



01

KEYWORD RESEARCH

Knowing what your users search for is the **key to a successful ad campaign.**

We will work with you to produce **4-5 key terms that represent your business.**

Turn those key terms into **20-30 related terms.**

This way you have a variety of bases covered to make sure your ads are seen by the right people.



02

CREATING ADS

Deciding what type of ads to create and what platform to advertise on.

Google has **standard ads** which are 1 headline and 1 description. Simple and Effective.

Google's **dynamic ads** are a mix and match of the 10 headlines and 4 descriptions you create. Adapting to the complex algorithms to target user's intent better.

Social media ads (such as Facebook ads or LinkedIn ads) are a standard structure with a graphic, allowing you to target the demographic you are trying to reach.

Video ads are a bigger discussion, we can dive into that with you 1-on-1.

Your keywords should be represented in all ad types to grab user's attention.



03

RUNNING ADS

We recommend running a **\$50 ad campaign on any platform** to get initial metrics to confirm progress; however, starting with a bigger budget is optional.

After the initial trial is ran, a higher budget can be set based on results.



04

AD ANALYSIS

After the ad campaign has ended it needs to be **analyzed to find out how effective it was.**

Tweak it if you need to or run it again to get more conversions.

Over time, as your ad budgets increase, and traffic increases the analysis will take longer, but it is a vital step to track success.

REPEAT STEPS 3 & 4

- Adjust Budgets
- Adjust Keyword Click Rate