

An orange circular icon containing a white line-art illustration of a laptop. On the laptop screen, there is a person icon and a speech bubble with three dots inside, representing a user interface or communication.

# **Awesome** Google Ad campaign strategies for SME's – Where to Start!

A webinar presented by



# Before we begin...

- We are recording — you'll receive a link to the recording & slides
- Please stay muted
- Submit your questions to us using the chat feature in Zoom
- We will answer them at the end
- I'll be covering Search Network
- #WebBoxWebinar.

# Your host.



**Rhodri Williams**  
**Head of Digital at WebBox**

[rhodri@webboxdigital.co.uk](mailto:rhodri@webboxdigital.co.uk)

[linkedin.com/in/roddydigital](https://www.linkedin.com/in/roddydigital)

12 years in Digital Marketing

Clients: Fever-Tree, Universal Music Group, Pizza Express, LVMH Group.

# In the next 45 mins...

- What, Why and How of Google Ads
- Getting Started
- Research
- Campaign Types
- Setting a budget
- Structure
- Keywords
- Quality Score
- Campaign Strategy
- Ad-Group Strategy
- Ad Copy Strategy
- Landing Pages
- Retargeting



# What is Google Ads?

- Google's Advertising platform
- The bulk of Google's 162 billion dollar revenue in 2019 came from Google Ads.\*

[\\*Investopedia](#)



# Why Google Ads?

- Reach – 3.5 billion searches per day\*
- Google Ads dominate the search results
- Harness the power of intent
- Highly targeted
- Affordable, Measurable, Controllable
- ROI – Common to see 10x ROI.

<https://www.internetlivestats.com/google-search-statistics/>

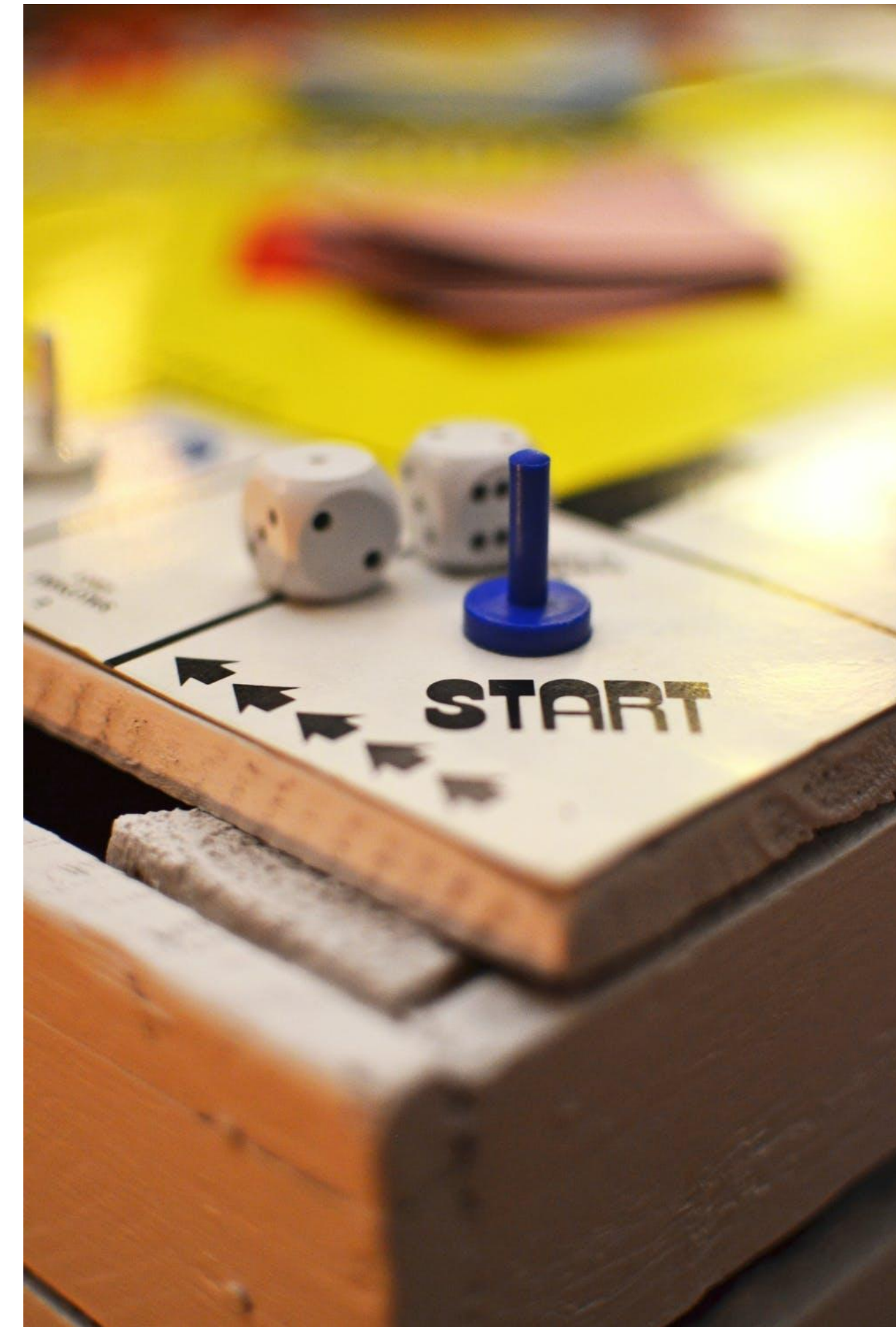
# How Google Ads Work?

