BODYMINDLIFE STUDIO & ONLINE
GOOGLE ADS RECOMMENDATIONS

10 FEB 2022

BODYMINDLIFE (STUDIO)
MULTI-CHANNEL CAMPAIGNS

MULTI CHANNEL CAMPAIGNS

In the Google ecosystem multi channel campaigns include;

· Search (text ads on Google search results)
· Display (image ads on websites)
· Video (video ads on YouTube)
· Shopping (product listings on Google)
· App (your app promotion on many channels)

Businesses use multiple channels to communicate with customers, as leveraging multiple channels allows brands to interact with their customers across multiple touch points for a more comprehensive campaign.

For example, a user who is thinking about YTT 200hr may not have began their search on Google, but with correct audience targeting (very important), Google will show your ad on YouTube and on other websites, allowing you to capture the attention of your target market when they aren't necessarily 'looking' for you, similar to how Facebook targets new users.

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INITIAL ASSESSMENT

• The account is only running search campaigns and isn't using top of funnel campaigns that can drive awareness and consideration.

In every market, at any particular time, over 80% of potential customers (on Google products) **will not be actively searching**, which means search campaigns won't reach this market. As a result, an **opportunity exists to us other channels** like Google Display, Google Discovery & YouTube, to drive awareness, consideration any conversions.

• The account is **not running remarketing campaigns** to bring back customers who didn't convert the first time.

• No dynamic search ads (DSAs) are present to complement the current keyword strategy.

According to Google, **20% of searches each week are new**, so it's impossible to have a keyword list that will cover current and future search queries – DSAs fill this gap.

• Accounts are currently using "modified broad match keywords", which have been retired by Google.

• Accounts are currently separating campaigns by "keyword match type", which isn't best practice. Google's recommendation is to combine match types in the same ad group, for which the account has enough data to make this work well.

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AUDIT NOTES

• 16 conversions in December, all button clicks, no other conversions

• No conversions in January (potentially issues with goals – TBC)

• Too many conversion actions are setup / imported from Google Analytics. We need to define which are important and what can be culled.

Suggestion: Create goals for buttons with;

   • book a call with us
   • apply now
   • download the handbook

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REMARKING LISTS & AUDIENCES

There is a decent number of remarketing lists (over 70). These include lists generated via Google Ads lists, however lack lists from Google Analytics (which tend to have richer data, i.e. including engagement metrics like time spent on site, etc.

These lists could be expanded into more granular lists, for example based on;

- https://www.bodymindlife.com/teacher-training-info
- Yoga 80hrs - https://www.bodymindlife.com/teacher-training-info/80-hour-pilates-teacher-training
- Yoga 50hrs - https://www.bodymindlife.com/teacher-training-info/50-hour-yoga-training
- Yoga 200hrs - https://www.bodymindlife.com/teacher-training-info/200-hour-yoga-teacher-training
- Yoga 300hrs - https://www.bodymindlife.com/teacher-training-info/300-hour-yoga-teacher-training
- Pilates 80hrs - https://www.bodymindlife.com/teacher-training-info/80-hour-pilates-teacher-training
- Pilates 50hrs - https://www.bodymindlife.com/teacher-training-info/50-hour-yoga-training
- Pilates 200hrs - https://www.bodymindlife.com/teacher-training-info/200-hour-yoga-teacher-training
- Pilates 300hrs - https://www.bodymindlife.com/teacher-training-info/300-hour-yoga-teacher-training

• No custom audiences exist in the account, which need to be created for effective Display & Discovery campaigns

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CAMPAIGN RESTRUCTURE

* Campaigns are currently separated by keyword match type: broad match (modified broad) / exact match.

  This isn't best practice, as all 3 match types should be in the same as group, in the same campaign. As noted previously, Modified Broad Match has now been retired by Google and should be replaced.

* Single keyword ad groups are used, which are no longer recommended as the Google AI system requires a lot of data to work with to make this effective.

* Several campaigns need reworking with keywords grouped into tightly related keyword themes

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ACTION PLAN (PHASE 1)

- Keywords research

- Keyword grouping

- Writing ads + improving on existing keywords

- 1 responsive ad + 2 expanded ads/ad group for regular ad groups

- 2 dynamic ads/ad group for DSA ad groups

- Creating all the necessary extensions
  - Site links
  - Call out extensions
  - Call extensions
  - Price extensions

- Creating new search campaigns & dynamic search ads (revised bidding strategy)

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ACTION PLAN (PHASE 2)

・Researching the right audiences for the account objectives (e.g. TT signups), including Google

Ads + Google Analytics observations to define audiences

・Creating several custom audiences for targeting

・Creating several remarketing audiences

・New campaign creation — Google Discovery, Google Display Network campaign (with correct

bidding strategies)

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OUTCOME

New campaign structure (7 multichannel campaigns)

- MKTNG - Discovery - Teacher Training - Pilates

- MKTNG - Discovery - Teacher Training - Yoga

- MKTNG - GDN - Teacher Training - Pilates

- MKTNG - GDN - Teacher Training - Yoga

- MKTNG - Search - Brand

- MKTNG - Search - Generic - Teacher Training - Pilates

- MKTNG - Search - Generic - Teacher Training - Yoga

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BODYMINDLIFE ONLINE
MULTI-CHANNEL CAMPAIGNS

INITIAL ASSESSMENT

The account has a great strategy set up (i.e. Display, Discovery, Search, YouTube & Remarketing campaigns), however the implementation could be improved significantly by implementing best practices and ensuring the targeting is precise (i.e. created audiences).

• There are no GA accounts linked, which needs to occur to allow the creation of GA remarketing lists, etc.

• A good number of remarketing lists exist (over 10), however all these lists have been generated via Google Ads, with no lists from Google Analytics (which tends to have richer data, i.e. including engagement metrics like time spent on site, etc.)

• Only one customer audience exists which combines pilates and yoga keywords (these should be separated)

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INITIAL ASSESSMENT

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* Single keyword ad groups are used, which are no longer recommended as the Google AI system requires a lot of data to work with to make this effective.

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ACTION PLAN

- Keyword research

- Keyword grouping

- Campaigns consolidation / revamp (including new dynamic search ads creation)

- Google Discovery, Google Display Network campaigns revamp:

  - Researching the right audiences for their account objectives (e.g. signups, trials)

  - Creating several custom audiences for targeting

  - Create several right remarketing lists

- Improving current ads and writing new ads to ensure:
  - 1 responsive ad + 2 expanded ads / ad group for regular ad groups
  - 2 dynamic ads / ad group for DSA ad groups

- Creating all the necessary extensions
  - Site links
  - Call out extensions
  - Call extensions
  - Price extensions

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OUTCOME

4 Multichannel campaigns

• MKTNG - Discovery - Yoga

• MKTNG - GDN - Remarketing- Yoga

• MKTNG - Search - Brand

•MKTNG - Search - Generic - Yoga

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THANK YOU

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