

## Google Advertising Overview

**Welcome.** If you've had any exposure to online advertising, you're probably familiar with Google Adwords - the leader in online advertising.

Adwords is best known for its **Paid Search** advertising where, for the right price, you can get your ad to the top of a Google search engine page.

But Adwords also provides **Display Advertising** where you can reach your target audience through Google's worldwide network of websites.

In addition, Google provides **Remarketing Advertising** which allows you to keep your ad in front of people who have previously visited your website.

### Accessible for small businesses

Adwords is an equal opportunity advertising platform. While popular with larger businesses, the platform is designed in a way to be accessible to smaller businesses as well.

One reason is that Google uses pay-per-click to get paid - meaning you don't pay a cent until someone actually clicks on your ad. Your ad can run all day, every day, but you only get charged by the click. This reduces your risk from traditional advertising where you have to pay in full for your ad placement with no promise of response.

Another reason why Adwords is good for small business is that you can confine your marketing to your local community. You can target prospects who live or work in your zip code, metropolitan area or even within a certain radius of your business.

### Tracking your response data

Google Adwords is an advertising platform that helps you reach your target audience in a number of ways.

But it's real power comes from the data it collects on your programs. With Adwords, you have access to data like total clicks, click-through rate, cost per click, impressions, conversions and more. Most importantly this data allows you to see how different ads and messages perform in comparison – so you can continually improve your results.

## **A closer look at Google Adwords:**

Google offers three separate programs on its Adwords platform. Each program performs a different function. They allow you to place your ads in front of prospects who are:

1. Searching for businesses like yours (Search)
2. Reading or watching content related to your business, product or service (Display)
3. Recent visitors to your website (Remarketing)

### **1-Paid Search Advertising**

If you look at a Google search page, you can see there are two or three ads at the top and bottom of each page. These are paid search ads.

Paid search ads appear when a searcher uses very specific keyword phrases to find information on Google. If you have configured your ads with the same keyword phrases, your ad will show.

Whether you get to the top of page 1 will depend on several factors, including: how much you bid, your ad quality/relevancy, your landing page quality/relevancy and your competition.

#### **Developing a competitive bid**

Your bid is the most important element in this equation and this will vary from industry to industry. In some industries, a bid of \$1 or \$2 will get you a top listing, but in other industries, you will need to bid \$10, \$20, \$30 or more to be competitive. If you'd like to know what a competitive bid would be for your industry, call Bob McCarthy at 508-473-8643.

Of course, even a top bid won't guarantee you top placement all the time. Google rotates ads throughout the day to give more advertisers an opportunity to be seen. The higher your bid, the more often you will appear at the top.

#### **After the click**

Often overlooked in this process is what happens after the click. When you get a click, the prospect is taken to your website (or preferably a dedicated landing page) where you hope the prospect will fill out a form or call you for more information.

This is known as a conversion – and it should be noted only a small percentage of your clicks will actually convert into a lead. You will want to continually work on your landing page to improve your conversion rate.

-----

Search Advertising campaigns take some time to set up but also need to be continually monitored to adjust bids and budgets, add and remove keywords, remove non-performing elements, review test results and more.

## **2-Display (Banner) Advertising**

Separate from Paid Search, Google also offers Display (or Banner) Advertising where your ads are placed on multiple locations around the web, but targeted to your selected industry, consumer interest and geographical locations.

In Paid Search, your ads appear on search engines. But in Display Advertising, your ads appear on a network of websites, news sites and blogs. This is very much like traditional print advertising in that your ads appear next to articles, news stories and other content.

### **Display ad targeting**

Google has ad placement arrangements with millions of websites around the world. You can select your placements based on your keywords, topic categories and preferred geographical location.

In recent years, targeting on the Google Display Network has become more sophisticated. Now, instead of just targeting specific websites or web pages, you can target specific people based on their past browsing activity.

So if your best prospects are visiting a specific website or group of websites (including the websites of your competitors), Google can identify those people and send your ads to them as they travel around the web.

### **Using image ads**

Unlike Search ads which only allows text ads, Display Advertising uses both image ads and text ads. Image ads come in 15 different sizes to fit the various format configurations of different websites. We often create a single ad in multiple sizes.

### **Lower click costs**

The most compelling reason to use Display Advertising is that you can generate clicks for a fraction of what you would pay through Paid Search. Maybe one-tenth the cost.

If you have a limited budget and simply want more traffic to your website, this is a good option for you.

### **But conversion rates are lower too**

On the negative side, it should be noted that Display Advertising will have a lower conversion rate than Paid Search. So while you get more clicks with Display Ads, you will not necessarily get more leads.

