



**DIGITAL
ADVERTISING:**

GOOGLE & META

WWW.JUSTSUECREATIVE.COM



ABOUT ME



Sue has over 20 years of experience working with the Small Business Development Center (SBDC), where she helped countless businesses with their business strategy and digital marketing needs. Now, she has embarked on her own venture with *Just Sue Creative*, a business that focuses on **website design, SEO services, branding, content creation, and comprehensive marketing solutions.**



Sue Pitts, Founder
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Just Sue

“

I've spent years advising businesses on how to strategically align their digital and business strategies, only to watch them not fully execute it. Now, I want to not only do it for them but ensure strategy and education are woven into every step.

”





PAID AD FOUNDATIONS & STRATEGY

Setting the Stage for Successful Advertising.

WHAT IS PAID ADVERTISING



- **Visibility Tool**
 - You are paying to get in front of people who might otherwise not see you
- **Renting Attention**
 - Renting space at the busiest intersection in town. Right time, space and message
- **Not Magic – It is Strategic**
Right Time, Place and Message
- **Fast Reach–**
 - Getting in front of the right people fast

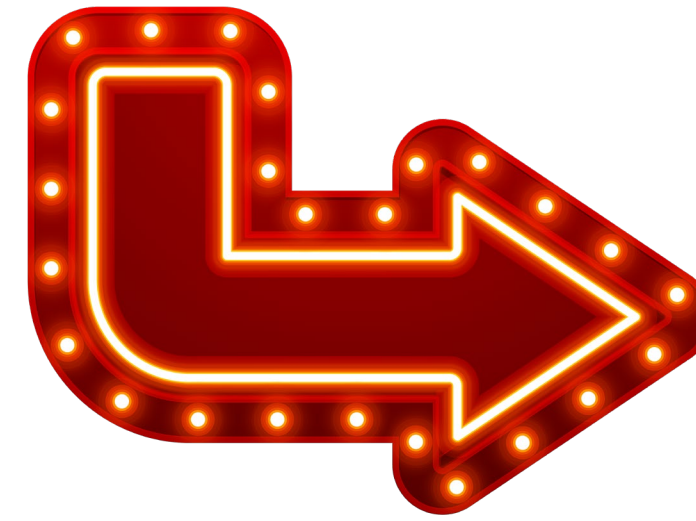
“You’re not paying for guaranteed customers — you’re paying for a seat at the table where decisions are being made.”

PAID VS. ORGANIC



ORGANIC (free)

- Slow to Build
- Requires Consistency
- Good For Trust & Loyalty
- Limited Reach



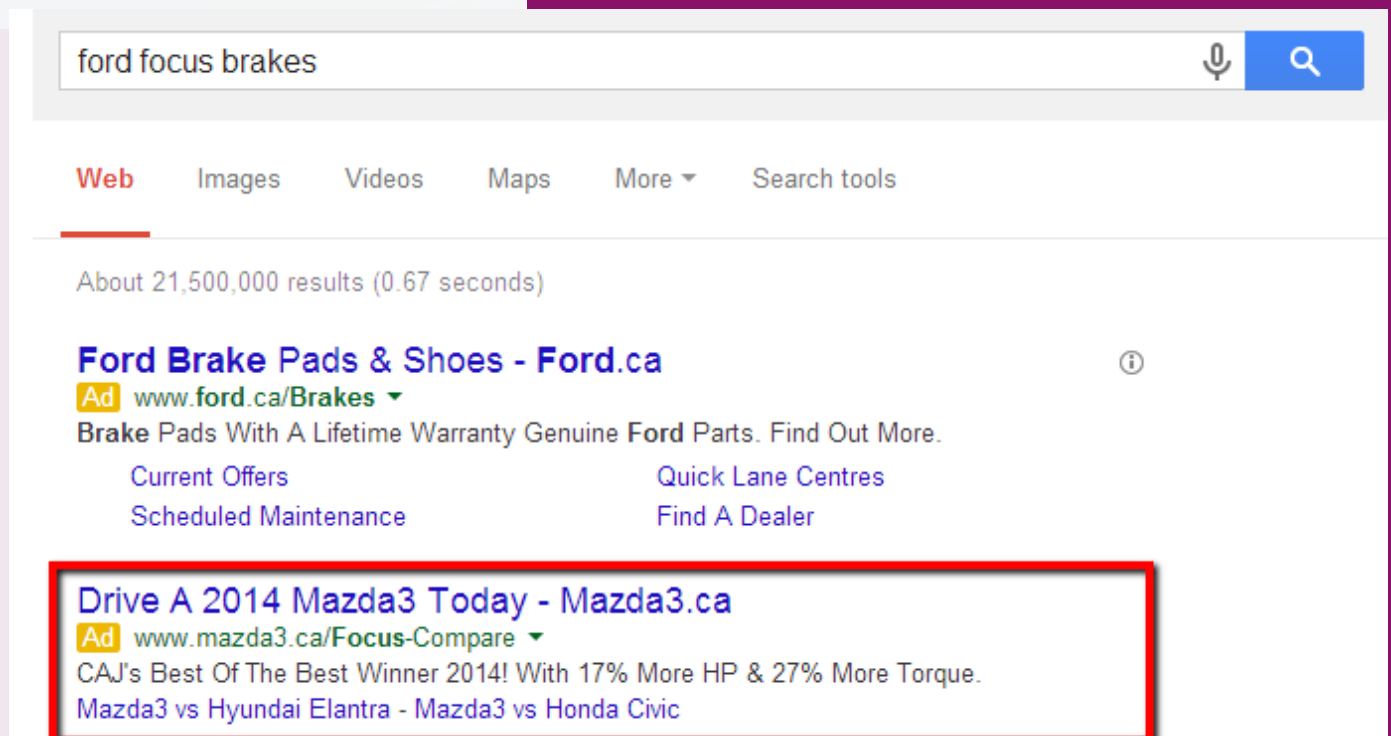
PAID

- Instant Visibility
- Requires Budget
- Good for Reach and Conversion
- Expanded Reach

