

# Insights Into Google AdWords for Arts Managers

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# INTRODUCTION

“Half the money I spend on advertising is wasted; the trouble is to know which half.”

by John Wanamaker, merchant and US public figure considered by some to be the “pioneer of modern marketing”

It’s Thursday evening, and you are looking for a theater performance to see, but you don’t know what the theaters are showing tonight and at what time. So, what do you do? Most people would say to go on the Internet and just “Google it”. This is where Google AdWords comes in. Many have heard of it, some understand what it is, and few actually know how to use it.

It is common knowledge that Google is the largest and most used search engine worldwide. What most people don’t know is that nearly all of its revenue comes from business advertising (around 97 %) <sup>1</sup>. Additionally, it dominates mobile search advertisement and owns the biggest online advertising network (with Google AdSense), such as Gmail, YouTube and Blogger. <sup>2</sup>

This research paper will examine how arts and cultural organizations can use Google AdWords as a beneficial marketing tool to target their audience at the right time and get the best return of investment.

In this white paper you will:

- Learn what Google AdWords is and when to use it
- Understand mistakes made by others with Google AdWords and what to learn from them

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1 Kelly, Meghan. 2012. “96 percent of Google’s revenue is advertising, who buys it? (infographic).” Venture Beat. January 29.

2 <http://www.wordstream.com/blog/ws/2012/08/13/google-AdWords-facts>

- Receive a step-by-step user guide to use Google AdWords most effectively to drive the most value out of your Google AdWords campaigns

- Gain insights into why and when to use AdWords, as well as for who it is the right marketing tool for

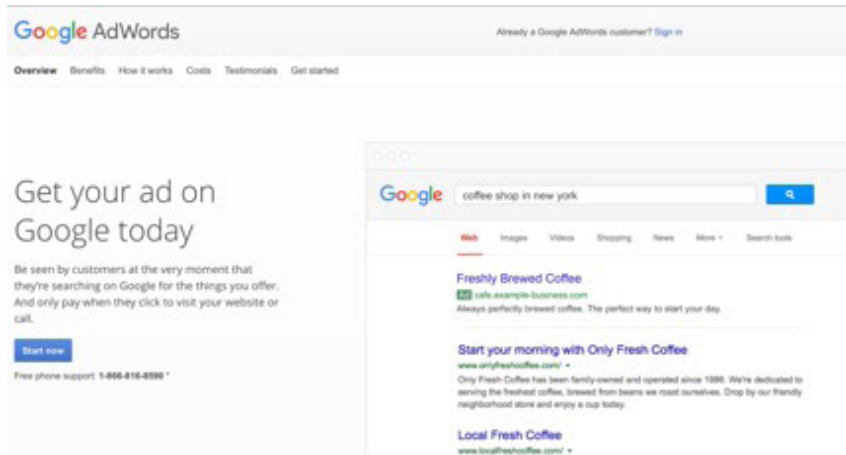
Lastly this research aims to help you navigate your Google AdWords campaign to a better outcome for your business and get a better or deeper understanding of the mechanism behind it and how it works.

## BASIC INFORMATION & DEFINITIONS

### What is Google AdWords?

Before exploring this topic further, we firstly need to define Google AdWords. It is an online advertising service that generates sponsored ads displayed on search result based on keywords, which are predefined by the advertiser, and cookies.

Also, known to some as “Pay-Per-Click Online Advertising”, Google promotes AdWords with three main arguments: it will help you attract more customers, help you reach the right people at the right time, and you only pay for results. According to Google, a business can make an average of \$2 in revenue for every dollar they spend on AdWords. In fact, nonprofits receive a Google AdWords grant as part of their google nonprofit status. Click [here](#) to learn more about Daniel Fonner’s work and [apply](#).