This is to be expected because Paid Search clicks are people who are actively searching for businesses like yours, while Display Ad clicks are people who just happened to see your ad.

### **3-Remarketing Advertising**

Statistics show that 95% of the people who visit your website will leave without calling you or filling out a contact form.

That's a lot of lost opportunity. Most of the people who visit your website have to be considered prospects – or why else would they be there?

But to simply let them leave without any additional contact is a real waste. Google has an answer for that.

When you set up a Remarketing (aka Retargeting) Program, you can continually send your advertising to those past visitors to remind them of your services. Your ads will appear on various websites as they travel around the web.

As with other Adwords programs, you only get charged when someone clicks on your ad.

#### **Another form of Display Advertising**

Remarketing is actually an extension of Adwords' Display Advertising. The only difference is the targeting.

As with Display Advertising, you can use both text and image ads. You can bid small amounts and still get clicks.

Unless you have a high traffic website, you're not going to see a lot of clicks from Remarketing, but it does keep your name out there to the people who are likely to buy from you at a later date. And that exposure alone will have long-term benefits.

Because the financial commitment is small, in our view, Remarketing should be a must for every business.

## **How to budget for Adwords**

As discussed earlier, Adwords is a pay-per-click platform so you are only charged when someone clicks on your ad.

This would seem to be a very affordable way to advertise – and it is. But you need to be careful because those clicks (and click costs) can add up very quickly.

### **Daily budgets**

The best way to control your spending is by establishing your daily budget.

For each Adwords campaign you create, you will be asked what your daily budget will be. This could be any amount from a few dollars to several hundred dollars per day. Multiply your daily budget by 30 and you have an approximate monthly budget for Adwords spending.

In general, Adwords will run your ads until you reach your budget limit. Then your ads will stop running until the next day.

Daily budgets are established for each campaign you run. If you are running Paid Search, Display Advertising and Remarketing, that's three campaigns so you will want to split up your daily budget accordingly

You can adjust your daily budget and your bids at any time. You can also shut off and turn on your campaigns at any time.

### **Making payments**

When you set up your account, Google will ask you for a credit card to be used to deduct payments. If you prefer you can make payments directly into your account via electronic banking.

### **No markup on click costs**

Your click costs and daily budget are directly related to Google.

If you work with us, we will create an account in your name. You will own the account. In that way, you pay Google directly for your clicks with no markups. (Some Google service providers will pay the click costs for you, but will mark up those costs when they bill you.)

We do charge for our services – for account setup, creative services and ongoing management. Our fees are explained later in this guide.

