



Advertising on Google

8 tactics every marketer should use



Why advertise on Google?

Over a million businesses rely on Google AdWords. Here's why:

1. Get your business found online
2. Totally measureable and flexible
3. Incredibly-precise targeting options



In this guide, we walk you through the various products Google offers, where they work best in the sales funnel and the benefits of each.

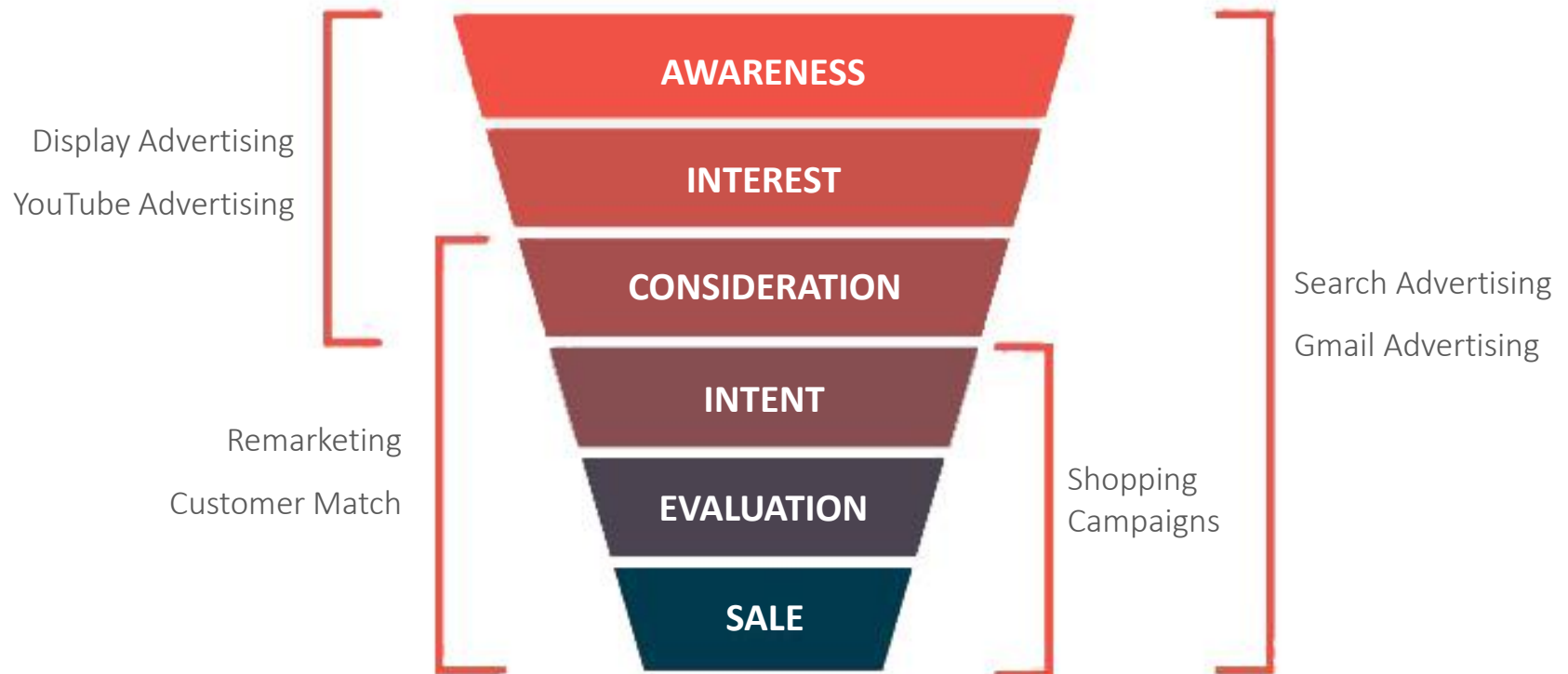
Let's get started 

Full-funnel PPC marketing

PPC is a highly effective marketing channel, not only for capturing people in buying mode but also for generating awareness and nurturing potential customers. When the various tactics are combined, you've got a seriously powerful tool on your hands for driving prospects through your entire sales funnel.

