

Mastering Google and Facebook Advertising for Local Business

The Guide to Digital Advertising for Local Businesses



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Digital Advertising For Local Businesses

The world of advertising is a massive place, with many kingdoms both old and new. From the more traditional kingdoms of newspaper and radio advertising, to the flashy streets of the Google Adwords kingdom, it's a big place to explore.

Let's face it: the digital advertising kingdoms are reigning supreme. How can they not, when the average person spends more time online than on all other media combined ([Webbiquity](#), 2016)?

Traditional advertising still works—there's no doubt. When a consumer hears or sees an ad, the behaviour after is what has changed. Instead of showing up on the doorstep ready to buy, what do they do? They search online! And what happens if your business isn't there? The consumer uses a competitor that has a good online presence. So your business has spent money advertising for your competitors. Many companies have yet to receive the message being broadcast: that digital advertising is essential, even when it is a complement to traditional.

Here's where we come in. Now is your chance to grab a piece of the digital advertising pie with us, which continues to grow at an alarming rate. Digital advertising revenue alone increased 20% in half a year in 2016 (IAB). Grab a piece of the digital advertising pie, and get started navigating the new world of digital advertising.

When it comes to advertising for local businesses, there are two main objectives:

- Increased and immediate sales
- Increased brand awareness/lead generation

Where do you begin? The good news is that you don't have to learn half a dozen new platforms to master the space of local digital advertising. Virtually all of the growth in the digital ad world can be attributed to two giant kingdoms: Facebook and Google.



Mastering Google and Facebook Advertising for Local Businesses

Each of these kingdoms has their own specialty export. Facebook Ads are best for brand awareness and lead generation, whereas Google Adwords rules immediate sales. The good news is that you don't have to choose between these exports, as this guide will help you master both Google Adwords and Facebook Ads for your business.

So how can you conquer the local advertising sphere, and achieve success through Google Adwords and Facebook Ads? Just keep reading, my friend.



Google
Population: Everyone
Main export: Immediate sales

Google Advertising Statistics

- Potential reach: 90% of the internet (Google)
- Searches per day: 3.5 billion (Internet Live Stats, 2016)
- Percent of mobile searches with local intent: 56% (Search Engine Land, 2014)
- Percent of local mobile searches that resulted in a purchase within one week: 78% (WordStream)

↑
It's kind of a big deal

Google Adwords for Local Businesses

When it comes to immediate sales, the kingdom of Google Adwords is the place to be.

Here's the kind of money-making magic I'm talking about: Imagine a vending machine where, when you input a \$1 bill and pull a lever—like magic—two \$1 bills are spit out for your spending or investing pleasure.

Welcome to the kingdom of Google Adwords, which in 2015 brought in approximately 85% of Google's revenue to the tune of \$64 billion (Investopedia, 2015).

Be it resolved that being found on Google is good for business. Who knew? Google Adwords is one of the most mature platforms for online paid advertising, and it's not too late to be competitive in the field if you know how to play the game. When consumers search on Google, the top results are all ads—the opportunity is extensive.

Google Adwords may be too expensive and competitive if you're trying to target the keyword "insurance," which is currently running advertisers about \$55 USD per click, but what about a more specific keyphrase like "best insurance agent in Dayton"? Suddenly, the cost per click (or other action) is \$3.50. It's definitely not too late, but you have to play hyper local in the space, unless you've got lots of \$\$\$ to burn.

Adwords is a mature PPC platform, but surprisingly few know how to really make Adwords work for local businesses like we do.

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Example

Our example case study for Google Adwords will focus on an insurance agent in Dayton Ohio.

The plan

Spend \$350/month on Adwords for three months.

The strategy

After talking to the business manager, we find out that the easiest way for them to turn leads into sales is if customers call them, so we set up a campaign that drives calls from local Daytonians on their smartphones using an Adwords Call-Only campaign.

The results

After the first month, we've been able to drive 100 phone calls to the insurance business for \$3.50 a piece by using long tail local keywords, enticing ad copy, and taking advantage of advanced programmatic bidding.

