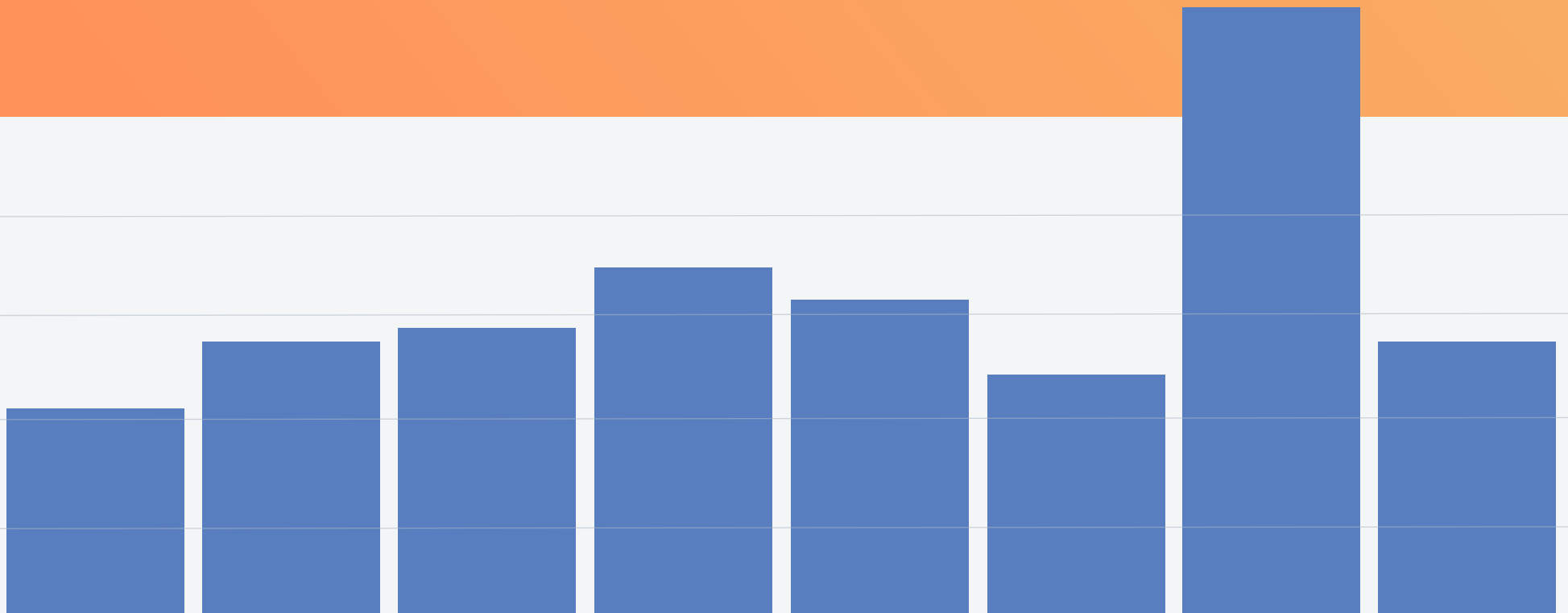HubSpot   Google

The Ultimate Google Ads Campaign Kit

CAMPAIGN PRE-LAUNCH ACTIVITIES

GOAL DEFINITION

Define your campaign goal and set an expected metric to hit. Defining goals will help you to determine how successful your campaign was. Is your goal to increase your subscriber list, sales, or sign ups? Be specific.

COMPETITIVE ANALYSIS

Analyze what your competitors do in terms of PPC for similar topics you're going after. Check out their ads in Google, look for keywords they're going after, and think about what you could be doing differently to attract even more visitors. It's essential that you don't simply estimate your competitor's strategies. Instead, thoroughly analyze your competitors' PPC work. For extra help, consider using competitive intelligence tools like SEMrush.

AUDIENCE DEFINITION & CAMPAIGN SETTINGS

Make sure your location, device, and time targeting are set to reach the right people at the right time in the right place. Remember that you should target different audiences at each stage of the buyer's journey. You can define your audience at both the campaign and ad group level.

KEYWORD RESEARCH

The success of any ad campaign depends on thorough keyword research. Start at a high level and search for all relevant keywords, then choose the most relevant search terms with your ideal parameters (like volume, density, CPC, etc.). Make sure to include long-tail keywords in your list as well broader, short-tail keywords.

SETTING BUDGET

Define your total and daily campaign budget. Keep in mind: you pay for all the clicks you get to your ads. Budget accordingly.

CONVERSION TRACKING SETUP

Make sure you are tracking the conversions that are most relevant to the goals you've set. Set up Google Ads Conversion Pixels to place on your confirmation pages or import Goals from Google Analytics so you have full visibility into how your campaigns are converting once they launch.

