Step-by-Step On How To Get $1.85 Leads From Google Adwords Retargeting

Everyone knows this guy. He's Tai Lopez and his ads follow you EVERYWHERE.

In a bit I'm going to show you how to do it step-by-step through Google Display Network.

It's important to learn how to do this well. This is because only 3% of the market at a given time is ready to buy.

So what about the other 97%?

When they're ready to make a purchase, you want them to turn to you. The way to do that is to achieve an omnipresent effect.

By being omnipresent, you're literally going to be everywhere they go. This is great branding.

If the average internet user sees you're on Facebook, Twitter, Snapchat, Instagram and Google…

The only thought they're going to have is that you're a big deal. So when they're ready to commit to a purchase…

You'll be top of mind.

We've closed tons of $25,000 deals because they simply tell me or my sales team "I see Mike literally everywhere!"

So if you're not running retargeting ads on all the platforms…

You're leaving serious money on the table.

Because you really can't predict when someone is ready to make a purchase.

For example, one of our Clients saw our ad for the first time in August.

But he didn't join until 3 months later. He ended up paying us over $8,000.

Alright let's get started.

How to Get Your Ad Approved

Google is a little more strict than Facebook in approving ads.

So you need a couple things to make sure your ad approval process goes smoothly.

- A quality domain.

This is important, you can't just have a one page lander as your website.

Google wants you to have a real website. That means having content like blogs and videos.

They just want to see that you're an active business and not trying to use any blackhat advertising.

So make you sure post content every once in awhile too. And update the small things like the year at the bottom of your page.

For example, we use digitalmarketersvault.com/blog

- No crazy claims

Google is more strict than Facebook about this, so you have to be careful with any hypey headlines.

Be especially careful with any financial claims. Under exaggerate if you're going to say anything about money.

This doesn't affect conversion rate either. For example, your prospect isn't going to care if you spent $500,000 training programs compared to $1 million.

- Terms and Conditions, Privacy Policy, Contact us

These are the small things you need or else you won't get your ad approved. Google is making sure you're a legit business and not trying to scam people.

Setting Up Google Analytics

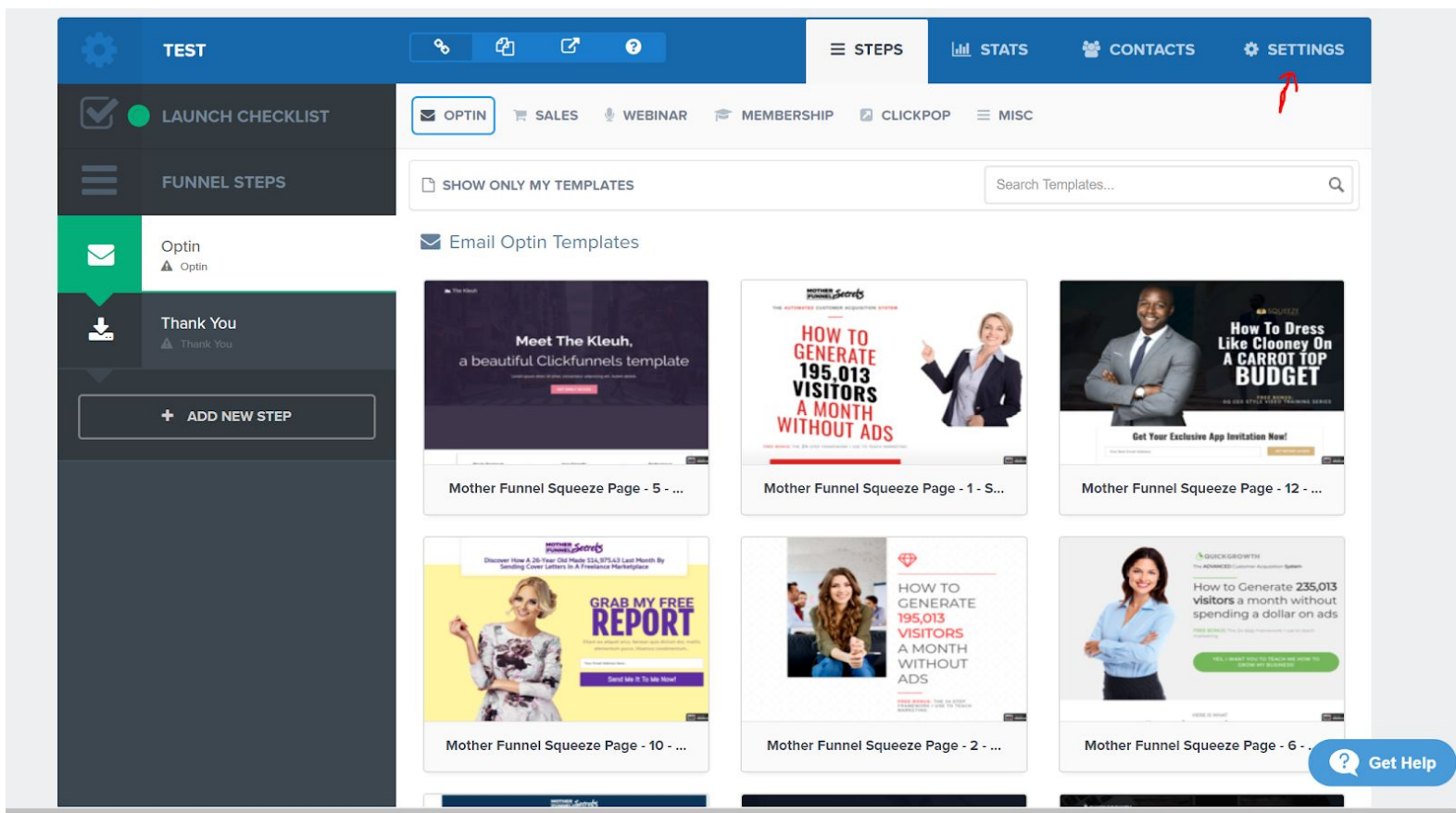Before you even create your Google ad, make sure you have Google Analytics set up.

This is important for what we have to do later on. But it's also important for you to keep track of your own numbers.

It's very easy to do, here's a step-by-step tutorial on how to do it.

https://support.google.com/analytics/answer/1008015?hl=en

There's a couple ways to build out your Retargeting Audiences for Google & YouTube and having Google Analytics is one of them.

I'll show you where to put your Google Analytics code inside Clickfunnels.

On your funnel dashboard go to Settings.

Then you'll paste your Google Analytics code into the "Head Tracking Code" section.

Click Save and Update Settings at the bottom of the page and you'll be good to go.

Remember this process because we'll be using it again later on.

Creating Your Google RT Ad

Simple ugly ads work.

Make sure you have your domain within the banner or else you won't get approved.

I'll show you how to create these in Canva in a little bit.

Another thing to split test is a black background with white text.

This is coming from a pro media buyer, Justin Brooke. He's spent tens of millions of dollars on this stuff.

There's also a bunch of sizes you need to be aware of

- 200 x 200 - small square
- 468 x 60 - Banner
- 728x 90 - Leaderboard
- 300 x 250 - Inline Rectangle
- 336 x 280 - Large Rectangle
- 160 x 600 - Wide Skyscraper
- 250 x 250 - Square

I'll show you how to make a few of these in Canva, it's simple. Creating your banners in Canva is free, however if you're running a larger business or agency you're going to want to get something more robust.

We use a service called BannerSnack.com that will create all of these a lot easier for you, different sizes, and it's very easy to edit everything in the editor.

I paid for a year for around $300, and I highly recommend it if you're going to spend a lot of time running banner ads.

Next, we need to go over landing pages.

Landing Page Checklist

You're gonna need the following:
- Terms and Conditions
- Privacy Policy
- Contact us

Again, this is to show Google that you're a real business and not a scam. If you don't have these things, they're not gonna approve your ads.

Lastly, no crazy claims. Go with an angle.

Instead of saying "How We Can Make $30,000-$50,000 a month For You"...

