



Trade Secrets on how to increase sales with Google Ads

A simple 4 step guide for the automotive industry

Presented by

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What are Google Ads? and how do they work?

Google Ads is an online advertising platform

As an advertiser you bid to display your Ads to your potential customers.

Ads can be brief Ads like the ones you see when you search for something in Google.

Or they could be videos or display ads which appear on other websites, mobile apps and videos.

Ad · <https://www.shinglebackoffroad.com.au/> ▾ 0400 918 812

Hitch Mount Vertical Bike Rack - Vertical Bike Racks

Quality Aussie made, zero frame contact, 2-6 **bike** capacity, can load 5 **bikes** in a minute. Takes sizes 20"-29"+ with no adjustments and is strong enough to handle your e-**Bike**.



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**Why should I pay
for Google Ads?**



A few stats

The volume of Google searches grows by roughly **10%** every year. (Internet Live Stats)

34% of “near me” searches done result in store visits. (HubSpot)

46% of product searches begin on Google (Jumpshot, 2018)



97%

looking to purchase,
repair, or customize a car
start their journey online.

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Leads don't sleep

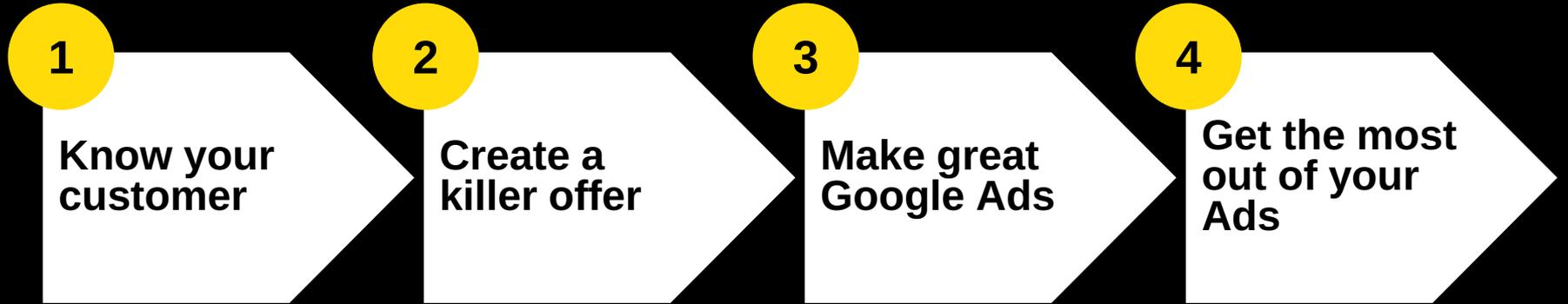
A man and a woman are sitting in bed at night, both using electronic devices. The man is on the left, wearing a maroon long-sleeved shirt, and is looking down at a laptop. The woman is on the right, wearing a light blue t-shirt and patterned pajamas, and is looking at a tablet. A single light bulb hangs from the ceiling, casting a warm glow. The background is a textured wall.

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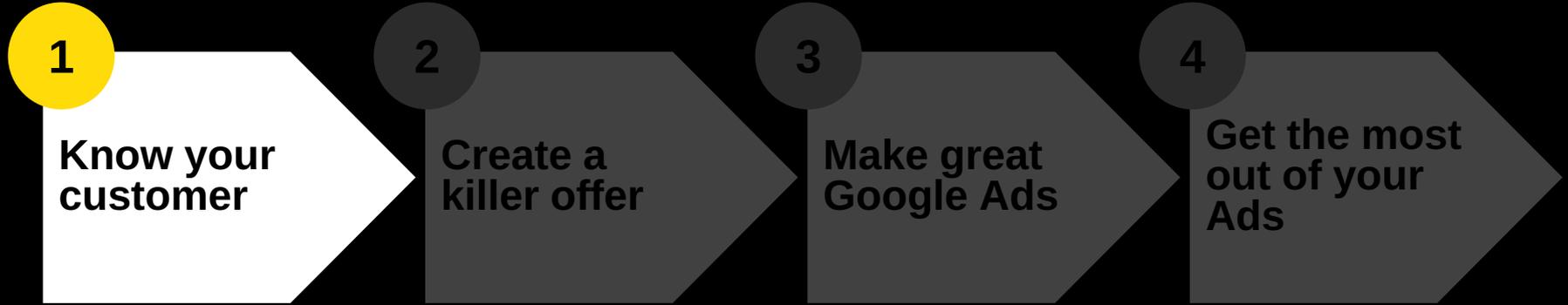
Return on investment

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Your simple 4 step guide

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Your simple 4 step guide

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Your customer isn't 'everyone'

