



GOOGLE ADS

SYSTEM



10X MARKETING

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GOOGLE ADS

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INTRODUCTION TO YOUTUBE

Of all the ways to generate paid traffic, there is nothing that touches the potential of Google Ads.

The first thing to wrap your head around is the vast scope of Google Ads. Search is only the beginning. As you probably know, Google owns YouTube, who is the dominant player in video ads. What you may not know is that Google also gives you the ability to advertise on millions of different websites in their advertising network.



GOOGLE SEARCHES

8.5+ Billion Daily Searches



YOUTUBE VIDEOS

60+ Billion Daily Minutes



GOOGLE NETWORK

25+ Billion Daily Displays

Grant Cardone and our team here at 10X spend millions every year on Google Ads. More importantly, we make many millions more back. In this manual, and the supporting videos and documents, you're going to learn all forms of Google advertising. We're going to take you from setup to launching, to optimizing, to scaling.



While it can take years to master Google and Youtube ads, you don't need to be a master to make real money. Just create an ad, start a campaign and get in the game.



As a Google advertiser, you literally have unlimited opportunity for growth. Not only does Google give you the ability to reach more customers than any other network, it is also the fastest way on earth to get in front of them. You can literally be running ads and making sales in a matter of minutes.

Our goal is to help you start getting results immediately. Let's go!



Be sure to check out the step-by-step Google Ads Action Plan!

10xdownload.com/ga2

GOOGLE ADS GLOSSARY

AD DELIVERY

Ad setting which allows you to control how Google uses your budget each day, including the time and speed of delivery.

AD EXTENSIONS

A feature of search ads, extensions allow a business to add additional information to an ad such as business info or additional links

AD GROUP

The part of an ad campaign that defines your targeting by keywords, demographics, interests, location, and more.

AD RANK

How Google prioritizes the ads it displays, which is determined by your bid and quality score.

AD

The text, video or other content that is displayed to a Google user across any of their properties or network affiliates.



Everywhere I go people tell me that they see my ads everywhere. It's because I'm not afraid to spend money to invest in my long-term success. Go big or go bigger.



AUTOMATED RULES

A tool that automatically updates your campaigns, ad groups, or keywords based on conditions you set.

BROAD MATCH

A keyword match type that permits your ad to be shown whenever someone searches that phrase, or a phrase that is similar to it.

CAMPAIGN

Highest level of the ad hierarchy, the campaign includes budget, location, targeting, language and other many other settings.

CLICK

Engagement with your ad and the page it links to. Every time a user is served your ad and clicks on it, a click is logged.

CLICK THROUGH RATE (CTR)

The percentage of people that clicked on an ad after it was served to them.



While it may seem like a lot, marketing online isn't rocket science. I'm proof of that. Learn the basics, and understand the steps to take someone from an ad viewer to a buyer.



CONVERSION

A key action taken on your website such as an opt-in, donations, purchase, etc.

CONVERSION TRACKING

Google Ads tool which helps track and measure the valuable actions your customers make after clicking on your Google Ads ad. Relevant conversions include sign-ups, purchases, etc.

COST PER CLICK (CPC)

The amount you actually paid for a click on your ad, regardless of how your bidding strategy.

COST-PER-THOUSAND IMPRESSIONS (CPM)

The cost an advertiser is paying every time their advertisements receives 1,000 impressions.

COST-PER-VIEW (CPV)

The average cost to an advertiser every time someone views one of their video ads.

CUSTOMER ID

Customer ID is a unique number associated with a user's Google Ads account. It's a 3-part number which can be shown in the top right corner of Google Ads dashboard.

DAILY BUDGET

The maximum amount you're willing to spend on a campaign in a given day.

DESTINATION URL

The URL of the page on your site that you send users to after they click on your ad.

DISPLAY URL

The URL that is actually shown to users in your ad. This doesn't need to exactly match the destination URL, as long as you aren't baiting-and-switching users.



Google Ads is one of these things you've got to be mentally prepared for. It isn't easy, and it won't happen overnight. That said, when you crack the code, you can 10X very fast.



EXACT MATCH

A keyword match type that tells Google to only show the ad affiliated with the keyword if a user types that phrase in exactly.

FREQUENCY

The average number of times a unique user sees your ad over a given period.

GEOTARGETING

The setting that allows you to choose in which geographic area your ads are shown to.

GLOBAL SITE TAG

Global Site Tag is one of the conversion codes you need to include in your website(s) when setting up conversion tracking.

GOOGLE ANALYTICS

Google's free web analytics tool that allows you to see exactly what users are doing on your website.

■ **GOOGLE DISPLAY NETWORK**

The large network of websites that run Google's ads.

■ **IMPRESSION**

An impression is counted any time your ad appears in front of a user. This could be on the results page of Google search, a video thumbnail on YouTube, or any other type of ad.

■ **INTERACTIONS**

An interaction is when a user performs an advertiser-defined action that is valuable to their business. These actions include clicks on ads, views on videos, and more.

■ **KEYWORD**

Words or phrases that you choose to associate with your ads. For example, when a user searches for something on Google that matches to a keyword in your account, the affiliated ad will appear in the search results.



You've got to constantly be studying other people's ads. Every Google search, every time you watch a YouTube video, every time you shop. Watch who spends the big money.



■ **KEYWORD PLANNER**

A tool in the Google Ads interface used for finding new keywords, estimating search volume, and other competition metrics.

■ **STATUS**

An indicator of the current activity of a campaign, ad group, or individual ad. Each level can be approved, disapproved, paused, or active.

■ **MANAGED PLACEMENTS**

Allows advertisers to select websites, videos, and mobile apps of their interest specifically on Google Display Network.

■ **MAX CPC**

The maximum amount you're willing to pay for a click.

■ **NEGATIVE KEYWORDS**

A keyword match type that excludes your ad from being served for certain search terms.

■ **ORGANIC SEARCH RESULTS**

Results on the page of a search engine results page that are not paid for by an advertiser.

■ **PHRASE MATCH**

A keyword match type that permits your ad to be shown only when a specific phrase is included somewhere in a search.

■ **PLACEMENTS**

The various locations on Google Display Network where advertisers ads are shown to users.

■ **POSITION**

Where an ad appears on the search engine results page (SERP) your ad was shown.



Think about your ads not just as a source of revenue, but also as market research. When you create new products, don't just guess what people want. Run ads and find out.



■ **QUALITY SCORE**

A score from 1-10 that Google assigns to indicate the quality pertaining to the keyword, ad and landing page. The closer to 10, the better!

■ **REMARKETING**

Google Ads feature which allows advertisers to reach customers who have visited their website. Also referred to as retargeting.

■ **RETURN ON AD SPEND (ROAS)**

Indicator of whether campaigns are profitable or not. ROAS is the average value advertisers make for every dollar they spend on their ads.



Get your Google Ads and our Facebook Ads working together. They say the average consumer takes 7 exposures to do business with you, so use every channel possible.



■ **SEARCH ENGINE RESULTS PAGE (SERP)**

Google page where the results of a search query are displayed.

■ **SEARCH TERM (SEARCH QUERY)**

Word or multiple word phrase that users type in the Google search bar. Search terms trigger advertisers keywords and corresponding ads.

■ **SEGMENT**

Way to adjust Google Ads and Google Analytics reports (tables & charts) to see data as per advertiser's requirement.

■ **UNIQUE CLICK**

The number of people who clicked a link. If the same person clicks the same link twice, it only counts as one unique click.

GOOGLE ADS OVERVIEW

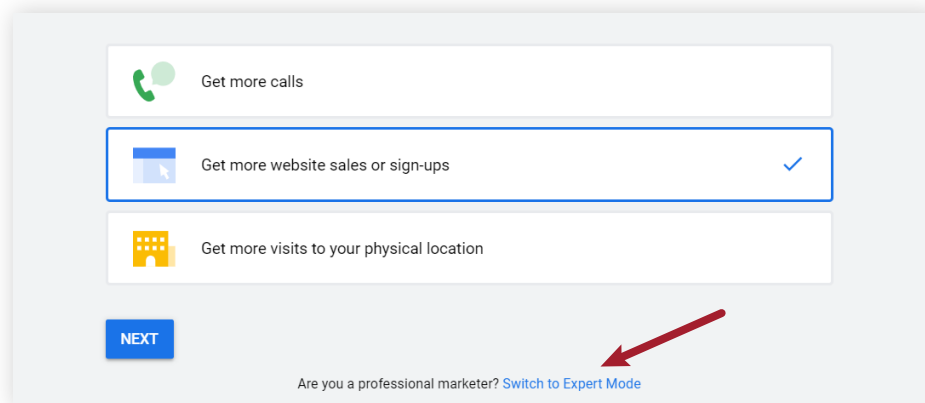
AD MANAGER AND SETUP

→ AD ACCOUNT AND SETUP

As a new advertiser in Google, you will manage every aspect of advertising from your Google Ads account. While we will cover the ad manager in great detail in an upcoming chapter, for now you just need to get it set up.

👉 Start your account setup at 10xresource.com/ga4

As you can see below, you've got a few types of accounts you can create. If you're driving traffic online to websites or funnels, you'll likely want to choose that option...



You can always change your mode later in the Tools section.



IMPORTANT NOTE: Google now has 2 modes for ad accounts to choose from.

Smart Mode - Simplified version that takes away a lot of options and forces you to set up your first ad immediately.

Expert Mode - Full-featured version that gives you all the options and full control.



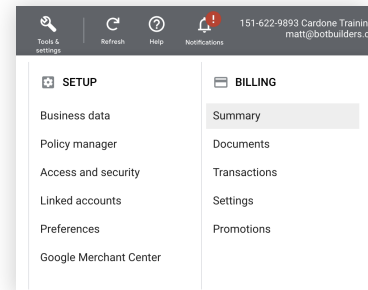
Which do we recommend?

If you want to do the bare minimum on Google Ads and simply get them going, then go with Smart Account (which is the default setup). If you want to get serious about Google Ads and continue learning and growing, then choose the Expert Account. In this manual, we'll assume you chose the Expert option.



Set up your billing.

For your first ad to go live, you'll need a credit card on file. Depending on what setup you choose, you may do this during setup. If not, simply go to Tools → Billing → Summary



ADDITIONAL ACCOUNTS

While you don't need any other accounts to get your ads running, there are a few you'll likely want to create and connect. All account connections can be established by going to...



