



GOOGLE ADS

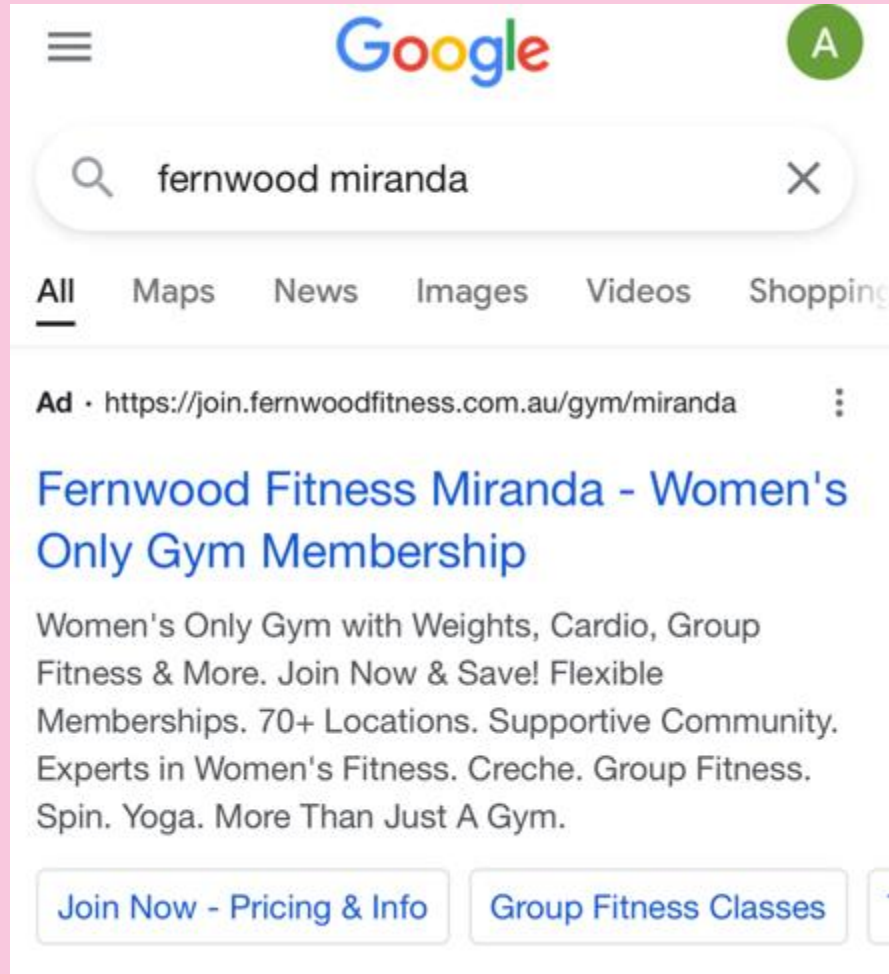
PRESENTED BY
NATHAN HARBER + ALISON GREGO

TODAY WE'LL BE COVERING

- What is a Google Ad
- Difference between a Google Ad + a Google Business Listing
- Fernwood's Google Ad strategy – search terms + budgets
- Reviewing your clubs Google Ad results

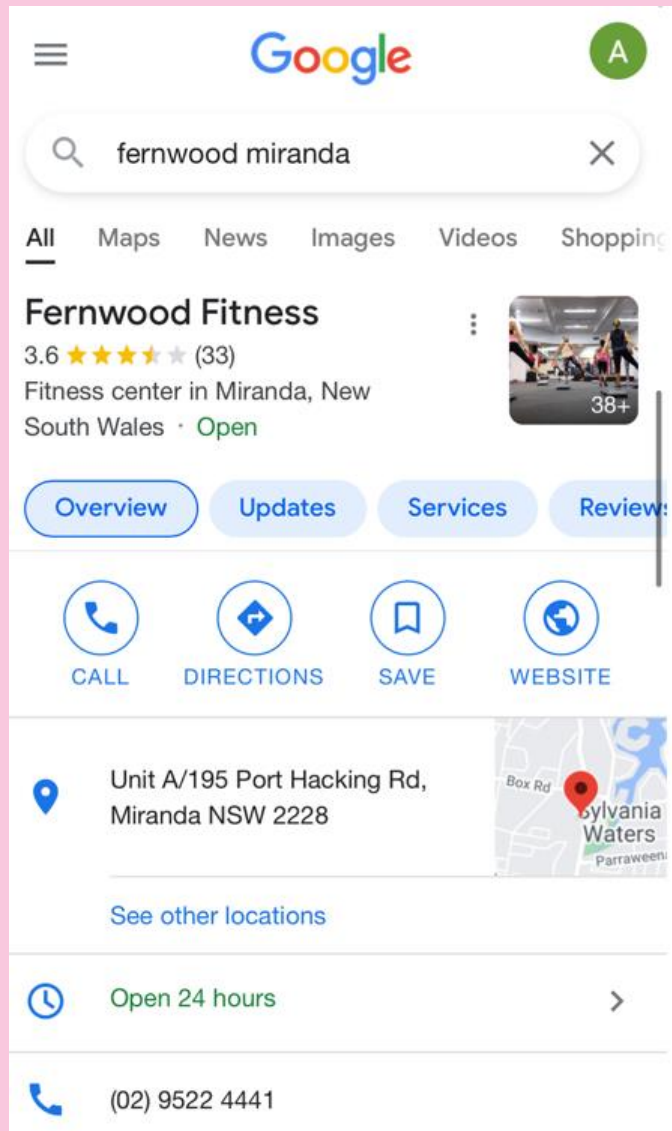


What is a Google ad?



