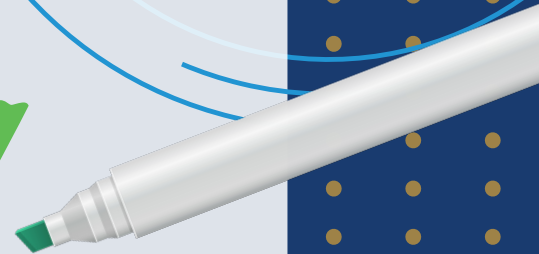# Google Ads 101

HELPING AUTO DEALERS BUILD LEADS AND SALES *FAST*

AutoSweet

Drive Your Success With The Top Two Google Ad Campaigns For Automotive Dealers

Hi, I'm Chris Lentz, President and Founder of AutoSweet. We're a digital marketing and advertising firm helping thousands of car dealerships nationwide drive quality website traffic, convert leads, and match back offline sales from their online advertising.

We're experts at what we do. As a Google Advertising Partner, we specialize in Google Search, Shopping, Display, Maps, YouTube, and Gmail advertising. (We're also a Meta Business Partner specializing in Facebook and Instagram advertising, but we'll save that for another guide.)

In this guide, you'll find our top two proven Google campaigns to drive your dealership's leads and sales. You can use either one of these campaigns to propel your business.

Let's get into it!

Chris Lentz

Google Partner

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Two Must-Have Campaigns To Maximize Your Dealership's Google Ads Budget

DYNAMIC SEARCH CAMPAIGNS

Up to 95% of shoppers start their vehicle with a Google search. Google Search Ads are a great place to start marketing your in-stock vehicles and be discovered by those with buying intent.

95%

PERFORMANCE MAX CAMPAIGNS

Performance Max gives you the best of everything Google offers, including Google Vehicle Listing Ads, Gmail Ads, Google Maps Ads, YouTube Ads, the Google Display Network, Google Discover and more! Be everywhere on every device.

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Dynamic Search Ad Campaigns

Dynamic Search Ads are the easiest way to reach customers who are searching on Google for your products without having to manage extensive keyword lists.

Ad Content Generation: Dynamic Search Ads (DSA) use the content from your website to target your ads to customer searches. When customers search for terms that are closely related to your website content but aren't included in your exact match keywords, your website is crawled to match the customer's query to the content on your site. Dynamic Search Ads then automatically generate ad headlines that direct customers to the landing pages on your website that are most relevant to what they're searching for.

Keyword Management: In DSA, you don't need to select specific keywords. Google determines which queries trigger your ads based on the content of your website. Think of all the ways customers might search for the vehicles you have in stock. This is where Dynamic Search Ads are so powerful. They're a "catch-all" campaign, capturing any relevant traffic that a keyword list may not cover.

Ad Formats: DSA uses text ads that are dynamically generated. These ads appear on the Google Search Network.

Bidding: You can set a daily budget and use Smart Bidding, Google's machine learning option, for the most significant effect. You might wish to start small for your daily budget and see how your campaigns are performing before you commit to more budget. Once your ads run, you can use Google Ads' search term reporting to review and optimize your ads. This manual bidding strategy gives you control over your bidding.

Sweet TIPS!

- Use a page feed of your Inventory to have Google review your Inventory pages for keywords. Sometimes Google keeps serving to indexed VDPs well after the VDP is removed from the site. Use a page feed for your live inventory so Google knows exactly which pages it should be serving to.

- Segment your Dynamic Ad Targets on a per Campaign or Per Ad Group level. This allows you to control exactly how much you are spending on your service pages, parts pages, and inventory pages.

- Start with a small daily ad budget, then check your ads' performance before committing more dollars.

- Use Google Ads' search term reporting to review and optimize your ads.

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Performance Max Ad Campaigns

What Is Performance Max?

Performance Max is a goal-based campaign type that works across all Google Ads channels. It uses the best of Google's automation capabilities, like Smart Bidding, for better results, helping you find better-converting leads across Google's ad channels, including YouTube, Display, Seach, Discover, Gmail, Maps, and more. This gives you incredible reach and helps you maximize performance with all the ad inventory and formats Google Ads offers. Performance Max combines your goals and inputs with the power of automation to respond to dynamic shifts in consumer demand in real-time, so you can invest your budget where your new conversion opportunities are, no matter which channel they're on.

Why Performance Max?

Easy to set up: Performance Max campaigns are easy to launch, by design. Ads are automatically configured based on your conversion goals.

AI-powered: Google's powerful AI optimizes your budget and bids across channels.

Find new customers: Performance Max lets you unlock new audience segments by using real-time understanding of user intent, behavior, and context to show up at the right moments with relevant ads.

Sweet TIPS!

- Location is a critical setting because Google is designed to display the most relevant local results to searchers.

- In Location settings, set the "final URL expansion" to ON for maximum coverage on relevant search queries.

- Upload as many assets (photos, videos) as possible to your campaign to help the system build a broad range of ad formats and show more compelling creative to users.

Performance Max is the ONLY WAY to get your vehicles in the Google Vehicle Ads area in Google search results.

Many of these clicks are less than $1!