YouTube Channel

You'll need to have a YouTube channel set up if you want to run video ads. You can use your same Google account (email) or a different one. Go to YouTube.com and when logged in, click on the icon and create a channel.



Google Merchant Center

If you sell products online via an ecommerce shop, then you will definitely want to set this up. The Google Merchant Center allows you to feed your products to Google Shopping and to display them in various types of ads, which we will discuss.



Google Analytics

While it isn't mandatory, if you want to take your tracking to the next level, you'll want to create an Analytics account. We'll cover this more in a later chapter.

Additional accounts you may want to connect (if applicable to your business)...

- Google Play
- Hubspot
- Pipedrive
- Shopify
- Mailchimp
- SurveyMonkey
- Salesforce
- Marketo
- Microsoft 365

There are more integrations available. For all others, utilize Zapier (10xresource.com/zapier)

→ LANDING PAGES

Beyond setting up your marketing accounts, remember that in order to make money, there are 2 primary elements to success. If you master this formula, you can scale to the moon...

$$\text{Traffic} \times \text{Conversion} = \text{💰 Sales}$$

All the traffic in the world means nothing if you don't turn it into leads and sales. Your conversion will come down to the quality of your landing pages and funnels. Be sure you've put thought into making your product offer or "lead magnet" irresistible. Here are some of the types of pages you might send traffic to...

- Free Download
- Appointment Booking
- Automated Webinar
- Lead Quiz Funnel
- eCommerce Product
- Product Comparison



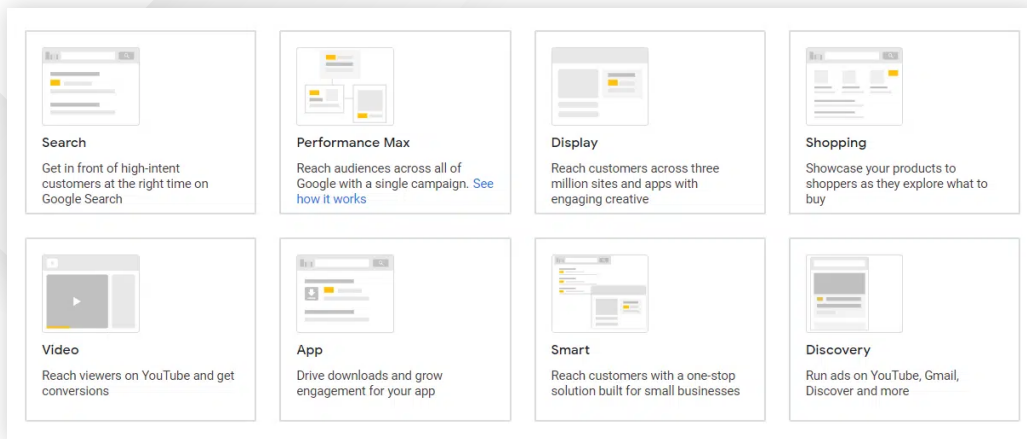
No matter what type of landing page you send to, make sure it collects leads. Even if you sell ecommerce products, have a 2-step checkout process to capture cart abandoners.



HOW GOOGLE ADS WORK

→ TYPES OF ADS

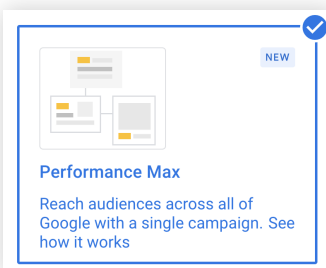
When creating a campaign, Google gives you a variety of ad types to choose from...



We will talk more about each type of ad and best practices in future chapters.



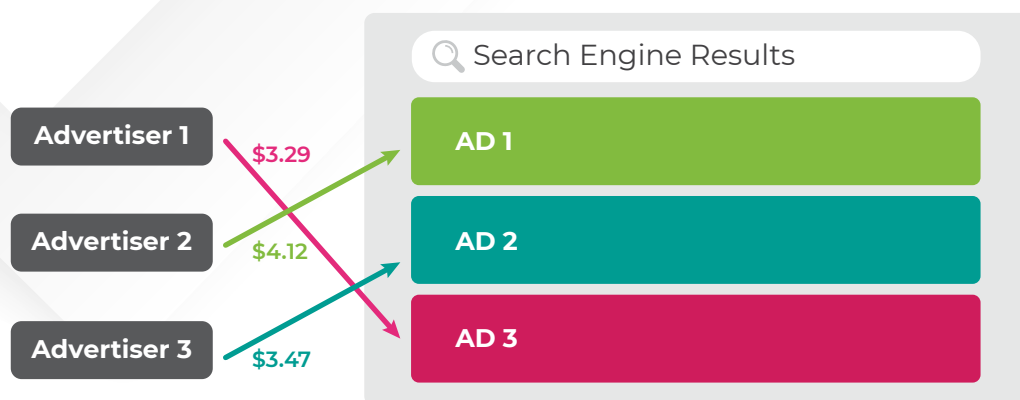
I think every business should run Google Search ads and YouTube ads. Beyond that, only run the campaigns that are specific to your business, such as local, apps, shopping, etc.



Google continues to add features to make it easier on advertisers. Their newest option is “Performance Max”, which is very similar to Smart ads. Both give the Google algorithm control over where and how your ads are run.

→ HOW YOU'RE CHARGED

First and foremost, understand that Google Ads pricing is entirely driven by supply and demand. There is ad inventory, which includes ads across the entire Google network, and there are advertisers competing for that space. The entire system is basically a big auction.



This is an oversimplified example, but the basic premise holds true.

Since there are so many ad types on Google, there are also a variety of ways that you will be charged. With that said, if you understand the basics, you'll be able to spend more confidently. Generally speaking, you're either paying for...



CLICKS - Cost incurred only if user clicks.
All ads referred to as Pay Per Click (PPC).

Includes search ads, shopping ads, local ads, and more.

- or -



EXPOSURES - Cost incurred from views, whether users clicks or not.
Text or image ads referred to as Cost Per Thousand (CPM).
Video ads referred to as Pay Per View (PPV).



IMPORTANT NOTE: In both scenarios, a key statistic is Cost Per Click (CPC). In the case of PPC ads, this is what you're paying for the click based on the auction. For exposure-based ads, the CPC is calculated by dividing the cost you pay for exposures by how many people click.

As you'll learn in the upcoming chapter on bidding, much of this process is now automated by Google. That said, you need to fundamentally understand how money flows to ensure you're making smart decisions.

→ GETTING ADS DISPLAYED

While your willingness to spend more than your competitors is certainly a driver in your traffic, it's not actually the entire story. Let's look at the simple formula that determines the position of your ads, or what is known as Adrank...

$$\text{Adrank} = \text{Bid} + \text{Quality Score}$$



In addition to helping determine where your ads are displayed, your Quality Score also helps determine the cost of your ad. In order to provide users with the best possible experience, Google rewards you for providing a quality experience.

Here are the factors that affect your Quality Score:

- ★ **Clickthrough rate** - The percentage of people who click your ad when it is displayed.
- ★ **Keyword relevance** - Includes the keywords in the ad settings and/or the ad itself.
- ★ **Landing page** - Your page should perform well (speed) and be relevant to the ad.
- ★ **Complaints** - Google allows users to report ads, greatly damaging your score.



Remember that you are playing in Google's sandbox. Always run your ads with integrity and provide a good experience. Never run negative ads or try to game the system.



While there are lots of stats and metrics that make up the advertising life cycle, at the end of the day it's all about the bottom line. If you keep an eye on the 3 stats and focus all of your energy on optimizing for them, you'll be in good shape...



Cost Per Conversion

How much you pay for any conversion, including leads.

$$\text{Total Ad Spend} / \text{Number of Conversions} = \text{Cost Per Conversion}$$

You want your Cost/Conv to be as low as possible.



Cost Per Acquisition (CPA)

The amount of money it costs to get a new customer.

$$\text{Total Ad Spend} / \text{Number of Customers} = \text{CPA}$$

You want your CPA to be as low as possible.



Return on Ad Spend (ROAS)

The percentage return (sales) on your advertising spend.

$$(\text{Return on Ads} - \text{Ad Spend}) / \text{Ad Spend} = \text{ROAS}$$

You want your ROAS to be as high as possible.



You've got to be willing to pay to play. You'll never crack the code on day one, so make sure you set aside an initial ad budget that you're willing to invest as you learn.



AD MANAGER BASICS

By now, you may have already logged into the Ad Manager. If not, you can always access it by going to ads.google.com.

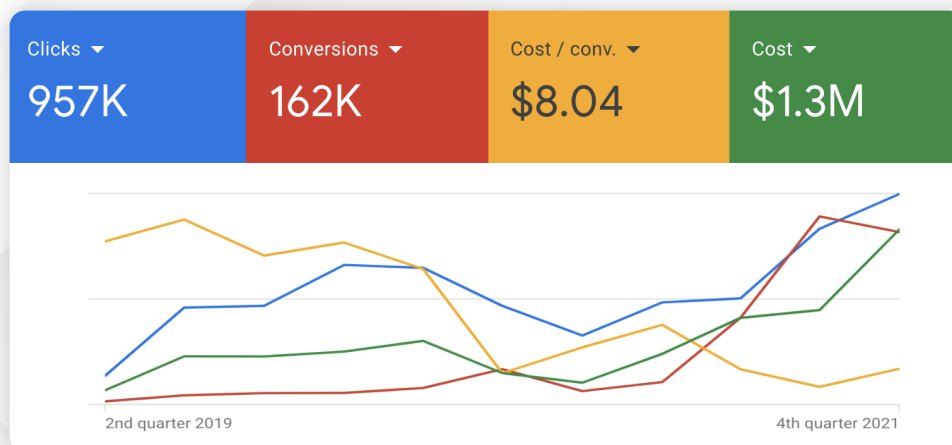
The Ads Manager is a very powerful tool that can take a long time to fully understand. While we will provide some basics, the best way to learn is to watch the tutorial videos and just start playing with it.



If you're like me, you hate complicated stuff like the Ads Manager. The good news is, you don't need 80% of the features. Focus on the most important functions, and you'll be just fine.



