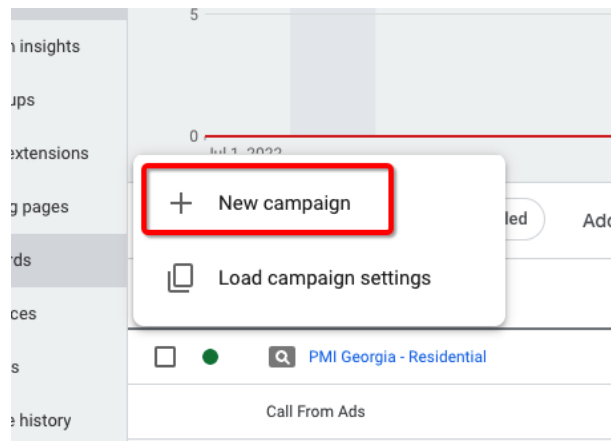


Remarketing Ads Account Build

You will need image ads for these remarketing ads

If you do not have the images, you will need to request them from Ashley Minor. She has a 2 week (sometimes less) turn around time on these ads.

In Google Ads online - click the Blue + sign - New Campaign





Click Website Traffic - Continue


What's your campaign objective?


Choose your objective


Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales
 Drive sales online, in app, by phone, or in store



Leads
 Get leads and other conversions by encouraging customers to take action



Website traffic
 Get the right people to visit your website


Product and brand consideration
 Encourage people to explore your products or services


Brand awareness and reach
 Reach a broad audience and build awareness




App promotion
 Get more installs, engagement and pre-registration for your app


Local store visits and promotions
 Drive visits to local stores, including restaurants and dealerships.


Create a campaign without a goal's guidance
 Choose a campaign type first, without a recommendation based on your objective.

Use these conversion goals to improve Website traffic


Conversion goals labeled as account default will use data from all of your campaigns to improve your bid strategy and campaign performance, even if they don't seem directly related to Website traffic.


Conversion Goals	Conversion Source	Conversion Actions
 Phone call leads (account default)	Call from Ads	2 actions
	Website	1 action
 Submit lead forms (account default)	Website	2 actions


Cancel Continue


Campaign Type = Display


Select a campaign type



Search
 Reach customers interested in your product or service with text ads


Performance Max
 Reach audiences across all of Google with a single campaign. [See how it works](#)


Display
 Run different kinds of ads across the web


Shopping
 Promote your products with Shopping ads


Video
 Reach and engage viewers on YouTube and across the web


Discovery
 Run ads on YouTube, Gmail, Discover, and more

Click:
 -Standard Display Campaign

-Enter in the URL
- Campaign Name = Remarketing
Continue

Select a campaign subtype. Keep in mind that this selection can't be changed later.

Standard Display campaign
Choose your settings and optimize your campaign. [Learn more](#)

Recommended because optimized targeting is now part of Standard Display campaign, so you can get the same benefits as Smart Display campaigns. [Learn more](#)

Smart Display campaign
Simplified setup and management. [Learn more](#)

This is the web page people will go to after clicking your ad ⓘ

<https://www.pmigeorgia.com/>

Campaign name

Remarketing

Cancel [Continue](#)

Change the Locations to United States

Select Language - English

Campaign settings

Locations

Select locations to target [?](#)

All countries and territories
 United States and Canada
 United States
 Enter another location

[Location options](#)

Languages

Select the languages your customers speak. [?](#)

English ×

Click on More Settings - Content Exclusions (check all below)

Content exclusions

Opt out of showing your ads on content that doesn't fit your brand

Digital content labels ?	Sensitive content ?	Content type ?
<input type="checkbox"/> DL-G: General audiences <input type="checkbox"/> Content suitable for families <input type="checkbox"/> DL-PG: Most audiences with parental guidance <input type="checkbox"/> DL-T: Teen and older audiences <input checked="" type="checkbox"/> DL-MA: Mature audiences <input checked="" type="checkbox"/> Content not yet labeled	<input checked="" type="checkbox"/> Tragedy and conflict <input checked="" type="checkbox"/> Sensitive social issues <input checked="" type="checkbox"/> Profanity and rough language <input checked="" type="checkbox"/> Sexually suggestive <input checked="" type="checkbox"/> Sensational and shocking	<input type="checkbox"/> Games Inactive <input type="checkbox"/> Live streaming YouTube video <input type="checkbox"/> Embedded YouTube videos <input type="checkbox"/> Below-the-fold <input type="checkbox"/> G-mob mobile app non interstitial Inactive <input type="checkbox"/> Parked domains <input type="checkbox"/> In-video

While content exclusions are completed to the best of our ability, we can't guarantee that all related content will be excluded.