Screenshot from: <https://www.google.com/AdWords/>

## Why and when you should use Google AdWords

Google AdWords offers a great tool for an inexpensive way to spread the word about your business. The relatively good applicability and user-friendly interface makes it easy even for small ventures to start their own campaign. Additionally, in comparison to traditional marketing tools, it is easily scalable, measurable, and flexible to adjust afterwards. It will also get you faster results than your search engine optimization (SEO).

## HOW TO USE GOOGLE ADWORDS

### The key to a successful AdWords campaign

Now that you know how powerful tool of a tool Google AdWords is, you need to know how to successfully target your desired audience. Therefore, before starting your campaign, you

should plan spend time getting to know who your audience is and what they want.

### Choosing the right keywords

The “keyword” is one of the most important parts of your Google AdWords campaign. When choosing the right keywords, as an organization, you must ask yourself what keywords you would type into Google to find your offered service or product.

Think of it this way; your site is the answer, but you need to find out the questions. Therefore, you will know what people type into the search bar and push yourself to come up with creative keywords. Once you have figured out all possibilities, you can add the best keywords for the campaign. You can also utilize Google Analytics technology to see what keywords people used in the past that brought them to your page. For more information on how to do this, see [Katie Grennan's work](#) on this from 2015.

## Headline

This is the header of your advertisement and shows up in bigger bold blue letters and the display URL will be under the headline. You should keep this clean and simple to increase the brand's recognition.

## Narrowing your Keyword Net

To focus your AdWords campaign, you can take advantage of brackets or quotes, just like limiting your search scope on Google. For example, if you use "film festival" in quotes, your ad will be presented every time someone searches for these words – it doesn't matter if it is "Toronto film festival" or "film festival animated movies". However, if you use brackets to select [film festival], only those who search for the exact same phrase will see your advertisement showing up.

## Destination URL/landing page

Creating specific landing pages that are connected to the ad you're running will maximize the possibility of a user returning to your website. If you send a person to an all-purpose home page, they can get confused because they can't find precisely what they were looking for when clicking on your link. In contrast, a specific landing page can leave a potential customer more satisfied. Those pages can and should also ask users to take an action, such as signing up for a newsletter.

## Side ad/Top ad

The difference is, as the names already imply, that a side ad shows up on the right side of the search engine result page and a top ad above the displayed results.

## How to get the highest ROI

Before you jump into setting up your campaign, here are some definitions specific to Google AdWords that will help you understand the process better:

### CPC / PPC

"Cost-per-click" or "pay-per-click" means that your company will pay every time a person actually clicks, not just sees your advertisement. You can set the maximum amount that you are willing to pay per click in the bidding process for a certain word.

### Quality Score

The quality score is a measurement by Google to calculate the relevance of your campaign (headline, description, keywords and destination URL) to determine your ad placement (ad rank). A higher quality means a better placement of your campaign.

### CTR

The "click through rate" tells you how many people who have seen your ad actually click your link. This measurement is important, because it doesn't help you if there are thousands of people who have seen your campaign, but nobody actually engages with your webpage.

### Bid strategy

Your bid strategy defines how you want to pay for your campaign. Here, you will define how much you are willing to pay for one interaction with your ad.

### IP address exclusion

This gives the advertiser the chance to exclude certain IP addresses from their AdWords campaign. This can prevent unwanted clicks and



save your budget from paying for clicks you didn't want to happen.

## Optimization/Split Testing

These are ways to improve your campaign and get a better CTR or ad ranking, which include A/B and multivariate testing. For more information on how to do this, click [here](#).

## Frequency capping

Frequency capping prevents ads that appear multiple times to the same user, when searching for a similar or same topic over and over again. The advertiser can limit the display to every day, week or month for one user. This is important to keep in mind, because it can irritate users if they see the same advertisement all the time, plus, it won't make that person click on your website just because they keep seeing it but ignoring it.

## Common mistakes to avoid

As great as it sounds, it is easy to fall into a number of traps when using Google AdWords prematurely. The web provides many examples and personal stories about what can go wrong when using Google AdWords without enough user knowledge. Unfortunately, instead of saving money or attracting more customers, some experience the opposite.

