PPC Launch Process

After the Onboarding Process & sending the launch call email the client will book a launch call with you. This call will be 4-7 days out from the time you send the launch call link.

Within these 4-7 days, you will build out the Ads account.

See PPC Account Builds Here

Launch call cheat sheet:

Hello, how are you doing today? Are we waiting on anyone else to join the call, or is it just going to be us today?

Ask if they have any questions before you get started - then go into what the launch call is all about. Tell them that this call is to take them through their Ads account in more detail - what we do is run through your account, the areas you are targeting, the keywords, the ads, sitelink extensions & some additional features within your account. We also take down your credit card at the end of this call as we do enter your credit card information directly into your Ads account so you are billed directly from them for the clicks you receive.

The areas we are targeting within your account are X, Y, Z, Etc. Are these still the correct areas? Ok, great.

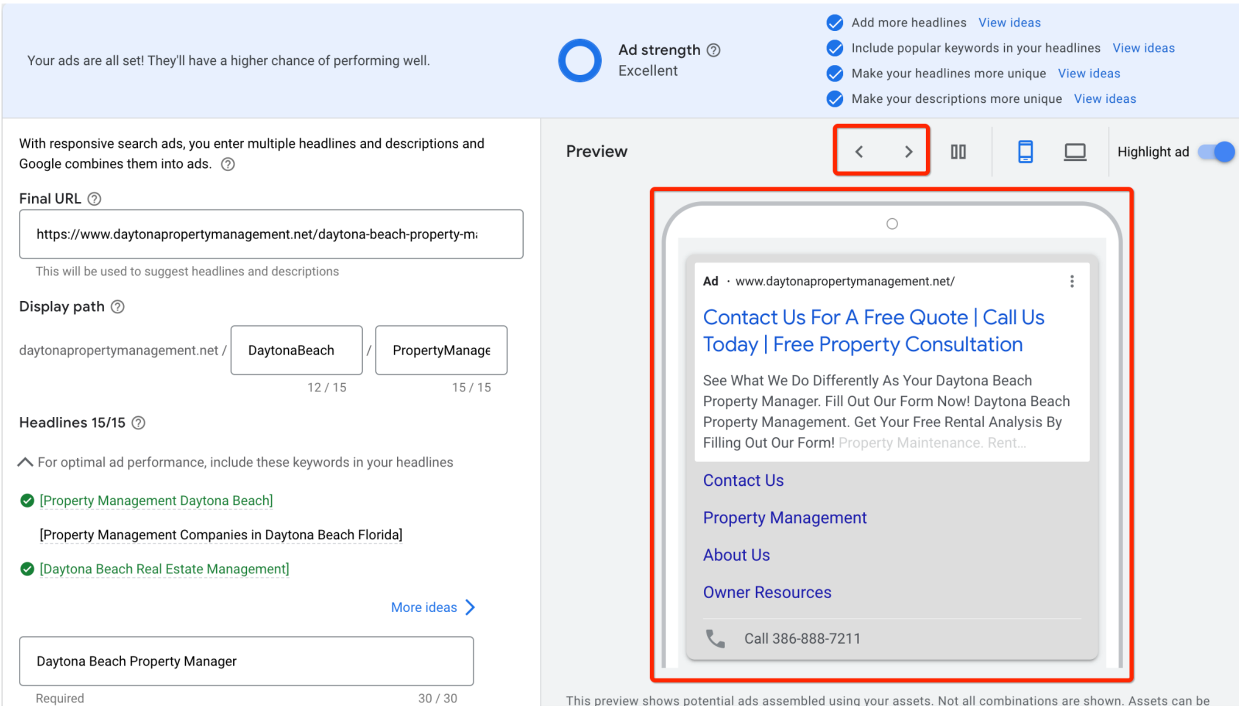
Next, I will go ahead and read off some of the keywords we have within your account. I will only read off keywords for area X, however all other areas do have the same keywords except the city name is swapped out. Continue to read the keywords off to the client. Explain how we add 16 different keywords to each location because we know that users are searching differently than the next, and we want to be able to show up for each and every search happening for users searching for your services.

Next, we will go ahead and read off your ads. Same concept as the keywords, each location does have the same ads, except the city names are swapped out. I will go ahead and read off the ads for area X. (Choose the easiest/largest area and read off those ads)

Read the example Ads that show on the side of the page once you click edit on the actual ad.

There will be 3-4 ad examples that show here, feel free to read 2-3 ads.

Ask the client if there is anything in the ads that they would like to change or update and you can do it right after the call.

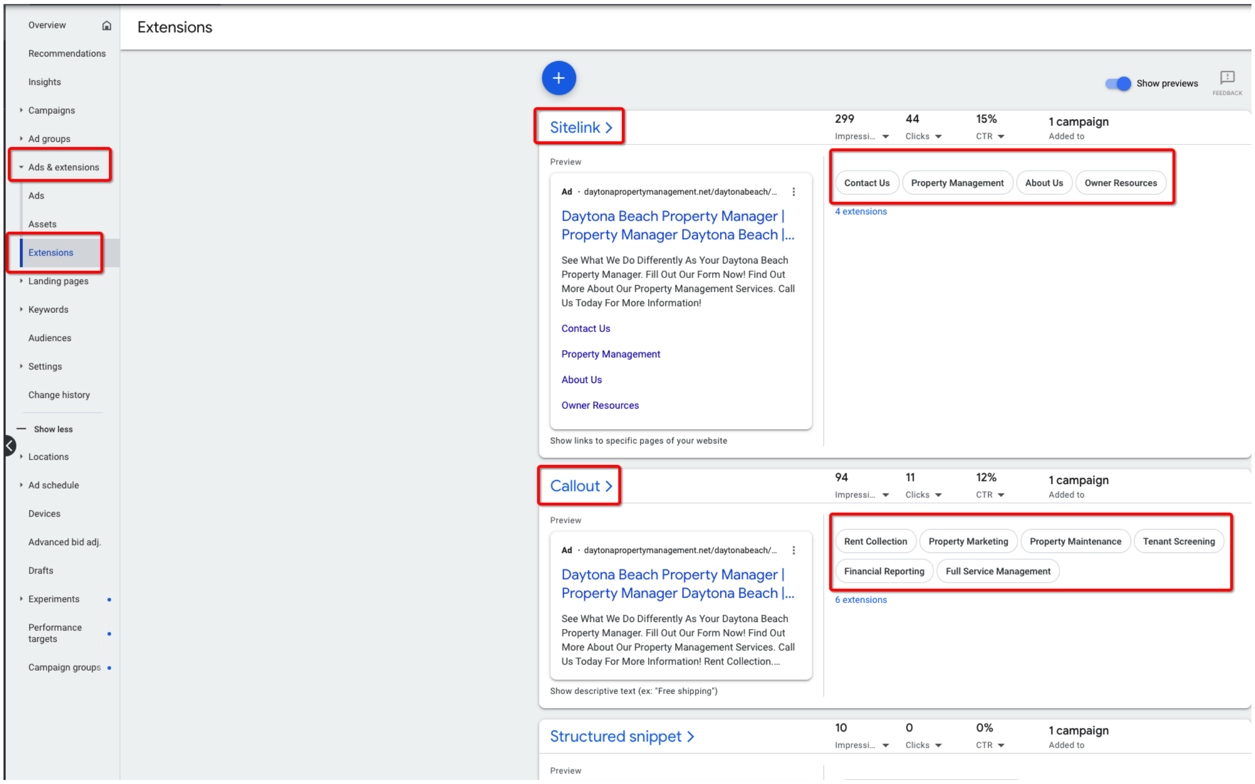


You will then go through the ad extensions

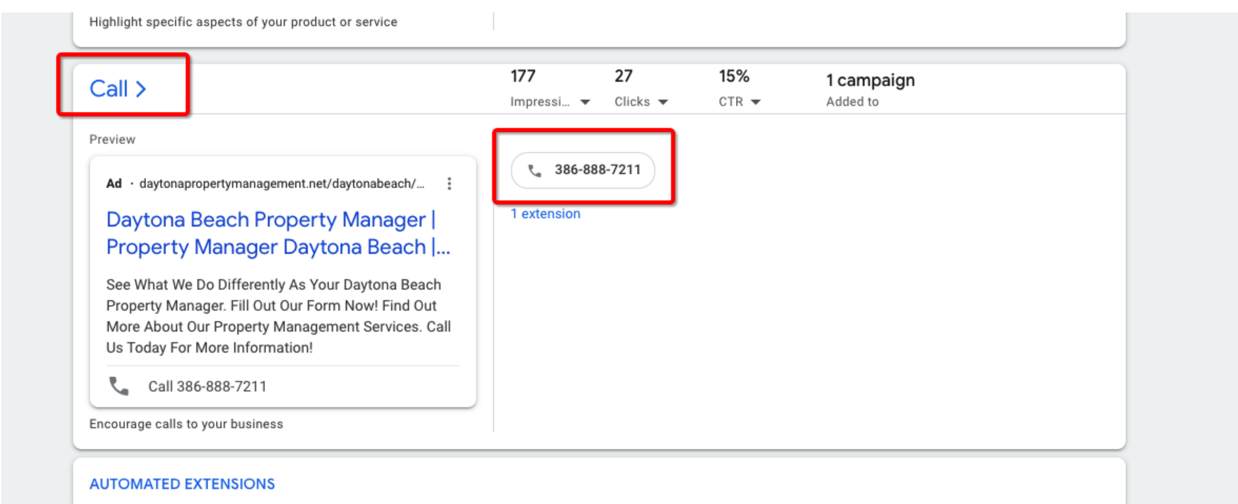
Tell the client that ad extensions are basically extensions of your ads. They allow the ads to appear larger on the search results page, and allows the user and Google to understand more of who you are and what you do. Users are more likely to click on larger ads versus smaller ads as well.

The ad extensions are additional services you provide that might not be listed out in the ad. This allows the users to see your services before they click on the ad.

These ad extensions are:
Contact Us, Property Management, Rent Collection, Property Marketing, About Us, Full Service Management, etc. (just read off what is on the ad extensions tab)



You will then tell the client that we have a call extension also. This call extension is a call tracking number that forwards to your main office line. The call extension will show the majority of the time on mobile devices when users are searching for your services. This allows the user to click and call you right from the ad. The call extension may show on desktop computers only if the user has it set up to call out from a desktop - which most users do not have set up.



If the client asks what number this call tracking number forwards to, you can look in CallRail on the call - or you can tell them that you will email them with the phone number. They are able to change what number the call is being forwarded to, but you prefer to take that via email so no numbers are mixed up!

With Call Tracking, your phone calls will be recorded and emailed to you so you can review these calls at a later date or use them for training purposes.

Now you will tell them some next steps about their Google Ads account

I will be sending you an email stating that your Google Ads account is now live! Google does say that it can take 24 hours to review your ads and get them live on the search results page - ive never seen it take that long - usually about 2-3 hours and your ads will be live on search!

We do grant you read-only access to your Google Ads account so you have full transparency of your account. You will be able to view all of your keywords, ads, how many clicks you've received, etc. You wont be able to change anything within the account - just because that's what we're here for! :)

With the account access, we also grant you access to the ad preview tool within your Google Ads account. In the email you will receive after this call - you will have all the information on how to access this tool and how to navigate around. The Ad Preview tool allows you to search for yourself as many times as youd like and it will not be counted against you. This tool will give you the true and accurate positioning of your ad - how your ad is showing/displaying and if your ad is not showing - why it's not showing.