- Auction system
- Not your usual auction system
- Create campaigns, ad groups, ads.
- Target by keywords
- Target by interests
- Set your own budget.



# Getting Started

- Start with Search or Shopping
- Do your Research
- Keep it simple
- Set a small budget to start
- Hypothesise, test, pivot
- Be patient





# Research.

- Persona's
- Keywords
- Your Competitors



# Persona's.

- Speak to your current customers
- Be as specific as possible
- Useful for all your campaigns

### Emily Extrovert

Extrovert Growth Power



**Goals**

- Increasing leads and sales
- Finding better business solutions
- Moving up the career ladder

**Frustrations**

- Managing an ever-growing workload with challenging deadlines
- A demanding career means Emily feels she has little time to spend on her personal life

**Motivations**

Incentive	80%
Fear	10%
Achievement	70%
Growth	90%
Power	95%
Social	60%

**Personality**

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

**Bio**

Emily is Marketing Manager for a medium-sized agency in London. Emily's working career takes up much of her time and career progression is a main priority.

Emily faces pressure in her job, having to report on a monthly basis to her superiors, expected to prove her value in the business. Being an extrovert with a balance of analytical and creative skills, Emily is able to find the right channels to achieve her goals.

Outside of her career, Emily enjoys catching up with friends, trying new bars and restaurants and has an interest in theatre and performing arts. Emily also aims to stay as fit and healthy as possible.

**Social Networks**



**Preferred Channels**

Traditional Ads	10%
Online & Social Media	80%
Referral	90%
Guerrilla Efforts & PR	70%

**Additional Info:**

- Age: 33
- Work: Marketing Manager
- Family: Single
- Location: London
- Character: Extrovert

*"Success breeds confidence."*



# Keyword Research.

- Keyword Planner
- Google
- Relevant keywords
- Search volumes
- Avg cost

The screenshot shows the Google Keyword Planner interface. At the top, there is a search bar with the text "electrician training courses, electrician training" and a "DOWNLOAD KEYWORD IDEAS" link. Below the search bar, there are several "Broaden your search" buttons: "+ electrician course", "+ tradesman training courses", "+ tradesman training", "+ construction trade training", "+ skilled worker training", "+ skilled trade training", and "+ electrician programs". To the right, there is a "REFINE KEYWORDS" link and a note "2 CONCEPTS EXCLUDED".

The main table displays keyword ideas. The table has the following columns: Keyword (by relevance), Avg. monthly searches, Competition, Ad impression share, Top of page bid (low range), Top of page bid (high range), and Account Status. The table is divided into two sections: "Keywords that you provided" and "Keyword ideas".

<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)	Account Status
Keywords that you provided						
<input type="checkbox"/> electrician training courses	1K - 10K	Medium	-	£0.68	£2.42	
<input type="checkbox"/> electrician training	1K - 10K	Medium	-	£0.65	£2.20	
Keyword ideas						
<input type="checkbox"/> electrician courses	10K - 100K	Medium	-	£0.92	£3.68	
<input type="checkbox"/> electrician trade	10 - 100	Low	-	£0.39	£1.55	
<input type="checkbox"/> electrician courses near me	1K - 10K	High	-	£0.75	£2.54	
<input type="checkbox"/> electrician classes	10 - 100	Medium	-	£0.78	£3.87	



# Competitor Research.

Summary PPC Keywords (185) **Ads (413)** Landing Pages Organic Keywords (493) Competitors (132) Compare

EXPORT Results 1 to 50 of 413

Ad Copy <i>i</i>	AEI <i>i</i>	Destination Url	Group That Triggers The Ad <i>i</i>	Monthly Traffic To This Ad	Avg Rank	Days Seen <i>i</i>	First Seen <i>i</i>	Last Seen <i>i</i>
<b>Plumbing Courses - Fully Accredited Training</b> <a href="http://www.accesstraininguk.co.uk/plumbing/courses">www.accesstraininguk.co.uk/plumbing/courses</a> Unlimited Online Tuition Available Our Course Advisers Are Waiting To Talk To You. Certified Plumbing Training Courses Suitable For All Experience Levels - Approved Centres.	65.07	<a href="https://www.accesstraininguk.co.uk/generic-error.aspxerrorpath=/plumbing-courses">https://www.accesstraininguk.co.uk/generic-error.aspxerrorpath=/plumbing-courses</a>	+ 2	220	1.5	98	7/5/2020	10/10/2020
<b>Electrician Course - Fully Accredited Training</b> <a href="http://www.accesstraininguk.co.uk/electrician/courses">www.accesstraininguk.co.uk/electrician/courses</a> Unlimited Online Tuition Available. Our Course Advisers Are Waiting To Talk To You. Certified Electrical Training Courses Suitable For All Experience Levels. Approved Centres.	59.8	<a href="https://www.accesstraininguk.co.uk/generic-error.aspxerrorpath=/electrical-courses">https://www.accesstraininguk.co.uk/generic-error.aspxerrorpath=/electrical-courses</a>	+ 9	160	1.1	122	6/27/2020	10/26/2020
<b>Online Plumbing Courses - Fully Accredited Training</b> <a href="https://www.accesstraininguk.co.uk/plumbing/courses">https://www.accesstraininguk.co.uk/plumbing/courses</a>		<a href="https://www.accesstraininguk.co.uk/generic-error.aspxerrorpath=/plumbing-courses">https://www.accesstraininguk.co.uk/generic-error.aspxerrorpath=/plumbing-courses</a>		20				

