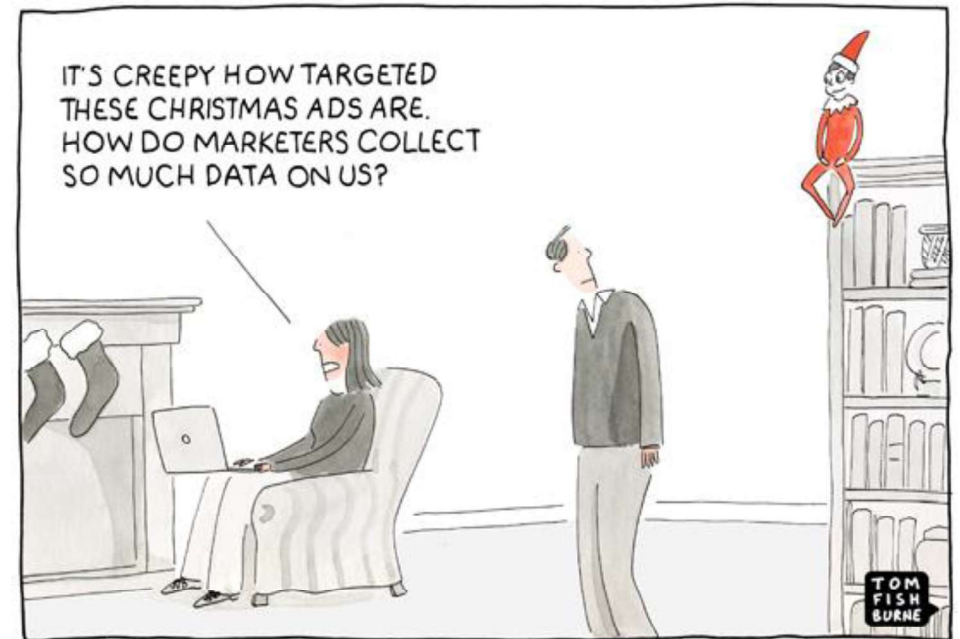


BEST GOOGLE ADS 1ST STEPS FOR STARTUPS



@marketoonist.com

BEST GOOGLE ADS 1ST STEPS FOR STARTUPS



Sign up for a Google Ads account (\$100 free credit)

#1 Learn your online prospect volume
#2 Learn what prospects actually search for



Create quick landing page,
Launch initial Search campaigns

#3 Learn which marketing messages engage
#4 Learn which business offers resonate
#5 Learn how to stand out from competitors

BEST GOOGLE ADS 1ST STEPS FOR STARTUPS



Put your best foot forward, then test variations

One best offer + one best audience + one best landing page + one best Google Ads campaign



Allow sufficient investment for meaningful conclusions

Nominally: 1-3 months and \$500-\$2,000 / month depending on scope

TOP GOOGLE ADS TOOLS & RESOURCES FOR STARTUPS

1/24/2019

www.prometheusppc.com/mit-2019

Find links to tools & resources, and download presentations
(available tomorrow)

Watch presentations again on video (coming soon)

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