WELCOME

How to Use Google Ads to Promote Your Business

June 29, 2023

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Digital Support for
Nova Scotia's Tourism Sector

TOURISM NOVA SCOTIA

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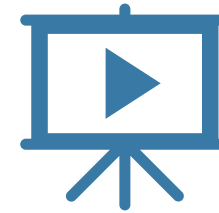nova scotia

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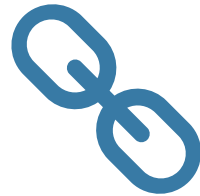
Links and resources will be shared by email.

Webinar recording with Closed Caption available online: https://tourismns.ca/webinar-series

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Get in touch with our network of digital marketing strategy experts.

PRESENTER

Liam Tayler:

- Dedicated professional with over 25 years of experience managing all facets of emerging and existing business concepts.

- Specializes in the development of new business ideas, from concept to execution.

- Demonstrated history of working in the innovative agricultural industry.

- Skilled in Search Engine Optimization (SEO), Business Planning, E-commerce, Entrepreneurship and Strategic Planning.

SME SOLUTIONS

TOURISM NOVA SCOTIA

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Google Ads for your Tourism Business

Liam Tayler

Business Evaluator

IT Director - Reprographics 1990s (UK)

Founded eTienda in 2004 – e-commerce portal (Spain)

Founding member Haskapa 2011 – Marketing & Commercial Director (Canada)

SME Solutions 2016 – Owner, Business Advisor (Canada)

Google Ads

- Pay Per Click (PPC) VS Search Engine Optimization (SEO)
- Google Ads
- Planning Your Ads –
  - Keywords
  - Audience
  - Structure, Campaigns, Groups and Ads
- Landing Pages
- Budget

What is Search Engine Optimization (SEO)

" The act of producing content and optimizing your web presence to perform well in search engine rankings

Often referred to as "natural", "organic", or "earned" results "

Pros and cons of SEO

PROS AND CONS OF SEO

PROS ✔	CONS ✖
✔ Cost Effective	✖ Takes Time To Rank High
✔ Clicks Are Free	✖ Needs Commitment
✔ Sustained Results	✖ Needs Continued Monitoring
✔ Stability	✖ Time-Consuming
✔ Gets More Clicks Than PPC	✖ No Guarantees

What is PPC

Paid advertising on search engines and social media sites to drive traffic and sales and increase brand awareness

Pros and cons of PPC

Pros

Quick Results

Targeting

Easy to Measure and Track

Cons

Expensive

Short term results

Skeptical Consumers

Pros and cons of PPC

PPC RETURNS

$2 FOR EVERY $1 SPENT, RESULTING IN A 200% ROI

-smallbizgenius.com

WordStream by LOCALiQ

SEO & PPC - TOGETHER

SEO	PPC
Long term strategy	Instant results
Organic, unpaid results	Pay Per Click
High quality traffic	Ads located top of SERPs
Users trust organic results	Highly targeted
Long lasting results	Clicks stop when ads stop

Where do you see SEO vs PPC

Google Business Profile

Google Business Profile 2023

O Free

O Maintain Accurate Information

O Interact with Customers

O Attract new customers
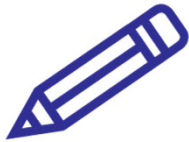
O Links directly with Google Ads

What are Google Ads?

- Google Ads is the name of Google's pay-per-click (PPC) platform

- The most common type of Google Ads ad is the search ad

- Advertising through Google provides opportunities to advertise through various ad formats

- It offers niche targeting options that can help reach the right target audience

Advertising on Google

Search Based

Showing Text Ads to users who are actively searching for the category that you are advertising

