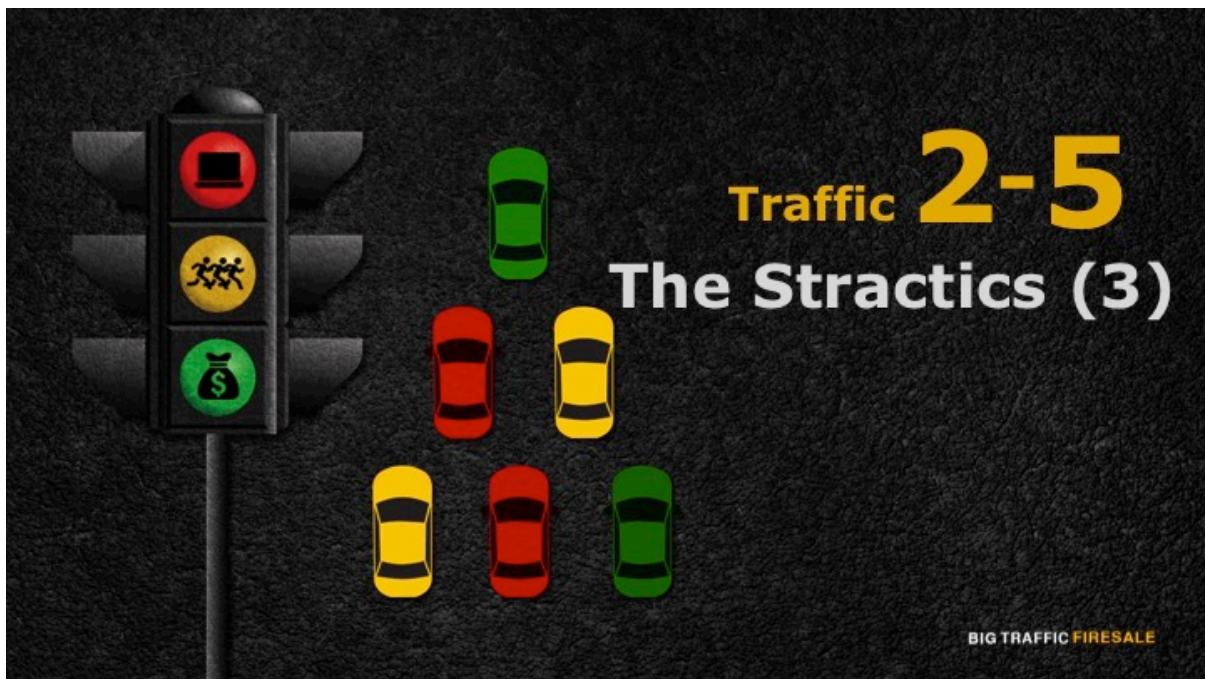


2-5 – The Stractics (Strategies And Tactics) In Using Google Adwords Effectively (Part 3)



S1: Hi there and welcome back to another episode of the Google Adwords series. In this module, we shall discuss the steps in coming up with killer ads for your Adwords campaign.

Your Ads Have 2 Important Missions

1. To attract potential and qualified customers to click on your ads, instead of your competitors.
2. To keep the non-related and unqualified customers at bay, by not clicking on your ads.

BIG TRAFFIC FIRESALE

S2: When it comes to Google Adwords most people disregard the fact that

besides traffic that you intend to generate, there will be unwanted traffic too. You must take this into account as you are paying when people click on your ads.

Therefore, your ads have two very important missions:

- To attract potential and qualified customers to click on your ads, instead of your competitor's
- To keep the non-related and unqualified customers at bay, by not clicking your ads

This concludes that when you have more relevant clicks, you generate more sales. When you do not have unwanted traffic clicking on your ads, you would eventually save more money where it ads to your profit margin.

How Do You Direct Qualified Customers To Your Ad?

- ▶ You would need to master the art of composing killer ads.
- ▶ The 4 key components to your Adwords Campaign:
 1. Headline
 2. Description line 1
 3. Description line 2
 4. Display URL

BIG TRAFFIC FIRESALE

S3: Now the question is how do you direct the qualified customers to your ad? Well, you would need to master the art of composing killer ads! There are 4 key components to your Adwords campaign:

1. Headline

2. Description line 1
3. Description line 2
4. Display URL

Bear in mind that these components will either make you, or break you!

Constructing Your Headline

- ▶ Speak to your customer's end goal.
- ▶ Do not ask them questions that they already know.
- ▶ Your headline should be written in this manner:
"Get Rid Of Pests Once And For All, Save Your Crops"

BIG TRAFFIC FIRESALE

S4: Firstly, let's look at the headline. The headline should be your main focus as it is what your prospects will be reading first of all. Moreover, Adwords will only allow a maximum of 25 characters per headline, so make every precious character count.

One proven way to construct a compelling headline is by speaking to your customer's end goal. Do not ask them questions that they are already asking themselves and what they already know.

Let me give you an example. If your customer is searching for pesticides for their crops, you should not have your headline as, "Searching For Pesticides?" which can be redundant. Instead, give them the answer that they are looking for and what they want to achieve.

Therefore your ad headline should be written in this manner,

“Get Rid of Pests Once And For All, Save Your Crops”

Give them the solution!

Constructing Your Description Line

- ▶ For description line 1 and 2, you are only given 35 characters.
- ▶ Reiterate your offer as effective as possible.
- ▶ Remember to include your unique selling point as well as your call to action to prompt your customers.

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S5: For your description line 1 and 2, you are only given 35 characters. Hence, reiterate your offer as effective as possible. Remember to include your USP, as well as your call to action to prompt your customers.

Boost Your Click Through Rate

- ▶ Use your 'countdown timer', a new feature introduced by Google.
- ▶ This feature can also be inserted in your Adwords campaign.
- ▶ It instills a psychological force known as 'loss aversion' to your targeted audience.
- ▶ They would not want to feel left out.

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S6: Another powerful tool to boost your click – through rate is by using the 'countdown timer', a current feature introduced by Google. This feature can also be inserted in your Adwords campaign which will instill a psychological force, known as 'loss aversion' to your prospects.

Sometimes, people are motivated by the idea of not wanting to be left behind than the idea of gaining something new. Therefore, by adding the simple feature of having an end date to your offer and including a real-life countdown on your ad, will surely inject a fear of loss in your prospects. This will surely give you an edge over your competitors.

Your Display URL

- The display URL is an important marketing feature if you know how to structure it.
- Include your offer, call to action and USP in your URL.
- For instance,

www.domain.com/Proven_Pesticides
www.domain.com/Pests_Control
www.domain.com/Unharmful_Pesticides

BIG TRAFFIC FIRESALE

S7: Last but not least let's look at the display URL. This is often times ignored by most users. The display URL is an important marketing feature if you know how to structure it.

Most users will find the easy way out by just copying and pasting their domain name. Instead what you can do is include your offer, your call to action or even your USP that will make your URL unforgettable. Let's take the context of the pesticides earlier on:

- www.domain.com/Proven_Pesticides
- www.domain.com/Pests_Control
- www.domain.com/Unharmful_Pesticides

Increase Your Click Through Rate

- ▶ When you have already mastered this art, it will increase your click – through rate (CTR), which in turn will boost your quality score and lower your cost-per-click (CPC).

BIG TRAFFIC FIRESALE

S8: When you have already mastered this art, it will increase your click – through rate (CTR), which in turn will boost your quality score and lower your cost-per-click (CPC).

Think of it this way. Great ads will minimize your cost, while lousy ads will only add to it!