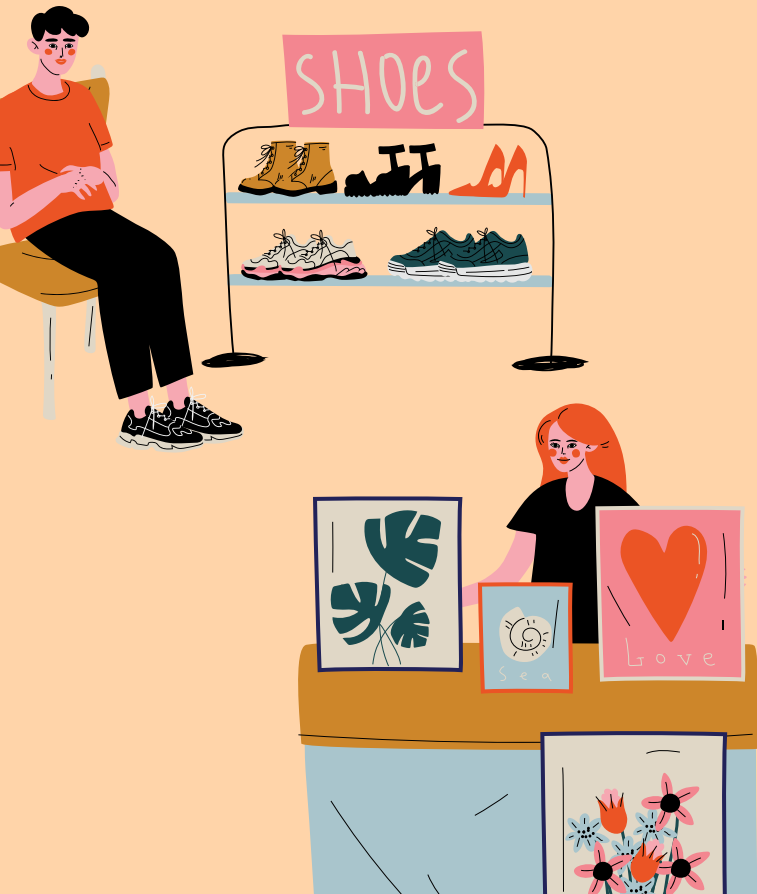


Getting Started With Google Ads

Presented by.



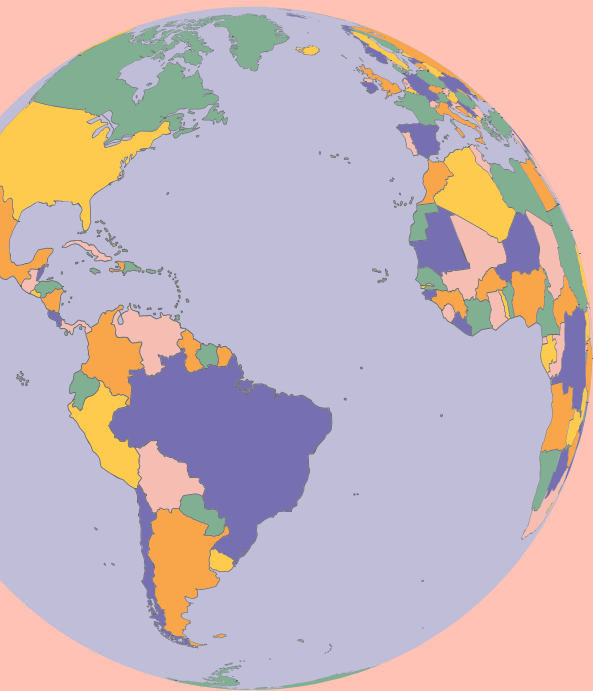


Boots to Boats

Whether you sell shoes or spaceships, Google Ads can help your customers find you, at a time that matters most.

With 59% of shoppers using Google to research and inform their purchase decisions*, it's important more than ever to get in front of your customers online. No matter where they are in the buyer's journey.

*Think With Google, 2020.



The World Is Yours

With over 246 million unique visitors, 3.5 billion daily interactions and an estimated 700% return on investment.* Google Ads is a platform designed to help businesses engage with customers from the awareness to the decision stage.

Regardless of whether you're digitally-led or just making the transition online, it's important to take the time to prepare before launching your first campaign.

Our guide will help you understand the basics of Google Ads and uncover the best approach for your business to get started with search advertising.

*Think With Google, 2020.



How it works


Google Ads is a paid advertising platform that falls under a marketing channel known as pay-per-click (PPC), where you (the advertiser) pays per click (CPC) or per impression (CPM) on an ad.

Because of Google's expansive reach, chances are that you've probably come across (or clicked) on an Ad.


