

— An Introduction to —

# ADVERTISING



# Index

Who Should Advertise & Why	3
What To Know Before You Begin	4
Tools At The Ready	5
Organic Google Traffic	
Paid Google Advertising	
Google Retargeting	
Facebook Retargeting	

# Why Should My Business Advertise?

Whether you've been in business for the past decade or just starting out, anyone can start advertising today. With Google, you'll find solutions for each step in your small business journey. If you're willing to invest time and a little money, then you're ready to amplify your business with Google Shopping.

As an online seller, your ultimate goal is to attract new buyers without driving up your marketing costs. You might strategically use social media and other platforms to interact with shoppers. Did you know you can attract real customers by getting your product in front of shoppers right when they're looking for it?

But you don't want just any old web traffic; you want traffic that results in sales! This is what makes Google Shopping so attractive for e-commerce stores. And for as little as \$10 a month, you can get started today.

Need some convincing? Shoppers who click on ads are [50% more likely](#) to make a purchase. This means you need a cross-platform promotion strategy, that includes Google advertising, retargeting, and more! All of which are crucial in converting views to sales.

## Meet shoppers when they are:

- According to a Think With Google survey, 55 percent of people [search for products on Google before making a purchase](#).
- 51% of shoppers surveyed say they [use Google to research a purchase](#) that they plan to make online.
- And [59% of shoppers](#) surveyed say they research online before they buy to ensure they are making the best possible choice.

## Read how this online seller grew their sales:

- In just a single month, [Sports Obsession](#) took four brick-and-mortar stores online, ran advertising campaigns, and got new customers. The result: \$29 in sales for every \$1 spent in advertising through Google Shopping.

“Our Father's Day sale was our most successful sale this year, with 75 orders totaling over \$6,000 throughout the duration of the sale. We set up multiple Google Shopping Ad campaigns (using Kliken) to drive clicks and sales for specific products and product categories. Between our Google Shopping ads and social media ads, we have generated over 110 sales from completely new customers that were previously unreachable to this business in just one month.”

Now that we have your attention, let's look at how you can start attracting new customers and what you need to know before you begin.

# What To Know Before You Begin

To start displaying and selling your products, you'll need to have a Google Merchant Center (GMC) account and upload all your products (with images and descriptions) using a product feed. Whether you create it or the app automatically creates one for you, make sure you have the following items in order:

1. Store Setup
  - Address
  - Shipping
  - Tax Information
2. Prepare your product catalog for optimization
  - Add high-value descriptions
  - Use high-quality product images

Without this step, selling on Google Shopping is impossible. GMC also verifies your website ownership, calculates your taxes, and estimates the buyers' shipping costs. The Google Merchant Center is free to use, whether you're running Google Ad campaigns or not. This setup process can be labor-intensive, we'll talk next about the professionals that can fastrack this for just \$10 a month.

# Tools At The Ready

Each of these solutions is optimized for the different stages of your business, with the freedom to move interchangeably between them. Here we'll highlight the value you can expect from each along with a pricing breakdown. We make it easy enough for you to start driving traffic to your store from other sales channels.

## Organic Google Traffic

Just launched your online business? This is where you'll want to begin. For just \$10 a month, you can start driving traffic to your store while also understanding the buying behavior of your audience. To avoid frustration, think of Organic Google listings traffic as the first step on your advertising journey. Beyond the monthly subscription (powered by Kliken), no advertising spend is required.

It's important to establish a baseline, list your products for free and monitor their performance. This data will help you to reveal their potential and focus on the most profitable products with paid campaigns.

You may choose to pursue Google Free Listings on your own, setup your Google Merchant Account and attempt to have your product feeds approved. But for a small monthly fee, let the professionals have you up and running in no time. This automated feed setup ensures products appear during relevant searches in unpaid listings on Google surfaces including the Google Shopping tab, Google Search, and Google Images.

For just \$10 a month, Kliken will:

- Set up your Google Merchant Account
- Set up your product feed with their Google expertise
- Guarantee your product listings are approved by Google or your money back in 30 days

\$10/mo subscription + no ad spend	<ul style="list-style-type: none"><li>• Feed Setup</li><li>• Products pushed to Google Surfaces Feeds, including Google Free Listings</li></ul>
------------------------------------	---

→ [Learn how to setup your Google advertising campaigns](#)

*\*Free listings in the Google Shopping tab are available to the U.S. merchants, the global rollout is planned by Google by the end of 2020*

## Paid Google Advertising

As your ad traffic steadily increases, it's time to invest in building a campaign. Here you can invest as much or as little as you want. Found directly in your control panel, Automated Google Shopping (powered by Kliken) allows you to delegate the entire process to professionals and keep your focus on selling. You can also choose a more advanced advertising strategy, we'll cover each of these below.

