TAKE THE FIRST STEPS TO MASTERING GOOGLE ADS AND MAKING MONEY (THE NON-SUCKY WAY) WITH...

Google Ads Bootcamp

The mini course for business owners, digital marketers and in-house marketing stars who want to skip the fluff and get to the good stuff

GET ACCESS RIGHT NOW FOR JUST $30

"This bootcamp is the best choice I've made in yonks"

ADRIENNE TREEBY

So, you're here to learn about Google Ads, huh? Well, I have some bad news for you...

Google Ads suck!

- **All the acronyms.** SEO, SEM, CPC, PPC, TOFU, MOFU, BOFU, WOTFU (ok, I might have made that last one up)
- **All the jargon.** Remarketing, triggers and attributions *(oh my!)*
- **All the bits that could go wrong.** Like finding the best keywords, investing in the right campaign type and testing and optimising your account.

Yep, running Google Ads is hecking confusing (and maybe even a waste of your time, energy and money)

So, why are you still here?!

Maybe it's because you know that when Google Ads are done right the results can be astronomical...

And I know it, too.

Because Google Ads generated over **$25 million in revenue** for my 1:1 clients *in 2020 alone*.

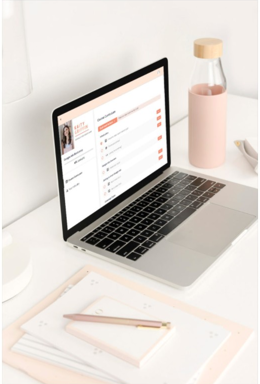
Meanwhile, the participants in my big Google Ads course Profitable Promotion have DIY-ed their way to increased traffic, increased sales and accounts that are performing so damn well they have to turn their ads OFF just to keep up with demand.

And it's not just my clients that are seeing these kinds of results.

In fact, businesses that invest in Google Ads make an average of $2 in revenue for every $1 they spend*. And that's because **66% of people who buy online use Google Ads to find what they're looking for.**

There's no getting around it, Google Ads is the most direct way to reach (*and sell to*) more than half of your potential customers online.

That's why, despite being complex, confusing and constantly changing, I've based my whole business around helping small businesses like yours nail Google Ads.



*according to the Google Economic Impact Report

You might also be asking...

But wait, Kaity, you said Google Ads might be a waste of time, energy, and money!

So how do I know whether I'll get these kinds of results?

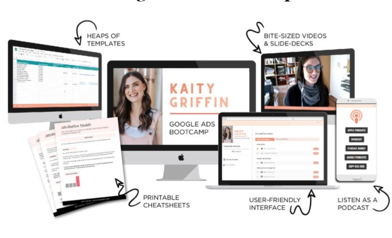
Where do I even start?!

And how can I avoid throwing my marketing dollars at ads that won't work?

Take a breath, I got you

IT'S TIME FOR....

Google Ads Bootcamp



The mini course to put you on the right path to using Google Ads in a profitable way minus the tech overwhelm and marketing BS

Inside this Google Ads bootcamp you'll learn:

- The core concepts of Google Ads (you'll be confident using all the acronyms and jargon in no time)
- How to avoid money-sucking mistakes (the ones that most beginners make when they're starting out with Google Ads)
- Tips for knocking you keyword research out of the park (so you can reach the right audience, right away)
- Whether Google Ads is the right marketing move for your biz (so you don't invest in something that's not in your best interest).

ALL THAT FOR JUST $30? SIGN ME UP!

Ready to see *exactly* what's inside?

In this Google Ads Bootcamp we break down complex concepts in a way that's engaging and super easy-to-understand.

Designed to fit perfectly around your busy life, it includes bite-sized videos (the longest is under 18 minutes) that can be listened to in Podcast form. Perfect for walks, car rides or folding the neverending pile of laundry!

PLUS it includes value-packed downloadable cheat sheets and resources you can start using straight away—woohoo!