Ads fall into three categories: Search, Display and Video.

It works on a bidding system, similar to an auction, where the highest bidder gets the best spot. The higher the bid, the better your placement on search result pages, videos or on relevant websites (depending on your campaign).

Ad • example-business.com


 **Call 555-555-0100 - Lauren's Salon**

Openings available today



Fresh looks, great hair

Haircuts in all styles
Lauren's Salon



Ad • example-business.com

Friendly Haircuts | Lauren's Salon

Haircuts and styling for everyone. Book your appointment today!

Terminology

Most of the terminology used on the Google Ads platform are those commonly used in traditional marketing. Before you get started, it pays to understand the ones that may be a bit more specific to online marketing.

We've listed some terms that are fundamental.

To access the full list of terminology and their definitions, check out the official [Google Glossary](#).

- Ad Group
- Campaign
- Cost per click (CPC)
- Cost per thousand impressions (CPM)
- Click through rate (CTR)
- Conversion Rate
- Extensions
- Impressions
- Keywords
- Quality Score

Keyword Research

Once you have a good grasp of search advertising terminology, it's time to understand your own terminology. Your Keywords.

Keywords are the building blocks for Google Ads. There are two main types: single keywords (short-tailed) and phrases (long-tailed).

You bid for keywords that are relevant to your business and when a customer searches for a solution using that keyword, your ad can appear.

Keywords can be products you sell, what you stand for or your value proposition.

Imagine that you're an ethical clothing company called Hemp Co. What kind of keywords would your customer use at each stage of their buyer's journey?

Awareness Stage

"Hemp vs
Cotton"

Consideration Stage

"Hemp clothing
brands"

Decision Stage

"Buy Hemp Co."

Keyword Forecast

Like a good meteorologist, you'll need to understand the forecast. Start by making a list of keywords that are relevant to your business

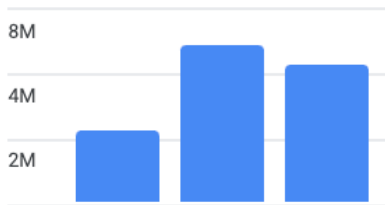
Use Google's Keyword planner to see how many searches a particular keyword receives a month.

Too high? Chances are there are many business that may also bid for that keyword, leading to higher competition and a higher bid price. See if you can be more specific.

Too low? Chances are that not many people use those keywords in their buyer's journey. See if you can be more generic.

In both cases, you can also use the keyword planner to bring up more ideas or related keywords.

"Retail clothing" searches



Suggested bid

Clothing store

\$1.72

Keyword

Clothing store

Fashion retailer

Competition

Medium

Low

Campaign Goals

Google Ads delivers on ad objectives using an algorithm that is capturing millions of data points every second of every day. With ads being shown based on **intent**, it's important select a goal at the campaign level that fits your advertising objectives.

- **Sales** - Drive a purchase on your ecommerce store, over the phone or in-store.
- **Leads** - Get leads and other conversions by encouraging them to take action such as filling out a form.
- **Website Traffic** - Get the right kind of traffic to visit your website.
- **Product and Brand Consideration** - Encourage people to explore your products or services.
- **Brand Awareness and Reach** - Reach a broad audience and build awareness.
- **App Promotion** - Drive more downloads and interactions for your app.

Campaign Types

Google offers five campaign types. Selecting one or several will depend on your budget, your advertising objectives, geographic reach and brand. Try split-testing and experimenting with several types to see what works best for you.

- **Search Network** - Show **text ads** on search engine result pages and websites that are part of the Google Display Network (if selected).
- **Display Network** - Show **image ads** placed on websites that are part of the Google display network, such as popular news publications, marketplaces, blogs or forums.
- **Video** - Show **video ads** on Youtube or Mobile Apps, either as pre-rolls or buffers (within video).
- **Shopping** - Show **products** from your e-commerce store directly on search engine result pages, partner and display network websites.
- **Universal App** - Advertise **your app** across Search, Display and Video Network.