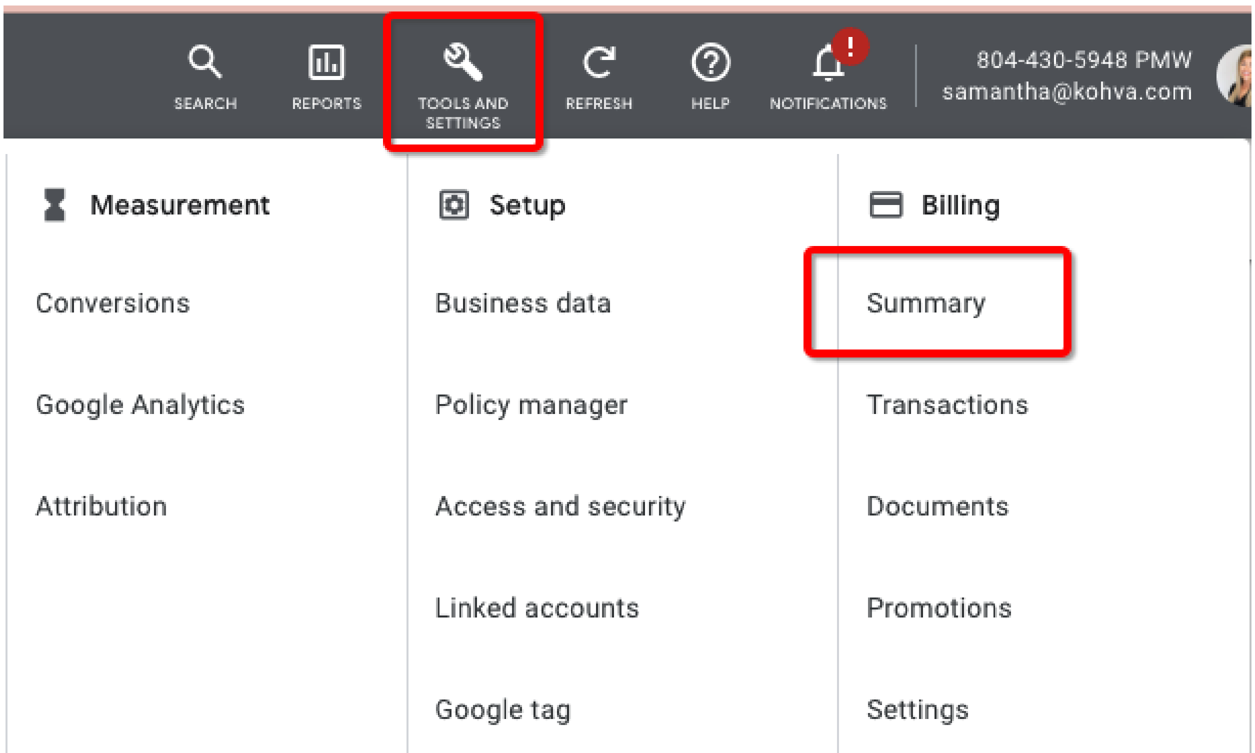
In this email, we also go over your monthly report. You will receive a monthly report that is emailed directly to you on the first of each month. This report goes over your account in full each month - goes over the clicks, impressions, phone calls, form submissions, etc. There is also a link to my calendar in these reports so you can schedule a call with me to go over the report at any time! I am also always available to you via email.

Ask if they have any questions.

Next, we will go ahead and enter in your credit card information directly into your Google Ads account. We do this so you are charged directly from Google for the clicks you receive each month.

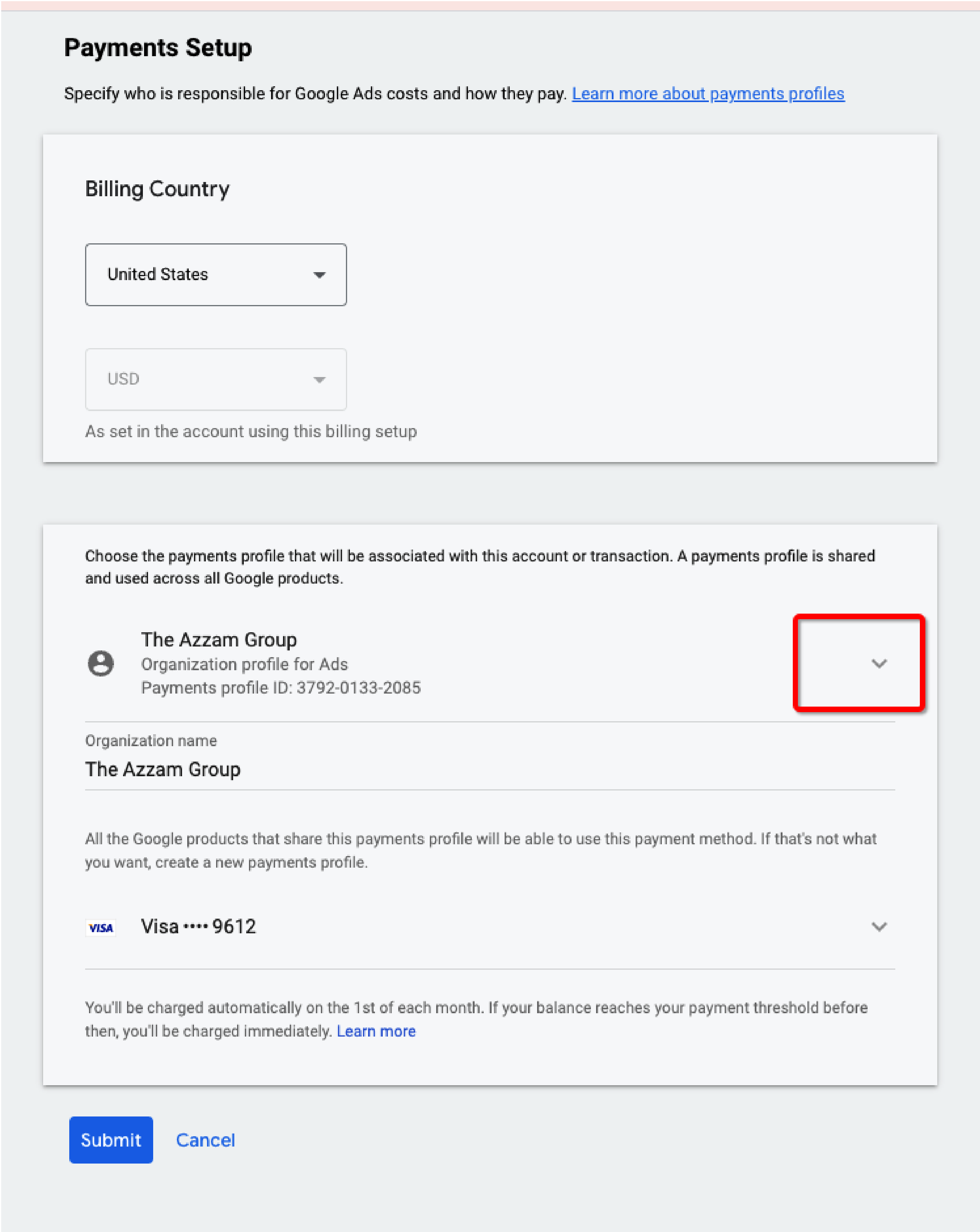
** You will have to pull up the account in an incognito tab and be logged into the PMW.Webmaster@Kohva.com email address - go to ads.google.com and go to the correct account.