When you get into the Ad Manager, you'll see a dashboard that will provide some great insights. In addition to the most important stats, you'll be able to get a snapshot of your best performing ads, basic demographics, and any changes to be aware of.



We will talk more about how to find valuable data, but if you understand these basics, you can get in the game. It is also important to realize that there is work to do in order to start receiving data. We will discuss conversion tracking in the next chapter.

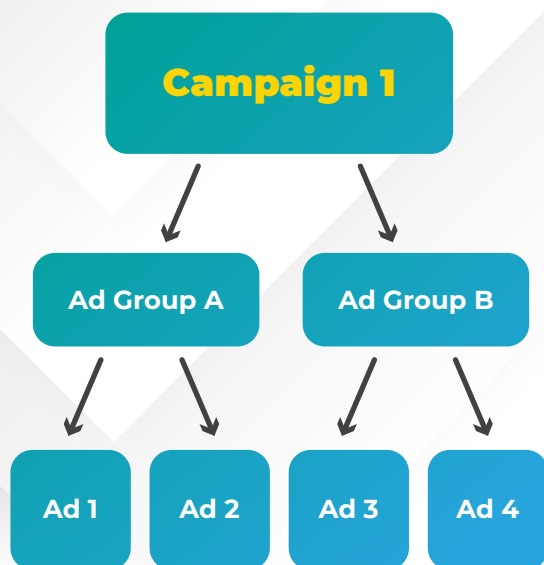
→ AD CAMPAIGN STRUCTURE

Of everything you need to know to run ads, this is the most important as it is how ads are actually created. While every type of ad has a different setup process, there are a lot of similarities in each.

+ New campaign

*The good news is that running ads on Google is a step-by-step process.
Click the New Campaign button and you're off to the races!*

With all that said, before diving in, you do want to understand the basic structure of how ads are organized. There are 3 levels to understand that generally work in this hierarchy...



Campaign - Highest level where you choose your objective, ad type, goal, budget and settings.

Ad group - Second level where you define your audience, include keywords and all targeting.

Ad - This is the actual ad “creative” which could include text ads, video ads, or product ads.

We will discuss each aspect of your campaigns more in future chapters.



PRO TIP

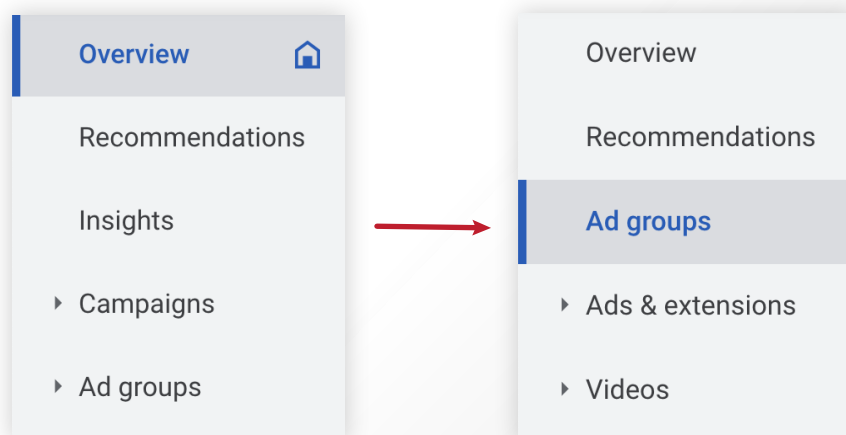
If you want more control over your ads, you can create a new campaign for every ad group, rather than having multiple ad groups under one campaign. This will allow you to manually edit your budget for every audience you target.

→ TIPS FOR NAVIGATION

Getting around the ad manager can take a bit of getting used to. These tips will help...

TIP #1 Using the Sidebar Menu

The sidebar menu is your main navigation for the day-to-day management of ads. While the labels are relatively clear (if you know the terminology), it helps to understand that the menu options displayed change depending on what page you are on.



Options at top of menu before and after clicking on a campaign

TIP #2 Using Campaign Navigation

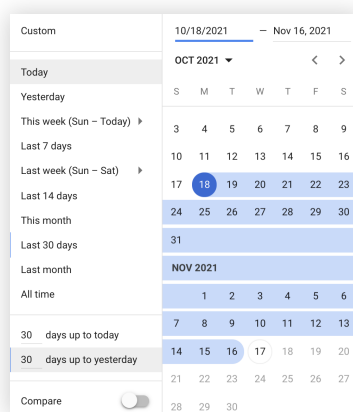
As you build ads, you will click through the steps, which can differ for each type of ad. As we mentioned, there is a standardized hierarchy. To avoid confusion, and to easily go back and forth between steps, you'll want to use the campaign navigation in the top left.



We use very detailed campaign names with abbreviations for easy reference. SKAG is our code for "single keyword ad group". You can make up your own!

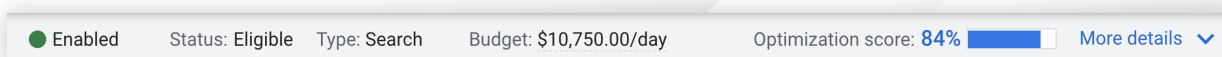
TIP #3 Changing the Date Range

While this one may be fairly obvious, it is helpful to know that when you change the date range, it will remain set for those dates on all pages until it is changed. As you can see, you can customize to any date range, or choose a number of preset options.



TIP #4 Click More Details to Make Edits

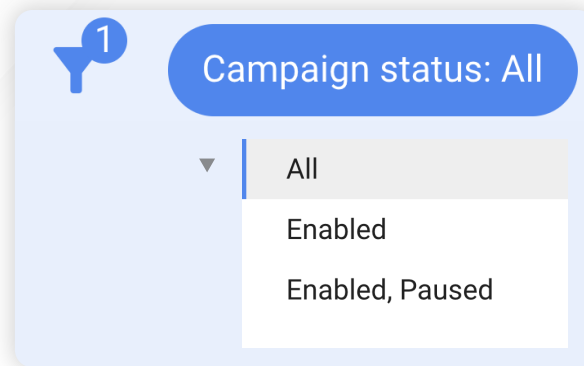
After you've created ads, you'll likely want to go back to make edits. That can be done on the Campaign, Ad Group or Ad level. In order to view settings or make changes, you'll want to click the "More Details" link at the very top of the page. This can trick some people up.



TIP #5 Using Campaign Status Filter

As you run more and more campaigns, your Ad Manager will begin to fill up. Some ads will be active, some will be paused, and some will be removed. To make it easier to only view the Campaigns, Ad Groups, and Ads you want, there is a filter feature above the columns. While there are many filter options, the most common and important is the Status filter.

Use this to get a clear picture. Also, realize that if you don't see a Campaign, Ad Group or Ad that you're looking for, it may be filtered out. Simply click to adjust.



TIP #6 Column Customization is Critical

Having the right data in front of you is critical, and to do so you'll need to customize your columns on your Campaign, Ad Group, and Ad views. Google allows you to customize the column data you can view. We are going to give you much more details on this in the Data and Analytics chapter, but it is worth noting again because it is so important.

☐ ● Campaign	Budget	Status	Optimization score	Campaign type	Avg. CPV	Avg. CPM
☐ ● REI Webinar 2021 (Nov 20) - Search - SKAG - LV	\$9,500.00/day	Eligible	73.9%	Search	—	\$229.72
☐ ● REI Webinar 2021 (Nov 20) - YouTube - Real Estate Aud - LV	\$10,000.00/day	Eligible	—	Video	\$0.14	\$23.73
☐ ● REI Webinar 2021 (Nov 20) - SKAG Long Tail - LV	\$10,750.00/day	Eligible	84%	Search	—	\$305.35

TIP #7 Tools and Settings Menu

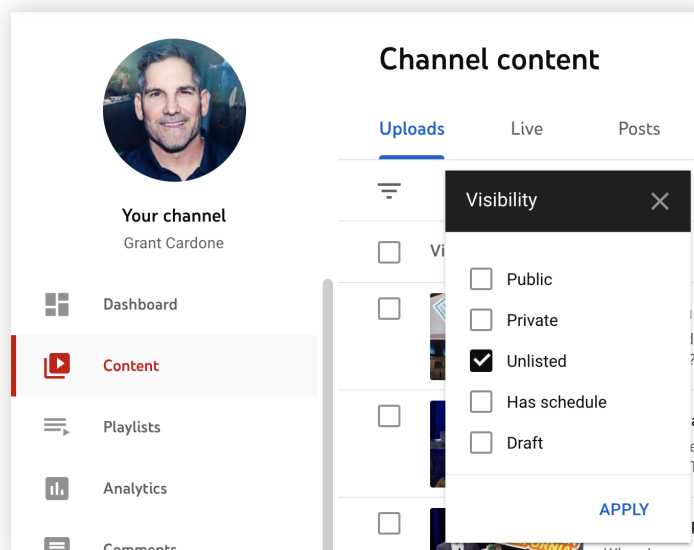
There are many options inside Tools and Settings. An overwhelming amount actually. It will help to realize that you don't need to understand everything. Be sure to watch the video tutorial that gives a tour of the ad manager.

PLANNING	SHARED LIBRARY	BULK ACTIONS	MEASUREMENT	SETUP	BILLING
Performance Planner	Audience manager	All bulk actions	Conversions	Business data	Summary
Keyword Planner	Bid strategies	Rules	Google Analytics	Policy manager	Transactions
Reach Planner	Negative keyword lists	Scripts	Attribution	Access and security	Documents
Ad Preview and Diagnosis	Shared budgets	Uploads		Linked accounts	Promotions
App advertising hub NEW	Location groups			Preferences	Settings
	Placement exclusion lists			Google Merchant Center	

No reason to freak out, you won't use the vast majority of these features.

TIP #8 Video Ads Live in YouTube

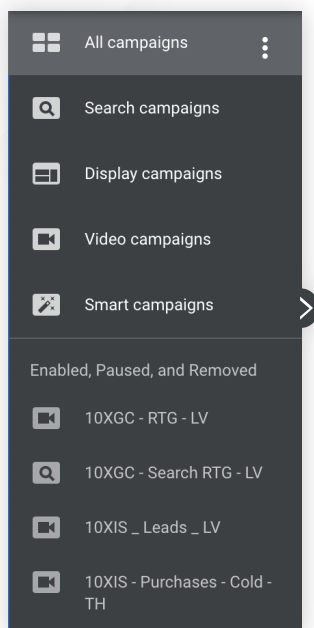
When setting up a video ad, realize that you'll need to first upload your video to YouTube. We'll teach you how to do this in the YouTube ad chapter, but it is worth mentioning here so you don't pull your hair out trying to figure it out.