The business manager was diligent about asking callers where they were calling from, and it turns out that five of the calls from Adwords turned into sales of the agency's main package, which goes for \$2,000. Total revenue for the insurance agency was \$10,000, resulting from a \$350 ad spend. That's a 2,857% return on ad spend.

Not bad. So how can you achieve this kind of success with Google Adwords?

“Total revenue for the insurance agency was \$10,000, resulting from a \$350 ad spend. That's a 2,857% return on ad spend.”



Mastering Google and Facebook Advertising for Local Businesses



Tips

1. Use location targeting to only advertise in areas that the business services

This might seem obvious, but it's surprising how often it's missed. If you offer services in Queens and the Bronx, target those areas, not New York.



Super hot tip!

Specifically excluding nearby areas that the business doesn't service can reduce costs.

2. Use Call Only Campaigns

It's one thing to raise local brand awareness by reaching 10,000 people with 16,000 impressions, with a click through rate of 3.2%. These big numbers sound impressive, until you start to think "what result is this really driving for my business?" That's why we tie our advertising efforts to driving meaningful and trackable business results.

Phone calls are an integral part of the business funnel, and at the point of a phone call, consumers are typically close to converting. A phone call is also something that is bringing visible value to your business.

Call Only Campaigns are a new feature introduced to Google Adwords in the Spring of 2016.

This campaign type eliminates budget waste in several ways:

- No budget wasted on unwanted desktop clicks
- No funnel leakage by making people navigate to a landing page to find a phone number and then call

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3. Use Location and Call Extensions

If your client wants a more balanced approach that doesn't exclude web traffic in favor of phone calls, then creating a Search Network Campaign that utilizes Location and Call Extensions is the next best option.

Ad extensions, unsurprisingly, increase the size and functionality of a text ad.

New York Budget Hotel
Ad www.example.com/NewYork
Book comfortable hotels in New York City. Students Save 20%



The Home Depot® Canada - Save Big On Home Improvement
Ad www.homedepot.ca/canada/shop ▼
Deals on Tools, Materials, Décor & More. More Saving More Doing - Shop Today!
Price match guarantee · Great savings · Gift cards available · Home inspirations & DIY · Weekly sales
Brands: DeWalt, Samsung, Hampton Bay, RIDGID, GE, HUSKY, Milwaukee, Whirlpool, Philips

<p>Shop Appliances Online Update Your Home & Shop The Endless Aisle at Homedepot.ca.</p>	<p>Appliances Installation Results Guaranteed. Get The Job Done By Our Experts Worry-Free!</p>
<p>Credit Promotions Every Day Special Financing. Terms & Conditions Apply*.</p>	<p>Refrigerators Online Shop Our Selection Of Refrigerators Online & Upgrade Your Kitchen.</p>

