



10 Things You Need to Know Before Starting Your Next Google Ads Campaign

June 16th, 2021



STRATEGIC

MARKETING

Strategic 7 Marketing is an award-winning, full-service marketing and digital agency. Our dedicated team of marketing professionals will work collaboratively with you to **build awareness** and **brand preference**, secure **qualified leads** that boost revenues and **drive business results** through smarter marketing investments.



Our Team

- Art Directors
- Brand Advisors
- Copywriters/Proofreaders
- Digital Marketers
- Front and Back-end Coders
- Website Designers
- PR Specialists
- Production Specialists



Google Ads Overview

Google Ads – More than Just Search

Choosing the right channel(s) for your campaign:

1. Search
2. Display
3. Video
4. Shopping

Search



Reach customers interested in your product or service with text ads

Display



Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

How to Forecast a Campaign Budget





Keyword Planner (Google Ads)



Display/Video Forecast

People: who you want to reach
Define your **Audiences**, **Demographic**, or both

Demographics Any gender, 25 - 34, 35 - 44, Parent, 21 - 30%, ... (and 2 more) ▼

Audiences Any audience ▼


Content: where you want your ads to show
Narrow your reach with **Keywords**, **Topics**, or **Placements**

Keywords Any keyword ▼

Topics Vehicle Shopping, Vehicle Specs, Reviews & Comparisons ▼

Placements Any placement ▼

Weekly estimates


 Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions

14M

0 since last update

 Your estimated performance

Based on your targeting, settings, daily budget of **\$10.00** and a bid of **\$5.00**

Average vCPM

\$2.50 - \$5.00

Impressions

19K - 27K



Budget Options

1. Daily budget
2. Campaign Duration

Budget and dates

Enter budget type and amount

Daily

Start date
Jun 14, 2021

End date
☐ None
☒ Jun 30, 2021

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Budget and dates

Enter budget type and amount

Campaign total

Start date
Jun 14, 2021

End date
Jun 30, 2021

Campaign total budget represents your total spend for the duration of the campaign. You must schedule an end date for the campaign. [Learn more](#)

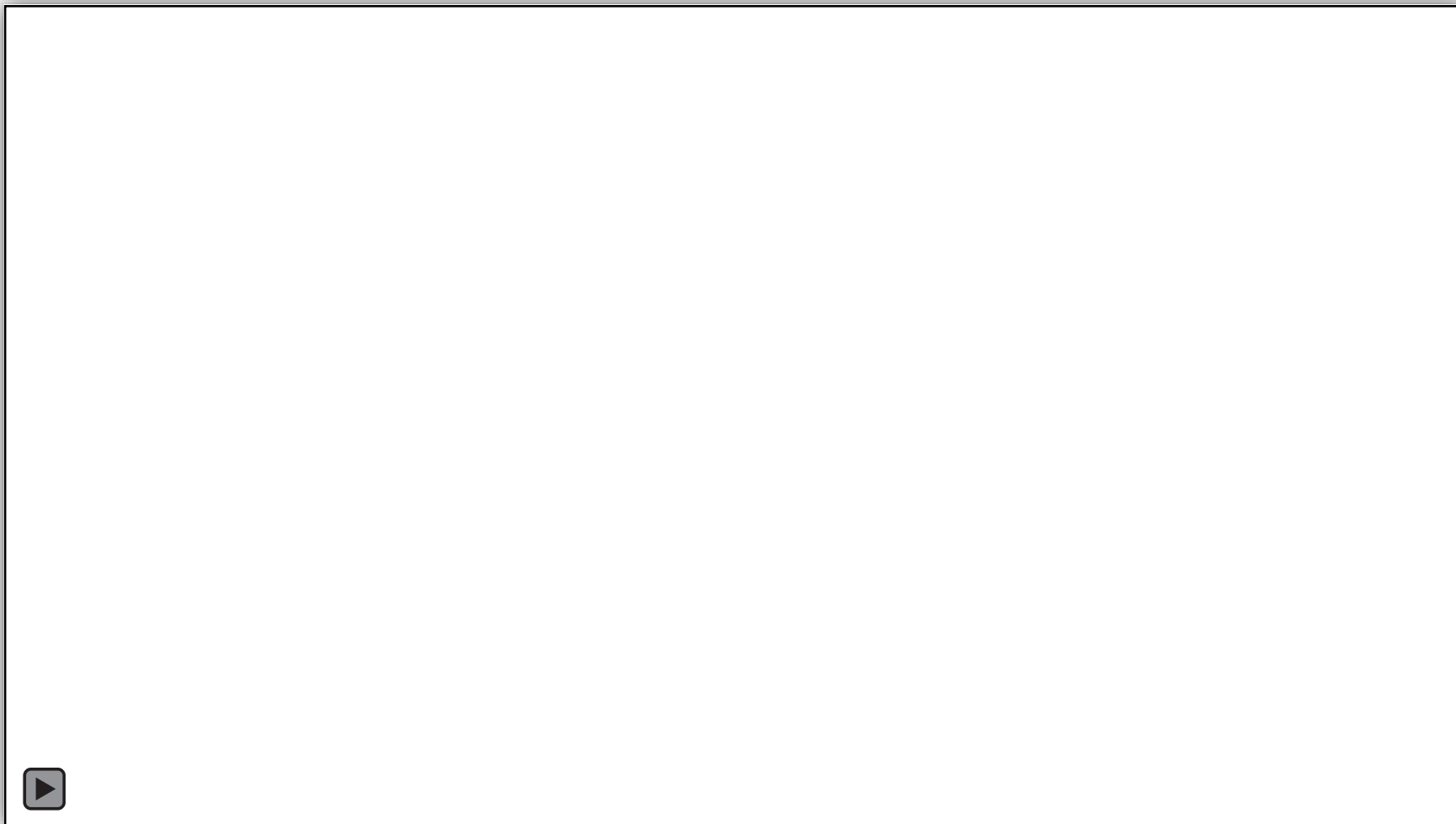
i A \$250.00 campaign total amount is similar to a \$14.71 daily budget amount that runs for 17 days.