User Intent/Pull

Display Network

Clickable image ads that are displayed across various sites that have partnered with Google's Ad Network
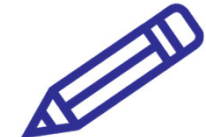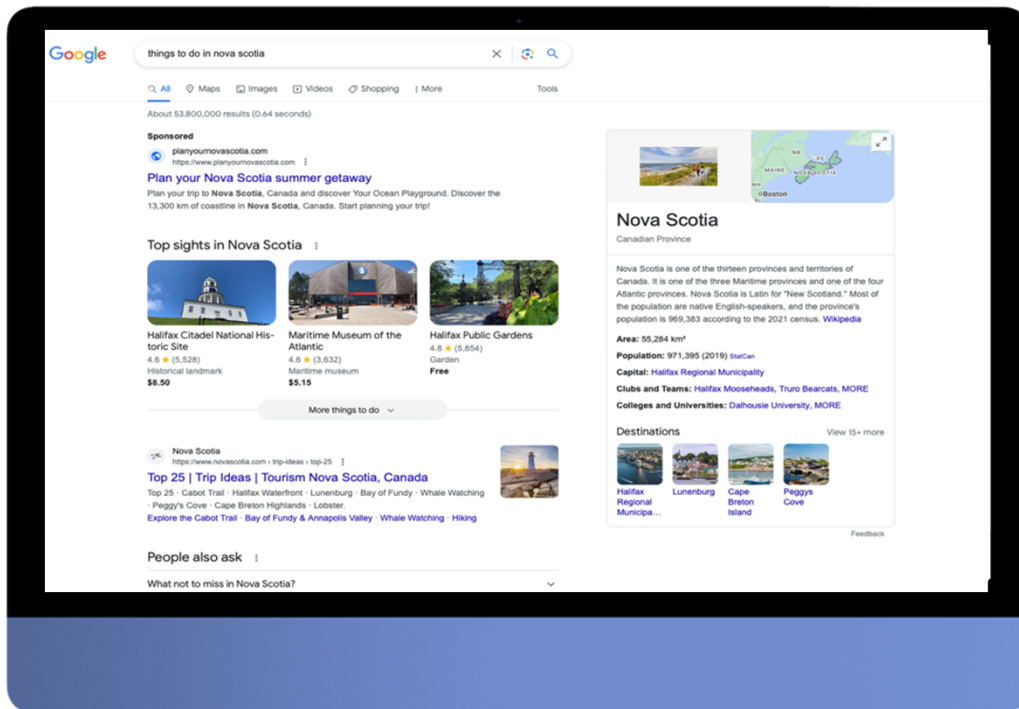
User Behaviour/Push

YouTube

Video Ads that are displayed either before, during or after the content that the user is watching

User Behaviour/Push

Search Ads

Showing text ads to users who are actively searching for the product/Category you are advertising

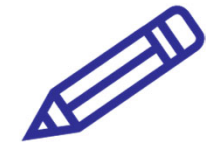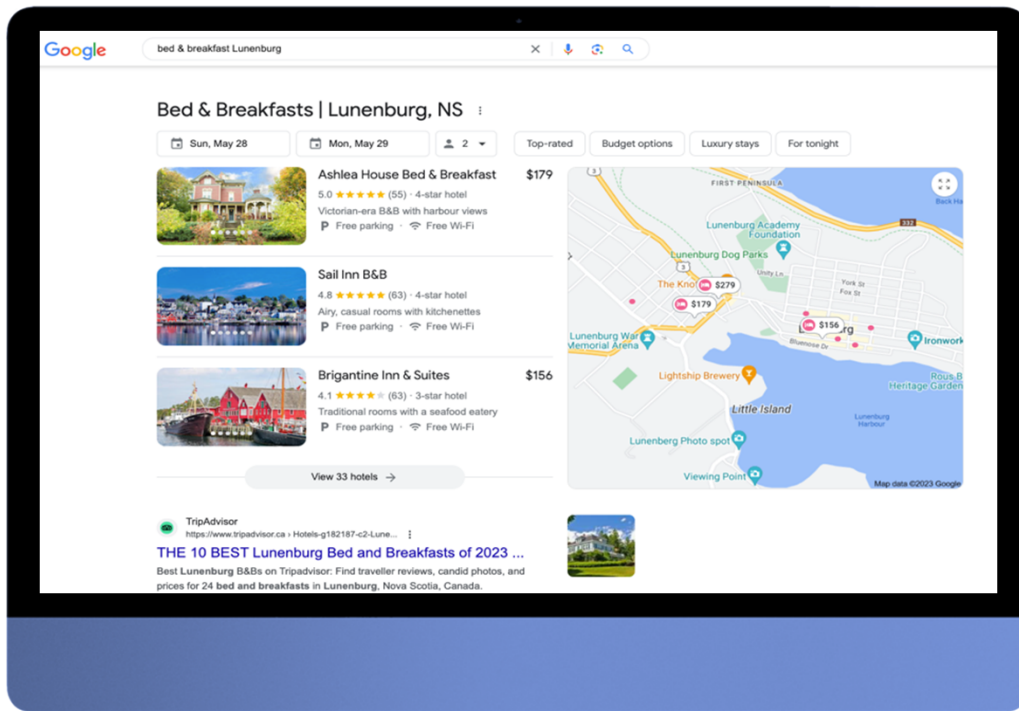**Relate-ability**