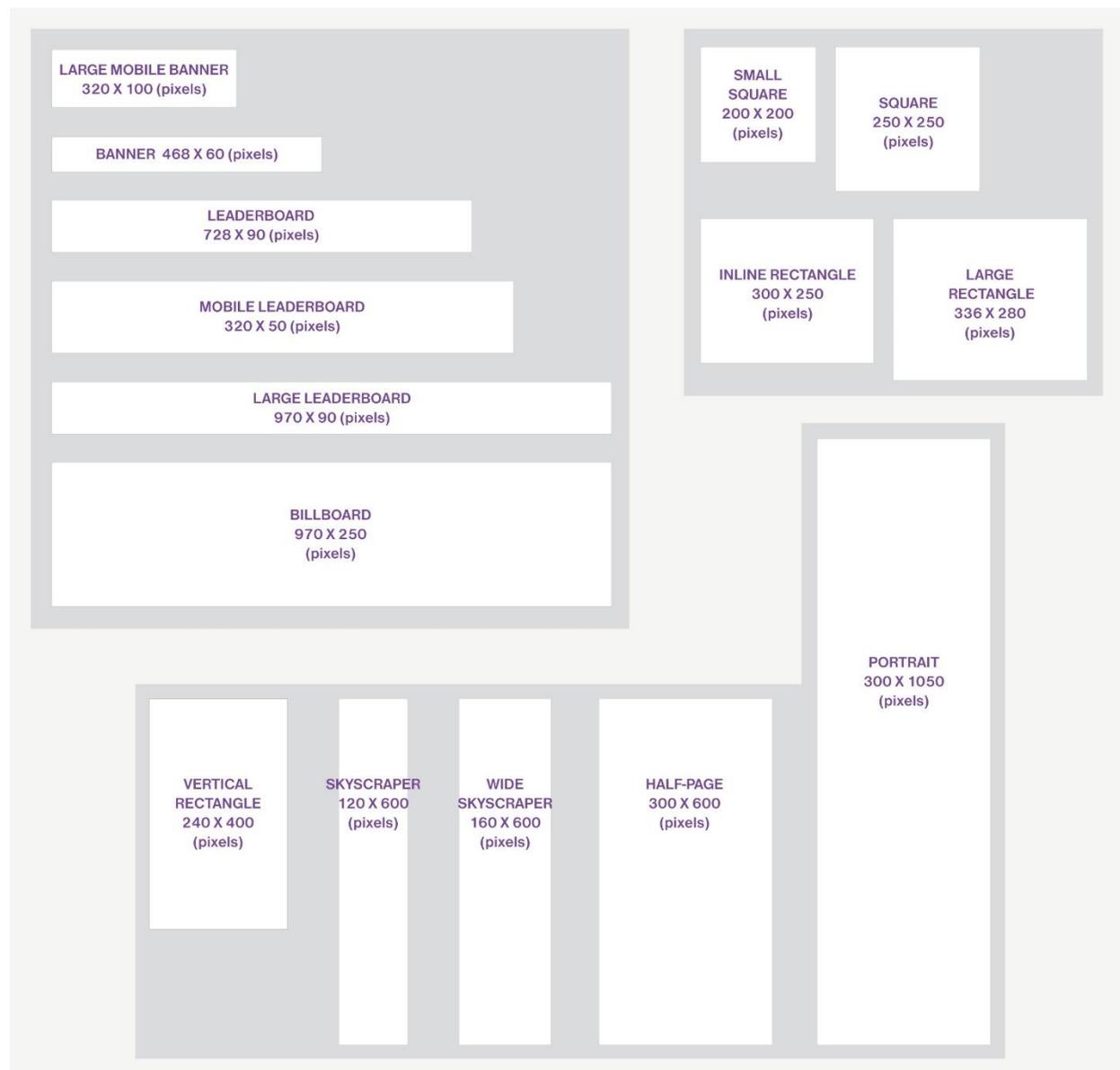
## Ad Creation Options

### Text-Only ads

For all three programs, you can use text-only ads to connect with your audience. Text-only ads feature two headlines, two lines of text and a URL link.

### Image Ads (aka Banner Ads or Display Ads)

Image ads may be used in the Display Ad and Remarketing programs, but not Search. Google offers image ads in 15 different sizes. The more sizes you create, the greater exposure your ads will have. We have grouped them into vertical, horizontal and square ads.



## Google Advertising – Pricing for our Services

The pricing below covers three advertising programs on the Google Adwords platform:

- Paid Search
- Display Advertising
- Remarketing Advertising

### Planning & Supervision:

This is a month-to-month program – minimum commitment is 3 months

- 1 Program Fee: \$500 per month x 3 months = \$1,500
- 2 Program Fee: \$600 per month x 3 months = \$1,800
- 3 Program Fee: \$700 per month x 3 months = \$2,100

After three months, we would bill you month to month. You can cancel at any time.

### Ad Creation:

Text Ads – free

Image Ads – see below

- Ad Creation - \$250 per ad
- Ad Configuration - \$75 for each additional ad size

## Other Recommended Services

### Landing Page:

People who click on your ad will be taken to a landing page where they can take the next step in the process. We can create landing pages on your website or through a third-party service. Estimate starts at \$300 – may vary with complexity.

### Lead Magnet:

To incentivize visitors to complete your landing page form, we often recommend using lead magnets which are informational tip sheets, how-to guides, white papers, etc. These aren't required but they can improve conversions. We can help develop your lead magnet. Estimate based on scope and complexity.

### Drip Email:

As leads come into the system, client is first notified for sales follow-up. But lead is also automatically added to an email list where a series of drip emails will begin to be sent over a pre-arranged schedule. We can create, format and set up your drip email series. Estimate based on scope and complexity

## **Is Adwords for you?**

Let's see if Google Adwords is a good fit for you.

Call Bob McCarthy at 508-473-8643 to arrange a FREE strategy session by phone (or in person if convenient).

As part of our Strategy Session, we will take some time to understand your business and how you are currently generating leads and finding new customers.

We will look at what has worked for you – and what hasn't.

Then we will focus on Adwords to help you decide how each of the three Adwords programs may (or may not) be right for your business.

If we see a fit, we'll outline exactly what steps would need to be taken to get started.

And we'll help you make the most out of your budget.

This Strategy Session should be seen as an informational meeting – not a sales pitch. That's a promise.

To schedule your Strategy Session, contact Bob McCarthy at 508-473-8643 or [bob@mccarthyandking.com](mailto:bob@mccarthyandking.com)