Set your video ads as Unlisted in YouTube to have them not appear on your channel.

TIP #9 Hidden Campaign Tab

On the left hand side there is a small arrow that, when clicked, shows another menu. The hidden menu provides quick links to campaigns based on ad type, as well links to your most active campaigns.



No reason to freak out, you won't use the vast majority of these features.

TIP #10 Audiences Can Be Used Universally

It is very helpful to realize that you can save your ad targeting selections into saved audiences. These audiences can then be used in any Ad Group for any ad. We will go into great detail about audiences and targeting.

HubSpot - 10XIS: Cart Abandoners (Google) Audience built from your HubSpot contacts list	Customer list Customer contact information
10XGrowthCon.com - Returning Visitors - 90 Days User Type: "Returning Visitor"	Website visitors
Watched a video from Grant Cardone	YouTube users Rule-based

Audiences section in the tools menu. You can save audiences from many sources.

GETTING STARTED

CONVERSION TRACKING

Assuming you're not running ads for the sake of branding, your goal will always be to convert. Before spending money, you need to understand how conversions work for Google Ads, and do the set up work to capture conversion data.

→ CONVERSION ACTIONS

Conversion Actions is the term Google uses for any desired outcome that you get from your advertising efforts. You will define your Conversion Actions in the Tools and Settings, and you can set up as many as you like. Here are the basic options...

Sales categories

Purchase

Add to cart

Begin checkout

Subscribe

Leads categories

Contact

Submit lead form

Book appointment

Sign-up

Request quote

In most cases you will be using Website actions. These can include leads, purchases, add to carts, etc. The simplest way to define a Conversion Action is to provide the URL that a user would land on after the desired action. For example, the thank you page after a purchase.



While you'll want to watch your ad spend like a hawk, remember that the ads are only half the battle. By having pages that convert, you'll be able to outspend your competitors.



→ INSTALLING TRACKING

To make Conversion Actions work, there are two different types of “tags” you need to install on your website. A tag is a small piece of code. While installation of these tags is simpler than it sounds, we’ll guide you in the right direction even if you are a complete non-techie.

The 2 types of conversion tracking tags you need to install are...

1. Universal Site Tag

Will be installed on every page of your site (only needs installed once)

2. Event Snippet

Will be installed on just one page for each individual Conversion Action

Select how you want to install your tag

Install the tag yourself



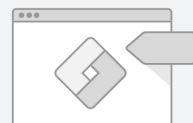
Add the tag to your website code

Email the tag



Email the tag to your webmaster

Use Google Tag Manager



Install the tag using Google Tag Manager

You'll see this screen after you set up a Conversion Action

Since adding Conversion Tracking to your website(s) is essential for running ads, you'll want to tackle this immediately. Here are your options...

Option #1 **Install Yourself**

The good news is that most modern website systems, such as Wordpress or Clickfunnels, give you the ability to add tags without touching actual code. This is often done by copy and pasting into a box, and they usually provide instructions (or you can find easily with a Google search).



If you plan to install multiple Google Tags, or if you have various pixels from other advertising platforms, you may want to use Google Tag Manager. GTM allows you to add code once, and then manage all of your tags from their easy to use interface (10xresource.com/ga14).

Option #2 Hire Someone

While it is good to be able to install tracking yourself, you shouldn't let it hold you up. Just make sure that you have set up your Conversion Actions and then follow Google's instructions to provide the tag code to a professional. Just be sure to only give access to someone you trust and/or has a good reputation.



Fiverr is a marketplace with very inexpensive service providers. There are a number of freelancers who focus specifically on installing Google tracking code and can do it quickly and easily. You can find a list of providers here 10xresource.com/ga15



I waste zero time doing anything technical. Remember that even if things cost you money, it costs you more money if you're not focused on marketing, sales and delivery.



As you may have heard, issues with privacy and Apple's iOS devices have caused some challenges with ad tracking. That said, the primary means of tracking is still from conversion code installation. If you want to improve tracking accuracy, you can also feed data to Google via API (10xresource.com/ga16). This is more advanced and requires a technical person.

KEYWORDS AND RESEARCH

→ KEYWORD RESEARCH

Keywords are at the heart of Google advertising. While they are most commonly used for Search Ads, keyword targeting is also used in video, shopping, local, app and discovery ads as well.



Study keywords, and specifically how often different terms are searched. It is not only good for targeting, it helps you to understand what your audience wants. Stop guessing.



Simply put, a keyword is a phrase that a user types into a search. Keywords may vary in length. Shorter terms are called “short tail” phrases, and are generally searched more frequently. Longer terms are referred to as “long tail”, and are less targeted but more targeted.

- **Short Tail example:** real estate investing
- **Long Tail example:** learn how to invest in real estate with no money down

The Keyword Planner in the Tools section is essential for discovering keywords, and therefore better understanding your audience. You’ll see two different options, both of which are extremely valuable...



Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service.



Get search volume and forecasts

Get search volume and other historical metrics, plus forecasts for how they could perform.

Take some time to utilize the keyword recommendation tool (10xresource.com/ga17). As you explore, you can also save keywords by creating ad groups. You can also export terms and keyword data by clicking the arrow icon.

☐ Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition
Keywords you provided				
☐ grant cardone	110,000 	-18%	+22%	Low
Keyword ideas				
☐ the 10x rule	4,400 	-34%	-19%	High
☐ 10x rule	3,600 	-19%	0%	High
☐ grantcardone	8,100 	-19%	+22%	Low
☐ grant cardone 10x	2,400 	0%	0%	High

We will discuss keywords more in the Search Advertising chapter.



While I don't like to waste a lot of time with fancy research, it is wise to look at what your competitors are doing. Start paying attention to what advertisers are spending big money.



→ AUDIENCE AVATARS

In addition to some basic research, you will also want to step back and think about your customers a little deeper. Never lose track of the fact that there are real human beings on the other end of your advertisements.



You aren't going to please everyone, and you don't need to. There are billions of potential buyers out there, so hone in on the ones that are most likely to give you money.



A common marketing technique is to develop customer “avatars”. These are fictitious characters that you create by defining their demographics, personality traits and habits. Once you’ve defined avatars, you can then craft your ads for those specific individuals.

EXERCISE: Create Your Customer Avatar

Name: _____

Age: _____

Gender: _____

Hometown: _____

Occupation: _____

Income: _____

Morals and/or beliefs: _____

What they want/like: _____

What they don’t want/like: _____

Biggest challenges: _____

Products they buy: _____

Motivations to click: _____

Creating avatars can help you both in your targeting and in crafting your ad. It is much more powerful to write an ad for a specific individual than to address an unknown group of people.

LAUNCHING CAMPAIGNS

Up until this point, we’ve talked a lot about how ads work. Now it’s time to get in the game and get some ads up and running!



While it is important to understand the details, remember that the best way to learn is by doing. Google makes it all step-by-step. Get your first ad running today and watch it closely.



The set up involved with each type of ad is going to be different. We will teach you important aspects about each ad type in upcoming chapters. For now, we'll discuss the most important and universal steps.



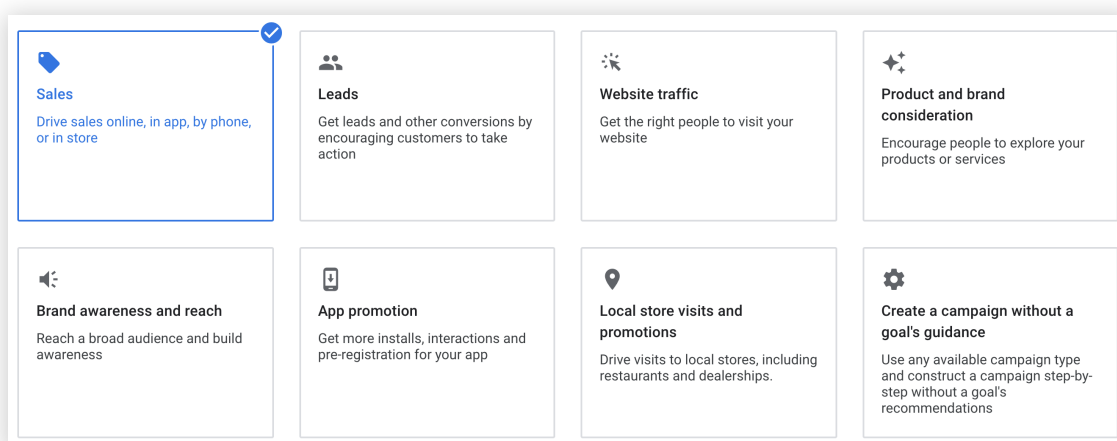
QUICK REVIEW...

- **Campaign Level** - Choose ad type, goals, budget and more.
- **Ad Group Level** - Define your keywords and/or audience.
- **Ad Level** - Create ad including headline, description, etc.

Again, the settings on the 3 levels will vary by campaign type, but it helps to understand how each level works together.

→ CAMPAIGN SETUP

The first question you'll get when creating a new campaign is what your objective is. If you sell products online, you'll likely choose Sales. If you sell higher priced items with a long sales cycle, you might want to go with Leads.



This step simply tells Google how to tailor your ad setup process.



PRO TIP

If you want to be flexible and get all options, choose “create without guidance”. For example, when setting up a video ad without guidance, you can choose the specific type of video ads you run. This includes the ability to run sequential ads.

The next step in the process is to define your Conversion goals. This tells Google what type of action makes your ad a success. They use this information to optimize and decide who sees your ads. Your Conversions will then be reported to you in the Ads Manager.

Conversion Goals	Conversion Source	Conversion Actions	Value
 Purchases (account default)	Website (Active)	<u>9 actions</u>	Multiple values
 Submit lead forms (account default)	Website (Active)	<u>9 actions</u>	Multiple values

You will likely only set up one or two conversion options at first.

NOTE: The Conversion goals you can choose from are the Conversion Actions you set up previously (discussed in last chapter). You can add or remove conversions as you wish.

