



THE GOOGLE ADS BLUE PRINT

How to Successfully Launch
Profitable Ads on Google in
7 Days For Any Offer

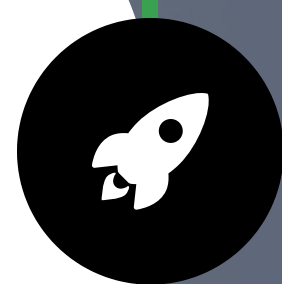


STEP 1



CREATE A VIDEO VIEW CAMPAIGN

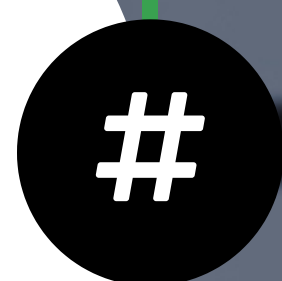
WHEN TO LAUNCH:
DAY 1



CAMPAIGN TYPE:
VIDEO VIEWS



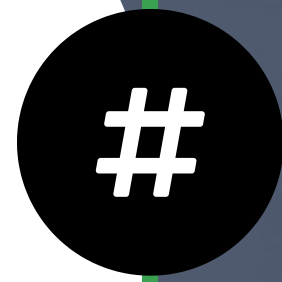
OF AD GROUPS (AUDIENCES):
1



DAILY BUDGET:
\$20/DAY



OF ADS PER AD GROUP:
2-4



CAMPAIGN GOAL:

The purpose of this campaign is to both warm up your ad account and also build up an audience of prospective buyers who have the problem your product solves. It is important to use videos that only speak to your target customer. For example if you sell solar panels I would run an AD with an intro hook like "Here's the 3 most expensive mistakes homeowners make when installing solar panels." When To Pause: Run for at least 7 days. If you are using campaigns to build up a warm audience for your conversion campaigns then continue running and add new videos every 7-14 days.

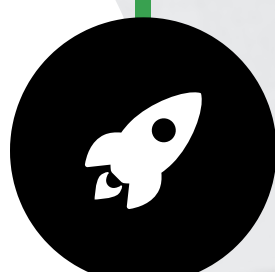
STEP 2



CREATE A COMMUNITY INTERACTION CAMPAIGN

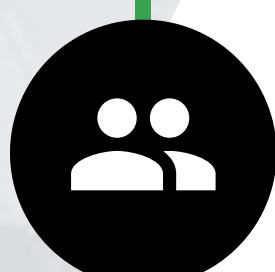
WHEN TO LAUNCH:

DAY 1



CAMPAIGN TYPE:

COMMUNITY INTERACTION



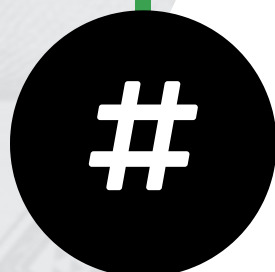
OPTIMIZATION GOAL:

FOLLOW



OF AD GROUPS (AUDIENCES):

1



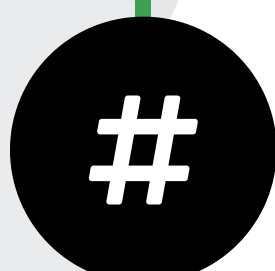
DAILY BUDGET:

\$20/DAY



OF ADS PER AD GROUP:

2



CAMPAIGN GOAL:

The purpose of this campaign is to warm up your account like the video view campaign and also unlock key features from youtube, tiktok This will help drive organic sales especially if/when you have a video go viral.



WHEN TO PAUSE:

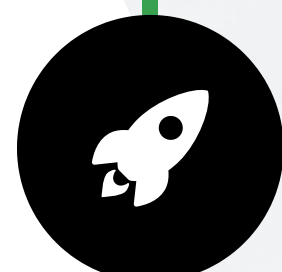
Run until you hit at least 1k followers. If you would like to continue growing your following after this goal you can keep this campaign in perpetuity. Just be sure to refresh the ads with new videos every 7-14 days.