From here, you will go to Tools & Settings → Summary

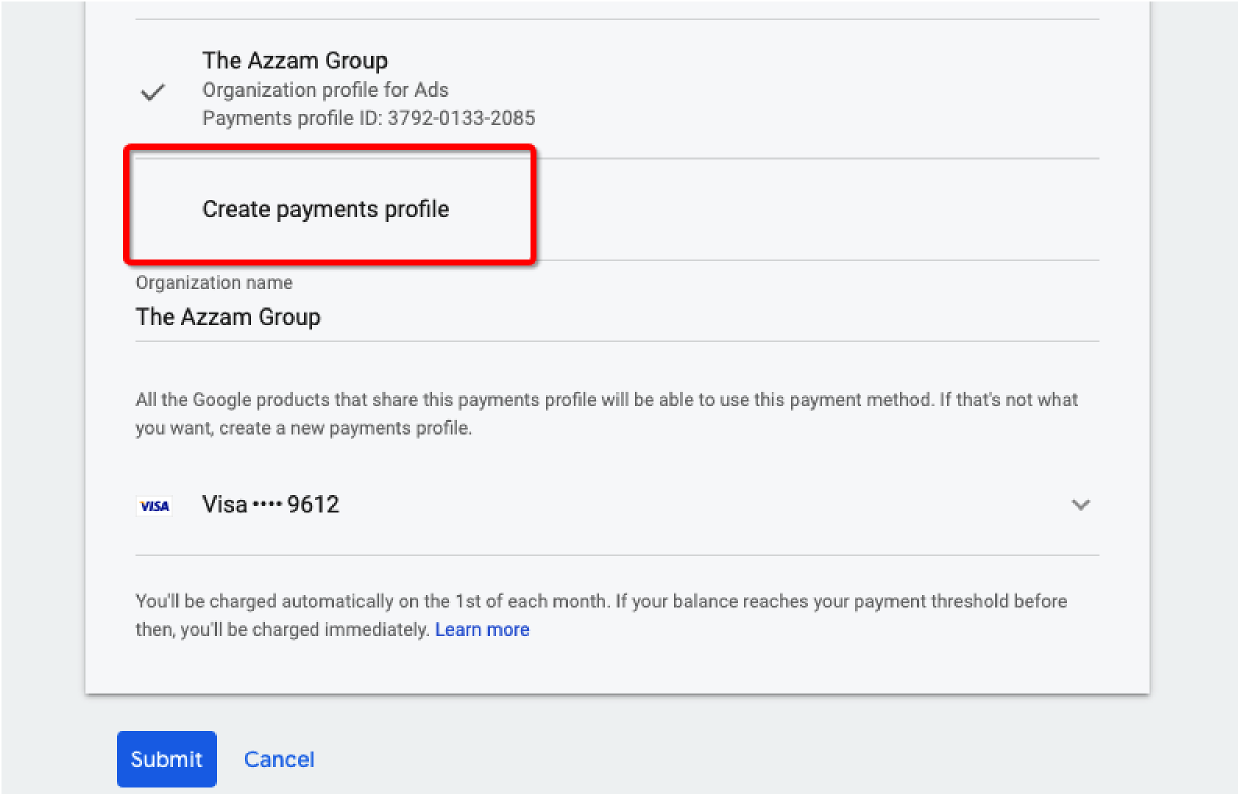


You will be brought to the screen for payments set up

Click the drop down next to the organization name



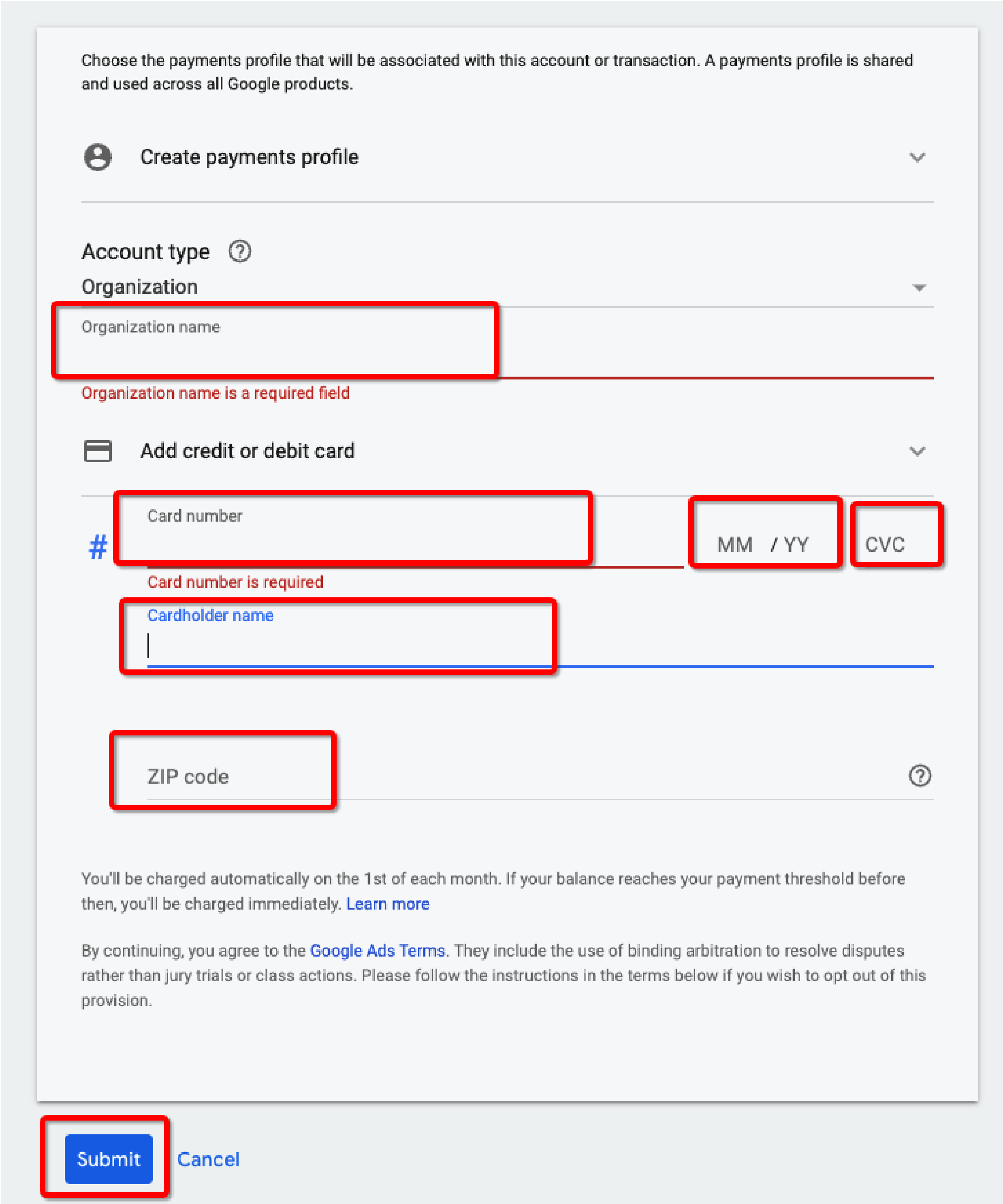
Scroll down to “Create Payments Profile”



You will fill in:

Organization Name
Card Number
Expiration Date
CVC Number
Cardholder Name
Zip Code

Then Click Submit



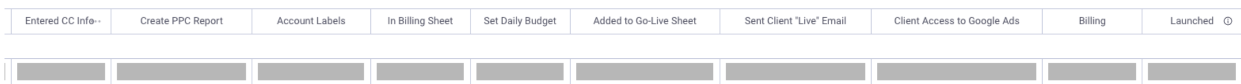
You will then be brought to a page saying that it is verifying the payment information.

Ask if the client has any additional questions - tell them that their ads will be live within the next few hours, and to be on the lookout for your email!

End of call!

AFTER YOUR LAUNCH CALL:

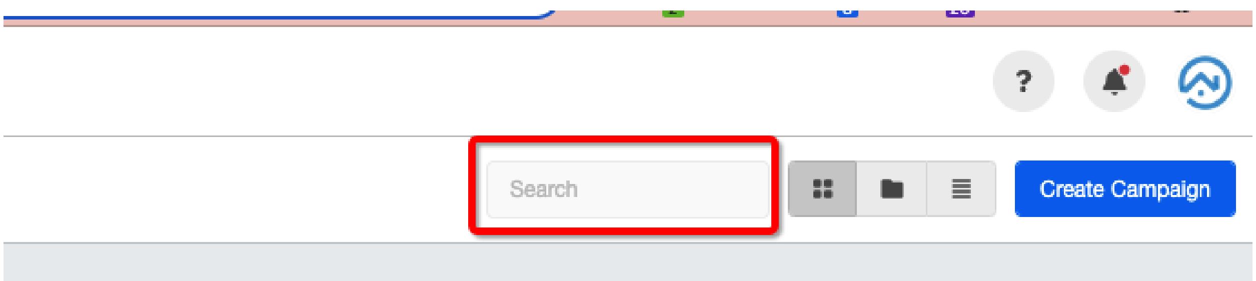
You will now run through the remaining Monday tasks



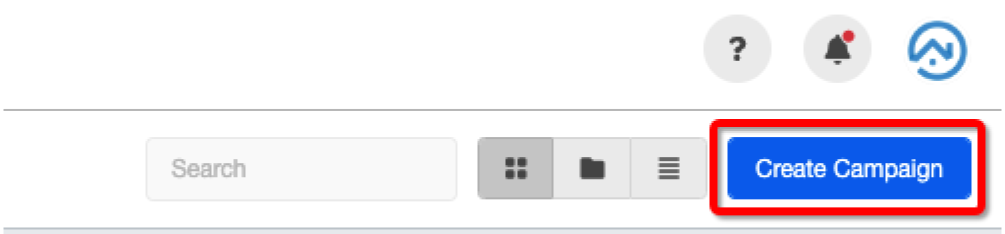
1. Create PPC Report

To do this, go to reporting.nesthub.com

Search for the account name - just in case they are already in here because theyre a market leader or have advanced reporting.