Matches the search query very closely

Top of Page

Usually placed before organic search results

Search Ads - HOTELS

Showing text ads to users who are actively searching for accommodation on Search or Maps

Relate-ability

Matches the search query very closely

Effective

Free listing OR you can pay to compete with the OTAs

Search Ads - HOTELS

Display Ads

Clickable image ads displayed across various sites that have partnered with Google's Ad Network
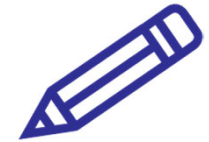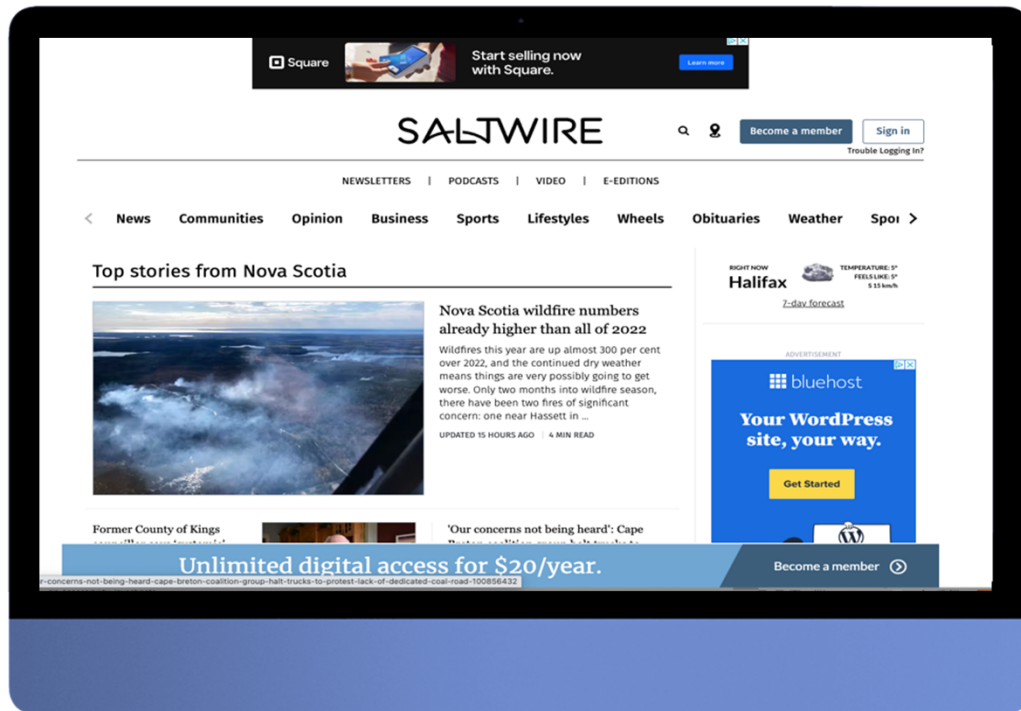
Illustrative