Beyond that, you will choose the campaign type you want to run, and follow the step-by-step process! Be sure to read the upcoming chapters for each campaign type, and also check out all the resources provided.



Recommended Resources:

- Search Ad Setup Video (10xresource.com/ga2)
- Video Ad Setup Video (10xresource.com/ga3)
- Search Ad Checklist (10xresource.com/canva)
- Video Ad Checklist (10xresource.com/promo)

→ AD GROUP SETUP

After completing your Campaign settings, you will create your Ad Group. Keep in mind that any Campaign can have unlimited Ad Groups, and that the settings for Ad Groups will greatly vary depending on the Campaign type. For example...



Ad Groups for search ads are all about keywords.



Ad Groups for video ads are all audience segmentation.

Needless to say, putting your ad in front of the right person is essential. We'll dig deep into this in the next chapter.

→ AD SETUP

While all campaign types differ, certain marketing best practices will always hold true. Here are some tips for creating great ad headlines and descriptions...

- ✓ Grab their attention with an immediate “hook”.
- ✓ It's all about the benefit to the viewer, not about you.
- ✓ Your goal is to alleviate their pain or help seek pleasure.
- ✓ Your space is always limited, so make every word count.
- ✓ Show how you're better without slamming competition.
- ✓ Numbers stick out, especially random numbers.
- ✓ People love words like free or guarantee (if you offer).
- ✓ Always make your desired “call to action” super clear.



Before you run an ad, look at it objectively and ask yourself if you would click it yourself. Don't be afraid to try some weird stuff. You have to demand attention in today's world.



First and foremost, always be sure to abide by Google's ad policies (10xresource.com/ga18). Generally speaking, if you run your ads ethically, you'll be fine. One thing worth noting is that Google does not allow making unsubstantiated claims.

For example, don't say stuff like...

✗ We are the #1 best marketing conference on the planet

As long as it is substantiated, it is fine...



Forbes named 10X GrowthCon the #1 marketing conference

Which is a true statement. If you haven't been, you don't know what you're missing!

BUDGETS AND GROWTH

→ BUDGET BASICS

As discussed, you will manage your ad budgets on the Campaign level. Every ad campaign will have its own budget, which can be easily edited at any time.

● Enabled Status: Eligible Type: Search Budget: \$10,000.00/day 

You'll likely start with much lower budgets than Grant!

While you have options, we recommend using daily budgets. This makes it much easier to keep track of your individual campaign budget, as well as your total daily budget across all of your ad campaigns.



At the end of the day, your goal is to spend as much money as you possibly can at a profit. Start small enough that it won't break the bank, but big enough that you can get results.



→ BIDDING STRATEGIES

Remember that Google is a big auction. While they do favor advertisers with high Quality Scores, your bidding strategy can make a difference.

As with everything in Google Ads, every campaign type will be unique. Sometimes you need to set specific bids, other times you don't. With that said, you've got a few basic options you'll see when it comes to how you bid on ads.

➤ Manual Bidding

Depending on how you create your campaigns, you may get the option to set your own bid. For example, if you choose a Sales objective, you'll get an option to set a Target CPA (cost per conversion action). Setting this number doesn't guarantee you'll get conversions at that price, but it does help guide Google.

Bidding	Maximum CPV bid
	\$ <u>0.10</u>
^ Top content bid adjustment ?	
	<u>20</u> % Your \$0.10 bid will become \$0.12.

Advanced video ad setup allows you to bid per video view. 10 cents is a good start.

➤ Smart Bidding (Automated)

If you prefer to allow Google to decide on your bids, you can choose any of their automated “smart” strategies. Again, the options available will be determined by the campaign type and the objective you select. Here are some of the available bidding strategies...

- Maximize conversions
- Maximize CPV
- Maximize ROAS
- Enhanced CPC
- Target CPM
- Viewable CPM



When launching a campaign start with the Maximum Conversions bid strategy. Once Google optimizes for your conversion event and you have a sense of the achievable CPA you can expect based on your Audience and Ads you can dial in further with Target CPA strategy.



AUDIENCES AND TARGETING

The right message in front of the wrong audience will never hit the mark. In this section we'll take a look at the many ways you can target demographics and create audience "Segments" in Google. As you'll see, the possibilities are endless.

Remember, your audience is just as important as your ad...

$$Ad \times Audience = Clicks$$

While all clicks are certainly not created equal, having the ideal audience will always get more clicks and more conversions.

→ PEOPLE BASED OPTIONS

1 DEMOGRAPHICS

These are the most common and easily adjusted demographics including age, gender and income.

Gender	Age	Parental status	Household income
☒ Female	☒ 18 - 24	☒ Not a parent	☒ Top 10%
☒ Male	☒ 25 - 34	☒ Parent	☒ 11 - 20%
☒ Unknown ⓘ	☒ 35 - 44	☒ Unknown ⓘ	☒ 21 - 30%
	☒ 45 - 54		☒ 31 - 40%
	☒ 55 - 64		☒ 41 - 50%
	☒ 65+		☒ Lower 50%
	☒ Unknown ⓘ		☒ Unknown ⓘ

2 AUDIENCE SEGMENTS

This is where you can start getting really detailed with your targeting. All audience segments are based on users, their activity, and/or perceived interest.

Audience segments options are broken into 3 sections...

a. Custom Segments - These options pull in data from Google's vast network and find you people based on their past behavior. Options include...

Segment insights United States, All languages, Video	▼
Weekly impressions 100M – 500M	
Gender 54% male	▼
Age 28% 25 - 34	▼
Parental status 59% non-parents	▼

- People who showed interest in purchasing a type of product
- People who searched for a specific term on Google search
- People who visited websites or apps (click to expand)

As you adjust your segmenting options, Google tallies your potential audience size

b. Your Data - These are individuals who have interacted in your company in one of the following ways...

- Website visitors
- YouTube users
- Customer lists
- Similar segments
- Custom combined segments

We'll discuss these more in just a moment in the Audience Manager section. Each of them can be extremely powerful.

c. Interests and Detailed Demographics - You'll find a never-ending world of options when you click this option. You can search for any type of interest or demographic imaginable, or click browse to access through an expandable menu.

SEARCH	BROWSE
In-market segments	▼
Life events	▼
Detailed demographics	▼
Affinity segments	^
☐ Banking & Finance	10B - 1T ▼
☐ Beauty & Wellness	10B - 1T ▼
☐ Food & Dining	10B - 1T ▼
☐ Home & Garden	10B - 1T ▼

Explore the Browse menu to find any segments that fit your customer avatar.

- **In-market segments** - People who have shown an active interest in a specific interest or area.
- **Life events** - Targets based on what is going on in a user's world, such as business, love life or retirement.
- **Detailed demographics** - More gradual details on the individual including home ownership, education, and employment.
- **Affinity segments** - This is a massive list of interests, from hobbies to politics to shopping style.



PRO TIP

Finding the perfect segment for your business can be a game changer. There are many hidden gems like "Recently Started a Business" in Life Events and "Luxury Travelers" in Affinity Segments.

→ CONTENT-BASED OPTIONS

These are ways that you can narrow your reach based on the specifics of where and how your ads are placed.

a

Keywords - This is the most important aspect of search campaigns, but can also be used for video campaigns and other types.

b

Topics - Choose from a wide range of interests and demographics. Google will display your ads on videos or web pages that are about that particular interest. *(Topics are no longer available for Youtube conversion campaigns. They are still usable in Cost Per View campaign bid strategy)*

c

Placements - You have the option of choosing exactly where your ad will be displayed. This includes particular websites, apps, YouTube channels, and even individual YouTube videos. *(Placements are no longer available for Youtube conversion campaigns (which we recommend). They are still usable in Cost Per View campaign bid strategy. Or you can create a Custom Segment that includes the YouTube Channels, specific videos, video lineups, URLs, Apps, or collections. We will review this on page 40.)*

Content: where you want your ads to show

Narrow your reach with **Keywords**, **Topics**, or **Placements**



You can no longer add content targeting to video campaigns that drive conversions because it can limit campaign performance. Existing content targeting will be removed soon.

[Learn more](#)



Once your campaigns have run long enough, Google will suggest Audience Segments in the “Insights” tab of each campaign that convert best for your product or service. You can launch your best ad/s to each of these segments for the highest likelihood of getting conversions at the best costs.

Overview Recommendations **Insights**

Ad groups
• Ads & assets
• Videos
• Landing pages
Audiences
• Content
Settings
• Locations
• Ad schedule
Devices

Insights Last 7 days Jun 23 - 29, 2023 Compared: Jun 16 - 22, 2022

Consumer spotlight

Audience insight

Understand your top audience segments, their performance, and how unique they are for you
Top audiences can provide inspiration for your campaigns and business by revealing who your customers are and what they're interested in

Conversions Clicks Impressions

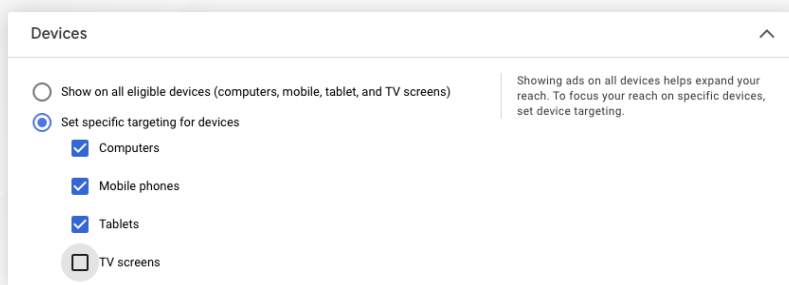
Audience segment	Type	Share of conversions	Index
Investment Services	In-market	40.7%	5.7x
Residential Properties (For Sale)	In-market	42.5%	1.6x
Financial Planning	In-market	36.3%	1.5x
Avid Investors	Affinity	95.6%	1.1x

Show rows: 5 1 - 4 of 4

→ ADDITIONAL OPTIONS

Here are some of the additional features or settings you will come across when defining audiences...

- **Devices** - Since traffic watching Youtube on televisions can't easily navigate to your website, we recommend excluding TV.



- **Frequency Capping** - If you are running multiple ads or spending significant money, you may limit this to 1-2 views per week on cold traffic targeted campaigns.
- **Ad Schedule** - Depending on what you sell, you will find certain times of day to convert better. This includes days of the week and times of day.