Say "How We Can Close 3-5 High Ticket Deals a Month For You".

And as far as landing page design goes…

Keep it simple. That's all you need.

FREE Training:
"Discover How You Can Drive Over 1 Million Website Visitors To Your Website In The Next 12 Months"

Next Session

Today @ 3:45 PM

00   13   04

HOUR   MINUTES   SECONDS

yankforlife40@gmail.com

Claim Your FREE Ticket Now →

This simple, ugly lander is converting at 22% with Google Ads traffic.

AND the current banner copy doesn't even match the copy on the landing page.

But I recommend you make sure the copy on the banner and landing page are congruent. I only mismatched the copy because I wanted to get data as soon as possible.

And it still converts at 22%, which tells you how powerful Google Display retargeting is.

Alright cool, let's get to creating the ads in Canva.

How to Create Your Ads In Canva

If you want to play around and practice, go to my blog: https://digitalmarketersvault.com/blog/
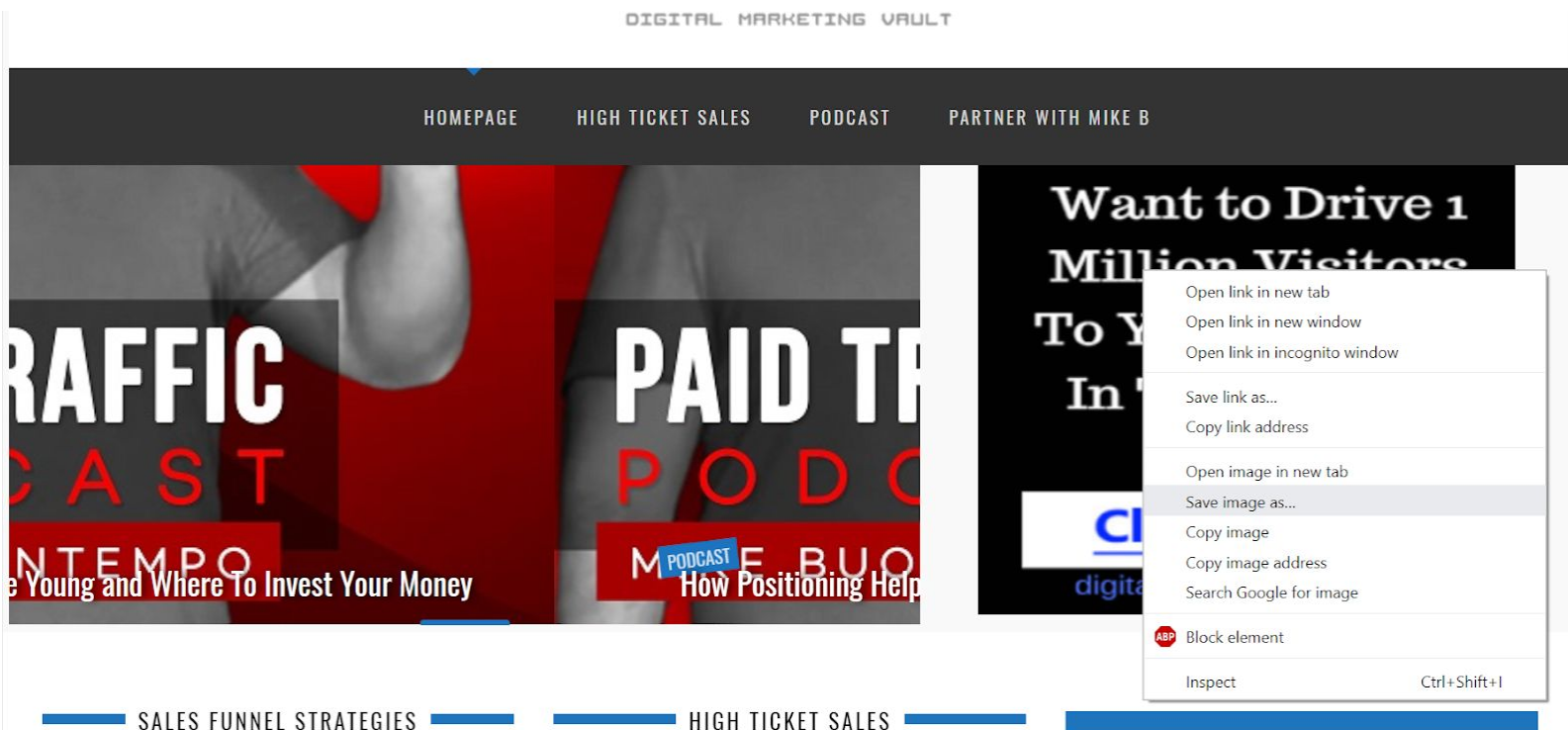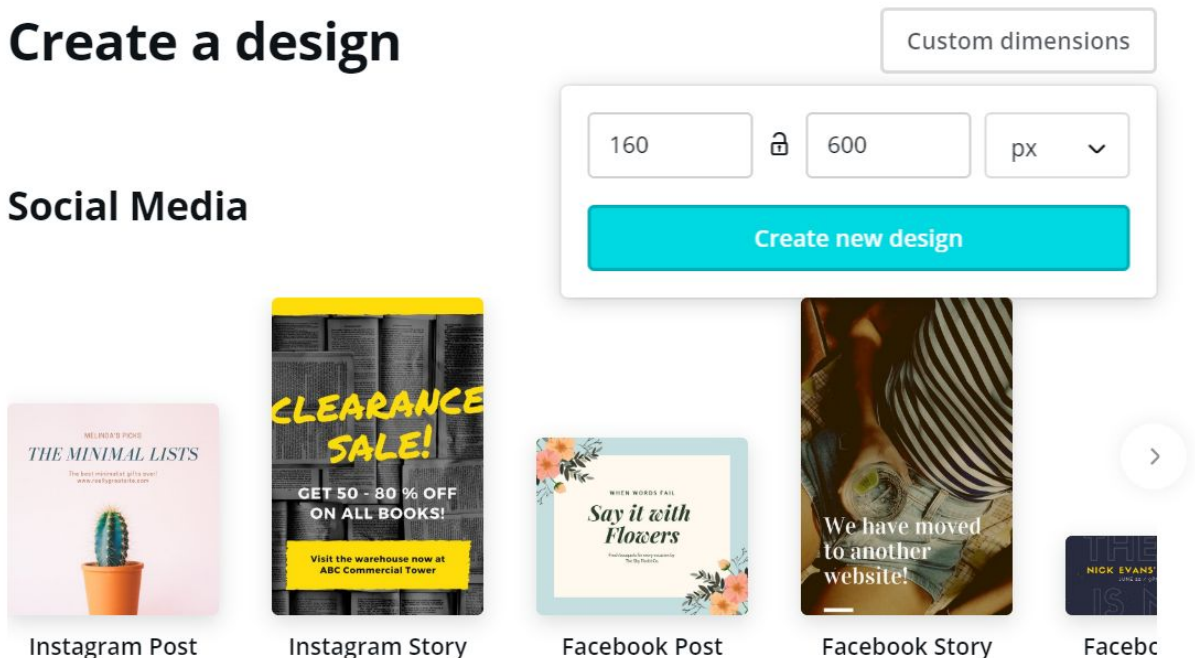
Save image as on the banner I have now and upload it to https://www.canva.com/

So Canva has made it easy for making banners.

When you log in, you can see a button in the top right corner to enter the dimensions.

Just refer back to page 3 for all the sizes there and input them in there.

Here's an example of the 160x600 banner. You'll have the size done for you, just edit the text.

Want to Drive 1 Million Visitors To Your Website In The Next 12 Months?