So which tactics work best where?

Whilst each tactic can arguably work throughout the whole funnel, the image below shows where they would typically be most powerful:



What are Google Search Ads?

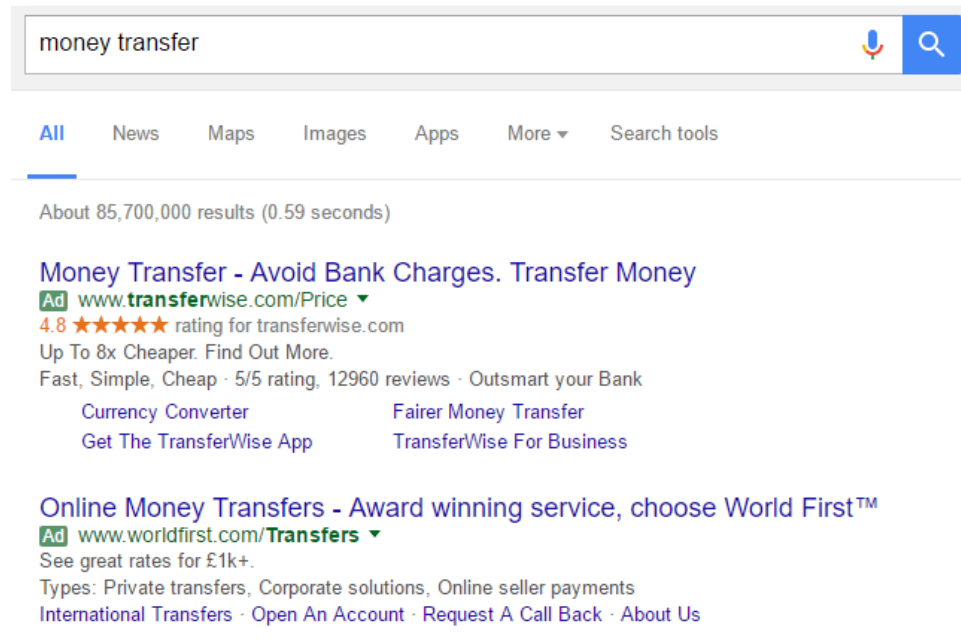
Search Ads (commonly known as AdWords) sit above and below the organic search results.

Why use them?

- ✓ Instant presence on page one for highly relevant searches
- ✓ Precise control and only pay when someone clicks your ad
- ✓ Adds credibility to your organic search listing

Where in the funnel do they work best?

Effective throughout-the entire sales funnel.



Examples of Google Search Ads

DID YOU KNOW?

89% of clicks are incremental to organic clicks. This means that if you removed the search ad, you wouldn't get 89% of those clicks through your organic listing.

Search

Gmail

Display

YouTube

Customer Match

Remarketing

RLSAs

Shopping

Search

Gmail

Display

YouTube

Customer Match

Remarketing

RLSAs

Shopping

What are Search Ad Extensions?


Ad extensions are a type of ad format that show extra information (“extending” from your text ads) about your business. Some can be added manually and others are automated.

Why use them?

- ✓ Improve your ad’s visibility
- ✓ Increase click-through rate of your ads
- ✓ No set-up fee; only pay when someone interacts with you

Where in the funnel do they work best?

Effective throughout-the entire sales funnel.

Amherst Ice Cream Parlour
Ad www.example.com
Our specialty is pistachio.
English majors, buy 1 get 1 free. 

Walter's Bakery for Dogs
Ad www.example.com
Artisan biscuits and cakes. Doesn't your dog deserve them?