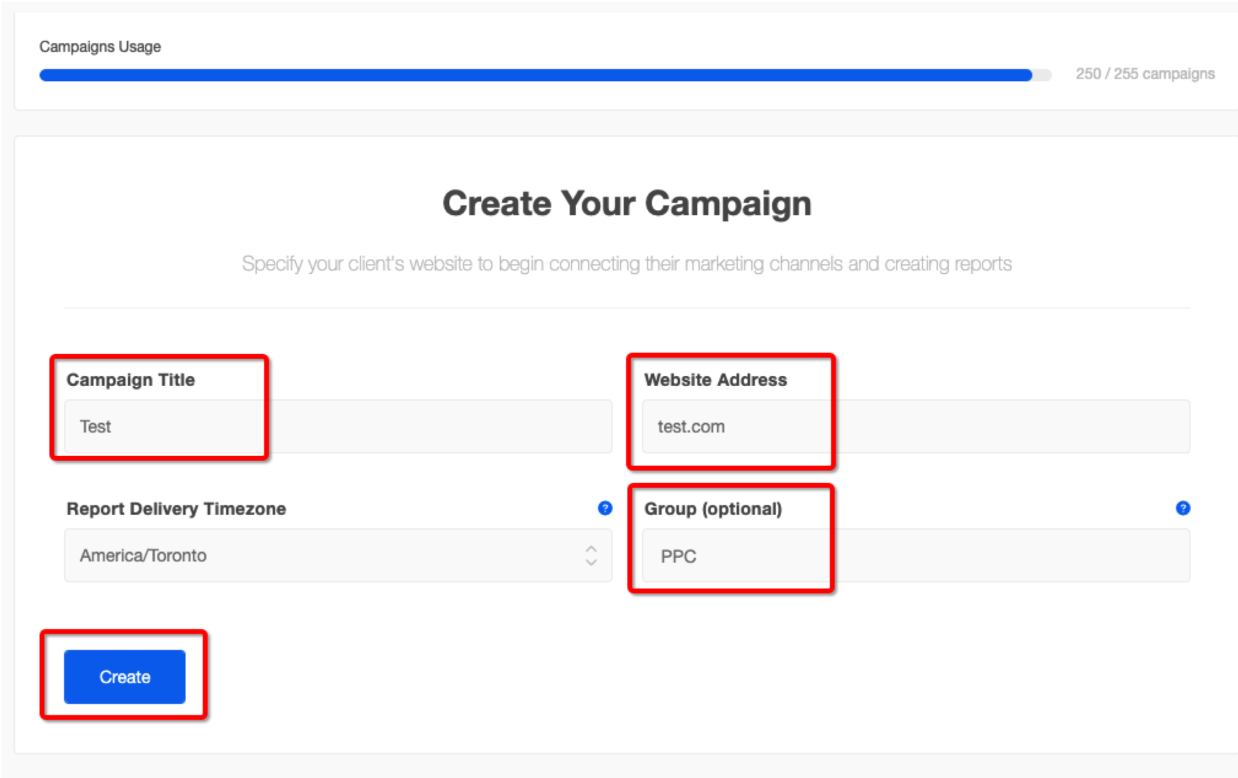


If theyre not in advanced reporting - go ahead and click on create campaign



You will then create your campaign

Enter in Campaign Title, Website Address, & Group = PPC

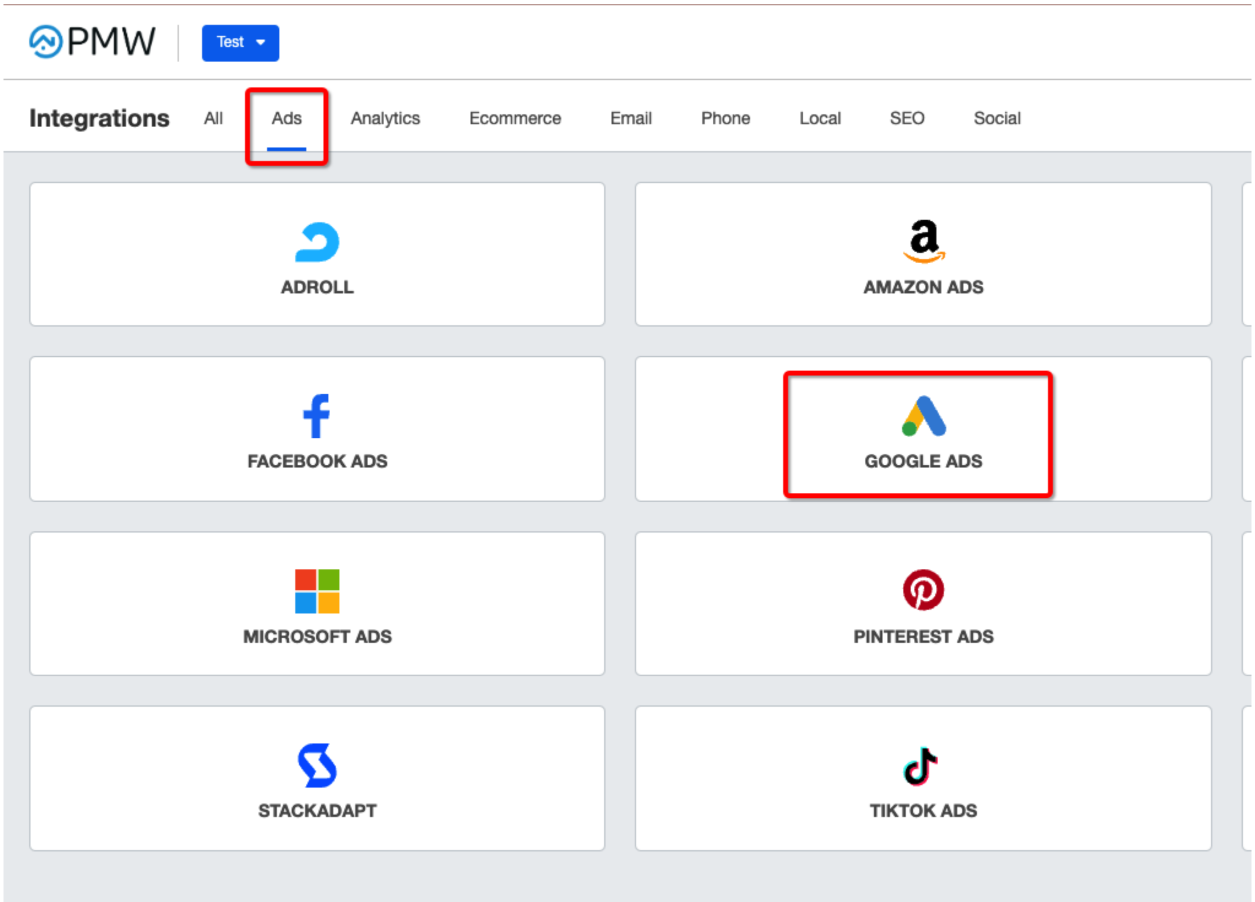


Click Create

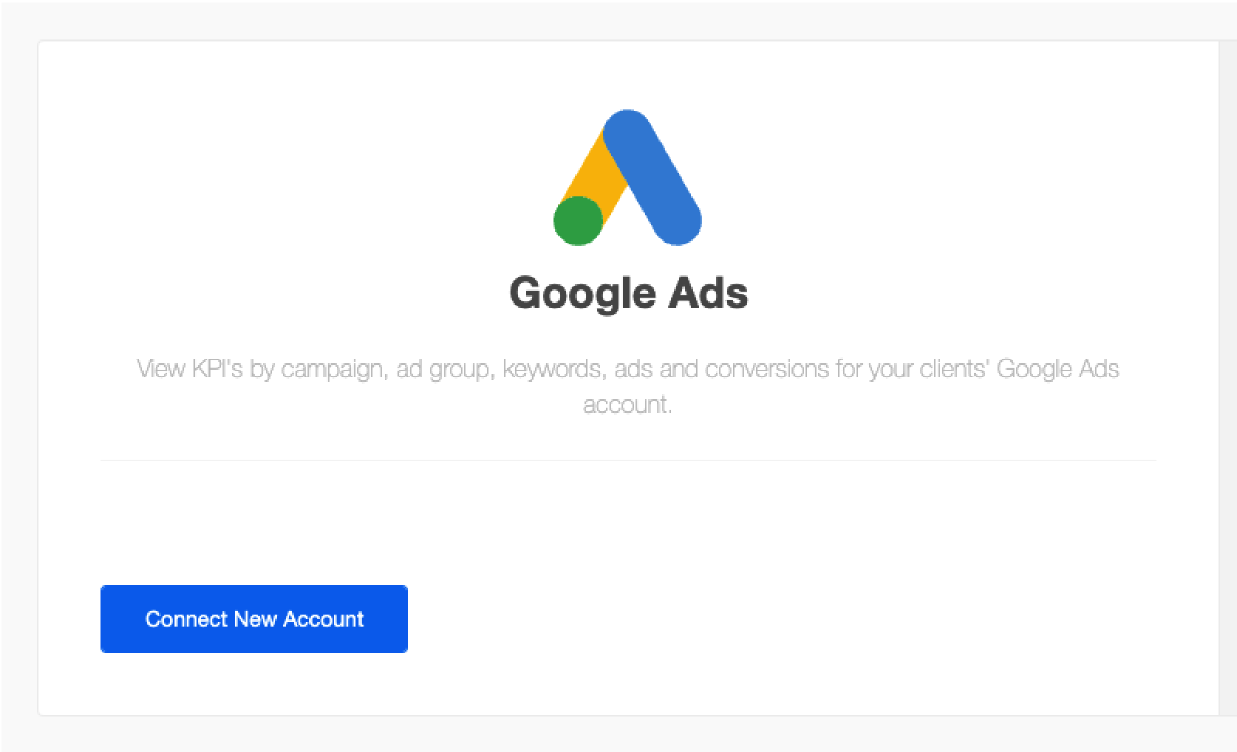
You will then be brought to the integrations page.

You will integrate Google Ads (and/or any other PPC campaign they have), & Google Analytics.