Click Here >>

digitalmarketersvault.com
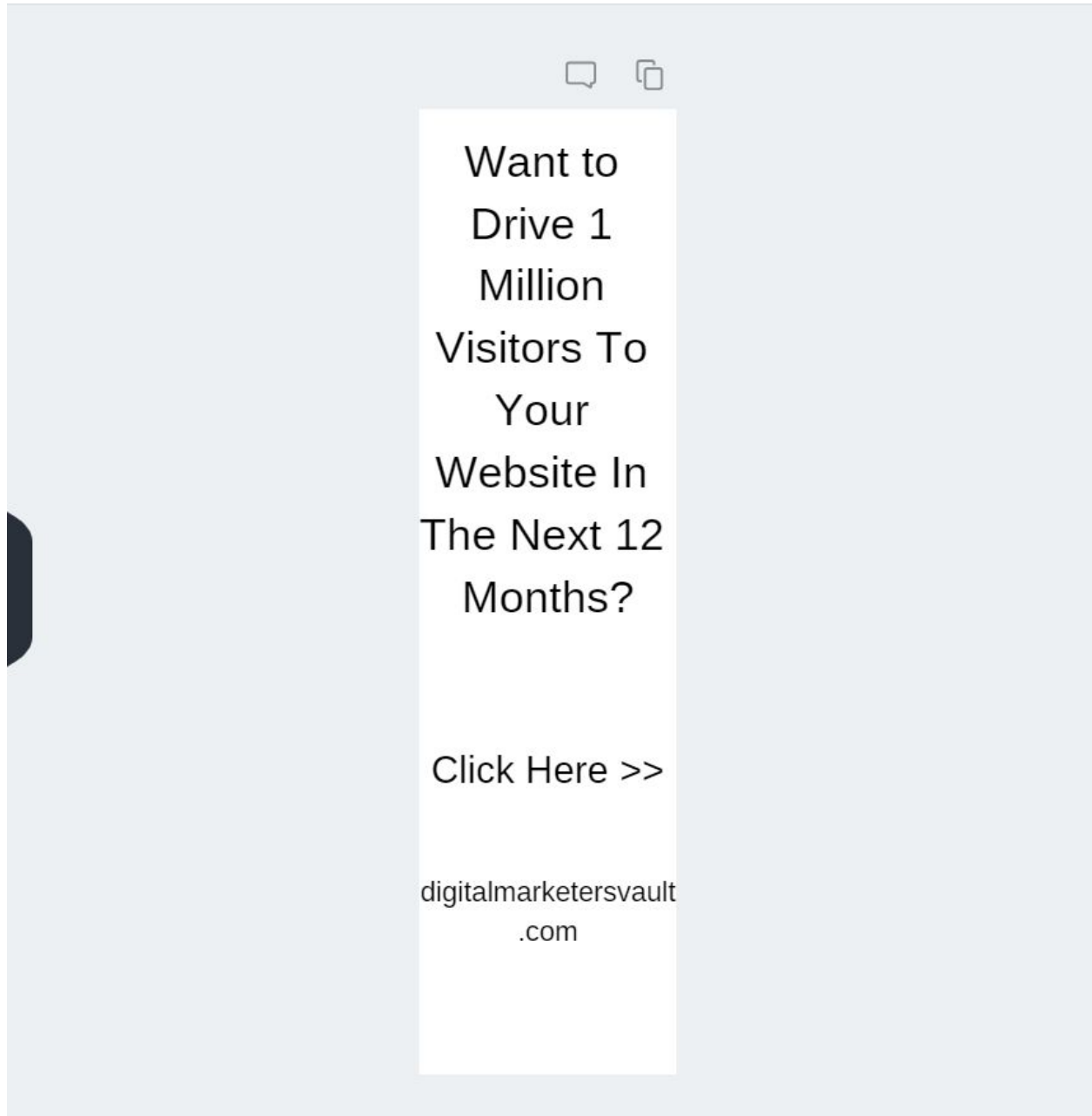
Then click the down arrow button in the top right corner to download it. Boom, you got yourself a banner.

Do that for all the sizes I gave you. Just make sure you name the banners by sizes to organize yourself.

♛ Upgrade   Share   ↓   Publish ⌄

↓ Download   ✕

File type

PNG SUGGESTED   ⌄

☐ Transparent background   ♛

Download

W

D

N

Vis...

Your

Website In

The Next 12

Months?

Click Here >>

digitalmarketersvault
.com
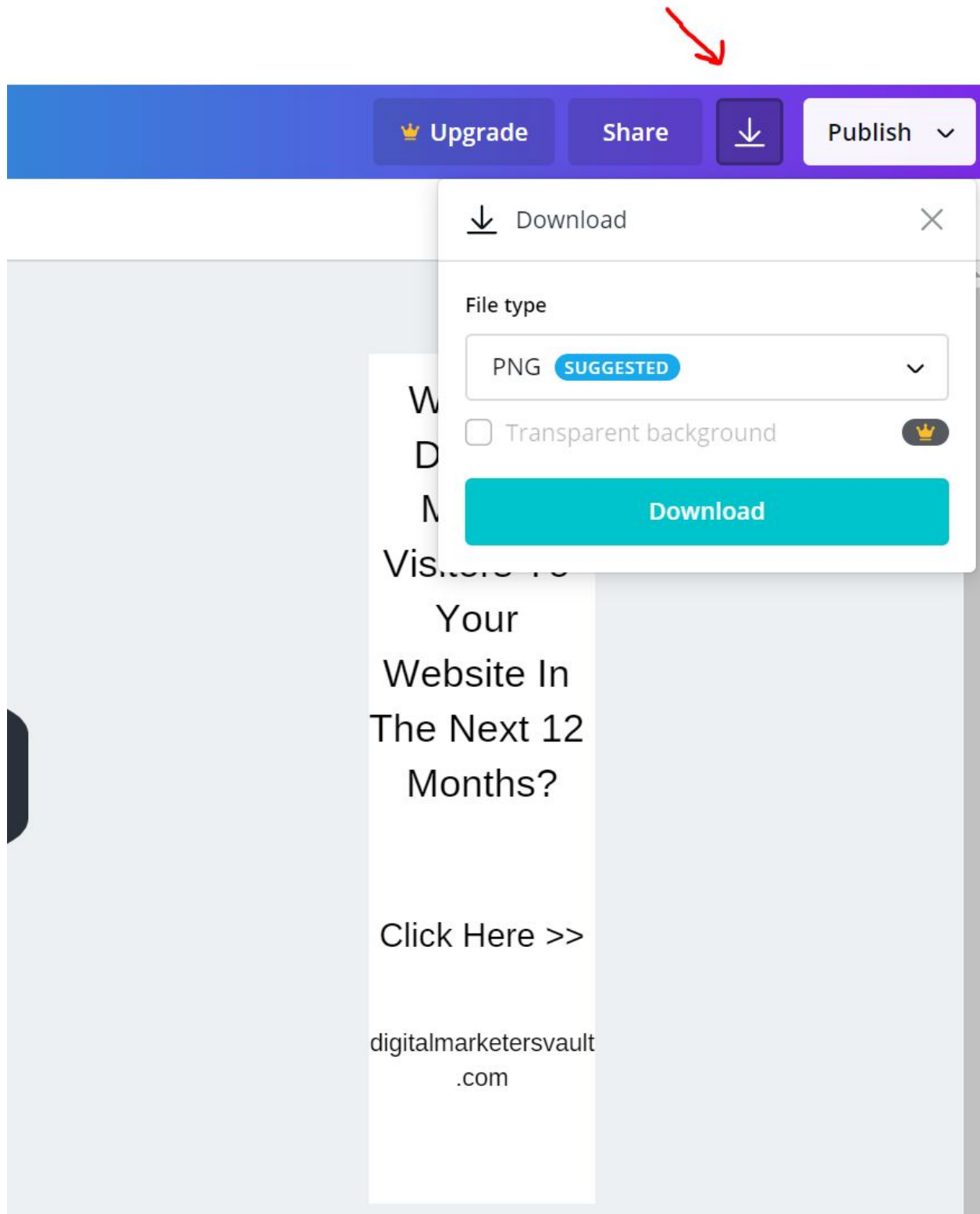
Set Up Your Google Retargeting Pixel

Okay so on the dashboard in your Google Adwords account, click on the wrench. Then click on Audience manager.