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**Why does
cucumber taste
like shampoo?**

**Why is your face
on your head?**

**What is the
average weight of
a panda?**

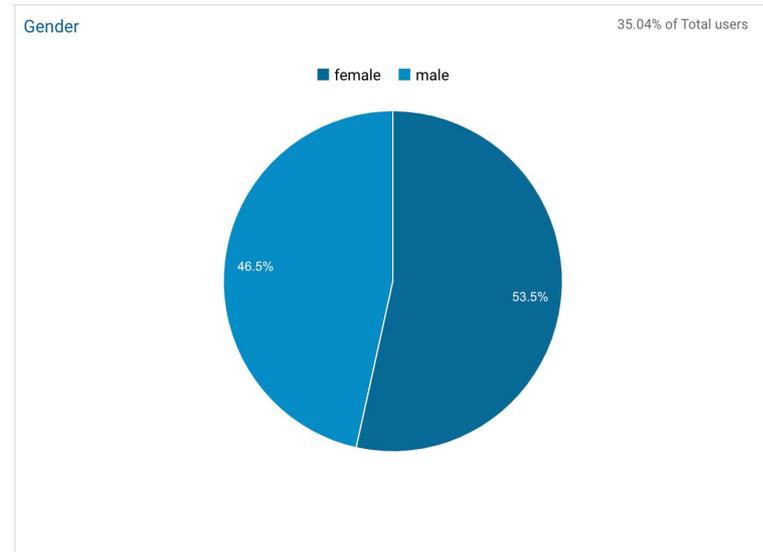
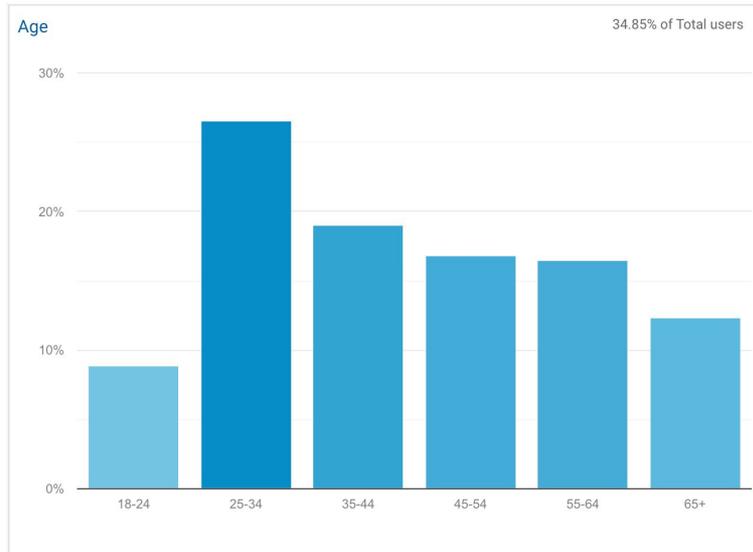
**Your customers are
looking for answers...**

Finding out who your customers are

- 1. Talk to your customer service team** or the client facing staff and get ask much info as you can.
- 2. Survey your customers** – ask for feedback on how customers use your product or what benefits they look for and value they get from your business, even ask them for a review at the same time.

Finding out who your customers are

- 3. Check your stats** – website Google Analytics or your Facebook stats and you can discover some really useful information.



A crowd of diverse people, including men and women of various ages, are gathered together, many holding up white signs with numbers. They appear to be at an auction, with expressions of excitement and anticipation. The background is slightly blurred, showing what looks like an indoor setting with wooden paneling and some furniture.

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Understanding the Google Ad Auction

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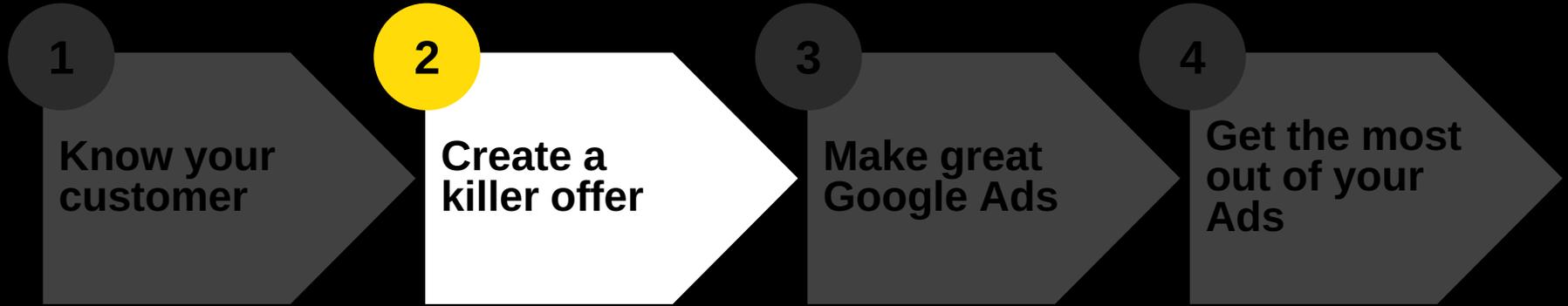
Worksheet

