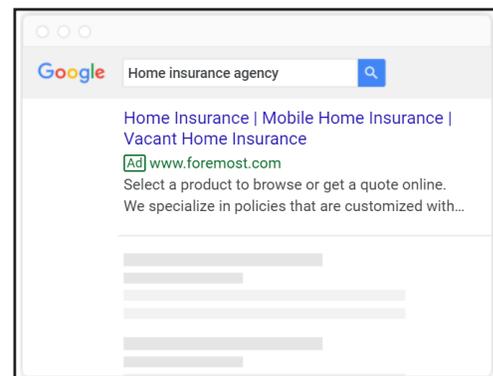


WHAT TO KNOW ABOUT CREATING A GOOGLE™ AD CAMPAIGN

WHAT ARE GOOGLE ADS?

Google Ads are the first suggestions that pop up when you search for something on Google. You can tell they're advertisements because they say "Ad" next to the URL. This means that the business promoting that website has paid to put that website there.

Google uses your location to figure out which search results to show you. You may have noticed that when you search for something, like a business, it suggests locations near you with that business name or product.



WHAT ARE THE BENEFITS OF GOOGLE ADS?

Since Google Ads use consumer locations for suggestions, this allows you to promote your business to the people near your agency. For example, if someone searches for "Homeowners insurance near me," your agency is more likely to pop up if you offer Homeowners insurance, and this is the same for other insurance products, too.

Benefits of Google Ads include being able to:

- Target ideal customers (like those in your area)
- Control your cost and stick to your budget
- Measure your success (clicks, phone calls, actions)
- Manage your campaigns how you choose¹

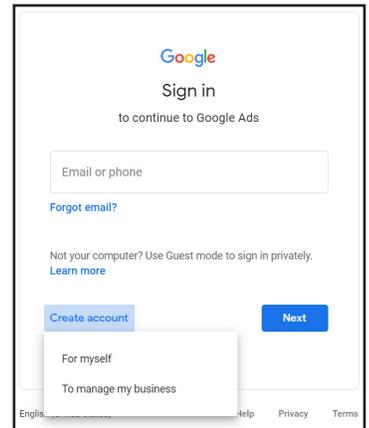
GOOGLE AD VOCAB

Before creating a Google Ad campaign, here are a few terms to get familiar with:

- **KEYWORDS** are words that are associated with your business that people will be searching for.
- **BID** will be the amount of money you're willing to pay when someone clicks on your ad. (You won't pay unless people click on your ad.)
- **QUALITY SCORE** is how relevant and how well your keywords are doing.
- **AD RANK** shows how your ad will compare to other ads when it appears on Google.
- **COST-PER-CLICK (CPC)** is how much you'll pay per click on your site. (You won't necessarily pay the entire bid you put forth.)
- **CONVERSION** is when someone clicks on your website and then takes another step – such as requesting a quote.²
- **AD GROUPS** are different groups of characteristics you can use to target in your ads – such as an ad group focusing on Home Insurance and then using keywords like "Seasonal Home," "Vacant Home" or "Mobile Home."

CREATING A GOOGLE AD ACCOUNT

1. Visit ads.google.com/home/ and click **Start now**, then sign in with your Gmail credentials.
2. If you don't have an account with Google (Gmail, Google My Business or another Google product), you'll have to create an account, so click **Create account**.
3. Then click **To manage my business**.
4. Fill in your credentials, then click **Next**.



Tip: You can also access your Google Ads account from your Google My Business Page, that way you don't have to go to ads.google.com/home/ every time. On the Home page, there's a section that says "Advertise easily in minutes" – this is where you can click **Start now** to begin creating a Google Ad campaign.

CREATING A GOOGLE AD CAMPAIGN

Select campaign settings



Tip: You can also start a new campaign from your Google My Business page by clicking the **Create an ad** tab.

