



HOW TO PLAN YOUR FIRST PAID TRAFFIC CAMPAIGN

Google Ads or Facebook/Instagram Ads

Hello!

Are you seeking to advertise your business's products or services online but not sure where to start?

Do you choose Google Ads or Facebook/Instagram ads or a combination of both and how can you set yourself up for success by crafting an offer that REALLY grabs your customers' attention?

This guide will take you through:

- the steps to identify which products or services you should advertise
- how to craft a compelling offer
- how to set your ad spend budget
- how to set your landing page up for success
- the basics of proper tracking and how to check if your site has it
- and finally, how to choose between Google Ads or Facebook/Instagram Ads

Whilst this guide won't teach you every intricacy of each of the channels, what it WILL do is give you the right foundation from which to start planning your first successful paid traffic campaign.

Let's get started!

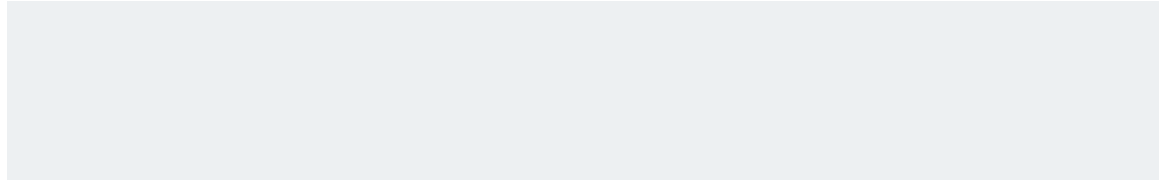
A handwritten signature in black ink that reads "Kelsey". The signature is fluid and cursive, with a large initial 'K'.

Digital Marketing Strategist
Kaiza Media

1. IDENTIFY WHAT PRODUCTS OR SERVICES TO PROMOTE

Think about your products and services. Look to your website's main navigation menu to identify your key product/service offerings.

Write down the 1-2 services that you are confident sell relatively well and generate the highest profit margin for you.



2. CRAFT A COMPELLING OFFER

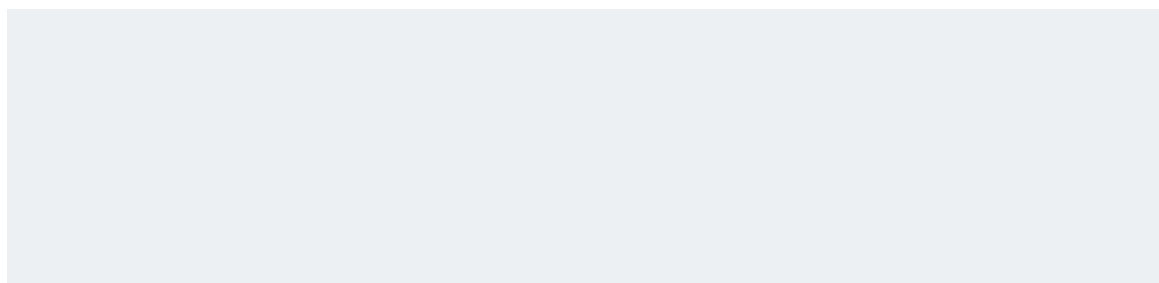
What types of offers can you create to really 'hook' users in and entice them to click on your ad over others? Look for your brand's unique selling points, something you can give away for free or a way to use numbers and words that will stand out and/or create a sense of urgency.

Here are a few examples to get you thinking:

- Book Your Free Design Consultation
- Save 20% Off Your First Order
- Shop Our New Spring Collection Now

*Don't worry about ad headline character limits yet... you're just brainstorming. You can always tweak things later to make it fit!

Craft your offers below:



3. DETERMINE YOUR MONTHLY AD SPEND BUDGET

Think about your monthly ad spend budget. You may already have a figure in mind or you may look to the platform to help guide you by doing research in the Google Ads Keyword Planner tool or the Facebook Audience Insights tool.

With Google Ads, you input your daily budget such that when multiplied by an average of 30.4 days per month it will equal your total monthly ad spend. For example, if my monthly ad spend budget is \$1000, then $\$1000 \div 30.4 = \32.89 per day. I would ensure that all of my campaigns added up to that \$32.89 daily figure.

With Facebook Ads, you may choose to either do a Daily budget (apply the same steps as above with Google Ads) or a Lifetime Budget.