- [Hours](#)
- [Specials](#)
- [Biscuits](#)
- [Special diets](#)

Acme Electronics
Ad www.example.com
Shop at ACME Electronics for laptops, smartphones, video
Free delivery • 24-7 customer service • Price matching

DID YOU KNOW?

There are a whole range of extensions available, including:

- Call
- Site links
- Download app
- Location
- Reviews
- Ratings
- Call-outs
- Previous visits

What are Gmail Ads?

Gmail Ads are expandable ads at the top of the user's browser in Gmail. With a click, these interactive ads expand into a email-sized ads that can include videos and images.

Why use them?

- ✓ Low cost-per-click due to low competition (this ad format is still relatively new)
- ✓ Highly targeted as based on details users provide within their Gmail account
- ✓ Cost-effective conversions as user has to go through two clicks (teaser then expanded ad) before they arrive on your website

Where in the funnel do they work best?

Effective throughout-the entire sales funnel.



DID YOU KNOW?

It is estimated that there are now about 900 million Gmail accounts, up from 425 million in 2012 when the last official update took place.

Search

Gmail

Display

YouTube

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Shopping

What are Display Ads?

Display Ads are text, banner or video ads that display on a huge network of websites across the internet. They appear based on content relevance and other filters you choose to set.

Why use them?

- ✓ Promote your brand far and wide without paying for impressions
- ✓ Show targeted ads on selected, reputable websites that your prospects visit
- ✓ Ideal for advertisers with sexy products whose ads are enticing to the eye E.g. holidays

Where in the funnel do they work best?

Top to middle of the funnel, from awareness and interest through to consideration.



Text Ads on websites



Image Ads on websites



Video Ads on websites

DID YOU KNOW?

Google's Display Network reaches over 90% of global internet users expanding across two million sites!

Search

Gmail

Display

YouTube

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RLSAs

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What are YouTube Ads?

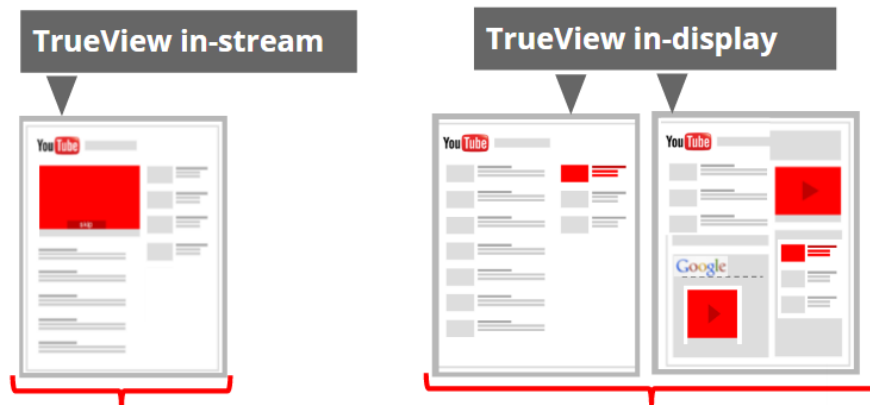
YouTube Ads either show 'in-stream' before your video (the ones you can skip after 5 seconds) or on the right-hand side in the search results.

Why use them?

- ✓ Only pay when someone watches at least 30 seconds of your video ad
- ✓ Low cost-per-view drives significant visibility
- ✓ Video results appear in circa 70% of the top 100 search listings on Google

Where in the funnel do they work best?

Top to middle of the funnel, from awareness and interest through to consideration.



DID YOU KNOW?

YouTube viewers that complete a TrueView ad are 23x more likely to visit or subscribe to a brand channel. (Last updated Sept 15).

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What is Customer Match?