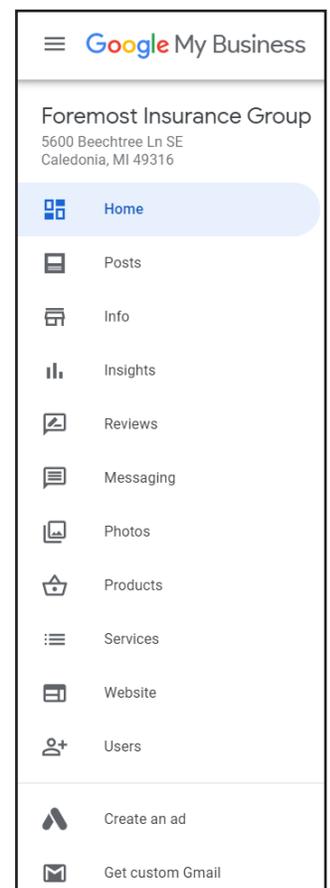
1. Once you're on your agency Google Ads page, click + **NEW CAMPAIGN** to start a campaign.
2. Click on the **goal** you'd like to accomplish in this campaign (Sales, Leads, Website Traffic, Product and Brand Consideration, Brand Awareness and Reach, App Promotion or create a campaign without a goal's guidance).

To start, we recommend selecting **Website Traffic**. This lets you run a Search campaign so your ad will show up on Google searches.

3. Select the **type of campaign**.

Tip: If you hover over the selections for goals and campaign types, there's more information.

4. Next, add the **URL of the website** you'd like to promote and click **CONTINUE**.
5. Now you can edit the **campaign details**. Click on **Show more settings** to pick a start and end date for the campaign.
6. Under **Targeting and audiences**, you can then select the audience you'd like to target.
7. Next, under **Budget and bidding**, enter your daily budget and bidding settings.



8. Under **Ad extensions**, you can add additional sitelinks, callouts or your phone number.

9. Then click **SAVE AND CONTINUE**.

Ad group

10. Now set up your ad group by naming your group and viewing the keywords associated with the site you'll be promoting. Click **SAVE AND CONTINUE**.

Create ads

11. Here, add text to the advertisement **headline** – Google recommends adding three headlines.

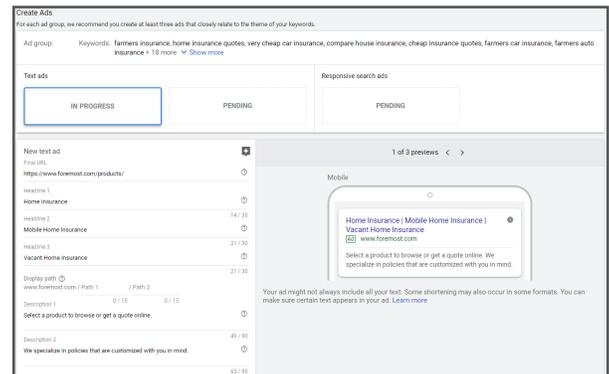
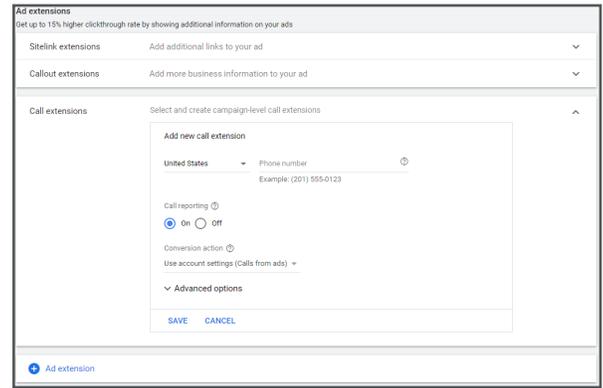
12. Then **add a description** or two to help pull customers in.

13. On the right you can view what your search advertisement will look like on mobile, desktop and display. Once your ad is set, click **SAVE AND CONTINUE**.

Confirmation

14. Click **CONTINUE TO CAMPAIGN**.

... and you're all set! Your ad will begin running at the date and time you designated. Go back to this page to see your advertising results, adjust your ad settings or to start a new campaign.



For more marketing resources, visit [foremostagent.com](https://www.foremost.com).



A Better Insurance Experience.®



¹ <https://support.google.com/google-ads/answer/6123875?hl=en>
² <https://ads.google.com/home/resources/how-to-setup-googleads-a-checklist/>
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