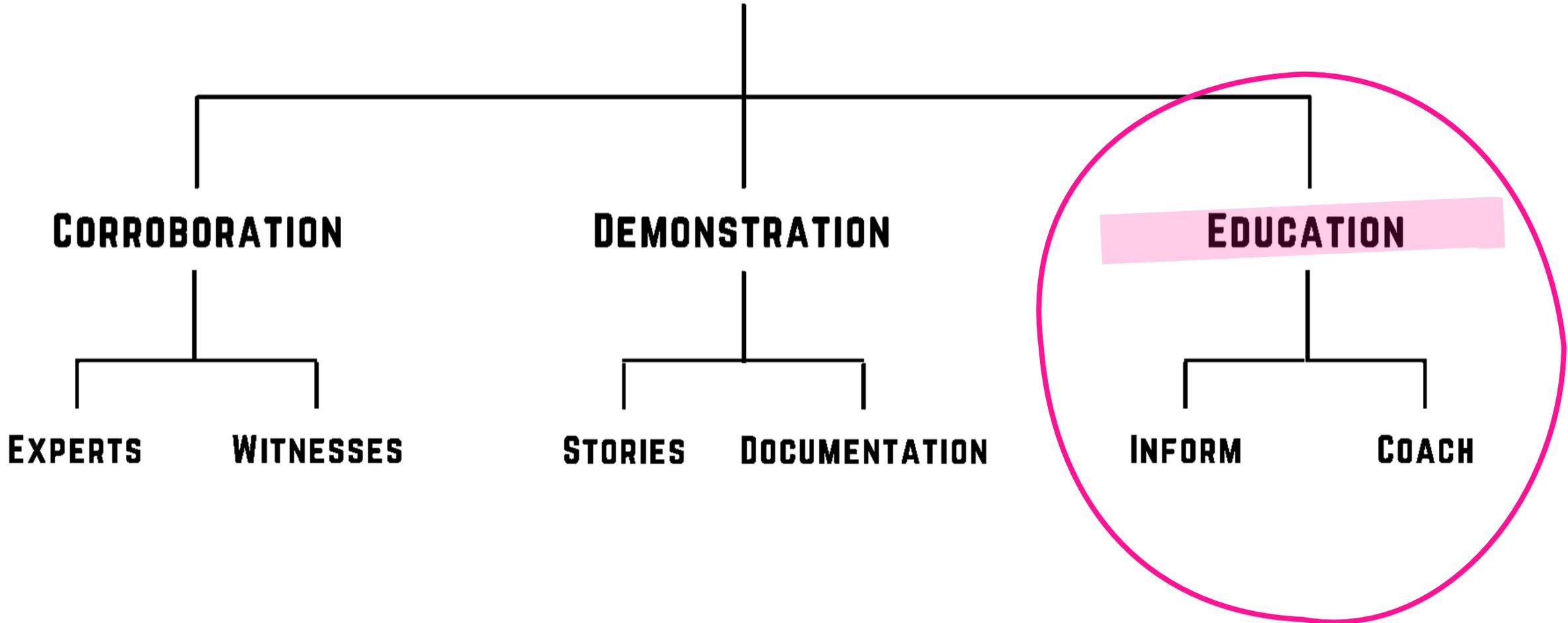
Case

Search automation case sneaker shop: 300% sales growth in 90 days



The “right” content

PROVING IT



Education

Proving it with Informational Content

Content that teaches our audience things and fills in knowledge gaps





View our events

[More Events](#)

20

APRIL



Knowledge event AI: The impact of technology

Thursday, April 20, 2023,
OrangeValley is organizing a Digital Marketing Trend Event. This time

[Register](#)

24

NOVEMBER



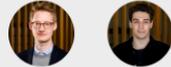
Knowledge Event: Digital Transformation; Increasing

Start: 07:00

Location: OrangeValley head office, Breukelen

03

NOVEMBER



Masterclass: MetaDimensions; optimaliseer je CXO proces!

Start: 09:00

Location: Online Masterclass

GDA VS. DV360: WHICH PLATFORM SUITS YOUR ORGANIZATION BEST?



Alex van deVeen

8 July 2020

Senior consultant

4 minuten reading time

In order to determine the right system for your organization, it is very important that you know the possibilities of Google's procurement platforms – and also the differences between them. Google Display Ads (GDA) is Google's advertising network. Display & Video 360 (DV360) allows you to buy inventory directly from publishers or ad exchanges outside of Google's ad network using Google's Demand Side Platform (DSP). Here we discuss the differences between the two systems based on their main components. In addition, we advise in which situations these systems come into their own.

