关 WordStream

How to Prepare Your Google Ads Campaigns for Black Fiveday

Targeting, Budgeting, and Keyword Selection



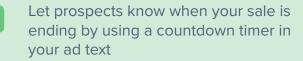
Ad Creation and Structure

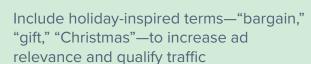
Make sure you're using	location
extensions leading up to	o Black Friday to
boost local brick-and-me	ortar visits

Emphasize urgency with time-sensitive
promotions in your ad copy



Pair sitelink extensions with seasonal landing pages to highlight various products/sections of your website





Time and Bid Adjustments

Take into account the fact that consumers will be shopping during the weekend and in the evening if you are dayparting (scheduling ads to deliver on certain days and at certain times) Increase bids to match peak shopping hours on peak shopping days

Time and Bid Adjustments Cont.



Increase bids to match peak shopping days

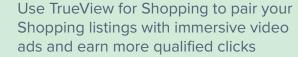
Make device bid adjustments to account for the amount of sales taking place on mobile during Black Fiveday (36% last year)

Getting the Most out of Shopping

- Utilize Shopping ads to display the unique pricing/visual details of your product and accrue more qualified traffic
 - Use Smart Shopping to automate bidding, placements, and ad creation, and drive 20% more conversion value at a similar cost
- Lower your ROAS (return-on-ad-spend) target to bid more aggressively if you use Target ROAS Bidding.
- Prioritize your top-performing products
 - Capture local business with local inventory ads

Campaign and Bid Types

Leverage Smart Bidding, which factors into seasonal demand



Start a Gmail campaign using in-market audiences to reach people that are ready to convert

Leverage the search network to capture prospects with high buying intent

Leverage the display network to re-engage past web visitors

Preparing for the Unexpected

Keep on-call contacts close at hand for issues related to shipping, item disapprovals, and website performance

Monitor campaign performance closely to hedge against volume-induced overspending

Double check product inventory to prepare for the influx

Beef up customer service and/or live chat to hedge against customer service issues related to volume

Set up a backup payment method to ensure your ads won't suddenly stop delivering