Paid and organic work hand in hand. Running ads helps drive traffic and build relevance — which can actually boost your visibility in organic search results over time.

WHAT MAKES AN EFFECTIVE AD

- **Right Message**
 - Clear, benefit-focused, written for the customer, not just about you.
- **Right Audience**
 - Targeting people who actually care about what you offer.
- **Right Platform**
 - Show up where your audience already spends their time (Google vs Facebook vs Instagram).
- **Right Timing**
 - Match the offer to where someone is in their decision-making journey.



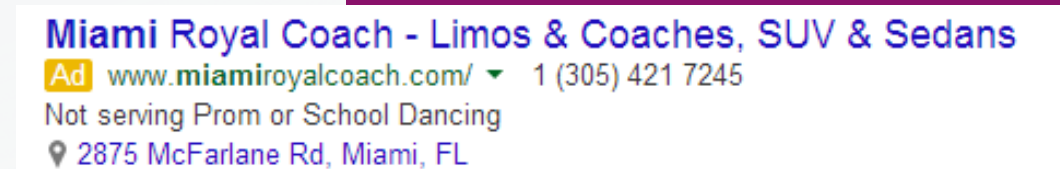
ford focus brakes

Web Images Videos Maps More Search tools

About 21,500,000 results (0.67 seconds)

Ford Brake Pads & Shoes - Ford.ca
Ad www.ford.ca/Brakes
Brake Pads With A Lifetime Warranty Genuine Ford Parts. Find Out More.
Current Offers Quick Lane Centres
Scheduled Maintenance Find A Dealer

Drive A 2014 Mazda3 Today - Mazda3.ca
Ad www.mazda3.ca/Focus-Compare
CAJ's Best Of The Best Winner 2014! With 17% More HP & 27% More Torque.
Mazda3 vs Hyundai Elantra - Mazda3 vs Honda Civic



Miami Royal Coach - Limos & Coaches, SUV & Sedans
Ad www.miamiroyalcoach.com/ 1 (305) 421 7245
Not serving Prom or School Dancing
2875 McFarlane Rd, Miami, FL

WHAT MAKES AN EFFECTIVE AD

Free or Low-Cost Offers (Best for first-time customers)

- A free consultation or intro call
- A downloadable checklist, guide, or helpful tip sheet
- A coupon, discount, or first-time special
- These build trust and get people in the door.

Popular, Easy-to-Book Services or Lower cost Products

- House cleaning, pet sitting, haircuts, 1-hour photo sessions
- Services or Products people already know they need
- These work well in ads when priced clearly and shown with a strong photo or benefit.

Products That Make Great Gifts or Have Seasonal Appeal

- Mother's Day, holidays, back-to-school
- Simple bundles or featured items
- Use clear pricing and eye-catching photos.

- **Bigger Offers (But Only If You Warm Them Up First)** Large packages, memberships, or custom services

Ask yourself: if someone saw this ad for the very first time, would they feel ready to say yes — or do they need a smaller step first?"

BUDGETING FOR ADS

Before you run an ad, ask yourself:

- How much is one new customer worth to me?
- How many people do I usually need to talk to before one becomes a customer?
- Based on that, how much can I afford to spend to get one lead or sale?

You'll use this number to:

- Set a daily or total ad budget
- Decide if your ad was successful
- Make sure you're not spending more than you'll earn

Step-by-Step Questions

1. How much money do you make on one sale or customer?

Example: \$500 for a website setup

2. How many people do you usually talk to before one buys?

Example: 1 out of 5 (That's a 20% conversion rate)

3. What would you be okay spending to get one customer?

1. 10–30% of what they pay you is a good starting point
Example: $\$500 \times 25\% = \125 maximum ad cost to get one sale

STEP	EXAMPLE	YOUR BUSINESS
What do you sell?	Pet Sitting Package	
How much do you charge	\$200 per booking	
How many people usually book after contacting you?	1 out of 4	
That means each lead is worth:	$\$200 \div 4 = \50.00	
How much are you willing to spend to get a lead?	\$20.00 (about 40% of value)	
Start with a small daily budget	\$5.00 per day	



Google Ads - Search, Intent, & Local Reach

GOOGLE ADS INTRO

Use Google Ads when:

1. People are actively searching for what you offer("plumber near me," "custom birthday cake," "engraved golf putters")
2. You offer a local service or sell a specialty product(Perfect for service pros, niche makers, and high-intent buyers)
3. You want to appear on:
 - Google Search (text ads)
 - Google Maps (local results)
 - Google Shopping (product photos + prices)

1. You're not showing up organically yet – and need a faster way to get seen(Ads help build brand recognition while your SEO is still growing)"Even if someone doesn't click your ad, seeing your name at the top builds familiarity. Visibility matters."