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Know your customer

Age	
Gender	
Location	
Marital status	
Family	
Salary	
Why do they need your product or service?	
What are their pain points / challenges around your type of product or service?	
What is needed to have a good experience	What would be the best possible experience you could give them?
Digital channels	Most often visited websites and social media channels and how they use them. i.e SBS every night for news, daily personal Facebook for amusement, Twitter account monitored daily for promoting business.
and actions	A phone call? An email? Fill out the book an appointment form online?

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Your simple 4 step guide

Create a killer offer

Step 2 is all about making sure that you have something to sell that is:

1. Good for your business and **makes money for you**.
2. That your customers **want**.
3. That it's a bit **different** from your competitors.

A vibrant wedding scene featuring a bride and groom in the center, both laughing joyfully. The groom is dressed in a grey suit with a black bow tie and holds a large bouquet of pink and white flowers. The bride wears a white lace wedding dress and has her right arm raised. They are surrounded by a shower of white confetti. In the background, several hands are visible, some holding more confetti, suggesting a festive atmosphere. The scene is set outdoors, possibly in front of a building entrance.

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It's like a good marriage

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Getting customers lining up for your product or service



Think about what makes you special?

Are you THE BEST?

Are you SPECIALISTS?

Are you THE CHEAPEST?

Are you RESPECTED IN LOCAL COMMUNITY?

Are you FAMILY OWNED?

Are you SELLING SOMETHING NO ONE ELSE IS?

What makes Mettro special?

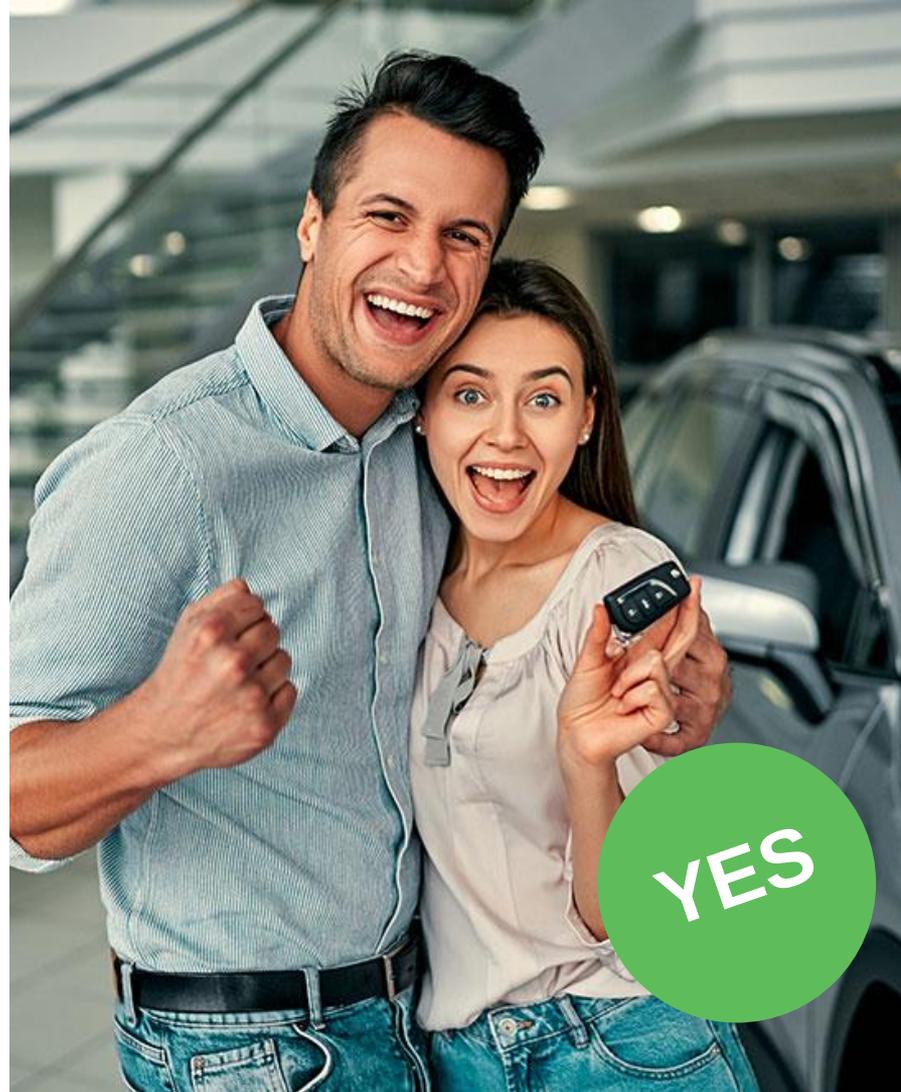
We're the best in the business.

