Grow with Google

Drive Business Results with Google Ads Livestream

Google

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Drive Business Results with Google Ads Livestream

Wednesday, May 8, 2019
9-10 AM PT / 12-1 PM ET

Google

Today's agenda

1 INTRO TO ONLINE ADVERTISING

2 REACH CUSTOMERS WITH GOOGLE ADS

3 REACH CUSTOMERS WITH LOCAL SERVICES BY GOOGLE

4 Q&A

Google

Intro to online advertising
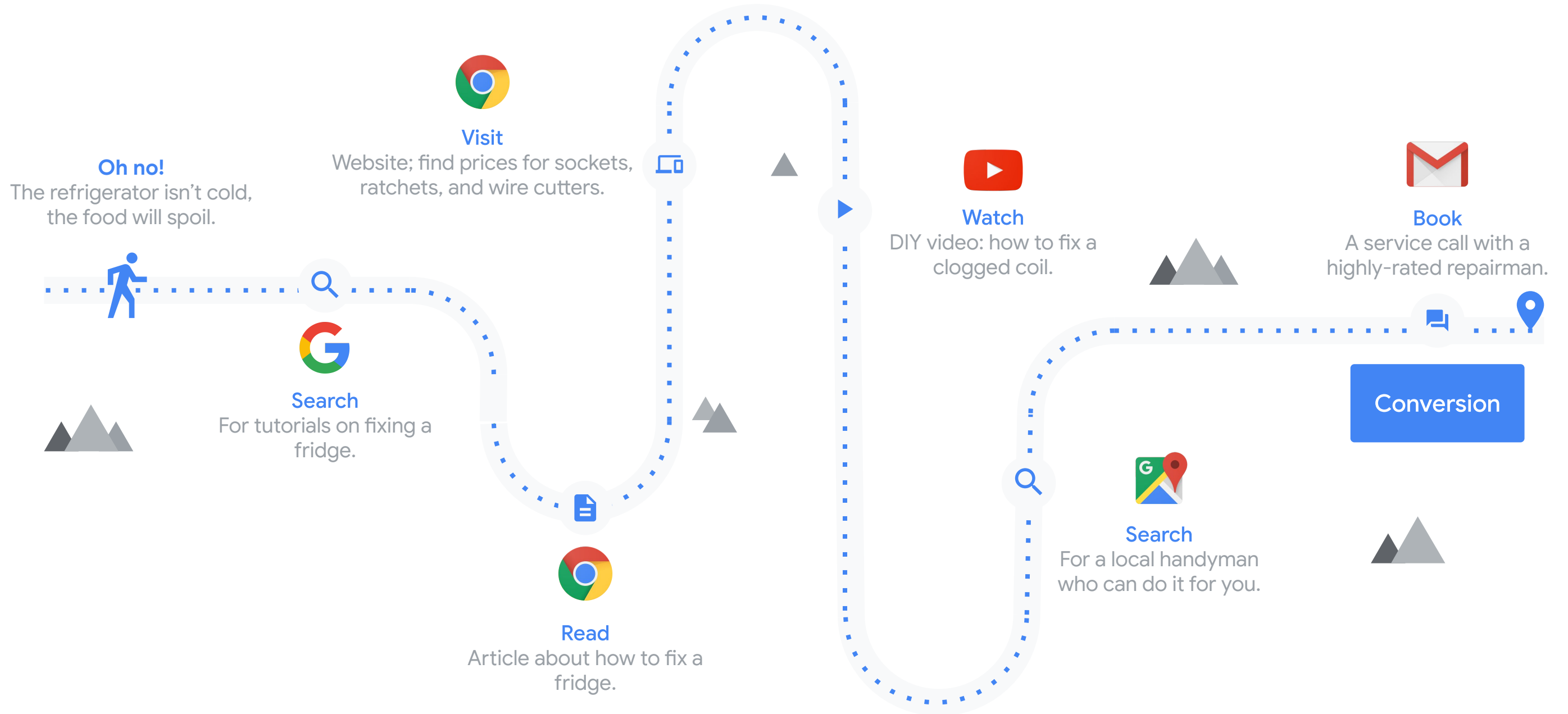
Today's digital consumer is constantly connected

6 Hours
42 Minutes

Average time spent
online, each day.

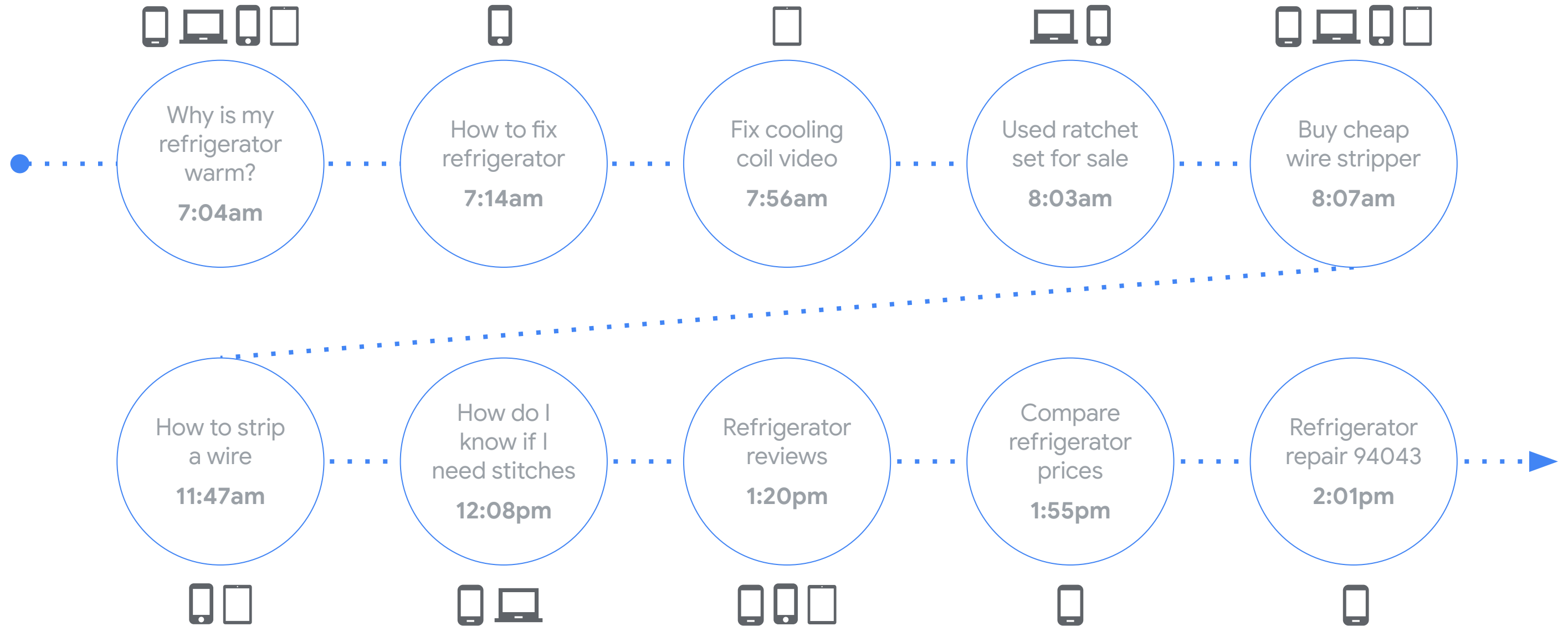# Consumer journeys are complex

Oh no!
The refrigerator isn't cold, the food will spoil.

Visit
Website; find prices for sockets, ratchets, and wire cutters.

Watch
DIY video: how to fix a clogged coil.

Book
A service call with a highly-rated repairman.

Search
For tutorials on fixing a fridge.

Read
Article about how to fix a fridge.

Search
For a local handyman who can do it for you.

Conversion

Google

Search is critical... are you there?

