

Metigy podcast



This Week in Marketing - Google Ads with Kevin Chen Transcript

Daren (00:00):

Are you scared of spending money on Google ads? It's daunting to push a campaign live when you know there's a sizable budget behind it. But when done right, Google ads can return \$2 for every dollar spent on its platform, sometimes higher. To find out more about how Google ads can help your business. Listen to this episode on This Week In Marketing.

Daren (00:26):

Hey everyone. I'm Daren Lake. And welcome to This Week In Marketing another podcast by Metigy. Each episode we answer questions or talk about one specific idea to help you market and operate your small to medium enterprise better. And we do that by making them easy to digest, short, and concise, because we've all got a business to run.

Daren (00:47):

Don't even start planning your Google ads campaign. Before you can answer the following question, what is your customer thinking when they head to a search engine to possibly find your product or service? Metigy's performance marketing lead Kevin Chen, AKA Kev, is going to give you three easy tips to make sure your ads perform well.

Daren (01:05):

Kev is a lawyer turned digital marketing wizard. He cares deeply about helping small businesses, particularly B2B, that's business to business with all of their digital marketing needs. You can catch him on his own podcast, The B2B Playbook. Go check that out.

Daren (01:19):

So back to those ways to make your ads perform well. The three tips to success in Google ads are one, think like your customer. Two, understand how Google ads works. Three, how to utilize audiences as much as possible. Take it away, Kev.

Daren (01:36):

Part one, thinking like your customer.

Kevin (01:38):

Thanks, Darren. The first thing you need to know is to start thinking like your customer. Don't start your ads until you know what people will be searching and where they're looking for information and products online. Google ads is high intent. So it's important to find the right intent based on what your customers would be searching. Just think, "How would you find that information online?" Chances are your customers are searching in exactly the same way.

Kevin (02:06):

So how do you do this? Here are four ways you can start thinking like your customer. First, do dummy searches, pretending to be your target customer. Note down what you searched to start

that process. Second, look closely at your competitor's ads. Chances are they've done some research and testing to see what works, particularly your larger competitors. Use these as inspiration for your own ads. Third, see if you can get a customer, or a friend who might be a potential customer, and ask them to start searching for your product. And have a look at how they're looking for your product online. Take note of the keywords that they're searching. Finally, you can have a look at similar keywords like these by looking at tools like the keyword planner to find and expand your coverage.

Daren (02:56):

Part two, understand how Google ads works.

Kevin (02:59):

Once you have an idea of how your customers are using search engines to find your products, the next step is to understand how Google ads works and where that's moving.

Kevin (03:09):

Sound confusing? It's not. You just need to know which elements you need to focus on. This will save you time and money. The platform is becoming more automated and AI driven. This means you can stop stressing about your ad copy. Eventually, Google will write your ad copy for you. It'll even find your customers and the ones with the right intent. What's important now is to start focusing on audience data that you can feed into the ads platform. Focus on this, that way you will hit the right audience rather than waste time on those with no intent to buy from you.

Daren (03:42):

We'll find out more about the next part after this quick ad break.

Daren (03:48):

This series grows by the support, hustle, and grit, from entrepreneurs and business owners like you. To help spread the word, we'd really appreciate it if you could make sure to follow and rate us with a five star review on whatever app you listen to. This will help all the podcast algorithms make sure it gets into the ears of other like-minded business people. Let's get back to the show.

Daren (04:08):

Part three, how to utilize audiences as much as possible.

Kevin (04:17):

First, let's quickly define what an audience in Google ads is. It's essentially a group of users that the platform has been able to identify. It can be segmented and based on things like demographics and/or behavior.

Kevin (04:31):

The following three tools are essential to achieving better results, now and in the future. First, remarketing audiences. It can separate out new and returning users, and tailor messaging and bidding, for each of these audiences. Second, use in market and affinity audiences that Google provides. You can start adding these audiences on observation and seeing which one performs

better. This will give you a better understanding of your customers and their interests. And then you can similarly break those out and tailor the messaging for each audience again. Third, you can do the same thing with demographics. But to be really advanced, start thinking about and researching lifetime user value. There's ways to split your audiences based on how profitable they are. Connect to Google analytics, if you haven't already, as that tool, particularly the latest version, will generate audiences for you based on how likely they are to convert which is a great starting point. Start uploading these audiences back into Google ads, which will then generate similar audiences of those users, who you can then target and expand your reach.

Kevin (05:40):

To sum up, we spoke about three parts. One, thinking like your customers. Two, understanding how Google ads works. And three, utilizing audiences. Google ads might seem daunting and confusing at first, but it can be quite simple once you figure out how it works.

Daren (05:58):

From Metigy, you've listened to This Week In Marketing. Again, I'm Daren. And Metigy hopes we helped you find more insights and tips into your business. To find out more about Metigy and get a listener exclusive three month free trial, visit us at [Metigy.com/podcast](https://metigy.com/podcast). And while you're there, go and check out some more episodes. If you like what you heard, please share a link to another business owner or marketer who you think could get something from this. Also, to help us out, it would be great if you left a five star review on your favorite podcast app. Last, never miss another episode by following or subscribing to us on your favorite podcast player. See you in the next episode.