We're 20 years young (which is about 950 in online years).

We're led by a no-nonsense business owner,
who will give you practical solutions to your business issues.

REALLY
BIG
SALE

NO



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Know their pain points



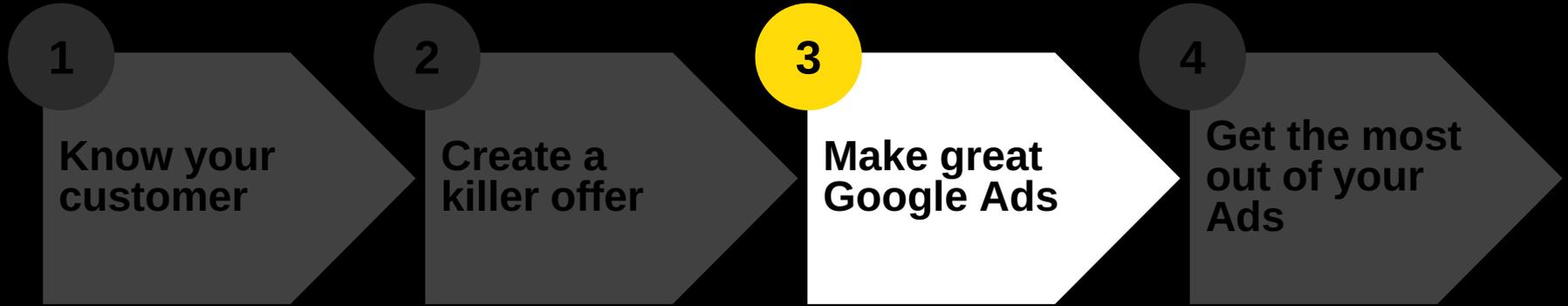
Examples of customer pain points

- 1.** I work all day so can't book the service/product until evening but no-one is open to take bookings!
- 2.** If I email then I never hear back from anyone so it's no point emailing
- 3.** I don't know who is good at doing this thing I need/how do I find a specialist?
- 4.** I don't know anything about this service/product, who can I trust?
- 5.** I just want to find someone good and stick with them
- 6.** I hate having to drive a long way for this service/product, is there anyone nearby
- 7.** I urgently need someone who can fix this x,y,z
- 8.** I can't be without a car, so I really need a replacement car..

Solve your customers pain points

1. Allow them to **book online** outside of work hours.
2. Provide a **replacement** car if theirs is in being fixed.
3. **Give a loyalty offer**, after 5 things you get 20% off.
4. Provide a **guarantee**.
5. Demonstrate you are the **experts**.

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Your simple 4 step guide



5 crucial elements of making Google Ads

1. What are your customers searching for - KEYWORDS
2. Google Adwords dashboard
3. Writing an Ad that will sell
4. Getting your customer to pick up the phone
5. Once your customer clicks on the Ad where do they go

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**Find out what your
customers are
searching for**

- All campaigns
- Search campaigns
- Display campaigns
- Video campaigns
- Enabled, Paused, and Removed
- 01 brand
- Display CPC |
- Display CPM |
- Smart Display
- Video
- Drafts

- Overview
- Recommendations
- Insights
- Campaigns
- Ad groups
- Ads & extensions
- Ads
- Extensions
- Videos
- Landing pages
- Keywords
- Audiences
- Demographics
- Placements
- Settings
- Less
- Dynamic ad targets
- Topics
- Locations
- Ad schedule
- Devices
- Advanced bid adj.
- Change history
- Drafts & experiments
- Performance targets
- Campaign groups