STEP 3



CREATE A VIEW CONTENT/WEBPAGE VISIT CAMPAIGN

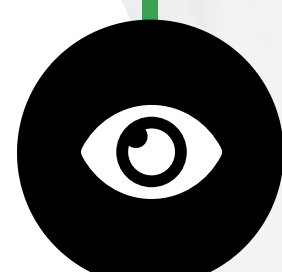
WHEN TO LAUNCH:
DAY 1



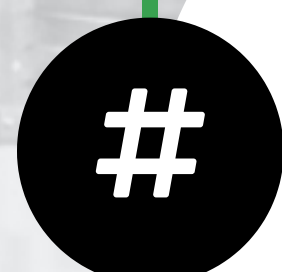
CAMPAIGN TYPE:
WEBSITE CONVERSIONS



OPTIMIZATION EVENT:
VIEW CONTENT



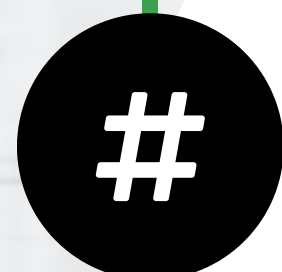
OF AD GROUPS (AUDIENCES):
1



DAILY BUDGET:
\$20-\$30/DAY



OF ADS PER AD GROUP:
4



CAMPAIGN GOAL:

The purpose of this campaign is to warm up your account conversions side of things and start passing back more valuable on site dat When To Pause: Run until you hit at least 50 view content events attribute your ads. This should only take 2-3 days. After this you can pause. Make sure to only fire the pixel after someone has been onsite for 10+ seconds

STEP 4

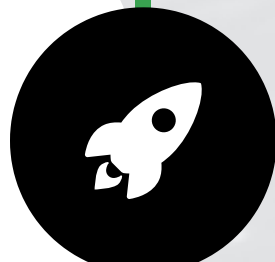


FIRST CUSTOMER ACQUISITION CAMPAIGN

WHEN TO LAUNCH:

DAYS 3-4

(After 50 view content events)



CAMPAIGN TYPE:

WEBSITE CONVERSIONS



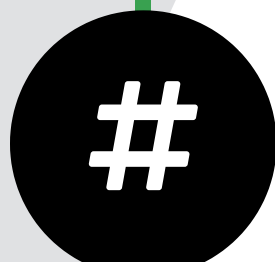
OPTIMIZATION EVENT:

COMPLETE REGISTRATION, ADD TO CART OR INITIATE CHECKOUT
(Depends on what type of offer and funnel you are running)



OF AD GROUPS (AUDIENCES):

2-4



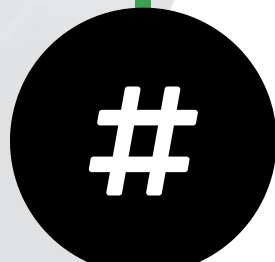
DAILY BUDGET PER AD GROUP:

\$50/DAY MINIMUM



OF ADS PER AD GROUP:

4



CAMPAIGN GOAL:

The purpose of this campaign is to begin driving more valuable conversions that will actually generate revenue for your business. Typically these events have lower CPMs (how much it costs to reach a thousand people than the purchase event, so we use them to drive some initial purchases without paying a premium. This will help your ad accounts learn more about who your buyer is, so when you switch to the purchase event the platform will actually know who to target and the higher CPM will be worth it.



WHEN TO PAUSE:

Run this first acquisition campaign until you have hit at least 50 conversion events (the event you optimized for). If any of the ad groups are profitable leave them on and run at same time as the purchase campaign you will create next.

Pause all of the unprofitable ads in any of the ad groups you leave on.