Next
Budget & Bidding

Set the Budget to \$2.00 per day
Focus = Conversions

Manually Set Bids
Enhanced CPC = \$2.00

Next

Budget and bidding

Budget

Set your average daily budget for this campaign

Bidding

What do you want to focus on? ⓘ

Conversions ▾

Recommended for your campaign goal

How do you want to get conversions? ⓘ

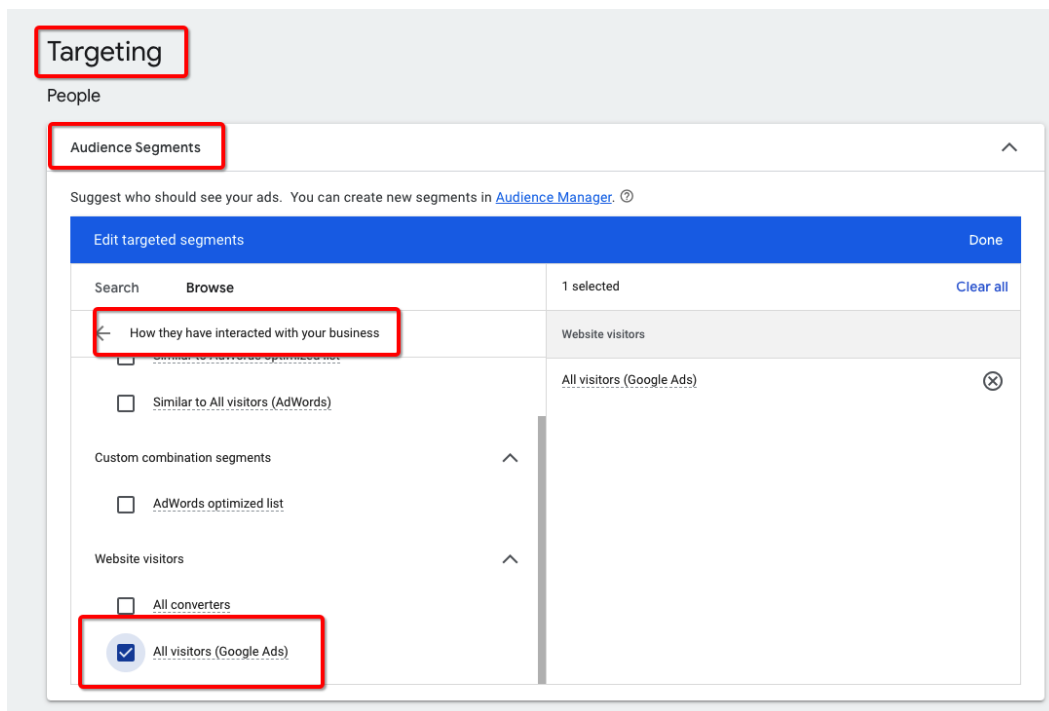
Manually set bids ▾

Enter your enhanced CPC bid for this ad group ⓘ

✔ This campaign will use the **Enhanced CPC** bid strategy to help you get the most conversions by increasing or decreasing your bid

[Or, select a bid strategy directly \(not recommended\)](#)

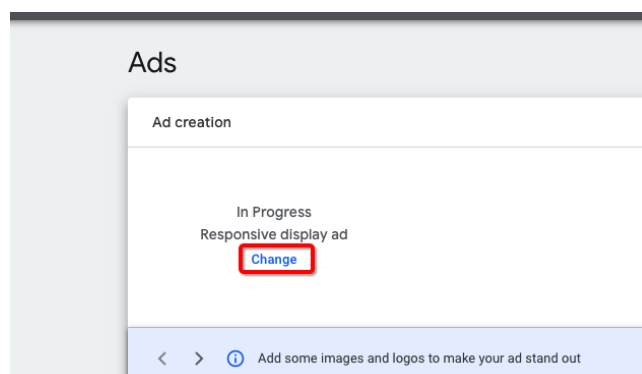
Targeting:
Audience & Segments
How they have interacted with your business
Website visitors - All Visitors (Google Ads)



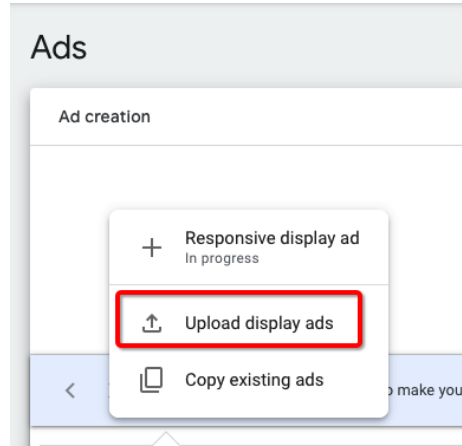
Next

Ads:

In Progress - Responsive Display Ad
CHANGE!