Google Ads

AD TYPE	BEST FOR	SET UP IN
Search Ads	Capturing active search intent	Google Ads > New Campaign > Search
Display Ads	Building brand awareness	Google Ads > New Campaign > Display
Shopping Ads	Promoting physical products	Google Merchant Center+ Google Ads
Video Ads	Engaging via YouTube & Video	Google Ads > New Campaign > Video
Local Services Ads	Local Customer Calls & Bookings	Ad.google.com/localservices
Performance	Running across all channels at once	Google Ads > New Campaign > Performance Max

SEARCH ADS

What They Are

Text ads on search results based on keywords users type.

Best For:

Capturing demand from people already searching for what you offer.

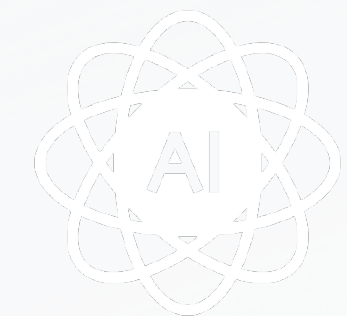
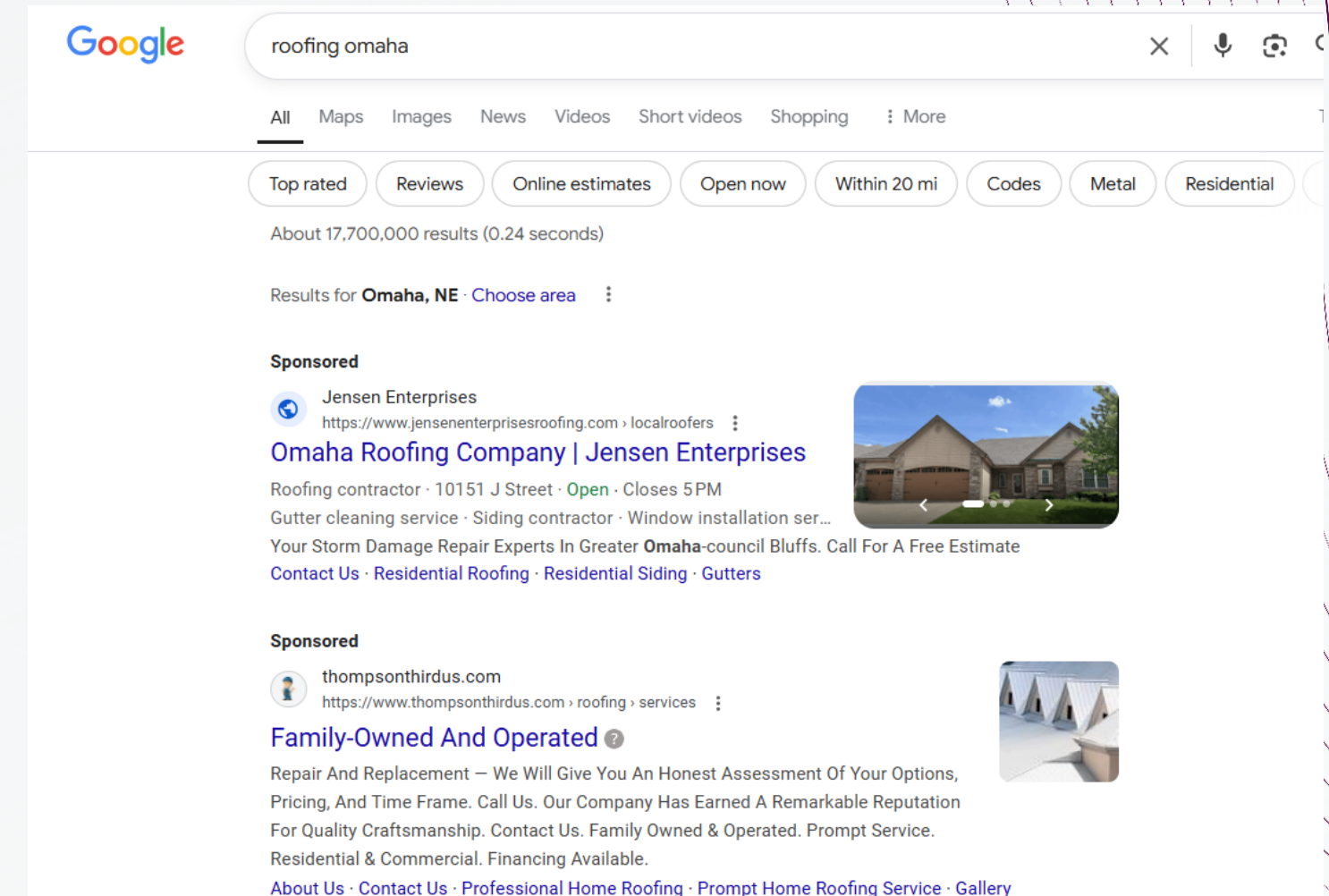
Set It Up Here:

Google Ads > New Campaign > Choose "Search" > Add keywords and text ads

Key Features:

Appear above/below organic results

Can include extensions (call, site links, location)Based on keyword targeting



DISPLAY ADS

What They Are

Banner/image ads shown on websites, apps, YouTube, and Gmail.