Targeting: More Than Just Keywords



Geography





Demographics





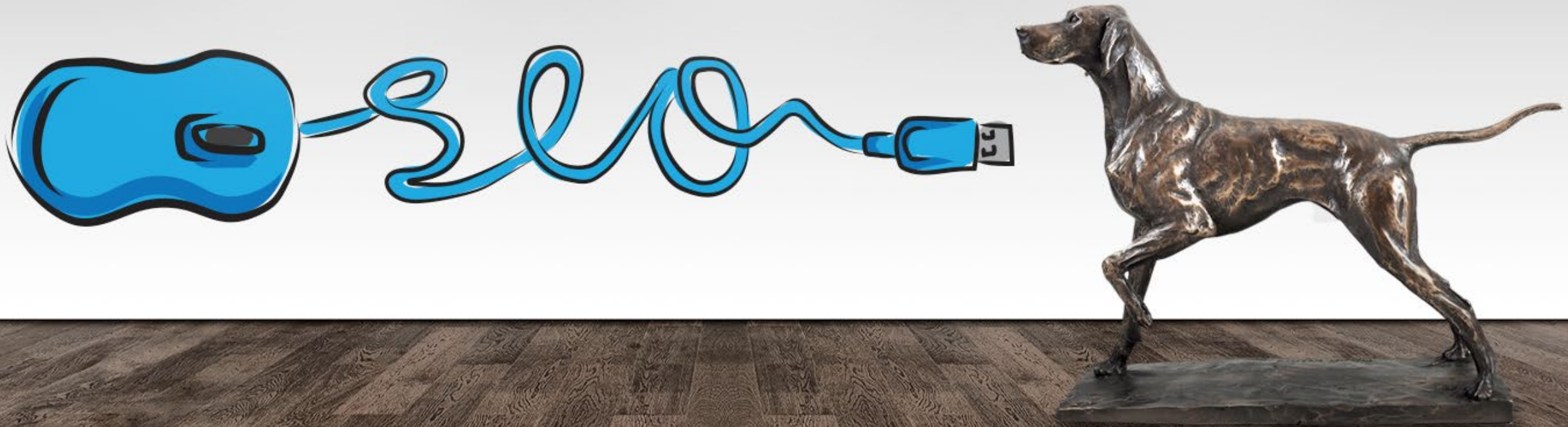
Topics



Placements




Don't Skip the Keyword Research





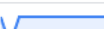
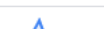
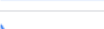
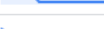

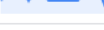


Keyword Planner

Page: <https://marketing.marcumllp.com/hubspot-consulting>

Google May 2020 – Apr 2021

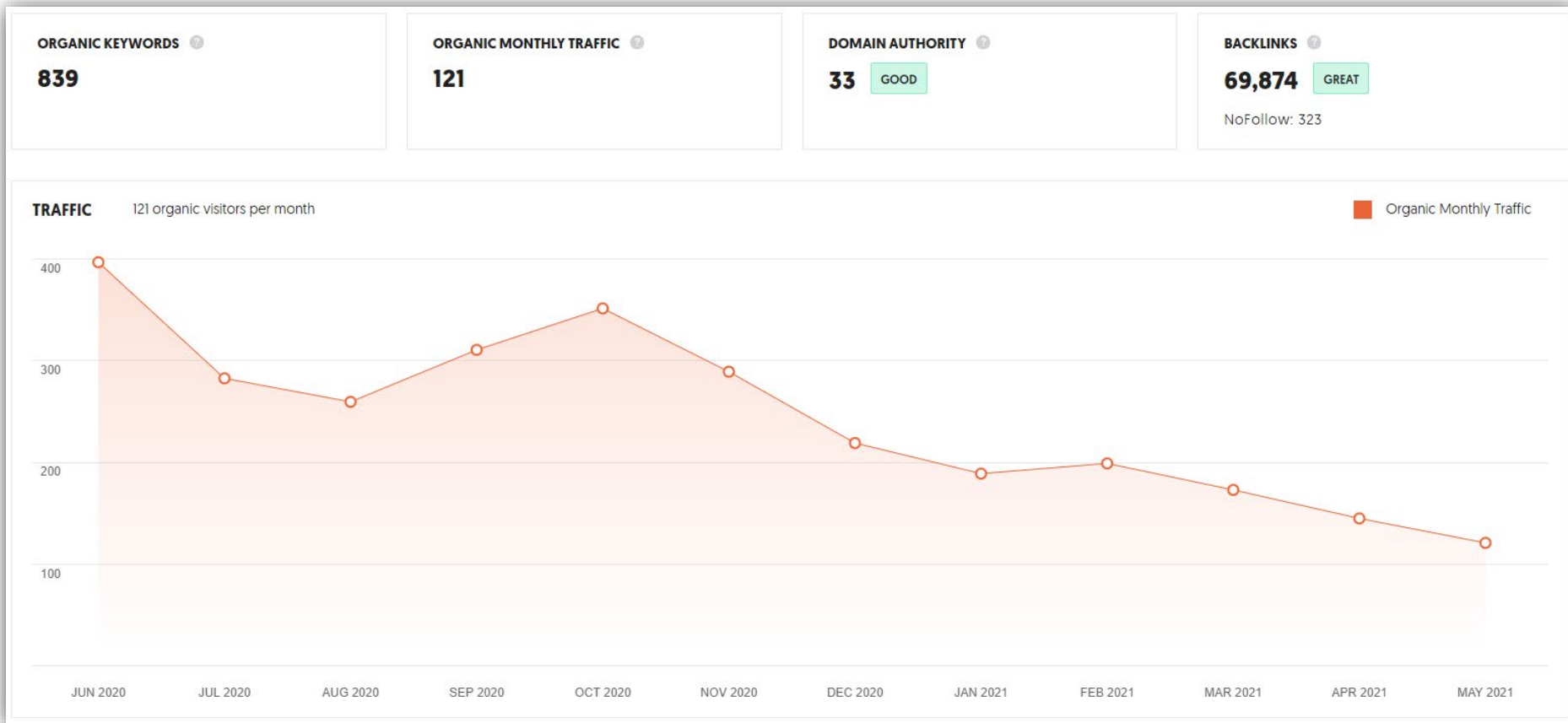
 Exclude adult ideas [ADD FILTER](#) 120 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keyword ideas					
<input type="checkbox"/> hubspot email marketing	1,000 	Medium	–	\$8.38	\$19.91
<input type="checkbox"/> hubspot email	880 	Low	–	\$6.57	\$14.10
<input type="checkbox"/> hubspot marketing	1,300 	Low	–	\$7.20	\$15.00
<input type="checkbox"/> hubspot inbound marketing	880 	Low	–	\$5.00	\$20.94
<input type="checkbox"/> digital marketing strategy	3,600 	Medium	–	\$4.99	\$13.50
<input type="checkbox"/> hubspot inbound	880 	Low	–	\$3.68	\$19.70
<input type="checkbox"/> hubspot content marketing	390 	Low	–	\$5.05	\$14.99
<input type="checkbox"/> hubspot digital marketing	260 	Low	–	\$4.27	\$13.89
<input type="checkbox"/> hubspot tools	110 	Low	–	\$4.33	\$14.70
<input type="checkbox"/> hubspot software	140 	Medium	–	\$6.81	\$12.65

