

A large, stylized blue arrow graphic that starts from the bottom left and points towards the top right, with a slight zig-zag pattern in its path. It has a thick blue outline and a gradient fill from light blue to dark blue.

TOP 5

Google Ads Hacks to Increase ROI

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Introduction

Invest in Advertising

Advertising is a necessary investment in any company's growth. Focusing on the needs of the customer and how a product or service can solve their problems is the most effective approach. Targeted messaging offers the most return on investment for any size marketing budget.

Internet Advertising

Internet advertising continues to be the preferred medium, with forecasted data¹ attributing 54.61 per cent of the global advertising market to digital ads through 2022. Among the most effective marketing tools available is Google Ads. Whether it is a small business or a large corporation, Google Ads offers an option for every budget

Originally launched as Google AdWords, this paid online advertising platform is the perfect space for:

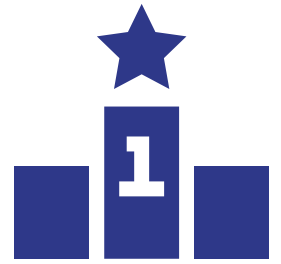
- ▶ Businesses to raise brand awareness through brief ads, product listings, or creative videos featuring their products and services.
- ▶ Consumers are able to search Google with specific keywords and find these ads in their generated search results. They also appear on other websites through the Display Network and Google AdSense program.

Pouring money into advertising without first developing an understanding of workflow is not a wise decision. Although Google Ads is a great deal for marketers, it does not mean it is a piece of cake to run a successful Google Ads campaign. There are some growth hacks marketers can use to maximise their return on investment.

¹ Distribution of global advertising spending by medium 2022 | Statista

1. OPTIMISE YOUR QUALITY SCORE

Impression Shares VS Quality Scores



Impression Shares

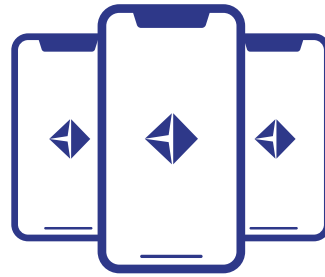
it is a costly mistake

- There is a lot of talk about the importance of impression shares versus quality scores, with many advertisers mistakenly favouring impression shares. It is a costly mistake. Advertisers who place more emphasis on impression shares experience a higher cost per click and cost per conversion.

Quality Scores

- Optimising your quality score lowers those two factors (cost per click and cost per conversion), ensuring you will get the most bang for your advertising buck.
- The quality score also plays a significant role in how often an ad appears to consumers using specific keywords in their searches. Google has a predetermined set of criteria it uses to rank ads based on click-through rate. Advertisements failing to meet these standards receive low-quality scores.
- A quality score is nothing more than an algorithm. And, like any algorithm, it can be hacked. Use analytics to root out the underperforming keywords. Replace them with branded keyword terms. Doing so will not only allow your company to control its messaging, but it also will help it dominate the search results page with a combination of organic and paid advertising that is keyword-loaded.

2. PRIORITISE MOBILE



Slightly more than half² of all searches originate on a mobile device. By 2022, those figures are expected to increase to more than 70 per cent.

Analytics reveals the majority of traffic to most digital advertisements is initiated by individuals using mobile phones. Smartphones and tablets have enabled users to access and share information while on the go, shifting the trend away from desktop devices toward mobile. As such, mobile-friendly sites rank higher in search results.

Knowing mobile ads rank higher and **using that knowledge to boost ROI** are two different things. Many advertisers still struggle to convert traffic to viable leads.

While more than half of all searches are launched via mobile devices, data³ indicates conversion rates are almost three times higher on desktop devices. To flip that statistic on its head, marketers must use the advantages of mobile in their ad designs.

One of the biggest benefits of making your Google Ads mobile-friendly is the ability to incorporate the click-to-call button.

1. Conversion rates for mobile ads that include this option are 3 per cent higher than ads without it.
2. Consumers prefer the click-to-call button because it makes it easy for them to connect to your business without searching through pages or filling out a “contact us” form via their mobile device, which can be challenging.

Mobile is highly competitive due to the limited amount of space available on each page. Mobile screens are smaller, so space must be used more efficiently. A valuable hack involves setting a goal for your ad to appear in the top three search results. The best way to make that happen is to optimise your quality score to avoid paying a premium for those clicks.

