CLASS FOUR: Mastering Google Adwords (Youtube and PPC)

*NOTE: Google Display Network is not recommended, as the speaker has never made money using it.*

* Google Adwords Auction System:
  + Operates similarly to most ad networks.
  + Leverages an auction system.
  + Ranks ads using a system called AD Rank.
* AD Rank Calculation:
  + AD Rank = Bid (Cost Per Click) \* Quality Score.
  + Determines ad position among competitors.
* Ad Rank Impact:
  + Higher Ad Rank improves ad position and visibility.
  + Benefits include the use of ad extension features.
  + Example: The top Google search result has the highest Ad Rank (1st, 2nd, and 3rd positions).
* Google Ads Control Factors:
  + Quality Score is in our control to impact results.
  + Goal: Optimize CPC and Quality Score for the highest possible Ad Rank.
* Quality Score Components:
  + Click-through rate (CTR) - A good percentage is 2-5%.
  + Relevance of keywords to ad group.
  + Landing page quality and relevance.
  + Relevance of ad text.
  + Historical Google Ads account performance.
* Google Adwords Terminology:
  + Campaign.
  + Ad Group.
  + Ad.
* Search Marketing (PPC) Tips:
  + Relevant "keyword grouping" is crucial.
  + Example: Campaign for a pet store with ad groups for dog food, cat food, dog toys, cat toys, healthy dog food, healthy cat food.
* *Follow this structure:*
  + Campaigns first.
  + Ad Groups second.
  + Ads last.

Bidding and Landing Page Optimization:

* Landing Page Scores:
  + Factors: Page speed, quality, and responsiveness.
  + Tools: Page Speed Insight (Google and Cloudflare).
* Landing Page Relevance:
  + Important for Google Ads.
  + Specificity is key; be contextually relevant to the user's search term.
* Bidding Strategies:
  + vCPM or CPM: Cost per Mille or View.
  + CPV: Cost per View.
  + Smart Bidding: Automated bid strategies using machine learning.
  + Target Cost Per Action (CPA):
    - May go above the target initially but averages down.
  + Target Return on Ad Spend (ROAS):
    - Optimizes for conversion value with a specific ROAS target.
  + Maximize Conversion:
    - Google maximizes conversions, focusing on volume.
  + Maximize Conversion Value:
    - Maximizes total ROAS per day, ideal for passing back conversion value.
  + Enhanced Cost Per Click (ECPC):
    - Manual bidding, useful for testing specific cost per result ranges.
* Choosing Bidding Objectives:
  + For a new account: Maximize Conversions or Manual Bid.
  + Warmed-up account: Consider Return on Ad Spend.
  + Best to relaunch the campaign after switching bidding objectives.
* Landing Page Duplication:
  + Duplicate landing pages for different ad groups targeting various topics.
  + Example: Use ClickFunnels for hyper-specific pages.
* Ad Copy Specificity:
  + Example: Dog Food Ad - Be specific about breeds, quality, locally sourced ingredients.
  + Avoid generic ads that may confuse the audience.
* Quality Score:
  + Historical performance of the account.
  + Factors: Historical CTR, quality score, profitability, and overall response.
  + Consider creating a new account if the history is poor.
  + Under 5% ad rejection is favorable.
* Compliance:
  + Take the company's compliance course.
  + Adhere to standards to maintain a good standing.
* Loading Time:
  + Page load time crucial; over 3 seconds can lead to losing half of the traffic.
* Ad Rank - Your Bid:
  + Smart Bidding as automated bidding.
  + Consider CPC (Cost Per Click) as one of the ways to bid.

CPC Bidding Strategy: !!!

* CPC (Cost Per Click) Bidding:
  + Focuses on maximizing traffic and clicks.
  + Smart Bidding is optimized towards conversion.
* Manual CPC Bidding:
  + Sets a spending cap; Google puts you in front of users for less than a dollar.
  + Suitable for traffic-centric strategies, not conversion-focused.
  + News sites are good for traffic but not conversion due to their social media leverage.
* Differences Between Smart Bidding and CPC:
  + Smart Bidding aims for higher internet traffic with potential conversions.
  + CPC brings more traffic at lower costs but might lack high-intent users likely to take action.
  + Rare use of pure cost-per-click bidding.
* Avoided Bidding Strategy:
  + CPM (Cost Per Mille) Strategies.
  + Target Impression Share: Aims to show ads at the top of Google search results.
  + Impression Share focuses on reaching a percentage of the reachable audience.
  + CPM is considered less effective for high-intent traffic and conversions.
* Preferred Bidding Strategy:
  + Conversion Campaign/Smart Bid Campaign/Automated Campaign.
  + Cost Per Click and Traffic Campaigns as alternatives if conversion is not available.
  + CPM primarily for visibility, not conversion.
* Note on Branded Search:
  + For branded searches, Cost Per Click strategy is acceptable.