Google Keyword Planner: ads.google.com/home/tools/keywordplanner

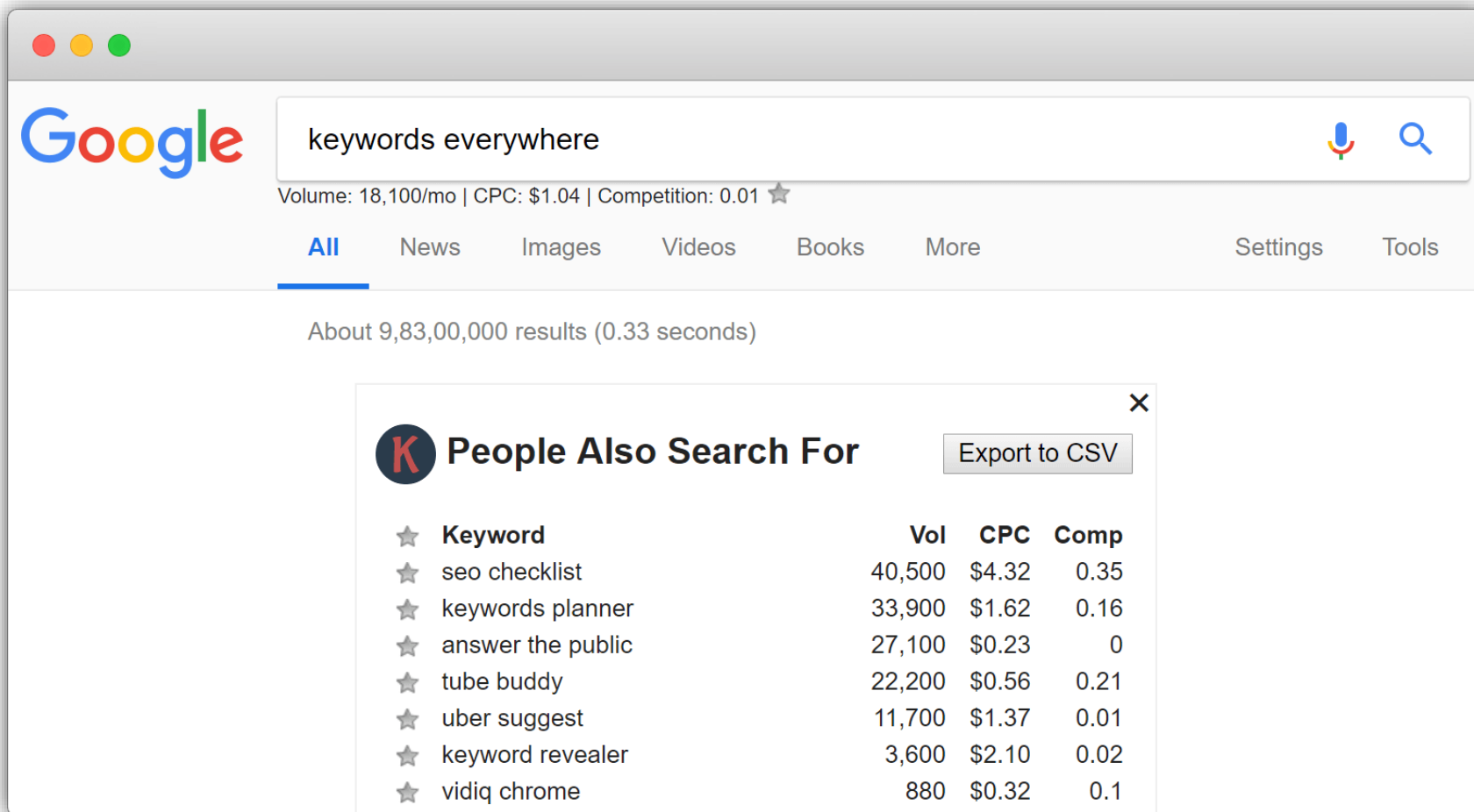


Competitor Research



Ubersuggest: ubersuggest.com

Browser Extensions



The screenshot shows a Google search for "keywords everywhere". The search bar includes the Google logo, the search term, and a microphone icon. Below the search bar, it displays "Volume: 18,100/mo | CPC: \$1.04 | Competition: 0.01" and a star icon. The search results are categorized by "All", "News", "Images", "Videos", "Books", and "More". The "All" category is selected, showing "About 9,83,00,000 results (0.33 seconds)". A "People Also Search For" extension is overlaid on the results, featuring a table of related keywords and their metrics. The extension has a close button (X) and an "Export to CSV" button.

People Also Search For Export to CSV

★ Keyword	Vol	CPC	Comp
★ seo checklist	40,500	\$4.32	0.35
★ keywords planner	33,900	\$1.62	0.16
★ answer the public	27,100	\$0.23	0
★ tube buddy	22,200	\$0.56	0.21
★ uber suggest	11,700	\$1.37	0.01
★ keyword revealer	3,600	\$2.10	0.02
★ vidIQ chrome	880	\$0.32	0.1

Keywords Everywhere: keywordseverywhere.com

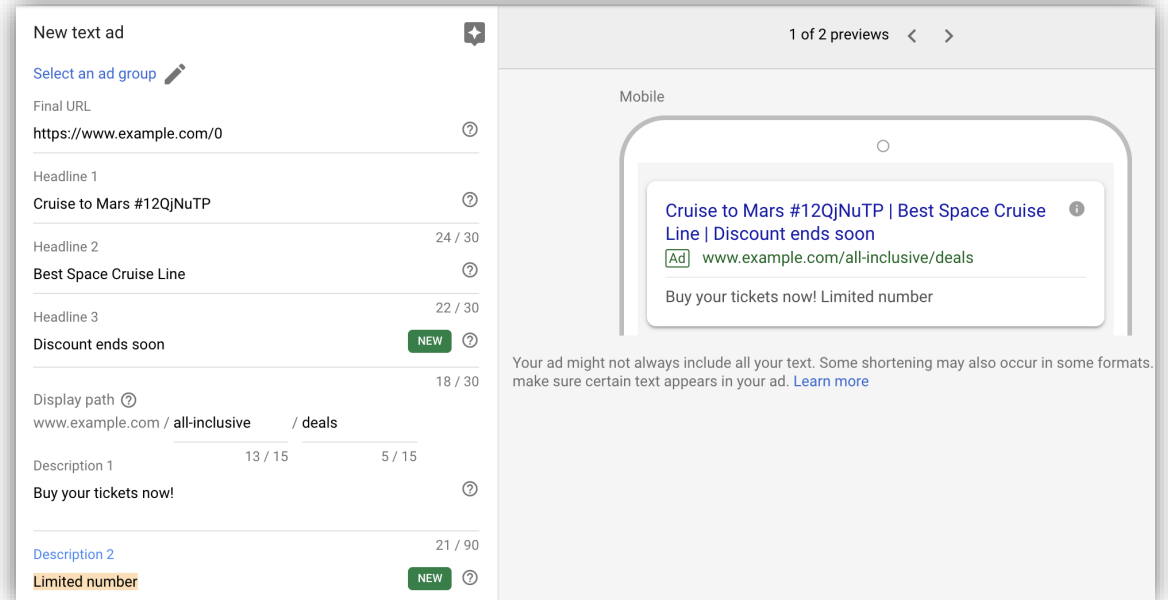
Drafting Winning AdWords Copy with a Little Help from Google




AdWords Copy

Text Ads

1. Up to 3 Headlines
2. 2 Descriptions
3. Multiple variations can be created
4. You control the message and order in which it appears



New text ad


Select an ad group 

Final URL
<https://www.example.com/0>

Headline 1
Cruise to Mars #12QjNuTP

Headline 2
Best Space Cruise Line

Headline 3
Discount ends soon

Display path 
[www.example.com / all-inclusive / deals](http://www.example.com/all-inclusive/deals)


Description 1
Buy your tickets now!