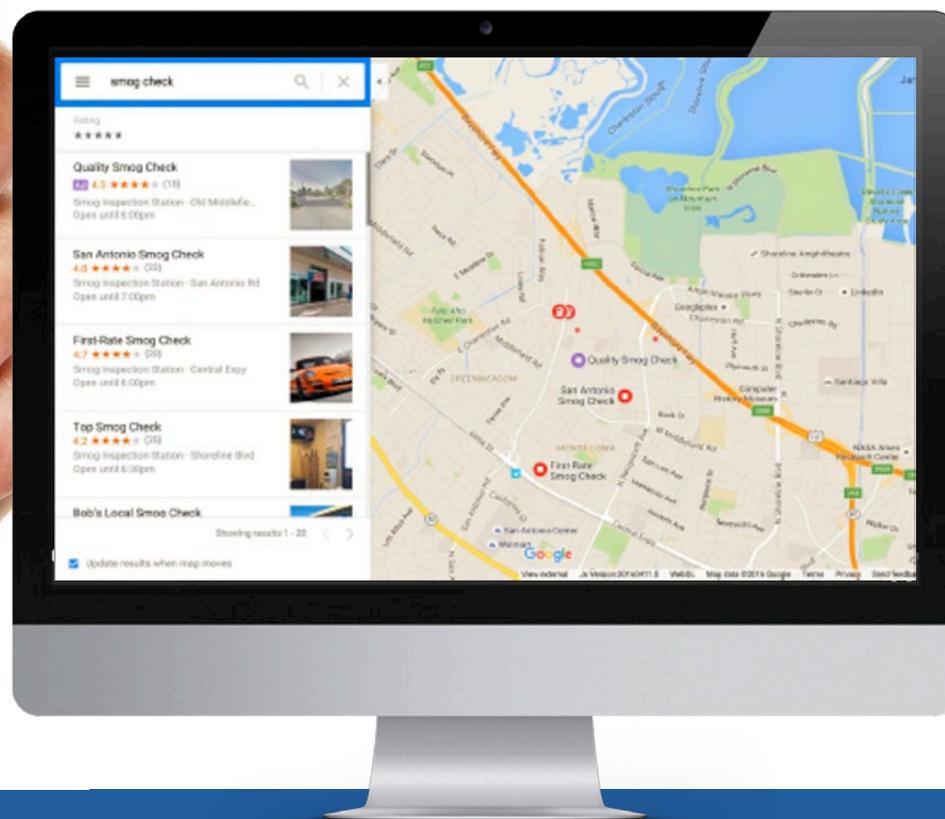
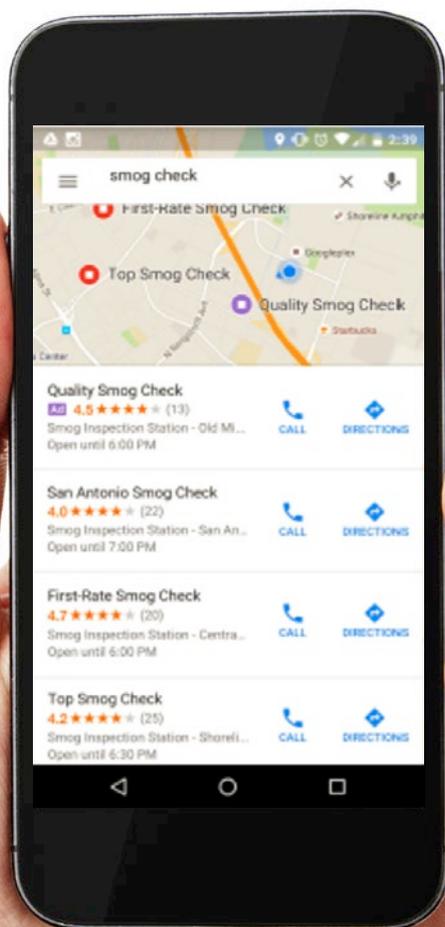
Extensions are free, give your ad significantly more real estate on the SERP (Search Engine Results Page), and provide many more ways for searchers to interact with the ad and travel down the funnel by calling, getting directions, finding hours of operation and learning more about your business.

The bottom line: using Ad Extensions is not optional. Location and Call Extensions help drive offline conversions for your business.

4. Use Location Search Ads and Promoted Pins

Consumers looking for businesses in their area, and directions to those business, are going to ask Google. As local advertisers, we know that directional searches with local intent are often highly correlated with a local purchase in the near future. This is what makes Google's powerful new features for their Location Search Ads, also known as Google Maps Ads, so exciting.

If you are unfamiliar with this ad format, you're not alone. They're an underutilized tool for local advertising in many markets.



Behold: One search result is featured above organic results in the list (as shown in the image to the far left), as well as highlighted with a purple pin on the map results. A similar result can be seen on desktop (left).

One notable thing about this ad format is the way it is charged to the advertiser. While the costs are still click-based, in Location Search Ads, the "call," "directions," or "more location information"

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buttons are the chargeable clicks. This is highly beneficial as these engagements on an ad are far more valuable than a click-through to a landing page.

