



Your Client Acquisition
CHECKLIST

The Ultimate Client Aquisition Checklist

LEARN HOW TO DOUBLE YOUR LEADS AND
SALES IN THE NEXT 30 DAYS

Discover the exact steps you need to take
with this time-tested and proven business owner's
client acquisition strategy.



HYPNOSIS TIP

Targeted Internet Prospecting
www.hypnosistip.com

1 (888) 368-4476



How to Double Your Sales and Leads in the Next 30 Days!

Discover the exact steps you need to take with my proven client acquisition checklist.

Introduction:

The Ultimate Client Acquisition Checklist provides step-by-step the tasks required to create a reliable and consistent client acquisition system. Although there are many ways to market your business, the steps provided in this checklist are designed to get your phone ringing with a steady flow of new customers as quickly as possible. This is a fast-track strategy that does not require a long time in order to work. Results can be immediate and will improve over time when managed correctly.

Overview:

When someone is looking for a product or a service, the first place most of them will go is to Google. Google has become today's "Yellow Pages", and if you want to be seen it's imperative that your business is prominently and professionally displayed at or near the top of the page. Fortunately, you can get an impressive top page listing instantly when you use Google Ads.

Google's "Search Network" ad program is by far the most targeted and cost-effective way to get your practice in front of new customers actively looking for your product or service. It's fast, professional looking and it works. I know this firsthand having built and managed thousands of ads for businesses, both large and small, all over the world.

Who This Will Not Work For:

If your business (or the location you are targeting) is in a low population rural area, results may not be profitable. There can be exceptions to this, but generally speaking the search volume in rural areas will probably be too small.



The 6 Steps Are:

- 1** Create a Google My Business account
- 2** Create a Google Ads account
- 3** Build and launch a Google Search Network campaign
- 4** Create a Microsoft Ads account (optional)
- 5** Build and Launch a Bing Search Network campaign (optional)
- 6** Build and launch a Facebook Retargeting campaign (optional)



Step 1: Google My Business

Google My Business... aka “Google Maps” helps customers find you and your business information for free on their local business listings. Although it may take some time and effort for your business listing to rank on the first page, if we link your GMB account with your Google Ads account there are several benefits you’ll enjoy immediately.

One benefit is that by linking the 2 accounts, you can add a “Location Extension” to your ads. This extension allows searchers to look at your business’s information, reviews, get directions and more. It also creates an additional line of text in your ad, which makes your ad bigger and more impressive on the page.

To get started, find or manage your GMB listing go here



To optimize your presence online go here



To Link your GMB account with your Google Ads account





Step 2: Create A Google Ads Account

If you already have a Google Ads account, congratulations... you can skip this step. If you don't have one yet, they're pretty straightforward to set up. All you need is a google account and a website. For step-by-step instructions go here [▶ LINK](#)



Step 3: Build and Launch a Google Search Network Campaign

Without a doubt, ad campaigns using Google's Search Network is where the real action is. When a searcher types in a product or service... they are actively looking and in many cases "ready to buy". In the world of advertising, it's tough to get a more targeted customer than this. By building a well-structured campaign and managing it correctly, Google Search campaigns can be your most valuable tool for growing your business and bringing in new clients every week.

Unfortunately, advertising on Google can be quite complex and difficult to manage if you're not experienced. Providing detailed training is beyond the scope of this checklist, however if you follow the steps outlined below, and research accordingly, a profitable campaign will be the end result.

Google Search Campaign Checklist

HOW TO BUILD AND RUN A GOOGLE ADS CAMPAIGN



DEFINE YOUR GOALS

For most companies the goal is to bring in leads and sales. Leads can come in by phone or by a web form submission. You'll need to identify what your goals are and structure the campaign accordingly.



COMPETITIVE ANALYSIS

Analyze what your competitors do in terms of PPC, organic rankings and GMB listings. Look at their ads, look at what keywords they are bidding on and use this as inspiration for ad copy and ways to make your ads more appealing.



KEYWORD RESEARCH

The success of your ad campaign depends largely on the keywords you decide to bid on. Select relevant keywords that reflect a buyer intent, like (red delicious apples near me). Avoid keywords that are too broad as they will generate wasted clicks, like (apples). Group your keywords into categories and assign the appropriate match type.



CAMPAIGN SETTINGS

Location Targeting : Define the areas you want your ads to be seen. Include the geographic locations and if your advertising locally, set a radius around your business's address.

Select Devices : You want to be seen on desktop, cellphones and tablets. Set a +20% bid adjustment on cell phones. Re-evaluate after you have enough data to review.

Set Your Budget : Set your daily budget to reflect your max ad spend for the month. Remember: you pay for all the clicks on your ads so budget accordingly.

Select A Bid Strategy : We recommend selecting Manual CPC in the beginning. Switch to an automated bid strategy once you've reached 20 conversions in 30 days.

Ad Delivery Schedule : Set the days and times you want your ads to be shown. Assign a positive bid adjustment during peak hours and a negative bid adjustment for hours with a lower probability of converting.

Ad Extensions : Ad extensions are shown randomly under your primary text ad. They increase the size of your ad and improve results dramatically. Create a minimum of 4 sitelinks, 3 call-outs, 1 call extension, 1 location extension and 2 structured snippets.