I'll be using a brand new account to show you guys.
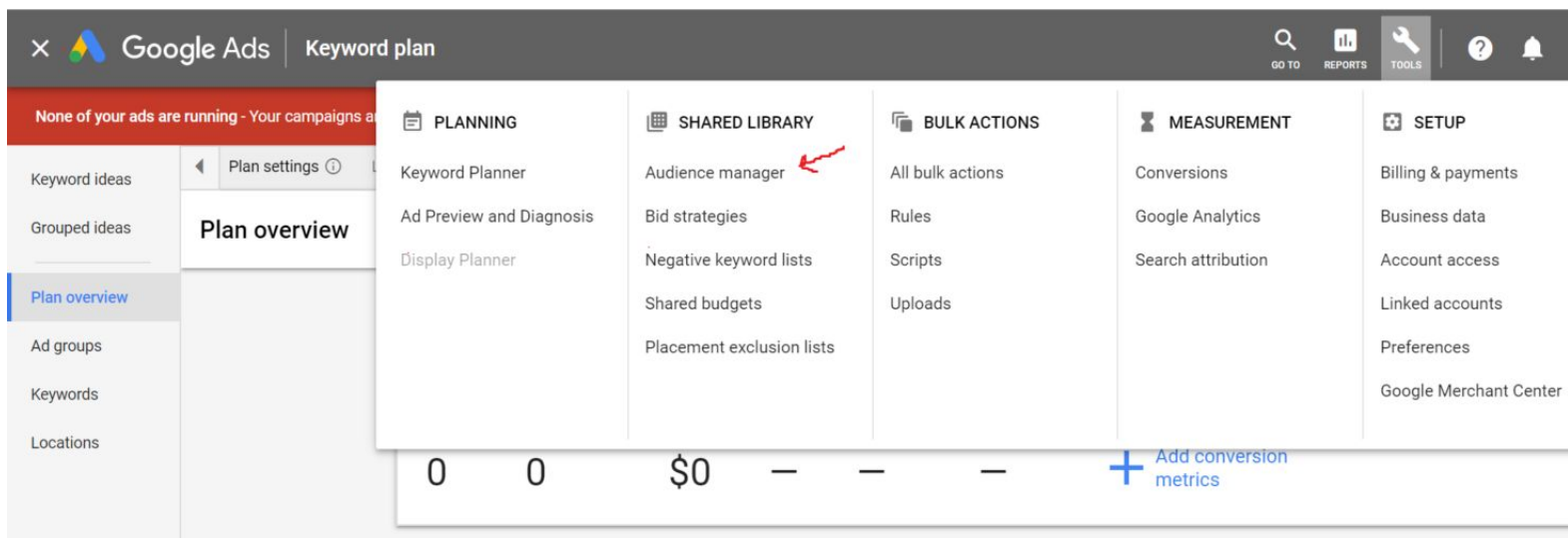
Then click on Audience Sources on the left hand side.

Then click details on Google Ads tag.

Click the tag setup at the bottom.

Then click install the tag yourself to find the code.

Parameters
These parameters are included in your tag, and are used to show personalized ads to your website visitors. Learn more

Parameter	Hits: 1 day	Hits: 30 days	% of tag activity
	Parameters aren't set up for this source		

Tag setup   Select how you want to install the Google Ads tag

Install the tag yourself	Email the tag	Use Google Tag Manager
</>	</>	
Add the tag to your website code	Email the tag to your webmaster	Install the tag using Google Tag Manager

Manager

Instructions

The Google Ads tag has been replaced by the global site tag. To set up remarketing, you'll need to add the global site tag on your website. Even though your previous remarketing tags will still work, we recommend that you use the new tag. Learn more

Note: To remove a parameter from your Google Ads tag, remove the corresponding parameter when installing the event snippet.

Global site tag

The global site tag adds visitors to your basic remarketing lists and sets new cookies on your domain, which will store information about the ad click that brought a user to your site. You must install this tag on every page of your website. ⓘ

Copy the tag below and paste it in between the <head></head> tags of every page of your website. You only need to install the global site tag once per account, which can be used with both remarketing event snippets as well as conversion event snippets.

```
<!-- Global site tag (gtag.js) - Google Ads: 865678959 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-865678959"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'AW-865678959');
</script>
```

When using the Google Ads tag, you must comply with the Personalized advertising policy and the Google EU user consent policy, and must not send information related to sensitive interest categories. If you implement the user ID parameter, you also agree to comply with the Advertiser cross-device linking policy. Google Ads may use the data reported from the tag to improve the bidding and targeting for the campaigns in your account.

There you'll see the code for your remarketing tag.

Copy the code and paste it in Clickfunnels, Shopify or your website and you'll be good to go.

Again, here's how you do it inside Clickfunnels.

First screenshot (top):

TEST

STEPS | STATS | CONTACTS | SETTINGS

LAUNCH CHECKLIST

FUNNEL STEPS

OPTIN | SALES | WEBINAR | MEMBERSHIP | CLICKPOP | MISC

Optin
⚠ Optin

Thank You
⚠ Thank You

+ ADD NEW STEP

SHOW ONLY MY TEMPLATES

Search Templates...

✉ Email Optin Templates

Meet The Kleuh,
a beautiful Clickfunnels template

Mother Funnel Squeeze Page - 5 - ...

HOW TO GENERATE 195,013 VISITORS A MONTH WITHOUT ADS

Mother Funnel Squeeze Page - 1 - S...

How To Dress Like Clooney On A CARROT TOP BUDGET
Get Your Exclusive App Invitation Now!

Mother Funnel Squeeze Page - 12 - ...

GRAB MY FREE REPORT

Mother Funnel Squeeze Page - 10 - ...

HOW TO GENERATE 195,013 VISITORS A MONTH WITHOUT ADS

Mother Funnel Squeeze Page - 2 - ...

How to Generate 235,013 visitors a month without spending a dollar on ads

Mother Funnel Squeeze Page - 6 - ...

Get Help

Second screenshot (bottom):

LAUNCH CHECKLIST

FUNNEL STEPS

Optin
⚠ Optin

Thank You
⚠ Thank You

+ ADD NEW STEP

Edit Settings For This Funnel

Reset Stats | Share Funnel | Clone Funnel

NAME

test

Name of this funnel

GROUP TAG

The group this funnel belongs too

DOMAIN

The domain for the funnel — Add/Edit Domains

PATH

testu0zfyb7r

The path of this funnels starting page

SMTP CONFIGURATION

Provide your Account SMTP Settings to customize outgoing emails from Clickfunnels

FAVICON URL

Add a URL to your .png or .ico favicon image. For ALL your pages inside your funnel.

HEAD TRACKING CODE

Funnel wide tracking code for the head tag

BODY TRACKING CODE

Funnel wide tracking codes for the body tag

You'll start building up your remarketing audience as soon as this is installed.