Best For:

Getting in front of people before they're actively searching (brand awareness, retargeting)

Set It Up Here:

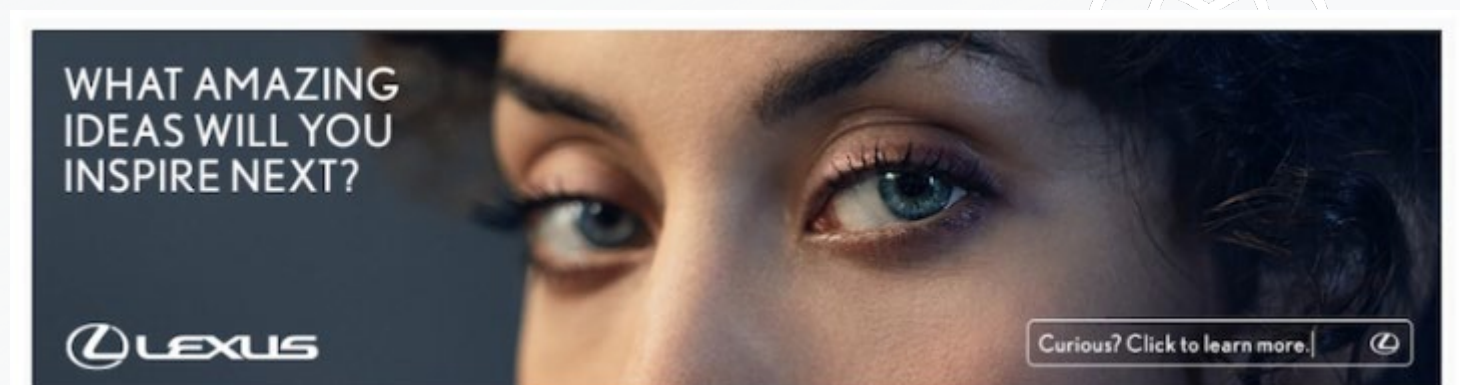
Google Ads > New Campaign > Choose "Display" > Upload images and text

Key Features:

Visual formats: static, animated, interactive

Target based on interest, audience, placements

Ideal for retargeting or soft reminders.



VIDEO ADS

What They Are

Ads on YouTube videos or across the Google Display Network.

Best For:

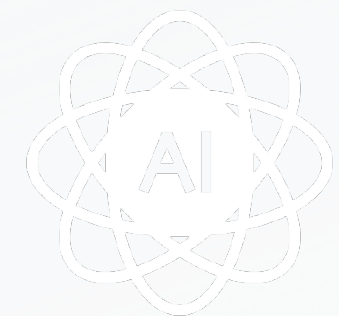
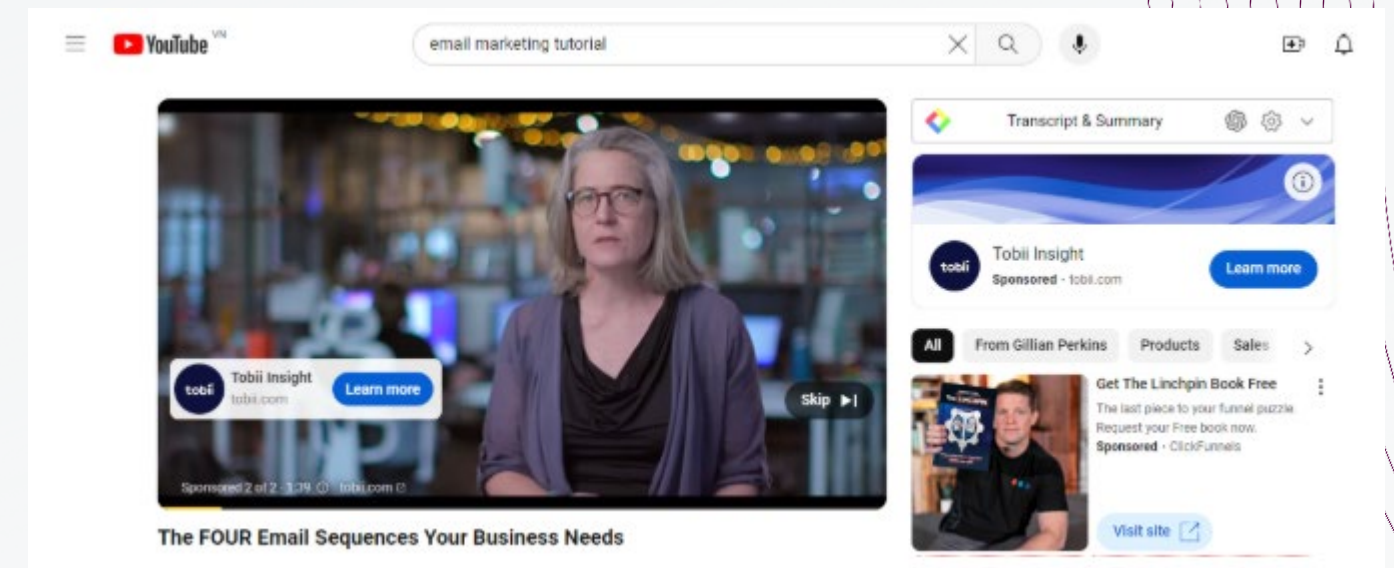
Telling your brand story, product walkthroughs, customer testimonials.