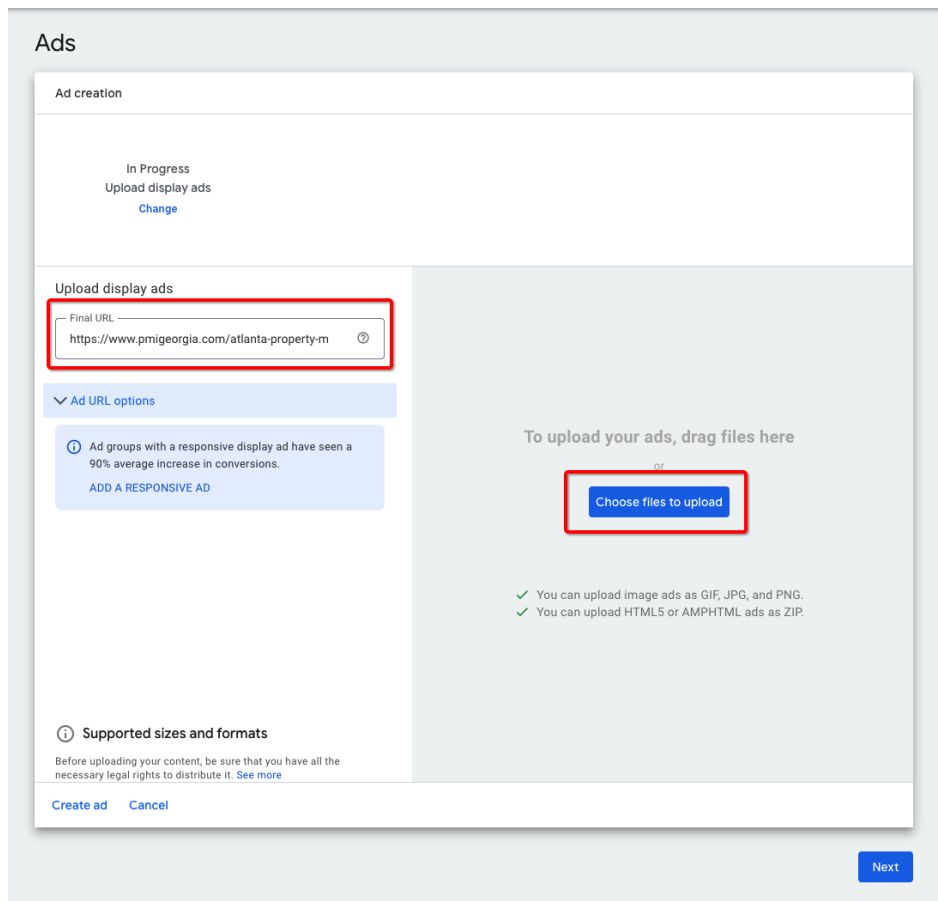
Upload Display Ads



Enter in the Final URL

This will be the main services/pm page & the tracking code is ?tcid=GoogleAdsRemarketing

You will then click Choose Files to Upload



(Make sure you have the images downloaded to your computer)

If you do not have the images, you will need to request them from Ashley Minor. She has a 2 week (sometimes less) turn around time on these ads.

Once the files are uploaded into the uploaded area - click Next

Ads

Ad creation

In Progress
Upload display ads
[Change](#)

Upload display ads

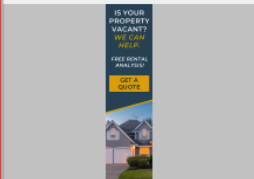
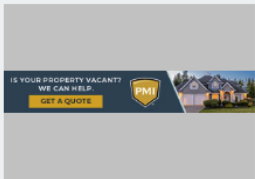

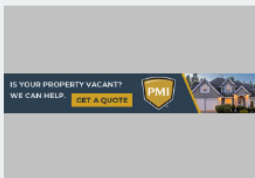
Final URL

Ad URL options

Ad groups with a responsive display ad have seen a 90% average increase in conversions.
[ADD A RESPONSIVE AD](#)

Supported sizes and formats
Before uploading your content, be sure that you have all the necessary legal rights to distribute it. [See more](#)

5 uploaded ads

 160x600.jpg 160 × 600	 300x50.jpg 300 × 50
 300x250.jpg 300 × 250	 320x50.jpg 320 × 50

[Create ad](#) [Cancel](#)

[Next](#)

Click Publish Campaign

You will see your new Remarketing Campaign in your account

Change the Ad Group Name from Ad Group 1 to Remarketing

You can do this by clicking on the pencil icon next to the name Ad Group 1

And the account is finished!