Description 2
Limited number

1 of 2 previews < >

Mobile

Cruise to Mars #12QjNuTP | Best Space Cruise Line | Discount ends soon

 www.example.com/all-inclusive/deals

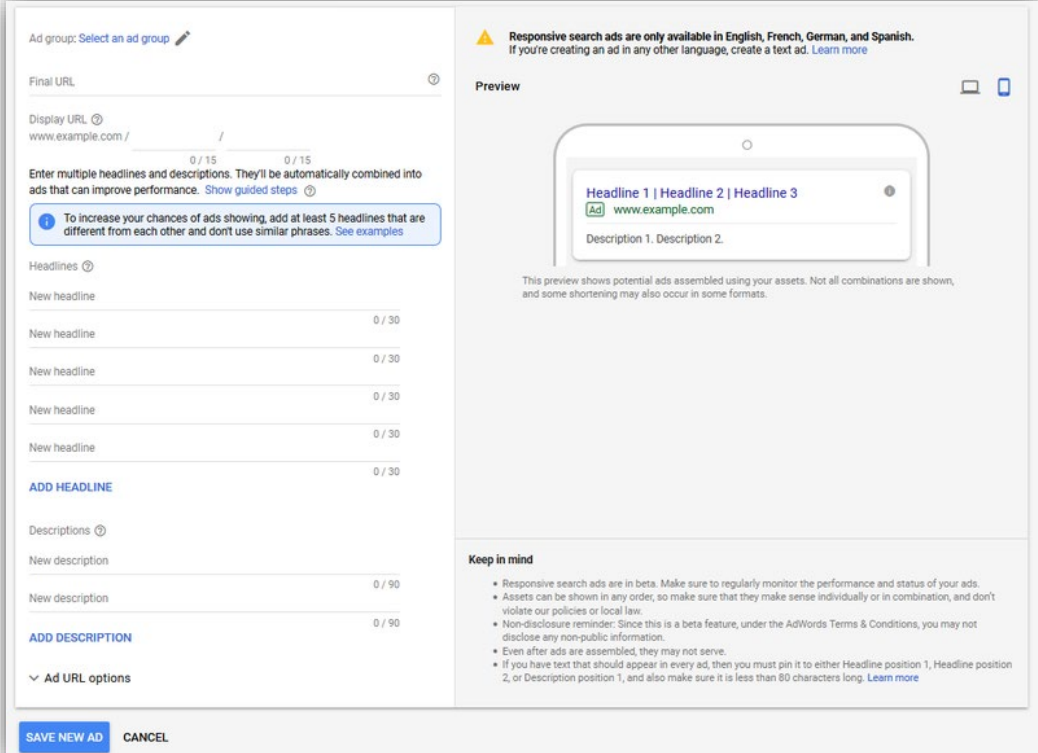
Buy your tickets now! Limited number

Your ad might not always include all your text. Some shortening may also occur in some formats. make sure certain text appears in your ad. [Learn more](#)

AdWords Copy

Responsive Search Ads

1. Up to 15 Headlines
2. Up to 4 Descriptions
3. Multiple variations can be created
4. Google uses AI to determine the ideal selection of headlines and descriptions for the ads as well as the order in which they appear to the searcher



The screenshot shows the Google AdWords interface for creating a Responsive Search Ad. On the left, there are input fields for 'Ad group' (with a dropdown), 'Final URL', and 'Display URL'. Below these are sections for 'Headlines' and 'Descriptions', each with multiple text input fields and character counts (e.g., 0/30 for headlines, 0/90 for descriptions). There are 'ADD HEADLINE' and 'ADD DESCRIPTION' buttons. At the bottom left, there is a 'SAVE NEW AD' button and a 'CANCEL' button. On the right, there is a 'Preview' section showing a mobile device mockup with a sample ad: 'Headline 1 | Headline 2 | Headline 3' and 'www.example.com'. Below the preview, there is a 'Keep in mind' section with bullet points: 'Responsive search ads are in beta. Make sure to regularly monitor the performance and status of your ads.', 'Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law.', 'Non-disclosure reminder: Since this is a beta feature, under the AdWords Terms & Conditions, you may not disclose any non-public information.', 'Even after ads are assembled, they may not serve.', and 'If you have text that should appear in every ad, then you must pin it to either Headline position 1, Headline position 2, or Description position 1, and also make sure it is less than 80 characters long. Learn more'.

Bigger is Better: Take Advantage
of Extensions



Sitelink Extensions

Nike.com - Nike Official Store

Ad www.nike.com/ ▼

4.4 ★★★★★ rating for nike.com

Shop for Nike Shoes and Gear. Free Shipping over \$75.

Nike has 3,353,248 followers on Google+

Nike New Releases

Shop our Latest Shoes, Gear
& Clothing. Available Now at Nike.

Custom Nike Shoes

Create your Customized Footwear.
For Performance, Fit and Style.

Gifts They'll Love

Shop Nike.com and Find the
Perfect Gift for Your Athlete.

Nike Roshe Run

Find the Latest Roshe Run Styles at
Nike.com. Shop the Collection Now.

Call Extensions

Ad • www. .com/lawn-service/ravena



Ravena Lawn Service | 50% Off First Service |

Knows Ravena. Get Help With Common Issues Like Weeds & Brown Patches. Don't Miss Our Biggest Deal Of The Year! Call Now & Save 50% On Your Lawn Plan. Mobile Friendly. Download The App.

Rating

4.7 ★★★★★ (241)



Call (844) 398-6077



Location Extensions

Big O Tires® Black Friday Sale | Buy 3 Get 1 Free Tire Sale

www.bigotires.com/ ▼

Huge Savings On Select Set of 4 Select In-Stock **Tires** + Many More Black Friday. Deals. Call for More Details or Hurry Into Your Local **Store** to Save Big Today. 54 Years Serving Oregon. Brakes & Alignments. Complete Auto **Service**. The Team You Trust®. Competitive Pricing.

