



## IS GOOGLE ADS RIGHT FOR ME?



### SAVE MONEY

The biggest advantage to using AdWords is that **every dollar you spend is only being spent on traffic to your website** and potentially a new lead.

Why waste any more money on old means of advertising eg. Newspaper, radio, TV, Groupon, money mailers, etc. With these advertising platforms you will spend some flat rate and hope people will see or hear your ad. With AdWords **every dollar spent brings you more value** than any of these other platforms.

### WILL THIS BE PROFITABLE?

There's a formula to determine if AdWords will be profitable to you, **in almost every single case it is**. To start figure out what the value is for a lifetime customer, say you have a budget of \$1,000/mo and each click of your ad costs \$10. If we get 100 clicks that month and 10 of those hundred turned into leads (called or emailed you etc.) **would those potential sales be worth that initial spend?**

There are a few things that could make AdWords not profitable and those are: if you have a bad product, poor customer service, don't answer every call, or are advertising a product not allowed by Google.



### HOW MUCH TO START?

This is where the good news comes in, **you can start with whatever amount you feel comfortable with!** you can start with \$100/month up to and beyond \$100,000/month. Keep in mind though the first 3 months are used to to optimize the account and see what the average click cost will be, and to refine your ideal customer. Results aren't accurate during this phase.

### WHY DO I NEED THIS?

Your ads show above the organic search results on google, you can spot them by the small green ad box, there are usually 2-3 above the organic results and another 3 below. You **WILL NOT come off as spam**. Large companies like Amazon, Best Buy, and Walmart, with amazing SEO still run AdWords, this gives them double the presence on the search page and equivalent traffic as organic clicks. Why lose out on additional traffic?

You will be **targeting customers who already want your product**. If you're a plumber all your ads could be showing for people searching for "plumbers near me", "24/7 plumber", "my sink is spraying water".

It's **customized to you!** we can set a specific time schedule for your ads to run, we can target people by age, gender, or income, target a certain location, add qualifiers like "starting at \$500", block irrelevant searches like DIY, track if they call you, download a file, buy something, or fill out a contact form.



### WHY AM I PAYING YOU A FEE?

Our fee covers the cost of our time and knowledge managing your account properly every month. Your money goes towards: Constant **Research and Learning**, **Daily monitoring** of your campaign, **weekly optimization** of your account, **maintaining a budget** to maximize your spending every day, and **maintaining your reports**.

We also keep up to date with all the changes google implements multiple times a year, and make any necessary changes to your account or strategy. **Not keeping up with these changes could cost you double your budget**, as was the result of an actual change google made.

Think about the amount of time you would need to research and handle this yourself, In that time you could make at least 1 or 2 additional sale every month, just by letting us handle it for you. **Would those extra sales make up for our fee?**



# ARE GOOGLE DISPLAY ADS RIGHT FOR ME?

## What makes Display Ads different than search ads?



Search ads are only available on the Google Search Results and can only contain text within the ad



The main display ad types are image ads where you can select 1 image to pair with a headline and description line to be shown on websites, gmail, and mobile apps/games.



The Second types of ads are video ads that get played during Youtube videos.

## How Large Is The Display Network?



The display network reaches **over 90% of total internet traffic** served across **over 2 Million + websites**, and **over 1 million apps**. This network is not restricted to a single platform like Facebook



YouTube is **the world's second largest search engine**, and **third most visited**. With **over 1 billion hours** of YouTube videos watched per day, and **80% of 18-49 year-olds watch a YouTube video** each month.

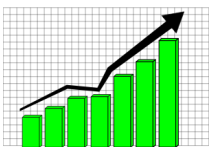


**For Comparison on most visited:**  
- Google (#1) processes over **3.5 billion searches per day**  
- Facebook (#2) has **over 2.27 billion monthly active users**

## What Sets The Display Network Apart?



**NO MINIMUM** to start advertising



**MASSIVE SCALE** with Gmail, YouTube, and millions of other sites.



**Measurable Performance and Maximized Results**

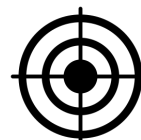
### Target All Parts Of The Sales Funnel



Build Awareness Using Display Ads to show your ad on millions of websites



Pay per ad engagement to influence consideration



Drive action by using remarketing to target visitors to your website who didn't call or buy from your website.



# HOW DO I KNOW WHERE TO START

## We've Handled Ad Scaling Before Let Us Guide You

Below is an outline of how we will be setting up your Google Ad campaign and optimizing your money to be spent responsibly, we direct each ad to a related landing page with an appropriate call to action (phone call, product sale, email, etc.) for the potential customer to take.

We start by targeting the lowest of funnel customers who are actively looking to buy your product or service right now. This lets us get the most potential leads for the least amount of ad spend.

Once you're seeing a good ROI and are looking to increase ad spend we then start looking towards mid funnel customers. These are people who may know your company and doing price comparisons or planning for a near future purchase.

Finally if your'e still looking to expand your ads to maximize your reach to every possible person we move to branding and top of funnel customers, who aren't actively looking or know your company name.