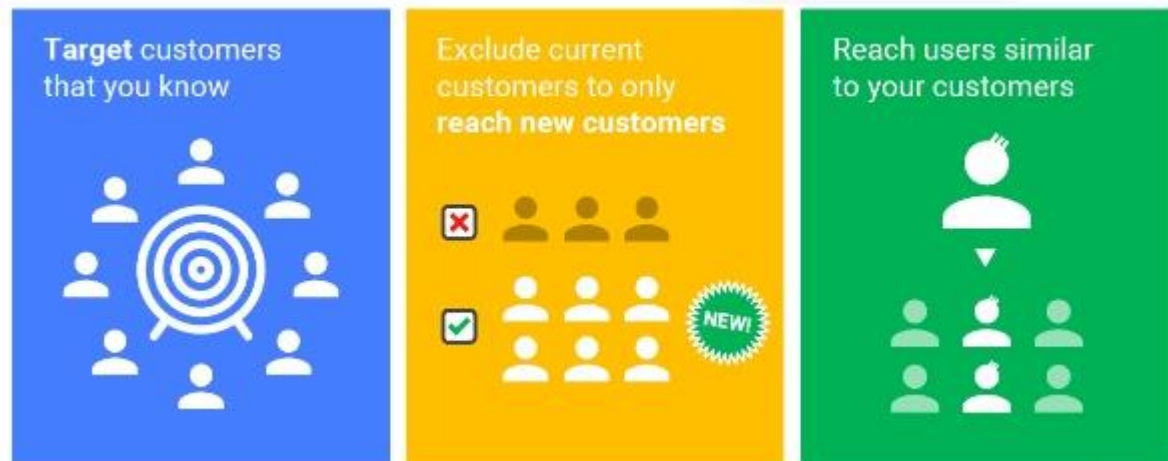
Customer Match allows you to upload a list of email addresses, which can be matched to signed-in users on Google, and target those users via Google Search, YouTube and Gmail.

Why use it?

- ✓ Highly-personalised campaigns based on segments within your customer database
- ✓ Target signed-in users across all devices (which cookies and RLSAs cannot traverse)
- ✓ Reach a similar audience based on your most valuable customers

Where in the funnel does it work best?

Mid to lower funnel, from consideration and intent through to evaluation and sale.



DID YOU KNOW?

You can also generate 'similar audiences' based on your initial upload of email addresses, allowing you to identify other people that will likely be interested in what you have to say.

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What is Remarketing

Remarketing allows you to position targeted ads in front of a defined audience, that has previously visited your website, as they browse elsewhere around the internet.

Why use it?

- ✓ The more a prospect is exposed to your brand, the more likely they are to buy from you
- ✓ Greater brand exposure leads to higher conversion rates
- ✓ Target prospects with a specific message based on the actions they took on your website E.g. abandoned cart

Where in the funnel does it work best?

Mid to lower funnel, from consideration and intent through to evaluation and sale.



Visitor Comes
to Your Site



Visitor Added
to List



Visitor
Leaves



Your Ad shows on
YouTube / GDN



Visitor Returns to Your Site
More Sales!

DID YOU KNOW?

96% of visitors leave a website without converting and 49% typically visit 2-4 times before making a purchase.

Search

Gmail

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What is Dynamic Remarketing?