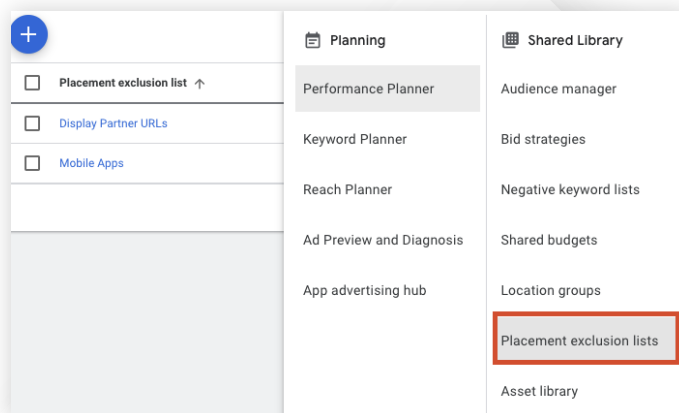


While more targeted traffic usually converts better, it also costs more money. Believe it or not, sometimes leaving targeting relatively general gives you the highest return.



- **Inventory Type** - You can choose to exclude videos that use profanity or other mature content.

- **Exclude App Placements** - In the top menu bar on the right click "Tools and Settings", and under Shared Library click "Placement Exclusion Lists". Click the blue plus sign on the left side, then "New List". Name the list "Mobile Apps Exclusion", and under the Enter box type



"mobileappcategory::69500", click Save. Click into your new exclusion list and ensure each campaign includes the list - this will save your ad spend for non-app placements on all campaigns.

Create placement exclusion list

List name

Add placement exclusion

Browse Enter None selected

Enter multiple placements

`mobileappcategory:6950d`

Add 1 placement

Save Cancel

Placement exclusion list >

Mobile Apps

+ Add filter Download Expand

Exclusion	Type
All Apps	Mobile application category

1 - 1 of 1

337 campaigns using this list

Apply to campaigns

Campaign

► **Turn off Optimized Targeting** - under each Ad Group, click the blue ad group name text, then Settings in the left side menu. Uncheck the box next to “use optimized targeting” and Save

Enabled Status: Eligible Type: Video Budget: \$50.00/day

Overview Ad groups

Recommendations + Add group name contains warm list X

Insights

Ad groups

Ad group

Warm List

Total: Filtered ad groups

Total: Campaign

Settings

Settings

Ad group name Warm List

Ad group status Enabled

Ad group type Responsive: Create video ads that can show as multiple formats

Optimized targeting

Optimized targeting helps you get more conversions within your budget. Google may find people beyond your selected audience.

☐ Use optimized targeting

Ads have seen an average of 20% more conversions by using optimized targeting

Cancel Save

Exclude **Topics** listed below:

Overview

Content

Topics

Placements

Display/Video keywords

Exclusions

Where ads showed

Settings

Locations

Topic exclusions

Add filter

Topic
Books & Literature
Children's Literature
People & Society > Family & Relationships > Family > Parenting > Babies & Toddlers
Baby & Toddler Toys
Arts & Entertainment
Music & Audio
Shopping
Toys
Games

Exclude **Content** checked off below:

Settings

Campaign name 10XMP | YT: tCPA \$555 - Purchase | P-3 | US | M & F 25-65+ | Broad (Past: KW) | OT | Creatives: 10 | 2.28.23 | MG

Campaign subtype Drive conversions

Campaign status Enabled

Marketing objective Sales

Product feed Not set up: Add your Google Merchant Center (GMC) feed to show products with your ads

Budget and dates \$1,500.00/day Start date: 9/1/2022 End date: None

Networks YouTube, Video partners on the Google Display Network

Languages English

Locations United States (country)

Bidding Target CPA \$555.00

Content exclusions: define where your ads can show

Inventory type Standard inventory

Excluded types and labels Opt out from showing your ads on content that doesn't fit your brand

Select content types to exclude

- ☒ Embedded YouTube videos
- ☒ Live streaming videos*
- ☐ Games

Select digital content labels to exclude

- ☐ DL-G: General audiences
- ☐ Content suitable for families
- ☐ DL-PG: Most audiences with parental guidance
- ☐ DL-T: Teen and older audiences
- ☒ DL-MA: Mature audiences
- ☐ Content not yet labeled

While content exclusions are done to the best of our ability, we can't guarantee that all related content will be excluded.
*Live streaming videos aren't part of YouTube's brand safety accreditation from the Media Rating Council (MRC). [Learn more](#)

[Cancel](#) [Save](#)

Soon, to help you apply settings consistently across campaigns, inventory types and excluded types and labels will only be available at the account level. You can find them under "Content suitability" in "Tools and settings." [Learn more](#)

- **Content Types** - Optionally exclude your ad in places like live videos and embedded videos.
- **Labels** - Optionally exclude your video based on the exact maturity rating or keep general.
- **Product Feed** - Add products to your ads if you've set up your Google Merchant Center.

➔ AUDIENCE MANAGER

While you can always create your audiences when setting ad campaigns, if you want to maximize your results, you'll want to use the Audience Manager.

The Audience Manager allows you to create and save Audiences by combining and excluding various audience Segments. When you create audiences in the Audience Manager, you'll be able to use them in any of your ad campaigns.

YOUR DATA SEGMENTS		CUSTOM SEGMENTS	COMBINED SEGMENTS
☐	Segment name	Type	↓ Size: Search
☐	Customers from Hubspot Audience built from your HubSpot contacts list	Customer list Customer contact information	910,000
☐	Specific YouTube Viewers	YouTube users Rule-based	640,000
☐	Recent Add To Carts	Website visitors Automatically created	140,000

Sample segments from Grant's audience manager. Notice the various types.

In order to fully utilize all segmenting capability, you'll need to make sure that all possible data sources are connected...

- ✓ Confirm your universal tracking tag is on all your sites and pages.
- ✓ Make sure your YouTube account is connected (go to Linked Accounts in tools).
- ✓ Feed your existing customer lists from your CRM (use Zapier to connect).
- ✓ Add any other niche specific data (Google Plan, Merchant Center, Local, etc).



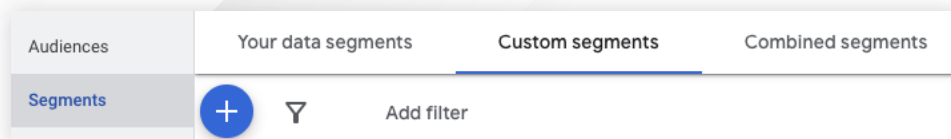
Zapier is a program that allows you to send data from virtually any system into Google Ads, no coding required. This could be an email marketer, a CRM system, or anywhere you store customer data. Check it out at 10xresource.com/ga19.

Once you've got data coming in, you'll have lots of options to create new audiences. Here are a few examples...

- People who bought a specific product/service
- Visitors to your website in last 30/60/90 days
- People who viewed a specific YouTube video
- Visitors who stayed on your website 2+ minutes
- Subscribers to your YouTube Channel
- People who are "similar to" previous buyers

→ CUSTOM SEGMENTS

In the top menu, under Tools and Settings > Audience Manager, you can create your own targeted audiences to show ads to.



This is where you can enter keywords your audience is interested in, keywords they may type into Google Search, URLs they may be visiting, Apps they may be using.

👉 Know more about Custom Segments, go here: 10xresource.com/ga23

→ COMBINED SEGMENTS

If you want to get hyper targeted, you'll want to explore the Combined Segments feature in the Audience Manager. This is where you're able to layer audiences using OR, AND and NOT statements.

OR... Expands audience by adding more eligible groups (this is the default option).

AND... Reduces and refines audience by requiring an individual to be in multiple groups.

NOT... Reduces and refines audience by excluding particular groups of people.

So for example, if you wanted to target country music fans who are also foodies, but do not like horror movies it would look like this...

AD STRATEGIES

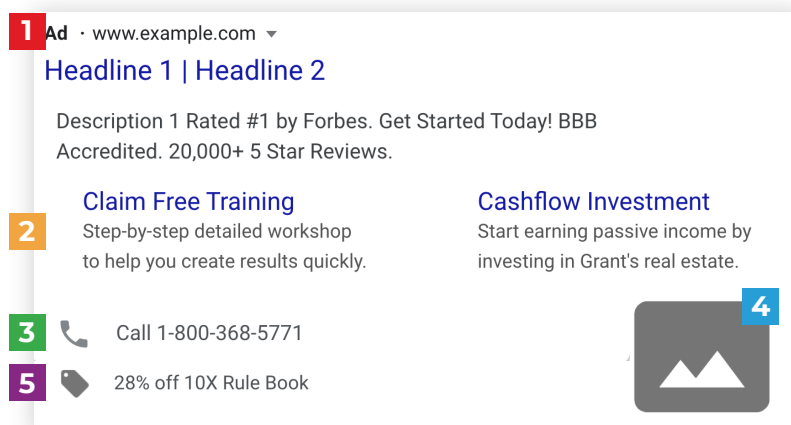
GOOGLE SEARCH

Search ads are Google's flagship program and the largest potential source of traffic in the world. They are easy to create, but difficult to master. Here we go!

→ AD EXTENSIONS

One of your first steps in creating a search ad campaign is to choose your ad extensions.

Ad extensions are the various “add-ons” that get attached to your standard search ad. They are easy to set up and give your ads a good boost in conversion. You can also reuse your extensions across multiple campaigns.



- 1 Sitelinks** - add links to various site pages
- 2 Callouts** - additional text to grab attention
- 3 Call** - add your business phone number
- 4 Image** - add an image or company logo
- 5 Promotion** - add a special discounted deal

Additional Extension Options:

- **Lead Forms** - collect leads in search ad
- **App** - if your app is on Android or iOS
- **Location** - show address and store hours
- **App** - direct link to download on mobile
- **Price** - show your pricing directly in ad

→ CREATING SEARCH ADS

Like with everything else on Google, setting up search ads is step-by-step. They even provide a handy feedback tool that gives you advice to make your ads better...



Ad strength ?
Poor

- ✓ Add more headlines [View ideas](#)
- Include popular keywords in your headlines [View ideas](#)
- ✓ Make your headlines more unique [View ideas](#)
- Make your descriptions more unique [View ideas](#)

Don't stress if you don't grade well, the real score is your sales.