Why is my refrigerator warm?
7:04am

How to fix refrigerator
7:14am

Fix cooling coil video
7:56am

Used ratchet set for sale
8:03am

Buy cheap wire stripper
8:07am

How to strip a wire
11:47am

How do I know if I need stitches
12:08pm

Refrigerator reviews
1:20pm

Compare refrigerator prices
1:55pm

Refrigerator repair 94043
2:01pm

Google

Advantages of online advertising

You can track
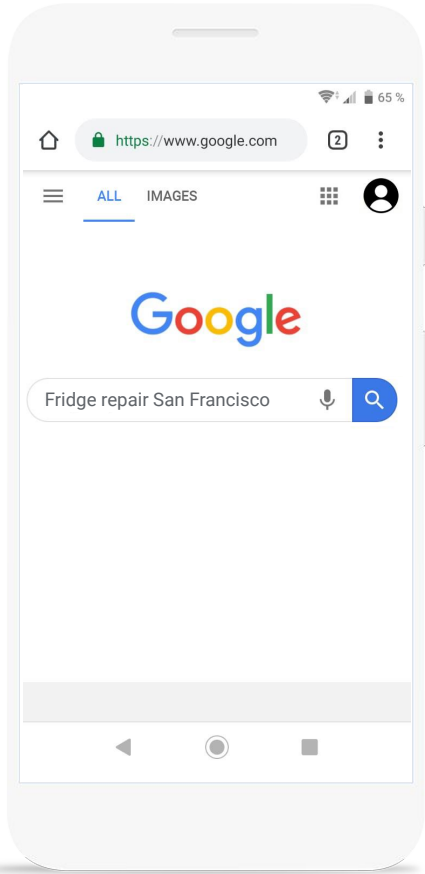and measure
performance

You control
the budget

You can edit,
pause, or cancel
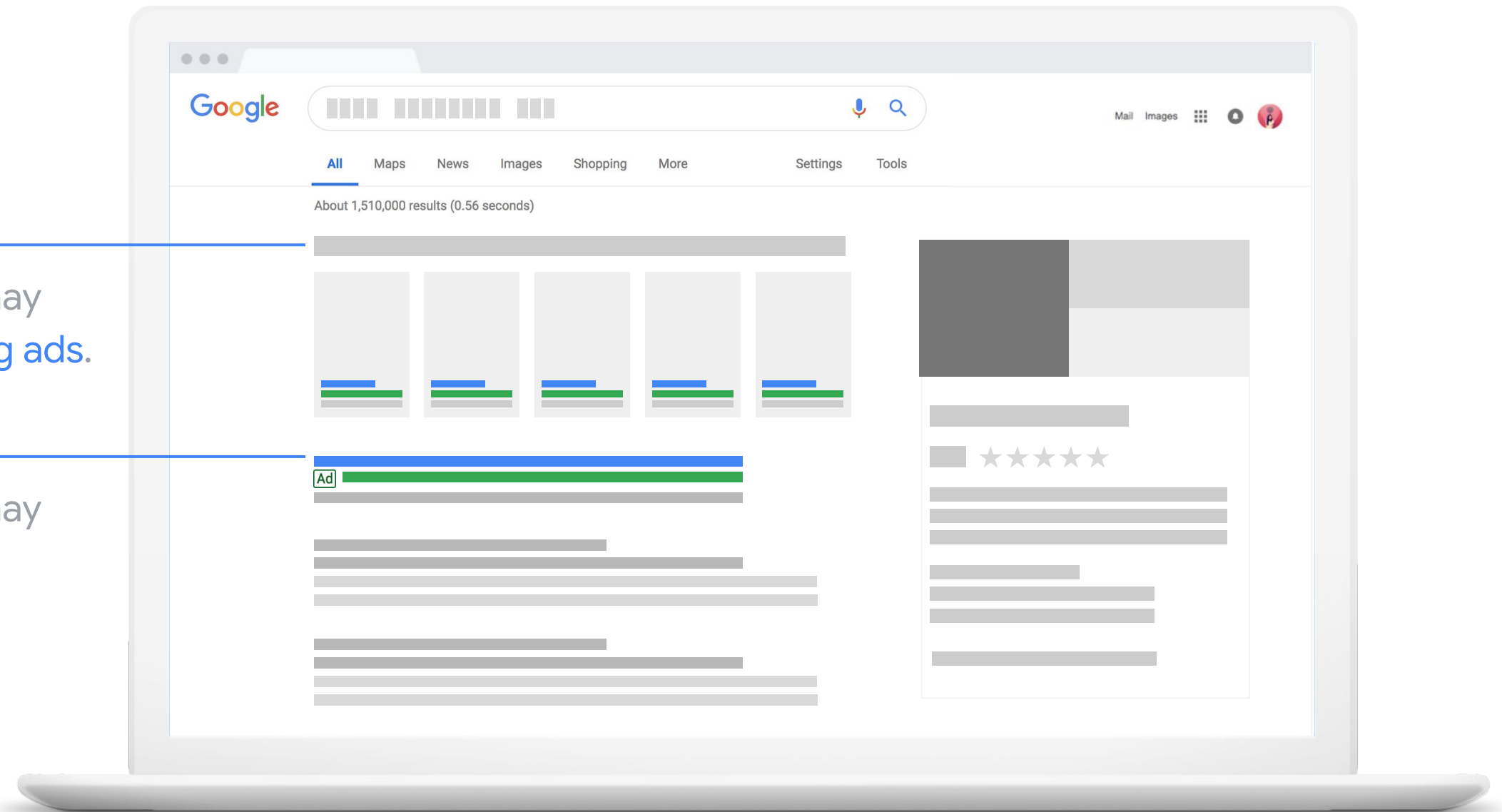any time

Google

Reach customers with Google Ads
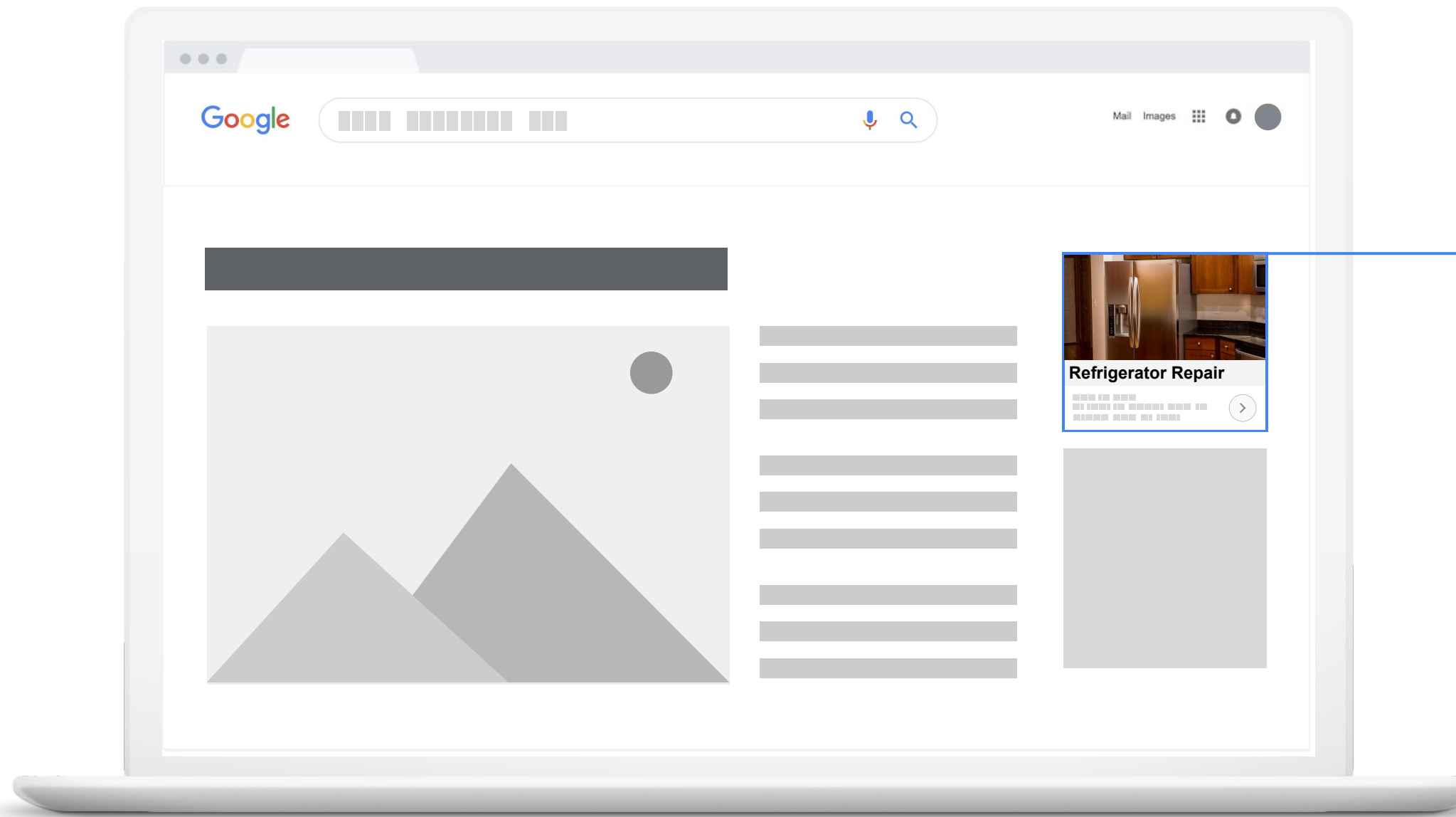
How ads work on Google Search
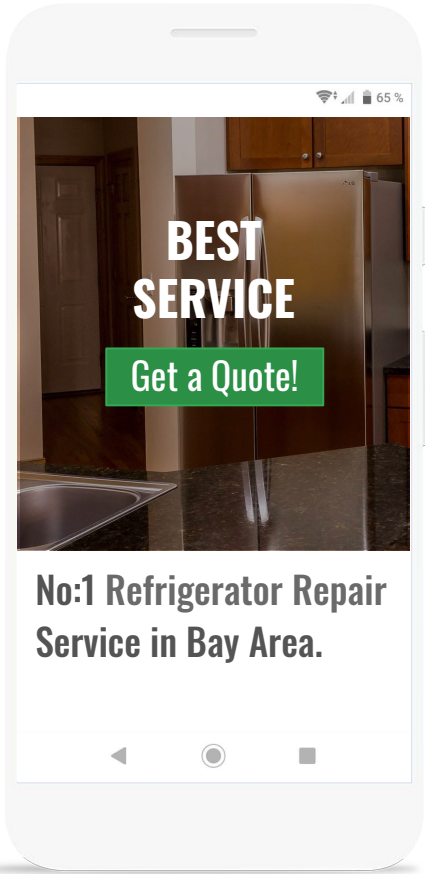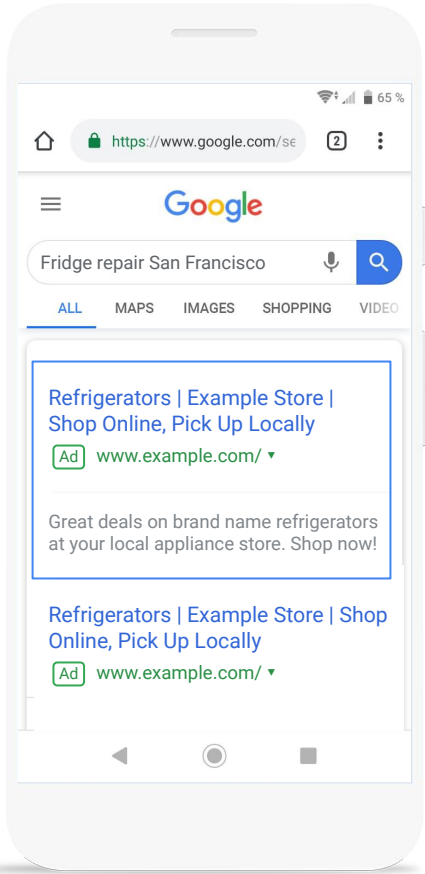
Ads can appear in search results

Search results may include **Shopping ads.**

Search results may include **Text ads.**
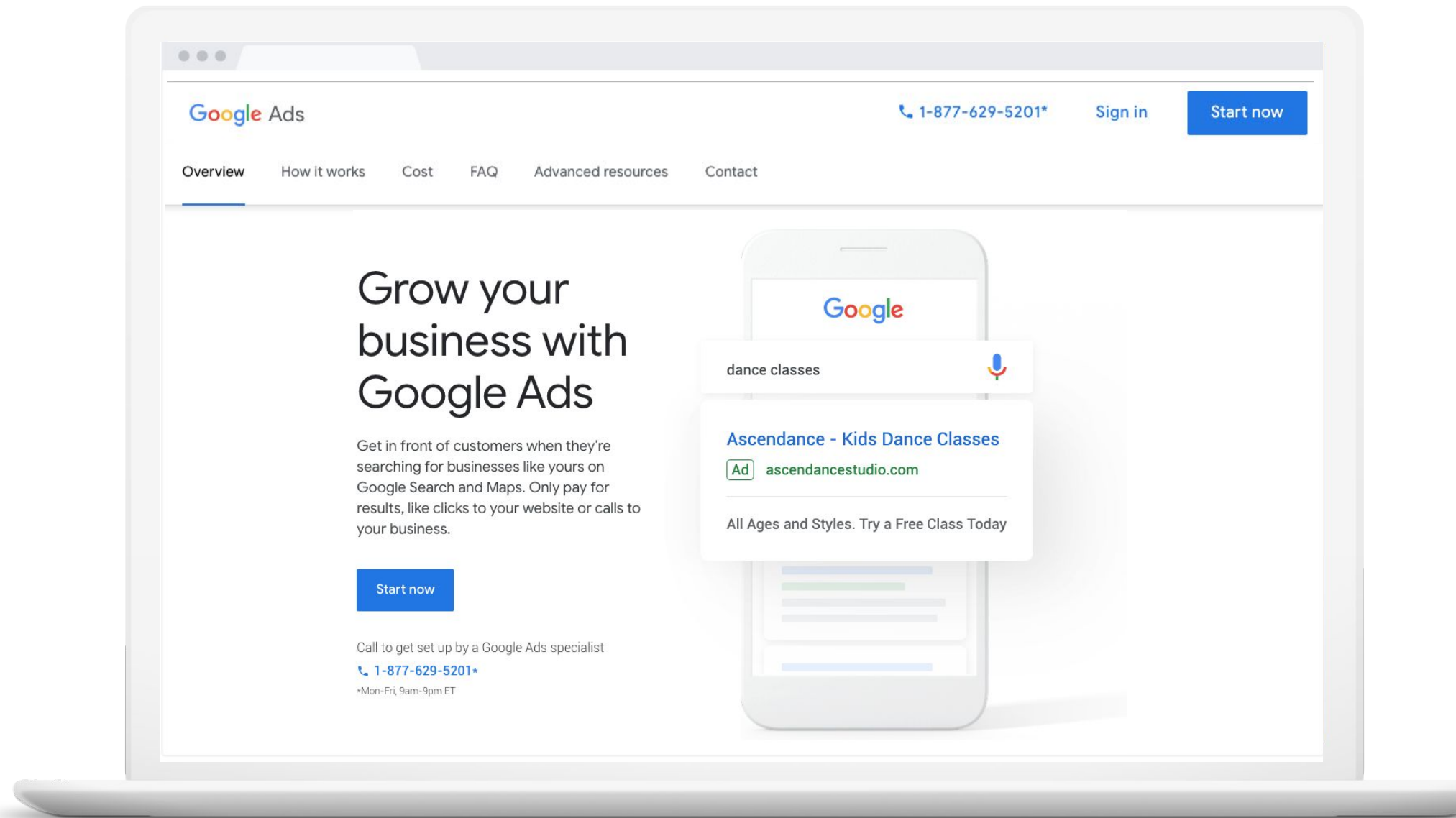
Google

Ads can appear on partner websites

The Google Display Network can show many ad formats, including text, image, and video ads.

Google

Things to know about Google Ads

- Pay for results, like clicks on your website or phone calls

- No startup fee

- No cancellation fee

- No contract

ads.google.com

What campaign is right for me?