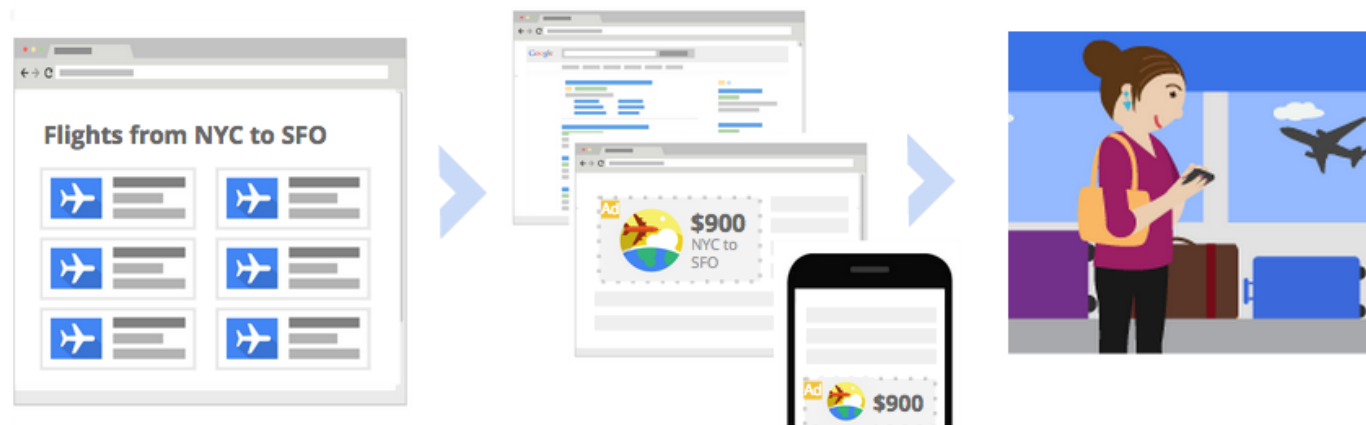
Dynamic remarketing takes remarketing a step further, letting you show previous visitors ads that contain specific products and services that they viewed on your website.

Why use it?

- ✓ Feature the actual item previously viewed in the ad
- ✓ Google can dynamically create ads for you that include price, image and text, all based on the behaviour of your website visitors
- ✓ Higher levels of engagement and conversion rates

Where in the funnel does it work best?

Mid to lower funnel, from consideration and intent through to evaluation and sale.



DID YOU KNOW?

70% of customers abandon shopping carts without purchasing!

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What are RLSAs?

Remarketing Lists for Search Ads is a feature that lets you customise your search ads campaign for people who have previously visited your site, and tailor your bids and ads to these visitors when they're searching on Google.

Why use them?

- ✓ Target more qualified and valuable users who are already aware of your website
- ✓ Bid on more generic terms (which you might usually avoid) but only for the most qualified users
- ✓ Make the most of a small ad spend

Where in the funnel do they work best?

Mid to lower funnel, from consideration and intent through to evaluation and sale.



Visitor Comes
to Your Site



Visitor Added
to List



Visitor
Leaves



Visitor Searches
Again



Visitor Returns to Your Site
More Sales!

DID YOU KNOW?

The click-through rate for RLSAs can be up to double that of ads served to new visitors – that's because the audience is already familiar with your brand.

Search

Gmail

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Shopping

What are Shopping Ads?

Shopping Ads sit above the organic listings or on the right-hand side (where the text ads used to be). They show photos of your product plus a title, price, shop name and more.

Why use them?







- ✓ Quickly list all your products complete with image and price
- ✓ Reach product-specific searches and people ready to convert
- ✓ Use promotional offers to get noticed before your competition does

Where in the funnel do they work best?

Mid to lower funnel, from intent through to evaluation and sale.

Shop for nike trainers on Google

Sponsored ⓘ

					
Nike Sportswear Air	Nike Am16 Trainers	Nike Tanjun Children's ...	Nike Sportswear ...	Nike Air Max 95 - Black - ...	Nike Roshe One Hyp ...
£67.50	£55.00	£29.99	£52.50	£115.00	£44.00
Zalando.co.uk	La Redoute	Decathlon UK	Zalando.co.uk	JD Sports	ASOS.com

★★★★★ (102)

Nike Running - Nike.com

Ad www.nike.com/

Shop online at Nike.com for Women's Nike Running Shoes, Gear & More.

Free 30-Day Returns · Chat Live with Nike

Categories: Shoes, Clothing, Accessories & Equipment...

Nike Trainers | Nike Shoes | JD Sports

www.jdsports.co.uk/page/nike-trainers/

Shop the latest Nike look with our extensive collection of Nike trainers and shoes and exclusives only at JD Sport The Undisputed King of Trainers.