[Shop & Compare Tires](#) · [Find Your Local Store](#) · [View Financing Options](#) · [Coupons & Rebates](#)

📍 265 Northgate Mile, Idaho Falls, ID - Open today · 7:30 AM – 7:00 PM ▼



Callout Extensions

Commercial Painters - Schedule a Free Estimate Online Now

Ad www.universitypainters.com/ ▼ (855) 306-2239

50% Off Paint and Materials Sale

No Obligation Estimate · Professional Contractors · Work Within Your Budget

▼ 1732 Dunwoody Road, Baltimore, MD

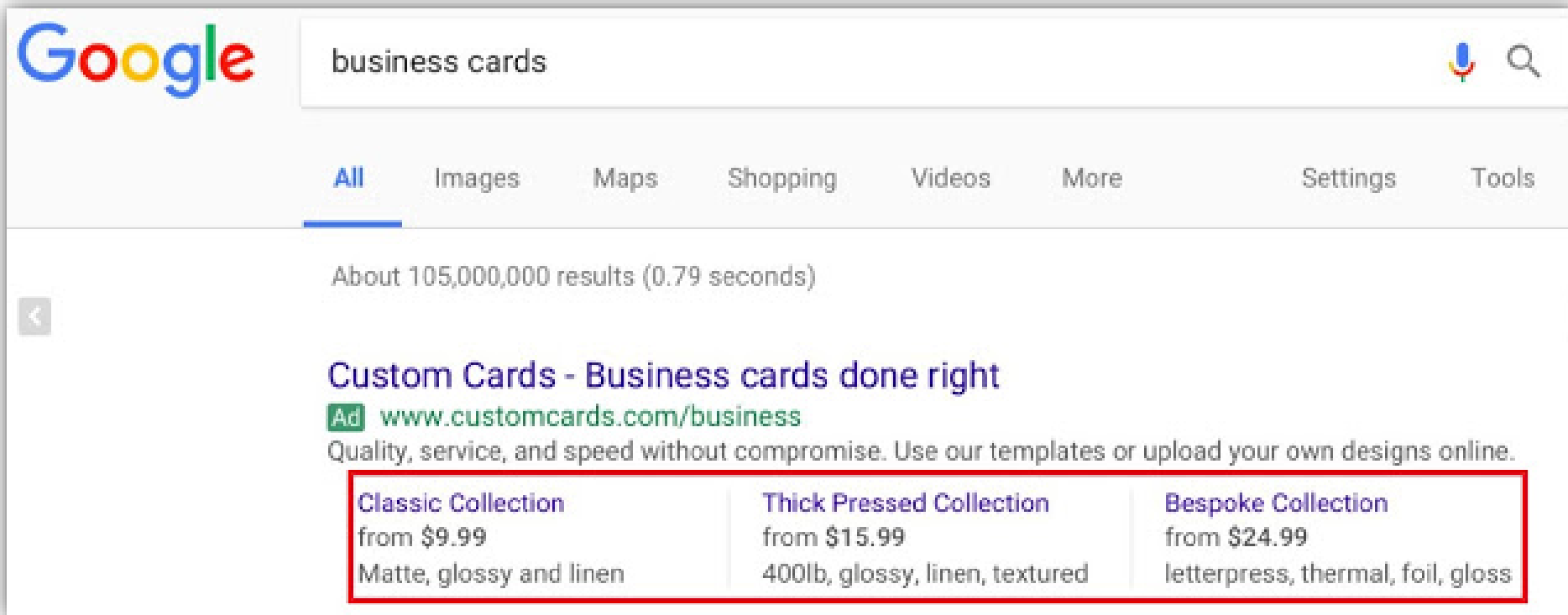
Commercial painters baltimore

Ad www.lewisbrospainting.net/ ▼ (410) 202-0104

From High-Rises To Hospitals. We Do It All. Call Us For Free Estimates!


EPA Lead Safe Certified · 35+ Years Experience · Family Owned

Price Extensions



The screenshot shows a Google search interface with the query 'business cards'. The search results page displays 'About 105,000,000 results (0.79 seconds)'. The first result is an advertisement for 'Custom Cards - Business cards done right' from www.customcards.com/business. The ad text reads: 'Quality, service, and speed without compromise. Use our templates or upload your own designs online.' Below the text is a price extension table with three columns: 'Classic Collection', 'Thick Pressed Collection', and 'Bespoke Collection'. Each column lists a starting price and available finishes. The entire price extension table is highlighted with a red border.


Classic Collection	Thick Pressed Collection	Bespoke Collection
from \$9.99	from \$15.99	from \$24.99
Matte, glossy and linen	400lb, glossy, linen, textured	letterpress, thermal, foil, gloss

A minimalist room with a white wall, wooden floor, three black pendant lights, and an orange armchair with a cat.


Display Ads to Reach Across the Web

Google Display

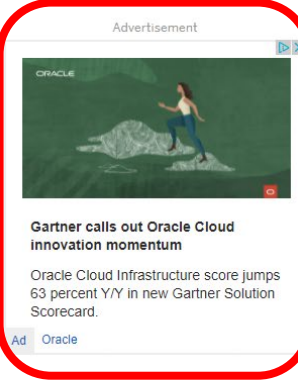
News





COMMUNITY NEWS
Man arrested for 'beating on walls' of apartment complex: Brunswick Hills Township Police Blotter
Brian Lisik, 3h ago





COMMUNITY NEWS
Store employee seen stealing lottery tickets: Brunswick Police Blotter
Also in this week's Brunswick Police blotter, an intoxicated patient at Southwest Hospital throws food at staff.
Brian Lisik, 3h ago




Advertisement

Gartner calls out Oracle Cloud innovation momentum
Oracle Cloud Infrastructure score jumps 63 percent Y/Y in new Gartner Solution Scorecard.
Ad Oracle




MORNING BRIEFING

METRO
With its rail cars wearing out fast, RTA starts over on finding replacements: The Wake Up podcast
Cliff Pinckard, 5h ago



HOUSTON
Methodist BAYTOWN HOSPITAL



WIN A \$1,000 SCHOLARSHIP  ENTER NOW CollegeAVE STUDENT LOANS

← Display Ad

← Display Ad



Google Display

1. Google Display Network

- 2 million websites and apps

2. Uploaded Image Ads

- Sizing/specs

Ad Sizes

Square and rectangle

200 × 200	Small square
240 × 400	Vertical rectangle
250 × 250	Square
250 × 360	Triple widescreen
300 × 250	Inline rectangle
336 × 280	Large rectangle
580 × 400	Netboard
Skyscraper	
120 × 600	Skyscraper
160 × 600	Wide skyscraper
300 × 600	Half-page ad
300 × 1050	Portrait

Leaderboard

468 × 60	Banner
728 × 90	Leaderboard
930 × 180	Top banner
970 × 90	Large leaderboard
970 × 250	Billboard
980 × 120	Panorama

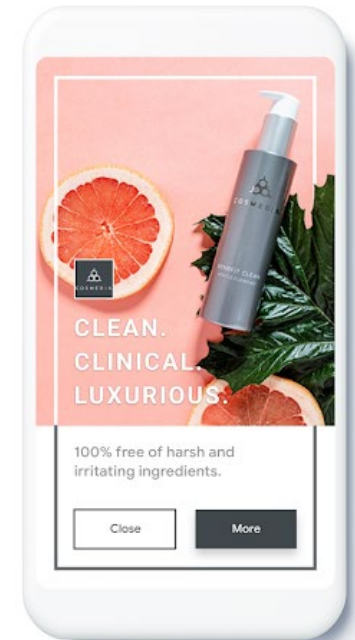
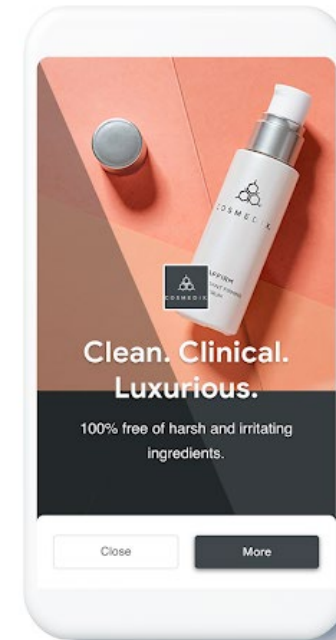
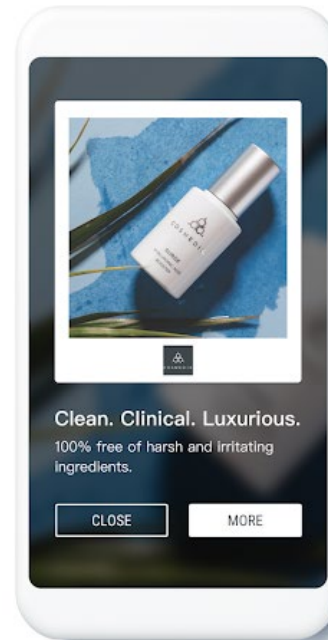
Mobile