*Hot Tip, we prefer a Lifetime Budget for most of our campaigns because this tells Facebook to use the algorithm to determine the most optimal deployment of your ads according to your budget and time frame. Harness the power of the algorithm!

How do you know what's a realistic ad spend budget? It's a bit difficult to give you a straight answer that applies to EVERYONE because it can vary based on many factors such as your industry and how competitive the platform bidding auction you're in is. A good place to start is to allocate a minimum of at least \$15 per day or more.

Record your monthly ad spend budget here:

4. CONSIDER YOUR LANDING PAGE

Where are you going to send your traffic and what is that experience going to look like for the user?

For both Google Ads and Facebook/Instagram Ads, you'll want to ensure the destination landing page meets a few requirements:

- loads relatively quickly
- leads with a clear offer or headline (Ideal if it matches the offer in your ad copy)
- looks appealing and clearly identifies your brand
- has a strong call-to-action
- provides a way or multiple ways for customers to get in touch (web enquiry form, phone number, booking system)
- for Google Ads, it's very important the page is keyword optimised

You may already have suitable pages on your website that are ready to go or with a small tweak here and there can be. If not, you may want to look to a third party software such as [Leadpages](#) or [Instapage](#) to create one.

Identify the page/s you'll send traffic to. Copy and paste the URLs from your website below.

5. ENSURE YOUR ANALYTICS TRACKING IS IN PLACE

Most businesses will have Google Analytics in place but there's a big question mark when it comes to 'what state is it in?' As in, does it have spambot filters and conversion goal tracking? Furthermore, many businesses are running Facebook/Instagram Ads without having ANY pixel tracking in place.

How will you know which campaigns are successful if you can't measure it? That's really the true beauty of online marketing – the ability to track and measure performance metrics with detail.

Analytics tracking can give you great insight into the customer experience and user behaviour AND if something is off-course, help you to pivot or come up with something entirely new to reach your goals.

Not sure if you have proper tracking on your site? Install the following Google Chrome web browser extensions and do a quick check:

[Google Tag Assistant](#)
[Facebook Pixel Helper](#)

- My site has Google Analytics installed and is given the green light
- My site has the Facebook Pixel installed and my Pixel ID matches that in my Facebook Ad Account

*Note, this does not mean that your site has full goal conversion tracking implemented but will at least tell you if the base code is installed. We won't go into detail explaining the entire process of how to implement tracking in this guide but you can reach out to us for help or talk to your web developer.

6. CHOOSE YOUR TRAFFIC CHANNEL

Facebook/Instagram Ads and Google Ads each have their pros and cons and a strategy that incorporates both can work beautifully! However, it may be best to start with one of them just to get up and running.

Here are a few things to consider that may help you decide which is the right channel for you to start with:

Use Google Ads:

- when your customer is looking for a quick solution, e.g. if you are a dentist practice promoting emergency dentistry
- allows you to show your phone number and address with ads
- there is a good opportunity based on keyword research search volume
- may result in more direct, warm leads and sales since your brand appears right when a customer is searching for the solution you provide whereas Facebook may take a bit more relationship building before customers are ready to buy
- to promote content
- to promote video on YouTube
- for remarketing

Use Facebook/Instagram Ads:

- when you're looking to build a following or page likes fan base
- when you're looking to build brand awareness or your personal brand
- you're seeking to increase post engagement
- to promote a giveaway or enter-to-win contest
- when your product/service relies heavily on visual storytelling (i.e. a bohemian fashion brand)
- when you have a sales funnel sequence in place and can advertise to each point to warm up your audience
- to promote content
- to promote video
- for remarketing

WORKBOOK OUTCOMES

By the end of this workbook you should have a clear idea about what products or services you wish to promote, an idea of your ad spend budget, have crafted your offer or messaging and understand which paid traffic channel or a combination thereof will be most suitable to start off with.

WE'RE HERE TO HELP.

At Kaiza Media, we will craft a strategy tailored to you and use the latest techniques to reach your customers through a mix of Google Ads and Facebook/Instagram Advertising channels to achieve growth.

We are Google Partners with over 6 years experience in managing Google Ads and Facebook/Instagram ads across Australia for a range of industries including beauty, eCommerce, health and dentistry, tourism including accommodation and tours, home builders and real estate, trades services and home renovations, construction and mining, non-profit organisations and community services, and more.

Let our certified specialists guide you to a winning strategy. Get in touch today.

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