Usage of Images to attract attention

Brand Awareness

Photographic content increases brand recall

YouTube Ads

Clickable Video ads that are displayed across the YouTube platform
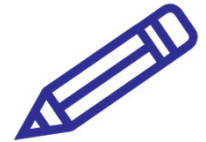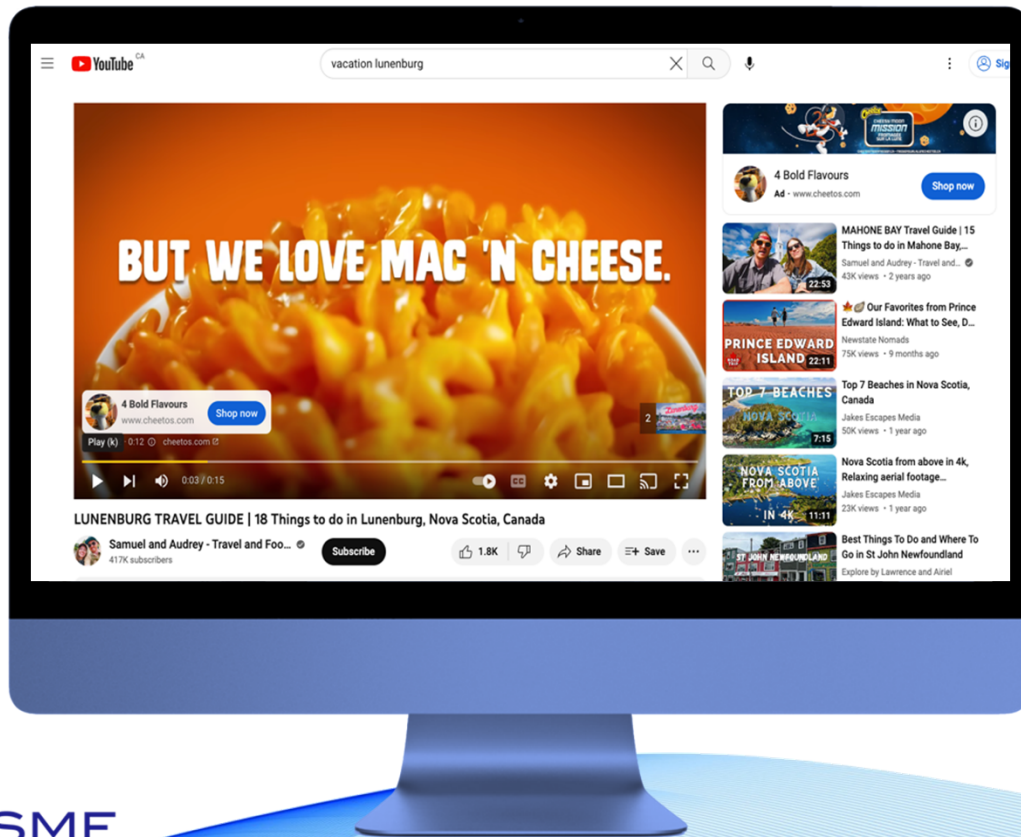
Attention

Users watch the first 5 seconds of the video before the optional skip button is available