300 × 50	Mobile banner
320 × 50	Mobile banner
320 × 100	Large mobile banner

Google Display

3. Responsive Display Ads

- Enter ad text variations
- Upload images/logos
- Choose stock images from Google Library (if needed)



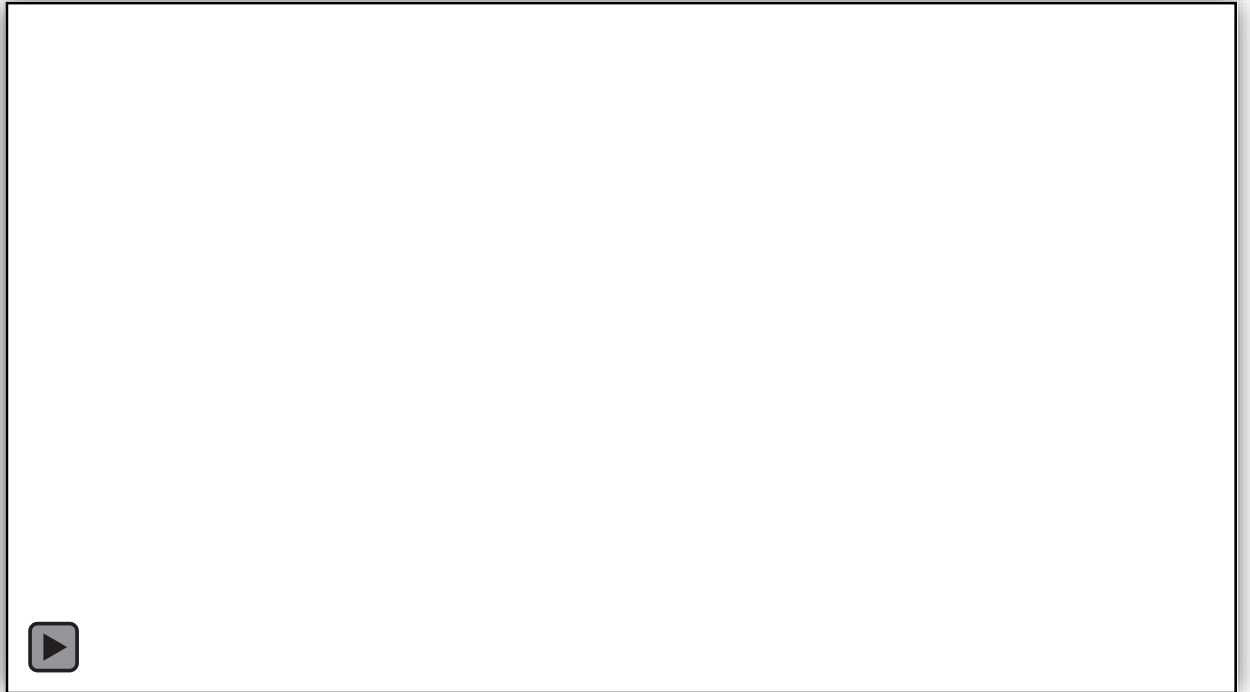
Bring Visitors Back to Your Site with Retargeting