Placements and Targeting Options:

* Google Adwords Targeting Options:
  + Search engine results, YouTube, and display network.
  + Google Search News Recommendation List, Google Shopping, and Gmail inboxes.
* Website Placement:
  + Suitable for CPM and Cost Per Click but not ideal for direct response.
* YouTube Advertising:
  + Specific placements on YouTube channels.
  + Ads on specific videos using interest and behavior targeting.
* YouTube Advertising Formats:
  + Skippable ads (Cost less money).
  + Non-skippable ads.

YouTube Ad Formats:

* Bumper Ads:
  + Short ads typically in the middle of the video.
* Overlay Ads:
  + Reinforce initial ads; appear at the bottom of the video.
* Display Ads:
  + Positioned to the right on computers and below on phones.
  + Considered less effective.
* App Advertising:
  + Target specific apps, categorized like books.
  + Eligible app stores include Apple Store and Google Play.
* Targeting Options:
  + Target based on search intent.
  + Contextual ads based on interest and demographics.
  + Google's version of lookalike audiences (since May 2023).
* Retargeting Options:
  + Interaction with YouTube channels, website interactions, and video watch percentages.
  + Content ad strategies effective on YouTube for retargeting.
* Content Ad Strategies:
  + Effective on YouTube; suitable for products requiring education.
  + Retargeting for direct response strategies.
* Gmail Targeting and Display Network:
  + Generally does not provide profitable results.

PPC Targeting and Keyword Generation:

* Keyword Ideas:
  + Use tools like Google AdWords (free but not as good), Keyword.io, and Spyfu.com.
  + KeywordTool.io is preferred for its comprehensive data.
  + Spyfu.com provides extensive competition research.
* Google Keyword Planner:
  + After generating keywords, use the planner for estimated search volume and trend forecasts.
  + Consider volume thresholds (50k to millions of searches per month).
* Categorizing Keywords:
  + Organize into relevant groups: highest intent, purchase intent, curiosity intent, negative keywords lists.
  + Specific search terms that are similar to one another are crucial.
* Negative Keywords:
  + A list of search terms to exclude.
  + Helps refine targeting by excluding irrelevant terms.
  + Regularly update based on performance and relevance.
* AdWords Reports and Match Types:
  + Use predefined reports in AdWords for insights.
  + Avoid broad match to prevent irrelevant matches.
  + Use match types carefully to ensure relevance.
* Copywriting Strategy:
  + Have several CSV files categorized into different buckets.
  + Utilize keyword insights to craft compelling ad copy.

Competitor Research and PPC Copywriting Tips:

* Competitor Research:
  + Use Spyfu.com for finding keywords used by successful competitors.
  + Analyze ad history; consistent color indicates successful, long-term keywords.
  + Ads running for several months are likely the best performers for competitors.
* PPC Copywriting Tips:
  + Be mindful of character limits for each field in your ad (e.g., headlines and descriptions).
  + Consider mixing up your headlines and descriptions, as they may be displayed interchangeably.
  + Higher ad rank achieved by making landing pages specific to keywords.
  + Click Funnels has been a reliable tool for easy page duplication and editing.
  + Differentiate between broad match (BM), phrase match (PM), and exact match (EM) in keywords.
* Match Types:
  + Broad Match (BM): Shows for various related searches, potentially broad exposure.
  + Phrase Match (PM): Ads show for searches related to the meaning of your keywords.
  + Exact Match (EM): Specifies exact keywords; uses brackets or parentheses.
* Impression Share:
  + Calculated as impressions divided by total eligible impressions.
  + Monitor impression share to optimize campaigns for broader reach.

