



GOOGLE ADS ACTION PLAN

This action plan is meant to supplement the Google Ads Manual (10xdownload.com/ga1) to make sure you're crystal clear on the actions to take to get your desired results. When in doubt, refer to the manual!

While this is meant to empower you to get ads up and running, keep in mind that they can ultimately be run by a team member or an agency. Good luck!



YOUR GOAL

**Get Your First Ad Campaign
Launched and Start Making Sales!**

**STEP
1**

SET UP ALL NEEDED ACCOUNTS

These are all the things you need to run ads...

- A Google Account** (if you don't already have one)
- B Google Ad Account** (step-by-step process)
- C YouTube Channel** (for uploading video ads)



Recommended Resource:

- Google Ad Manager Tour Video (10xresource.com/ga1)
- Prep and Setup Checklist (10xdownload.com/ga5)
- Google Signup Instructions (10xresource.com/ga4)

STEP 2

CREATE A BASIC STRATEGY

Before running ads, you will need to have a clear idea of...

- What website or landing pages will you send traffic to?
- How much are you willing to invest in learning ads?
- What is your break even point for acquiring customers?
- Who is going to be checking these ads on a daily basis?
- Why are you running ads? (motivation for work and cost)

Having funnels that convert is essential for ad success. See the 10X Sales Funnel System to learn how to maximize sales on every click (10xresource.com/ga10).



Recommended Resources:

- Ad Strategy Flowchart (10xdownload.com/ga3)

STEP 3

SET UP WEBSITE CONVERSION TRACKING

Your Google Tag is what will help you track results and send important information back to Google based on user activity (visits, opt-ins, purchases, etc). These activities are referred to as Conversions.

Conversion data helps Google best optimize your ads and give you the opportunity to create highly targeted audiences. You only need one Google Tag and it should be installed on every website and funnel you own.



Recommended Resources:

- Google Conversion Overview (10xresource.com/ga11)
- Google Conversion Installation (10xresource.com/ga12)

STEP 4

LAUNCH YOUR FIRST AD CAMPAIGN

You will create many ads, so keep it simple at first to get up and running.

- If you have a video to run as an ad, get it on YouTube
- If not, you'll likely want to start by running a search ad

As you will see in the provided swipe files, ads don't need to be fancy to make money. For example, you can use your phone to record video ads.

Follow Google's step-by-step setup, and whenever in doubt, refer to the checklists and manual!



Recommended Resources:

- Search Ad Setup Video (10xresource.com/ga2)
- Video Ad Setup Video (10xresource.com/ga3)
- Campaign Structure Flowchart (10xdownload.com/ga4)
- Google Ad Creation Checklist (10xdownload.com/ga6)
- Google Ad Swipe Files (10xresource.com/fba7)

STEP 5

MONITOR, TEST, TWEAK AND SCALE

You should check on your ads daily and make adjustments as needed. There are many factors involved, but ultimately, you will be trying new audiences (ad groups) and adjusting budgets based on performance.

Note that (fundamentally) Google will also be working to optimize your ads. The algorithm's job is to help you succeed by seeking out the right people to display your ads to. Be sure to give this process adequate time.

It is also important that you are continually creating new ads while testing existing ones. This will help fight ad fatigue, and more importantly, help you find the winning message for your audience.

NOTE: More details are provided in the manual as well as on the checklist overview video.

 Recommended Resource:

- Google Ad Optimization Checklist (10xdownload.com/ga7)

**STEP
6**

MAKE YOUR FIRST SALE AND CELEBRATE!

Keep in mind that Google Ad success may not happen overnight. Results often come in breakthroughs, and when it does, it can be highly profitable! 💰

GO TO THE NEXT LEVEL!

We recommend testing every type of Google Ad that is relevant to your business...

- Search (text based ads on Google search results)
- Display (banner ads appearing on other websites)
- Video (video based ads primarily on YouTube)
- Local (specific to physical geo targeted locations)
- Shopping (product listings on various channels)
- App (promote an app on various channels)
- Discover (various properties such as gmail)
- Performance Max

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