## **Google Ads for Wedding Businesses: A Targeted Approach to Drive Leads**

**Are you a wedding business looking to attract more qualified leads and increase your** bookings?

We specialise in lead generation for the wedding industry. Google Ads can be a powerful tool to help you achieve your goals.

**Here's why Google Ads is a smart investment for your wedding business:**

* **Targeted Reach:** Google Ads allows you to reach potential customers who are actively searching for wedding services. You can target specific keywords like "Wedding Photographer Melbourne," "Destination Wedding Planner," or "DIY wedding ideas" to ensure your ads appear in front of the right audience.
* **Measurable Results:** With Google Ads, you can track the performance of your campaigns in real-time. This includes metrics like clicks, impressions, and conversions, allowing you to optimise your ads for maximum effectiveness.
* **Pay Per Click (PPC):** You only pay when someone clicks on your ad. This means you're not wasting money on impressions that don't lead to results.
* **Flexible Budgeting:** Google Ads offers flexible budgeting options, so you can set a daily or monthly budget that fits your business needs.
* **Enhanced Visibility:** By appearing at the top of search engine results pages (SERPs), your business will gain increased visibility and credibility.

**(CTA):” Are you ready to take your wedding business to the next level?** **Contact us today to learn more about how Google Ads can help you attract more leads and boost your bookings.”**

## **Campaign Setup and Management**

We specialise in lead generation for the wedding industry.

Our Google Ads / Pay-Per-Click (PPC) campaign setup and management includes a series of tasks and ongoing activities to ensure your campaign's success.

Here is a breakdown of what's included in the PPC campaign setup and management:

**1. Initial Consultation and Strategy Development:**

* Understanding your business goals, target audience, and budget.
* Conducting competitor analysis.
* Identifying key performance indicators (KPIs) and goals for the campaign.
* Developing a PPC strategy aligned with your objectives.

**2. Keyword Research and Selection:**

* Identifying relevant keywords and phrases that match your products and services.
* Evaluating keyword competitiveness and search volume.
* Creating a comprehensive list of target keywords.

**3. Ad Copywriting:**

* Crafting compelling ad copy that aligns with the selected keywords and resonates with the target audience.
* Creating multiple ad variations for A/B testing.
* Incorporating ad extensions where appropriate.

**4. Landing Page Optimisation:**

* Ensuring that the landing pages to which ads direct users are optimised for conversions.
* Implementing relevant and persuasive content, clear calls to action (CTAs), and user-friendly design.

**5. Campaign Setup:**

* Creating the PPC campaign structure, including ad groups and campaigns.
* Setting up targeting options, including geographic targeting if applicable.
* Configuring bid strategies and budget allocation.
* Implementing ad scheduling if needed.

**6. Ad Tracking and Conversion Setup:**

* Installing tracking codes (e.g., Google Analytics, conversion tracking) to monitor user interactions and conversions.
* Setting up conversion tracking to measure specific actions such as form submissions, purchases, or phone calls.

**7. Ad Testing and Optimisation:**

* Running A/B tests to determine which ad variations perform best.
* Monitoring and adjusting bids to maximise ROI.
* Continuously refining keyword lists and adding negative keywords to improve ad relevance.
* Optimising ad scheduling based on performance data.

**8. Performance Monitoring:**

* Regularly reviewing campaign performance metrics, including click-through rate (CTR), conversion rate, cost per click (CPC), and return on ad spend (ROAS).
* Identifying underperforming keywords or ads and making necessary adjustments.

**9. Reporting and Client Communication:**

* MarketingHub provides 24/7 visibility of your campaign performance with advanced 'Advertising Intelligence'.
* We also generate monthly 'Executive Reports' detailing your campaign performance and progress toward KPIs.
* We'll schedule monthly 'Client Success' calls over Zoom to discuss strategy changes and recommendations based on data analysis.

**10. Budget Management:**

* Monitoring and managing the campaign budget to ensure optimal allocation.
* Adjusting budget allocation based on the performance of individual campaigns or ad groups.

**11. Compliance and Quality Assurance:**

* Ensuring that ad campaigns adhere to advertising platform policies and guidelines.
* Conducting regular quality checks to maintain ad and landing page relevance.

**CTA: Contact us today for a free Google Ads analysis and projection on the volume and estimated cost per wedding lead for your business.**