How to Set Up Your Retargeting Audiences

So after you set up the pixel on your site. You have to tell Google what audiences to pool.
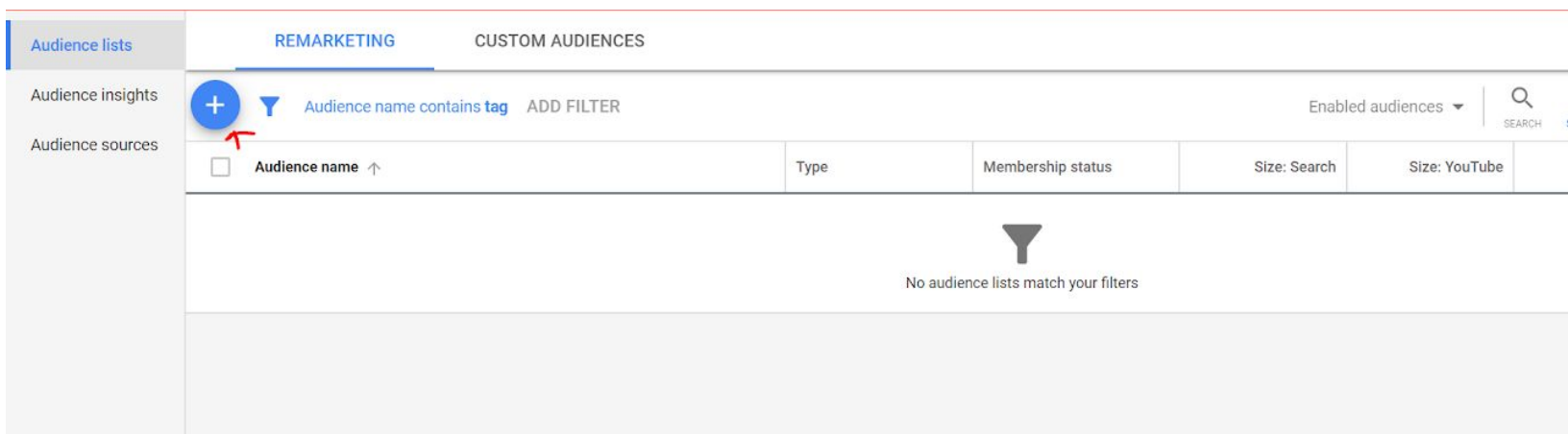
Go back to audience lists and click on the + sign.
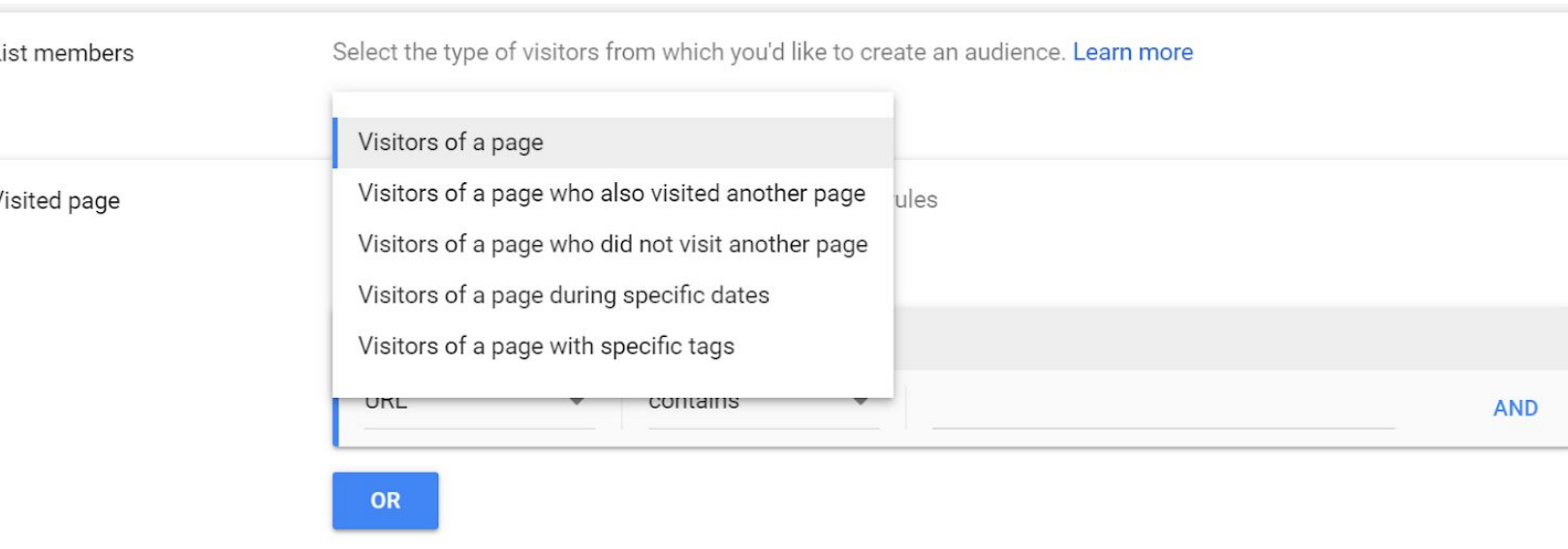
Now I'll be showing you how to set up Website Visitors and Youtube users.

For Website visitors you have to define the type of retargeting pool you want.

ist members

Select the type of visitors from which you'd like to create an audience. Learn more

Visitors of a page
Visitors of a page who also visited another page
Visitors of a page who did not visit another page
Visitors of a page during specific dates
Visitors of a page with specific tags

Visited page

ules

URL   contains   AND

OR

You have some options. You can go broad with visitors of a page. Or you can build narrow audiences of someone visiting two pages or didn't visit another.

It depends on who you're trying to retarget. For example, you can create an audience that visited the sales page but not the checkout page.

You can create a custom audience of just those people and retarget them to the checkout.

Next, put the link to the specific landing page you want to retarget people from.

Then click create audience.

We usually create the following audiences:

- Website Visitors - 7 Days

- Website Visitors - 14 Days

- Website Visitors - 30 Days

- Website Visitors - 60 Days

- Website Visitors - 120 Days

- Website Visitors - 180 Days

The website visitors are obviously going to go back to your main landing page, that might be your lead page, your sales, webinar registration, etc..

If you have multiple websites, make sure you name each of the audiences, so in my case it might be "Website Visitors - 7 Days - Audiobook SP"

Then you would create the "Leads" or "Purchases" Audience for Retargeting.

If you were doing a webinar, you'd want to retarget the leads back to the replay of the webinar.

So you'd create audiences like this:

- Leads - 7 Days

- Leads - 14 Days

- Leads - 30 Days

- Leads - 60 Days

- Leads - 90 Days

- Leads - 120 Days

- Leads - 180 Days

Now if you wanted to get more granular, you can pass through events when people attend and see the offer for your webinar.

We do this using Google Tag Manager and I go over that in our [Clients Formula Audiobook](#).

What you could do is retarget people who saw your offer either right back to the order form with longer copy, or if

you're trying to get booked calls, then go straight back to the book a call page.

If you were going to retarget purchases, you'd want to send them to another sales funnel or product of yours and see how it does. I'd set up the same audiences as before, just change the name to "Purchases".

If you have a Youtube channel, this is how you can build a retargeting audience straight from your channel.

It'll ask you to link your channel and once you do…

You can build audiences of people who viewed videos from your channel, your subscribers, etc.

Okay so once you have your audiences created, the pixel will start to collect and fill those audiences with people.

Now it's time to set up your display campaign.

How to Set Up Your Display Campaign

Alright, I'll show you how to set up a new campaign inside my own Adwords account now.