Utilizing YouTube Ads:

* Keyword Targeting:
  + YouTube uses keyword targeting for video ads and banners.
  + Leverage video ads and banners instead of traditional text ads.
* Campaign Placement Options:
  + Isolate campaign placement options for YouTube Video Network and YouTube Search Results.
  + Prefer market audiences over broad topics for more active engagement.
* Targeting Options:
  + Utilize unique targeting options like Placements category, defining specific channels and videos.
  + YouTube Channel and YouTube Videos are valuable targeting options.
* Ad Creation:
  + Avoid being lazy when creating ads; tailor content for the YouTube audience.
  + YouTube and Google users may not be as receptive to suggestions as social media users.

YouTube Ads Best Practices:

* Attention-Grabbing Opening:
  + Capture attention in 5 seconds or less.
  + Audience is there to watch other content, so make it compelling.
  + Avoid lazy ad creation, especially pulling from other channels.
* Contextual Content:
  + Create a banner that complements the YouTube video.
  + Hiring a creative agency is an option.
  + Provide context in the first 5 seconds to convey value to the target audience.
* Viewer Engagement:
  + Capturing attention doesn't mean using gimmicks; relevance is crucial.
  + Tailor content to the YouTube platform, considering audience behavior.
  + Grammarly ad example: Quick, bold statements, emotional keywords.
* Tips for Different Audiences:
  + Women tend to respond better to content; bold statements and quick messaging.
  + Consider mimicking TV ads, especially for older audiences.
* Pro Tips:
  + Verify your business when creating an ad account.
  + Set up Google Analytics properly for effective AdWords leverage.
  + Use Google Tag Manager for efficient code management.
  + Explore third-party UTM-based tracking tools for comprehensive reporting.
  + When scaling, audit successful keywords, improve ad rank, and address bottlenecks.
  + Successful campaigns on YouTube can scale more aggressively with less ad fatigue compared to other platforms.

Instagram Ads Insights:

* Reach with Younger Audience:
  + Instagram provides significant reach with the younger generation.
  + Only one million marketers use Instagram ads, making it an underutilized tool.
* Visual Appeal:
  + Instagram is a highly visual tool, beneficial for brands and businesses.
  + Manage ads within the Facebook Ads Manager.
  + Vertical videos are favored; various ad formats include photo, video, carousel, slideshow, and story ads.
* Ad Specifications:
  + Recommended photo sizes for square, landscape, and vertical formats.
  + Video ads can be up to 4 GB with a maximum duration of 120 seconds.
  + Captions for IG ads may include up to 2200 characters.
  + Aspect ratios vary based on the format: 1:1 for square, 1.91:1 for landscape, 4:5 for vertical.
* Profile Optimization:
  + Ensure profile optimization for success on Instagram.

Instagram Ad Specifications:

* Recommended Pic Size:
  + Square:
    - Minimum Resolution: 600 x 600 pixels
    - Maximum Resolution: 1936 x 1936 pixels
  + Landscape:
    - Min Resolution: 600 x 315 pixels
    - Max Resolution: 1936 x 1936 pixels
  + Vertical:
    - Min Resolution: 600 x 750 pixels
    - Max Resolution: 1936 x 1936 pixels
* Video Size:
  + Video File Size: Up to 4 GB max
  + Video Ads in Feed: Up to 120 seconds
* Captions:
  + IG ad captions appear below the image.
  + Captions may include up to 2200 characters.
* Aspect Ratio:
  + Square:
    - Aspect Ratio: 1:1
  + Landscape:
    - Aspect Ratio: 1.91:1
  + Vertical:
    - Aspect Ratio: 4:5

Instagram Business Profile Setup:

* Instagram Business Profile:
  + Choose an Instagram business profile over a normal one.
  + Comes with extra features and tools like Instagram shopping, ads, and insights.
  + Valuable data insights about your audience.
* Username Selection:
  + Choose a simple, recognizable, and easy-to-find username.
  + If your business name is taken, add something extra or modify it.
  + Select an easily searchable business name.
* Profile Information:
  + Add your full business name to the name section of your profile.
  + Use a branded Instagram profile picture or a quality profile photo.

Creating Native Feeling IG Ads:

* Key to Success:
  + Creativity is crucial for success.
* Platform-Tailored Creative:
  + Creative tailored to the Instagram platform is critical.
  + Study the followers of those who liked your ad for better creative ideas.
* Context in Advertising:
  + Leverage context if applicable.
  + Context can sometimes be more impactful than content.