GDA vs DVA360

	Google Ads	Bid manager in DV360
Reach	<ul style="list-style-type: none">● Restricted to Google's advertising network	<ul style="list-style-type: none">● Access to over 80 exchanges● Up to 2x greater reach than Google Ads
Payment tool	<ul style="list-style-type: none">● Pay per click	<ul style="list-style-type: none">● Pay per 1,000 impressions● Soon also pay per click
Cost	<ul style="list-style-type: none">● Media costs only	<ul style="list-style-type: none">● Media costs● Technology free

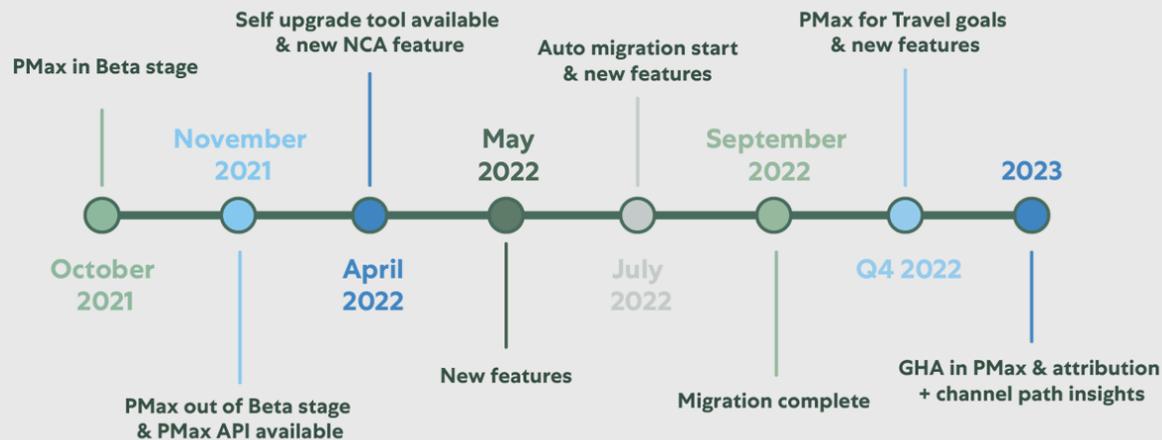
Navigate to:

- ◆ What is Performance Max?
- ◆ What is Performance Max replacing?
- ◇ Performance Max vs. Smart Shopping
- ◇ Do Performance Max campaigns get priority?
- ◇ Performance Max optimization
- ◇ Best Google Ads account structure in the PMax era
- ◇ Best Performance Max campaign structure
- ◇ Performance Max assets
- ◇ Shopping feed optimization
- ◇ Targeting: use of audience

Is Performance Max for e-commerce companies only?

The fact that Performance Max is replacing Smart Shopping doesn't mean that PMax is only a campaign type for e-commerce players. Because you advertise with Performance Max on all (possible) Google channels, that makes this campaign type relevant for all types of advertisers. Many experts expect Performance Max to eventually replace other campaign types in Google Ads too.

Performance Max timeline



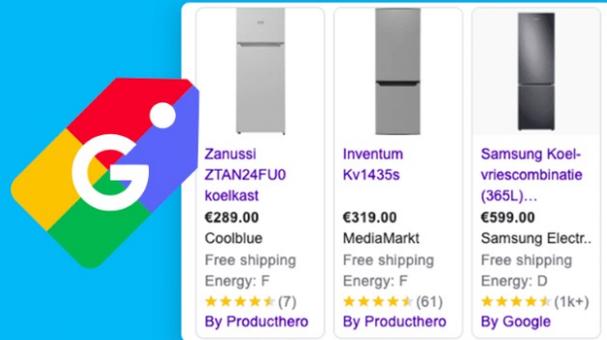
Education

Proving it with **Coaching Content**

Content that walks our audience through processes and helps them achieve their goals



HOW TO: LIST YOUR PRODUCTS ON GOOGLE SHOPPING



HOW TO: LIST PRODUCTS ON GOOGLE SHOPPING

November 21, 2022 | Zosia Szafranska

Do you want to list your products on Google Shopping? In this article we give instructions on how to sell in Google Shopping. We go through the steps to add products to the Google Merchant Center and how you can set up your first Google Shopping campaign. How does Google Shopping work? Google Shopping is a place...

[Read more](#)

HOW TO:

BECOME A GOOGLE CSS PARTNER

(and if it's worth to become one)

HOW TO BECOME A GOOGLE CSS PARTNER?

March 17, 2023 | Zosia Szafranska

Do you want to know how to become a Google CSS partner? As an online marketing agency, you may have wondered why it is profitable to use a Google Comparison Shopping Service for your clients or even how you can become a CSS provider yourself. In this article, you will learn what the Comparison Shopping Services Program...