Start a new campaign and go to Display Campaigns.
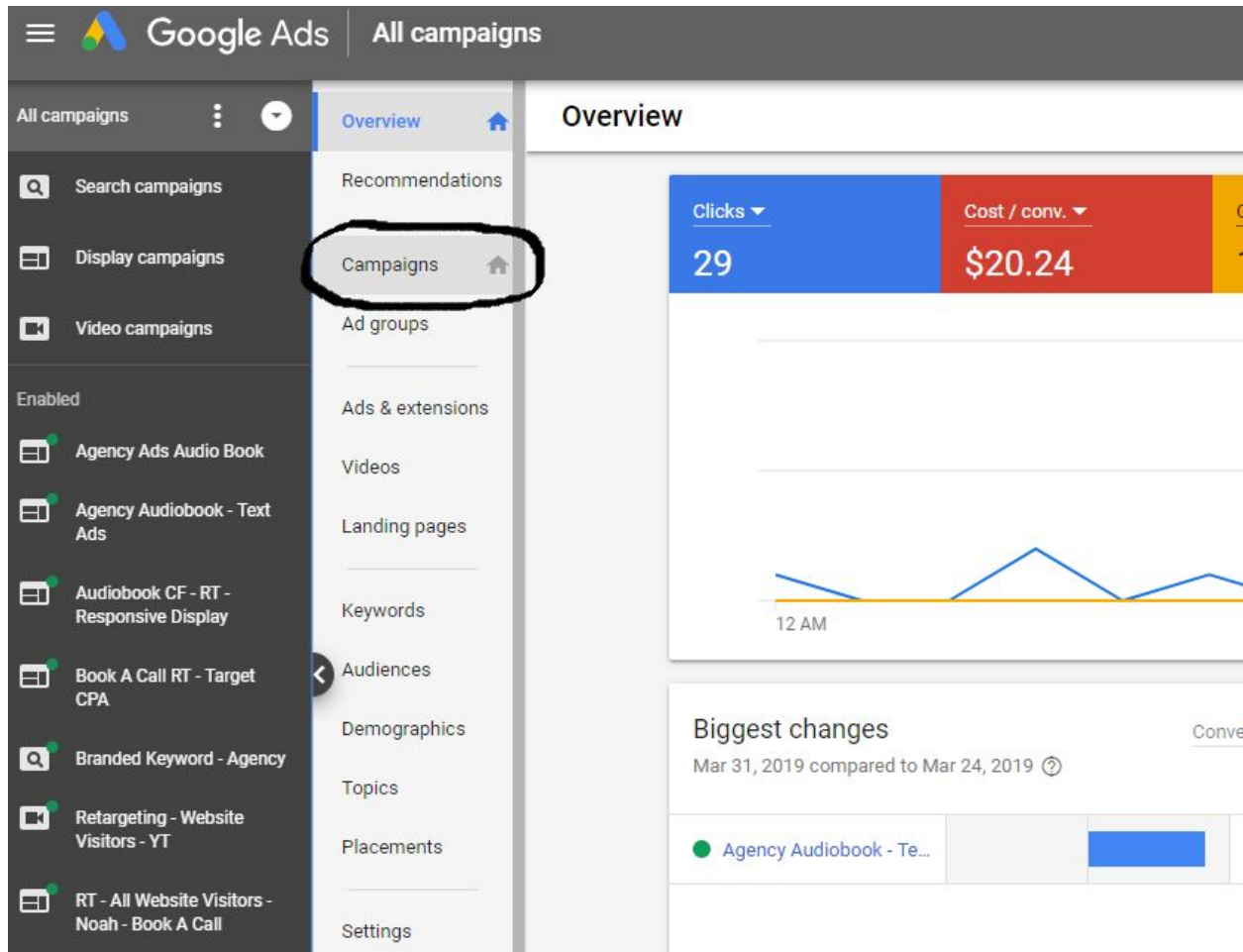
Click the "+" button..
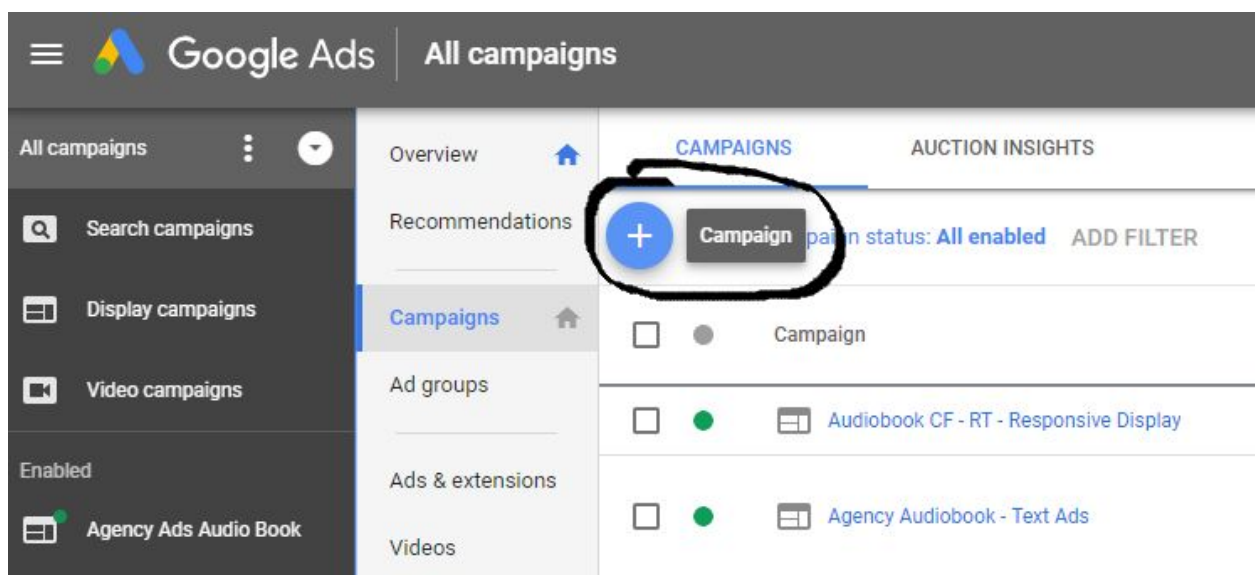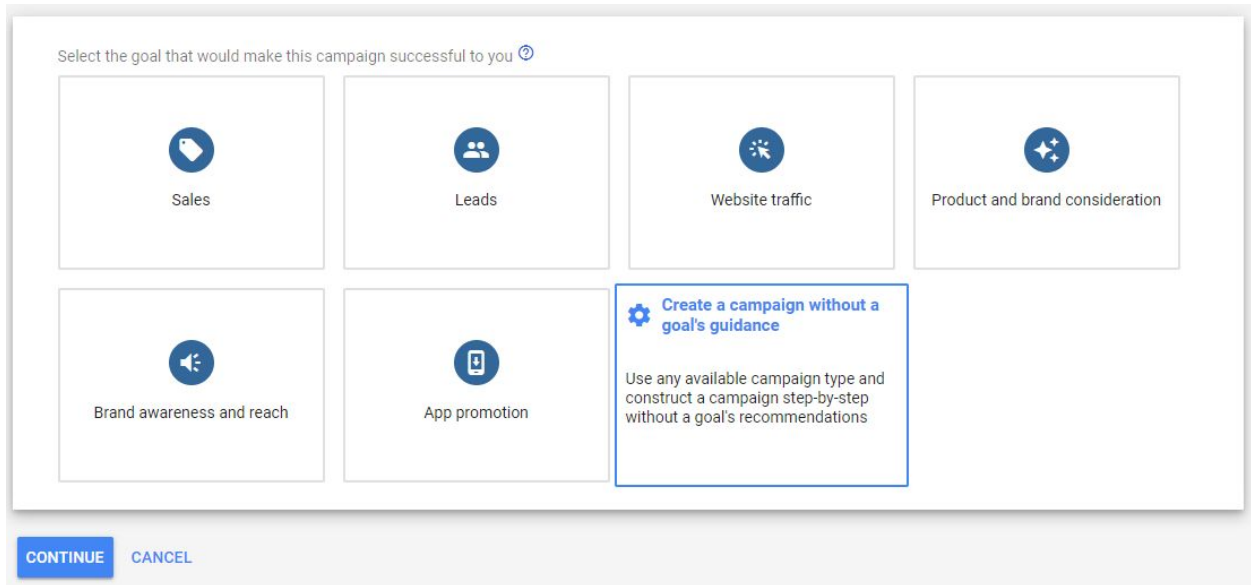
Click "Create A Campaign Without A Goal's Guidance"

The only reason you'd ever want to do Leads or Sales is if you had a bunch of data in the account and then you can use Google's "Target CPA" feature which allows Google's AI to find leads and customers for you.

You need a certain amount of data to do this though.

Then click on "Display" then continue at the bottom:

Select Standard display campaign and then you can click continue, you don't really need to put your website in, doesn't do anything:

Now I'll walk you through each section of the campaign creation.

First we start off with naming your campaign, it's important you have an organized naming convention.

Personally, I name the campaign based on where I'm sending them to. If I'm sending them to register for a webinar, I put that in the name.

Campaign name	RTDisplay- Webinar Reg	^

Locations. I target the United States and all tier 1 locations.

So this includes Australia, UK, and Canada.

Select Enter another location and manually type in the countries you want to target. This is only if you're targeting multiple countries.

Next is languages. I select English only.

Let me give you a general overview of the bid types before I tell you what I use.