Content

Allows for long form content up to 1 minute

Keywords
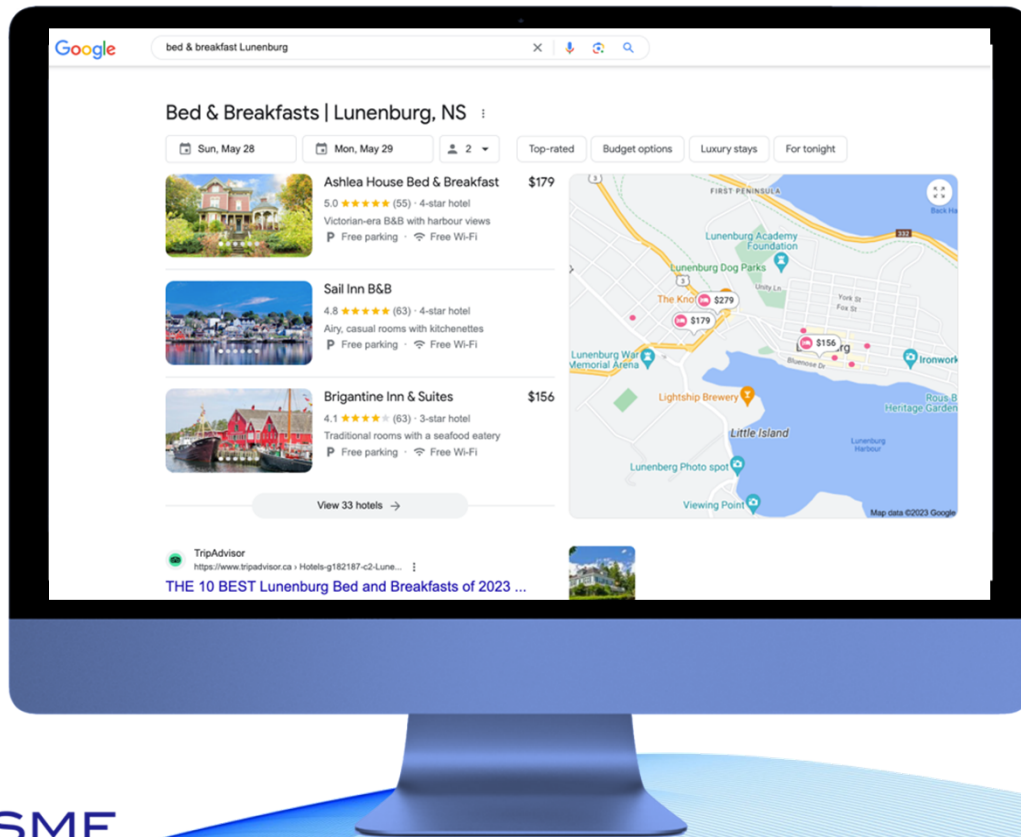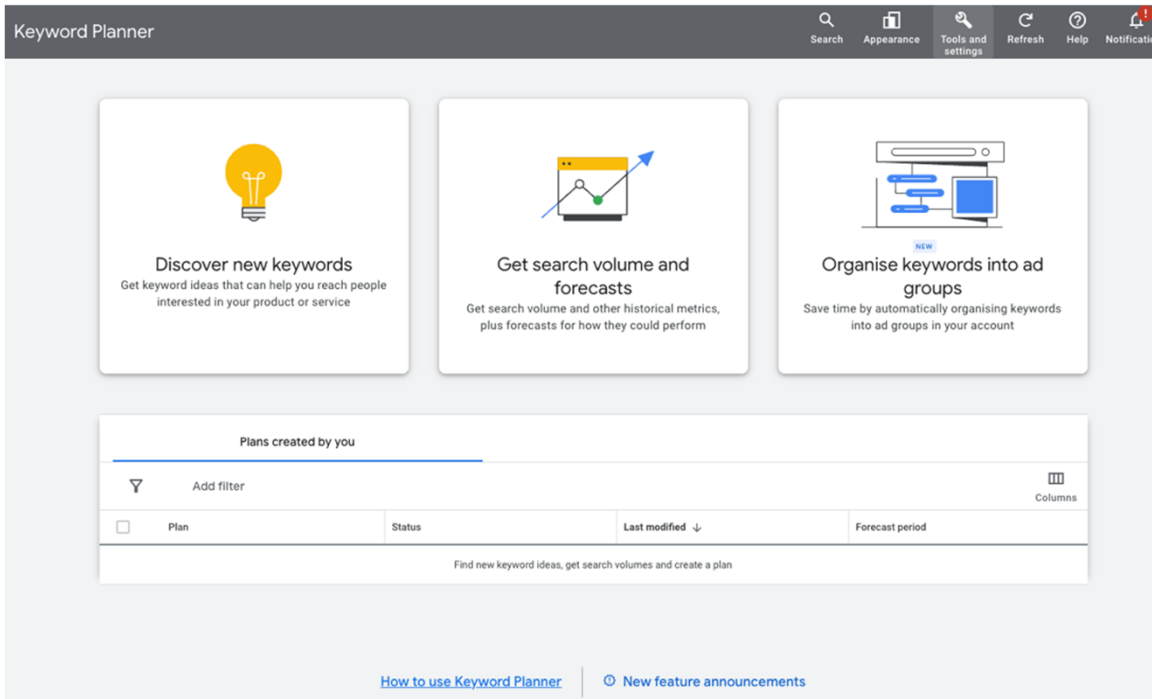
- What would people put into the search bar to find you?

- Are there groups of keywords for particular services/experiences you offer?

- Keywords can be "key-phrases" too

- 10-20 keywords for each service/experience.

Match Types

Keyword Match Types

	LOOKS LIKE	APPEARS FOR	COULD MATCH TO
Broad match	running shoes	Searches that relate to your keyword	• tennis shoes for men • socks for running
Phrase match	"running shoes"	Searches that include the meaning of your keyword	• men's running shoes • best shoes for running
Exact match	[running shoes]	Searches that are the same meaning as your keyword	• running shoes • sneakers

Keyword Planner

1. Brainstorm initial Keywords relating to a product/service

2. Use a Keyword planner tool
   - https://www.wordstream.com/keywords
   - https://ads.google.com/home/tools/keyword-planner/