Set It Up Here:

Google Ads > New Campaign > Choose "Video" > Connect to YouTube video

Key Features:

- Skippable, non-skippable, and bumper formats
- Targets by interest, behavior, placements
- Great for brand awareness and retargeting



LOCAL SERVICE AD

What They Are

Pay-per-lead ads that show at the top of results with a "Google Guaranteed" badge.

Best For:

Service-area businesses (plumbers, electricians, cleaners)

Set It Up Here:

Go to ads.google.com/localservices

Requires business verification and approval

Key Features:

- Pay for leads, not clicks
- Shows business hours, reviews, and contact info
- Can show on Maps and in voice search

A screenshot of Google search results for locksmiths. Three local service ads are displayed in a row, each with a red border. The first ad, 'Sky Lock & Doors Service', is highlighted with a red box and a mouse cursor. It features a 4.9-star rating, a 'GOOGLE GUARANTEED' badge, and the text 'Serves 77027 (281) 502-02... Open now'. The second ad, 'Golden Locksmith', has a 4.8-star rating, a 'GOOGLE GUARANTEED' badge, and the text 'Serves 77027 (281) 502-0190 Open now'. The third ad, 'Okey D...', has a 4.9-star rating and a 'GOOGLE GUARANTEED' badge. Below the ads is a link that says 'More locksmiths in...'. The background of the screenshot shows a grid of search results.

Immigration Lawyers | Ri

A screenshot of a sponsored local service ad for immigration lawyers. The ad features a profile picture of a man in a suit, the text 'Sponsored Maney, Gordon, Zeller, P.A.', a 'GOOGLE SCREENED' badge, and a 3.7-star rating with 81 reviews. Below the ad, it says '44 years in business' and 'Open now until 5:30 PM'. The background of the screenshot shows a grid of search results.

PERFORMANCE MAX

What They Are

An all-in-one, AI-driven campaign that runs ads across Search, Display, Shopping, YouTube, Discover, and Gmail.

Best For:

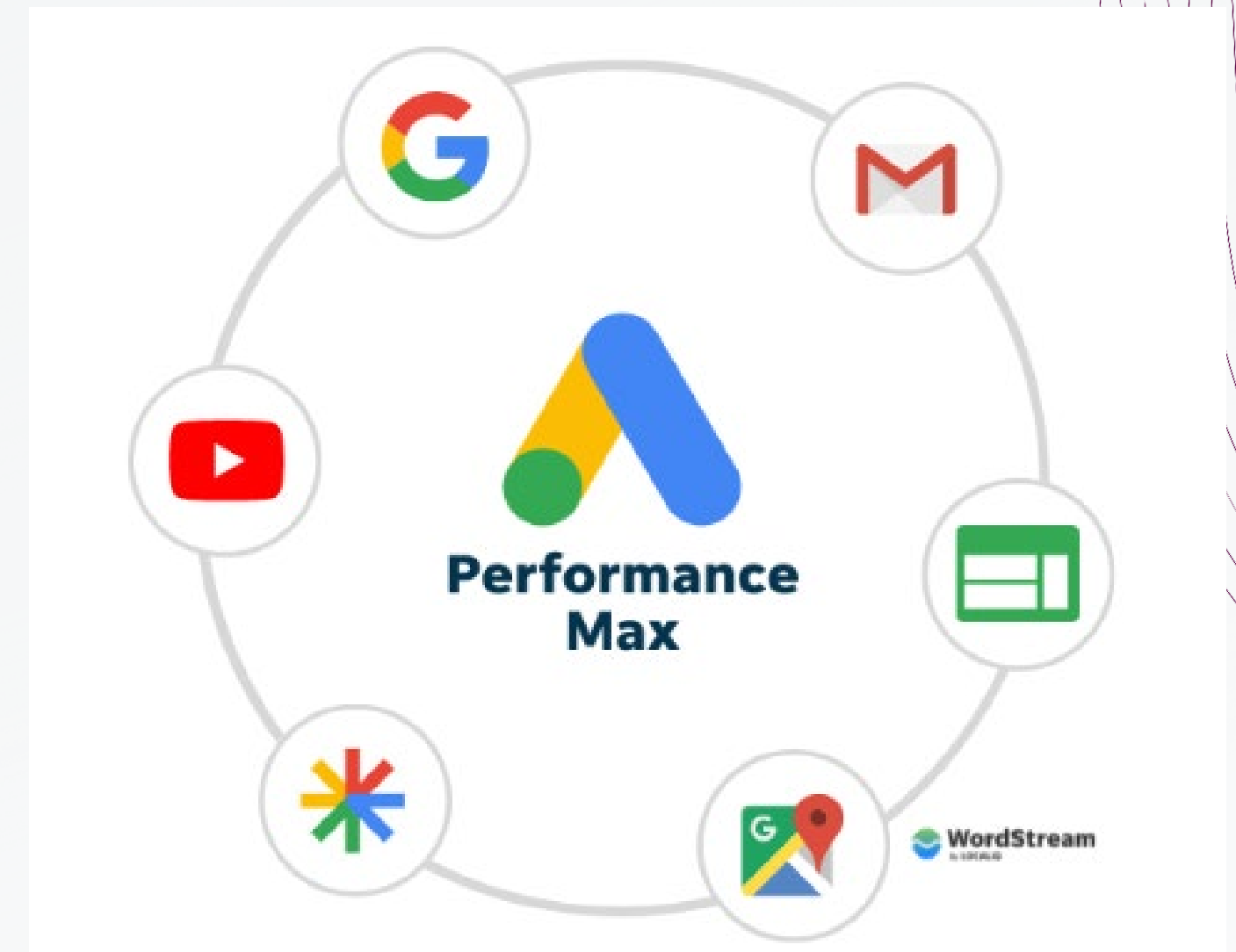
Businesses who want maximum reach without micro-managing platforms.