Ad status: All enabled ADD FILTER

Ad	Campaign	Ad group	Status	Ad type	Avg. CPV	Cost	Impr.	Interact	Interaction rate	Avg. cost	Conversions	Cost / conv.	Conv. rate	Video
<input type="checkbox"/> [Dynamically generated headline] [Dynamically generated display URL] Don't Struggle With Dodgy DIY: Get Your Local Fully Installed Price, No Hidden Extras. Buying Power From Over 40 Stores Nationally Means Competitive Pricing & Peace of Mind.	Support Our Research Campaign	Support Our Research	Eligible	Expanded dynamic search ad	-	A\$600.97	8,067	632 clicks	7.83%	A\$0.95	54.00	A\$11.13	8.54%	
<input type="checkbox"/> [Dynamically generated headline] [Dynamically generated display URL] Don't Struggle With Dodgy DIY: Get Your Local Fully Installed Price, No Hidden Extras. Buying Power From Over 40 Stores Nationally Means Competitive Pricing & Peace of Mind.	Support Our Research Campaign	Support Our Research	Eligible	Expanded dynamic search ad	-	A\$418.73	5,375	448 clicks	8.33%	A\$0.93	31.00	A\$13.51	6.92%	
<input type="checkbox"/> [Dynamically generated headline] [Dynamically generated display URL] Don't Struggle With Dodgy DIY: Get Your Local Fully Installed Price, No Hidden Extras. Buying Power From Over 40 Stores Nationally Means Competitive Pricing & Peace of Mind.	Support Our Research Campaign	Support Our Research	Eligible	Expanded dynamic search ad	-	A\$168.67	2,142	179 clicks	8.36%	A\$0.94	7.00	A\$24.10	3.91%	
<input type="checkbox"/> [Dynamically generated headline] [Dynamically generated display URL] Don't Struggle With Dodgy DIY: Get Your Local Fully Installed Price, No Hidden Extras. Buying Power From Over 40 Stores Nationally Means Competitive Pricing & Peace of Mind.	01 brand	brand	Not eligible Campaign paused	Expanded text ad	-	A\$0.00	0	0	-	-	0.00	A\$0.00	0.00%	
<input type="checkbox"/> [Dynamically generated headline] [Dynamically generated display URL] Don't Struggle With Dodgy DIY: Get Your Local Fully Installed Price, No Hidden Extras. Buying Power From Over 40 Stores Nationally Means Competitive Pricing & Peace of Mind.	01 brand	brand	Not eligible Campaign paused	Expanded text ad	-	A\$0.00	0	0	-	-	0.00	A\$0.00	0.00%	
<input type="checkbox"/> [Dynamically generated headline] [Dynamically generated display URL] Don't Struggle With Dodgy DIY: Get Your Local Fully Installed Price, No Hidden Extras. Buying Power From Over 40 Stores Nationally Means Competitive Pricing & Peace of Mind.	01 brand	brand	Not eligible Campaign paused	Expanded text ad	-	A\$0.00	0	0	-	-	0.00	A\$0.00	0.00%	
<input type="checkbox"/> [Dynamically generated headline] [Dynamically generated display URL] Don't Struggle With Dodgy DIY: Get Your Local Fully Installed Price, No Hidden Extras. Buying Power From Over 40 Stores Nationally Means Competitive Pricing & Peace of Mind.	Display CPM	AU Wide Remarketing	Not eligible Campaign paused	Responsive display ad	-	A\$0.00	0	0	-	-	0.00	A\$0.00	0.00%	

Campaigns

Define campaigns by ad budget or target location.
What do I want to spend? Where do I want my ads to show?

Ad Sets

Define ad sets by theme: products, services, line of business.
What am I selling?

Ads

Create text or image ads.
What is my message?

Keywords

Build keyword lists based on what terms people may use in Google.
What are important search terms?