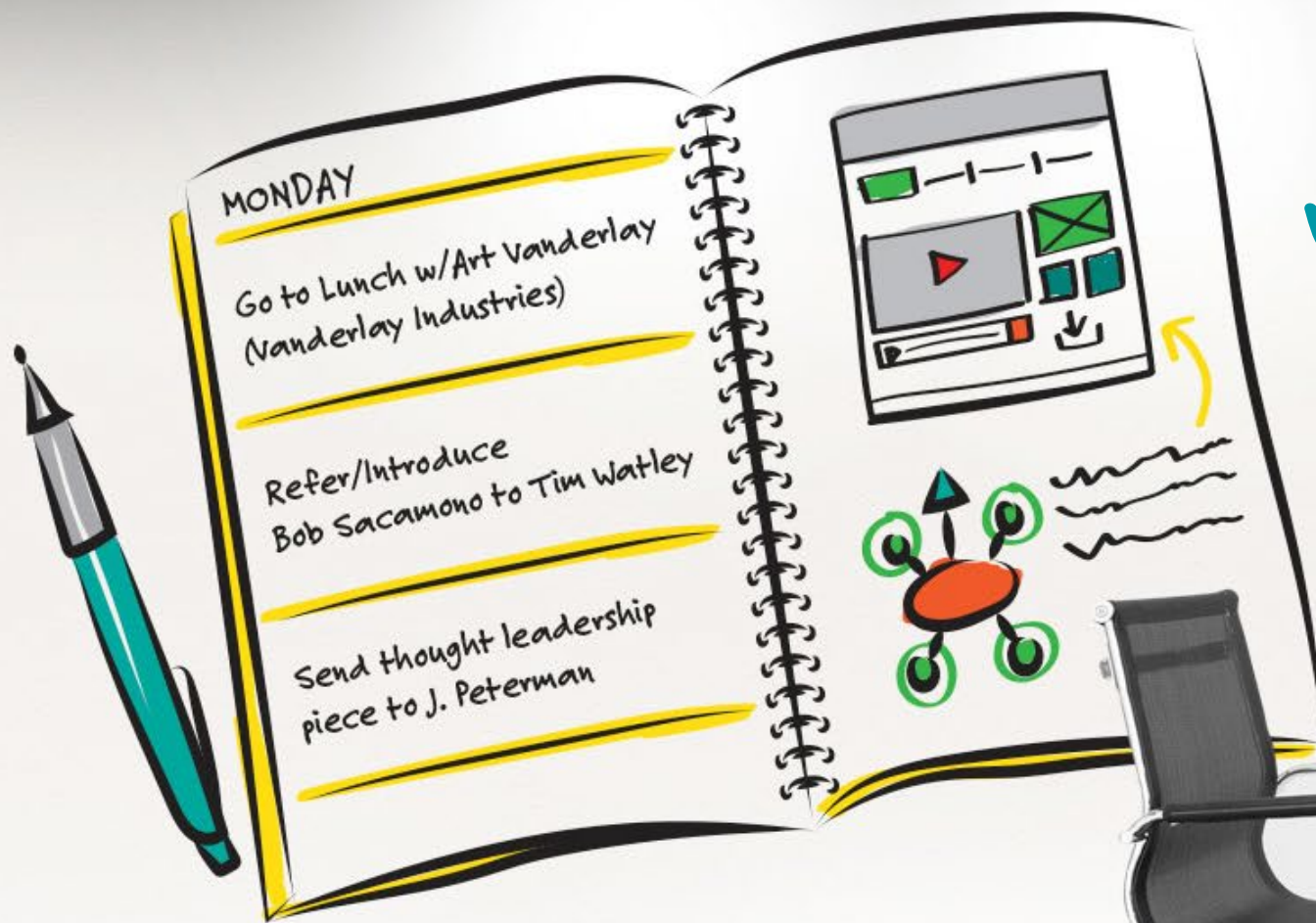


Retargeting

Retargeting Options

1. All website visitors
2. Segmented website visitors
3. Customer lists



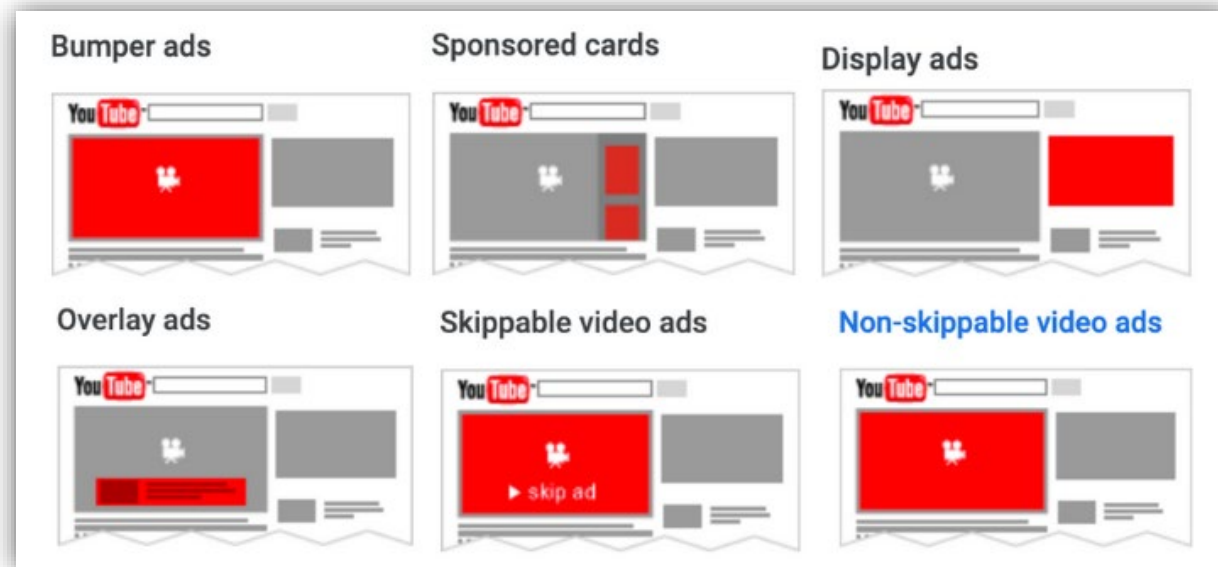


A Video Could be
Worth 1,000 (Ad)Words

Video Ads

Display Ads on YouTube

- Geography
- Demographics
- Topics
- Placements (Channels)