5. Focus on Search Network Campaigns over the Display Network

Display network campaigns can be great for brand awareness, eCommerce conversions, and retargeting, but Search Network campaigns often convert much better for local businesses.

Someone who is searching for your business' products and services in real-time will be a more qualified lead than someone who is browsing their favorite blog or news site.

If you are set on trying the display network, try these two tips to increase local effectiveness:

- Select local websites related to your business to appear on
- Separate search network and display network campaigns to test

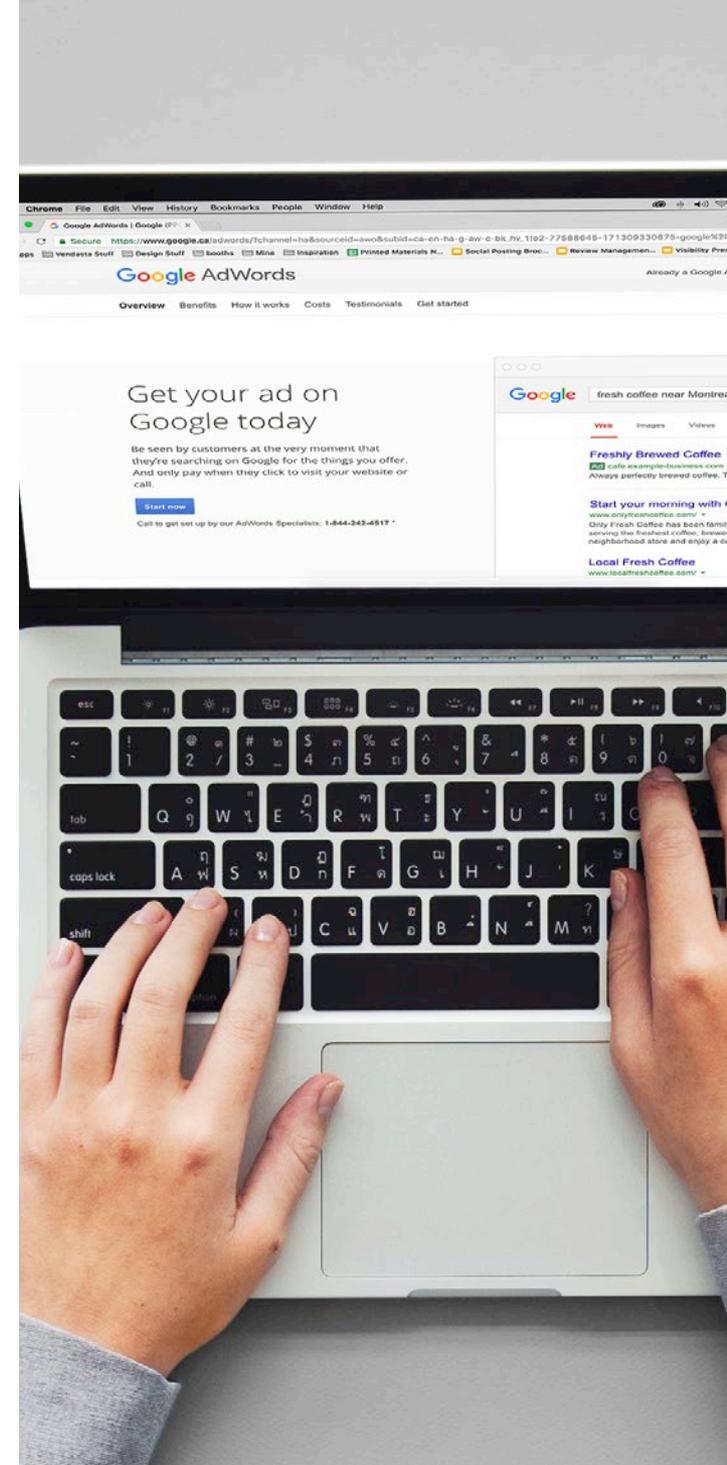
6. Bid on the business name

Why bid on the name of your business? Here's why:

- Good click through ratio and conversion rate—people are finding exactly what they're searching for
- Your business might be at the top of organic search results, but many other results are also shown on the SERP. The more real estate at the top of the page that can be claimed for your business, the better.
- It's cheap!