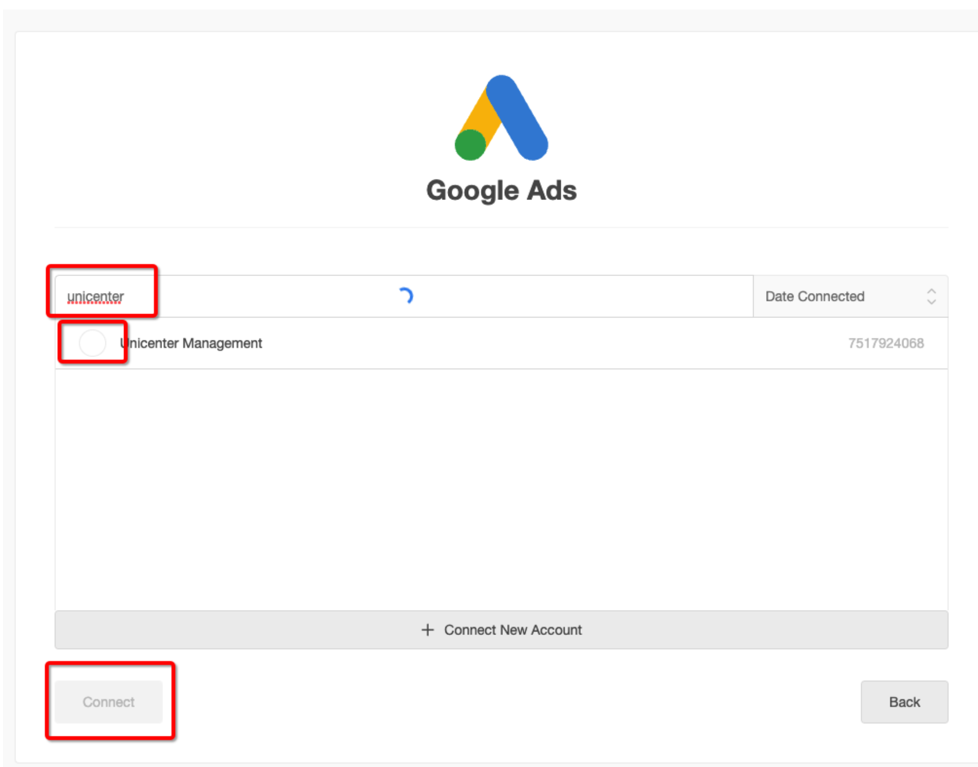
Click on Ads → Google Ads



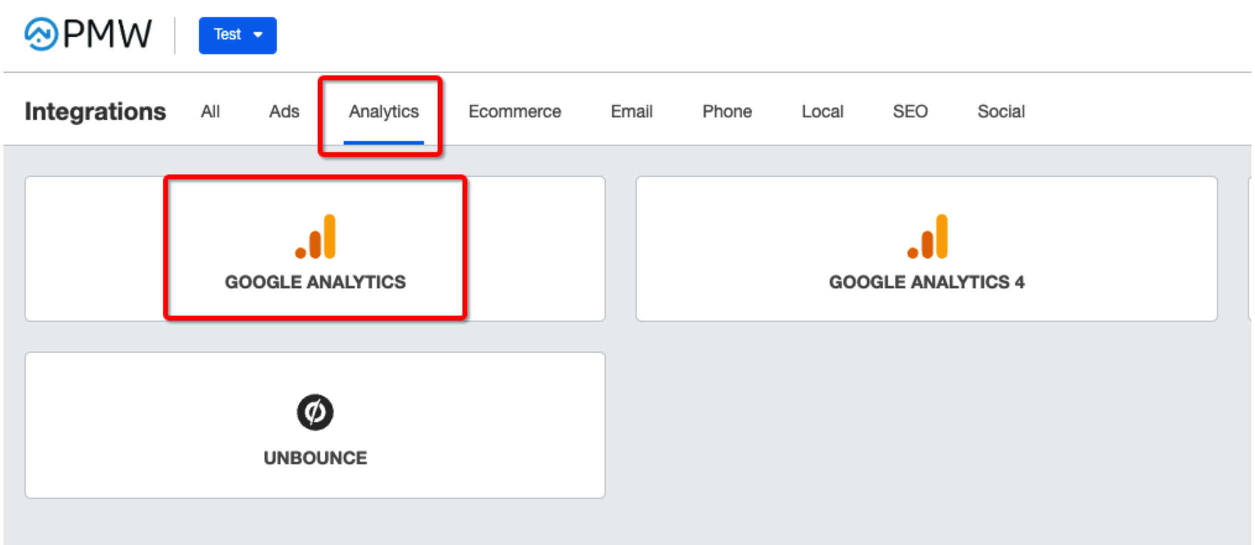
Connect New Account



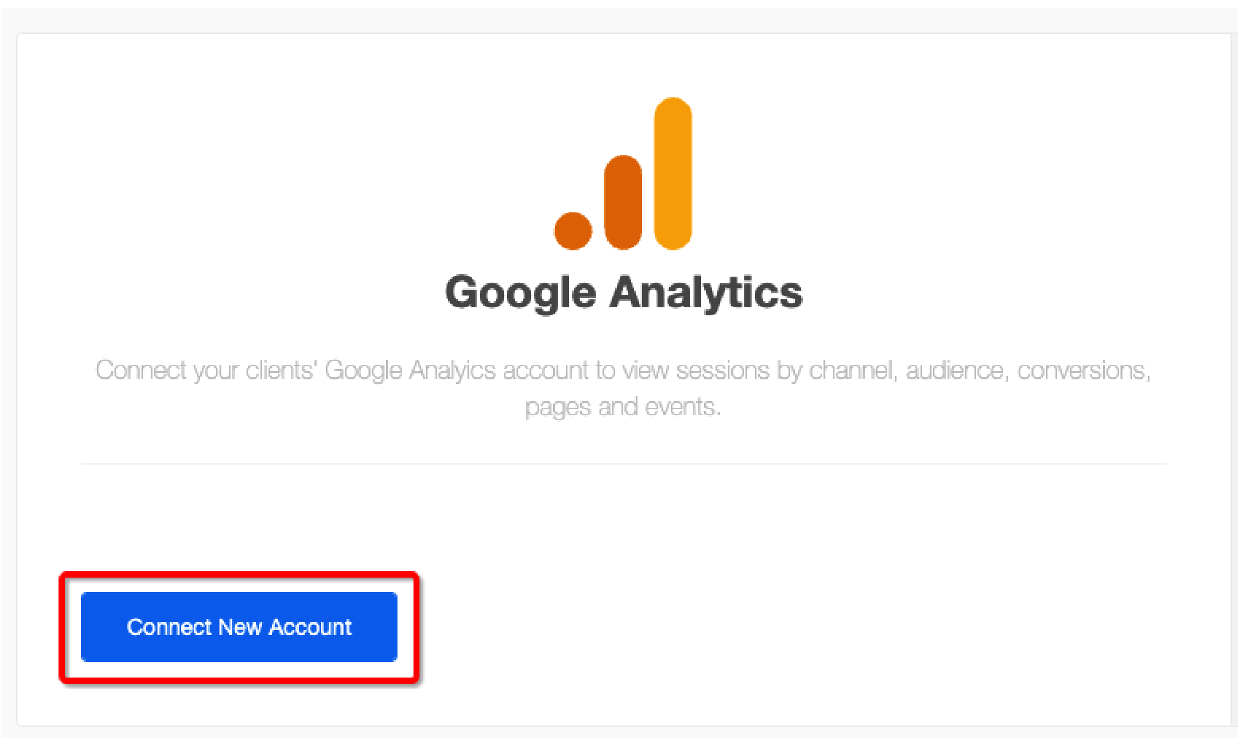
Search → Select account → Connect



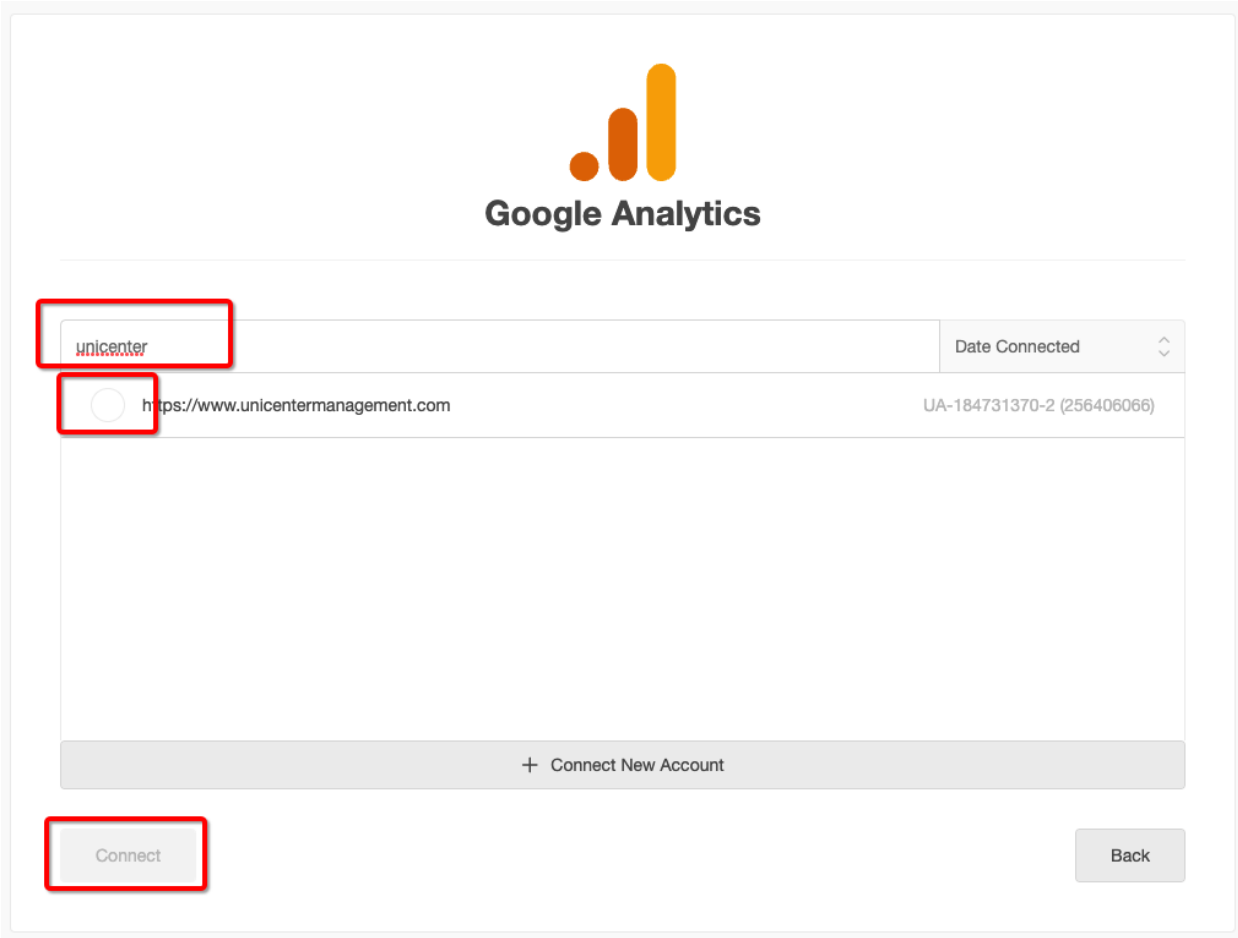
Next, you will go to Analytics → Google Analytics



Connect New Account

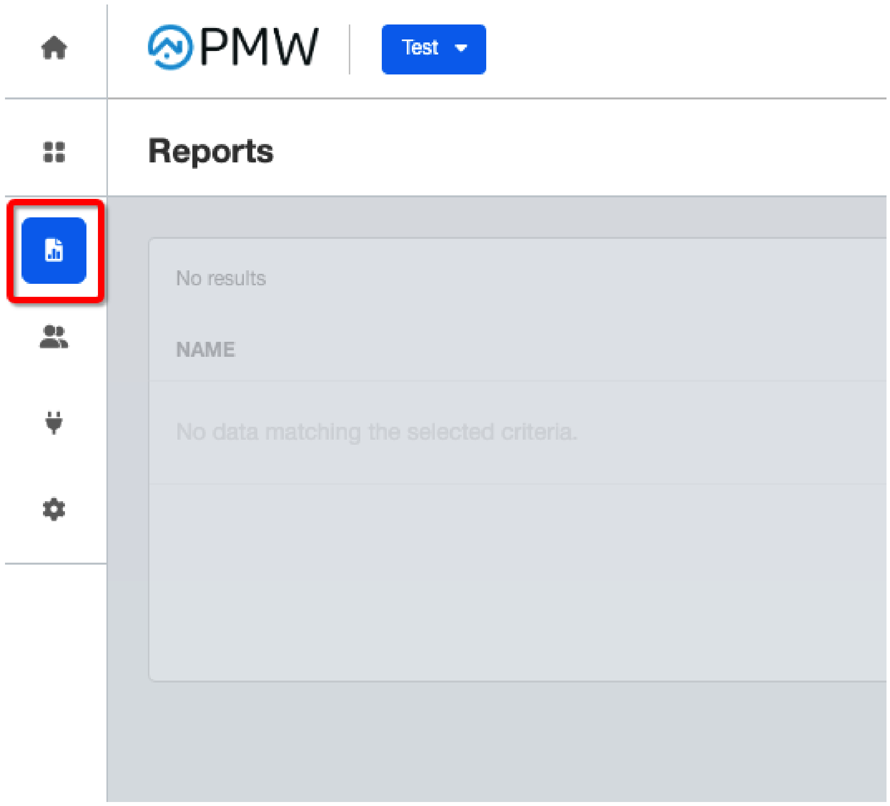


Search for account → select account → Connect

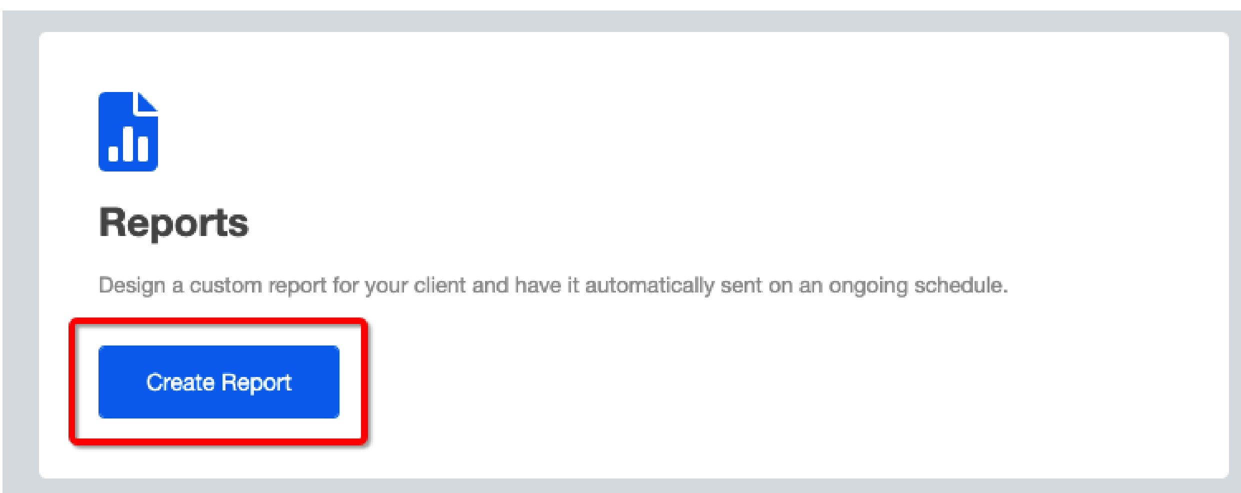


Next, you will create a new report

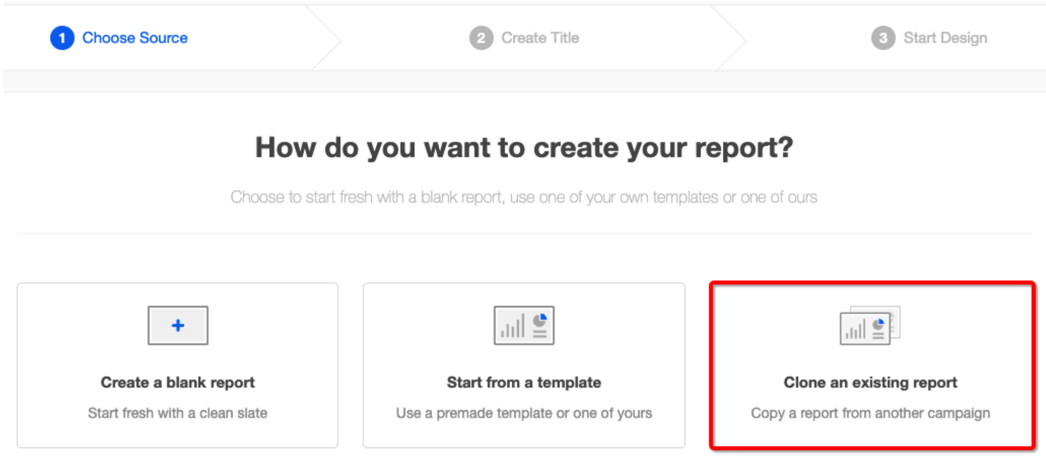
Go to Reports on the left hand side of the page