Determining Ad Performance:

* Calculate Ideal CPA:
  + Give yourself a range of great, average, and poor CPAs.
  + Consider how much it costs to acquire a customer.
  + Any cost per lead over 300 is too much.
* Scaling Strategy:
  + Good CPA range: Scale 10% a day.
  + Amazing CPA range: Scale aggressively, 30%.
  + Consider quality ranking, engagement rate ranking, and conversion rate ranking.
* Performance Metrics:
  + Quality Ranking:
    - How your ads perceive quality compared to competitors.
  + Engagement Rate Ranking:
    - How your ads' expected engagement rate compares.
  + Conversion Rate Ranking:
    - How your ads' expected conversion rate compares.
  + CTR (Click-Through Rate):
    - Aim for anything between 2-5 percent.

Scaling Strategies:

* Identifying Performance Issues:
  + When deciding what to scale, focus on underperforming metrics (e.g., CTR).
  + Preview the ad and evaluate social performance based on reactions, comments, and shares.
* Leveraging Automated Rules:
  + When using rules, consider:

Class Four Homework:

Requirements for Achieving 7 Figures in an Ad Account:

* Four Pillars:
  + Tracking:
    - Importance of robust tracking for effective measurement.
  + Traffic:
    - Strategies for driving traffic to the ad account.
  + Landing Page:
    - Significance of optimized landing pages.
  + Testing:
    - Continuous testing as a key pillar for success.
* Audit Approach:
  + Start with a detailed audit when approaching a new account.
  + Focus on the lowest hanging fruit with the highest ROI initially.
  + Gradually expand strategies to broader audiences.
* Mindset:
  + Initial focus on the most controlled strategies (manual CPC).
  + Transition to automated strategies as performance improves.
  + Utilize all available ad space and extensions.
* 80/20 Rule:
  + Apply the 80/20 rule: Concentrate 80% of your time on the 20% of strategies that yield the most returns.
* Google's Incentives:
  + Recognize that Google is incentivized to encourage more spending.
  + Philosophy: Start with maximum control and expand gradually.
* Tips and Tricks:
  + Disregard suggestions from representatives.
  + Maximize all available ad space.
  + Utilize Google Tag Manager for efficient pixel management.
* Google Tag Manager:
  + Simplifies tracking and pixel management.
  + Consolidates pixels in one container.
  + Adds tags to each container with specified triggers.
  + Incorporates data layer variables for detailed information.
  + Sends layered info back to Google Analytics.

Google Analytics E-commerce Tracking:

* Purpose:
  + Helps assess the effectiveness of campaigns.
  + Enables the identification of successful and unsuccessful elements.
  + Focuses on profitable keywords, audiences, and placements.
* Keywords and Placements:
  + Treats keywords as mini-businesses and ecosystems.
  + Profitable keywords are retained, and non-performing ones are removed.
  + Emphasizes the addition of profitable keywords, audiences, and placements.
* Search Campaigns:
  + Applies an ROI mindset when creating search campaigns.
  + Prioritizes branded search due to its high ROI potential.
  + Explores misspelled variations of website names for keywords.
* Remarketing List for Search Ads:
  + Utilizes broad terms in the list.
  + Targets audiences based on their previous interactions.

Class 5: Mastering Copyright, Email Marketing, and Learning of Chat GPT:

* Copywriting Simplification:
  + Emphasizes that copywriting is essentially selling with written words online.
  + Applies general rules of in-person sales to online copywriting.
* Copy Elements:
  + Highlights two main forms: headlines and body copy.
  + The importance of headlines in capturing attention and determining if readers continue.
* Developing Headlines:
  + Questions to Ask:
    - Identifies the mass desire driving the market.
    - Assesses the audience's awareness of the product's satisfaction.
    - Evaluates the level of sophistication in the market.
* Mass Desire:
  + Refers to the hook that resonates with the majority.
  + Determines the most significant reason people will connect with the product.
* Market Awareness:
  + Considers whether the audience understands how the product works.
  + Addresses the level of exposure to similar products before.
* Market Sophistication:
  + Analyzes how frequently the audience has been pitched.
  + Adjusts communication based on the audience's level of exposure.
* Four Rules for Headlines:
  + Incorporate self-interest in every headline.
  + Suggest to readers that the content fulfills their desires.
  + Leverage bias to inspire action.
  + Capture attention and generate further interest.