CREATE AD GROUPS

Ad Groups are built for each category, service or product you provide. "Red Apples" and "Green Apples" are examples of different ad groups if your business sells apples. Within each Ad Group are your keywords and your ads. The keywords need to be relevant to the ad group, the ads need to be relevant to the keyword, and the web page you send traffic to needs to be relevant to both. We recommend 3 ads per ad group.



CONVERSION TRACKING SETUP

- Make sure you are tracking phone calls, web form submissions and any other relevant conversion action that you've set up.
- Create a Google Tag Manager (GTM) account and install the code on your website.
- Create a call tracking conversion in your Google Ads account and install the code in your GTM account.
- Create your other conversion events in either your Google Ads account or Google Analytics and install the scripts in your GTM.



- If you plan on using Facebook: Install your Facebook ads account pixel in the GTM and create a custom conversion inside the Facebook Ads Manager



ADD NEGATIVE KEYWORDS

Negative keywords are critical to the success of your campaign. They prevent your ad from being shown when a negative keyword is part of a search query... preventing bad clicks and wasting your money. For example, “blog”, or “youtube” are typical negatives most campaigns would have.



LAUNCH YOUR CAMPAIGN!

- Double check everything, especially your budget, locations and bids.
- Review your ad groups, keywords, ads, and extensions.
- Check the URLs you have assigned to your ads
- Test your conversion tracking
- Set a daily, weekly and monthly schedule to manage your campaign

MANAGING YOUR CAMPAIGN - DAILY



DAILY NOTIFICATIONS - CRITICAL ISSUES

Monitor for any Google notifications or critical issues on a daily basis. Disapproved ads, broken links and negative keyword conflicts are typical issues that need to be monitored on a daily basis.



CHECK YOUR BUDGETS

Keep an eye on the total spend of your campaigns each day.



ADJUST YOUR BIDS

Review your keywords average cost per click (CPC), ad position and conversion data. Adjust bids accordingly.



REVIEW SEARCH TERMS

Using the Search Term report in Google Ads, you'll want to manually review all the search queries to identify negative keywords. Add these negatives to your account. Eventually, once you've identified most of the negative keywords affecting your account you can move this task to your weekly tasks list.

MANAGING YOUR CAMPAIGN - WEEKLY



MONITOR KEYWORD PERFORMANCE

- Review your keywords to identify expensive, poor performers. If a keyword doesn't perform well, don't waste money hoping it will eventually work. Instead adjust the bid or pause the keyword so your account can focus on other keywords that perform better.
- Look for new keyword opportunities to increase reach and improve results. Research lists of long tail keywords and add them to the appropriate ad group as long as they have a buyer's intent.



TEST ADS / WRITE NEW ADS / REPLACING POOR PERFORMERS

- Analyze the ads in each ad group once they've reached minimum data thresholds. Pause the poor performing ads and replace them with new ads. Improve your campaigns performance by learning from and incorporating what works well into your new ads.

MANAGING YOUR CAMPAIGN - MONTHLY



REVIEW YOUR CAMPAIGN'S DATA

- Analyze the overall performance of your ad campaigns. How many sales or leads did they bring in? How many of these leads turned into sales or appointments? What was your cost per lead and did it hit or miss your goal? Review your ad delivery schedule, user locations and device data. Use these learnings to make adjustments and optimize your account.



TEST YOUR WEBSITE AND LANDING PAGES

- Test your website's load speed for desktop and mobile. Slow load speeds hurt PPC results.
- Analyze the conversion rates for pages and ad groups with a high click through rate. Identify any with a low conversion rate. Look at what might be creating the low conversion rate and adjust accordingly.



Step 4: Create a Microsoft Ads account (optional)

Microsoft Ads uses Bing and Yahoo and is a low-cost supplement to Google. Search volumes are only 15% of Google's, but the competition is much less and cost per click is often much lower. You won't be able to track phone leads with Bing, but the ROI should still be profitable. You can create your Microsoft Ads account [here](#).



Step 5: Build and Launch a Bing Search Network campaign (optional)

Instead of building a separate campaign in Bing, you can import your Google Ads campaign into your Microsoft Ads account. The import process is simple and very efficient. Once the import is complete, you'll want to review and adjust budgets, campaign settings and bid strategies. You can learn how to import your Google Ads campaigns [here](#).



Step 6: Build and launch a Facebook Retargeting campaign (optional)

Retargeting, also known as "Remarketing," are previous visitors to your website that are "cookied" and placed on a list. Ads are shown to them as they surf the web, Facebook or Instagram. Retargeting on Facebook or Instagram can yield great results as these people have already engaged with your website.



FINAL THOUGHTS

At the very least, Steps 1,2 and 3 will generate new sales and leads that would otherwise be going to one of your competitors. How well you're able to turn these inquiries into customers will determine the profitability of your advertising efforts.

Of course, the flip side to this is that ad campaigns will lose money if they're not built or managed correctly. If you're not ready to tackle this on your own, or if you've had poor results with Google Ads we can help. Simply schedule a 20 minute call with George to discuss your business.

You can schedule a call here ► www.HypnosisTIP.com