

The Mindset, Strategy, and Tactics of a Great Google Ads Account with Mike Rhodes

In today's business world, marketing and advertising have become very competitive. Business owners have to constantly change their strategies to be more visible to their ideal client.

In this episode, we discuss how using Google Ads can help you gain more revenue. Specifically, we talk about the right mindsets and strategies to be successful in outsourcing leads. Remember that even if you use Google Ads, it does not mean that your numbers will quickly rise. You need to invest in it for the long run. Eventually, you can also try to experiment and expand on these leads.

Want to know how you can maximise Google Ads market your products and services? Tune in to the episode and answer this short activity to gain valuable insight towards having an excellent return on your marketing efforts.

QUOTE TO REMEMBER

'Google Ads is essentially a competitive auction system. So it's like going to the auction for the million-dollar house and going, "Well, I'm only going to bid 100 grand, and I think I should get it." Clearly that's not gonna end well.'

Activity: Will Google Ads Work for Me?

Before listening to this podcast, what were your thoughts about Google Ads? Have you used this marketing tool to advertise your business? If so, how well did the process work for you? If not, what were your hesitations?

Google Ads is a competitive system. You need to know how it works to maximise its returns. Otherwise, you will not make a difference in your marketing strategy. Answer the following to examine your competitiveness.

What unique services do you offer?

What does your ideal client want?

Are you offering this to them?

How much are you willing to pay for the leads you get on Google Ads?

Assessing your bids is not the only thing you need to determine in a successful campaign. You also need to know how many people are going to avail of your products and services.

Determine these numbers based on your previous marketing campaign. What do your numbers tell you?

Why do you think engaging in Google Ads is a form of investment? How can this benefit your business and marketing strategy?

The two mindsets you need to have for a successful Google Ad campaign are investment and experimentation.

Think about the timeframe of your investment. What can you do to keep it sustainable in the future?

Give time to learn how to navigate these ads. Then, be open to trying new things. What can you do to promote experimentation in your marketing campaigns?

What do you think are the advantages and disadvantages of using Google Ads in your marketing campaigns?

Advantages	Disadvantages

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Do you think this platform works best for your business? Why or why not?

After listening to the full episode, what have you learned about how humans should use machines, AIs, and information? Do you agree with these ideas?

What You'll Learn from the Activity

Completing this activity will help you gain insights on how to run a Google Ads campaign. This platform has a very competitive nature — you need to quickly adapt and show your worth to your audience. Ask yourself this question: what is the value of the services you offer? Keep in mind that today's audiences are wiser in choosing these services compared to the previous generation.

Finishing this short exercise will also teach you the proper mindset in growing your advertisements on Google. Firstly, you have to treat it as an investment. In the first few weeks, you will not find it profitable. But eventually, you will learn that testing and studying information will help you make more informed choices. Secondly, you have to experiment. Do not be afraid of trying out new strategies to increase your reach. Expanding is also a good thing, as long as you keep the basics of marketing as your primary strategy.



Lastly, you will determine the advantages and disadvantages of relevant advertisements on Google. Is there a privacy issue you need to worry about? Are there other concerns you need to be aware of when it comes to Google Ads? At the end of this activity, you will assess if this platform works best for your business or not.