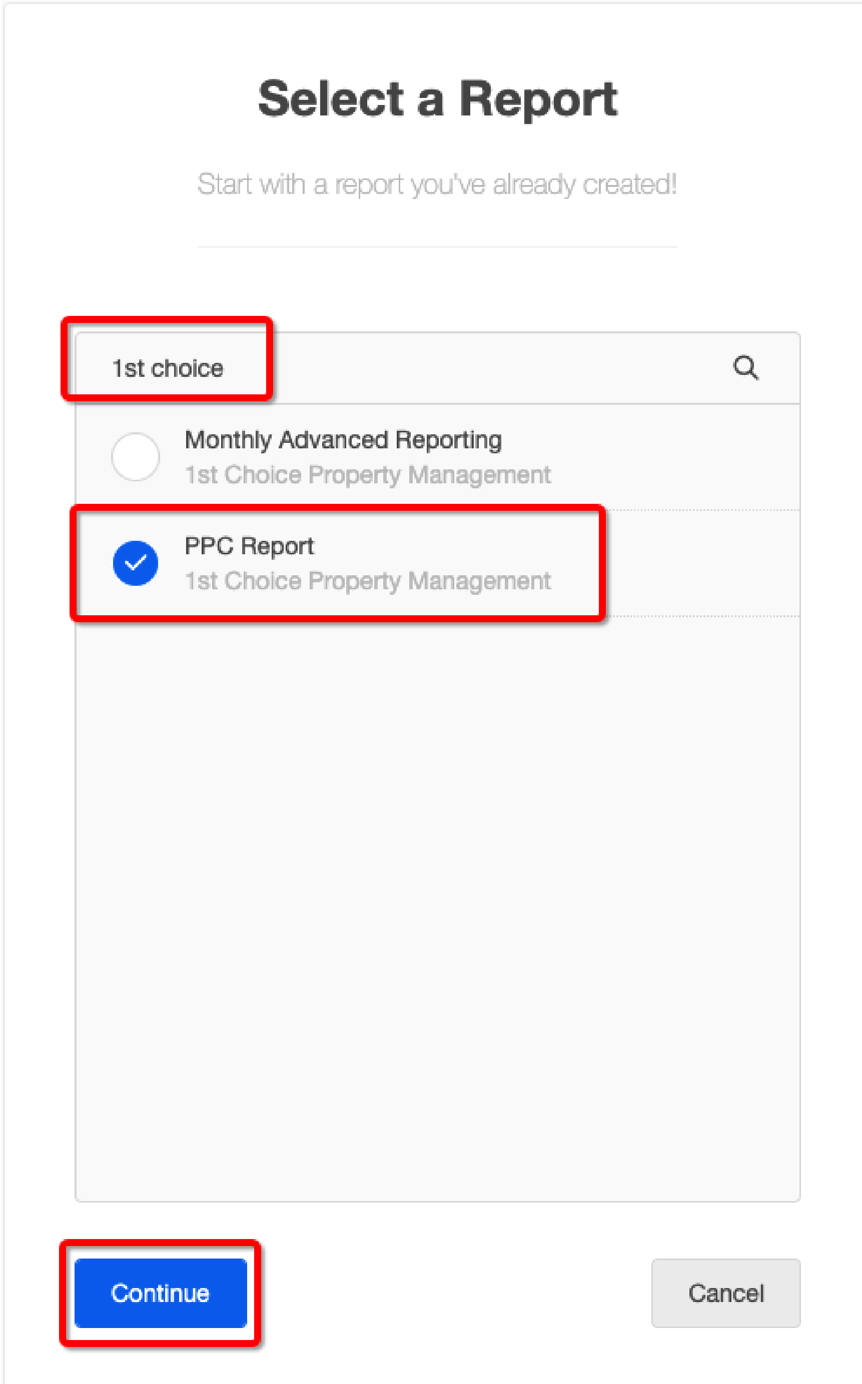
Create Report



We will then “clone an existing report”

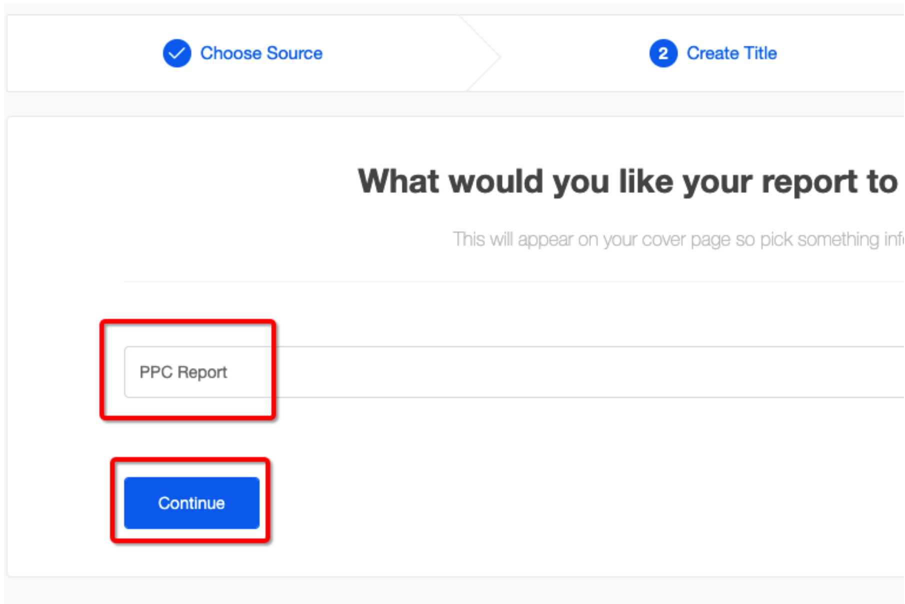


You will search for 1st Choice - click on their PPC Report and click continue

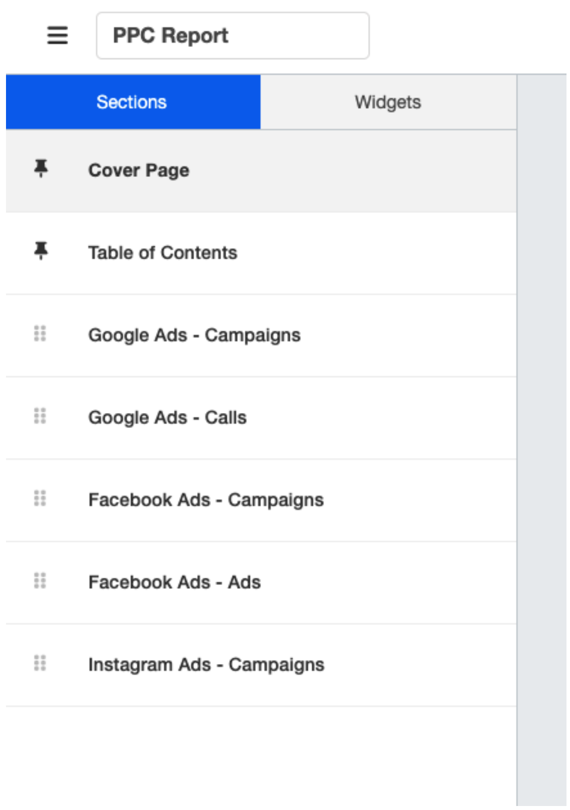


It will already say the name is PPC Report

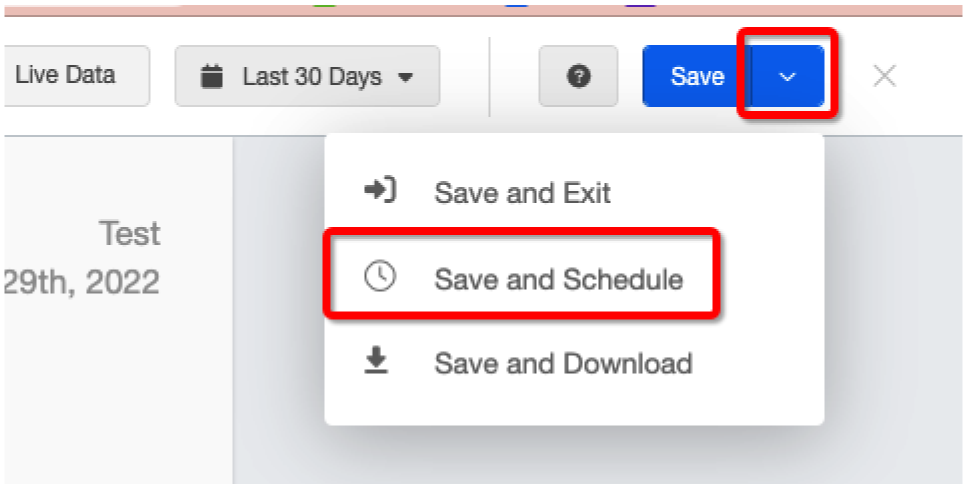
Click Continue



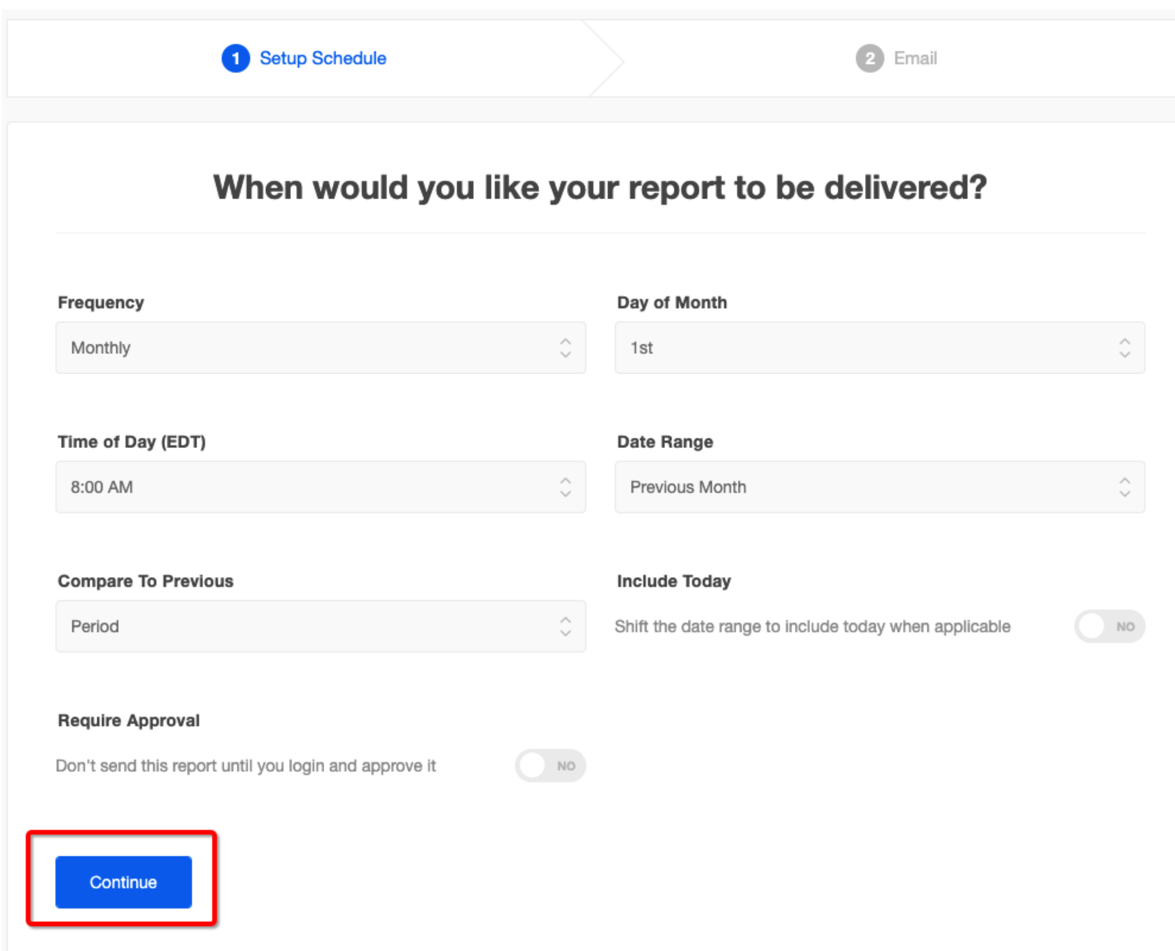
Make sure all parts of the report are in here - and if there are too many areas (ie. Facebook Ads) you can delete these sections by hovering over the section and clicking on the 3 dots on the right hand side