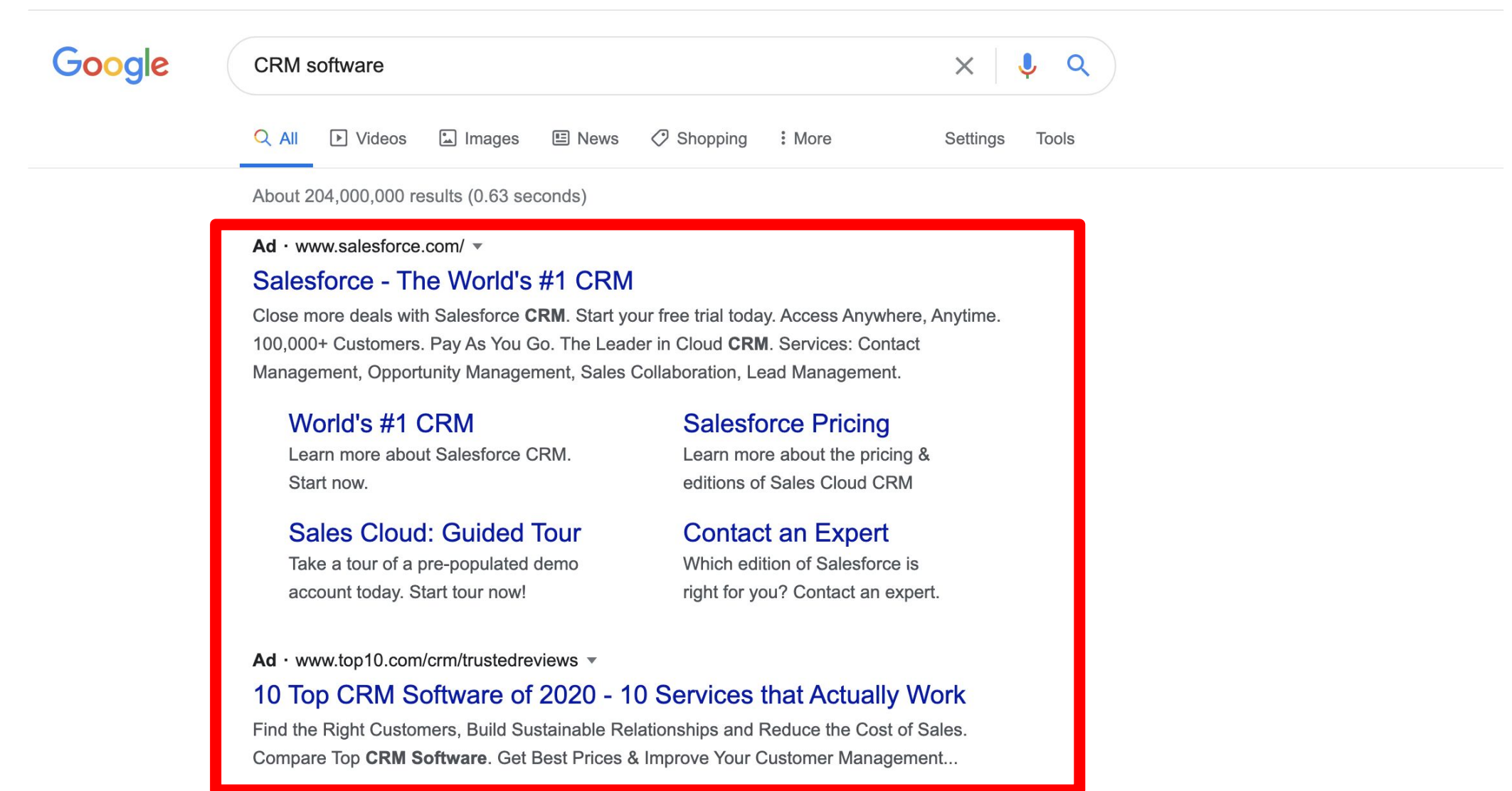
<https://www.ispionage.com/>

# Campaign Types.

- Search Network
- Display Network
- Shopping Campaigns
- Video Ads
- Local Campaigns
- App Campaigns
- Smart Campaigns

