

# The Beginner's Guide to Gmail Ads

**NEILPATEL**

neilpatel.com

Here are the 4 essential steps that you need to follow.

## **Step #1 – The logistics: Name your campaign and set your budget/bidding in the usual way**

- Create a Google Adwords account, next head over to Campaigns >> Display Network Only.
- You'll see a screen asking you to name your campaign, upload your settings and enter the locations/languages that you want to target or exclude.
- Unless you've got a well-planned strategy to target users only on mobile apps, choose "All features" in the 'Type' field.
- Now, you'll need to set up your bidding strategy, automatic bidding is quite useful for saving your time.
- But to get higher ad viewability and lower CPA, switch to manual bidding.
- Start with small budget, bid under \$10 a day. Choose standard delivery to conserve your budget.
- You can use an ad extensions. It's not a guarantee that your location or phone number will appear, but, if they get picked up, your ad CTR will improve.
- Under Advanced settings, schedule the start date and end date of the ad. And, as you'll want to split test your ads, set the ad delivery to 'Rotate evenly'.
- Choose to set the ad delivery to 'Rotate indefinitely.' By choosing this option, Google will keep rotating your ads (irrespective of their performance) so that they get the same number of impressions.
- Next up is Frequency capping, if you're afraid of creeping out your customer, limit the number of impressions to 3 per day.
- Finally, choose the targeting of your ad. The "Gmail placement," is found by clicking on "Use a different targeting method."
- As you search for Gmail, you'll get a list. Add "mail.google.com" from the list that populates.
- Once you confirm the campaign, jump to the ad gallery to design your ad.

## Step #2 – Design your ad’s creative units: both collapsed and expanded versions

- There are 4 types of ad template you’ll find in the ad gallery of Gmail ads.
- Choose Gmail image, since you’re beginner. After choosing you’ll see a screen where you need to complete these options:
- Fill the details, in the left sidebar, including your ad name, display URL, landing page URL, advertiser name, your email subject line and a description of your offer.
- Also, upload your company’s logo and the main image with a compelling CTA.
- Make sure your landing page URL and display URL are same in the name in your advertiser field.
- Your ad also needs to comply with all of the [Google AdWords policies mentioned here](#).
- Check your existing email marketing campaign reports to figure out what works well for your audience.
- Treat your email subject line with utmost care. By offering discounts inside the teaser message make your ad grab the attention of your prospect.
- High-quality media with balanced color schemes will get interest from your prospects.
- Also, keep refreshing your ad creatives, to ensure that your ad does not grow stale.
- Format your ad for the smaller screen, so that it can load faster.
- Create multiple ads with messages that are tailored for your audience at different stages of your conversion funnel.
- If you’re using custom HTML and teasers, then you can use the [creative validation tool](#) to validate your creatives.
- Once you’re comfortable with your ads, you can add them to a relevant ad group from the ‘Select an ad group’ button at the top.

## Step #3 – Careful targeting will help you reach the right users. Here are some points to help you come up with ideas...

- Start targeting a user by his demographics, topics and interests (not by the current email that the user is reading).
- You can also use AdWords Customer Match to upload an email list (at least 1000 subscribers) of Gmail users and let your ad pop up in their inboxes.

- You can also create a list of users that visit specific websites and possess long-term interests through Custom affinity audience.
- You can even target your current customers by keying in your own domain.
- You can also exclude certain keywords, site categories and topics, based on your campaign.
- Login to your AdWords account and navigate to Tools >> Display Planner.
- Now type a competitor's website in the landing page field. Then, move to the 'Placements' tab.
- You'll get a list of popular websites and apps that you can consider for your ad.

### **Step #4 – Analyze your reports to track the health of your campaign**

- To get insight of your ad campaign performance use Adwords.
- Three additional metrics that you can pull up from your AdWords reporting interface are – forwards, saves and clicks to website. You'll need to customize your column to include them.
- Gmail clicks to your website is helpful, if you ultimately aim for conversions you're driving from Gmail Ads.
- Gmail saves indicates the number of users who found your ad relevant and good enough to keep in their inbox.
- Gmail forwards indicate that your ad was so amusing for the user that he took the effort to forward it.

Now look at other metrics in your report.

- The cost per click (CPC) and (click-through-rate) CTR are the measure of clicks to expand your ad – not clicks to your website. So, don't get stressed if you see low numbers.
- For finding clicks to your website CTR: divide the Gmail Clicks to Website by your normal clicks.
- Additionally, you can track your time on site, bounce rate and pages per session of your visitors from Gmail Ads, inside Google Analytics.