3. Refine the list to commercial intent (book, buy, rent... Etc.)

4. Group keywords together for each product/service

Keyword Planner

Your Audience

Geographic Based: Ads are displayed on where the customer is.
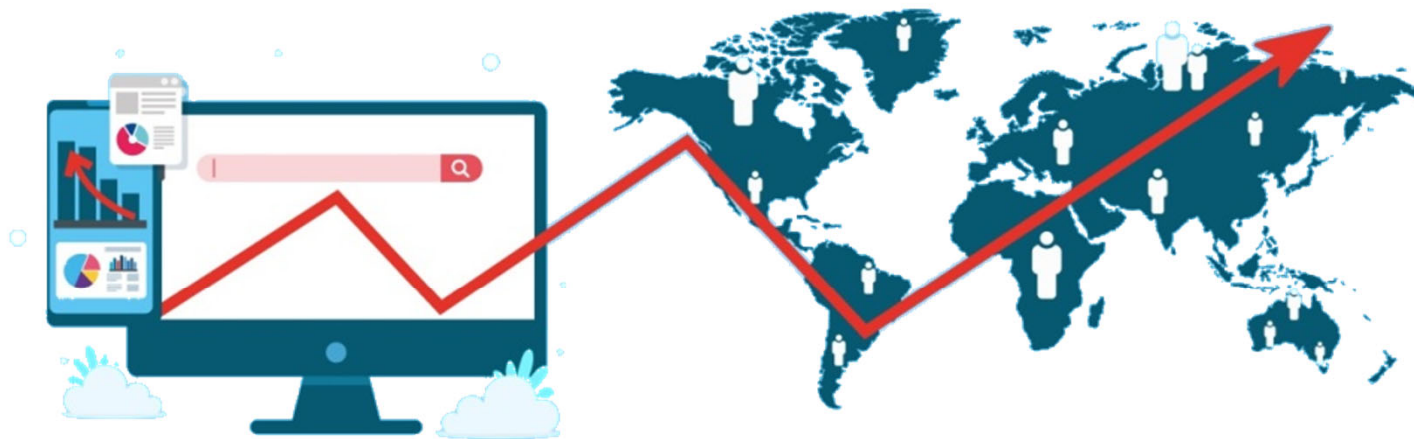
GEO TARGETING

Your Audience

Audience-Targeting: Based on who the user is and their interests

Interest/Lifestyle

Ads are displayed on the basis of the type of websites the user has browsed.

Demographic

Ads are displayed as per user's Age, gender, income, children etc.
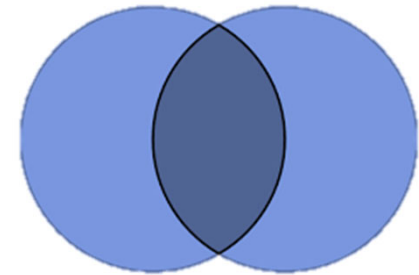
Similar Users

Ads are displayed on the basis of either retargeting or on a lookalike audience type

Your Audience

Consumer-based: Your Audience is in the market for your product or category

In-market Audience

Users that are currently in the market for a particular product.

Affinity Audience

Users that show a long term interest in a particular category can be targeted

Google's "Micro-Moments"

| I-want-to-[...] mom[...] (dreaming [...]) | I-want-to-get-away moments (dreaming moments) | Time-to-make-a-plan moments (planning moments) | Let's-book-it moments (booking moments) | [...]to-explore [...]ents moments) |

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Google Ads Structure

1 per business	**Account**
Multiple per account Search, Display, etc.	**Campaign 1** / **Campaign 2**
7-10 per campaign	**Ad Group 1A** / **Ad Group 1B** / **Ad Group 2A** / **Ad Group 2B**
<20 per ad group	Keyword Keyword Keyword / **Ad A** / **Ad B**
2-3 ads per ad group	
1 per ad group	**Landing page 1A** / **Landing page 1B** / **Landing page 2A** / **Landing page 2B**

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Campaigns

CAMPAIGN

Product/Product Category

A specific Product or Service you provide

Customer Buying Journey

Create a campaign around whether your customer is "Dreaming", "Planning", or "Booking"