7. Use Dayparting to only advertise when the business can actually take calls

This is another point that just makes sense, but can be easily forgotten when setting up a campaign. This is especially important when creating Call-Only campaigns or Search Network campaigns utilizing call extensions. Ensure that you are not spending budget to send calls to your business when it is closed.



facebook

Population: 1.8 billion monthly users
Main export: leads and brand awareness

Facebook Advertising Statistics

- Searches per day: 2 billion (TechCrunch, 2016)
- Percentage of social marketers who regularly use Facebook Ads: 86% (Social Media Examiner, 2016)



Facebook Advertising for Local Businesses

Welcome to the Facebook advertising kingdom, home of the lowest cost per 1,000 impressions in the history of the entire advertising world (AdEspresso, 2016).

The world really is your oyster when you're advertising on Facebook. With each person building their own personal profile full of interests, it's easy to find the audience your business is looking for. Think about it: every interaction, click, reaction, and thing users do on Facebook is contributing to building the world's largest interest-targeting database for advertisers. With such a large and targetable audience, it makes sense that the Facebook advertising kingdom's main export is leads.

Facebook Ads are likely the best platform for when your goals are to generate leads and increase brand awareness. In the world of local business, leads can generally be considered as a person engaging with your business, whether it be through a phone call, email or even an in-store visit. With Facebook's hyper-targeting ability, you can ensure that the ads you're creating are being delivered to people who are the most likely to convert.

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Example

Our example case study for Facebook Ads will focus on a local plumbing business.

The plan

Spend \$350/month on Facebook for three months.

The strategy

After talking to the business manager, we find out that the easiest way for them to turn leads into sales is if customers call them, so we set up a campaign that drives calls from local customers on their smartphones using a Facebook Local Awareness Campaign with Phone Calls Marketing Objective.

The ad copy offers a tangible bait for viewers—a voucher for \$20 off any service offered by the plumbing company. Scarcity is introduced by mentioning that only 30 vouchers are available. The copy is phrased casually, conversationally and honestly in the voice of the plumber who is trying something new to promote their local company.

The ad creative is a video featuring the plumber giving a quick greeting and introduction as well as mentioning the voucher.

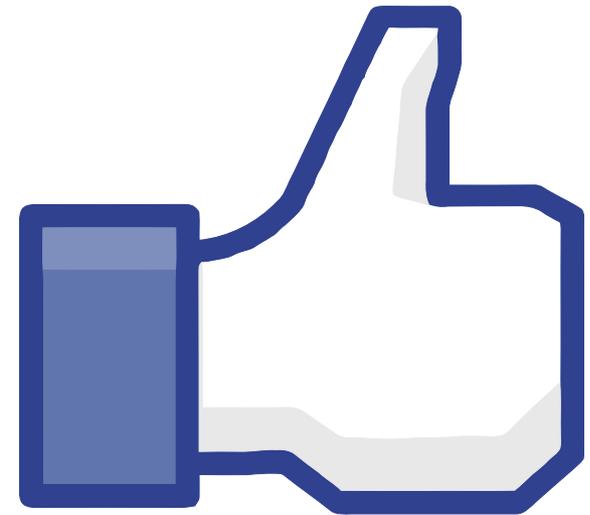
The results

After the first month, we've been able to drive 100 phone calls to the insurance business for \$3.50 a piece by using a reasonable quality video featuring the friendly plumber, which matches the tone of a social network and promotes engagement and conversion. Conversion cost will be kept low by the fact that the ad is a video (Facebook prioritizes video and users prefer it as well), congruency between ad creative and copy + good engagement resulting in a high relevancy score, a compelling offer, and laser targeting of the plumbing company's ideal customers in the area.