Advertising goals determine campaign type

Common campaign types include:

🔍 Search

👁 Display

🎥 Video

Google Ads   New campaign

Ads that focus on a specific goal help you get the results you want

📞 Get more calls

🏪 Get more visits to your physical location

💳 Get more website sales or sign-ups

Choose this goal if:

✓ Most of your business is conducted online

✓ You want customers to complete a trackable action (such as a purchase or sign-up) on your website
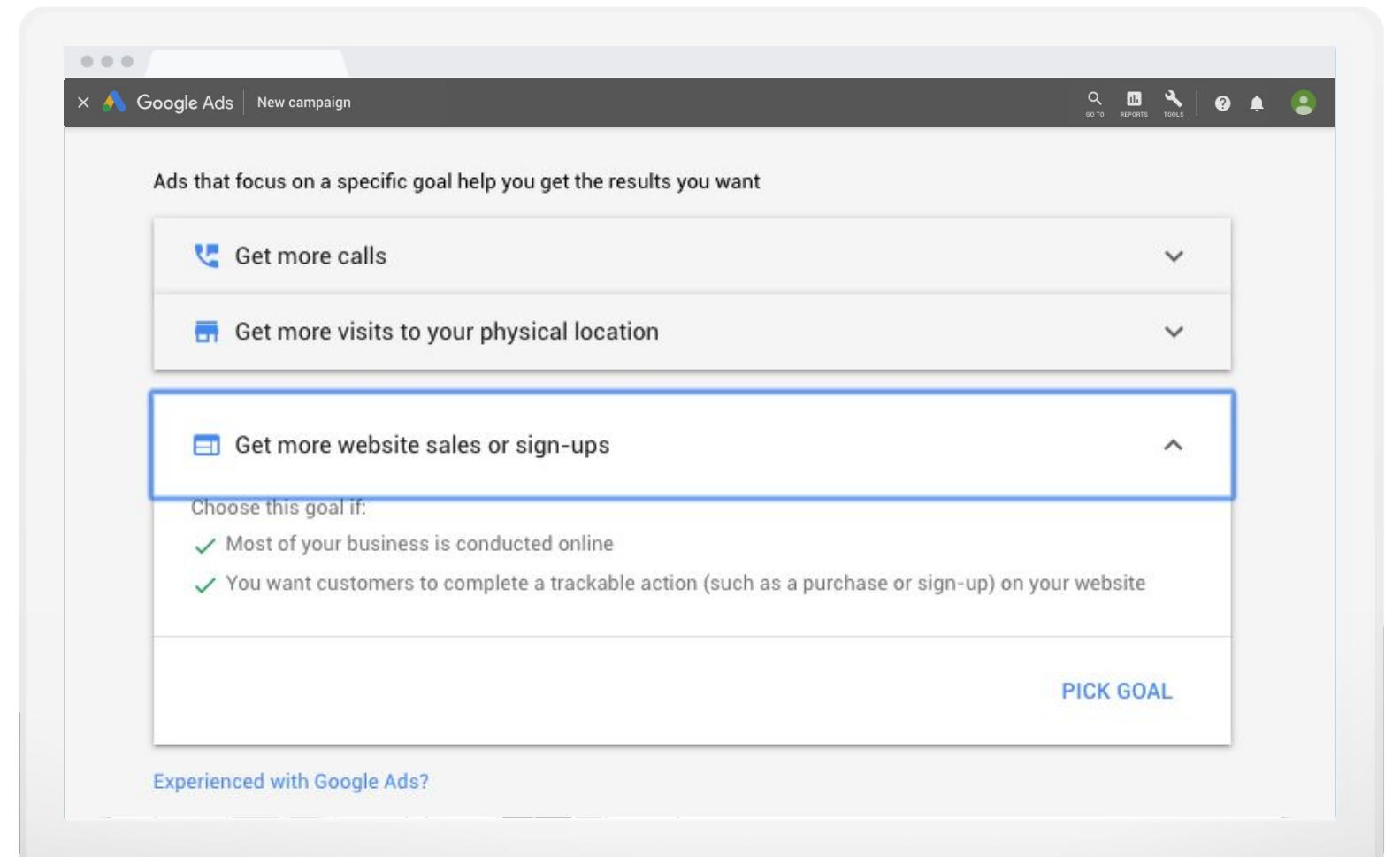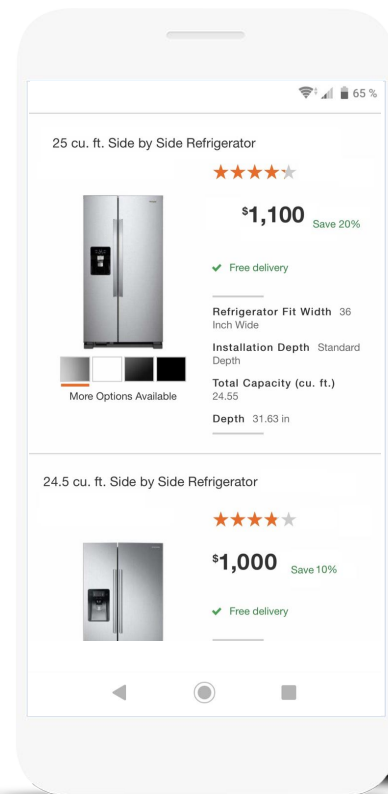
PICK GOAL

Experienced with Google Ads?

Google

What makes a good goal?

Specific

Relevant

Measureable

Time-sensitive

Attainable

Goal #1: Drive sales

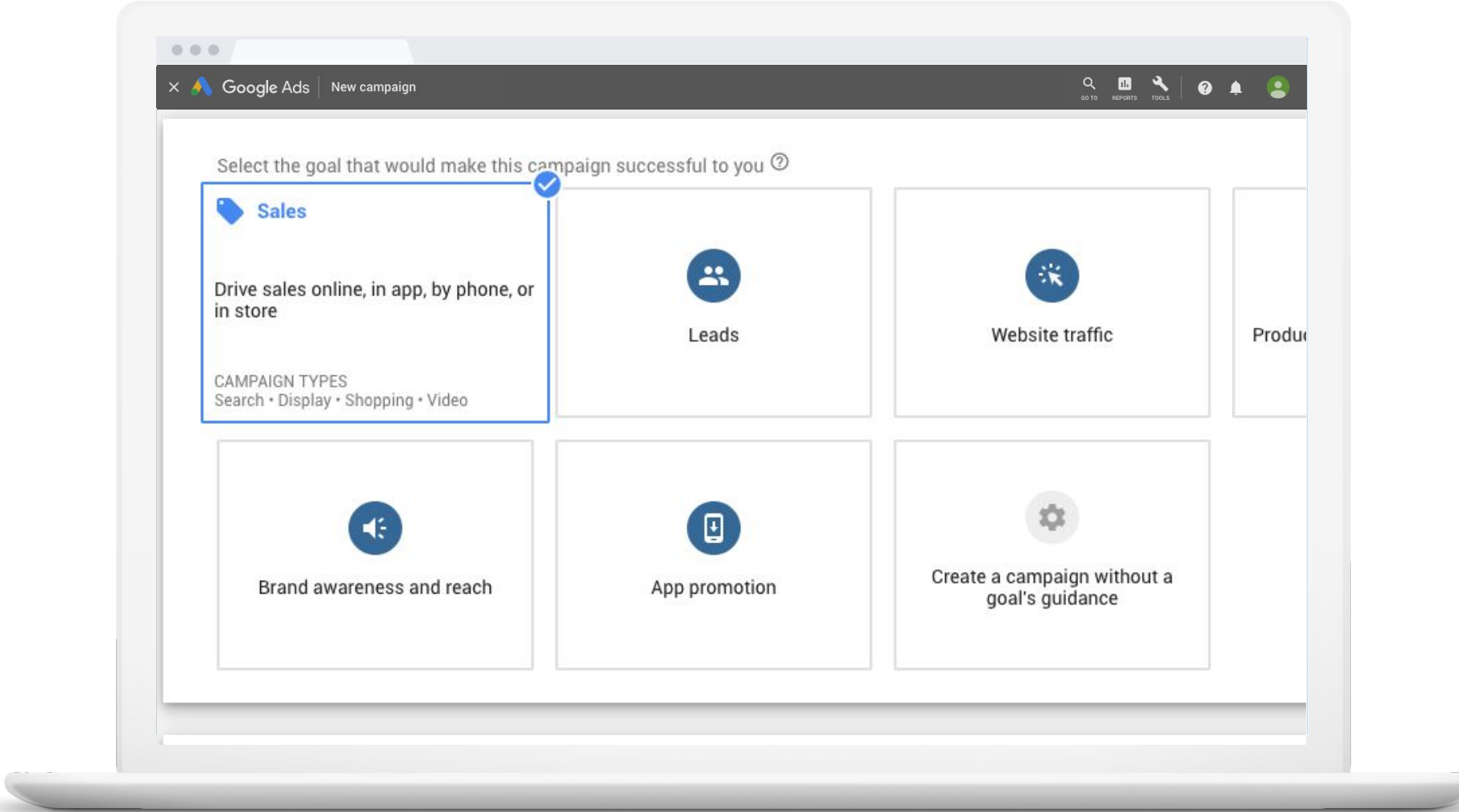Find customers online, in app, by phone, in your store:

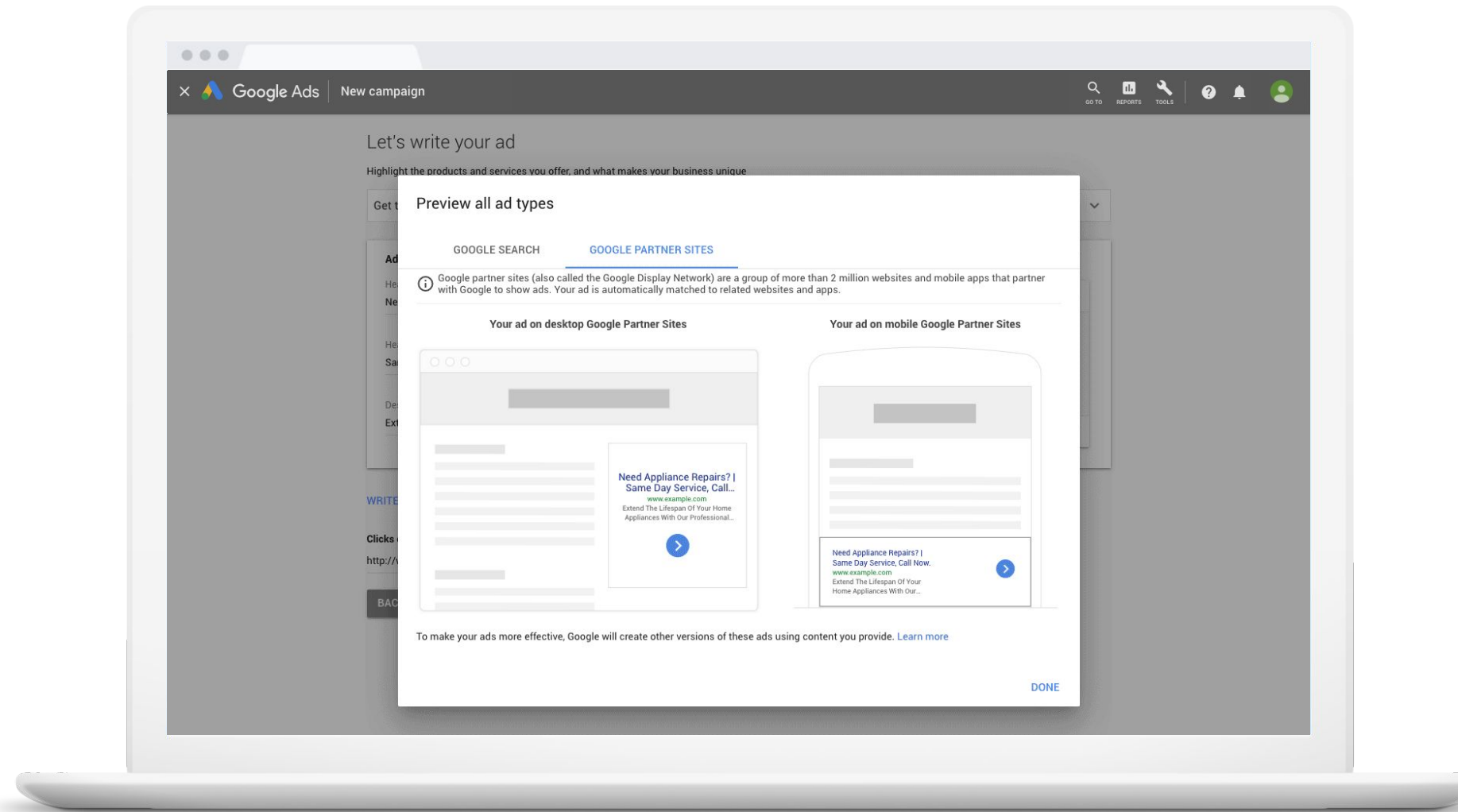**Search**

Display

Shopping Campaigns

Video
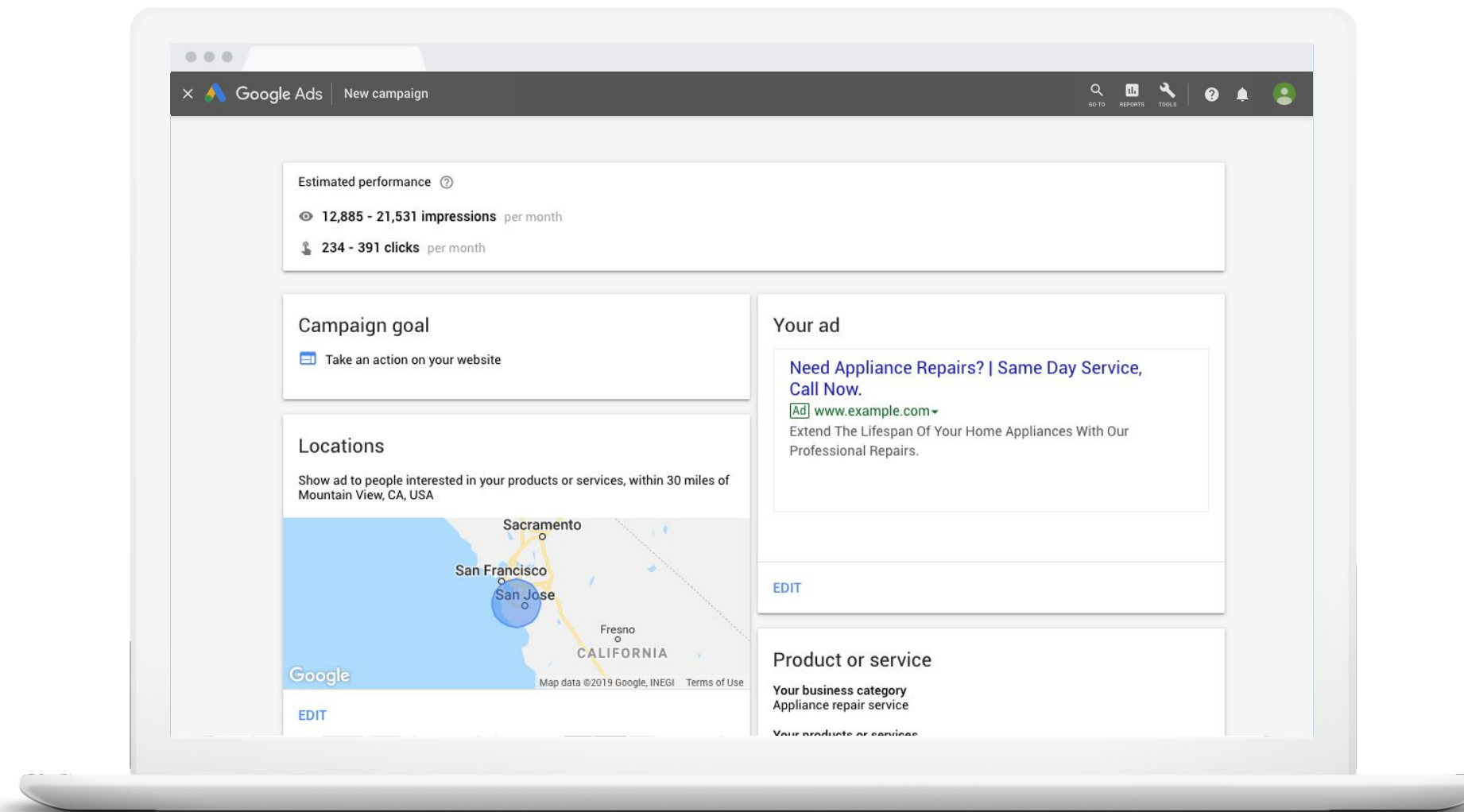
Google

Spotlight on Smart Campaigns

- Smart campaigns help small businesses advertise on Google.

- Smart campaigns can be set up and run in a few steps.

Google

Create a Smart Campaign in five steps

1. Select a goal.

2. Decide where ads can appear.

3. Describe your product or service.

4. Write your ad.

5. Set a budget.

   Launch!

Google Ads — New campaign

Estimated performance
12,885 - 21,531 impressions per month
234 - 391 clicks per month

Campaign goal
Take an action on your website

Your ad
Need Appliance Repairs? | Same Day Service, Call Now.
Ad www.example.com
Extend The Lifespan Of Your Home Appliances With Our Professional Repairs.

EDIT

Locations
Show ad to people interested in your products or services, within 30 miles of Mountain View, CA, USA

EDIT

Product or service
Your business category
Appliance repair service
Your products or services

Google

Goal #2: Get leads

Encourage consumers to take action with:
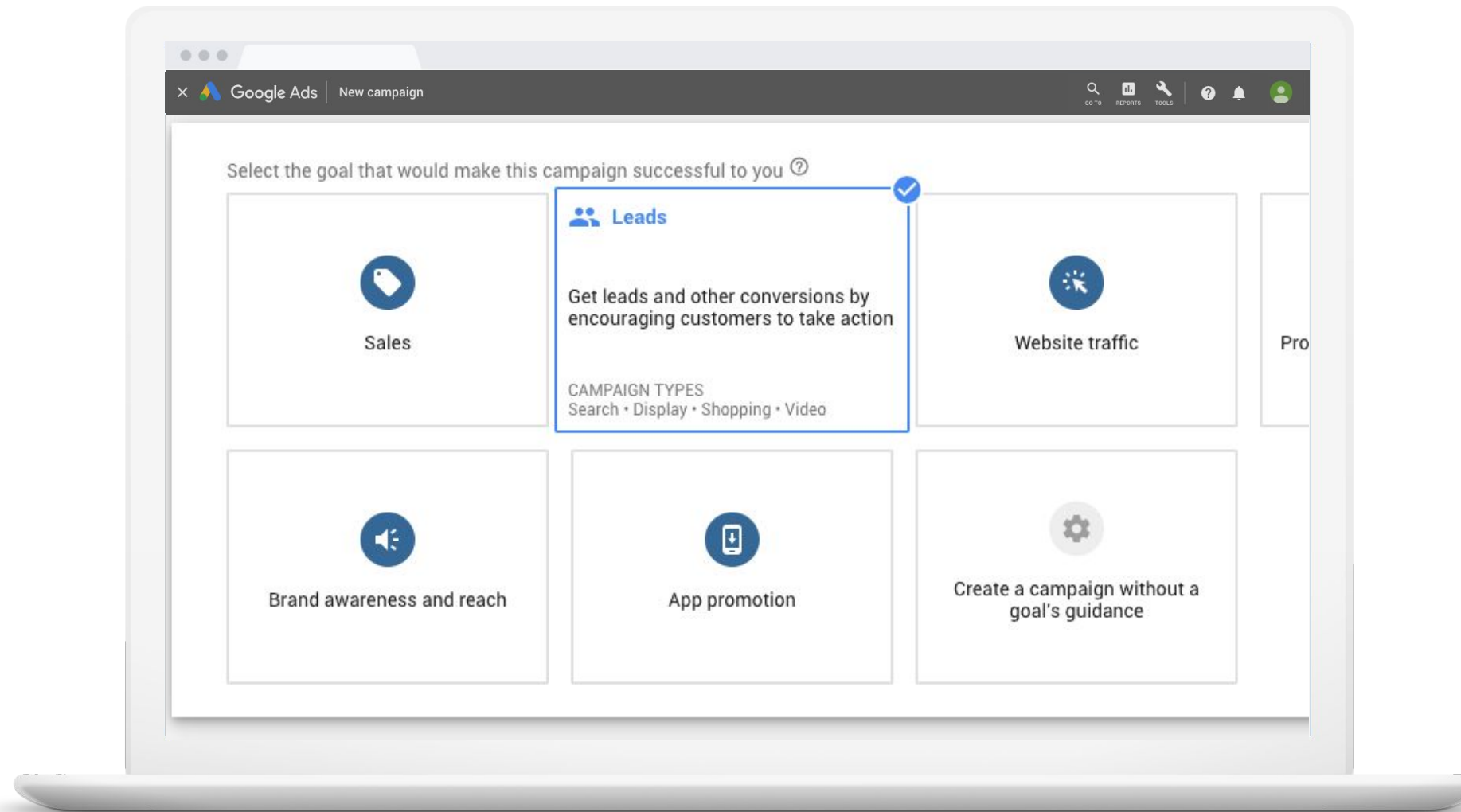
Search

Display
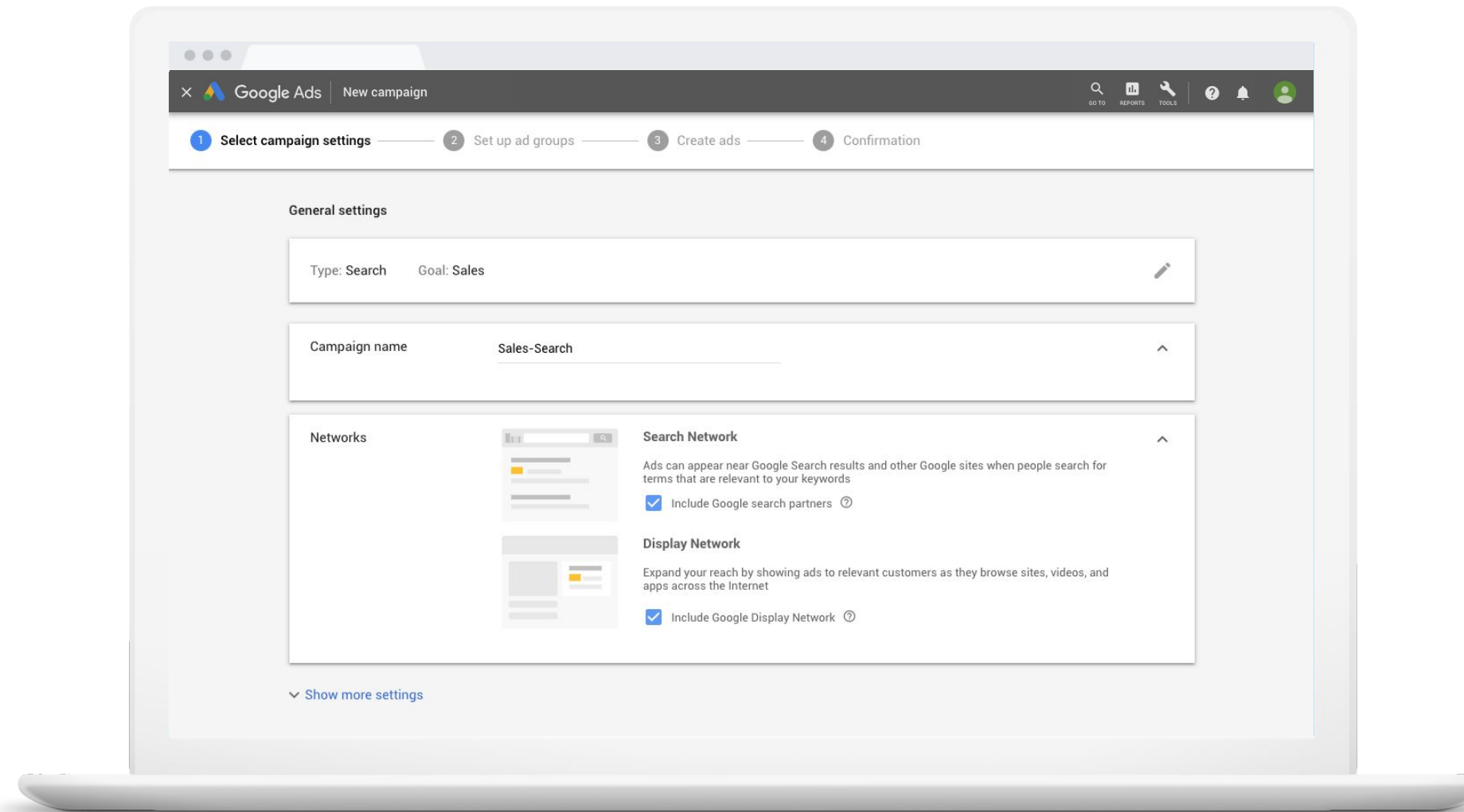
Shopping Campaigns

Video

Google

Spotlight on search campaigns

Text ads appear near Google's search results and on other Google sites when people search for terms relevant to your keywords.

