

# GOOGLE ADS 101:

## Everything You Need to Know to Get Started

Google Ads and paid media are vital tools when it comes to achieving results from B2B digital marketing campaigns. Here are 12 key points you need to know to run a strong and successful paid search campaign.

### AUDIENCE

The first step is knowing which keywords and search queries your audience uses when searching for your products or services.

- ✓ Use keyword tools to find search volume and intent.
- ✓ Prioritize keywords tied to your business offerings.
- ✓ Avoid broad, generic terms that bring unqualified traffic.

### COMPETITORS

Look at who else is bidding on your target keywords and analyze their ads to find ways you can differentiate.

- ✓ Review competitor ad headlines and offers.
- ✓ Identify keywords they're using (or missing).
- ✓ Look for gaps where your offer is stronger.

### GOAL

Define a clear goal that aligns with your business needs. This will shape your campaign and how you measure success.

- ✓ Choose one primary goal to start.
- ✓ Make sure your metrics match your goal.
- ✓ Avoid trying to do everything at once.

### CAMPAIGN TYPE

Different campaign types offer different ad placements and formats depending on your objective and audience behavior.

- ✓ Use Search for direct intent (leads, sales).
- ✓ Use Display or Video for awareness.
- ✓ Match campaign type to customer journey stage.

### KEYWORDS

Build keyword lists that capture qualified traffic, while filtering out irrelevant searches with negative keywords and match types.

- ✓ Use negative keywords to avoid wasted spend.
- ✓ Group similar keywords into tightly themed ad groups.
- ✓ Start with more specific (exact or phrase) match types.

### SPEND

Set a realistic budget that controls your daily ad spend, cost-per-click, and overall campaign investment.

- ✓ Set a test budget first to gather data.
- ✓ Monitor daily pacing and adjust as needed.
- ✓ Don't expect immediate ROI; allow ramp-up time.

## BIDDING STRATEGY

Choose a bidding method that supports your campaign goal and allows Google to optimize for the outcome you want.

- ✓ Use automated bidding for most new campaigns.
- ✓ Tie bidding strategy directly to campaign goal.
- ✓ Monitor early performance before making changes.

## TARGETING

Define who you want your ads to reach by setting location, audience segments, and behavioral targeting filters.

- ✓ Set locations where you actually do business.
- ✓ Use audience segments for more relevant traffic.
- ✓ Test narrow vs. broad targeting approaches.

## AD COPY

Write ad copy that clearly communicates your offer, draws attention, and motivates people to click.

- ✓ Focus on your customer's problem and solution.
- ✓ Use strong calls-to-action (CTA).
- ✓ Test multiple versions to improve click-through rates.

## CONVERSIONS

Make sure your ads lead to landing pages that make it easy for visitors to take the next step or submit their information.

- ✓ Make forms short and easy to complete.
- ✓ Align landing page messaging with your ad.
- ✓ Remove distractions that take users off-course.

## TRACK

Set up conversion tracking to monitor the actions users take after clicking your ads and to evaluate performance accurately.

- ✓ Confirm tracking works before launching ads.
- ✓ Track both lead volume and lead quality.
- ✓ Review data regularly for accuracy.

## PERFORMANCE

Monitor performance regularly and make adjustments to improve campaign results and return on investment over time.

- ✓ Check search terms to refine keywords.
- ✓ Pause underperforming ads quickly.
- ✓ Adjust bids based on actual conversion data.

At Highway 9 Consulting, we have the paid media expertise you need to elevate your B2B Google Ads campaigns. Whether your landing pages need to be optimized for better lead conversion or you're in need of a specialist to manage your paid ad campaigns, you can trust our team to help lead your paid search efforts to success.

Contact Highway 9 Consulting today to learn how we can help you surge ahead of your competition.



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