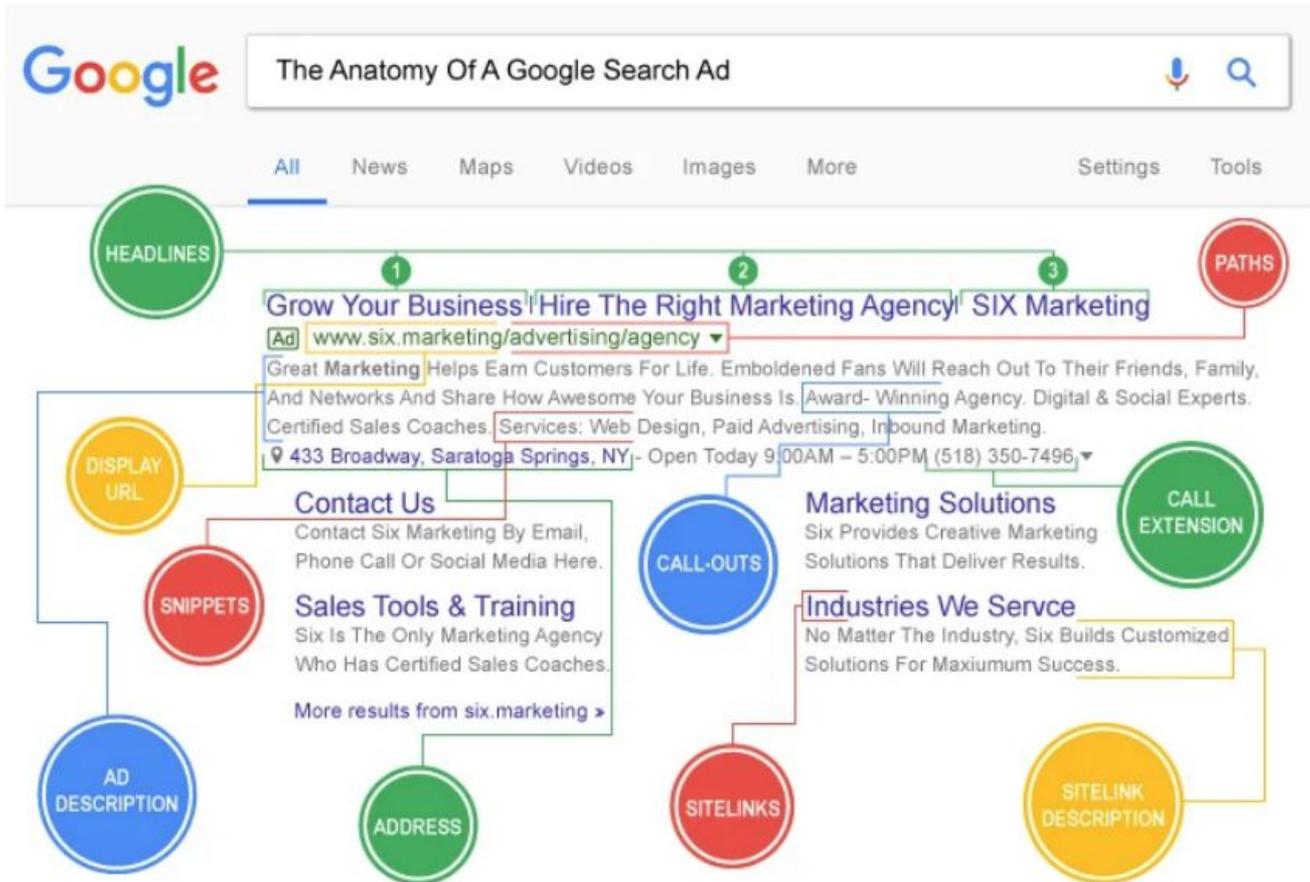


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**Writing a Google Ad
that will sell.**

Ticking the boxes

- 1.** Use high volume keywords in your headlines
- 2.** Use proper punctuation
- 3.** Use top keywords in your display URL path fields
- 4.** Use top keywords in your descriptions
- 5.** Capitalize the first letter in each word in the ad
- 6.** Enable site-links for the campaign or ad group
- 7.** Enable call-out extensions
- 8.** Enable call extensions
- 9.** Include the most important message in the headlines
- 10.** Write ads to speak to users on all devices
- 11.** Include a clear call to action in the description*



Ad copy spreadsheet

Customer pain points	Products or services to solve pain points	Why and How it will solve
I work all day so can't book the service/product until evening but no-one is open to take bookings!	Early drop off service times Late pick up service times	Online booking form – customer can book in at night with all of their details and be assured their car will be looked after

A man with short brown hair and glasses, wearing a dark blue button-down shirt, is smiling and talking on a black smartphone. He is in a warehouse or office setting with metal shelving units in the background. The text "Get your customers picking up the phone." is overlaid in white on the lower left of the image.

**Get your customers picking
up the phone.**

Why get customers on the phone?

1. Makes your business more credible/real, shows your expertise
2. Gathering phone leads help you weed out fakes
3. You can build your database by gathering contact numbers
4. Increases chance of closing the deal

300%

Increase in the chance of making a sale when you talk to your potential customer on the phone.

So your
customer
clicks on
your Ad...

**WHAT'S
NEXT?**

What's on a landing page

Headline.

Some text to describe what you are selling. Make sure this matches the text in your ad so customer gets what they were looking for.

A picture (or video if you want to get fancy).

Either a form to capture name, email & phone number.

Or a Call-To-Action. ONE CTA ONLY.

Proof e.g. logos, reviews, testimonials

Examples of great calls to action

1. Find Your Next Car
2. Call Now!
3. Get a Free Quote
4. Email us today
5. Get great service now
6. Chat with us
7. Schedule a test drive
8. Make an appointment
9. Sign Up for Free
10. Get Started



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— *Adventure Magazine*



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Used by The Pros

Not only is our state-of-the-art facility used by world-class gymnastics teams like the Red Devils to perfect their moves, but even James Bond himself. Daniel Craig has trained in our wind tunnel to prepare for the



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MASK**

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**THE MONSTER UNDER
THE BED FACE MASK**

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FAST MASK**

\$10.00 USD

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**CLASSIC BANDANA
FACE MASK**

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Save \$30 on your first order of \$150 or more! Enter your email to claim your offer and access co-op pricing now.