A lot of mistakes happen when choosing the right key words for your AdWords campaign. If your keywords are too broad, e.g. dance, theater or opera, your marketing budget will not last very long or your ad could be delivered to non-interested viewers. Since AdWords is a pay-per-click service, every time someone searches for "dance" and clicks on your ad, you will lose money. The problem here is that most people probably didn't search for your dance performance, but rather, other information.

On the other hand, having key words that are too specific may get you no or very few clicks, because not a lot of people will search precise terms. That is why defining your keywords properly is very important for the success of your Google AdWords campaign.

AdWords is a difficult tool to use if you want to promote services or products that haven't existed before, because people are yet unaware of it and therefore, will likely not enter the keywords you input into the Google search engine. This means that your website won't get a lot of clicks. Here, different types of campaigns would serve you a better purpose, such as SEO.

Another mistake to avoid is not setting a daily budget that is both realistic and specific. Ads placed on Google can easily create a lot of clicks in a short amount of time. While this is generally a positive thing, it can also cause you to run through your budget very quickly. Hence, it is vital to calculate the money you want to invest and distribute it over time according to your marketing plan.

## HOW TO USE GOOGLE ANALYTICS TO INFORM YOUR ADWORDS CAMPAIGN

A Google AdWords campaign is made up of variable ad groups, but has the same campaign type and other settings. It is possible to run more than one campaign at a time, because campaigns mainly help you structure different paid advertising works.

An ad group is a set of keywords, budgets and targeting methods used to achieve a certain goal within the campaign. For example, if you want to promote ticket sales for a dance performance, you should set up ad groups to target online ticket sales, dance performance in your area and your venue. Each of these ad groups itself is made up of



multiple ads.

Google offers the possibility to connect your Analytics Property with your AdWords campaign. This has multiple benefits, because Analytics allows you to more accurately track your conversion. Through Google Analytics you can find out which keywords will produce longer site visits, a higher bounce rate or increase the time looking through your webpage.

Once you look at and understand this information, you can adjust the campaign and trade keywords that don't have a great conversion rate for more fitting ones.

Analytics can also tell you exactly what people are doing on your website. For instance, if they are not buying tickets or products, it will help you to figure out why. It will also help you keep track of your goals, because it is easily customizable to generate reports of several different goals side-by-side.

Google Analytics is a very helpful tool to better understand prospective customers. Analytics will help you understand what content people are looking for and they are not. It will give you a deep level of information you need to assess and adjust your AdWords campaign, but you also have to use the information for it to make a difference. Therefore, when used to its maximum potential, the tool will only enhance your return of investment and will help you with optimization or A/B testing.

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## CONCLUSION

It is important to constantly keep monitoring your AdWords campaign. This responsibility should be taken seriously otherwise the money spend on your advertisement won't be as effective and will not provide a good ROI. A weekly check-in of your campaign would be best, including some seasonal or holiday specific updates. This requires a lot of effort, but is essential in keeping up with the changing environment. If this is too much for your organization, you can also think about outsourcing the management of your AdWords campaign.

Google AdWords can have high impact for art managers. The better insight into what AdWords is and how to use it will give you the most effective use of this tool for your organization's money.