Set It Up Here:

Google Ads > New Campaign > Choose "Performance Max"

Key Features:

- Google automates targeting, placement, and creative combinations
- You upload creative assets (text, images, video)
- Ideal if you have multiple types of products/offers



WordStream

REMARKETING -GOOGLE ADS

1. Website Remarketing

- Shows ads to people who visited your website or even exact products they viewed
- Ads appear in Google Display Networks

2. Remarketing for Search Ads

- Adjusts or customized search ads for past website visitors
- Shows ads in Google search

3. Video Remarketing

- Targets users who interacted with your YouTube videos or channel
- Ads show up in Google Display network/YouTube

4. Customer List Remarketing

- Uses your own email or phone number list to show ads to existing leads/customers
- Ads appear in search, Gmail, YouTube, and Display

Basic Setup Steps

1. Choose a Campaign Type

Most small businesses should start with:

- Search Ads (for services or intent-based searches)
- Shopping Ads (for physical products)
- Performance Max (for simplified all-in-one campaigns)

2. Set Your Goal

Google will ask: What do you want?

- Website visits
- Phone calls
- Store visits

This determines how your ad is optimized — pick ONE clear goal

3. Define Your Audience

- Use keywords (for Search)
- Choose a location (city, zip code, radius)
- Optional: layer in demographics or audiences (interests, behaviors)

4. Set Your Budget & Bidding

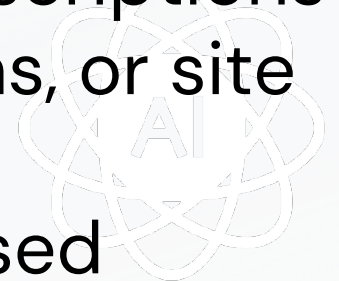
Daily or total campaign budget

Choose:

- Maximize clicks
- Maximize conversions
- Manual bidding (advanced)
- Start small (\$5–10/day) and increase as you learn

5. Create the Ad

- Write headlines and descriptions
- Add links, call extensions, or site extensions
- Use clear, benefit-focused





Facebook and Instagram Ads (Meta)

WHY FACEBOOK AND INSTAGRAM

Use Meta Ads when:

You want to reach people based on their interests, behavior, or lifestyle

You have visual content or a story to tell

Your audience may not be searching yet — but might be ready to discover, follow, or click

Unlike Google, Meta ads aren't about people searching.

They're about showing up in front of people based on who they are — not what they typed in.

“Think discovery, not demand

Great for: brand awareness, lead generation, low-cost offers, visual promotions



AD TYPE	BEST FOR	SET UP IN
Image Ads	Simple promos or brand visuals	Meta Ads Manager – “Create Ad”
Video/Reel Ads	Storytelling, product highlights	Meta Ads Manager + Instagram
Carousel Ads	Showcasing multiple products/services	Meta Ads Manager
Lead Ads	Collecting signups without a website	Meta Ads Manager – lead generation
Boosted Posts	Light engagement/visibility boost. Not great for targeting	Facebook/Instagram - Boost
Story Ads	Full-screen, mobile-first visuals – good for quick hits promotions, testimonials, countdowns	Meta Ads Manger or Instagram APP

RETARGETING & LOOKALIKE AUDIENCES

1. Custom Audiences (Upload Your List)

- Upload a CSV of your email subscribers, clients, or leads
- Meta matches them with Facebook or Instagram profiles

2. Website Visitors (Pixel-Based Retargeting)

- Add the Meta Pixel to your website
- Show ads to visitors of specific pages (ex: pricing page, product pages, booking form)

3. Lookalike Audiences

- Let Meta find people similar to your best customers
- Based on your email list or web visitors

TARGETING BY INTERESTS - WHAT YOU CAN TARGET

1. Demographics

1. Age, Gender, Location, Languages

2. Interests

- Hobbies: yoga, gardening, hiking, knitting
- Pages they follow: dog rescue, Etsy, HGTV
- Media: magazines, blogs, podcasts, shows
- Topics: home decor, DIY, entrepreneurship, fitness, food