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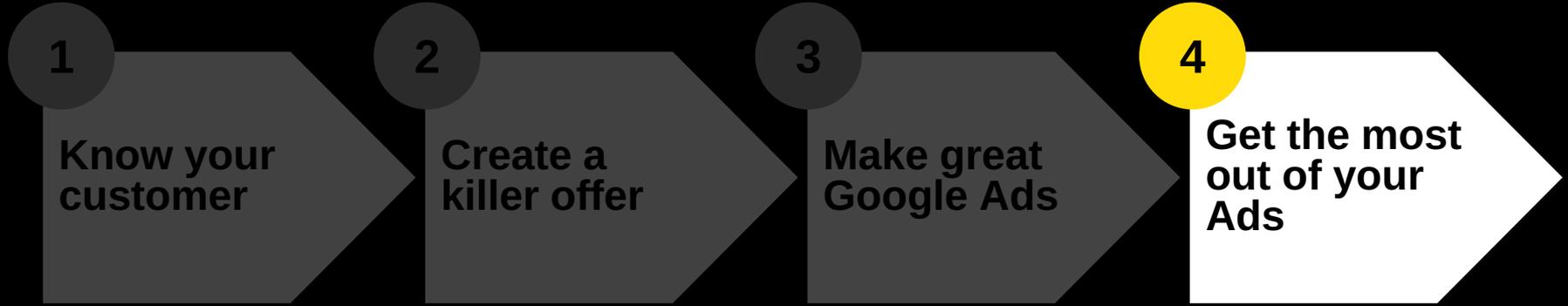
500+ 5-STAR REVIEWS

7,000+ CUSTOMERS

30 FARMS

WHY GRASSROOTS MEAT IS BETTER

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Your simple 4 step guide



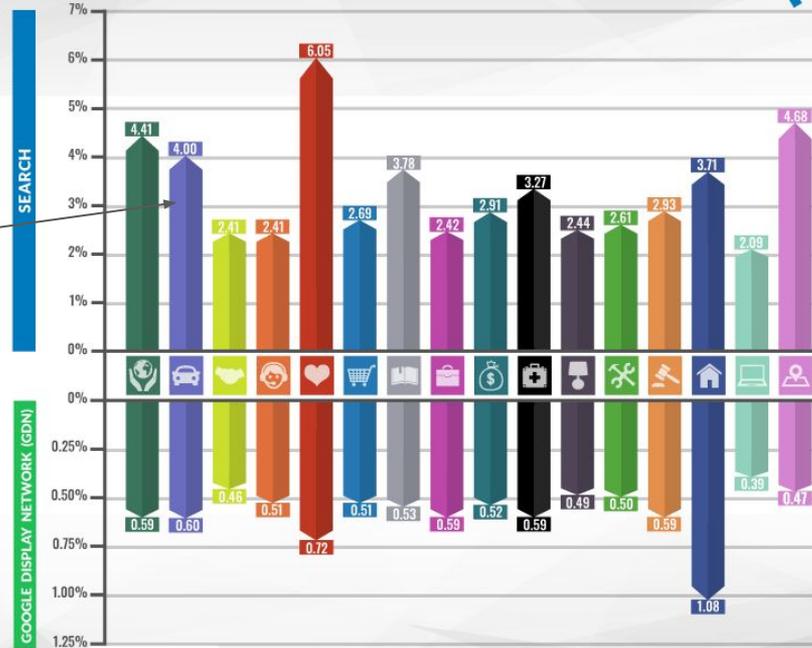
The basic terms you need to know

1. Conversions
2. Impressions
3. Click-Through-Rates (CTR)
4. Cost-Per-Click (CPC)
5. Cost-Per-Acquisition (CPA)
6. LifeTime Value (LTV)

GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE CLICK THROUGH RATE

The average click-through rate (CTR) in AdWords across all industries is 3.17% on the search network and 0.46% on the display network.