# Search Network.

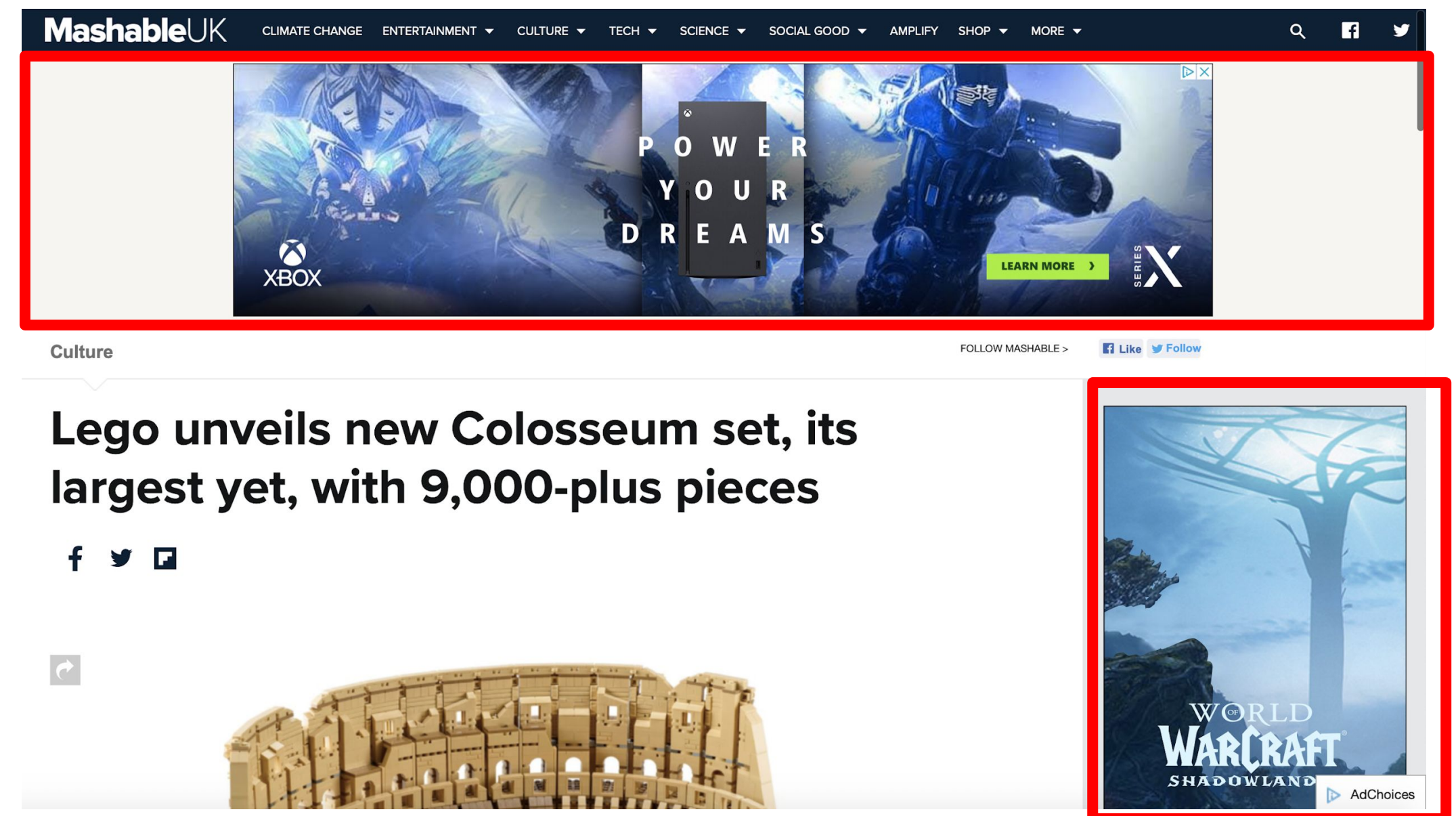
- Most Popular
- Text based ads
- Based on intent
- Great for conversions