Calls are 100% trackable because they are coming directly from users on their smart phones, and it turns out that ten of the calls from Facebook turned into significant plumbing and furnace repair jobs, which averaged for \$500. Total revenue for the plumbing company was \$5,000, resulting from a \$350 ad spend. That's a 1,429% return on ad spend.

Not bad. So how can you achieve this kind of success for your business with Facebook Ads?

"Total revenue for the plumbing company was \$5,000, resulting from a \$350 ad spend. That's a 1,429% return on ad spend."



Mastering Google and Facebook Advertising for Local Businesses

Tips

1. Use The Facebook Tracking Pixel

Have you considered adding Facebook's tracking pixel to your business website? This pixel will help you track visitors to the website and attribute those visitors to originating on Facebook. This is highly beneficial as it helps report return on investment (ROI) on social media ad spend.

2. Make Local Awareness Ads Your Best Friend

Facebook's local awareness ads were launched in 2014, and allow advertisers to create ads that specifically drive phone calls and store visits, which are typically the two best lead types for local businesses.

Don't let your business get bogged down with a hyper-focus on impressions, clicks, CTR, CPC, and all of the metrics that don't matter to your actual business. The only thing that matters to a your business is calls, visits and SALES.



3. To Find Gold, You Need to Dig

Facebook advertising campaigns are rarely highly profitable, magic money vending machines right from the get-go like Google. It's necessary to test, refine and test some more to hone in on the exact settings that work. Luckily, Facebook can dig into its gigantic database and offer you vast expanse of targeting choices. Combine that with the ability to run split tests, and you get the ability to determine your client's perfect audience through the scientific method: hypothesis and experimentation.

Here's an example of a series of ad sets you could create for a local business:

- Male / 18 - 30
- Male / 31 - 50
- Male / 51 - 65+
- Female / 18 - 30
- Female / 31 - 50
- Female / 51 - 65+

Monitor the ad sets until they have each collected 1,000 impressions. If they aren't performing at that point, turn them off! 1,000 impressions is fairly cheap, so you don't need to spend a fortune on finding your perfect audience.

This testing method can be used for a number of variables including:

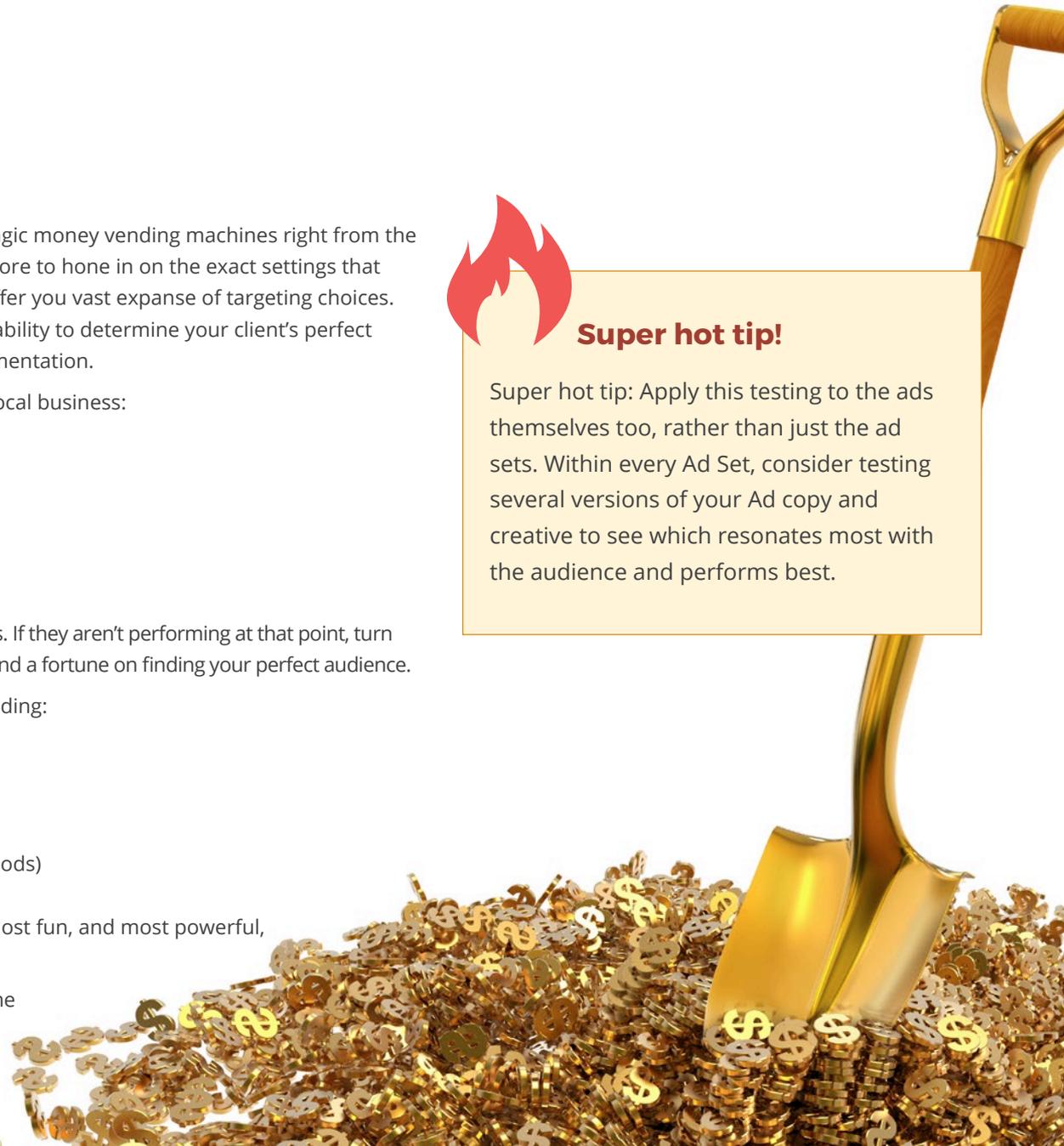
- Gender
- Age
- Placement (mobile, newsfeed, right column, Instagram)
- Interests
- Locations (for example, you could test different neighborhoods)
- Retargeting vs. Cold traffic
- And anything else you can dream up! This is arguably the most fun, and most powerful, aspect of advertising on Facebook.

Depending on the amount of complexity you can endure, and time you can invest in campaign performance, it wouldn't be unusual to have a campaign running with 12+ ad sets and 24+ ads.



Super hot tip!

Super hot tip: Apply this testing to the ads themselves too, rather than just the ad sets. Within every Ad Set, consider testing several versions of your Ad copy and creative to see which resonates most with the audience and performs best.





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4. Target Based on Real Facts, Not Just Algorithms (A.K.A The Jedi Targeting Trick)

Say you are working in your Facebook power editor creating a campaign for your local fitness gym. You're considering your campaign targeting and you see "Weight Loss > Interests" pop up. Seems good, right? Maybe, but maybe we can do better. Where does this "interest" come from? How does Facebook know that someone is interested in weight loss? The truth is, they don't. They're guessing with an algorithm based on the user's behaviour. So how can Facebook really know that someone is interested in weight loss? Well, maybe if the user has actually liked the Facebook page for Bob Harper, Slim Fast or Beach Body Workout. Those are strong, and more importantly factual, indications that the user is interested in weight loss.

5. Multi-Factorial Laser Targeting

Keep the thought train chugging with the example above. We've already targeted people interested in fat loss by their relevant interests (Bob Harper, Slim Fast or Beach Body Workout), but we want to make sure that we're targeting people interested in weight loss and actually going to the gym. This is why us normal humans call this tactic "and" targeting.

Using "and" targeting requires that a user be interested in at least one thing from our first set of interests, and one thing from our second set of interests. Sticking to the real data over algorithm theory, we could set gym competitors like Anytime Fitness, Gold's Gym, and 9round Fitness as our second interest-set.