Nike Air Huarache Trainers · SHOP AIR MAX 90 · Nike Air Max 95 · Nike Roshe Run

DID YOU KNOW?

Shopping conversion rates in Q2'14 were 37% higher than non-branded search ads.

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What are YouTube for Shopping Ads?

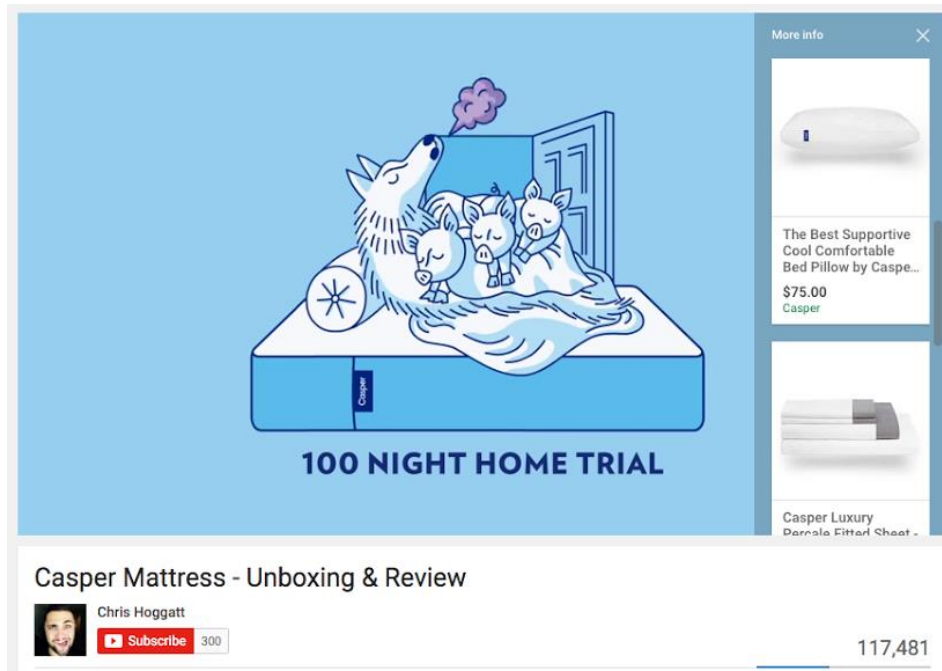
YouTube for Shopping Ads are delivered as cards alongside retailers' video ads on mobile and desktop. Clicks on the ads take users straight to the merchant's website.

Why use them?

- ✓ Display your product image and price whilst prospects are in buying mode
- ✓ Click-to-purchase from within the video ad
- ✓ All you need is a product feed, as opposed to a video

Where in the funnel do they work best?

Mid to lower funnel, from intent and evaluation through to sale.



100 NIGHT HOME TRIAL

More info

The Best Supportive Cool Comfortable Bed Pillow by Casper...
\$75.00
Casper

Casper Luxury Duvet Cover & Sheet Set

Casper Mattress - Unboxing & Review

Chris Hoggatt

Subscribe 300

117,481

DID YOU KNOW

YouTube is now the 2nd largest search engine, almost 2x the size of Bing and Yahoo search combined and a third the size of Google.com!

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Get started today with a Premier Google Partner

At Vertical Leap, we have a large team of AdWords-qualified PPC specialists who can manage all of these tactics for you!

We are a recognised **Premier Google Partner**, a status awarded to agencies who manage a substantial portfolio of Google advertising campaigns and deliver great results for their customers. In return, we receive increased support and insight from Google which we can pass on to you.

This status requires that we maintain additional certification requirements which means you can always be assured of the utmost quality service.



To start a conversation with our PPC experts, call us on 0845 123 2753.

Free guide

If you'd like more information about full-funnel PPC marketing, download our guide below.

It goes into more detail about what works best at the various stages of the sales funnel and how PPC can support your wider marketing activities.





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