Goals:

- Sales
- Leads
- Website traffic

Google

Example text ads

Example text ad:

> **Refrigerators | Example Store | Shop Online, Pick Up Locally**
> `Ad` www.example.com/ ▾
> Great deals on brand name refrigerators at your local appliance store. Shop now!

The same text ad, with extensions:

> **Refrigerators | Example Store | Shop Online, Pick Up Locally**
> `Ad` www.example.com/ ▾ (555) 555-5555
> ★★★★☆ Rating for example.com: 4.2 - 3,463 reviews
> Great deals on brand name refrigerators at your local appliance store. Shop now!
>
> Contact Us · Track Your Order · Financing Information · Store Locations · Shop By Brand
>
> 📍 55555 Example Pike, Nashville, TN - Open today · 8:00 AM - 10:30 PM ▾

Google

Goal #3: Attract website traffic

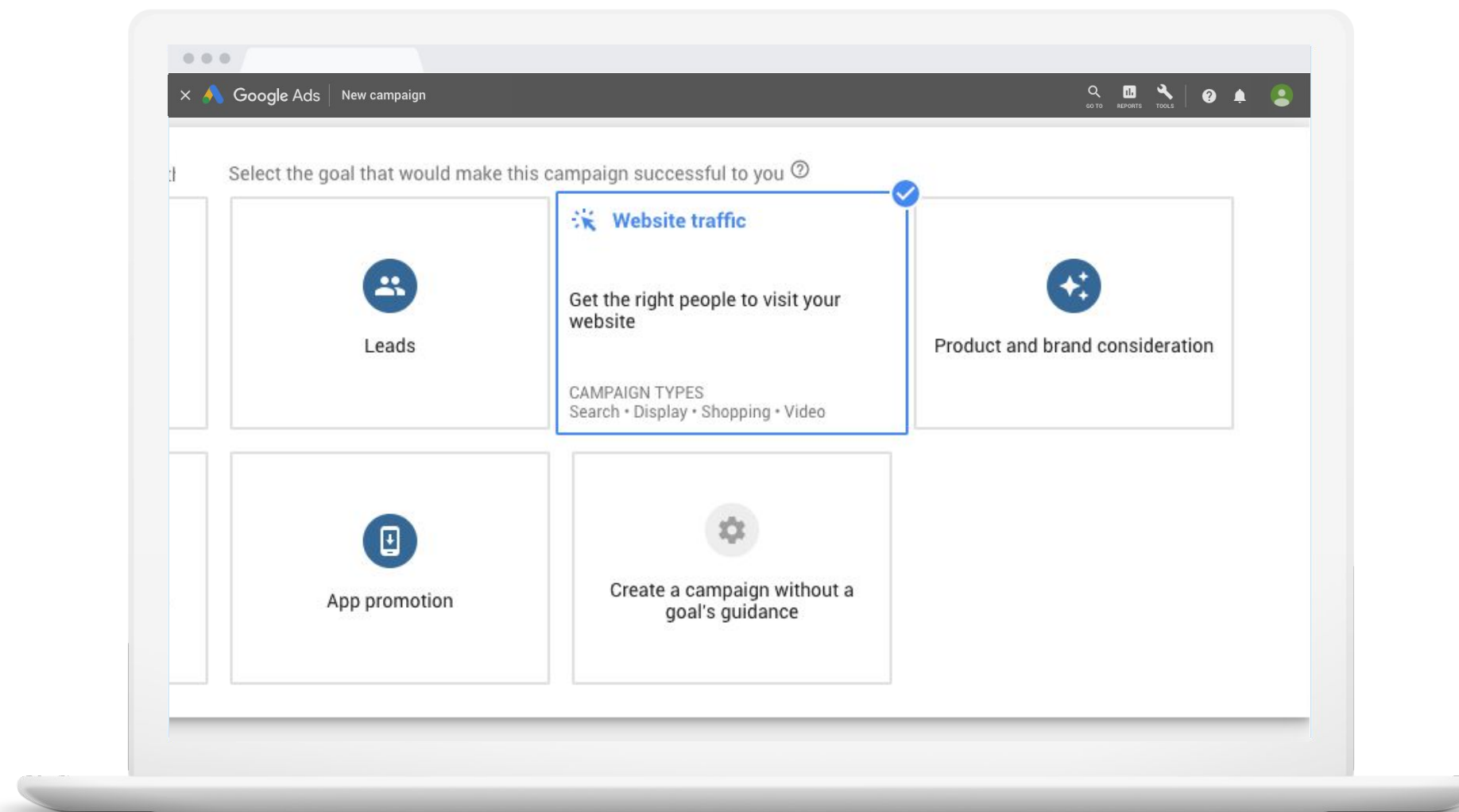Bring visitors to your website with:


Search

Display

Shopping Campaigns

Video

Google Ads — New campaign

Select the goal that would make this campaign successful to you ⑦

Leads

Website traffic
Get the right people to visit your website

CAMPAIGN TYPES
Search • Display • Shopping • Video

Product and brand consideration

App promotion

Create a campaign without a goal's guidance

Google

Spotlight on display campaigns

Display ads appear when people are browse online, watch YouTube videos, check Gmail, or use mobile devices and apps.

Goals:

- Sales
- Leads
- Website traffic
- Product and brand consideration
- Brand awareness and reach