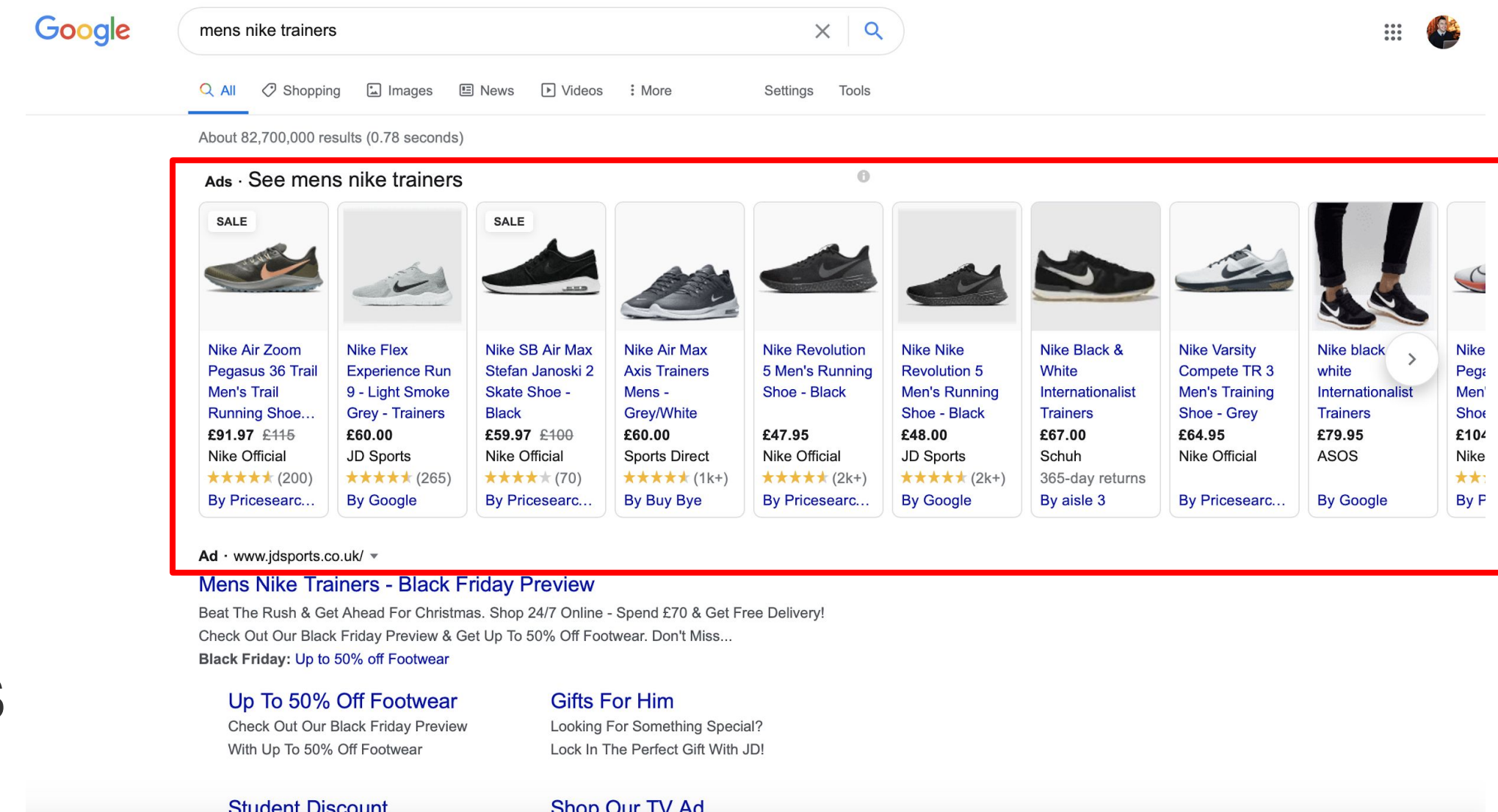
# Display Network.

- Images
- Videos
- Text
- Target keywords & Interests
- Great for brand awareness



# Shopping Campaigns.

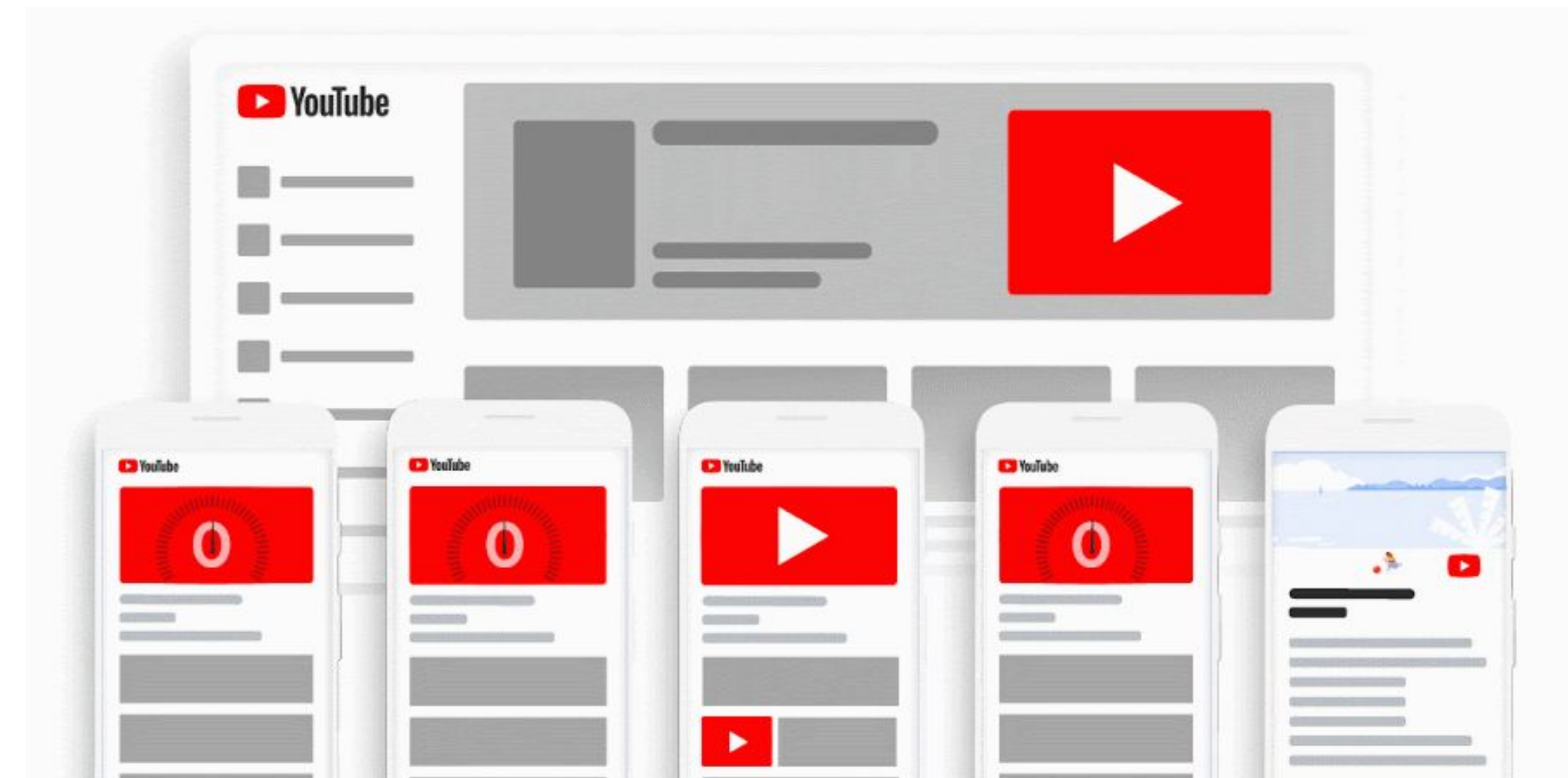
- Perfect for retailers
- Visual
- Product data feed
- Ads show on multiple platforms





