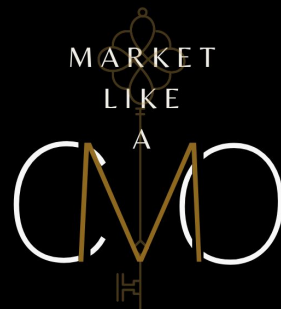


MASTERCLASS

3 Things Killing Your Google Ads Budget

Powered by Market Like A CMO



YOUR SPEAKERS



Courtney



Kelly

Masterclass Structure

1. Deep Dive into **Google Ads**
2. Market Like A CMO **Course**
3. **Q&A** - add questions to chat!

What You'll Learn Today

- Best Campaign Type
- Campaign Setups Essentials
- Driving Conversions Faster
- 3 Budget Killers
- Spend Less, Make More
- Attract More Customers
- Increase Your ROI
- Common Ads Mistakes

Google Ads Campaign Types + When To Use

	Ideal Use Case	Best For
Search Campaigns	Targeting specific queries on Google Search; ideal for reaching users actively searching for products or services.	Driving targeted traffic, generating leads, and direct response marketing.
Display Campaigns	Showing visual ads on websites based on related content, within Google's Display Network; great for brand awareness and reaching a broad audience.	Brand awareness, retargeting, and broad reach across a variety of audiences.
Performance Max	Leveraging Google's AI to optimize ads across Google platforms, including YouTube, Google Search, and Display Network. Includes Google Shopping campaigns for e-comm businesses	Maximizing reach and performance across multiple Google platforms, ideal for goals like sales, leads, and traffic. Downside: less insights than Search
YouTube Video Campaigns	Utilizing video content for promotion on YouTube; effective for storytelling and engaging audiences. Get in front of competitors' videos.	Brand storytelling, product demonstrations, user engagement, and visual content marketing.
App Campaigns	Promoting mobile apps across Google's networks, optimizing for app installs and engagement.	Mobile app promotion, increasing app installs, and engaging app users.
Dynamic Search Ads (DSA)	Using website content to create ads for broad targeting; effective for websites with a wide range of products or services.	Businesses with extensive product/service offerings, and for capturing additional traffic not covered by standard keyword-targeted campaigns.

Small Business Plan

1. Start with **Performance Max**

- Determine best performing type
 - i. Images + text = Search + Display
 - ii. Text = Search
 - iii. Video = Youtube

2. Build Additional Campaigns with Best Performing Type

Google Ads Campaign Setup Essentials

- **Link Analytics Accounts + Website**
 - Tools > Data Manager
 - **Set up Conversion Tracking**
 - Goals > Summary
 - **Ad Extensions + Callouts**
 - Campaigns > Assets
 - Avoid in-platform forms
 - Upcoming spam filter
 - **Remarketing + Audiences**
 - Tools > Shared Library > Audience Manager
-

Secrets to Driving Conversions Faster

- **Conversion Hacking**
 - Maximize conversion value
 - Landing page vs goal conversion values
 - **Budget Sharing**
 - Shares budget across campaigns
 - Tools > Budget + Bidding > Budget Sharing
 - **Portfolio Bid Strategies**
 - Data sharing across campaigns
 - Set bid strategies for multiple
 - Tools > Budget + Bidding > Bid Strategies
 - **Not Ideal in Long Run**
-

3 Things Killing Your Ads Budget

- Search + Display Network(s)
 - Campaign > **Settings** > Network
 - Locations - Presence
 - Campaigns > Settings > Locations
 - Exclusions
 - Broad Match Keywords
 - Campaigns > Settings > Broad Match Keywords
 - Campaign > Audiences, Keywords + Content
-

3 *MORE* Things Killing Your Ads Budget

- **Ad Schedule**
 - Campaigns > Audiences, Keywords + Content > Ad Schedule
 - **Auto-Apply**
 - Campaigns > Recommendations > Auto-apply
 - **Exclude Off-Brand Content**
 - Tools > Content Suitability
-

Conversion Stages for Maximum ROI



Don't forget long-tailed + negative keywords

Hierarchy of Optimizations for Increased ROI

Google Ads Hierarchy of Optimizations

Targeted Search Keywords

Search Terms

Ad Creative

Quality Scores

Adjust Bids

Landing Page Experience

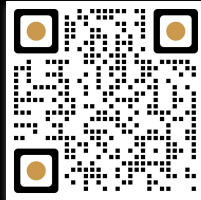
Attract More Customers + Increase ROI

- Monitor High-Intent Customers
 - Audience insights + demographics
 - Leverage audiences
- Refine Targeting
- ABCD's of Ad Creative

Market Like A CMO Difference

Easy-to-use marketing strategies to stand out, boost sales, and grow faster than ever before

- 100+ in-depth modules
- Simple, actionable strategies
- Practical Skills
 - Build brand, SEO, paid search, social, analytics, automation + more
- Clear roadmap
- 2:1 hands-on coaching sessions
- Personalized learning
- Spend less, make more
- Ownership
- Community support
- Flexibility



Market Like A CMO

Q+A