MODULE ONE

Google Ads Overview

Start with the fundamentals:

- Why Google Ads are so great
- Who should and shouldn't be using them
- Facebook Ads vs Google Ads
- An overview of keywords

MODULE TWO

Getting to Know Google Ads

Dig a bit deeper into basic concepts, with:

- The differences between SEO and SEM (and how they impact one another)
- How Google Ads are triggered
- The main Google Ad campaign types and how they work
- An overview of Google Ad policies
- Tips for structuring your account for success
- Google Merchant Centre
- Keyword match types (plus a cheat sheet to keep it super simple)

MODULE THREE

Google Ads + Marketing Funnel

Take a look at how Google Ads work in your marketing funnel:

- Different stages of the marketing funnel (TOFU, MOFU + BOFU)
- Keyword research to grab your audience at different stages
- Using Google Ads for brand awareness and traffic

MODULE FOUR

Conversions

Discover the basics for measuring the effectiveness of your paid ads:

- What conversions are
- How conversion tracking works
- The conversion columns and settings you should be paying attention to

MODULE FIVE

Attribution Models

Dive into the tricky tech bits to make sure your ads are working:

- What attribution is and how it impacts conversions
- Attribution models for Google Ads
- Attribution models for Analytics and Facebook Ads

MODULE SIX

Optimisation

Learn about doing more of what works and less of what doesn't in your Google Ads account, including

- The goal of optimisation
- Testing and learning—and why it can take a while
- When it makes sense to outsource your Google Ads

MODULE SEVEN

Keywords

Get your keywords *right*:

- An overview of different types of keywords and how effective they are for your goals
- Using locations in keywords
- Bidding on competitor's names
- How to do keyword research (including an ludicrously helpful keyword planner template)

HECK YES, *I'M IN!*

Plus these bonuses...

BONUS 01

Complete Tech Checklist

When is comes to Google Ads, there are a lot of moving pieces and you don't want to miss anything. Swipe my tech spreadsheet so you can make sure you've got all the bits and pieces you need to start running Google Ads, ASAP.

BONUS 02

Client Access Training Videos

If you're looking to offer Google Ads as a service, understanding how to get organised from a client management perspective is KEY. This bonus module contains a bunch of training videos with the **exact** instructions we use to get access to client accounts, including sample emails and helpful PDFs.

I'M SOLD, SIGN ME UP!

"I've really loved the bootcamp..."

I've really loved the bootcamp – I love the practical application and it was broken down into manageable steps. I feel a lot better about my account setup and I'm on the right track. Thank you!

AMANDA HERRIOTT WELLIVER

"[Google] never gave me this amount of detail..."

Wow! This is amazing.

I had google set up my ads and then paid others to run them over the years and they never gave me this amount of detail or even came close to explaining it so well!

I'm excited about being able to go back and correct everything to better optimize the performance of my ads. Thank you so much

OWEN MILLEN

"Made Google Ads less confusing and scary."

Thanks so much for sharing your absolute wealth of quality information and making Google Adwords less confusing and scary, it's greatly appreciated!

CAMILLE SCOTT

"Even [Google] didn't tell me the info I got here."

This is so useful. Even though Google reps helped us with conversion tracking, they didn't tell us the complete info I got from here.

MANAV CHADHA

MEET YOUR TEACH

Heya, I'm Kaity and I'm damn good at Google Ads.

I've worked with A-lister clients like Snuggle Hunny Kids, Showpo and Kettle & Fire, helping them achieve serious ROI from their marketing spend.

AND I've taught business owners and marketers how to profitably use Google Ads and kiss overwhelm and tech-overload goodbye.

Best of all? I have a knack of breaking down confusing concepts (like Google Ads) and letting my students in on the trade secrets I use with 7 figure clients in a totally accessible way.

Interested in ads? You're gonna love it here!

I'm not about wasting your time

If you can't tell from the module breakdown above, I've jam packed a *whooole* lot of value into this Bootcamp.

***BUT…* you can't learn everything you need to know about Google Ads in a minicourse.**

Not even one that's *this* good.

So if you're sure you're ready to give Google Ads a red hot go you can jump straight over to my bigger, beastier, more comprehensive (and more hands-on) course Profitable Promotion.