# Video Ads.

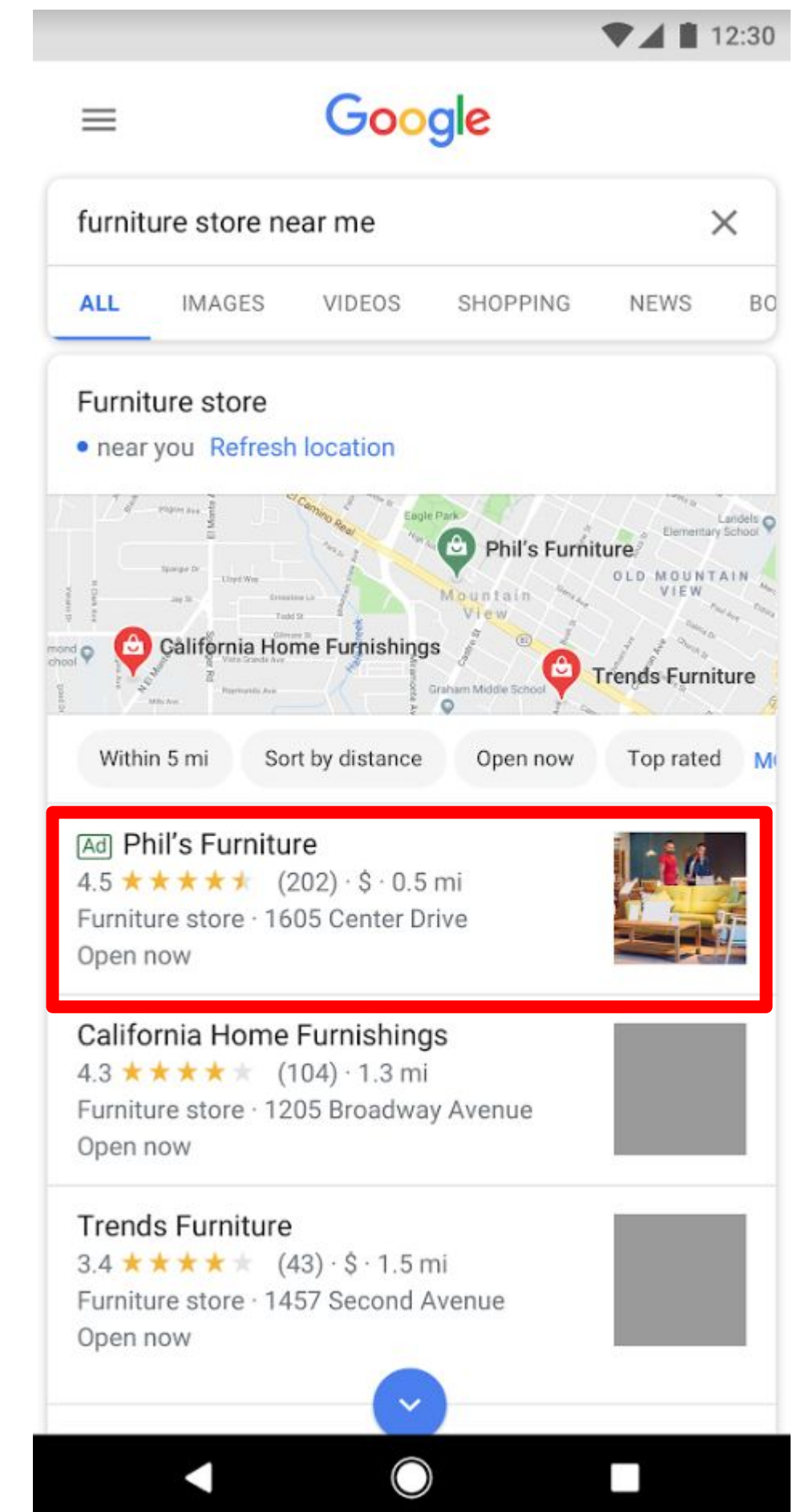
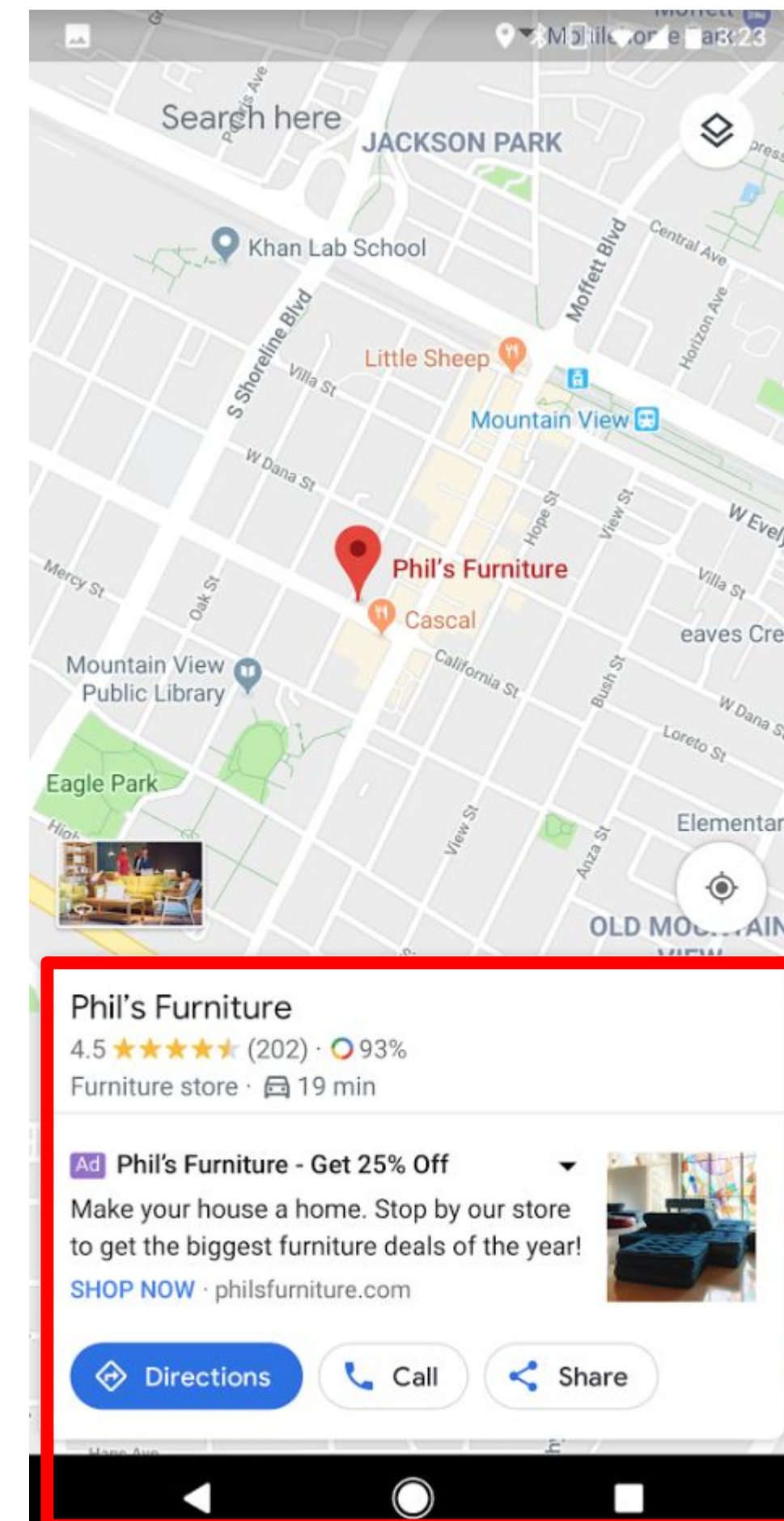
- Ads on YouTube
- Multiple Ad format Choices
- Multiple campaign goals





