

Google Ads SEM Training

Trainer Profile

- managed RM2 Million/year spend for Hong Kong based start up company in 2018-2019
- worked for Finnish company in 2020 and helped pivot their events business from face to face to online events
- currently managing 10 brands at once on group level

What is SEM (Search Engine Marketing)?

Using Search Engines to get traffic to your online platforms

Main Search Engines are Google, Bing, Yahoo for ENG, Yandex for Russian, and Baidu for Chinese

There are two ways to market on Search Engines:

- paid
- organic

Paid search engine marketing is SEM (Search Engine Marketing)

Organic search engine marketing is SEO (Search Engine Optimization)

Why should you spend money on SEM?

Search traffic is one of the most used forms of traffic. Every day people search for something on search engines

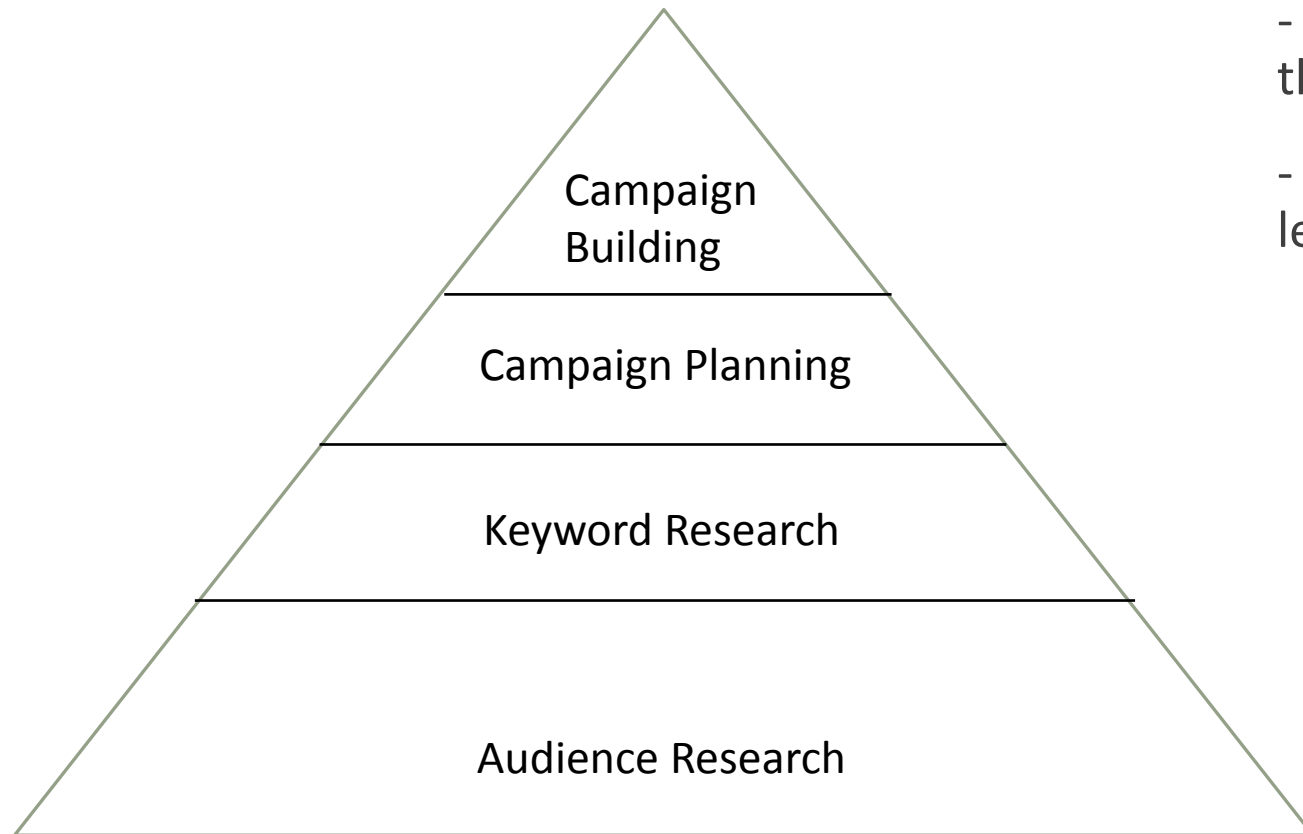
Search traffic also has high intent. If someone goes to Google to search for “premium barber in pj”, it’s clear that they:

- 1- have decided to get a haircut
- 2- willing to spend more money to get a good haircut
- 3- looking to get the haircut in pj since it’s near to them

Compare this to Facebook/Instagram/tiktok where people are just scrolling because they are bored

Traffic that come from search on average will stay longer on your website and are more likely to convert into a customer

How to start marketing on Google Search



- most of your time should be spent on the bottom of the pyramid
- the higher up the pyramid you go, the less time you should spend on it

The mindset of a performance marketer

1. You are not losing money, you are buying data
2. Since you are buying data, make sure you buy GOOD data
3. Cut your losses early, let your winners run
4. Make decisions based on what the DATA says, keep your emotions out of it
5. Change is the only constant. Learn from all of your campaigns, and then forget about them
6. Forget about the 1000 successful campaigns you have done in the past. They are useless. Forget about the 1000 failed campaigns you have done in the past. They are useless. Focus only on the campaign that you are running NOW
7. Always be learning

Audience Research

For any marketing activity you do, the most important question is “Who am I talking to?”

This applies to all marketing, whether it’s traditional or digital marketing

Researching your audience is more an art than a science – there’s no right or wrong way to do it, just as long as you can get the results you want

Some tips for audience research:

- look for pain points. What are people complaining about? It’s very hard to sell things to happy people
- read reviews online. Look for what they like and what they don’t like.
- go to forums, facebook groups, reddit, etc. familiarize yourself with the words they are using
- spend at least a week on audience research. You should have hundreds of potential keywords if you did your research correctly

Keyword Research

Objective:

- get as many keywords as you can (hundreds of keywords)
- divide keywords based on intention (just curious, comparing, looking for best price, etc)
- go for long tail keywords since those are less competitive

Notes:

- buyer keywords are more likely to convert but also more expensive since everyone is bidding on them
- keyword research is also both an art and a science so the more you practice the better you get at it
- keyword research is what will make or break your campaign so spend as much time as you can on this part
- keyword research does not stop when you launch the campaign. It never stops. Always keep looking for new keywords.

Keyword research tools

Free keyword research tools:

- ubersuggest
- keywordsheeter

Paid keyword research tools:

- Semrush
- Ahrefs
- Keyword Chef

Other research methods

- A to Z method using Google autocomplete
- answer the public online tool
- Scrapebox (with proxies)

Campaign Planning

- as performance marketers our job is to spend our budget effectively
- this means that a) we spend all of the allocated budget, and b) we spend it in a way that gets results for the business
- to do this, we need to invest time in planning our campaigns properly
- a campaign that isn't managed properly will result in ad budget not being fully spent, or ad budget being spent but no results, or both
- planning the campaign involves organizing the campaigns and the keywords in such a way that will maximize the results for the business

Campaign Development

- campaigns need time to develop and be profitable
- my recommended development strategy is as follows



- Prospecting is where we cast a wide net to see which keywords are likely to convert

- Once we know what works we can focus on optimizing and cutting out the things that don't work

- Remarketing is crucial because most people don't buy on the first touchpoint

- Once we have enough data we can make use of Google's powerful algorithms to do the heavy lifting for us