Bid Types

So there's 4 different bid types you can choose from. The default will be on manual CPC and that will be the one we use.

But I want to talk a bit about the other types.

The automated bidding options are called "smart-bidding" strategies.

This means it will leverage Google's machine learning to bid for you depending on your choice.

This is what your bidding menu will look like initially.

But if you click on Select a bid strategy directly…

You'll find a menu that looks like this.

Clicking on the down menu in bid strategy gives you these options.

Now I'll give you a general overview of the bids here.

1. Target CPA Bidding

This means you put in how much you're willing to pay to acquire a customer or a lead.

Google will then place your ad in front of audiences to try to get conversions at your set price.

If you put it low, Google may not be able to find conversions at that price. Because there are other competitors bidding for your audience too.

So the higher the better. That's why it's good to know your numbers. We generally only use Target CPA when Google has a good amount of data on the account.

You can switch over to Target CPA after you start getting 15-20 conversions a day.

2. Maximize Clicks

This means Google will try to get you as many clicks as possible based on your budget.

If you use this, I recommend you specify an amount or else Google will use all your campaign budget for the day.

I don't really recommend this bid type

3. Maximize Conversions

Google will bid higher or lower for the placement of your ad.

It's going to try to use all of your daily budget and get as many conversions as possible.

   4. Viewable CPM

VIewable CPM is you paying per 1000 impressions.

What Google measures as "viewable" in our case is if our display ad is on the screen for one second or more.

That's a quick overview of all the bids in here. If you want to read up on more go here:
https://support.google.com/google-ads/topic/6294205?hl=en&ref_topic=3119127

Bidding

Back to previous bidding options

Select your bid strategy ⑦

Manual CPC ▾

☐ Help increase conversions with Enhanced CPC ⑦

Pay for ⑦

Clicks

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.

Learn more

Select the event you want to be charged for. For example, if you select clicks, your campaign will be charged when someone clicks on your ad

Learn more

So I unclick Enhanced CPC. If you leave this on, Google will bid what it thinks it should bid for conversions. And that could be higher than what you want to bid.

Make sure you're paying for clicks.

Next is your budget.

Budget

Enter the average you want to spend each day

$ 10

∧ Delivery method

⦿ Standard

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend more or less than your daily budget. Learn more

Standard: spend your budget evenly over time

I usually have a budget of $5-$10 per day.

And I always leave the delivery method on Standard.

Next is to name your ad group.

Remember, naming convention is crucial to your organization.

I suggest naming this the name of your remarketing audience you're going to retarget.

If you all website visitors + Youtube, put that in the ad group name.
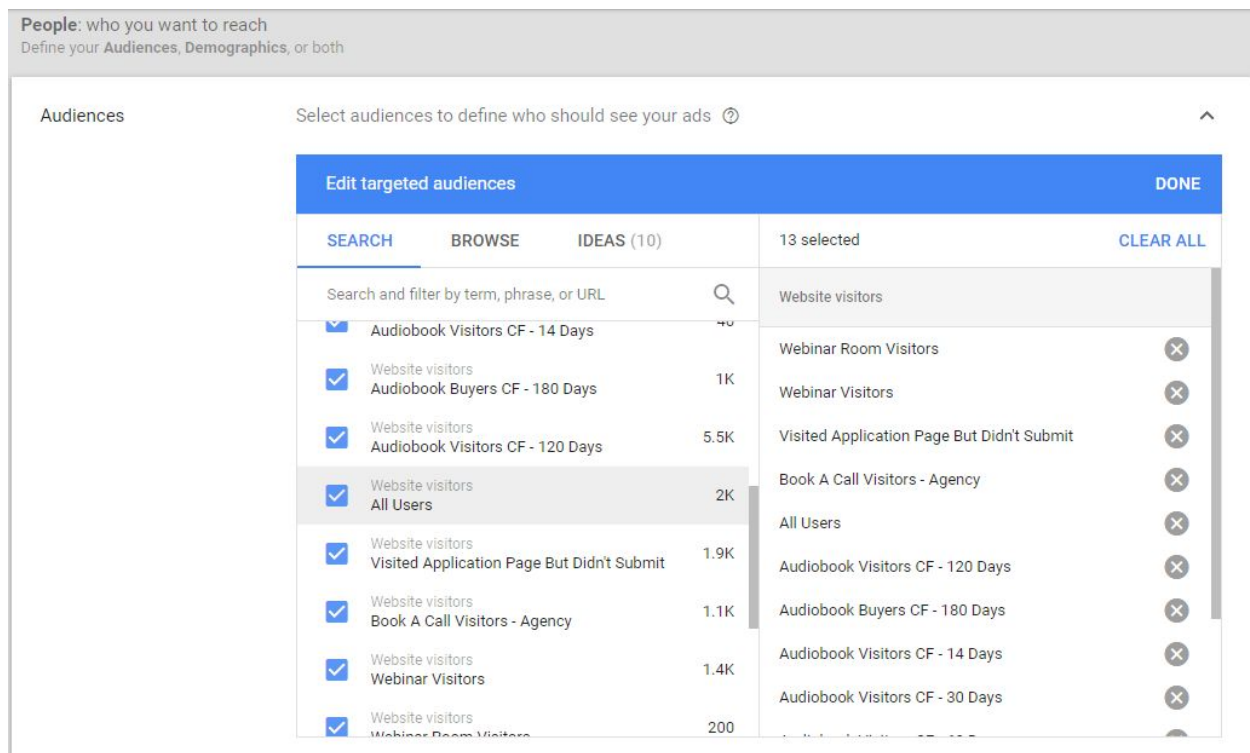
| Ad group name | Website visitors | Youtube |

Next, scroll down to edit target audiences and select the audiences you want to retarget.

These will appear from the audiences we made earlier before.

We're gonna do all website visitors and everyone who viewed our content on Youtube.

This is why we created those audiences beforehand. If you didn't they wouldn't show up here.

So if you just set up your pixel, your audience isn't going to be that big.

Next, we're going to do our bidding. Leave demographics, content targeting and targeting expansion alone. We won't be using those.

But set a bid for your ad group. I usually start with $0.50.

Demographics	Reach people based on age, gender, parental status, or household income ⊙	⌄

Content: where you want your ads to show
Narrow your reach with **Keywords**, **Topics**, or **Placements**

⊕ CONTENT TARGETING

Targeting expansion	Increase your reach based on the positive targeting and the settings selected above ⊙	⌄

Ad group bid	Enter your maximum CPC bid for this ad group ⊙	⌃
	$ 0.50	

Now, we're going to upload the display ads.

Upload all the banner sizes you made in Canva.

Create your ads

Create an ad now, or skip this step and create one later. Your campaign won't run without an ad.

⊕ NEW AD

CREATE CAMPAIGN   CANCEL

Create your ads

Create an ad now, or skip this step and create one later. Your campaign won't run without an ad.

+   Responsive display ad

⬆   Upload display ads

▣   Copy existing ads

CREATE CAMPAIGN   CANCEL

This screen will be pulled up next.

Upload display ads

Final URL ⓘ ?

Enter a URL that's complete and correct

⌄ Ad URL options

To upload your ads, drag files here

or

CHOOSE FILES TO UPLOAD

You can upload image ads as GIF, JPG, and PNG.
You can upload AMPHTML ads as ZIP.

ⓘ Supported sizes and formats

Before uploading your content, be sure that you have all the
necessary legal rights to distribute it. See more

ADD TO AD GROUP   **CANCEL**

Before we create the campaign, take the URL from your website and it's time to create a Google UTM link.

UTM Link Overview

UTMs are important because this is how you can track everything in your marketing.

The UTM in itself tracks traffic source, medium, campaign name, content and keyword.

This means you can you track exactly where your best leads, sales and clients are coming from.

The only thing you have to make sure of is to create a unique UTM link for each traffic source.

So there's 2 ways to create UTM links. Manual or through Google URL builder.

I strongly suggest using Google URL builder because it lays it out easily.