4. Behaviors

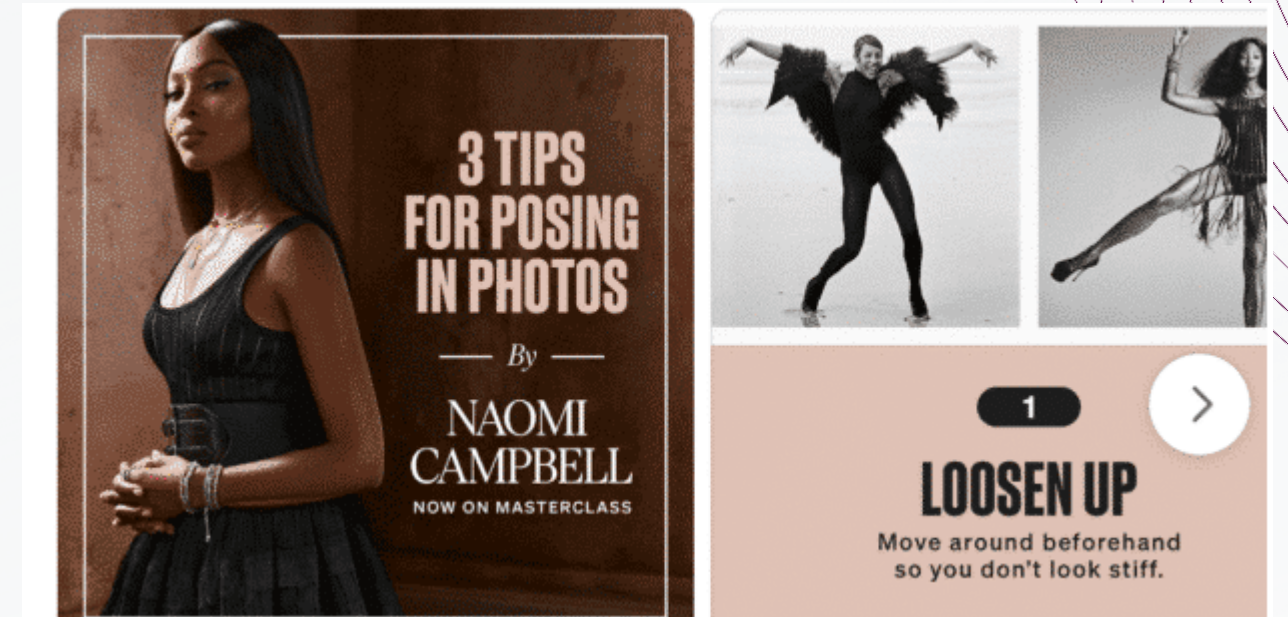
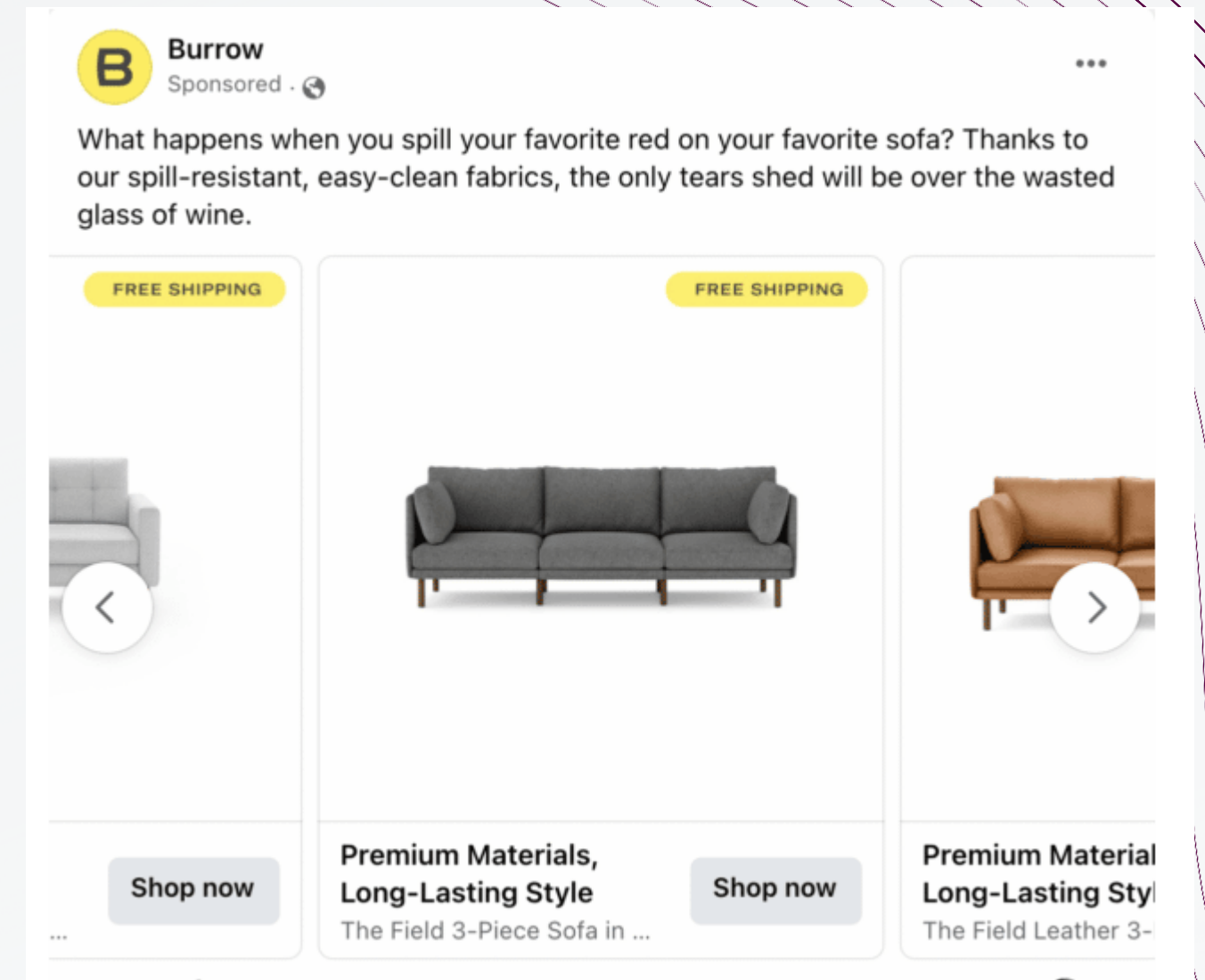
- Online shopping habits
- Recently moved
- Parents with kids in specific age groups
- Frequent travelers