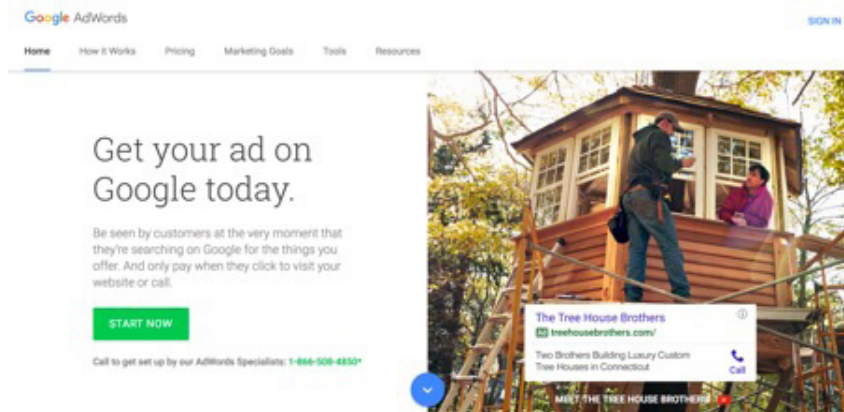


# TUTORIAL: 10 STEPS TO YOUR FIRST ADWORDS CAMPAIGN

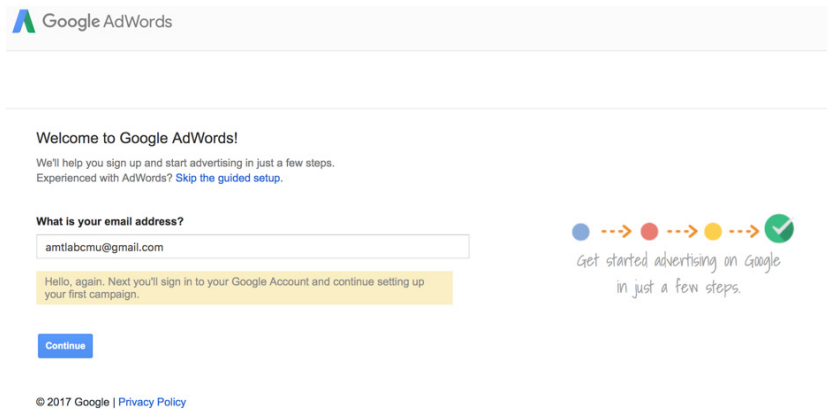
Now that you are armed with a wealth of insight about Google AdWords, it's time to create your own ad campaign. It takes less than an hour to set up, but you should invest additional time in advance thinking about all the topics mentioned above.

Here is an easy Step-by-Step Guide to creating your own Google AdWords campaign:

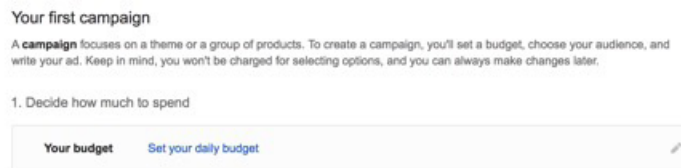
**STEP 1.** To start your first campaign, go to [AdWords.google.com](https://adwords.google.com) and click on the “Start now” button. Here you can sign up for an AdWords campaign, for which you will need a Google account.



**STEP 2.** Enter the email address you use for your website then click “continue”.



**STEP 3.** Next, set your daily budget by clicking “set your daily budget”.



**STEP 4.** Next, enter the amount you are willing to spend per day on your campaign. Remember, you can always change this amount later.

1. Decide how much to spend

**Your budget** Specify how much, on average, you'd like to spend per day. You're charged only when someone clicks your ad.

USD \$  per day

You can always change the amount. The currency type (USD) will be set for your entire account and can't be changed.

**STEP 5.** Once you enter in your daily amount for your ad, you can specify what geographic location you would like to target. The default setting is the broader area you are located in (such as the United States and Canada):

2. Choose a target audience

**Locations** United States and Canada 

However, once you click on the pencil image to the right, you can isolate your campaign to include (or exclude) areas as specific as certain zip codes:

2. Choose a target audience

**Locations**

All countries and territories  United States and Canada

United States  Let me choose...

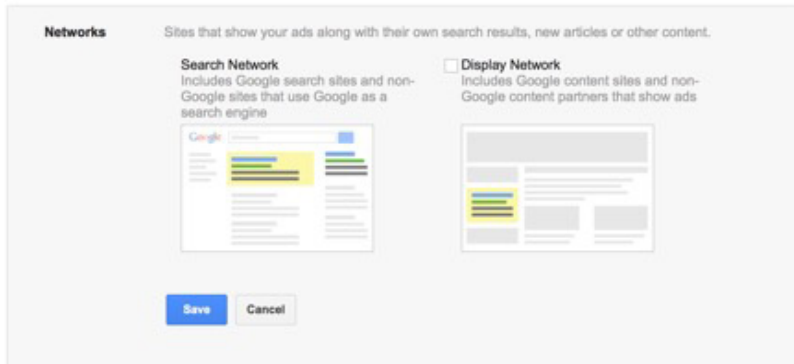
[Advanced search](#)  
For example, a country, city, region, or postal code.