[Read more](#)

Create a Seasonality Adjustment: special instructions for your smart bidding



By Alex van de Pol
16 November 2021

Share:  

A special treatment for your short sales events

During short sales events, e.g. the holiday season, your conversion rate will often have a strong peak due to lower prices. This peak is unexpected



Alt tags checker



Amazon suggest keyword tool



Backlink checker



Bing suggest keyword tool



Broad match modifier tool



Canonical Checker



Character count tool



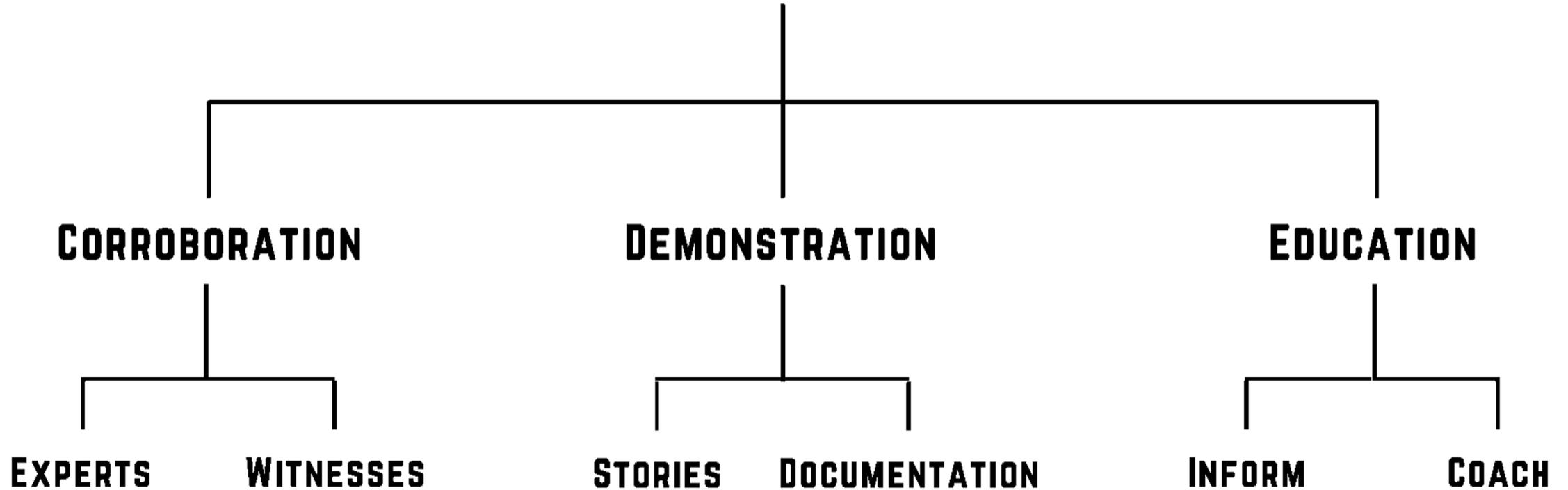
Compare lists tool



Cookie Script

The “right” content

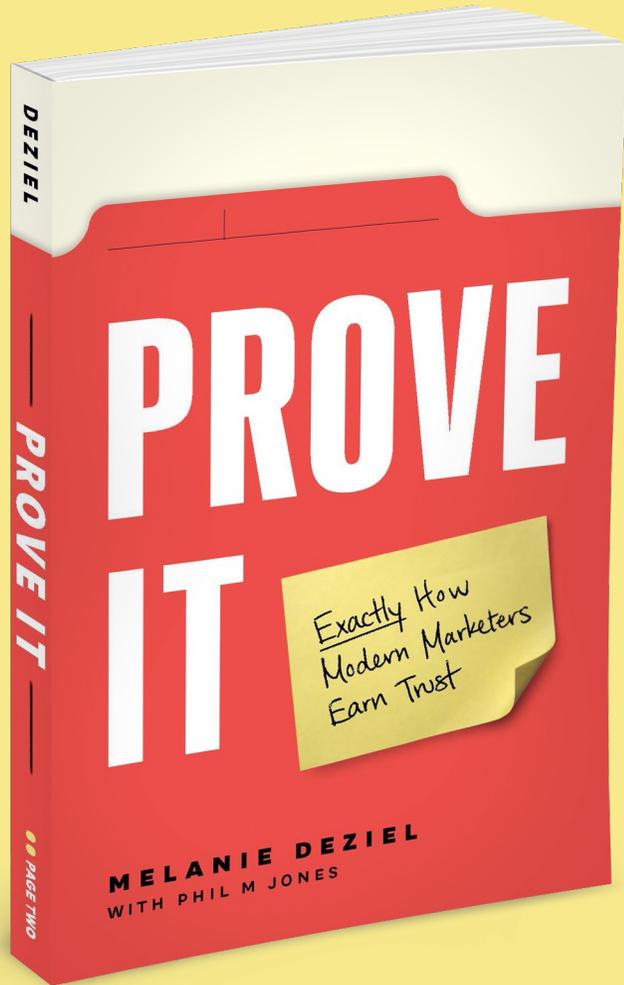
PROVING IT



Make A Habit of Proving It

Show your audience, don't just **tell** them, that you are who you say you are.





Thank you for letting me serve you.

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- Twitter: @mdeziel
- melanie@storyfuel.co