ORGANIZING YOUR CAMPAIGN

CAMPAIGN ORGANIZATION / NAMING

Separate campaigns should be built based on a number of factors that depend on your product, website, and goals. For example, you might need to split campaigns by Region, Language, Goal, or Brand vs. Non-Brand keywords. When in doubt, mirror the structure of your campaigns with how your website is set up!

GROUPING KEYWORDS IN AD GROUPS

Campaign structure doesn't have a one-size-fits-all solution. However, we suggest using ad groups to organize your ads by a common theme. Try sorting ad groups by the type of product or service you offer. Limit the number of keywords you use in each ad group. As a best practice, use only one keyword per ad group.

SET MATCH TYPES

Go for broad match to maximize the reach of your ads, but be careful; more clicks means more money spent. To show your ads to a narrower but more relevant audience, use modified broad, phrase or exact match types.

MANAGING CROSS-GROUP NEGATIVES

Sometimes, you'll notice that some of your ads might actually be competing with one another. This happens, but try to avoid it. To do so, add cross-group negative keywords to the appropriate ad groups to set parameters around which ads appear for specific search terms and which ones do not.

CREATING ADS

Writing compelling copy with a clear and prominent call-to-action is crucial to the success of your ads. Don't forget to align with Google's requirements for the number of characters you can use in each line.

AD EXTENSIONS

Get the most out of your spend and include every ad extension that is relevant to your business (like location, telephone, address, etc.). Google can add up this information to each of your ads when showing them to users at no additional cost to you.

DETERMINING BIDS

Bid more on keywords that you expect to have a higher click-through-rate, like branded and exact match terms. If you are not sure what results to expect from a keyword, allocate less spend when you're starting out. Once you see how an ad performs, you can allocate more budget if you see fit.

SET UP A/B TESTING

If you're testing multiple ads, set up your ad group accordingly and set an ad rotation that ensures that you will get sufficient data on each.

KICK OFF YOUR CAMPAIGN!

Double check everything and launch your campaigns. From here on out, set a daily, weekly, and monthly schedule to check the progress fo your ads.

RUNNING YOUR CAMPAIGN - DAILY

CHECK YOUR BUDGETS

Keep an eye on the progress of your campaigns each day by checking your overall spend vs. conversions. Doing so will help you to see whether the campaign is performing as planned or if you need to make adjustments.

ADJUSTING BIDS

When you track the progress of your campaigns, make sure to adjust your bids for the top performing ads accordingly to get the most out of the campaign.

CHECKING SEARCH TERMS

Use the Search Terms Report in Google Ads to monitor the actual search queries your ads are showing for. Sometimes, especially with Broad and Phrase Match keywords, Google will show your ads to similar but irrelevant search queries. If you see any of these in your Search Terms Report, add them as cross-group negative keywords to make sure it doesn't happen again!

WEEKLY CHECK-IN

CHECKING AND RESEARCHING KEYWORDS

Monitor which keywords are still performing well and which should be replaced with new ones. If a campaign, ad group, or keyword doesn't perform, don't waste money waiting for it to work. Instead, adjust your campaigns for new keywords that perform better.

CREATING NEW ADS/REPLACING POOR PERFORMERS

Analyze campaign performance and replace poor performing ads with new ones. Glean your learnings from top-performing ads and incorporate what worked well into your adjusted ad campaigns.

MONTHLY CHECK-IN

REVIEW THE PERFORMANCE DATA

Analyze how well your ad campaigns performed. Did they hit or miss goal? What were your learnings, wins, missed opportunities, and continuing experiments? In the future, use your learnings to revise future campaign parameters and determine trends to create performance reporting.

REFINE YOUR LANDING PAGES

Do you have some ad campaigns with high click-through-rates and low conversion rates? Analyze what might be creating low conversion rates on your landing pages and make amendments to improve your ad strategy with better content.

ADJUST AUDIENCE AND GEO TARGETS

Analyze the performance of your target audience, location, and device settings. If you experience low click-through rates, for example, try adjusting your target audience, location, and other audience targeting settings. An ad that works well in one region might not work well in another. Get specific before going broad so you can analyze different audiences most effectively.

HubSpot   Google

Google Ads

HubSpot's Google Ads Tool is a powerful combination of your customer data and the ability to reach new audiences with Google's machine learning-powered Ads platform. From your HubSpot portal (and with no developer work needed to link your accounts), you can create Google Search campaigns from start to finish, then analyze, optimize, and nurture leads using HubSpot + Google insights.

Discover which ads work best.

Enjoy better targeting for higher return on ad spend (ROAS).

Turn leads into customers with offline conversion tracking.

Sync your Google Ads and HubSpot accounts, and help your business grow.

Learn more