October
MARKETING

100%

E-COM D2C GOOGLE ADS CHECKLIST

THE EXACT STRATEGIES I USED TO ADD $2,848,821.25 REVENUE OVER 4 PROFITABLE YEARS

CLICK HERE TO SEE THE FULL WRITE-UP

Interested in growing your business to 7 figures and beyond using Google Ads? Drop me a message -

WWW.OCTOBERMARKETING.COM

INFO@OCTOBERMARKETING.COM

IMPLEMENT PROPER TRACKING USING BOTH GOOGLE ANALYTICS AND GOOGLE ADS

GOAL — YOU SHOULD HAVE DATA AND THAT DATA SHOULD BE CLEAN AND ACCURATE.

- [ ] Start tracking basic analytics - Visits and Behavior on-site from Organic traffic, Facebook traffic, Clicks, Conversions

- [ ] Track Purchases and Sales in detail to make sure you always have a clear picture of your Return on Ad Spend.

- [ ] Track Micro-conversions such as Add to Cart in addition to purchase transactions

- [ ] Look for technical and coding errors with tracking - to make sure your data is always clean and correct.

- [ ] Track Conversion Actions using Google Ads Manager as well to get additional insights which are not reported by Google Analytics, such as view-through conversions

UNDERSTAND THE BUYER'S JOURNEY

GOAL — UNDERSTAND YOUR CUSTOMERS AND HOW THEY EXPERIENCE YOUR MARKETING FUNNEL SO THAT YOU CAN OPTIMIZE EVERYTHING FOR THEM.

- [ ] Identify drop-Off at different touch points, such as from the "Add to Cart" to "Purchase" stage. Use this to identify the most profitable ad campaigns.

- [ ] Map the customer's journey from the micro-conversion stages, which include the early interactions and consideration phase, to the macro-conversion phase which involves a purchase being made.

- [ ] Use data from both Google Analytics and Google Ads for this.

FIND AND FIX EXISTING CAMPAIGNS

GOAL — DON'T THROW AWAY EXISTING WORK, DON'T START FROM SCRATCH. IDENTIFY WHAT'S ALREADY WORKING AND BRINGING MOST OF THE POSITIVE RESULTS.

- Analyze existing campaigns and draw conclusions about what has been tried and what works.

- Remove duplicate and unused campaigns - reduce the mess in Google Ads manager and your future self will thank you.

- Keep an eye out for bad grouping of Ad Campaigns. One monolithic group named "All products" is a bad idea!

- Aim for a hierarchical and well-organized method of grouping campaigns. We had 4 categories specific to this clients offers— Business, Computer, Personal, and Quick.

SIMPLIFY AD GROUPS, ADS, AND KEYWORDS

GOAL — BE METICULOUS. ANALYZE EVERY LEVEL OF YOUR
GOOGLE ADS CAMPAIGN AND OPTIMIZE FOR BETTER RESULTS.

- Look at individual ad group performance, not just overall campaign performance. You might find bad experiments wasting money.

- Filter out poorly performing keywords and search terms.

- Run experiments - Performing keyword research is a good place to start.

- Check that your campaign keywords are:
  - Relevant — Keywords should reflect the services you are promoting and it is thus important to keep your keywords as relatable to your business as possible.
  - Exhaustive — Long-tail keywords are less common but highly specific searches which are also lesser tugs on the purse strings.
  - Expansive — An adaptive keyword list ensures that your campaigns are keeping up with the dynamic nature of these campaigns.

- Use Google's functionalities or match types:
  - Exact match — The search query matches the keyword exactly word for word.
  - Broad match — The search term has at least one word that matches the keyword.
  - Broad match modifier — All the keywords are present in the search term, in any order.
  - Phrase match — The order of the words within a phrase in a search term must match the keyword exactly.
  - Negative keywords — Ads are NOT displayed if your search term contains these keywords.

OPTIMIZE YOUR CAMPAIGNS AND SCALE UP WITH RETARGETING

GOAL — YOU'VE GOT THE BASICS DOWN. TIME TO SCALE UP YOUR PROFITS.

- [ ] Use retargeting. You can improve the ROAS of some campaigns by over 20x by combining them with a retargeting campaign. This helps ensure sales that would have otherwise been lost. Good retargeting can make failing accounts profitable.

- [ ] Use dynamic retargeting based on your product catalog to automate your retargeting work.

- [ ] Repurpose old campaigns that were not profitable in the past for retargeting. The not-quite profitable keywords will be shown only to people who are both searching and in your retargeting list, which typically improves ROI enough to make losing cold-traffic campaigns profitable.

- [ ] Experiment responsibly with other campaign strategies to improve ROI. Make sure the expenses make sense with the budget in mind.

Let's scale your business to 7 figures and beyond.

Want me to apply my decades of experience to find the right Google Ads strategy for your Ecommerce Brand?

Drop me a line at info@octobermarketing.com.

PS - I recently ran a campaign with even better results - a $3.06 million increase in revenue in one year - ask me how!