Google
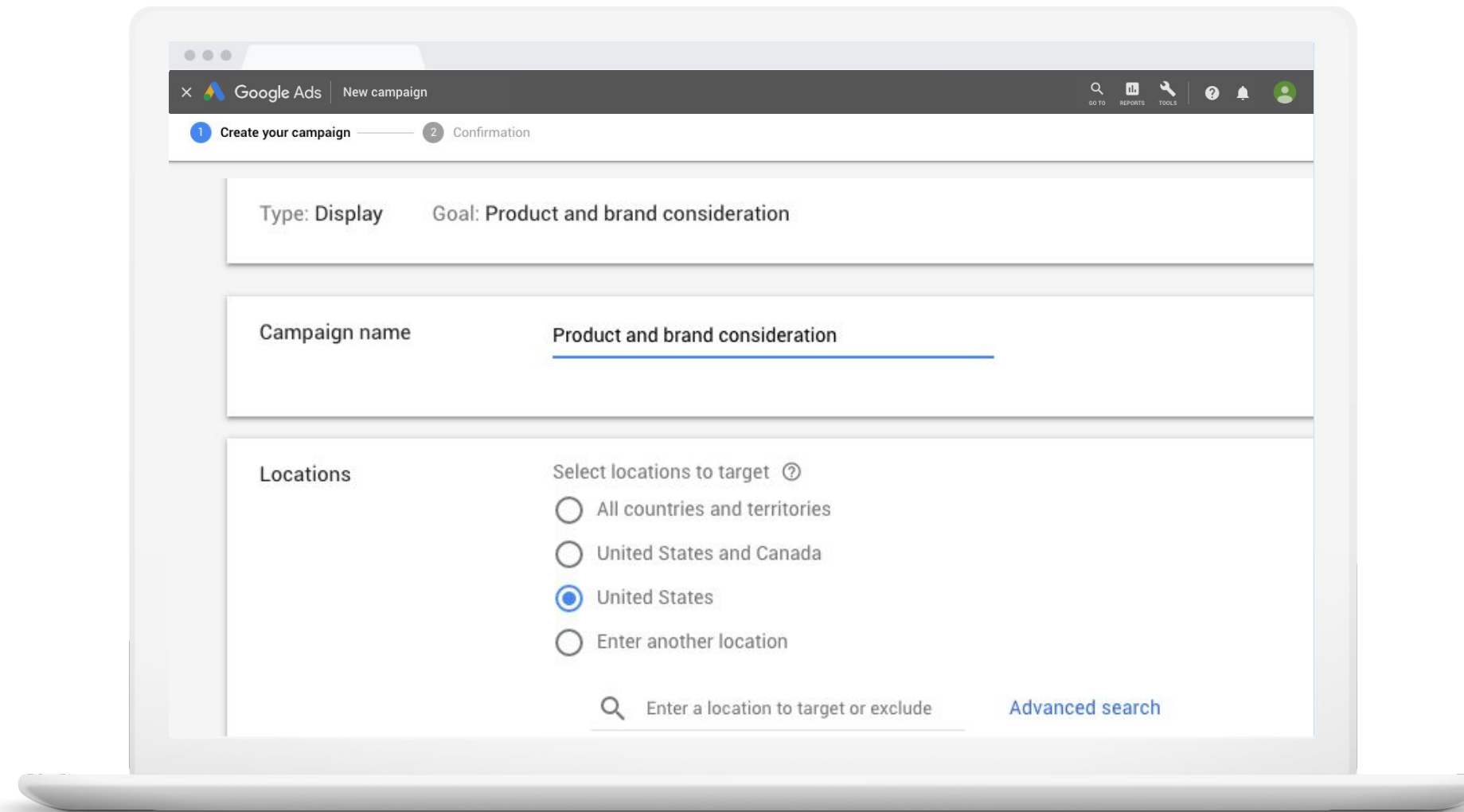
Example display ads
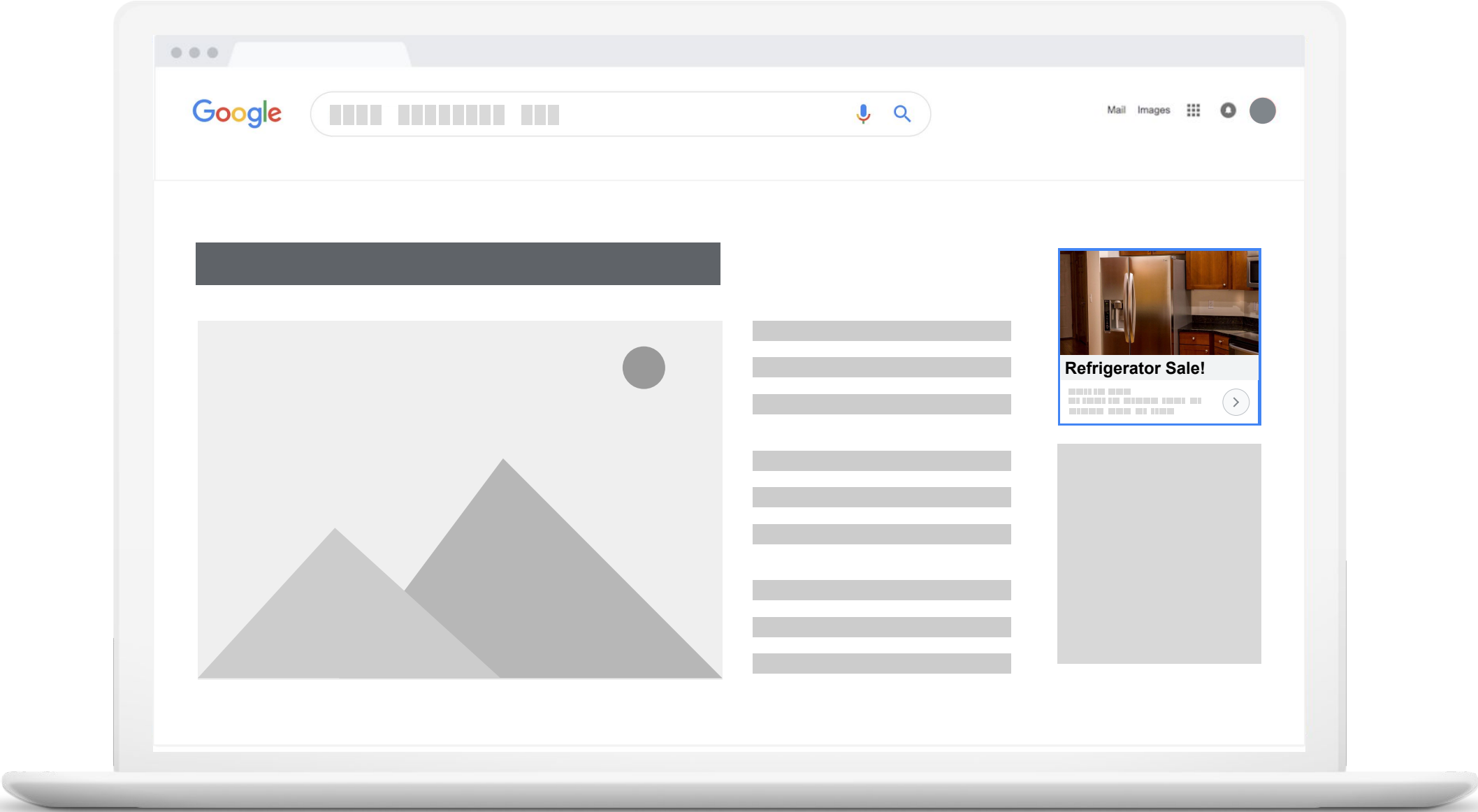
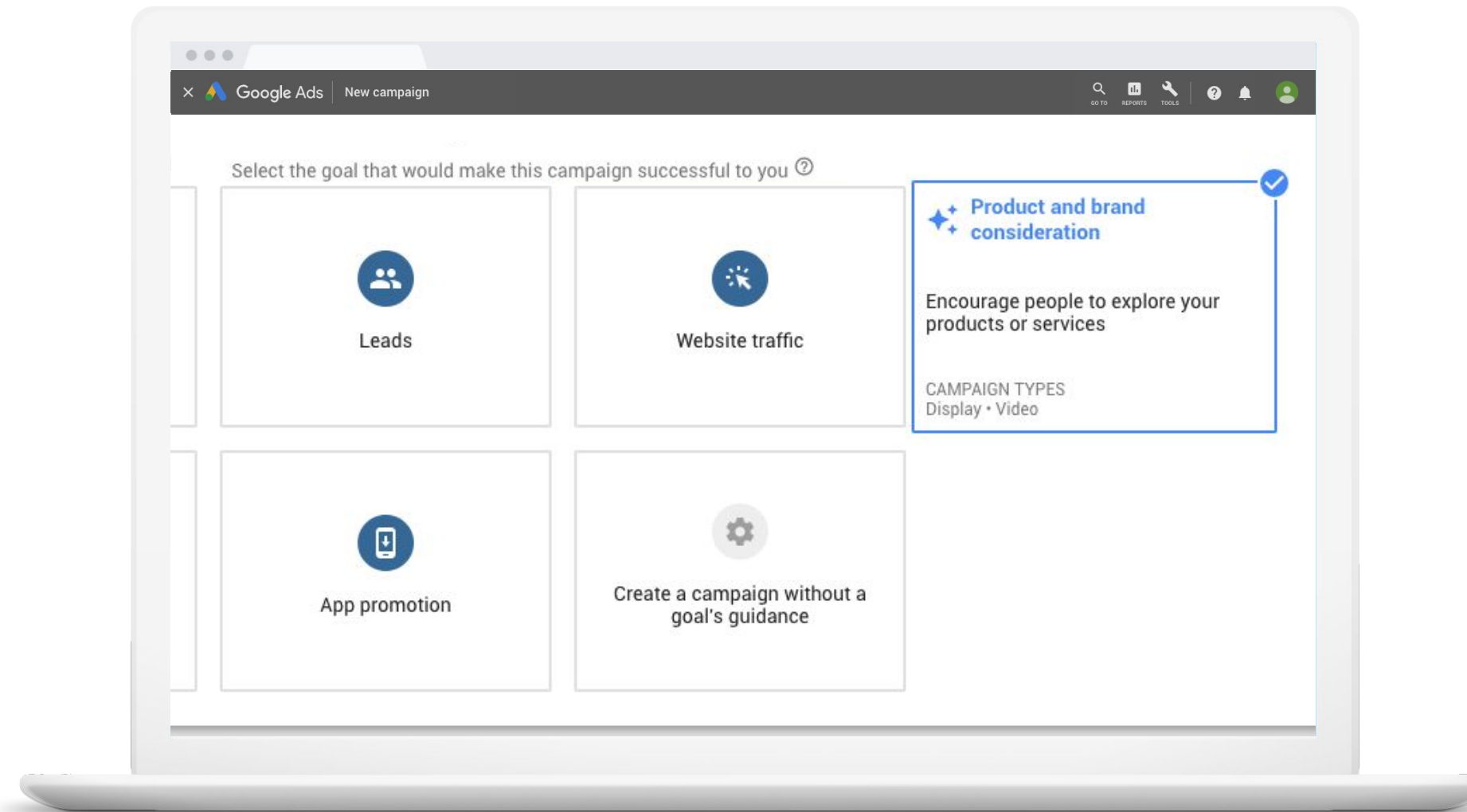# Goals #4 & #5: Product and brand consideration; brand awareness and reach
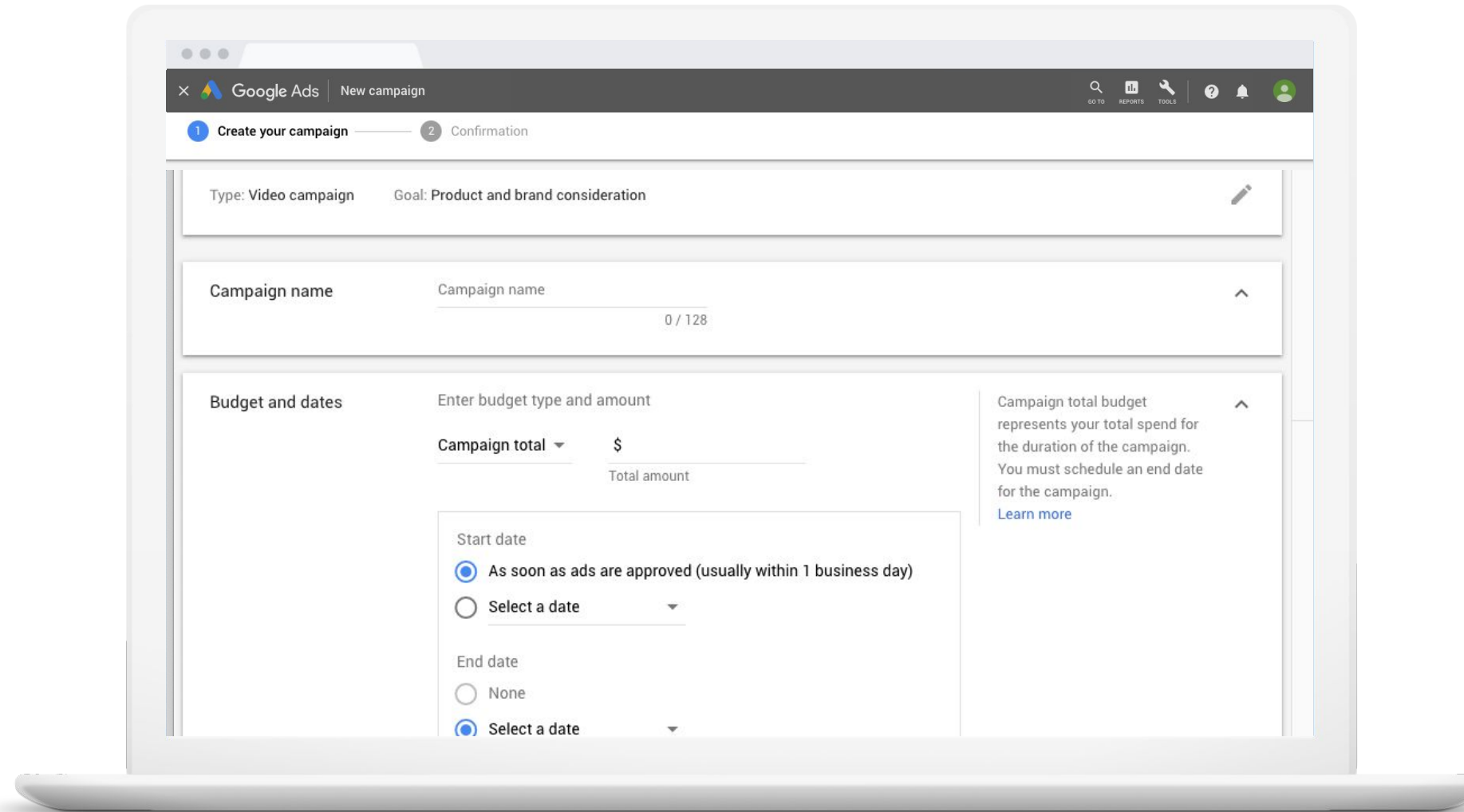
Bring visitors to your website with:

Video

Display

Spotlight on video campaigns

Show video ads on their own or within other video content on YouTube and across the Google Display Network.
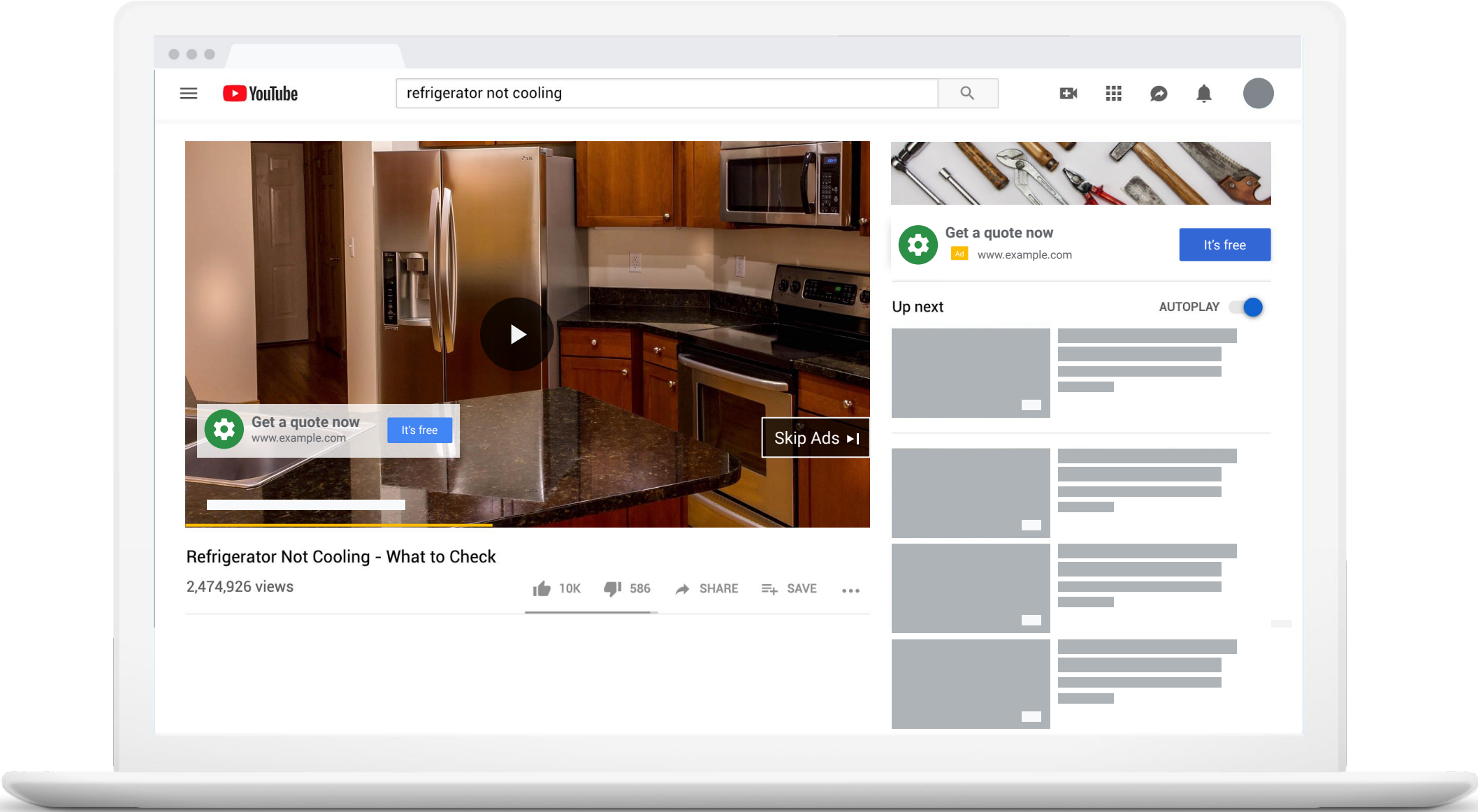
Goals:

- Sales
- Leads
- Website traffic
- Product and brand consideration
- Brand awareness and reach

Google

Example video ads

What if you sell products?