5. Life Events

- Recently engaged
- New job
- Upcoming birthday
- Anniversary

Meta Ads – Best Practices

- Use strong visuals – clear photos or short videos that feel real and scroll-stopping
- Keep text short – 1–2 lines, not a paragraph
- Always include a CTA – “Book Now,” “Shop,” “Send Message,” “Get Offer”
- Target smart – choose location, interests, or behavior-based targeting
- Use Ads Manager, not just “Boost” – for better control and tracking



Basic Setup Steps

1. Open Meta Ads Manager
 1. Business.facebook.com
 2. Choose Create Ad

2. Choose Your Objective

Good Starter goals

- Traffic (send people to your site)
- Leads (collect signups)
- Engagement (likes/comments)
- Sales (shopify/product based)

3. Define Your Audience

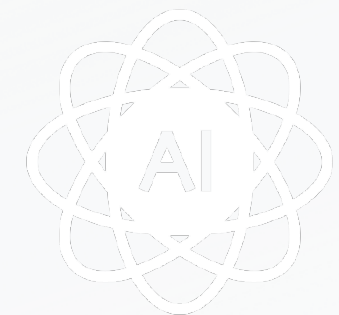
Use Core Audiences (age, location, Interests)

Optional: Use Custom Audiences or Lookalikes.

4. Set Budget and Schedule
 - Daily or Lifetime Gudget
 - Choose how long ad runs

5. Create the Ad

- Choose format: Image, video, carousel, reel
- Add photo or video
- Write short clear text and call to action



MEASURING AD RESULTS

"If you don't measure, you're just guessing. Ads aren't magic, they're a math problem you can solve."

What measuring your results helps you do:

- See if you're getting your money's worth
- Learn what messages and visuals actually work
- Improve results over time instead of starting over

METRIC	WHAT IT MEANS	WHY IT MATTERS
Impressions	How many people saw your ad	Visibility and reach
Click-Through Rate (CTR)	% of viewers who clicked	Tells if your ad is interesting or relevant
Cost Per Click	How much each click costs you	Measures efficiency of your budget
Conversions	Actions taken (signup, call, purchase, etc)	Shows if your ad is doing its job
Cost Per Lead	Average cost to get on lead	Helps decide if your ad is worth it
Return on Ad Spend (ROAS)	Revenue earned/money spent on ads	Profitability metric

TOOLS TO MONITOR AD PERFORMANCE

Platform	Tool to Use	What you Can See
Google Ads	Google Ads Dashboard	CRT, CPT, Conversions, Keywords, Device Data
	Google Analytics	What People do after they click
	Google Tag Manager	Track Form fills button clicks, scroll behavior
Meta	Meta Ads Manager	Impressions, clicks, leads, placements, A/B tests
	Meta Events Manager/Pixels	Tracks actions taken on your site (from Meta sites)

TROUBLESHOOTING

Problem	Try This Fix
Low CTR	Improve the headline or image — is it scroll-stopping?
High CPC	Narrow your audience or tweak targeting
Lots of clicks, no results	Improve your landing page — is it clear what to do?
No clicks at all	Is the offer compelling? Are you reaching the right people?
Not enough leads	Try a lower-commitment offer (guide, freebie, consult)

AI IS CHANGING THE WAY PEOPLE SEARCH

We're entering an era where people don't just search — they ask, and AI gives them answers.

What's happening:

Tools like ChatGPT, Google SGE (Search Generative Experience), and Bing Copilot are answering user questions directly

People are asking more natural, conversational questions like:

“What's the best dog boarding service near me with weekend hours?”

“Where can I get a personalized putter as a last -minute gift?”

Why it matters:

AI changes which answers get shown

Ads must now match intent, not just keywords

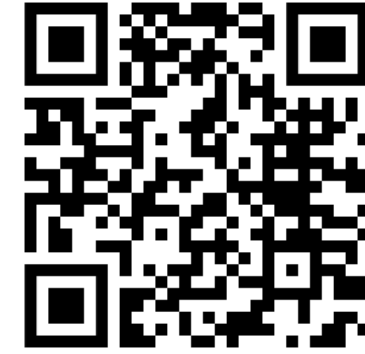
HOW TO WRITE ADS FOR THE AI ERA

- 1. Focus on the customer's question.**
 - “What are they actually trying to solve or decide?”
- 2. Be clear about what makes you different.**
 - Add credibility, reviews, special features, or local benefits.
- 3. Use natural language.**
 - Write how people talk, not how marketers talk.
- 1. Use responsive ad formats when available.**
 - Google Search + Performance Max can auto-test headlines & descriptions.

TROUBLESHOOTING

OLD APPROACH	NEW (AI DRIVEN) SHIFT
Keywords only	Conversational intent = relevance
Short copy or generic headlines	Real answers to real questions
One size fits all ads	More personalized
Manual Campaign structures	AI optimized campaigns (performance Max)

ABOUT ME



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