



How to Gain Exposure and Acquire Customers with Google AdWords



Getting exposure for your business is no easy feat. Traditional methods, like public relations and advertising, require skill, time, and money. A full-page, four-color ad in *Inc.* magazine, for example, will set you back \$90,000—and that's just for a one-time run, and doesn't include the cost of a designer or copywriter. Fortunately for startups, it's a brave new world in marketing, and thanks to digital advertising

platforms like Google AdWords, gaining exposure and acquiring customers is easier—and less expensive—than ever before. To help you get the most bang for your buck, we asked an expert where entrepreneurs should focus their efforts. **Jonathan Hochman**, a senior consultant with **Hochman Consultants** in Cheshire, Connecticut; chairman of **SEMNE**, the association of search engine marketers in New England; and a founder of **CodeGuard**, a website security company, suggests you take advantage of three of Google AdWord's advanced features. But first...

What Is Google AdWords?

Google AdWords is an advertising service from Google, the search engine giant. Largely based on keywords—terms and phrases people use to search for information online—Google AdWords matches your ads with people who are searching for keywords related to your product or service. In other words, the service allows you to display your ads on Google's search engine and advertising network to people who are actively looking for your product or service online.

Say you sell pearl jewelry, for example. Your potential customers might search for things like "pearl bracelet" or "pearl earrings." So, your ad would include those search terms, and might look like the one below.

Elegant Pearl Earrings - Save 75% of Stunning Pearls

Ad www.thepearlsource.com/pearl/earrings ▼

4.8 ★★★★★ rating for thepearlsource.com

Widest Selection, Free Shipping & 60-Day Guarantee.

Exquisite Pearl Types - Save 75% off Retail - Top Quality Handicraft - Cyber Monday 20% Off

Excellent shopping experience - Google Trusted Stores

Akoya Pearl Earrings

Tahitian Pearl Earrings

Shop By Price

Hanadama Earrings

Pretty simple, right?

You should also know that AdWords has two main networks: Search and Display. The AdWords Search Network reaches people when they're already searching for specific goods or services, as in the pearl jewelry example above. The Display Network, on the other hand, helps you reach prospects before they're ready to buy. Google gives the following example: "If you run an art supply store, you can catch a mom's eye when she's reading reviews about the best brands of washable paints, but before she puts her toddler in the car seat and heads out to buy."

The beauty of Google AdWords for startups, or any business for that matter, is that you can set a budget up front, start or stop your campaign at any time, and even set geographic targets if your customers are local or regional. Plus, your ads are trackable—something that's pretty tough to do with, say, that \$90,000 *Inc.* ad. Finally, you pay only when people click on your ad, so you know every dollar you invest is actually having an effect. (Don't forget to create a well-designed, well-written landing page with relevant information similar to the ad, plus compelling benefits and a strong call to action. Clicks will take your prospects from your ad to a landing page, but that's only half the battle; you still have to get them to add your product to their cart, watch a demo, email you for a free trial, pick up the phone and call you, or whatever action you want them to take.)

Getting Started

If you're not familiar with Google AdWords, it's easy to learn how to use the service. Google does a great job of teaching you and getting you up and running in just a few steps, so we won't go into that here. Simply [follow this link](#) for a guided setup.

Three Advanced Google AdWords Features You Should Be Using Now

Now that you've learned a little bit about Google AdWords and set up your account, let's move on and explore the three advanced features of the tool that Hochman recommends. Use them, and he says they'll enable your startup to gain valuable exposure at minimal cost.

1. Remarketing. Remarketing is the process of showing ads to people who have visited your site or used your app. Have you ever looked at, say, a pair of boots online, and then noticed that the image of those boots followed you to Facebook, to your favorite blog, and everywhere else you poked around on the internet? That's remarketing. And although it can get a bit annoying, if you do it right, it's an incredibly effective tool.

The benefits of remarketing are vast and include improved brand recall (through ongoing reminder ads). Remarketing also gives you the chance to bring people back into the sales process (if they click on your ad), and it typically leads to improved conversion rates. Since prospects have already shown some interest in your product, your chance of completing the sale, or "converting" them, is good. Plus, as with all other Google advertising tools, you have control over your budget, so you can test a strategy and then refine it as you go.

Learn how to remarket [here](#).

2. Customer Match. If you have a list of your prospects' or customers' addresses, which, after all, is the type of list you should be building if you're marketing your product, you can upload that list to Google AdWords and show ads to the people on that list, ensuring that your most promising leads are seeing your messages. Customer Match can help you increase brand awareness and drive sales. It can also help you reach new audiences by targeting people who are similar to your target audience (via customer data you share with Google). For example, on Gmail, you can reach your customers or an audience with similar characteristics by showing them personalized ads at the top of their inbox tabs.

While Customer Match is currently available only on search, YouTube and Gmail, it's definitely worth looking at. And it takes only [three steps](#).

3. Display Ad Builder. Poor design can make your company look amateurish and kill your brand's reputation before it even gets going. But graphic designers cost money. Instead of hiring one, if you're advertising on the Google Display Network, you can use Google's Display Ad Builder. This tool lets you easily build image ads for free, saving you time and money, and giving your ads a polished, professional look. Google has more than 100 templates available in a dozen categories in [Display Ad Builder](#), or you can use images from Google's stock files, from your computer, or straight off your own website. You can even customize fonts, colors and layout to match your brand standards. Simply select a sample template, then follow the prompts until your ad is complete. Google will build and display your ad in a variety of sizes to fit every imaginable need.

Now Go Start Building Your Audience!

If you're looking to build awareness and acquire customers for your startup, thanks to the digital era, it's never been easier or more cost effective. "The tactics described above can enable a startup to reach a targeted audience and make a real difference in their marketing for as little as \$100 per month," says Hochman.