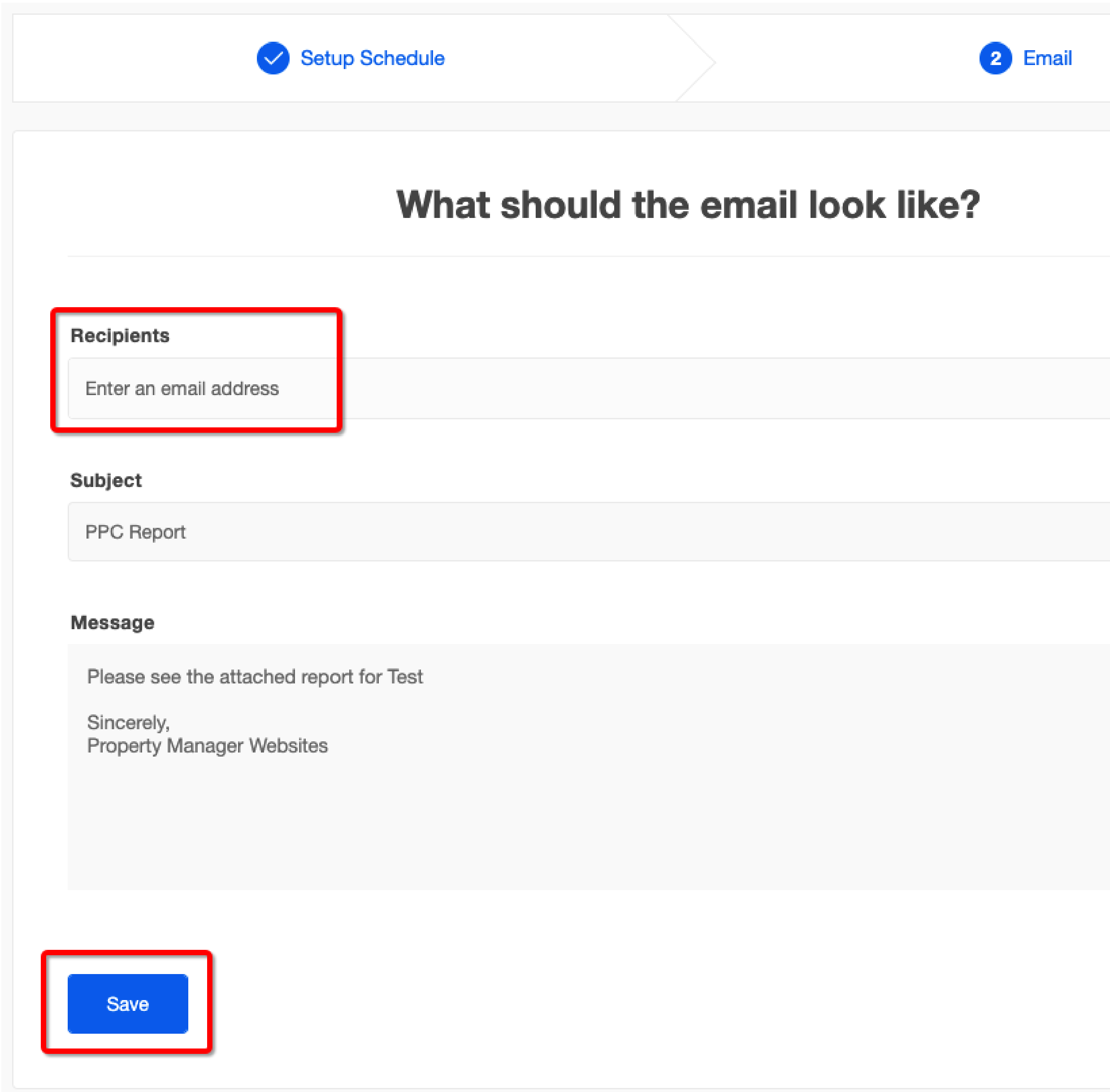
Once you have all the correct sections - click on the save drop down and click Save & Schedule



Keep all of this the same and click continue



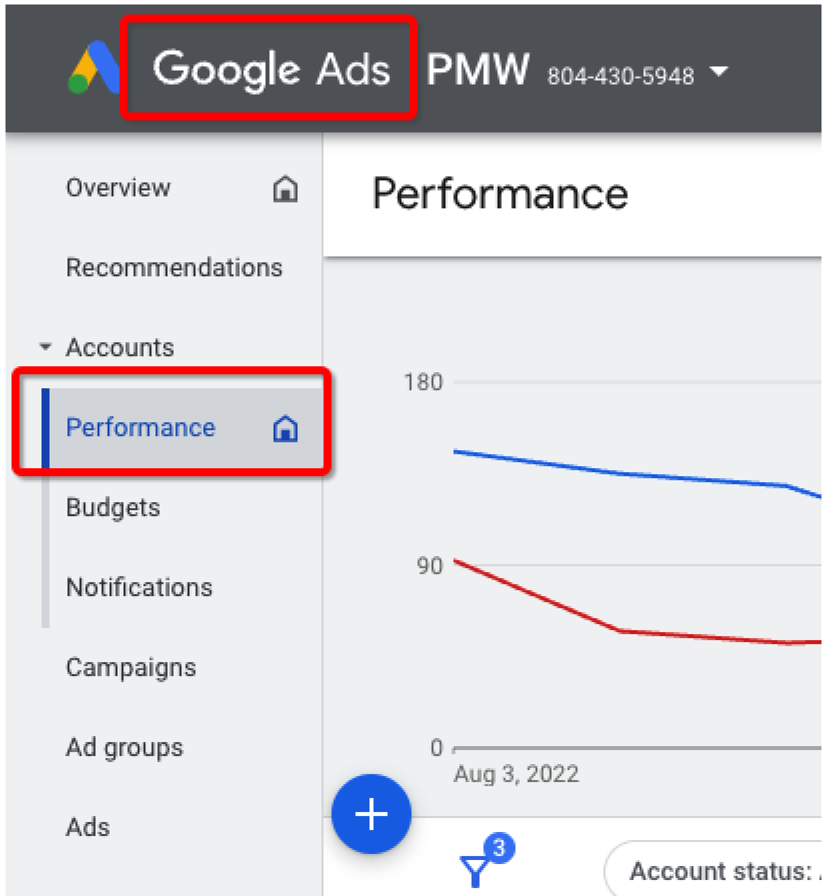
Enter in the email address & click SAVE



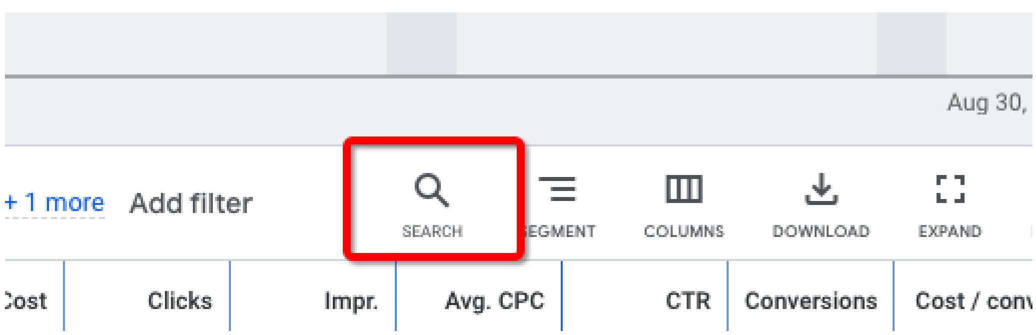
Reporting is done!

Next, you will go and change the account labels in Google Ads

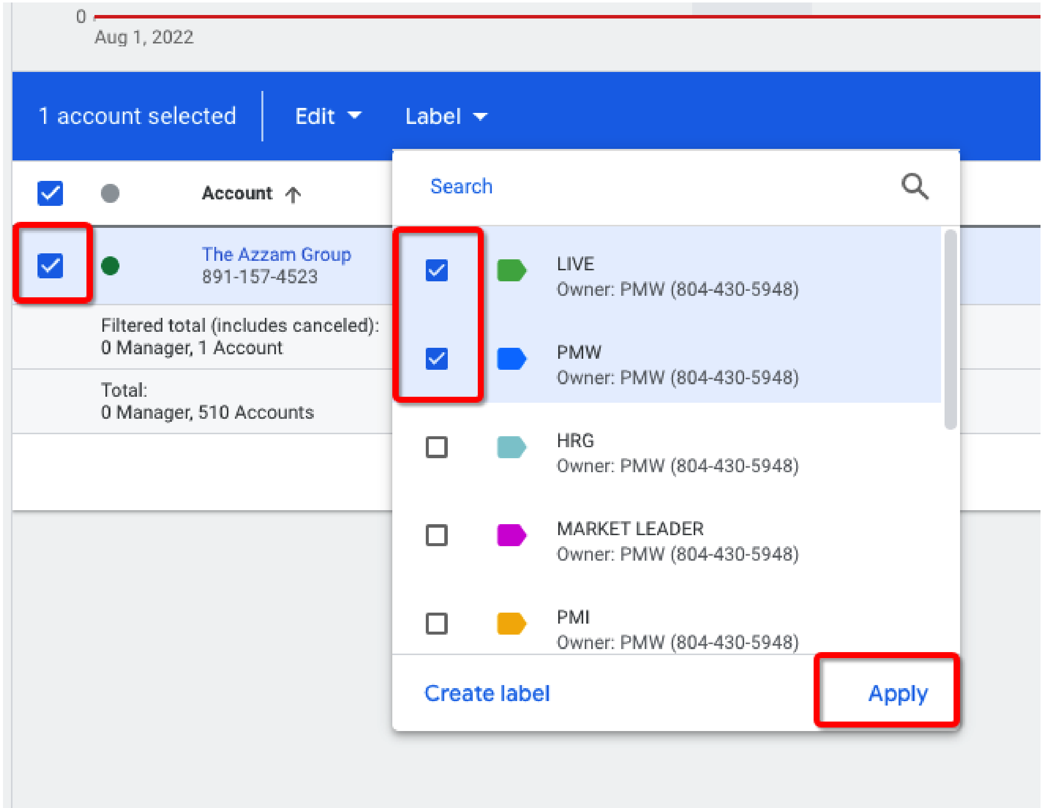
Log into Google Ads & click on Google Ads at the top right corner. Make sure you are under Performance



From here, search for the new account



Click on account and click Label



For this account in specific, they are LIVE & PMW - You will ALWAYS click LIVE - but depending on if they are a market leader or just a normal PMW account, you will choose either one.

Click Apply & mark as complete in Monday

Next, you will add this account to the billing sheet. Make sure they are under PMW or Market Leader appropriately and in alphabetical order.

In the billing spreadsheet - you will right click on the right side of the page and add a new row above or below another account (again make sure the accounts are in alphabetical order so you can run through the budgets with ease).

Once the row is added, add the name & budget. You will then carry down the rest of the rows in the spreadsheet.