- A Google Ad is an online ad that is paid to appear when specific keywords are searched for by a user.
- Allows businesses to appear in front of users who are searching / interested in their products + services.
- Pay-Per-Click costing (i.e. you pay every time a user clicks on your ad).

What is a Google business listing?



- A free (non-paid/organic) listing that appears for your club on Google.
- Users can leave reviews on your Google business listing.
- You can do the following on your business listing:
 - ✓ Respond to reviews
 - ✓ Update your opening hours
 - ✓ Add photos & videos
 - ✓ Create offer posts



What search terms trigger Fernwood club ads to appear?

Branded Keywords

- Branded keywords include all phrases containing the word “Fernwood”.
- Showing ads for the Fernwood brand is cost effective, provides a lead optimised landing page experience, and helps to prevent other competing gyms from appearing before us in the search results.

Search results for "fernwood carlton":

Search bar: fernwood carlton

Search filters: All, Maps, News, Images, Shopping, More

About 832,000 results (0.52 seconds)

Ad • <https://join.fernwoodfitness.com.au/gym/carlton>

Fernwood Fitness Carlton - Women's Only Gym Membership

Unique Women's Only Environment. Loved by 70,000+ Women Australia Wide. Join Now & Save! Flexible Memberships. 70+ Locations. Supportive Community. Experts in Women's...

📍 Carlton · 14 locations nearby

Search results for "fernwood gym near me":

Search bar: fernwood gym near me

Ad • <https://join.fernwoodfitness.com.au/gym/stkilda>

Fernwood Fitness St Kilda - Women's Only Gym Membership

Women's Only Gym with Weights, Cardio, Group Fitness & More. Join Now & Save! Flexible Memberships. 70+ Locations. Supportive Community. Experts in Women's Fitness. Creche.

📍 St Kilda · 14 locations nearby



What search terms trigger Fernwood club ads to appear?

Gym Keywords

- Any search phrase containing the word “gym” (or close variation) within your local area will trigger an ad to appear.
- We use Negative Keywords to prevent the ad from showing for search phrases that we do not want the ad to appear for.
- For example, the ad will appear for phrases such as “gym near me”, “women’s only gym”, “gym with yoga”, however it will not appear for phrases such as “buy gym shoes”, “hire gym equipment” and “gym workout videos”.
- This is because we use negative keywords such as “shoes”, “hire” and “videos” to prevent the ad from showing for these irrelevant phrases.



Google

[All](#) [Maps](#) [Images](#) [Shopping](#) [News](#) [More](#) [Tools](#)

About 1,060,000 results (0.60 seconds)

Ad · <https://join.fernwoodfitness.com.au/gym/ballarat>

Fernwood Gym Ballarat - Women's Only Gym Membership

Unique Women's Only Environment. Loved by 70,000+ Women Australia Wide. Join Now & Save! Flexible Memberships. 70+ Locations. Supportive Community. Experts in Women's...

[Join Now - Pricing & Info](#) · [Group Fitness Classes](#) · [Trial Fernwood Fitness](#) · [Clubs & Classes](#)

Google

[All](#) [Maps](#) [Images](#) [News](#) [Videos](#) [More](#)

About 289,000 results (0.61 seconds)

Ad · <https://join.fernwoodfitness.com.au/gym/ballarat>

Fernwood Gym Ballarat - Women's Only Gym Membership

Unique Women's Only Environment. Loved by 70,000+ Women Australia Wide. Join Now & Save! Flexible Memberships. 70+ Locations. Supportive Community. Experts in Women's...

[Group Fitness Classes](#) · [Join Now - Pricing & Info](#) · [Trial Fernwood Fitness](#) · [Clubs & Classes](#)

Google

[All](#) [Maps](#) [Images](#) [News](#) [Shopping](#) [More](#)

About 183,000 results (0.75 seconds)

Ad · <https://join.fernwoodfitness.com.au/gym/ballarat>

Fernwood Gym Ballarat - Women's Only Gym Membership

Women's Only **Gym** with Weights, Cardio, Group Fitness & More. Join Now & Save! Flexible Memberships. 70+ Locations. Supportive Community. Experts in Women's Fitness. Group Fitness. **Creche**. Personal Training. Food Coaching. Spin. Yoga. More Than Just A **Gym**.