What are shopping campaigns?

Retailers use shopping campaigns to promote online and local inventory, boost website and storefront traffic, and find leads.

Ads include a product photo, title, price, store name, and more.

Ads appear on Google Search, Images, YouTube, and more, when people search for products.

Only pay when people click through to your website or view your local inventory.

Google

What do shopping ads look like?

Product image

Product title

Price

Website

Shipping info

Product rating

Google

How to get started

1

Create a Merchant Center account

Use Merchant Center to make product info available across Google and the web.

2

Upload products with a feed

The data feed contains product info like brand, price, and availability.

3
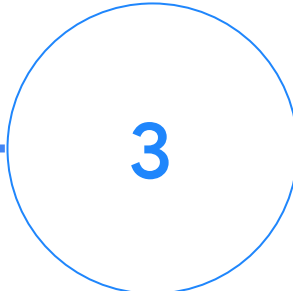
Sign up for, or sign into an Ads account

You need a Google Ads account, linked to your Merchant Center account.

4

Set up a Shopping campaign

Shopping campaigns use Merchant Center product data to show ads.

google.com/retail/solutions/merchant-center

ads.google.com

Google

Reach customers with Local Services by Google

What is Local Services by Google?

Local Services helps service providers connect with customers and book jobs.

Show up on Google search
Local Services ads appear at the top of Google when customers search for services they need.

Connect with local customers
Service providers receive calls and messages from local customers who find them on Google.

Book local jobs
Local Services ads appear at the top of Google when customers search for services they need.

Google

What types of businesses can use Local Services?

- Appliance repair services
- Carpet cleaning services
- Cleaning services
- Electricians
- Garage door services
- HVAC (heating or air conditioning)
- Lawn care services

- Locksmiths
- Movers
- Pest control services
- Plumbers
- Roofers
- Water damage services
- Window cleaning services

*Availability may vary by country

Google

What do Local Services ads look like?

Verified reviews

Google Guarantee

Service areas

Click to call

Service types

Refrigerator repair
4.7 ★★★★★ (69)
✅ GOOGLE GUARANTEED
Mountain View
Open now until 10 PM ▾
BUSINESS BIO
BBB Accredited A+ rated
11 years in business

Refrigerator repair in Bay Area
4.6 ★★★★★ (214)
✅ GOOGLE GUARANTEED
East Palo Alto
Open 24/7 ▾
BUSINESS BIO
BBB Accredited A+ rated
24/7 emergency service

Professional refrigerator repair
4.7 ★★★★★ (211)
✅ GOOGLE GUARANTEED
Santa Clara
Open now until 7 PM ▾

Refrigerator repair
4.5 ★★★★★ (138)
✅ GOOGLE GUARANTEED
San Jose
Open 24/7 ▾
BUSINESS BIO
24/7 emergency service
Military discount available

Refrigerator repair
BUSINESS BIO

Refrigerator Repair Pro
5.0 ★★★★★ · San Francisco
✅ GOOGLE GUARANTEED
10+ BOOKINGS NEAR YOU
📞 Call

OVERVIEW   REVIEWS

✅ GOOGLE GUARANTEED
Get the job done right or Google pays you back.
Learn more · Terms & policies

This business has passed Google's pro screening and qualification process.

📞 888-666-5500

🕐 Open 24/7 ▾

🧰 Maintenance, repair, refrigerator, Repair cables, poor cooling fridge...

🗺 Serves San Francisco ▾

Google

To earn a badge:

✓ Business signs up.

✓ Screening process can automatically begin. (licenses, insurance, background checks, etc.)

✓ Upon passing screening, business earns Google Guaranteed badge.

←

Refrigerator Repair Pro
5.0 ★★★★★ · San Francisco
✓ GOOGLE GUARANTEED
10+ BOOKINGS NEAR YOU

📞 Call

OVERVIEW   REVIEWS

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Pay for leads
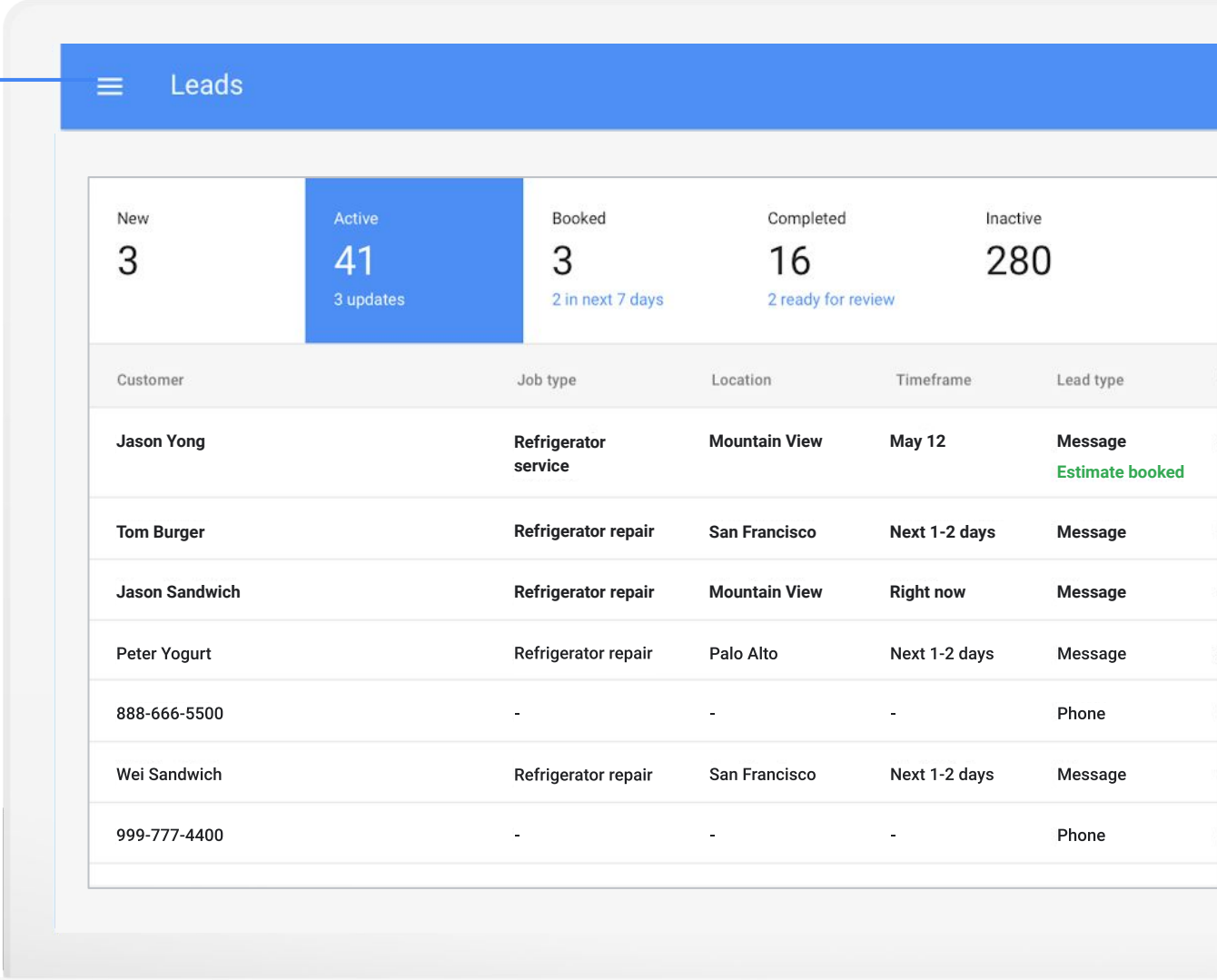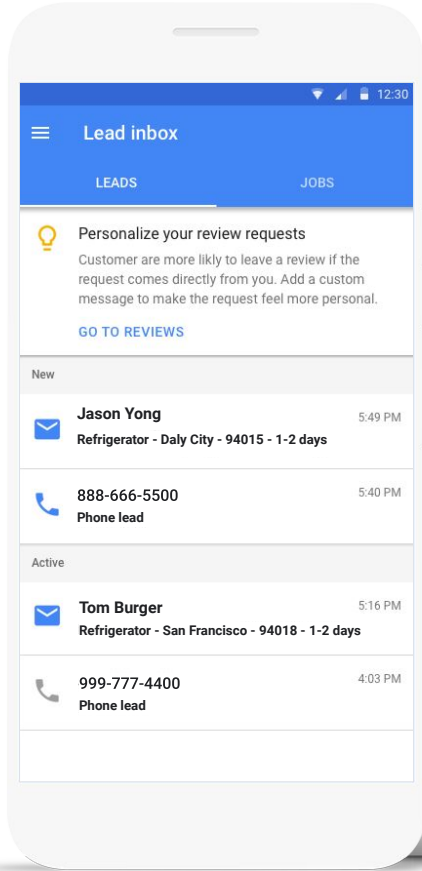
✓ Pay only for results: contacts via the ad.

✓ Set average weekly budget; edit anytime.

✓ Never pay more than max monthly budget.
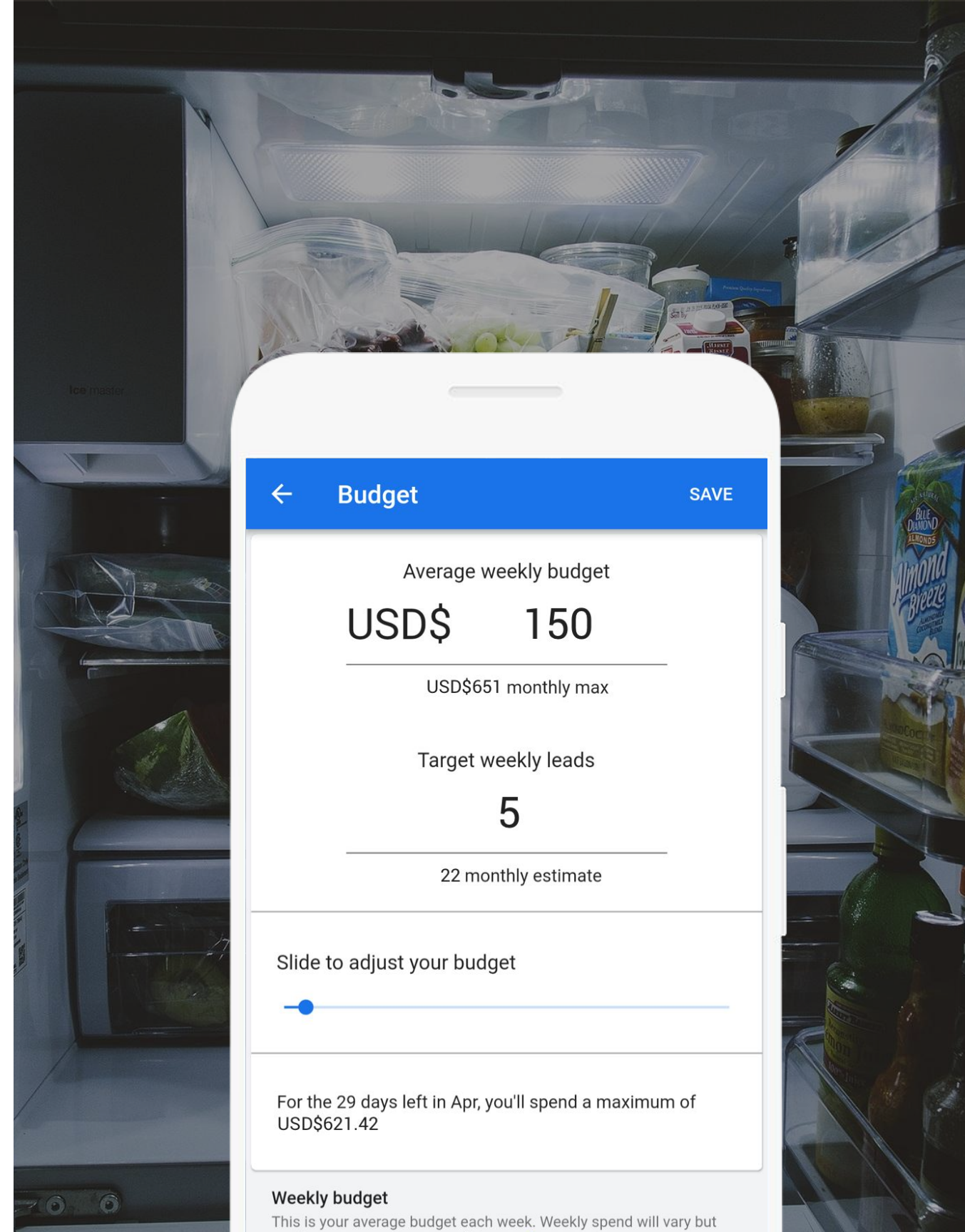
Benefits for businesses:

Get leads by phone or voicemail.
U.S. customers can connect by
email and text, too.

