

TURN GOOGLE ADWORDS INTO A CASH MACHINE

MEASUREMENT | FOCUS | APPROACH

Here are the three most common mistakes you could be making with adwords that could have you overpaying and your business under-performing.





ANY ONE OF THESE MISTAKES
COULD BE COSTING YOU
THOUSANDS OF DOLLARS
EVERY YEAR ALONG WITH
LEAKING POTENTIAL
CUSTOMERS AND SENDING
THEM DOWN THE ROAD TO
YOUR COMPETITION.

MEASUREMENT



MOST PEOPLE ARE NOT MEASURING, OR
IF THEY ARE, THEY FOCUSING ON
IMPRESSIONS AND CLICKS RATHER THAN
THE COST TO ACQUIRE A CUSTOMER.

The problem is when you are using google adwords you start focusing on the cost per click and how much traffic you are getting to the site. So you end up throwing money blindly at keywords rather than measuring the effectiveness of your campaign and your websites ability to sell..

What you need to know...

The cost to acquire a new customer (CPA) not just the cost per click and monthly budget. The reason why that is so important is it can make the difference between breaking even and breaking the bank.

If you don't do this you will keep spending money on keywords and never really know how its working.

If you do - do this you will know the sweet spot where your marketing is bringing home the bacon and can turn it up and start to scale up sales.

Once you know exactly how much you can spend to get a new customer then you have a clear budget that you build a strategy around so you turn your marketing from an expense into an investment.

To get new customers the cost per acquisition can be higher so you have to factor in how much this customer is worth to you during their customer life cycle and build some sort of customer acquisition strategy so you can market to them beyond their first visit (e.g like email marketing, text, snail mail or social media.)

The trouble is you are not an Adwords or Analytics expert. Your expertise is in running your own business and you don't have time to sit down and learn the language of google analytics and figure this stuff out.





FOCUS

FOCUSING ALL OF YOUR EFFORT ON ADWORDS AND TRAFFIC INSTEAD OF CONVERSION



The second biggest problem is making marketing decisions based on your gut, and not the data. So you end up putting all your focus (and marketing budget) into the wrong strategies and end giving away all of your profit margin in the process.

You really want to grow your sales but your adwords campaign isn't performing. So you end up spending more per click to try and get up to the top of google and get more traffic.

The trouble is you end up sinking all your profit back into Adwords only to have your customers leak off the website... and down the road (or search engine listing) to your competition.

This happens because you are spending valuable marketing budget on the wrong things... and losing all your profit margin in the process.

What you need to know...

Why your Adwords traffic isn't converting into paying customers and where customers are leaking off your website

If you don't optimise your website you are pretty much flushing your marketing budget down the toilet because the traffic coming to your website is leaving without buying.

If you get this right you can convert more of your current website traffic into paying customers, improve your return on investment and create a powerful sales funnel that you can scale up by turning up the traffic.

Once you plug up all the holes on your website your marketing can soon transform from fail to sale!





APPROACH

BITING OFF MORE THAN YOU CAN CHEW



Adwords is a complex beast, if you use every keyword imaginable that relates to your business products and services you could easily be spending thousands of dollars a month and blowing your marketing budget and only make a few sales in return.

Soon your adwords budget gets blown out and you could be well on your way to going broke if you do not manage to keep your adwords account in check.

This happens because you taking on too much work and going after too many keywords and you never have any time to focus in on any given campaign or ad group and get it to a positive return on investment.

What you need to know...

What products give you the most margin so you can get the most reward from your marketing efforts.

If you get this wrong you end up spending on expensive keywords and even if you make a sale the profit isn't barley enough to break even (or if no one is keeping an eye on things... sometimes you don't.).

If you get this right you can invest the profit from your adwords sales into new keywords and customers.

Focus on the products with high profit margins first and get them operating at a positive ROI. Then you can invest the profit into going after more keywords and scaling up traffic, sales and profits.





WANT TO TURN YOUR WEBSITE INTO A CASH MACHINE?

If you want us to look at your AdWords efforts and give you a quick critique that shows you where the holes are.

If you are interested head to this page and book an audit

<https://www.ecommercemarketing.co.nz/business-scalability-audit/>