What's even better, you are able to add multiple headlines and descriptions, and they are automatically tested to find the best combination. Google calls this “responsive” search ads, and it is a standard feature with no extra action needed.

Ad · www.grantcardone.com/ **A**

B Get started today for free | 10X Your Leads, 10X Your Sales

C Learn how to close more deals from Grant Cardone. Free for a limited time.

Let's quickly review each component of a search ad...

A. Final URL

The most important thing here is that you copy and paste from your website and include the <https://> at the beginning (like <https://grantcardone.com>). You can optionally add display path terms like /deal or /limited-time.

B. Headlines

The headline is the most important aspect, as it is the big blue text that the user actually clicks on. You've got up to 30 characters to convey your value. Always use action oriented words and make the call to action crystal clear.

C. Description

Below the headline is the description. You've got two lines of up to 90 characters each. Be sure to include some of your keywords to make your ad relevant. Keywords will also be bolded, making your ad stand out.



REMINDER: We provided tips for writing great headlines and descriptions on page 32

→ EXAMPLE SEARCH ADS

In order to help illustrate what makes up an effective search ad, we've provided a random sampling, complete with score and critique...

Ad • <https://www.shopify.com/> ⋮

Create an Online Store Easily - Build Simple eCommerce Website

Shopify® Handles Everything From Marketing and Payments, To Secure Checkout and Shipping. Customize Your Store With Our **Website** Builder. No.1 **eCommerce** Platform For...

See Plans & Pricing See our best rates & hottest plans. Try Shopify® at \$0 cost for 14 days	Find Products To Sell Start a Dropshipping Business with only a Few Clicks!
---	--

Score: 9 out of 10

Critique: Strong headline that makes both the benefit and call-to-action very clear. Great description and use of site link ad extensions. Could have maybe added a deal ad extensions.

.....

Ad • <https://www.webull.com/> ⋮

Webull - Join Now Get Free Stocks - webull.com

Expand your stock portfolio & own fractional shares of your favorite companies at a \$5 min. \$0 commission stock trades, quality market research and education, diverse trading tools.

Score: 7 out of 10

Critique: Solid headline that makes a clear and compelling offer. They pushed their company name hard for brand recognition. Great description, but no ad extensions.

Ad · <https://www.driveway.com/> ⋮

Buy or Sell Your Car Your Way | Driveway

Put Worry In Your Rearview - Driveway Offers a Worry-Free 7-Day Guarantee! No Stress, No...

Score: 5 out of 10

Critique: Headline could have been customized for either buyers or for sellers to speak clearly to the audience. Good guarantee, but description is cut off. No use of ad extensions.

.....

Ad · <https://www.klaviyo.com/> ⋮

Free email marketing - Klaviyo ®

Email marketing automation to help grow your business.

Score: 4 out of 10

Critique: They have multiple competitors who offer free email, so this showed no competitive advantage. No clear call to action is provided, and did not use any extensions.



Recommended Resource:

Google Ad Swipe Files

We've provided some of Grant's most successful search ads, with links to the landing pages and details on the targeting. Additionally, the swipe file includes video ads and display network ads as well.

→ SEARCH AD GROUPS

While we've already discussed keywords and targeting, it is worth digging into Ad Group setup for search ads. While Google will recommend search terms, it does pay to do your research using the Keyword Planner tool.

 grantcardone.com

 Enter products or services

the 10x rule review
grant cardone tv
grant cardone 10x review
grant cardone pdf
the 10x rule book pdf
grant cardone free book

Example of recommended keywords just by typing in a website.

The number of keywords you include in each ad group will depend on your overall strategy. Generally speaking, the less traffic terms get, the more terms you'll want to group together. Consider giving high traffic terms their own ad group.

Keyword ↑	Avg. monthly searches
<u>real estate investing</u>	60,500 

Do your research in the Keyword Planner in the Tools.

In addition to choosing relevant keyword phrases, you also have the capability to give phrases one of 3 different “match types”. Here is a description of each, with the term real estate investing as they would appear.

1 Broad Match

How it works: most general, Google will serve ads on any similar terms.

Example format: real estate investing (no special formatting).

2 Phrase match

How it works: more specific, generally only searches that contain the phrase.

Example format: “real estate investing” (would include real estate investing tips).

3 Exact match

How it works: ad only appears on searches for that exact phrase, no variations.

Example format: [real estate investing]



Always be sure to run search ads for your company and brand name. Even if you rank organically, you don't want to miss out on your most valuable potential customers.



➤ Add Negative Keywords

In addition to defining what terms you want people to find, you can also tell Google specific terms you don't want to come up for. Negative keywords filter out unwanted traffic, saving you money. Here are a few examples...

Problem: you sell high-end services, but people keep clicking your ads expecting something free.

Solution: add the word “free” to your negative keyword list.

Problem: you sell snacks including potato chips, but people are coming from the term “poker chips”.

Solution: add the word “poker” to your negative keyword list.

YOUTUBE ADS

There are billions of potential customers on YouTube. Regardless of what you sell, you can sell more of it when you run video ads. We're going to break down how it works and what you need to do to get in the game.



IMPORTANT NOTE: Your video ads will actually be uploaded onto YouTube, so you'll need a YouTube channel to get started. You'll likely want your ad videos to be labeled as unlisted, and then you'll paste the videos URLs into Google Ads when prompted.

➔ VIDEO AD BASICS

Before you create your first video ad, you should understand how videos turn into sales. While there are many types of video ads, which we will discuss, they all have the same basic steps and metrics for success...



Here are the key statistics involved in the process...



View Rate → Cost Per View

A view is considered any time a user watches a video for 30 seconds or more. This is important, because in the case of an in-stream ad, you won't be charged until a user hits 30 seconds. Pay attention to your view rate to ensure your videos are grabbing people's attention.



Click Through Rate → Cost Per Click

After getting someone to watch, the next step is to get them to click. Your click through rate will be affected by the effectiveness of your entire ad, including the headlines and button. You've got to make your offer and solution compelling enough to leave YouTube and go to your site.



Conversion Rate → Cost Per Conversion

While this stat is driven by your website or funnel, keep in mind that the more convincing your ad is, the more likely they are to convert after clicking. That said, if your view rate and your click through rate are strong, you likely have a website conversion problem. Watch each step.

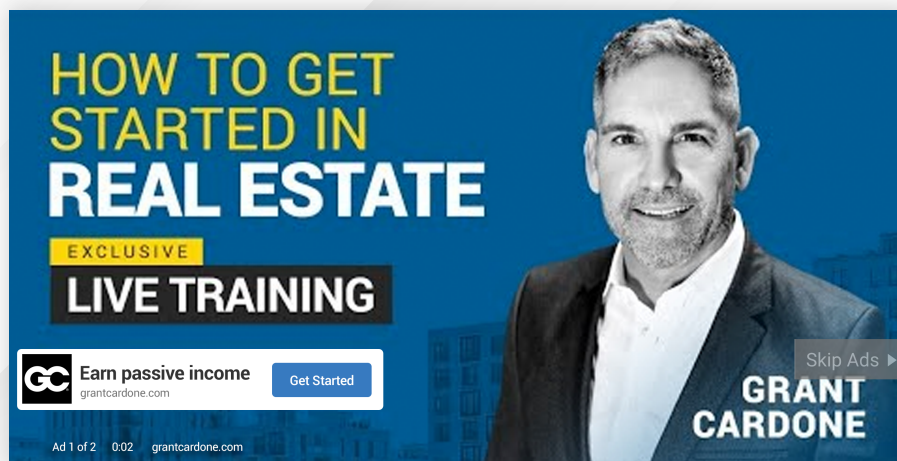


We've found that the simpler the landing page, the higher the conversion rate. Assume that when somebody clicks, they want it. Don't put extra stuff in their way to distract them.



→ VIDEO AD TYPES

There are a number of options for video ads, but the first few are the ones you see most frequently...



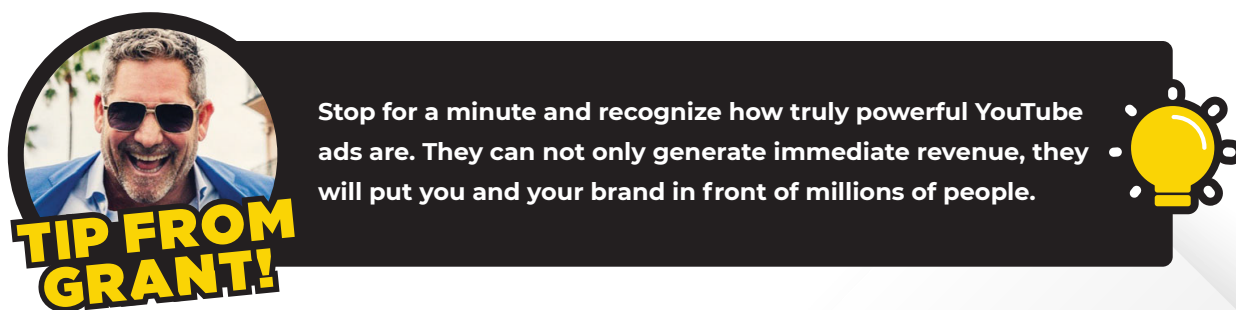
Skippable ads will be your best option for new audiences

► Skippable in-stream

Video ads that play before other videos and can be skipped after the viewer watches for 5 seconds. With CPV (cost per view) bidding, you are charged after a user views 30 seconds or more.

► Non-skippable in-stream

Short 15 second video ads that play before other videos, but can't be skipped. These ads use CPM (cost per thousand) bidding, so you pay for impressions.



The other types of video ads are less frequently used...

► In-feed

These are discovery ads that show up as recommended video thumbnails in the viewers feed.

► Bumper

These work exactly like non-skippable in-stream ads, but they are only 6 seconds in length.

➤ Outstream

Ads that are displayed across the web on various websites, initially shown without sound.

➤ Masthead

These are high cost ads that are ran on the homepage, available by special order only.



PRO TIP

You will need to choose the “create a campaign without a goal’s guidance” objective in order to be able to choose your video ad type. Otherwise, Google will decide for you.

➔ VIDEO AD SCRIPTING

By far the most important part of a video ad is the messaging. Regardless of the format or style of your video, you will never go wrong if you use this simple 3-step formula...