Group Fitness Classes

Browse Our Group Fitness Classes.
Yoga, Pilates, Body Pump & More.

Trial Fernwood Fitness

Try Us Today With a Free Guest Pass
Weights, Cardio or Group Fitness

Join Now - Pricing & Info

Looking to Join Fernwood Fitness?
Membership & Pricing Information

Health & Wellness Blog

The latest from Fernwood Fitness.
Health, Wellness, Nutrition & More.

What search terms trigger Fernwood club ads to appear?

Reformer Pilates Keywords

- For clubs that have Reformer Pilates, we also bid on keywords containing the phrase “reformer Pilates”.
- This means your ad will appear for search phrases such as “women’s reformer Pilates”, “reformer Pilates near me” and “reformer Pilates studio”.
- Like the gym related keywords, we use negative keywords to ensure the ad does not appear on irrelevant phrases such as “reformer Pilates jobs” or “buy reformer Pilates bed”.

reformer pilates woonona

Ad • <https://join.fernwoodfitness.com.au/reformerpilates/woonona>

Reformer Pilates Classes - Fernwood Woonona

Affordable Women's Only **Reformer Pilates** Classes in **Woonona**. Get Started Today!
Flexible Memberships. Suitable For All Fitness Levels. Experts in Women's Fitness. Personal Training.

335 Princes Highway, Woonona New South Wales

Join Now - Pricing & Info Looking to Join Fernwood Fitness? Membership & Pricing Information	Group Fitness Classes Browse Our Group Fitness Classes. Yoga, Pilates, Body Pump & More.
Trial Fernwood Fitness Try Us Today With a Free Guest Pass Weights, Cardio or Group Fitness	Health & Wellness Blog The latest from Fernwood Fitness. Health, Wellness, Nutrition & More.



How much budget is allocated to Google Ads each month?

- ✓ Google Ads are funded by the national marketing fund and managed by NSO.
- ✓ Each club is currently allocated a budget of \$600 per month.
- ✓ This budget may vary depending on time of year.
- ✓ Clubs are able to add extra budget to their Google Ads by contacting NSO via the Help Desk, however this may not be required for all clubs.



Will my ad appear if someone is searching for a competing gym?

- ✓ Our strategy is to not specifically bid on competing gym keywords as it **results in poor click through rates and high costs.**
- ✓ When a user is searching for another gym, they are specifically looking for information on that gym, so if an ad for Fernwood appears and is clicked, the user will generally realise they have done so by mistake and immediately return to the search results.
- ✓ Each time a click occurs, it **costs us money that could instead be used on more relevant search phrases.** Google also charges a lot of money to bid on competitor keywords as it deems us as 'irrelevant' to the phrase.



Can an the ad appear for any keyword?

- ✓ While we can technically bid on any keyword, **ads will only appear on keywords that Google deems to be relevant to gyms.**
- ✓ Google wants to ensure that the **ads appearing in search results closely match the phrase** being searched for to **gives users the best experience** whilst also providing advertisers with the most relevant exposure.
- ✓ Want your club to appear on a specific key word? Contact the Help Desk so we can review and test!



I can't see my ad when I search on Google, why is this?

- ✓ If the ad should be eligible to display for the phrase being searched, the most likely reason for your ad not appearing is that **Google has determined that you are unlikely to engage with the ad.**
- ✓ Google uses **algorithms and browsing habits** to determine users who are most likely going to click the ad and result in a lead.
- ✓ If you are frequently searching for Fernwood or gyms and not clicking on ads, Google may decide not to show you any ads.
- ✓ It may also be due to having **many advertisers in your local area who are also trying to show ads for the same keywords.** Google will show a maximum of 4 ads (sometimes less) per search, so if you have 10 gyms within your local area also trying to show ads on Google for your keyword search, there will be times where your ad will not show.



What results am I getting from Google?

- ✓ We track individual club performance based on **cost per lead**.
- ✓ Lead cost is based on a successful form submission where the lead details are sent to the club and **does not include other actions taken** on the ad that may also result in a lead or sale, such as **direct calls** to the club or **walk ins**.
- ✓ Google Ad leads enter into your **Exerp CRM under the campaign task title 'Club Enquiry' or 'Reformer Pilates'** for Reformer Google Ad leads.



What results am I getting from Google?

At any time, you can check in on your Google Ad performance within the Marketing Performance Report via Superset. This information is available in the 'Campaign Performance by Source' table - filtering by 'google'.

Marketing Performance Report ☆

Filters

STATE

Type or Select [State]

CLUB NAME

Type or Select [Club Name]

CAMPAIGN SOURCE

Type or Select [campaign source]

LEAD SOURCE

google x

Campaign Performance By Source					
	Total Leads	Total Trials	Sales from Trials	Total Sales	Gross New Member Value (\$)
lead source ↑↓	↓↑	↓↑	↓↑	↓↑	
All	2,639	47	15	544	\$641,658
google	2,639	47	15	544	\$641,658





THANK YOU!

helpdesk@fernwoodfitness.com.au