2. Distribution of global advertising spending by medium 2022 | Statista
3. Mobile marketing statistics compilation | Smart Insights

3. APPEAL TO EMOTIONS



Never create an ad just for the sake of posting an ad. The result will be BORING, and the ROI will fall flat. **While it is one of the oldest tricks in the advertising playbook, appealing to consumers' emotions is still the most effective converter.**⁴

Cookie-cutter ads that look like those of every other competitor are sure to be underperformers. Everyone has emotions, and appealing to their baser nature is a great way to get them to click on an advertisement. Appealing to emotions – **anger, fear, joy, empathy, surprise, awe** – allows for creativity that converts.

Appealing to your customers' emotions assumes a company understands its followers. This goes back to solving a problem with an advertisement for a product or service. **When a company understands what drives its customers, it can use that knowledge to appeal to them on an emotional level.**

4. (PDF) Understanding and using emotions in advertising

4. USE NEGATIVE KEYWORDS

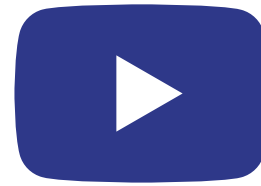


- ▶ Keywords are a big part of ranking well with any search engine, including when using Google Ads. Choosing the right negative keywords can increase profitability.
 - ▶ Negative keywords enable advertisers to exclude certain keywords and phrases so their ads will not appeal to consumers who are searching using those specific terms.
 - ▶ This hack helps increase the relevancy of ads to improve the return on ad spend. It eliminates underperforming keywords to home in on a company's true target audience.
- Google Ads makes it simple to incorporate negative keywords.⁵ Cutting down on the number of searchers who click on an ad that is not relevant to their need is an effective way to cut advertising costs while increasing conversion rates.

For example, adding a negative keyword of -pet sitter to an advertisement for a company that matches childminders with local families would be an effective way to prevent clicks from consumers who are searching for someone to care for their pet while they are away.

5. Refine your traffic with negative keywords - Google Ads Help

5. HARNESS THE POWER OF YOUTUBE



2 billion people⁶

More than 2 billion people visit YouTube every month, with half of those calling on the site daily

Watch a billion hours

Every day, individuals watch over a billion hours of video on YouTube, making it a priority for advertising dollars.

Youtube is third in popularity

YouTube is third⁷ in popularity with advertisers behind Facebook and Instagram. The hack involves simply adding YouTube to your marketing repertoire.

1. YouTube allows for precise targeting using keywords, search history, and consumer interest.
2. Advertisers can opt for TrueView ads, in-video ads, and video search ads.
3. YouTube has some truly innovative ad formats available on its platform that stretch the power of creativity and advertising dollars.
4. Many marketers fail to realise the potential of the platform, skipping it in favour of others. Competition is lower on YouTube, and there is the potential to reach a larger audience there.
5. Google owns YouTube, which means Google Ads works seamlessly there. It is a no-brainer when it comes to achieving growth.

6. YouTube for Press

7. 40 YouTube stats and facts to power your 2020 marketing strategy

KEY TAKEAWAYS - GOOGLE ADS HACKS

Google Ads hacks:

- Optimise quality Score: Optimising your quality score lowers cost per click and cost per conversion, ensuring you will get the most bang for your advertising buck.
 - Prioritise mobile: More than half of all searches are launched via mobile devices.
 - Appeal to emotions: Never create an ad just for the sake of posting an ad. Appealing to emotions – **anger, fear, joy, empathy, surprise, awe** – allows for creativity that converts.
 - Use negative keywords: Negative keywords enable advertisers to exclude certain keywords and phrases so their ads will not appeal to consumers who are searching using those specific terms.
- Harness the power of youtube: More than 2 billion people visit YouTube every month and every day, individuals watch over a billion hours of video on Youtube. The platform is the third highest in popularity behind Facebook and Instagram.

All of these hacks are quick and easy to implement into any advertising budget.

Combining them can double or triple a company's ROI.

It is important to note that **consistency in approach** and the **gathering of insights to track progress and adjust as needed** are **key takeaways for Google Ads success.**