Video		↓ Impr.	Views	View rate	Avg. CPV
	B Roll with Intro Cut Out - Grant Cardone 2:29 • Grant Cardone	7,562,222	1,595,640	21.10%	\$0.06
	What you have been taught about money 1:00 • Grant Cardone	2,995,922	1,035,902	34.58%	\$0.01

Grant's ads aren't fancy, but they pack a strong punch.

1 Hook the Viewer

The first 10 seconds of your video are everything. Don't come in flat and boring. Demand attention by using movement and a strong first line. It's all about calling out your specific audience, and telling them exactly what is in it for them so they can't turn away.

2 Provide Them Value

Your video needs to do more than make a big promise; it's got to back it up. You may want to teach the user something new, or show them a demonstration of what your product and service can do. Regardless, be sure it is focused around the result it can provide them.

3 Give Call to Action

People need to be told EXACTLY what to do. Be crystal clear that the viewer needs to click the button, and after they do, what their next step is. Try not to oversell, just get the click. Don't be afraid to give your call to action a few different times, in a few different ways.



Your video ads should feel like a perfect solution aimed at a unique individual. It is better to make several simple ads that are targeted, than one fancy ad that speaks to no one.



5 SECRETS TO HIGH CONVERTING ADS

- ✓ Identify the big problem/opportunity
- ✓ Incorporate a story and/or emotion
- ✓ Indirectly give yourself credibility
- ✓ Inject some humor and/or personality
- ✓ Immediate need to take action now

→ VIDEO AD CREATION

Keep in mind, you can create video ads without filming anything. For example, there are plenty of successful ads that use stock footage (such as you'd find on [storyblocks.com](https://www.storyblocks.com)) and just add a voiceover on top. That said, the simplest and most common formula for winning video ads is speaking directly to the consumer.

Some quick tips on filming your ads...



Video - Generally speaking, any modern smartphone will get the job done. Just edit the settings to get the highest quality possible. Videos with movement are always good.



Audio - Audio is the most overlooked aspect for most new video creators. The audio needs to be on point, so consider getting an external mic to plug into your camera.



Lighting - Make sure that the subject in your video (which might be you or whoever is the star) is well lit, and doesn't have shadows on their face. Outdoors can be tough.



Don't worry if you don't have fancy equipment. Don't worry if you don't want to be on camera. You could use a flip phone with generic stock footage if the messaging is right.



Some quick tips on producing your ads...



Editing - Depending on the complexity of your video, you can likely edit using an online editor such as wevideo.com. Always start by doing all the hard cuts, then add fancy stuff.



Music - Music can help the quality and energy of the video, but just make sure it isn't too loud. If you want to add music, do it at the very end after the video is fully edited.



Outsourcing - If you'd rather not mess with any of this stuff, you can always outsource the editing. You can hire a regular editor at upwork.com or a cheap gig at fiverr.com.

Want to learn more about creating great videos?



Be sure to check out the 10X YouTube System in order to learn more about planning, recording, editing, and uploading videos.



PRO TIP

To get a video ad up quickly without having to shoot and edit video footage, you can take your best image ad, and layer an audio voiceover. So the viewer hears your voice and sees a still image. This ad format catches attention by not having a moving video. My team has found these fast ads to work quite well if the audio is scripted and passionate.

OPTIMIZING AND SCALING

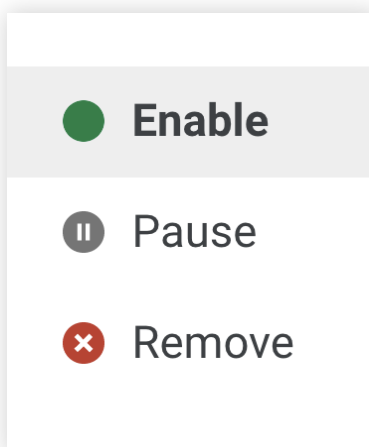
→ ONGOING MANAGEMENT



Creating a Daily Routine

Managing your Google Ads is a DAILY job. You need to keep a constant eye on your money, and be improving constantly. To oversimplify your job as an ad manager, you'll be doing these 4 things...

- 1 Killing the losers**
- 2 Adjusting budgets**
- 3 Testing new audiences**
- 4 Launching new ads**



*The most common adjustments you'll make is to pause campaigns, ad groups or ads.
As a general rule, don't delete anything unless it was a mistake.*

When do you know to turn an ad off?



Golden Rule:

If you don't get a conversion after spending 2X the conversion value.

How do you grow your advertising budget?

You've got 2 general options for growth...



Scale Vertically

Increase your daily budget on winning campaigns.



Golden Rule:

Increase budgets by between 10%-25% per day if it is converting.



Scale Horizontally

Add additional ads and ad groups.



Golden Rule:

Constantly test audiences that are both more targeted and more broad.



Think of your ads as an ongoing experiment. You are in constant search of the right messaging and the right audience. Finding the right combination can literally make you millions.



Recommended Resource:

Management and Optimization Checklist

We've provided a detailed checklist to help you know what to focus on once your ads are launched. Be sure to watch the video overview to understand what it takes to scale your campaigns and maximize your ROAS.



Creating a Weekly Routine

In addition to checking your ads daily to adjust bids and pause losers, you'll also want to get a weekly routine. On a weekly basis, you'll always want to make sure that you...

1

Test multiple new audiences

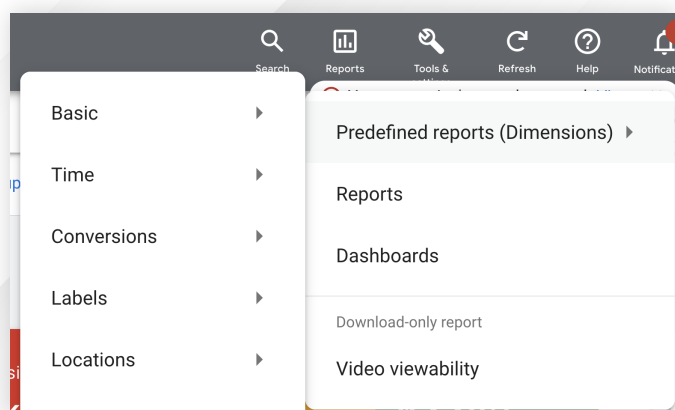
2

Create and launch new ads

3

Deep dive into data

To dig deeper into the numbers, click the Reports icon at the top of the page. While you can create your own custom reports and dashboard, you can get most of what you need by using the predefined reports.



Here are a few recommendations of what to be looking at...

- **Gender** - This is the easiest adjustment. If you're limited in budget, and you see males or females consistently performing better, go all in.
- **Age** - After getting some conversions, look at the ages that have converted, and uncheck boxes for age ranges that aren't performing.



Don't count people out based on their age until you've got data to back it up. Old people are surprisingly tech savvy, and young people spend way more money than you would think.



- **Devices** - Review conversions based on device type. Depending on your landing page, desktop or mobile may greatly outperform the other.
- **Scheduling** - Limits the windows that ads are served based on best results. For example, only during business hours or only on weekends.



PRO TIP

Google will often use percentages to represent the amount of people to a particular target audience or demographic. -100% means nobody will see it.

- **Income** - This one is tricky. Everyone wants to attract customers with money, so that means higher income levels are more competitive, and therefore more expensive. High income is a definite for high-priced offers, but if you sell inexpensive products try targeting low income.

- **Location** - Beyond basic countries and even cities, consider creating hyper targeted target radiuses. For example, universities or airports.



PRO TIP

Keep a log of lessons you learn every week. This will not only be valuable for learning, you'll be able to see when and why you get a change in results at any point.

What experimentation did you try? What were the results?

What hooks/angles got lots of clicks? What ones did not?

What messaging created the best quality customers?

What videos did people stay on for? What does that tell you?

What targeting performed the best? How can you refine or expand?



While optimization is important, try not to get lost in the details. Step back from your ads and ask what people really want. There is no substitute for matching your market and message.



Don't forget that half the battle is the page you send people to. The most powerful thing you can ever do is to have your ad messaging and your landing page completely in sync.

Ad messaging X Landing page = 💰

Want to learn more about converting with funnels?



Be sure to check out the 10X Sales Funnel System in order to learn more about what type of funnels to build, how to create them, and how to maximize your sales.

ADDITIONAL RESOURCES

While this manual is designed to give you a thorough understanding of how Google Ads work and how to use them, there is no substitute for hands-on learning. In order to provide complete clarity as to your immediate action steps, we've created a step-by-step action plan to supplement this manual...



GOOGLE ADS ACTION PLAN

10xdownload.com/ga2

VIDEOS AND DOWNLOADS:

- Google Ad Manager Tour Video (10xresource.com/ga1)
- Search Ad Setup Video (10xresource.com/ga2)
- Video Ad Setup Video (10xresource.com/ga3)
- Google Ad Strategy Flowchart (10xdownload.com/ga3)
- Campaign Structure Flowchart (10xdownload.com/ga4)
- Prep and Setup Checklist (10xdownload.com/ga5)
- Search Ad Checklist (10xresource.com/canva)
- Video Ad Checklist (10xresource.com/promo)
- Google Ad Swipe Files (10xresource.com/fba7)
- Google Ad Optimization Checklist (10xdownload.com/ga7)



Ready to take your advertising game to the next level? Google offers the ability to get Google Ads Certified. It is free and will provide valuable learning insights.

Go to: 10xresource.com/ga6

GOOGLE ADS DOCUMENTATION:

- Google Sign-up Instructions (10xresource.com/ga4)
- Google Conversion Overview (10xresource.com/ga11)
- Google Conversion Installation (10xresource.com/ga12)
- Keyword Planner Tool (10xresource.com/ga5)
- Connect Google Analytics to Ads (10xresource.com/ga9)
- Advanced Audience Segmenting (10xresource.com/ga13)
- Google Tag Manager (10xresource.com/ga14)
- About custom segments (10xresource.com/ga23)

RECOMMENDED TOOLS:

- Inexpensive Freelance Workers (10xresource.com/fiverr)
- Easy Online Video Editor (10xresource.com/wevideo)
- Stock Video Footage Clips (10xresource.com/storyblocks)



Don't expect to master Google and YouTube ads overnight. No matter how bumpy it gets, stick with it. It is one of the most proven ways to 10X your income on the planet.