# Local Campaigns.

- Drive in store visits
- Google My Business
- Show in Maps



# App Campaigns.

- Drive app purchases
- Multiple platforms
- Provide some text, a starting bid and budget,





# Smart Campaigns.

- Limited Control
- Limited Ads
- Limited Data
- Limited Growth





# Setting a Budget.

- Work backwards not forwards.
- How much profit per sale do you make?
- What is the life time value of you customer?
- How much are you happy to pay Google for this customer?
- What is your conversion rate on your website.

# Structure.

- Account
- Campaigns
- Ad Groups
- Ads





# Keywords Types.

- Broad Match
- "Phrase Match"
- [Exact Match]
- -Negative Keywords





# Quality Score.

- Your click-through rate (CTR)
- Keyword relevancy in Ad Group
- Landing page quality & relevance
- The relevance of your ad text.
- Your historical Google Ads account performance



# Campaign Strategy for Starters.

- Type
- Goal
- Locations
- Manual bidding
- No more than 3 campaigns to start

# Ad Group Strategy for Starters.

- Two Ad-Groups per campaign
- No more than 5 keywords
- Stick to exact match type keywords to begin with



# Ad Copy Strategies.

- Keyword Relevant
- Utilise sitelink extensions
- Test, Test, Test
- The users objective
- Show your personality
- You don't always have to sell

Ad · [www.nike.com/](http://www.nike.com/) ▾

## Nike - UK Online Store - The Official Nike Site

Fresh, Iconic And Exclusive Styles For On The Pitch And On The Street From **Nike**. Discover The Latest **Nike** Shoes And Clothing. Shop Online At **Nike.com**. Free Fast Delivery. 10% Student Discount. 60-Day Free Returns. Shop On The **Nike** App. Gift Cards Available.