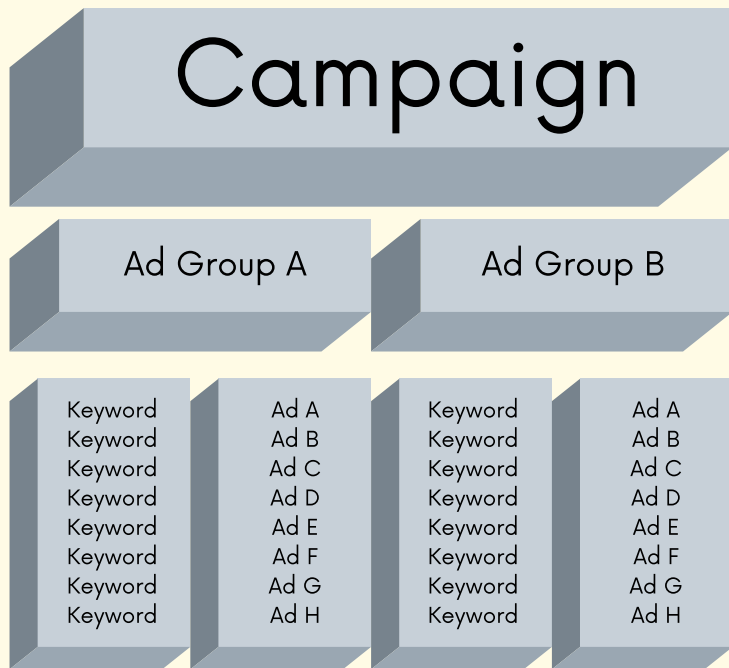
Ad Groups

Ad groups contain one or more ads and a set of related keywords (this is where the keyword research you did earlier comes in). Focus all ads and keywords in an group on one product or service.

There are two types of Ad Groups. **Standard and Dynamic.** Ad group types determine the kind of ads and targeting options you can have within your ad group.

Choose Standard if you want Text ads written by you to be served based on the keywords you select.

Choose Dynamic if you want Text ads that use your website content to target relevant searches and generate headlines automatically.



Create Ads

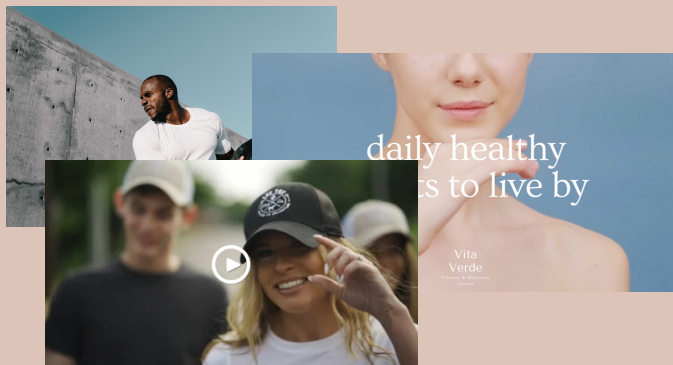
If you're running search ads, it's as easy as writing an email. You'll create the exact text ad within Google Ads, with the ability to customise the copy based on your keyword relevance and branding.

Be mindful of your character limits, avoid full capitalisation (e.g. FREE), avoid exclamation marks, and be careful of potential trademark infringements or prohibited terms.

If your ads require creative or video elements, you'll need to create these and customise them on an external platform before loading them into Google Ads.

Free tools to help you create image and video ads. They work best when combined together:

- [Canva](#) (Design Templates)
- [Unsplash](#) (Royalty Free Images)
- [Pexels Videos](#) (Royalty Free Videos)



Ready To Launch?

Double check your campaign settings prior to launch.

Make sure the correct goal and networks are selected. This is what Google Ads will optimise towards.

Any countries, languages or audiences you want to include or exclude should be added earlier on, to avoid overspending and spam traffic.

Schedule your ads to run at specific times, select how your ads will rotate (e.g. prefer best performing), add conversions and extensions.

Last but not least, make sure the budget you have set per day is achievable for a minimum of 30 days. Google Ads needs sufficient time to optimise for campaign objectives. If you're planning on running multiple campaigns or split-testing, factor this time in.



Hiring Help

Google Ads makes it easy to set up and manage your own ads, but it's natural to feel overwhelmed.

If you're looking for help elsewhere, either from an expert or an agency, here are some things to keep in mind before you engage.

01

No Long Term Contracts

If it's not going well, you should be able to back out.

02

Full Ownership

You should confirm and retain full ownership of all accounts, campaigns and assets. Make sure to create your accounts prior to engagement.

03

Goals

Make sure you have a clear understanding of what you want to achieve with advertising, how you will budget, your expected ROI and timelines.

Set goals that you can achieve alongside the agency. Collaboration is key!



Hiring Help

04

Understand The Fee Structure

Some experts and agencies charge project rates, while others charge a percentage of ad spend (usually with minimums).

Take this into account for your overall spend. Ask if your fees include anything extra such as small design changes or copywriting.

05

Generalists vs Specialists

With everyone involved in 'digital' nowadays, it's hard to tell if they're really adding value or just clipping the ticket.

Ask if your expert or agency specialises in Google Adwords and if they have any case studies. Don't be afraid to shop around.



Need To Talk It Over?

If you need a sounding board for ideas or just need some help, you can call us or book in a free 15-minute chat.

No cheesy sales pitch, just helpful advice.

Find us at www.inbound.org.nz