Location

Physical Location of Service
or
Location of your Customer

Campaign Objectives

Ad Group – Example 1

Bob's Bistro – Google Ads Account

Eat-in Service Campaign		Takeout Service Campaign	
Eat-in Vegetarian ad group	Eat-in Non-Vegetarian ad group	Takeout Vegetarian ad group	Takeout Non-Vegetarian ad group

| Eat-in Vegetarian Keywords | Ad A / Ad B | Eat-in Non-Vegetarian Keywords | Ad A / Ad B | Takeout Vegetarian Keywords | Ad A / Ad B | Takeout Non-Vegetarian Keywords | Ad A / Ad B |

| Eat-in Vegetarian Landing Page | Eat-in Non-Vegetarian Landing Page | Takeout Vegetarian Landing Page | Takeout Non-Vegetarian Landing Page |

Ad Group – Example 2

Brenda's Bed & Breakfast– Google Ads Account

Queen Room Campaign	Family Room Campaign

Queen Room w/Jacuzzi Tub ad group	Queen Room w/Sea View ad group	Family room w/kitchenette ad group	Family room w/Sea View ad group

Queen Room w/Jacuzzi Tub Keywords	Ad A / Ad B	Queen Room w/sea view Keywords	Ad A / Ad B	Family room w/kitchenette Keywords	Ad A / Ad B	Family room w/Sea View Keywords	Ad A / Ad B

Queen Room w/Jacuzzi Tub Landing Page	Queen Room w/sea view Tub Landing Page	Family room w/kitchenette Landing Page	Family room w/Sea View Landing Page

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Ad Group – Example 3

Bob & Brenda's Boisterous Boat Rides – Google Ads Account

Whale Watching Campaign		Couples Cruise Campaign	
Educational Whale Watching	**Romantic Whale Watching for Couples**	**Swim/snorkel cruise**	**Wine Tasting experience sunset cruise**
Educational Whale Watching Keywords — Ad A / Ad B	Whale Watching for Couples — Ad A / Ad B	Swim/Snorkel Cruise Keywords — Ad A / Ad B	Wine Tasting experience sunset cruise Keywords — Ad A / Ad B
Educational Whale Watching Landing Page	Whale Watching for Couples Landing Page	Swim/Snorkel Cruise Landing Page	Wine Tasting experience sunset cruise Landing Page

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Responsive Ads

HOW RESPONSIVE SEARCH ADS WORK

You provide the assets

Headlines *(up to 15)*

| H1 | H2 | H3 | H4 |
| H5 | H6 | H7 | H8 |

Descriptions *(up to 4)*

| D1 | D2 | D3 | D4 |

>>>

H6 - H3 - H5

D1   D4

Google builds the ad

Based on the searcher, search query, and more.

Responsive Search Ad Cheat Sheet

At least 8-10 headlines

And 3 descriptions. Maximum 15 headlines and 4 descriptions

DISTINCT headlines

Google will not show similar variations.

Pin sparingly

Over-restricting can hurt your performance.

Exclude keywords

3 headlines should not include keywords, but a feature, benefit, or CTA instead.

Vary headline lengths

Do not maximize character count for each headline.

Headlines ⓘ

My Happy Clothes   ✕ My happy clothes
16/30

Eco-friendly Fashion
20/30

Kids Clothing
13/30

Natural Fabrics for Kids   📌 1
24/30

20% Off All Onesies
19/30

Free International Shipping
27/30

Buy Online Today
16/30

Designed in Buenos Aires
24/30

Up to 3 headlines and up to 2 descriptions CAN show, but won't always, so don't pin headline 3 or description 2.

Kids Clothing | 20% Off Summer Season | My Happy Clothes ⓘ
Ad   www.myhappyclothes.com/

Stylish and High Quality Children Clothes made with an ethical approach. My Happy Clothes is a children's clothing brand born and bred in Buenos Aires, Argentina.

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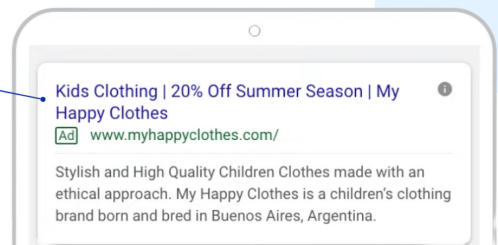
Why have multiple Ads?

Unique
Communicate a unique aspect of your product/service

Keywords
Focus each ad on different keywords in the Ad group

Call-to-action
Each Ad can identify a different call to action

Effective
Google can choose the most appropriate Ad for the search

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Landing Pages

Landing pages are where you turn visitors into customers

- Never use your homepage

- Keep it simple

- Remove extra navigation

- Match the content to the origin

Budgeting

O How does Google Ads fit into my marketing

budget?