4%

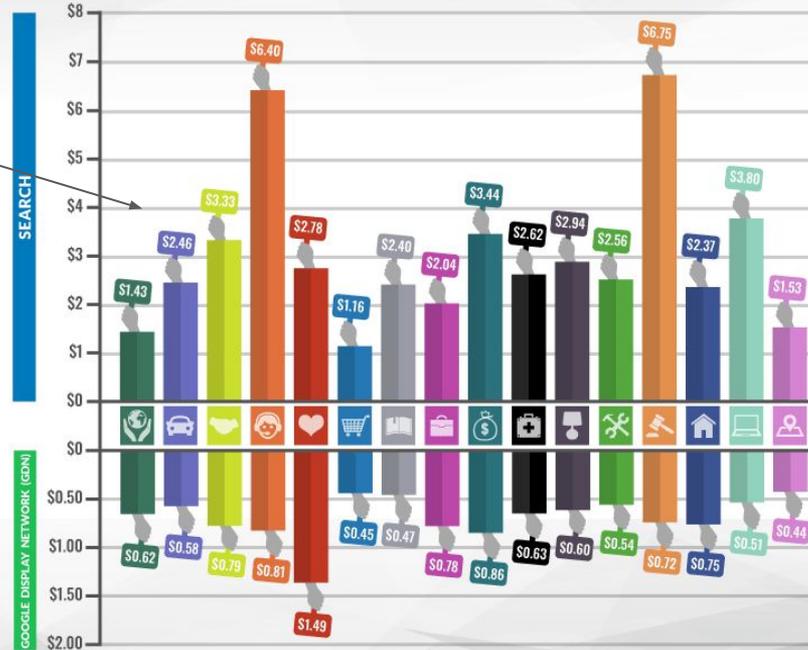
- Advocacy
- Auto
- B2B
- Consumer Services
- Dating & Personals
- E-commerce
- Education
- Employment Services
- Finance & Insurance
- Health & Medical
- Home Goods
- Industrial Services
- Legal
- Real Estate
- Technology
- Travel & Hospitality

GOOGLE ADWORDS INDUSTRY BENCHMARKS

AVERAGE COST PER CLICK

The average cost per click (CPC) in AdWords across all industries is \$2.69 on the search network and \$0.63 on the display network.

\$2.46



- Advocacy
- Auto
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- Finance & Insurance
- Health & Medical
- Home Goods
- Industrial Services
- Legal
- Real Estate
- Technology
- Travel & Hospitality

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The top 3 BIGGEST mistakes to avoid

65

60

55

50

45

40



MISTAKE #1

Sending traffic to your home page

Always link your ads to a specific landing page that matches what your ad is about.



**TRADE
SECRET**

MISTAKE #2

Spreading your budget too thin

You want to focus ad budget to ensure biggest bang for buck. You'll get results faster and reduce wasted ad spend on under-performing keyword phrases.



**TRADE
SECRET**

MISTAKE #3

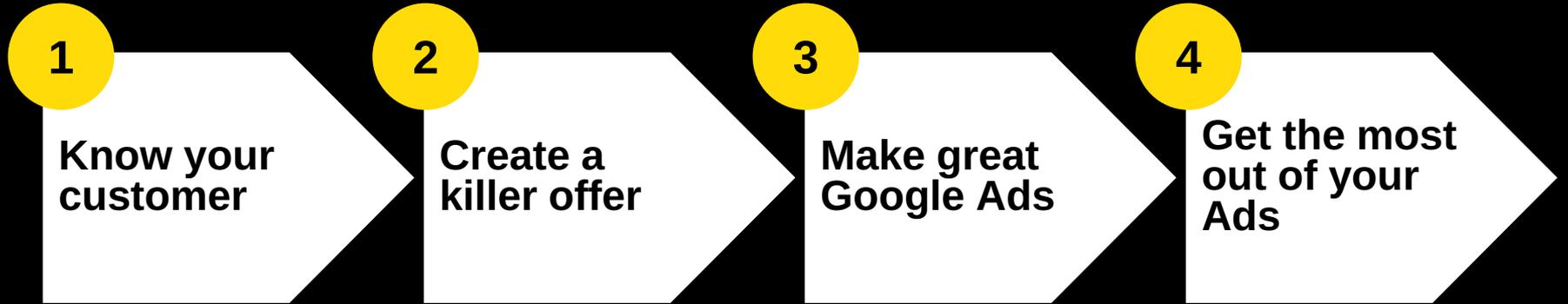
Not testing different ads

Simple A/B tests, over time, can produce spectacular results because you are letting the results drive performance.



**TRADE
SECRET**

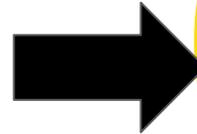
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Your simple 4 step guide

Google Ads Checklist for Success

- ✓ My keywords match my customers search terms
- ✓ My customers needs are aligned with what I am offering
- ✓ My conversions are increasing
- ✓ My Cost-Per-Click is decreasing or is within what I'm prepared to pay for a customer
- ✓ My Calls-To-Action are engaging and people are clicking
- ✓ My landing pages are geared for conversions and sales



**My ads are
making me
money!**

\$\$\$\$\$