So, to break it down, we would target people with at least one item from the first interest set:

- Bob Harper
- Slim Fast
- Beach Body Workout

And at least one item from a second interest set:

- Anytime Fitness
- Gold's Gym
- 9round Fitness

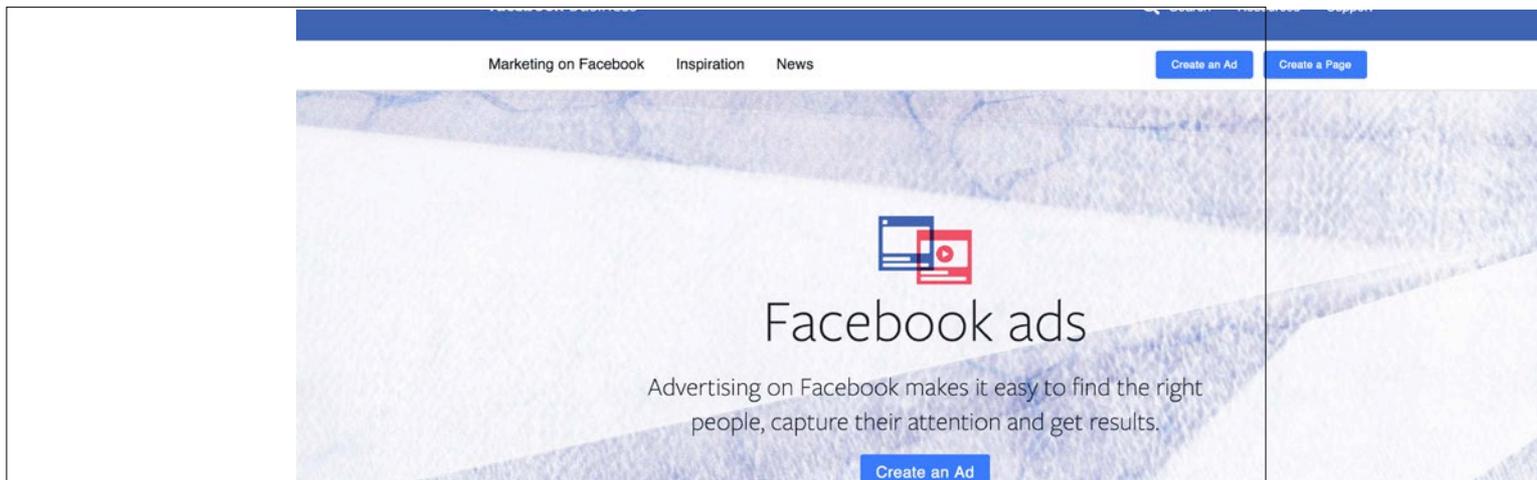
Using this simple next-level targeting ensures that your ads will only be served to people who have a proven interest in what you're selling. Boom.

6. When Possible, Drive Traffic to a Purpose Built Landing Page

If you were fishing, would you put the fish that you caught into a bucket without a bottom, letting them escape immediately? Of course not. So why handle your leads that way?

If you're generating leads, make sure that you're converting them too. A high-converting landing page is the right tool for this task. Though landing page design is a topic in and of itself, here are a few key points:

- The design of the landing page should echo the ad. They need to be congruent for the user to feel comfortable
- The next step for the user should be clear. Make your call-to-action simple and prominent, with nothing on the page that would distract the user from following the CTA.
- Just like in the ad, there needs to be a compelling reason for the user to click the CTA. This could be a one-time deal, discount or emotional statement in the copy.
- Use copy and page elements to create a sense of urgency and scarcity. Example: "Only 20 vouchers left!", or a timer counting down the time left before the deal expires.



Go Forth and Promote Local!

The world of advertising is a big place, but for you, it comes with a guide. This comprehensive collection of tips is just the beginning!

The world spins fast, so grab a piece of this multi-billion dollar digital advertising pie, and get started on digital advertising with us today.

Get Involved, Get Advertising



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