**STEP 6.** You will also need to select a campaign type:



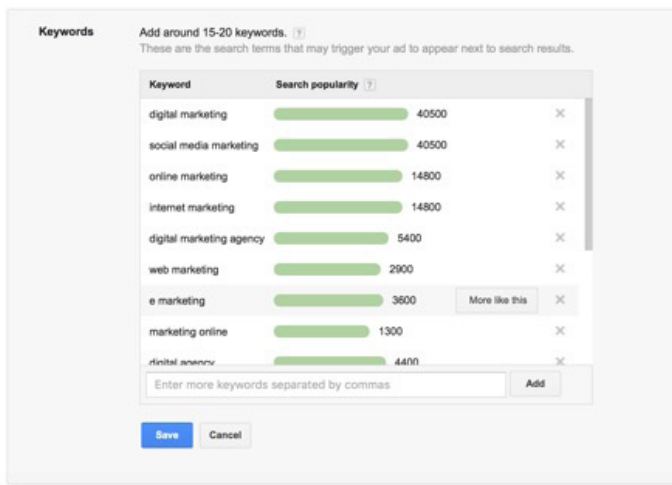
There are two options: “Search Network” (will only include Google searches) and “Display Network”, this means that your ad will be displayed in all Google AdSense network. We suggest using “Search Network only” for your campaign.



**STEP 7.** Now, you are ready to set your keywords:



**STEP 8.** Suggestions are automatically populated for you, but you also can add your own. Google recommends you enter between 15 and 20 keywords for best results. Remember though, it is better to have a few important and carefully chosen key words than too many that are not specific to the purpose of your ad.



**STEP 9.** It's now time to select your bid.

3. Set your bid

**Bid** AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

This means the most you are willing to pay for one CLICK on your ad. We recommend that you select “I’ll set my bids manually”, which will give you more control over the campaign. The daily budget is important, because this will be the maximum amount Google will charge you for the day and can prevent you from big monetary loss by mistake.

3. Set your bid

**Bid** The most you're willing to pay for a click on your ad.

AdWords automatically sets your bids to help you get as many clicks as possible within your budget.

I'll set my bids manually

\$

**Save** **Cancel**

**STEP 10.** Now, it's time to create a text-only ad. The first line on the form (landing page) is your actual destination URL or landing page that you want people to click on. The 1st and 2nd headlines are restricted to 30 characters and should clearly and concisely communicate the purpose of your ad. The description is set to 80 maximum characters, and it is recommended that it includes a clear call to action and includes at least one keyword. It is also recommended that you state that you capitalize the first letter of every word and include specific prizes or promotions. Finally, if you want receive phone calls for your ad, enter your phone number.

4. Write your ad

**Text ad**

**Landing page**

**Headline 1**

**Headline 2**


**Description**

**Enable phone calls from your ad**

To help you track calls, Google will use a special forwarding number.

**Save** **Cancel**

**Ad preview**

New York Budget Hotel - Best NY Hotel Rates in Seconds  
 www.amt-lab.org

Experience all the comforts of home. Save with multi-day booking.

**STEP 11.** Before you finish, check everything again and make sure you didn't accidentally entered wrong information.

**STEP 12.** Last enter your billing information and immediately after your confirmation the ad campaign will be starting to show up.

**STEP 13.** Finally, select the blue "Finish and Create Ad" button at the bottom of the screen. Congratulations, you started your first Google AdWords campaign!



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## CONCLUSION

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