

Paid Google Ads

AN INTRODUCTION TO BUYING ADS ON SEARCH



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THE BUSINESS ANMIAL PODCAST!



Get ready

THINGS YOU NEED TO KNOW AND UNDERSTAND BEFORE YOU
SPEND MONEY

Let's be clear ...

1. Buying an ad does not mean it will get seen or convert.
2. You will have to compete with other advertisers.
3. Bad ads, like bad posts, don't get traction — ads still must be about customers.
4. Paid ads take a while to work, you must keep at it to get results.

Do you know your reasons?

You need a goal.

You need an objective.

Ask yourself:

- Sales
- Brand awareness
- Recognition
- Education

MORE ABOUT THIS WHEN WE “GET SET”

Conversion or Leads?

Immediate conversion business depend on customers making a sale without a lot of consideration or assistance.

- Products
- Low investment services
- Subscriptions

Lead based business depend on customers to interact for a period of time before purchase or to work with a sales person before purchase.

- High dollar items
- Professional services
- Items or services that require a long term customer time investment

How much is a lead worth to you?

Cost per lead in online advertising from \$1 per click to \$600 per click. That's a lot of wiggle room.

Figure it out?

- How much is a sale worth to you?
 - Example: if you're selling a 10,000 product with a 80% profit margin, you can spend a lot more per lead than if you had a \$10 product with an 80% profit margin.
- How much is a customer worth to you?
 - Example: if you sell a \$10 product 10x a month to a customer, you can spend more than if it's just a one time sale.
- What does a customer lifetime constitute for your business?
 - Example, a real estate agent may fall into the high lead value arena, but (unless it's commercial or investment) that may be the lifetime value of that lead *whereas* a low investment product that is used daily over multiple years may have a higher value than you might think.

What do you consider a conversion?

Does it take an exchange of money?*

Does it take a click? **

Does it take a brand impression? ***

* what is the value of that sale?

** will that click become a lead?

*** will that impression become a click?

Lead Based or Conversion Based

**YOU MUST BUILD A
DATABASE!**

(which means you'll need email
marketing!)

What is your marketing budget?

... and how does online marketing fit into the larger picture?

Typical marketing budgets run from 4% to 24% of gross desired revenue. I recommend at least 15. Products generally require a higher budget than services

Only part of that budget may be for online marketing. Other items in your marketing budget may include direct expenses (ie, printing, events, signage, etc), employees, research, analytics and more.

A word about your target market ...

1. Online marketing works best when it's targeted.
2. You must KNOW your target market to market the right customers.
3. You can have more than one target market, but you should separate create ads and budgets that are specific to each target.
4. When your target market is narrow, and your ad is designed to reach them specifically, it will be more successful.

What you should know about your target market ...

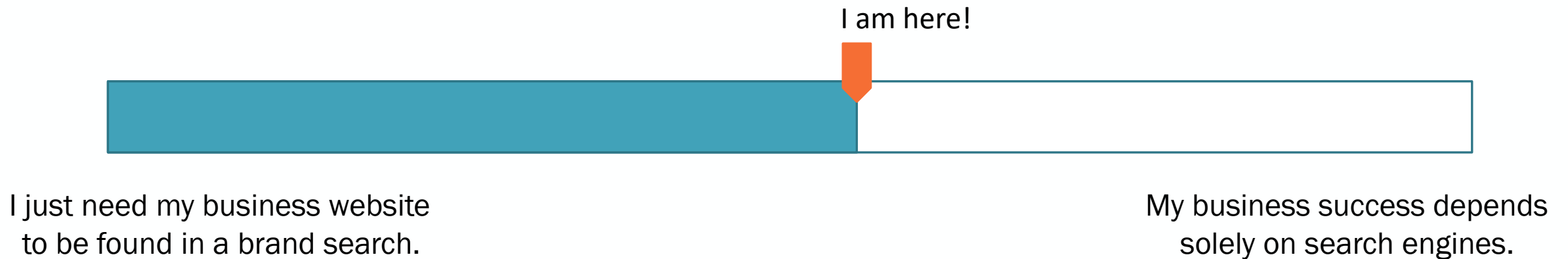
Demographics such as age, gender, education, income level, location.

Personality such as style, attitude, cultural connections.

Intrinsic traits such as values, religion, vision, desires, motivations.

Affiliations such as groups, organizations, social channels, networks.

How important is Search for YOUR business?



Most businesses fall somewhere in the middle.

How Google Search Works



1. The GOOGLERBOT CRAWLS the internet looking at websites and their pages.
2. The pages the Googlebot processes are INDEXED using the words, content tags and attributes it finds.
3. When a user enters a QUERY, Google returns the matching pages the machines find most relevant to the user's request. Over 200 factors are used to determine relevancy.
4. Google also uses MANAGED PROVIDED information that you give them to help you be found in searches.

AI and Google Search

AI is beginning to run the show behind the scenes in Google Search and Ads. Problem: It's in transition and not fully formed or easy to follow right now.

New terms: Smart Bidding, Responsive Ads, Pmax (Performance Max) Campaigns

<https://support.google.com/google-ads/answer/7065882?hl=en>

<https://support.google.com/google-ads/answer/7684791?hl=en>

<https://business.google.com/us/ad-solutions/performance-max/>

SGE Ads (Search Generative Ads)

Moving from buying a “keyword” or “key phrase” to Intent Based matches

Set up and install your technology ...

Why now? Because it takes a while to build up data!

1. Set up your Google tools.
2. Set up your email/sms marketing.
3. Set up your channels and ad accounts with social channels.
4. Optimize your Google Tools

Set up conversion tracking for your website

Set up conversion tracking for your website

[<](#)
[Next: 1. Create a conversion action >](#)

Note: The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will get new capabilities to help you do more, improve data quality, and adopt new features – all without additional code. Learn more [About the Google tag](#).

Conversion tracking can help you see how effectively your ad clicks lead to valuable customer activity on your website, such as purchases, sign-ups, and form submissions.

This article demonstrates how to create a [conversion action](#) to track customer actions on your website.

Before you begin

Note: If you want to set up your conversion measurement with a CMS-host (Content Management System) website (for example, a website created using Wix, WordPress, Drupal, Squarespace, GoDaddy, WooCommerce, Shopify, Magento, Awesome Motive, Hubspot, etc.) you can find those instructions under our [conversion tracking partner integrations](#).

Set up conversion tracking for your website

- Set up conversion tracking for your website
- 1. Create a conversion action
- 2. Set up your Google tag
- 3. Check your Google tag



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<https://support.google.com/google-ads/answer/12216424?hl=en>

Starter Google Tools

Google Account	google.com	gives you the access point
Google My Business	business.google.com	set up your listing
Google Search Console	search.google.com	manage how Google indexes your site
Google Marketing Platform (Tag Manager)	marketingplatform.google.com	manage ads and analytics

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