STEP 5

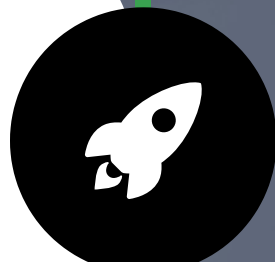


FIRST CUSTOMER ACQUISITION CAMPAIGN

WHEN TO LAUNCH:

DAYS 4-7

(once you have at least 1k people in custom audiences)

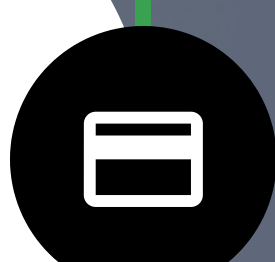


CAMPAIGN TYPE:

WEBSITE CONVERSIONS

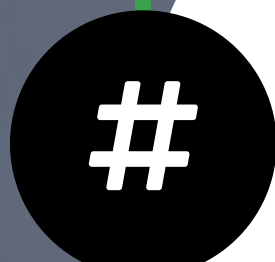


OPTIMIZATION EVENT:
COMPLETE PAYMENT



OF AD GROUPS (AUDIENCES):

1



DAILY BUDGET PER AD GROUP:

\$20/DAY TO START

(10%-20% of total budget is good rule of thumb)



OF ADS PER AD GROUP:

2-4



CAMPAIGN GOAL:

The purpose of this campaign is to convert all your warm traffic from the other campaigns into buyers. Most people do not buy after seeing just 1 ad from a business. This is why having a retargeting campaign running as soon as possible is critical. Typically the ROAS on retargeting campaigns is significantly higher than your cold traffic acquisition campaigns, which helps balance out the average for your ad account.



WHEN TO PAUSE:

Retargeting will be an evergreen campaign (meaning it will always be running). You will want to pause ads that are unprofitable/fatiguing and test new ones on a regular basis. As a rough rule (depends on factors like price of product, risk tolerance, etc) if an ad has spent 2x breakeven CPA and ran for at least 2 days without a sale, pause the ad. If an ad has spent 5x breakeven CPA and ran for at least 3 days, pause the ad if it is unprofitable.

STEP 6

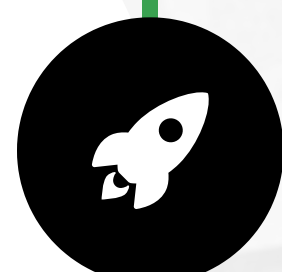


PRIMARY PURCHASE OPTIMIZATION

WHEN TO LAUNCH:

DAYS 8-12

(after at least 50 events from step 4)



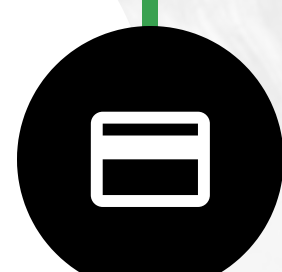
CAMPAIGN TYPE:

WEBSITE CONVERSIONS



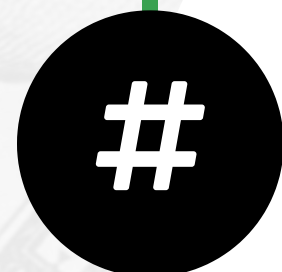
OPTIMIZATION EVENT:

COMPLETE PAYMENT



OF AD GROUPS (AUDIENCES):

2-4



DAILY BUDGET PER AD GROUP:

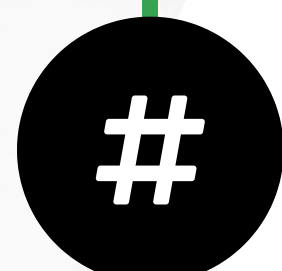
\$50/DAY MINIMUM

(\$100-\$200 is ideal)



OF ADS PER AD GROUP:

2-4



CAMPAIGN GOAL:

The purpose of this campaign is to really start getting new cus buying your product. This initial purchase campaign lays the foundation needed eventually move into testing and scaling. You are looking to find some initial wi creative and/or audiences that can be used to start the testing campaigns. If you have some significant winners then you can also move to scaling.



WHEN TO PAUSE:

This initial purchase campaign should run for at least 7 days.
After this point pause any ads that are unprofitable.

