

The advertising world has changed dramatically in the recent years and Google AdWords is one of the digital marketing options that is fueling this change. Consider this, Google commands 77% of search engine traffic followed by Bing who gets only 7% of search engine traffic. It's obvious to see that it is a wise choice to spend your advertising dollars where your customers are searching for your services. That's why spending your advertising dollars on Google AdWords is a smart business decision.

So how does Google AdWords work? A Google user types in a search term or string of terms into the search box, and the advertisements that match that search criteria show up on mobile devices, computers and tablets. Sounds simply, right? Not so fast, it's critical to setup a Google AdWords campaign properly so your advertising dollars get spent effectively. Choosing the right keyword terms, selecting the right devices and choosing the correct words for your advertisements are just a few of the important things to consider when setting up a campaign that will produce the results that you are seeking.

What are the benefits of participating in Google AdWords? There are many benefits compared to other digital marketing offerings. Most importantly, Google AdWords puts your business in front of people that are searching specifically for the services that you offer at the time that they need them. Flexibility, unlike traditional advertising, Google AdWords allows us the ability to make adjustments to your account anytime, based on your current results so we can continue to maximize your advertising dollars. Lastly, Google AdWords allows us to track the results including the number of phone calls made to your shop and the number of coupons downloaded. PISTN also provides you a quarterly report so you can compare your results with the feedback in your shop and then have PISTN make necessary changes.

With all the benefits of using Google AdWords, its important to have an expert manage them for you so that your campaigns are setup and managed as effectively as possible. PISTN Marketing Accelerated is the expert in Google AdWords management. There are many things to consider given the monthly Google cost per click budget that you choose. Which service categories do you want to advertise: oil change, general auto repair, brakes, tires, A/C, etc.? What is your target radius; 3 miles, 5 miles, 7 miles around your shop or select zip codes. What is your competition offering and what are you offering that separates you from your competition? All this information will be gathered from you by PISTN in order for us to setup your campaign to run as effectively as possible and bring you the ROI that you are looking for.

Keywords, keywords, keywords are what drive the Google AdWords to populate. A keyword is just a keyword unless it is setup properly. With that being said, some of the top keywords being used in the automotive repair industry include auto repair (city), auto repair near me, auto service (city), auto repair quote, brake repair near me, brake repair (city). Negative keywords can be just as important as the keywords that you choose. Since your shop most likely doesn't offer auto repair upholstery, you wouldn't want those keyword searches to populate your advertisement. Therefore, it's just as critical to include negative keywords in your campaign to prevent searches like that from showing your ad.

Lastly, what makes up a good advertisement? Consumers continue to become savvier given the many options now available to them at their fingertips on the Internet. Make sure your ad stands out from your competition by offering an aggressive offer. When your ad is shown amongst two competitors, what you offer will have a large impact on whether or not your advertisement gets clicked on.

Google AdWords is one of the most powerful advertising tools available today and PISTN Marketing can help you use it to drive business to your shop. For more information or questions about an existing campaign that PISTN manages for you, please contact Lauri Steeland at 248-767-0810 or lsteeland@pistn.com.