These paid Google ads appear in front of potential and existing customers in the Google Search Network (next to search results, on Google Maps, Google Shopping, Google Images), Youtube, Gmail, and Display Network. This paid service automates your bids and ad placements using machine learning; it figures out the best time and place to show ads. Here you have two options:

### Option 1:

While your Google Organic traffic continues to populate, your ad spend combined with the help of professionals will focus your campaign on optimization. As we mentioned, setting up Google Shopping involves a lot of steps: setting up an account, waiting for approval, structuring campaigns, adding negative keywords, optimizing titles, images, and prices, and troubleshooting if something goes wrong. This team of professionals create all the necessary Google accounts and connect them to the store. And generate a valid product feed, sync it with Google Merchant Center, and keep it up to date.

\$10/mo subscription + ad spend	<ul style="list-style-type: none"><li>• Submission of free product listings across Google Surfaces, including Google Free Listings</li><li>• Feed Setup and Ad Management</li></ul>
---------------------------------	---

## Paid Google Advertising Cont.

### Option 2:

If you already have a business that is seeing organic traffic, this option is best for business and online sellers who are ready to get serious. You may already have top Google ranking and results with consistent organic traffic and now want to focus on targeted paid advertisements across Google. This advertising opportunity will result in leads and sales intent on making purchases. With three different tiers, find the sweet spot in reaching new customers and making those sales. Check out the tiers below and find one that works within your budget:

Basic (\$150/mo)	<ul style="list-style-type: none"><li>● Free product listings across Google Surfaces</li><li>● Paid Google Smart Shopping ads with a monthly advertising budget of \$150</li></ul>
Essential (\$300/mo)	<ul style="list-style-type: none"><li>● Free product listings across Google Surfaces</li><li>● Paid Google Smart Shopping ads with a monthly advertising budget of \$300</li></ul>
Premium (\$500/mo)	<ul style="list-style-type: none"><li>● Free product listings across Google Surfaces</li><li>● Paid Google Smart Shopping ads with a monthly advertising budget of \$500</li></ul>

*\*Note that Google Shopping integration doesn't support Google beta countries. You need to sell to [one of these supported countries](#). Your store should also meet [Google Shopping Policies](#).*

## Google Retargeting

Now that you're running fully built out campaigns, remind shoppers who have already visited your store about your products. Retargeting focuses on re-engaging those potential customers who saw and clicked an ad previously. [Research shows](#) that retargeted customers are 70% more likely to convert.

You can make it easier for shoppers to choose you, by reminding them of your products they've already seen. Think about how much easier it is to close the deal on a previously interested customer over a brand new one. Make an impression on shoppers and keep them engaged by staying ahead of the competition.

Google remarketing ads will show on the Google Display Network of more than two million sites partnered with Google. So, when visitors go to one of those sites, they might see the ads somewhere.

→ [Learn more about how retargeting works](#)



## Facebook Retargeting

For an additional discovery and continued reach, consider elevating your business with paid FB advertisements. With opportunities to retarget, shoppers who interact with your brand can be retargeted on FB. These Facebook retargeting ads will appear on Facebook sites, and get about two billion visits every month.

If you've ever approached Facebook Ad Manager, you'll be happy to learn that there's a way to launch ads without even visiting the intimidating dashboards — not to mention setting up those accounts, installing a tracking code on your website, manually generating a CSV product feed for remarketing, making it compliant with Facebook's requirements, setting up ads, and spending every spare minute afterwards monitoring their performance.

For those who don't have experience with setting up digital ads, there's a tool called ROI Hunter Easy, that launches retargeting campaigns whether on Facebook, the Google Display Network, or both, and optimizes them automatically. What about the cost? Just your ad spend plus a service fee (percentage of your ads), will save you the headache of having to do it yourself.

→ [Get your Facebook Ads setup today!](#)

---

And if you've made it this far, congrats! You're ready to start advertising with Google, remember: establish a baseline of traffic and build your campaign on your shoppers buying habits. And don't forget to let the professionals help. What are you waiting for!