

In 2026, Google Ads serves as your "**Demand Capture**" engine, while cold email remains your "**Demand Generation**" engine. Following the Matt Lucero and Nick Abraham principles, you should only use Google Ads for the highest-intent "surgical" strikes to avoid the "spam black hole" of wasted budget.

Below is the integrated elementary step-by-step for adding Google Ads to your humanless sales force.

## **1. Google Ads Strategic Priority (The "Owner" Choice)**

In 2026, do not start with Banner Ads (Display). They are for brand awareness (waste of breath). Start with **Search Ads** and **Local Service Ads (LSAs)** because they focus on *What it does*.

- **Search Ads:** Target people actively searching for "Planning Commission Agendas" or "Lehi Excavation Permits."
- **Local Service Ads (LSAs):** These give you the "Google Guaranteed" badge. For construction, this badge is the ultimate trust shortcut.

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## **2. Simple Steps: Setting Up Your Google Ad Machine**

### **Step 1: The "Surgical" Keyword Setup (Day 1)**

**Goal:** Only pay for clicks from people who are ready to buy.

- **1.1: Use "Exact Match" only.** Do not use "Broad Match." If you target the word *excavation*, Google will show your ad to people looking for "backhoe toys." Use [clark county planning agenda] or [utah county site prep permits]. **Timing: 30 minutes.**
- **1.2: Build the "Negative" List.** Tell Google where *not* to show your ad. Add words like: jobs, salary, diy, home depot. **Timing: 20 minutes.**

### **Step 2: Write "What It Is" Ad Copy (Day 1)**

**Goal:** Follow your marketing genius's advice. No benefits, just the facts.

- **Headline 1:** Agenda Insider: Pre-Permit Intel.
- **Headline 2:** Every Utah County Site-Prep Bid.
- **Description:** We scan Wasatch Front planning agendas. Get text alerts for new projects 3 months before the permit is issued.
- **Timing: 15 minutes.**

### **Step 3: Set the "Humanless" Budget (Day 2)**

**Goal:** Prevent Google from "Learning" with your rent money.

- **3.1: Set a "Target CPA" (Cost Per Acquisition).** Tell Google: "I am willing to pay \$40 for a 14-day trial signup."

- **3.2: Start Small.** Set a daily budget of \$20–\$50. This is your "Low-Risk" aptitude test for Google. **Timing: 10 minutes.**
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### 3. The "Humanless" Hybrid Strategy (How they play together)

Your email campaigns (Matt Lucero style) and your Google Ads should work in a loop:

1. **Search Ad:** A GC searches for "Provo Zoning Changes" and clicks your ad.
2. **The Cookie:** Even if they don't sign up for the trial, they are now "cookied."
3. **The Reminder:** Now, and *only now*, you can use **Banner Ads (Banner/Display)**. They will see the Agenda Insider logo on other websites they visit, making your "Humanless" company look like a 100-person firm.

#### Comparison: Cold Email vs. Google Ads for Agenda Insider

Metric	Cold Email (Smartlead)	Google Ads (Search)
<b>Intent</b>	You are "interrupting" them.	They are "seeking" you.
<b>Cost</b>	Fixed (~\$200/mo infrastructure).	Variable (\$5–\$15 per click).
<b>Scaling</b>	Horizontal (More burner domains).	Vertical (More daily budget).
<b>Superpower</b>	<b>Wesley Hoang's</b> AI personalization.	<b>Matt Lucero's</b> high-intent targeting.

This integrated plan ensures you aren't just "buying ads," but building a high-conversion funnel that respects your "What it is" marketing philosophy.

Following the engineering path we've built, the next logical step is to create the actual ad assets for Google.

- Generating 15 responsive search ad headlines for Utah construction
- Creating a "Negative Keyword" list to filter out DIY searchers
- Designing the n8n logic to sync Google Ad leads to HubSpot