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Creating Performance Max Ads
All About Assets

Before You Create Your Campaign!

Performance Max campaigns use 2 bidding strategies: Max Conversions or Max Conversion Value. Both strategies require you to have conversions firing on your website, and import those conversions into your Google Ads account to feed the campaign. (Tracking website conversions takes some finesse. This is where a digital agency can really bring value.)

ASSET TIPS

Images:

•Must have at least one landscape and one square photo per asset group

•Must have at least one portrait photo to each asset group
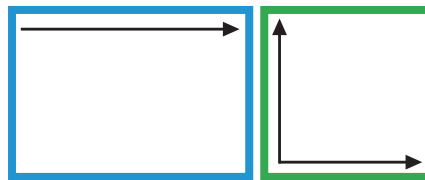
Videos:

•Use a horizontal, vertical, or square video or all 3 formats

•Video length must be equal to or greater than 10 seconds long

•If you don't have a video, Google will auto-generate one from your website assets

≥ 10s

AD COPY

Performance Max requires:

•Headlines (30 characters max) - Minimum 3, Maximum 5

•Long Headlines (90 characters max) - Minimum 1, Maximum 5

•Descriptions (90 characters max, one description less than 60 characters) - Minimum 2, Maximum 5

Sweet TIP!

THE MORE YOU INPUT,

THE HIGHER YOU RANK!

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Creating Performance Max Ads
Performance Max Assets Specs

Asset type	Field type	Specifications	Min	Max
Text	HEADLINE	30 characters max; include at least one with 15 characters or less.	3	15
	LONG_HEADLINE	90 characters max	1	5
	DESCRIPTION	90 characters max; include at least one with 60 characters or less.	2	5
	BUSINESS_NAME	25 characters max	1	1
Image	MARKETING_IMAGE	Landscape (1.91:1) 1200 x 628 recommended; 600 x 314 min; 5120KB max file size	1	20
	SQUARE_MARKETING_IMAGE	(1:1) 1200 x 1200 recommended; 300 x 300 min; 5120KB max file size	1	20
	PORTRAIT_MARKETING_IMAGE	(4:5) 960 x 1200 recommended; 480 x 600 min	0	20
	LOGO	(1:1) 1200 x 1200 recommended; 128 x 128 min; 5120KB max file size	1	5
	LANDSCAPE_LOGO	(4:1) 1200 x 300 recommended; 512 x 128 min; 5120KB max file size	0	5
YouTube Video	YOUTUBE_VIDEO	Aspect ratio of horizontal (16:9), square (1:1), or vertical (9:16); and greater than or equal to 10 seconds in duration	0	5
Call to Action	CALL_TO_ACTION_SELECTION	Automated by default, or select from a list	0	1
Media Bundle	MEDIA_BUNDLE	< 150 KB	0	1

Don't have a video? **Google will automatically make a video out of your uploaded images for use in Display Ads and YouTube ads.**

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Dynamic Search Ads

VS.

Performance Max Ads

Ad Content Generation

Dynamic Search Ads: Generate ad content automatically from your website's content and then match those ads to customer searches.

Performance Max Ads: Require you to upload creative assets, and then Google creates ads from those assets.

Ad Formats and Placement

Dynamic Search Ads: Are usually text ads that are shown on the Google Search Network.

Performance Max Ads: More format options (text, image, video) and show up across Google properties, including Display, YouTube, Discover, Gmail, and most importantly - Google Vehicle Listings.

Campaign Management and Automation

Dynamic Search Ads: Lets you bid manually and includes keyword targeting, giving you flexibility.

Performance Max Ads: Automated, with Google's machine learning algorithms handling campaign management, targeting, and budget allocation to improve performance towards your conversion goals.

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Google Ads Monthly Maintenance Checklist

Once your campaign is live, check it monthly using this checklist to ensure it's producing optimal leads.

- ☐ Refresh your assets seasonally.

- ☐ Verify that your vehicle-specific images match appropriate model year.

- ☐ Replace low-performing images, videos, and headlines.

- ☐ Approve or dismiss Google recommendations to keep the optimization score as high as possible.

- ☐ Set any automatically created keywords to "negative" so they're excluded from your bids.

- ☐ Ensure that all imported conversions are still firing properly.

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START ADVERTISING ON Google Ads TODAY

LET'S PARTNER!

Google Ads Is a great way to be found by new customers who are looking for their next vehicle on the world's largest search engine. It's also highly cost-effective. This makes it a great solution for auto dealers who are looking to generate leads on a budget.

But Google Ads can be complex. It's easy to get overwhelmed. Do you really want to hassle with setting your conversion goals and uploading assets?

You're good at selling cars, we're good at marketing. Why not let AutoSweet make this easy for you? Our team is expert at configuring these campaigns, let us do the work for you.

We want to help you start generating leads fast, so I have a special offer for you: Because you've demonstrated interest in trying Google Advertising, we're offering you **50% off our Google Ads services** for 4 months!* This will deliver a robust pipeline of leads with a strong return on investment.

*with minimum $1000 monthly ad spend budget

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CLICK THE LINK BELOW TO CLAIM YOUR SAVINGS!

CLAIM YOUR OFFER NOW!

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