Use the mobile app to track
performance and manage
bookings.

Google

Benefits for consumers

✓ Consumers can see business info, reviews, and get in touch from the ad.

✓ Google confirms professionals are legitimate, insured, and licensed.

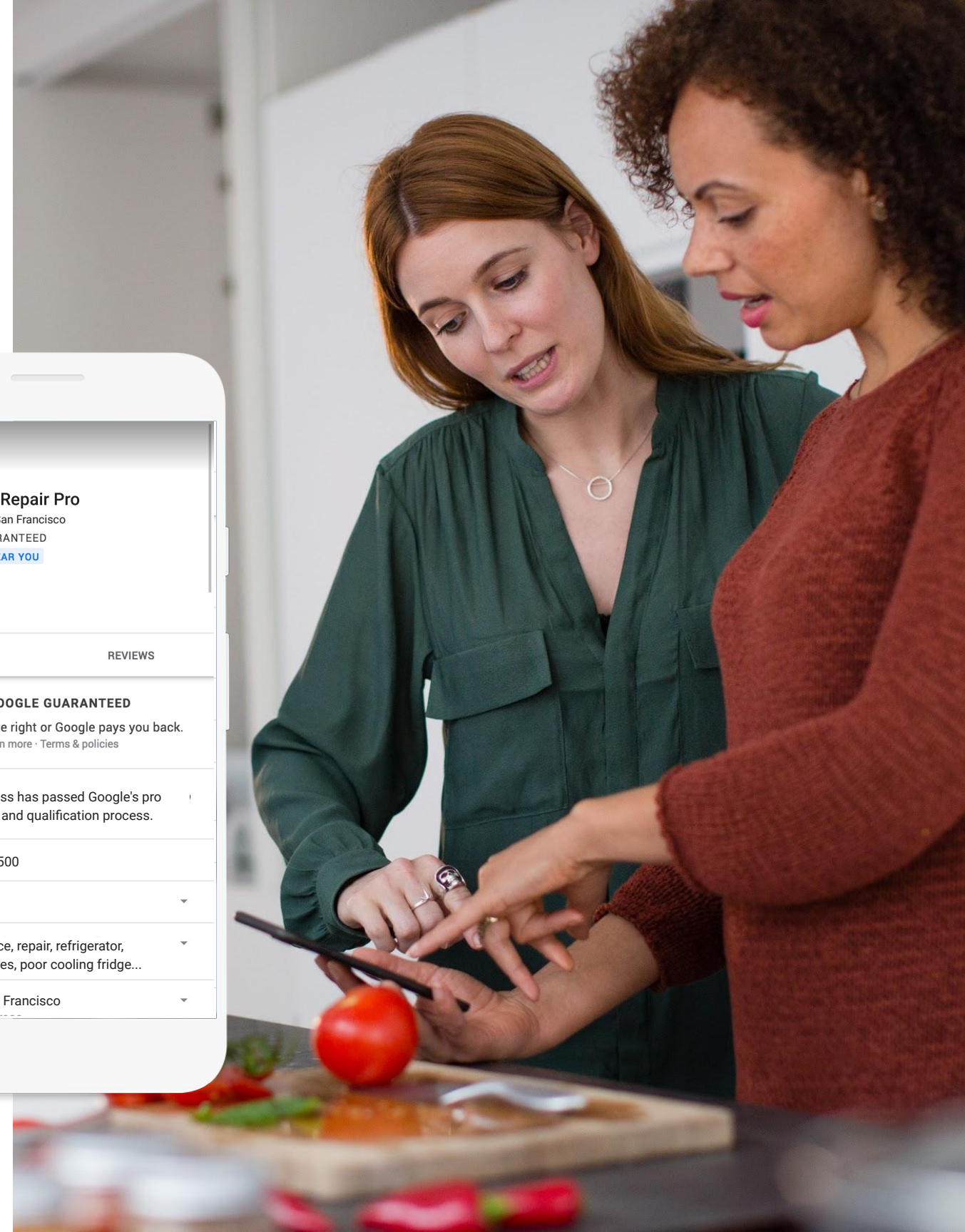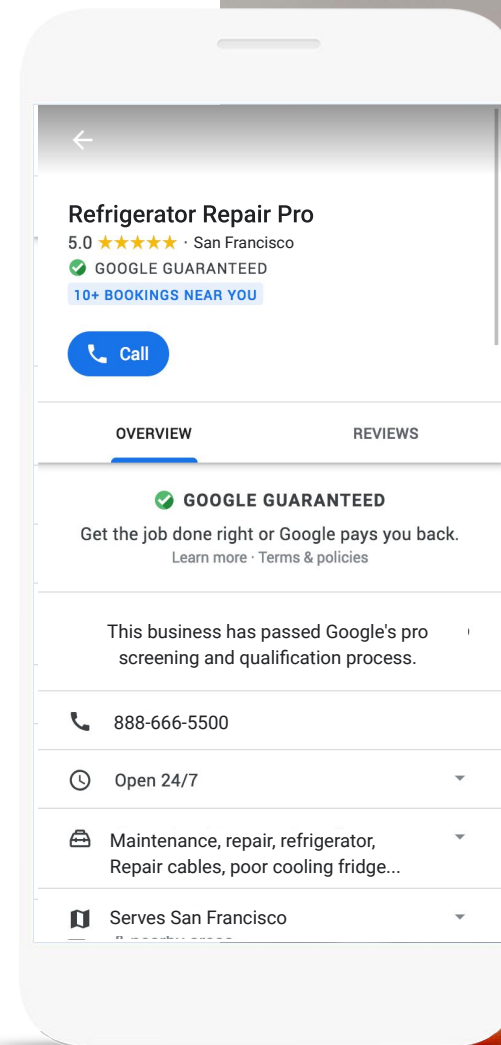✓ Google Guarantee protects consumers.
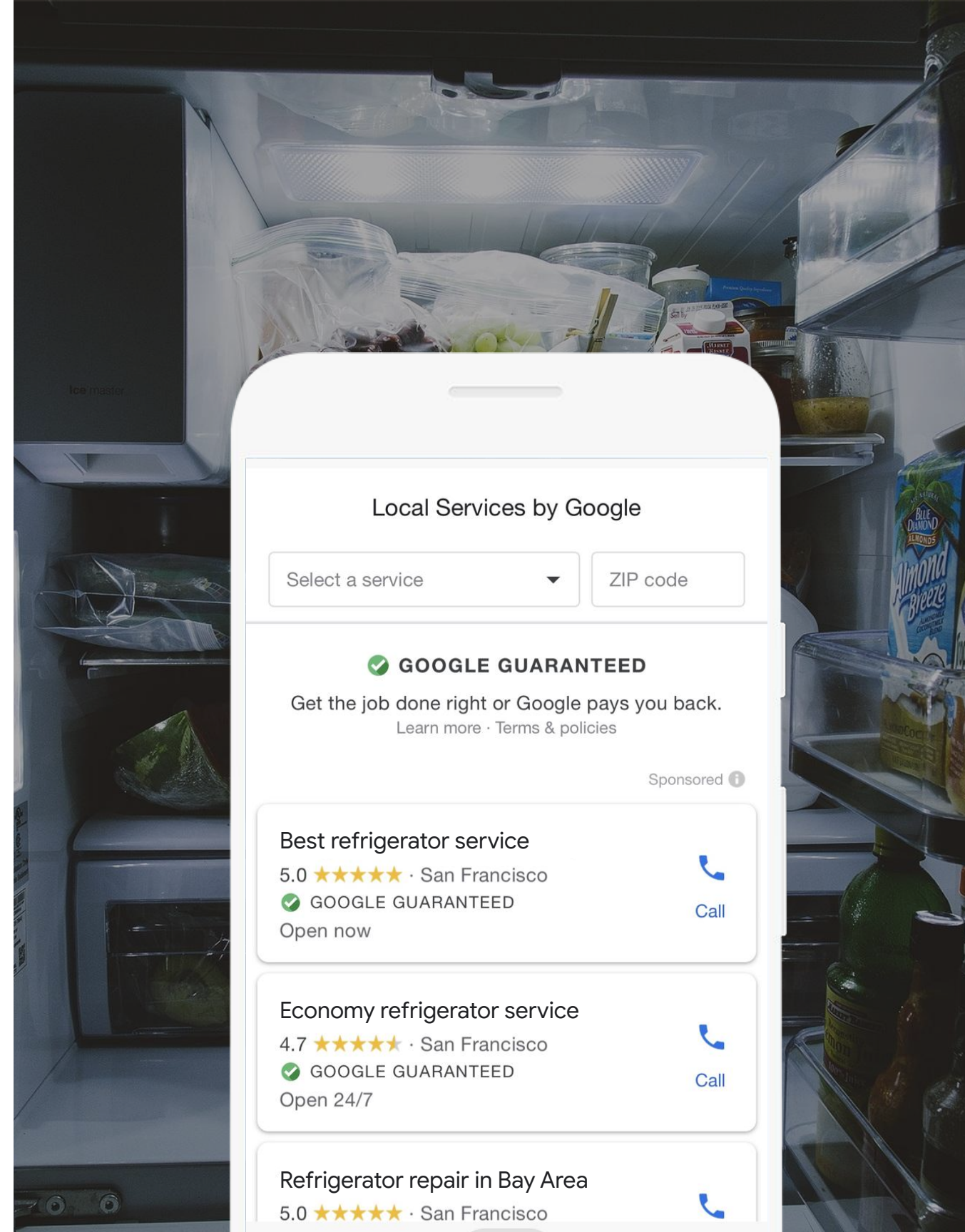
The Google Guarantee

The Google Guarantee protects customers if they are dissatisfied with work quality. Google will cover claims up to the job invoice amount, with a lifetime cap for coverage.

- Service providers individually screened
- Money-back guarantee (listen up for the fine print).
- Customer ratings and reviews

Refrigerator Repair Pro
5.0 ★★★★★ · San Francisco
✅ GOOGLE GUARANTEED
10+ BOOKINGS NEAR YOU

📞 Call

OVERVIEW   REVIEWS

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🧰 Maintenance, repair, refrigerator, Repair cables, poor cooling fridge...

🗺 Serves San Francisco

Let's recap

1. CONSUMERS SPEND A LOT OF TIME ONLINE

2. GOOGLE ADS CAN HELP YOU CONNECT

3. WHAT ARE YOUR GOALS?

4. GOALS HELP YOU CREATE AN ADVERTISING CAMPAIGN

5. CHECK OUT LOCAL SERVICES BY GOOGLE

Google

Q&A

Grow with Google

Thank you

Visit google.com/grow to learn more

Google