But if you wanted to do it manually really fast, you would just need to type in the UTM code at the end of your links.

yoursite.com/your-page/?utm_source=facebook&utm_medium=cpc
&utm_campaign=campaignname&utm_content=adname

You can just put the campaign name in utm_campaign= and ad name in utm_content=

Use all lowercase letters, Google analytics is case sensitive. So you don't want to lose data because you forgot a capital letter.

And do not use spaces. Use dashes instead.

Once you add the UTM code to your campaign's URL, you can track the performance in Google Analytics.

- Create a custom report under "Customization" > "Custom Reports". Add Medium, Campaign, or Source and the metrics you want to see.

- Go to Acquisition -> Overview -> All Traffic -> Source/Medium to view traffic

- Go to Acquisition -> Campaigns -> All Campaigns to view traffic based on your campaign names.

Organization and naming convention is key in having success with UTM links.

Alright let me show you how to create your UTM inside Google URL builder.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL
https://lp.digitalmarketersvault.com/25

The full website URL (e.g. `https://www.example.com`)

* Campaign Source
RTDisplay

The referrer: (e.g. `google` , `newsletter`)

Campaign Medium
Banner

Marketing medium: (e.g. `cpc` , `banner` , `email`)

Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content
1MillionVisitors

Use to differentiate ads

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

https://lp.digitalmarketersvault.com/25?
utm_source=RTDisplay&utm_medium=Banner&utm_content=1MillionVisitors

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

As you can see, with every part you put in...it puts the UTM code inside your URL for you.

I highly suggest you use this instead, it takes 1-2 minutes.

If you haven't used UTMs before I suggest you start doing so.

You can't optimize what you can't measure. By doing this you can track data down to the ad, campaign and link.

You can even do this for your funnels inside Clickfunnels. Just grab the unique URL for the funnel and put it inside Google URL builder.

Optin		▦ Overview	⚡ Automation	🔧 Publishing

⚙ | https://andres3f9aa5.clickfunnels.com/optinrQbiXLWW ← | ↗

Control

Meet The Kleuh,
a beautiful Clickfunnels
template

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Autem dolore.

GET EARLY ACCESS

✏ **EDIT PAGE** | ↗ | ⚙

EDIT PAGE IN CLASSIC EDITOR

🧪

Start Split Test

Optimize your lead and sales
generation with split tests.

+ CREATE VARIATION

✖ Remove From Funnel
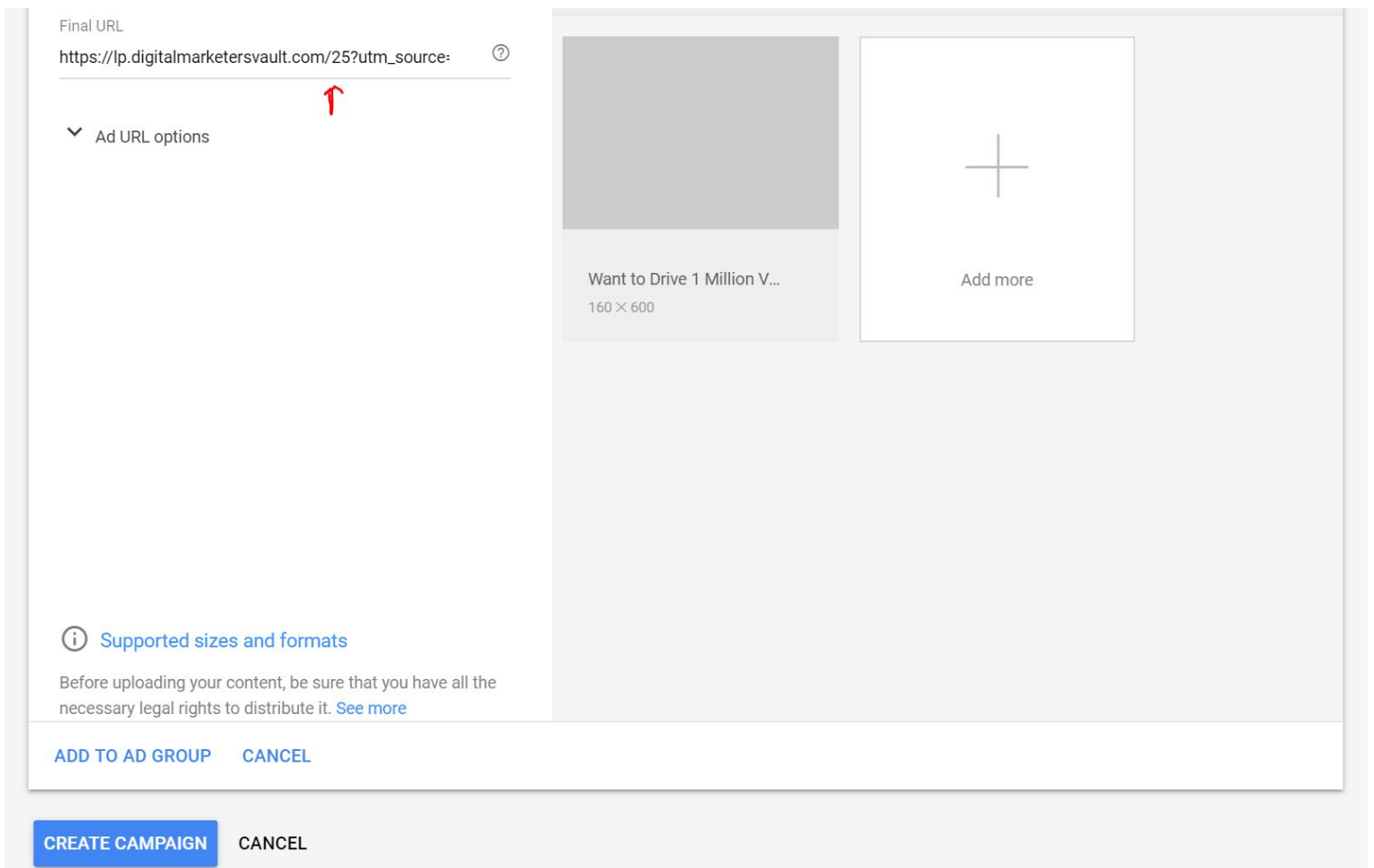
🗑 Delete Funnel Step   📑 Clone Funnel Step

Then you'll be able to track traffic from all your funnels
inside your Google Analytics.

So when you're done putting in what you want to measure,
copy the link at the bottom.

This will ensure you're getting the right tracking for that campaign.

Now you have your UTM link created, paste it inside your campaign.

Now your campaign should be good to go. Create Campaign.

Before your ads become approved, you're going to want to turn off conservative automation.

Or else, Google will start to target people who they think will fit your campaign based on their machine learning.

To turn it off, go to your campaign dashboard and click on your retargeting campaign on the left side.

Next, go to settings.

Go to Edit ad group targeting.

Under group targeting, scroll down to settings and you'll see something called Automated targeting.

Click the down menu and as a default Google will usually have conservative automation checked.

Turn this off by choosing no automated targeting. This makes sure Google isn't going out of its way to waste your budget.

Google will essentially go outside of your retargeting audiences and target cold prospects which is exactly what you don't want.

Once your ads are approved, your banners are gonna follow your prospects around the internet.

They'll show up only on sites that use Google Adsense to monetize.

So remember, you want to be retargeting everywhere. If you don't you're leaving serious money on the table.

You can start at just $10 a day and be following your best prospects around the internet 24/7.

Which like I said obviously gets you cheap leads, but it also brands you very well because people are now seeing you everywhere.

You will see cheaper leads, a bump in conversions, and an easier time closing prospects if you actually get on the phone with them.

Remember, you don't know when your prospect is ready to buy.

So you need to be omnipresent and unforgettable.

If you don't have the budget to retarget for whatever reason…

At least drop the remarketing pixel onto your sites that are getting traffic. That way, you're building out that remarketing audience.

Hope this was valuable. If you have any questions, shoot me an email mike@mikebuontempo.com

Mike B.