Copywriting Tips and Instructions:

* Incorporating News and Vocabulary:
  + Highlight the importance of news in headlines.
  + Encourage the use of vocabulary terms that evoke curiosity and interest.
* Examples:
  + Real estate agents transforming how they showcase homes.
  + Innovative use of MLS by real estate agents for more deals!
  + The vacuum cleaner redefined? Discover the game-changing feature.
* Curiosity and Self-Interest:
  + Combine curiosity with news or self-interest for effective headlines.
  + Avoid relying solely on curiosity without additional elements.
  + Example: "Moms are loving this NEWLY RELEASED CAR SEAT for safety and features."
* Positive Angle:
  + Encourage a positive and cheerful perspective in headlines.
  + Aim to remove people from pain and offer a solution that makes them feel good.
* Quick and Easy Solutions:
  + Suggest a quick and easy solution in headlines.
  + Example: "Here’s a quick way to [solve a problem]."
* Chat GPT Task:
  + Generate three variations appealing to a girl's self-interest with curiosity in under 50 characters.
  + Make those variations sound news-worthy.
* Headline Development Questions:
  + Ask questions about the client and their products.
  + Utilize insights from David Ogilvy and Eugene Schwartz.
  + Reference sources like Wayback.com, Spyfu, and the Facebook library.
* Golden Rule:
  + Simplify headlines for clarity and impact.
* Body Copy Formatting:
  + Leverage the texting format for body copy.
  + Break down sentences into short, direct, and digestible text messages.
  + Enhance engagement and encourage click-throughs.
* Understanding Hooks:
  + Emphasize the importance of hooks in writing compelling body copy.

Copywriting, Believability, and Landing Page Tips:

* Hooks for Body Copy:
  + Incorporate hooks to capture attention and interest.
  + Utilize the following hooks: Make more money, Save money, Retirement security, Better health now, Health care security, Security in old age, Advance in profession or trade, Prestige, Enjoyment, Easier chores, Gain more leisure, Comfort reduce fat, Freedom from worry.
  + Embed hooks throughout the body copy for a compelling narrative.
* Achieving Believability:
  + Establish believability through proof, statistics, testimonials, quotes from authority figures, tests, trends, and seals of approval/authority.
  + Be specific in presenting believable information.
* Body Copy Conclusion:
  + Wrap up body copy with a clear call to action.
  + Include a link at the end, especially on Facebook, to boost traffic.
  + Utilize the "See More" button by having 5 lines or more of body copy.
* Landing Page Copywriting:
  + Follow the Steps of Agreement in the sales process: Establish context and interest, Explain the product, Increase product authority and establish social proof, Handle objections and answer general questions, Increase believability and inspire action.
  + Landing pages typically consist of 5 sections.
  + Aim for a good length of 3-5 minutes for video sales letters (VSLs).
* Marketing Automation:
  + Marketing automation is an "if this, then that" approach.
  + Utilize CRM (Customer Relationship Database) for effective automation.
  + Tools like ActiveCampaign, Zapier, IFTTT, and Integromat are valuable for marketing automation.
  + Triggers initiate marketing automation, and connectivity between online tools is crucial.
  + Contextual communication based on customer actions increases the probability of conversion.
  + Connect marketing automation within a CRM for seamless operations

Additional Tools and Homework:

* CRM and Marketing Automation Tools:
  + Utilize tools like Salesforce, Close.com, and Mailchimp for customer relationship management and marketing automation.
  + Leverage marketing automation tools such as ManyChat or Chatfuel for building automated message sequences on platforms like Facebook Messenger and Instagram.
* AI-Powered Copywriting with ChatGPT:
  + Experiment with ChatGPT from OpenAI for AI-powered copywriting.
  + Explore the creative possibilities by taking ad ideas or successful concepts and asking ChatGPT to generate variations that convey the same message.
  + Use ChatGPT to help you brainstorm new ideas and refine existing ones.
  + Visit ChatGPT and explore its capabilities to enhance your understanding of creative possibilities.
* Homework - Copywriting Tasks:
  + Engage in copywriting tasks to practice and refine your skills.
  + Experiment with different hooks, headlines, and body copy variations.
  + Work on creating compelling and believable content.
  + If applicable, incorporate the use of AI tools like ChatGPT to generate creative variations.