Google Ads Campaign Structure

Top level

Campaign

A campaign can have many ad groups

Ad Group

An ad group can have many ads

Ad

Ad

Ad Group

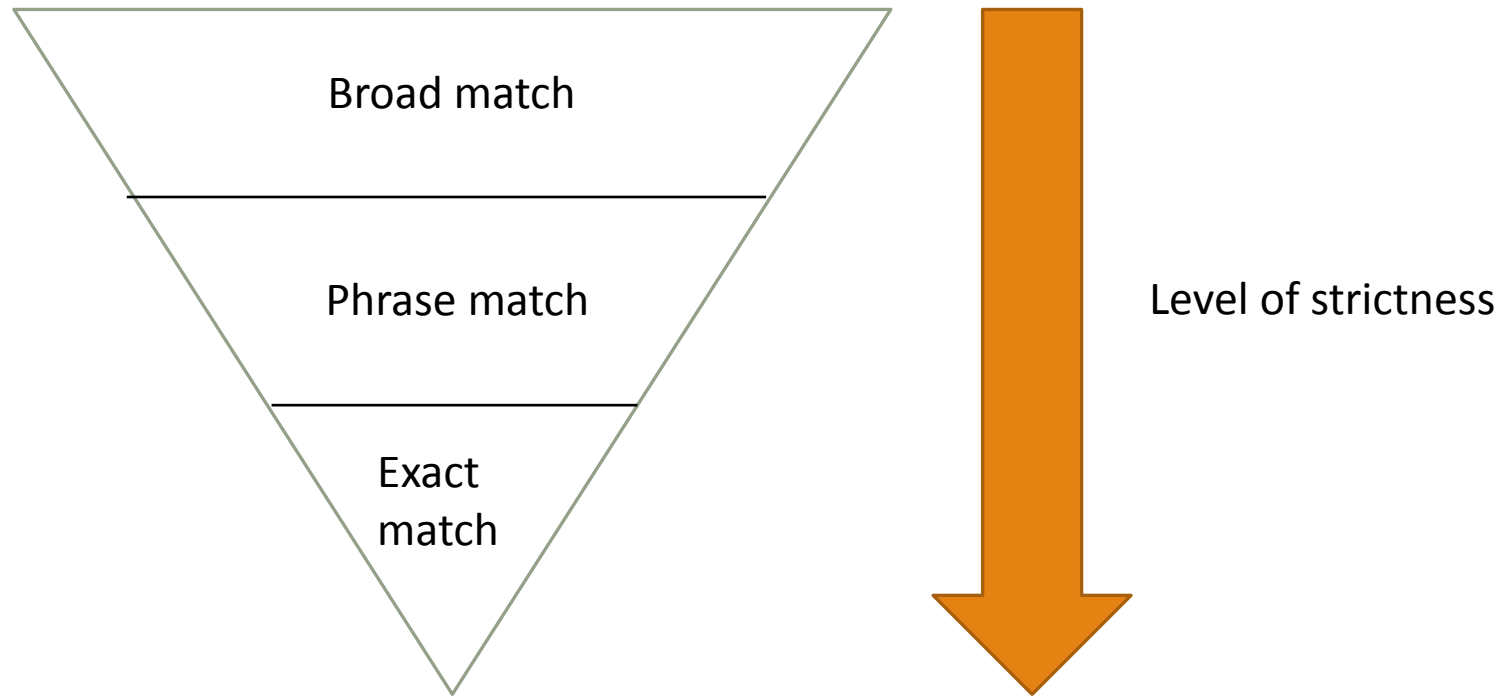
Ad

Ad

All campaigns in Google Ads follow the same basic structure

Keyword match types

Google uses match types to decide how a keyword would behave in any given campaign



Match type examples

| Match type | Notation | Included keywords |
|--------------|----------------------------|--|
| Broad match | best pistachio ice cream | Walnut ice cream, Hazelnut gelato, pistachio ice cream, pistachio gelato, pistachio frozen yoghurt |
| Phrase match | “best pistachio ice cream” | Best pistachio ice cream near me, best pistachio ice cream in pj, where can I get the best pistachio ice cream |
| Exact match | [best pistachio ice cream] | Best pistachio ice cream |

Campaign naming convention

- naming your campaigns properly is key to having an easier time managing your campaigns
- campaign names must be systematic, and they must at least tell you a bit about what the campaign is about
- example campaign name schema:

Prospecting_MY_search_traffic_kfc

- example ad group name:

Prospecting_MY_search_traffic_kfc_25-45_klang-valley

- example ad name:

Prospecting_MY_search_traffic_kfc_25-45_klang-valley_zinger-promo

Country

Campaign
objective

Target area

Prospecting_MY_search_traffic_kfc_25-45_klang-valley_zinger-promo

Campaign
phase

Campaign
type

Brand/
business

Age
group

Promotion
details

Hands on campaign set up

Tracking and analytics

- as performance marketers we need to be able to track and report the progress and development of our campaigns

- the main tools for tracking and analytics are:

1- Google Tag Manager

2- Google Analytics

Google tag manager is a container for all the tags that we need

Google analytics collects data from our website and displays it in a dashboard for easy analysis