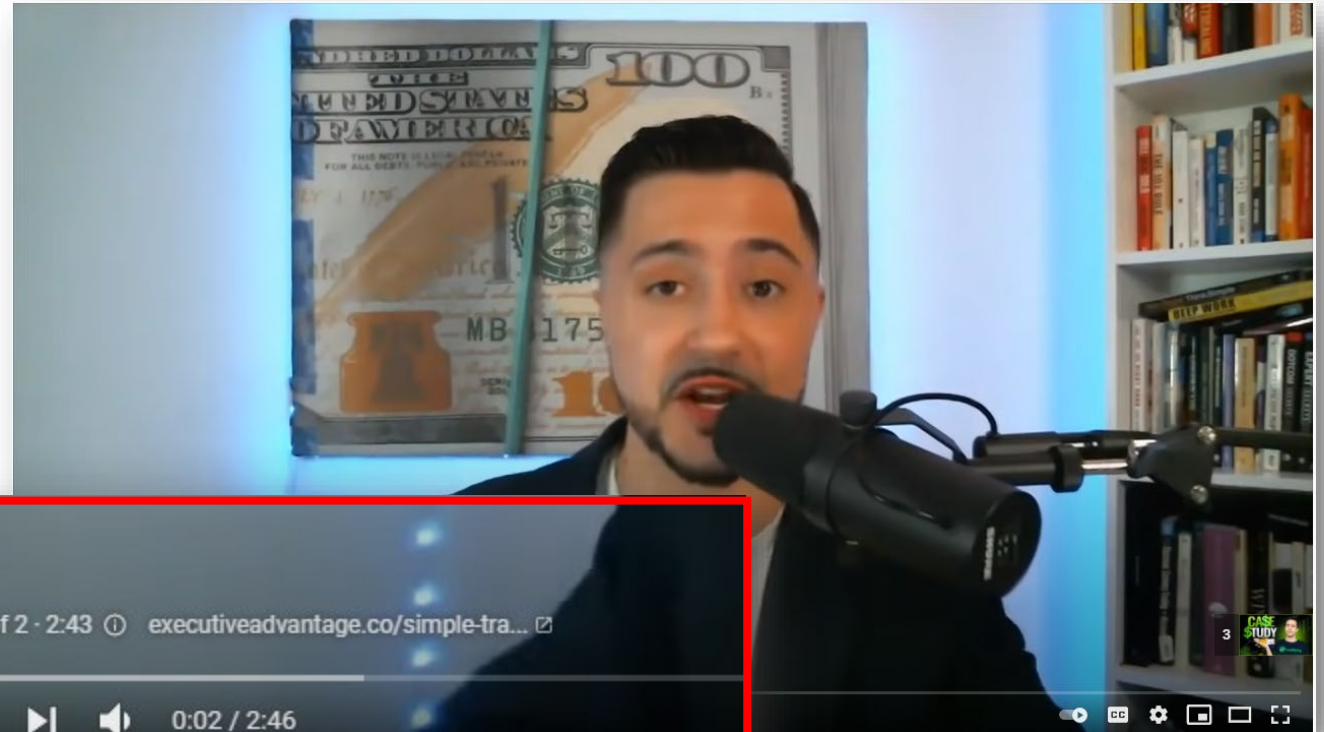


Source: <https://localiq.com/>

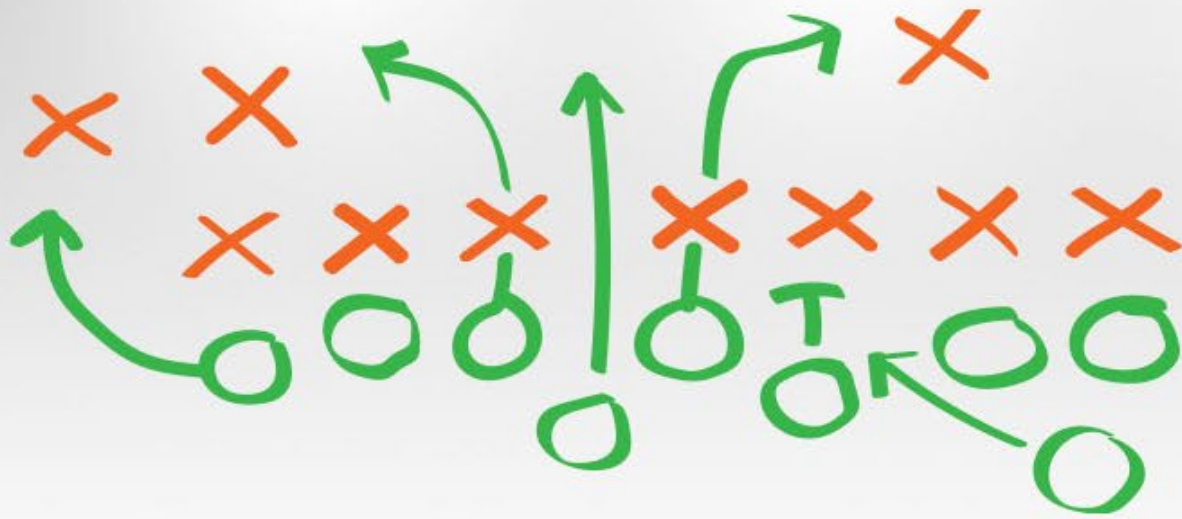
Video Ads

Video Ads on YouTube

- Skippable
 - No time limit, but user has option to skip after 5 seconds
- Non-Skippable
 - Limit of 15 seconds and user cannot skip
- Bumper
 - Limit of 6 seconds and user cannot skip
- Video Discovery
 - Display promoted videos in YouTube search results



Know Your ROI with Conversion Tracking



Conversion Tracking

Setting conversions in Google Ads

1. Sales
2. Link Clicks
3. Page Views
4. Signups
5. Phone Calls

Website

Track Actions On Your Website



Website Conversion

- Online sales
- Link clicks
- Page views
- Sign-ups

App

Track Actions On Your App



App Conversions

- App installs
- In-app purchases
- In-app actions

Phone

Track Calls from Your Ads or Website



Phone Call Conversions

- Calls from ads
- Calls from a number from your website
- Clicks on a number on mobile sites

Import

Import Data From Google Analytics or Another Source



Import Data

- Google analytics
- Salesforce
- Offline lead conversions
- Phone sales

Conversion Tracking

Tracking Code

1. Consider utilizing Google Tag Manager if not doing so already



A modern interior scene featuring a dark wood floor, a black leather armchair with a light wood frame, a small black side table with a stack of books, and a red pendant lamp hanging from the ceiling. The background is a plain white wall.

Management & Reporting

Reporting

1. Impressions
2. Click Through Rate
3. Conversion Rate
4. Cost Per Conversion

↓ Impr.	Clicks	Cost	CTR	Avg. CPC	Conversions	Cost / conv.
688,012	16,011	\$17,492.74	2.33%	\$1.09	677.00	\$25.84
474,796	11,309	\$11,230.72	2.38%	\$0.99	398.97	\$28.15
213,216	4,702	\$6,262.02	2.21%	\$1.33	278.03	\$22.52

Reporting

1. Review Keywords
2. Review Ads
3. Review Placements

Keyword	Cost	Impr.	↓ Interac'	Interaction rate	Avg. cost	Conversion:	Cost / conv.
removed keyw... ?	\$17,492.74	688,012	16,011 clicks	2.33%	\$1.09	677.00	\$25.84
industrial coating companies	\$2,264.55	45,256	1,890 clicks	4.18%	\$1.20	81.33	\$27.84
teflon coating	\$2,374.99	80,371	1,828 clicks	2.27%	\$1.30	88.37	\$26.88
teflon coatings	\$1,844.72	60,476	1,437 clicks	2.38%	\$1.28	96.17	\$19.18
ptfe coat	\$1,251.14	38,863	1,134 clicks	2.92%	\$1.10	42.17	\$29.67
industrial high temp paint	\$713.12	29,353	935 clicks	3.19%	\$0.76	30.73	\$23.20
teflon industrial	\$1,127.52	55,702	808 clicks	1.45%	\$1.40	56.67	\$19.90
high heat coatings	\$490.01	48,213	661 clicks	1.37%	\$0.74	7.83	\$62.55
ptfe coating services	\$784.07	11,534	641 clicks	5.56%	\$1.22	23.08	\$33.97
high temp coatings	\$480.20	37,526	622 clicks	1.66%	\$0.77	4.00	\$120.05




Save Time and Improve
Results with
AI Recommendations





AI Recommendations

Top recommendation for you:

 Add new keywords +11.9%


Show your ads more often to people searching for what your business offers

Recommended because you're not targeting searches that could be relevant to your business

"motorcycle handlebars" "hand railing" "aluminum railings"

"metal manufacturing" + more


[VIEW 325 RECOMMENDATIONS](#) [APPLY ALL](#)


 Add image extensions to your ads +5.2%

Your ads aren't as prominent as they could be if you used image extensions, which can improve your CTR

Recommended because image extensions can improve your CTR

[VIEW RECOMMENDATION](#)


 Add structured snippets to your ads +4.5%

 Upgrade your existing keywords to broad match +11.2%

Get more conversions at a similar or better ROI by expanding the reach of your Smart Bidding campaigns

Recommended because using broad match version of your keywords in these campaigns can help efficiently grow your conversions within your performance targets


[VIEW RECOMMENDATION](#) [APPLY](#)

 Add responsive search ads +8.8%

Show more relevant ads to potential customers by creating responsive search ads

Recommended because you have ad groups with no responsive search ads

[VIEW 6 RECOMMENDATIONS](#) [APPLY ALL](#)

 Add callouts to your ads +4.5%

Your ads aren't as prominent as they could be if you used callouts, which can improve your CTR

Recommended because similar advertisers use callouts

Free Google AdWords Analysis

FREE REPORT

Do you ever wonder how much it would cost to have your business appear at the top of the Google results page for your most important keywords? It might cost less than you think.

Our no-risk Google AdWords Analysis report includes estimated costs-per-clicks for your targeted keywords through pay-per-click advertising programs, such as Google AdWords.

After reviewing this report, you'll have a better idea of how you may be able to start drawing traffic to your website right away.

Request it here: info.marcumllp.com/google-adwords-analysis





Thank You!



Questions?



Bob Goricki

Director of Digital Marketing

Strategic 7 Marketing

Direct Dial - 440-772-0182

Email: bgoricki@strategicseven.com