31	Renters Place	$1,500.00		$380.04	$1,119.96	$62.22	63.34%
32	Soto Property Solutions	$350.00		$157.05	$192.95	$10.72	112.18%
33	Stars & Stripes	$2,500.00		$914.42	$1,585.58	$88.09	91.44%
34	The Azzam Group	$1,000.00		$443.25	$556.75	$30.93	110.81%
35	Vision Real Estate	$1,250.00		$423.24	$826.76	$45.93	84.65%
36	Weichert Realtors - Coffey Group	$1,030.00		$199.18	$830.82	$46.16	48.34%

Google Budget spent = 0

Budget left over = carry down from above cell

Budget left over per day = carry down from above cell (and make sure last number in equation is the same as the above one)

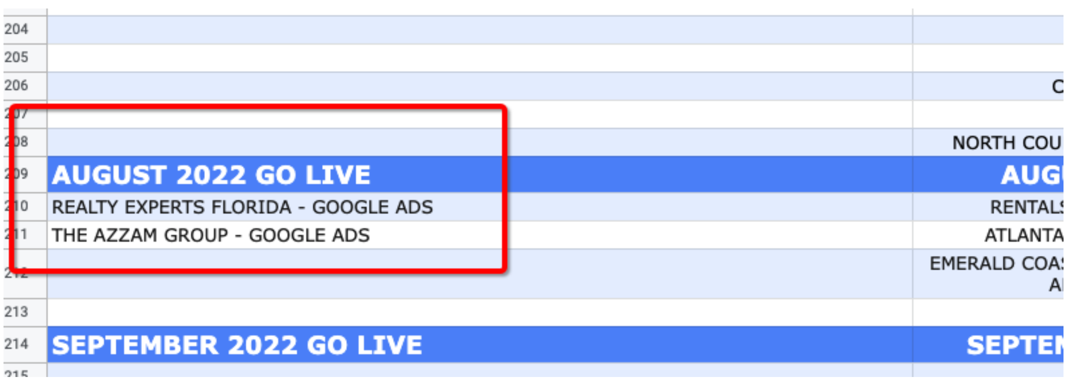
Google Pacing = carry down from above cell (and make sure last number in equation is the same as the above one)

Mark as complete in Monday

Next, you will set the daily budget in Google Ads. Depending on how many days are left in the month, your daily budget will vary. Your budget sheet will tell you what to set the daily budget as.

Mark as complete in Monday

Add to Go Live Sheet under the correct month and state what type of account you went live with (https://docs.google.com/spreadsheets/d/1pJL6bPrPhBGAPDPFHCTWNrmtYTvGKjTt2irNlzMH4fA/edit#gid=443307955)



Send the client “Your Account is Now Live” email

This should be saved in your templates (but it is also below for you to review)

Your Google Ads Account is now live! Please note that it can take up to 24 hours for your ads to get approved on Google's search network. Check out the tips below on your next steps!

Read-Only Access

You now have read-only access to your new Google Ads Account.

You will be able to see keyword performance, ad performance, geolocation settings, and much more!

Ad Preview Tool

To find where your Ad appears in search results for a particular search term, utilize the Ad Preview Tool.

We know it's tempting, but it's best to resist the urge to search for your own Ad!

You will receive an email from Google Ads, inviting you to your Ads Account. Click the button below to learn more about the Ad Preview Tool!

Review Ad Preview Tool

Know Your Numbers! Check Out Your Reports

Reporting will be sent to you via email on the first of every month. It is important to keep a lookout for these reports as they will give you insights into how your ads are performing, your form submissions, and your tracked phone calls. Keep reading to learn more about the different reports. Don't forget to add the senders as contacts once you receive your first month of reporting to ensure your reports go to your inbox!

Google Ads Reporting

The report is called "PPC Report" and the email comes directly from noreply@clientseoreport.com You will receive this report on the first of each month. It is a PDF that you are able to download.

PPC Form Submissions

You'll want to ensure you are following up with your paid leads form submissions! All of your form submissions are located in your Nesthub account.

Click the button below to learn how to view your organic vs paid form submissions.

Know Your Form Submissions

Phone Call Tracking

All of your PPC phone calls will be in your PPC Report that you receive on the first of each month. These phone calls will be under the "Google Ads - Calls" section of the report.

You can also view your phone calls in Free Rental Site. Click the button below to learn how to view your phone calls in FreeRentalSite.com.You will be able to differentiate between phone calls coming from Google Ads vs any other organic source.

Know Your Phone Calls

Don't Forget. I Am Here For you!

There is always a link to my calendar within your monthly reports to schedule a reporting call with me at your convenience. If you would like to go over your account, have any questions, or concerns, at any time - please schedule a meeting or send me an email and I can assist with any questions you may have.

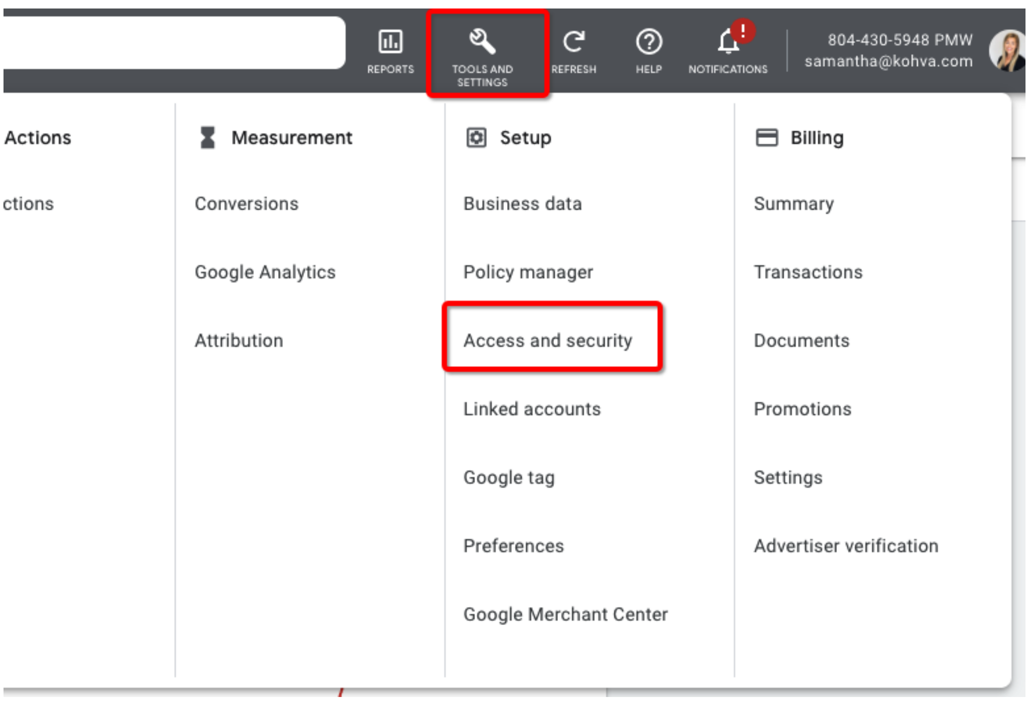
Schedule A Time To Meet!

Don't Forget to Follow Us on Social!

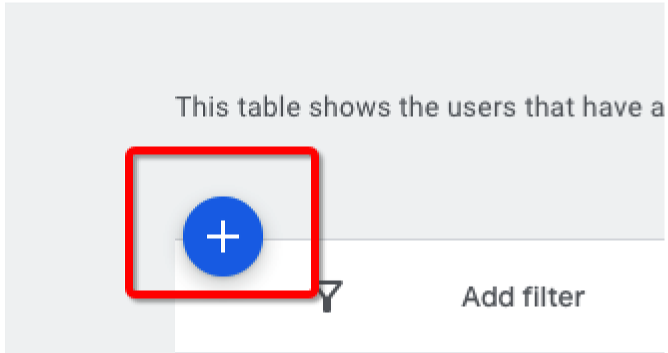
Mark as complete in Monday

Next, you will grant access to the client in Google Ads

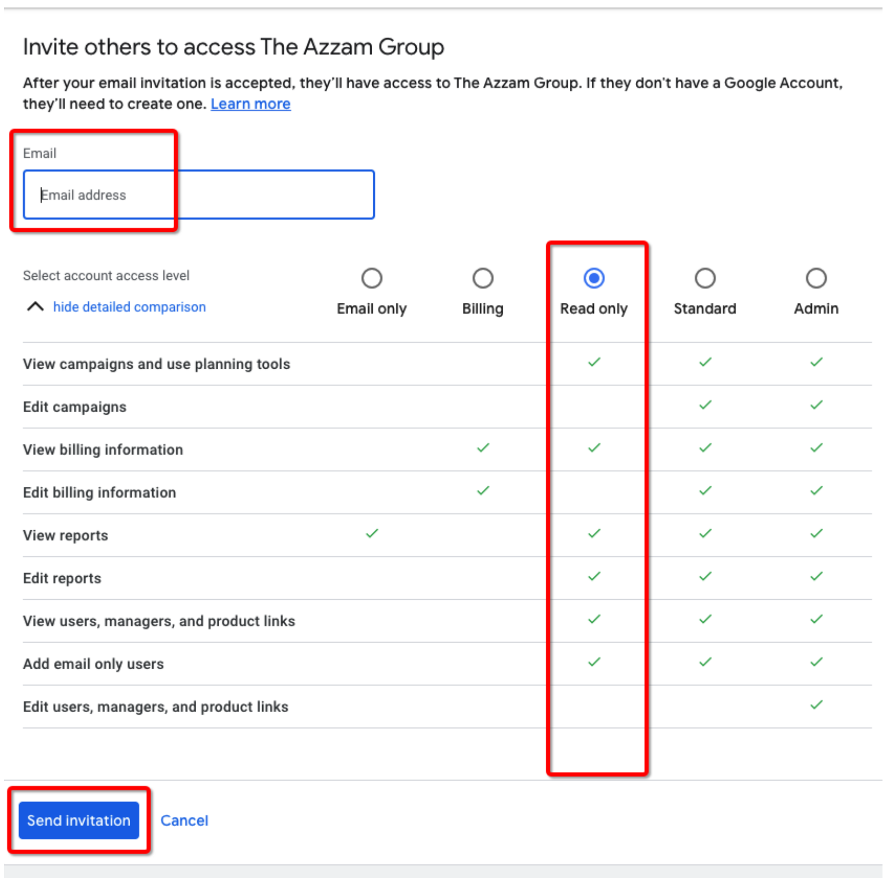
Go to the Google Ads account → click on Tools and Settings → access and security



Click the + button to add a new user



Enter in the email address, click READ ONLY & Send Invitation



If there is an error with the email address - this means that their email address is not associated with a gmail account. You will need to email them for a gmail email address that you can use.

Email similar to the one below:

"Hello,

We would like to grant you access to your Google Ads account, however, it looks like your email is not associated with a gmail account. Do you have another email address we can grant access to? If not, you will receive a report on a monthly basis going over your Google Ads account where you can view the same information.

Please let me know if you have any questions”

Mark as complete in Monday

Billing - click on sent - then wait a few minutes, and click complete. You need to click on “sent” so that Ashley Knight receives the information to begin billing on the account.

Next, you will click on Launched - complete.

This will bring the account to “Complete” in the Google Ads Build folder and also create a new account in the “LIVE! Google Ads” folder.

The account will be listed under “Newly Live” - be sure to run through the account and make sure all fields are filled out (as possible) and move the account into the correct spot (market leader or PMW).

FINISHED!!