### Nike For Men

Up Your Game With The Latest Shoes, Clothes & Accessories at Nike.com

### Nike By You

Make It Yours, Add A Personal Touch To Iconic Nike Styles And Products

### Nike For Women

Shop Iconic Styles For Women And Find The Full Collection At Nike

### Nike For Kids

Discover Shoes, Clothing And Sports Gear From The Nike Kids Collection

Ad · [www.jdsports.co.uk/](http://www.jdsports.co.uk/) ▾

## Nike At JD Sports - Shop The Latest Drops

Can't Pay Today? Slice It In 3 - Buy Now & Pay Over 3 Months On All Orders. Shop Now! Treat Yourself Today - Drop £70 & Get Free Delivery. Shop Online Now! Pay In 30 Days. Limited Stock. Free Delivery Over £70. Pay in 3 Instalments. 100's Of Exclusive Lines.

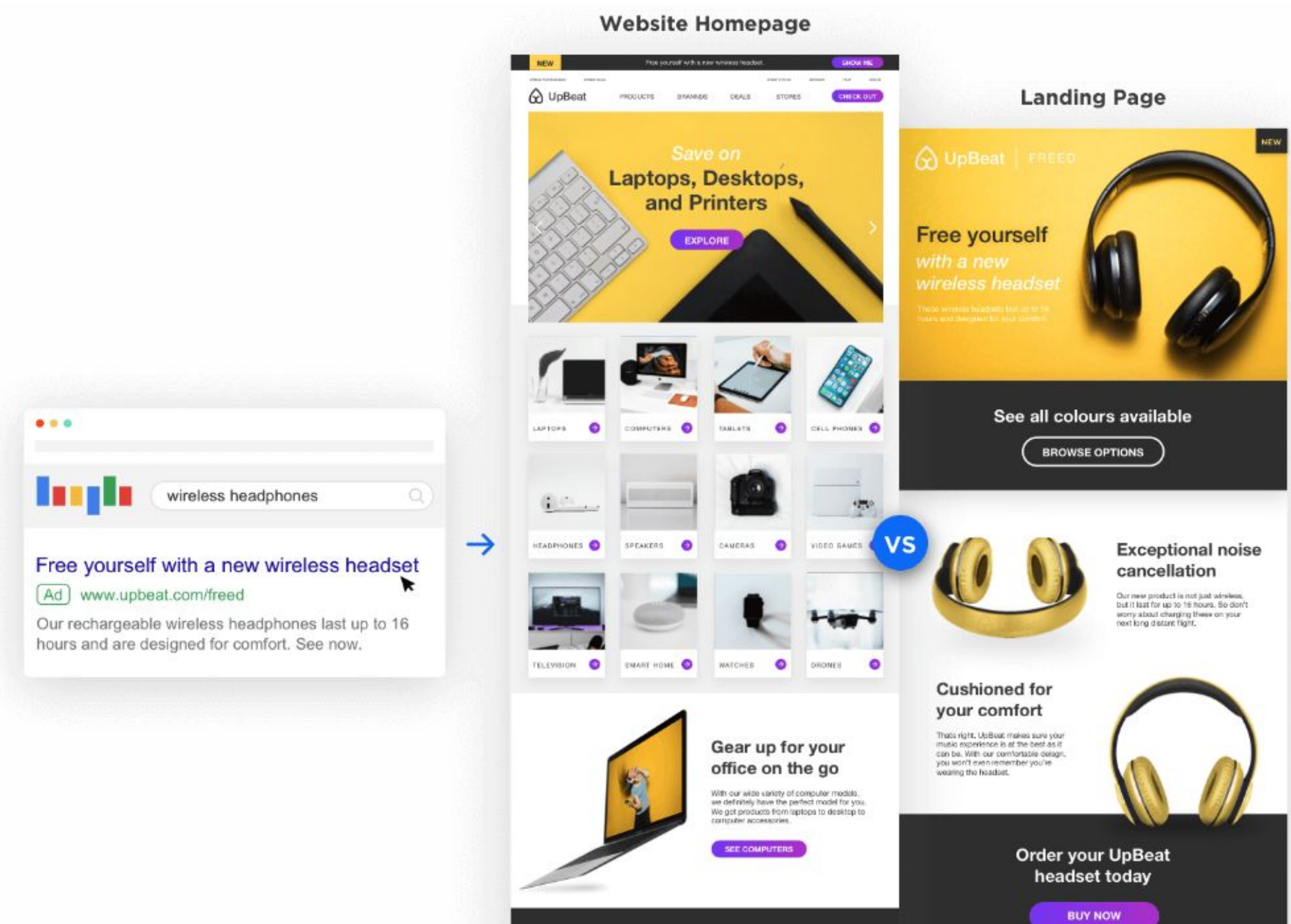
★★★★★ Rating for [jdsports.co.uk](http://jdsports.co.uk): 3.5 - 15,477 reviews

Up To 50% Off Footwear · Accessories Up To 40% Off · #IAMJD · Student Discount

Nike Air Max 90 - from £95.00 - Shop Online Now · More ▾

# Landing Page.

- One objective
- Relevant to your ads
- Make it easy
- Ads





# Retargeting.

- Display
- RLSA





**Thank you so much!**

**Questions...**

**Book a call with me to  
discuss your strategy.**

<https://www.webbox.digital>