



INCREASING DEMAND VOLUME 1

Mastering Google Ads to Fill the Sales Funnel

Strong Campaigns for Bottom-of-Funnel Leads

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At a GLANCE

Brokerage owners Jenny and Charles Turner know how to drive a healthy business. But they knew they were missing the mark when it came to generating bottom-of-funnel leads. Their solution: bring on a marketing director to go all-in on Google Ads. It's paid off huge.

 **Portland,
Oregon**
PRIMARY MARKET

 **\$622k**
AVERAGE PRICE POINT

 **25**
YEARS IN REAL ESTATE

2022 PRODUCTION STATS

258 TRANSACTIONS	\$150,000,000 SALES VOLUME	\$3,800,000 GCI
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CORE CLIENTELE
✓ **Wide-range**

PRODUCTION
65% | 35%
Buyers | Sellers

TEAM STRUCTURE
✓ **18 agents**
✓ **8 staff members**



MARKETING PERFORMANCE OVERVIEW

2-4

Number of campaigns per month

6

Average # of ads in a campaign

2-4

Average campaign run time in weeks

\$1.14

Cost per lead

0.93%

CTR

\$300 - 3,500

Campaign budget range





THE STRATEGY

ESTABLISH AUDIENCE, GOALS, AND BUDGET

- Before running a Google Ad campaign, establish clear goals and desired outcomes, identify your audience, and establish your budget.
 - Are you seeking to generate leads, increase brand awareness, or drive traffic to a link? This will determine ad types.
- Be clear about your target audience's interests and lifestyle. What challenges do they face that you can solve? Highlight why they should click take the next step.
- ROI is based on lead conversion, not leads generated. The industry standard is \$25 per lead. Knowing standard metrics will help guide your budget.

STARTING A GOOGLE AD CAMPAIGN

- Click on "new campaign" and then "create a campaign without a goal's guidance." This allows you to retain control of parameters.
- Select a campaign type. If you will be running a video ad on YouTube, then select "Video." Otherwise, you will want to select either "Search," "Display," or "Discovery." These are most effective and will keep your budget concentrated.

CAMPAIGN TYPES

- **Google Search Ads**
 - These populate when someone performs a Google Search with your target search terms.
- **YouTube Search Ads**
 - A video search ad. When someone inputs your search terms on YouTube, your video will show up on top labeled as an ad.
- **In-Stream Video Ads**
 - Shows up as an ad in other videos.
 - Two types: Skippable and Non-Skippable. Non-Skippable are usually under 15 seconds.
- **Discovery Ads**
 - Ads that show up within the gmail feed or on the YouTube home feed.
- **Display Ads**
 - Run on a wide network of websites. The competition for keywords and targeting topics is much more lax compared to a Search Ad. However, intent is much lower.



THE STRATEGY

Google Search Ads EDITING YOUR SEARCH AD

Display Path

Headlines

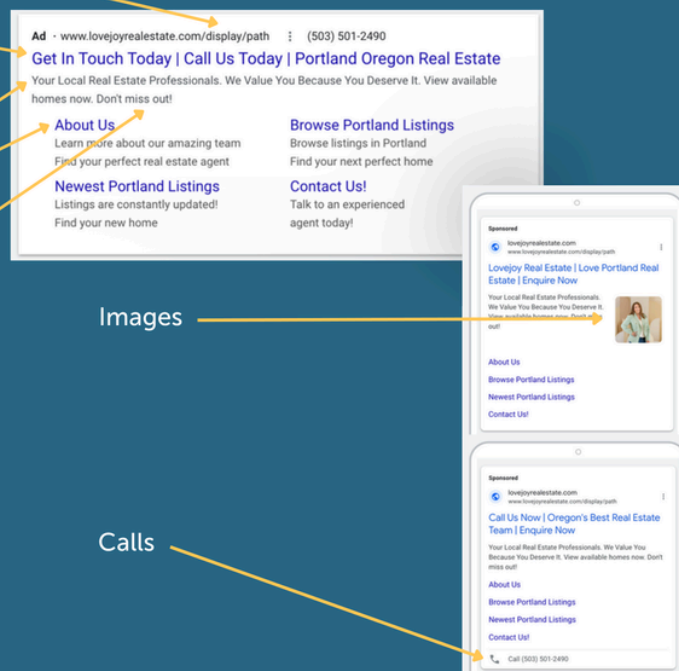
Descriptions

Sitelinks

Callouts

Images

Calls



GOOGLE SEARCH AD STRUCTURE

- **Final URL:** The destination you reach when someone clicks on your ad.
- **Display Path:** The visible link in your ad. Customize to read how you'd like.
- **Calls:** Add a phone number to display at the bottom of your ad, if applicable.
- **Headlines:** Combinations of large, blue text that will be your ad's main attention-grabber. Hook your audience with relevant messaging.

cont. on next page



THE STRATEGY

- **Descriptions:** Body-text giving details on your message or company.
- **Images:** Show up next to your search ad. Anything from a simple logo to a photo of your team or listings.
- **SiteLinks:** Optional blue links under your search ad to other pages on your website. Useful if you want to link to different home searches from RealScout or on your website's IDX search.
- **Callouts:** Follow immediately after descriptions under primary headlines. These can add details to your descriptions, which are limited to 90 characters.

A/B TEST AND TRACK

- The goal is quality over quantity - leads farther down the marketing funnel. Test ad types, design, content, copy, audience, and message.
- Measure success by actions taken, such as submitting a lead form.
- The most important metrics for A/B testing are the click-through rate and cost-per-click.

Keep Improving

- **Test different video lengths for your ads across platforms**
- **Embrace organic, relatable content. Don't force it!**
- **Ask the right questions in your content to drive engagement.**
- **Study and experiment. Watch ads from other brokerages. There is no one-size-fits-all formula.**

Jenny & Charles' 3 Action Items **FOR SUCCESS**

1

Start simple, as you can quickly get overwhelmed. Choose one thing to start with and be consistent with it. Stay patient because results will come.

2

Look into what it would take to hire a professional to run your ads. They don't have to be an expert at Google Ads, but should have the ability to quickly learn.

3

Stay up to date with how the platforms, industry, and markets change.

6 Things Jenny & Charles Will Do **MOVING FORWARD**

1

Work on more YouTube ads and be more consistent with repeat ads.

2

Better utilize IDX to pop up above Zillow.

3

Link marketing campaigns directly to individual property addresses with enhanced CRM tagging.

4

Invest more to increase brand awareness.

5

Send marketing team to conferences for greater learning opportunities.

6

Work with their Tom Ferry coach to help keep them accountable and implement these ideas!

Jenny & Charles' TOOLKIT



Turner Team Google Ads Tutorial

In-depth tutorial on how the Turner Team builds their Google Ads campaigns.

Marketing Menu

Overview of the different marketing campaign packages deployed by The Turner Team's marketing department.

Top Ads Analytics

Screenshot of the Turners' Google Ads interface sorted by clickthrough.

Trello Project Management Interfaces

Examples of the Trello dashboards the Turner Team use to manage ads and campaigns.

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Get more than
just a short-term
gameplan.



Jenny & Charles **ON COACHING**



Coaching gave us the framework for success. When we started in coaching we had 3 agents. Today we have a team of 20 and are rapidly growing towards 25. Having the roadmap of how other teams grow has been instrumental. Our coach helped us identify the need for Google Ads and hire the right marketing manager to launch our business to the next level. It wasn't that "all agents need to run Google Ads" but our coach was able to pinpoint why we did. It's very personalized. We're never lost because every step we take has a strategy behind it. It's been a game-changer.

Ready to discover your personalized marketing strategy?

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