O How much are the CPCs (Costs per click) ?

O Make sure your ads can be measured.

Review: Steps to create your own Ads

1. **Campaign Level**

   - Objective

   - Choose your Campaign Type

   - Specify Location & Language

   - Determine your Budget

2. **Ad Group Level**

   - Set up your keywords

3. **Ad Level**

   - Design your ad

   - Design Landing Page

4. **Review!!!!!**
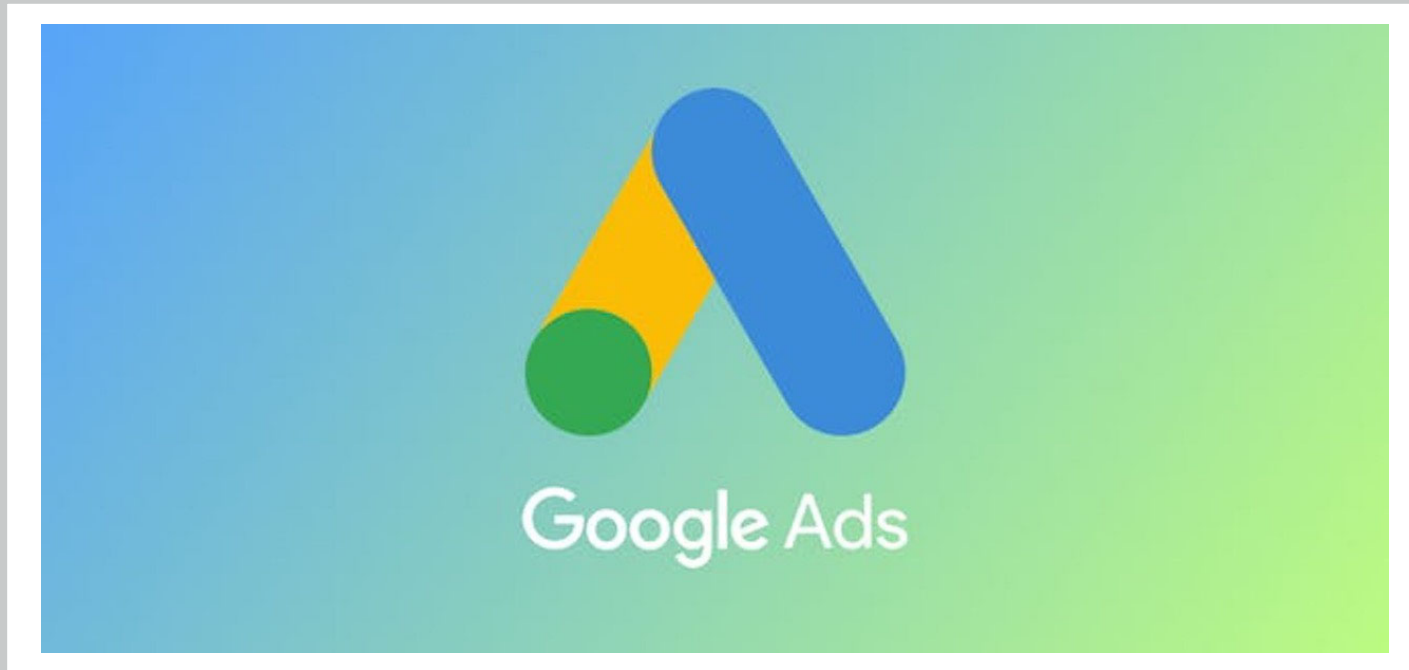
Liam Tayler

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liam.tayler@smesolutions.ca

UPCOMING WEBINARS

- No webinars in July and August

- Webinars will resume in September

Sign-up for TNS News & Resources
https://tourismns.ca/news-resources for future webinar
date announcements.

See recordings of previous webinars
and related tip sheets:
https://tourismns.ca/webinar-series

EXPORT Travel Trade Program

Get one-on-one coaching through the EXPORT Travel Trade Program to develop partnerships with tour operators and travel agents so you can attract more national and international customers.

Application deadline:
September 30, 2023, or until all spaces are filled.

https://tourismns.ca/export-travel-trade

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