

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.

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.**

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 "cooked."
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)
Intent	You are "interrupting" them.	They are "seeking" you.
Cost	Fixed (~\$200/mo infrastructure).	Variable (\$5–\$15 per click).
Scaling	Horizontal (More burner domains).	Vertical (More daily budget).
Superpower	Wesley Hoang's AI personalization.	Matt Lucero's 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