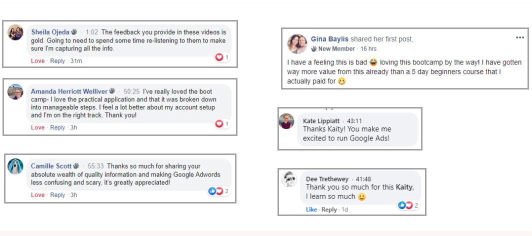
But here's the thing, I don't want you investing in a 12-week course if it isn't the right move for you or it's not going to get real results.

So if you're on the fence about Google Ads—or you want to check out my teaching style first—then this Bootcamp will help you make the right call about your next best steps.

WHILE ALSO giving you the foundational knowledge to get your account up to scratch, make quick wins and avoid time- and money-sucking mistakes.

Sounds good right?

GET ACCESS *RIGHT NOW* FOR $30



If you're a **biz owner**, right about now you might be thinking...

I'll save time (and bypass the sucky bits) by outsourcing my Google Ads to someone who already knows what they're doing.

And you *could* do that.

But working with a Google Ads expert can be expensive. And if the cost of that expert or agency you're considering seems too good to be true, well, it probably is.

Time and again I hear from business owners who've hired someone to run their ads. And despite making big promises they didn't deliver results—or even communicate what they were doing or why.

Stuff like…

- *I've used agencies in the past who are all smoke and mirrors, and who don't like to tell you the details on how they do things and why, that's how they make their money right?!*
- *I have a small agency looking after my Google Ads but I think they could do better and their communication is terrible.*
- *I started off doing it myself, and then got a management company to look after it. They were tracking OK, but looking at change history a year in I could see they were doing practically nothing.*

Don't get me wrong, there are some good 'uns out there, but they usually come with a pretty high ticket price. One that might not be worth it for your biz.

Google Ads Bootcamp will help you decide whether hiring an expert will give you bang for your buck AND give you the foundations to understand WHAT they're doing and WHY.

So you can effectively advocate for your business (and avoid getting bamboozled by shonky 'experts').

Smartie-pants business owners like you are too savvy (and too busy) for scams.

READY? JUMP IN HERE!

Digital marketers, copywriters, social media managers, biz caches and other online-biz-building legends...

YES! Google Ads Bootcamp is for you too!

You're probably here because you're toying with the idea of including Google Ads in the services you offer to your clients. If so, Bootcamp is the perfect way to get a taste of what you're in for.

BUT… even if Google Ads isn't a service you end up offering to your clients, Bootcamp will beautifully round out your marketing knowledge. So you can be sure you're giving the very best advice to your clients about whether adding Google Ads to their marketing mix is a smart move for them.

GET ACCESS FOR JUST $30!

"Definitely worth every penny I have spent"

I'm in the digital marketing field and this course was a great refresher and addition to my skills. I'm more confident than ever with Google Ads. Definitely worth every penny I have spent.

JOANNE - DIGITAL MARKETER

FAQs
(AKA the stuff we haven't covered yet)

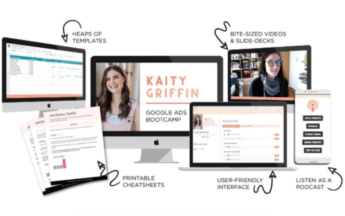
- I'm totally new to all things online business and digital marketing, will the content in Bootcamp be too advanced for me?
- This sounds AWESOME but I'm so dang busy! Exactly, how much time do I need to get through the course?
- When does Google Ads Bootcamp start?
- Is this just for ecomm businesses?
- Does Bootcamp include any hands-on support?

"Broken down into bite sized chunks"

Kaity's Google Ads course was fantastic – really well put together and easy to understand. There is a lot of tech stuff that can easily become overwhelming, however, she really breaks it down into bite-sized chunks, which are easy to work through.

STAN ZASLAVSKY

What are you waiting for?



GET ACCESS RIGHT NOW FOR JUST $30

© 2021 Kaity Griffin

Captured by FireShot Pro: 26 September 2021, 15:29:15
https://getfireshot.com