



# HOW A HIGHLY EFFECTIVE GOOGLE ADS CAMPAIGN IS RUN

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*5Tales*

# GOOGLE ADS

For your business we want to focus on those people with the highest commercial intent to convert to into customers in the locations you are best positioned to serve.

## Pre-Awareness

STEP  
01

- Paid research marketing
- PPC ads
- How to advertise online
- Online ads
- What is paid research
- Digital advertising

- Advertise on google
- What is Google Ads
- Create Google Ads campaign
- How does Google Ads work
- Start Google Ads

STEP  
02

## Awareness

- Google Ads online course
- Google Ads tutorial
- Google Ads video
- Learn Google Ads

## Interest

STEP  
03

- Google Ads workshop
- Google Ads class

STEP  
04

## Consideration

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After completing our research, we will find the perfect keywords and organise them in strong campaigns and ad groups, then set up PPC landing pages that optimise conversions. The main benefit of a well-researched PPC campaign is that, believe it or not, the more relevant and intelligent you make it, the less search engines like Google will charge for your ad clicks and the more results you will see. If users like your ads, you've won big time.

One of the keys, if you will, to keywords is maintaining a steady flow of search terms and adapting to patterns. Here's an example of how we will manage your PPC campaign:

- **Staying current:** Why pay for something that doesn't work for your company? We know the answer, and this is why we constantly evaluate the effectiveness of your keywords to maximise results.
- **Covering all the bases:** Not all keywords are created equal, so in some cases the most popular terms and words will only get you so far. We will develop longer keyword terms to keep you competitive.
- **Ongoing process:** Once you start a PPC campaign, it should be ever-evolving and adapting to changes in the search environment. We will make sure to stay on top of search result patterns.
- **Clearing clutter:** If something isn't working, it goes in the trash bin and we analyse why the keywords did not work out, giving you an idea of what is and is not effective.

# GOOGLE ADS

## Campaign Management

Managing these campaigns takes a lot of time, something most business owners and marketers don't have. We're here to help. On a monthly, weekly, or daily basis, our optimisation experts will manage and optimise your campaign, including but not limited to removing underperforming ads/keywords, testing new ads/keywords, adding negative keywords, and landing page optimisation recommendations to improve quality score.

## Reporting

How do you know if all of this is working? Don't worry - we provide monthly reports which include valuable campaign metrics and results (goal completions - phone calls and form inquiries). We will let you know which ad groups, ads, and keywords are performing the best, and what we are doing to deliver the most conversions to leads.

## Notice To Pause Advertising

If you at any stage you wish to pause the campaign, just let us know via an email. We will then pause it, beginning from the next monthly billing period.

# WHY 5TALES?

## Google Partner

5Tales is a Google Partner specialising in Google Search Ads. A Google Partner is required to have their team hold relevant Google Ads certifications, maintain consistent performance objectives and meet a threshold for total client spend.

Achieving Google Partner status provides business owners a certainty that the organisation they are working with has been recognised as capable of achieving results for their clients.



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