STEP 7

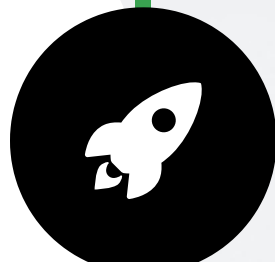


CREATIVE TESTING

WHEN TO LAUNCH:

WEEK 2-3

(once you have winning audience from Step 6)



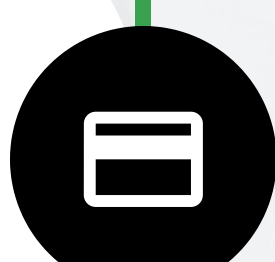
CAMPAIGN TYPE:

WEBSITE CONVERSIONS



OPTIMIZATION EVENT:

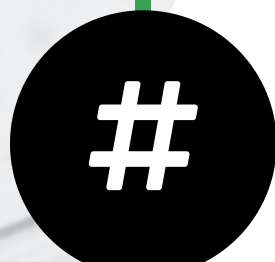
COMPLETE PAYMENT



OF AD GROUPS (AUDIENCES):

2+

(depends on budget and creative volume)



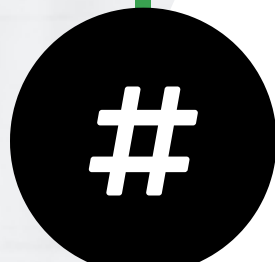
DAILY BUDGET PER AD GROUP:

\$30-\$50/DAY



OF ADS PER AD GROUP:

1



CAMPAIGN GOAL:

The purpose of this campaign is to test more creative. Creative is the single most important part of running profitable TikTok ads, which makes this campaign one of the most important. At a minimum you should be test 2-4 new creatives per week in this campaign. Each creative will run under its own ad group and that ad group will be your best performing audience that was identified in Step 6.



WHEN TO PAUSE:

Your creative testing campaign will run indefinitely. You will be pausing the individual creative tests if an ad has spent 2x breakeven CPA and ran for at least 2 days without a sale pause the ad. If an ad has spent 5x breakeven CPA and ran for at least 3 days pause ad if it is unprofitable.

STEP 8

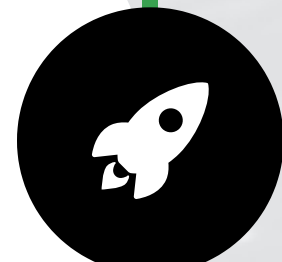


AUDIENCE TESTING

WHEN TO LAUNCH:

WEEK 2-3

(once you have winning creative from Step 6 or 7)



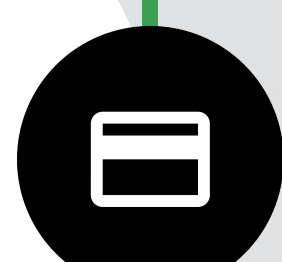
CAMPAIGN TYPE:

WEBSITE CONVERSIONS



OPTIMIZATION EVENT:

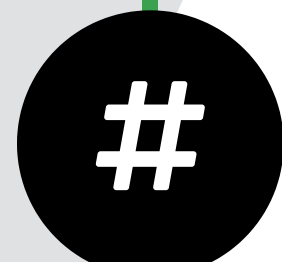
COMPLETE PAYMENT



OF AD GROUPS (AUDIENCES):

2+

(depends on budget)



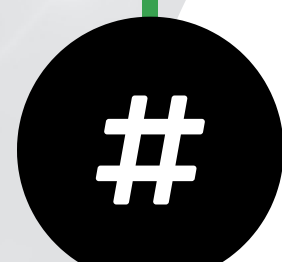
DAILY BUDGET PER AD GROUP:

\$30-\$50/DAY



OF ADS PER AD GROUP:

1



CAMPAIGN GOAL:

The purpose of this campaign is to test more audiences. At a minimum you should test 1-2 new audiences per week in this campaign. The setup here is identical to Step 7, except we are using the best performing creative at the ad level and are testing audiences in each ad group instead of creative.



WHEN TO PAUSE:

Your audience testing campaign will run indefinitely. You will be pausing the individual audience tests if an ad group has spent 2x breakeven CPA and ran for at least 2 days without a sale pause the ad. If an ad has spent 5x breakeven CPA and ran for at least 3 days pause ad if it is unprofitable.