

DAY CAMP

Today's Quick Win:

**How to Set Up a
Paid Search Campaign
Using Adwords Editor**



Meet our guests!



@fortin

**Drew Fortin
Marketing Manager**



@cunninghamkelly

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Inbound Marketing
Consultant**



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**Mike Briggs
VP Search at
Website Publicity Group**



5 Week Paid Search Webinar Series

- 7/13 | Intro to Paid Search
- 7/20 | How to set up a Google AdWords Account
- 7/27 | Campaign Management w/ AdWords Editor
- 8/2 | Performance Metrics & Optimization
- 8/10 | Advanced Tactics (Q&A Panel)

Housekeeping

A recording of today's webinar, as well as the following resources will be posted to camp.hubspot.com:

1. Intro To Paid Search In 30 Minutes blog post on camp.hubspot.com/blog
2. Paid Search Resources and Education

Today's Goal & Agenda

GOAL: Provide you with an overview of how to set up a Google AdWords Account in 30 minutes

AGENDA: For the next 30 minutes, we will walk you through the following items:

- What is Google AdWords Editor?
- How you can use Google AdWords Editor to streamline your work.
- Review of the Google AdWords Editor capabilities.



Last Week We Covered...

- 🔗 How to set up an AdWords account
- 🔗 Account settings
- 🔗 Billing
- 🔗 Download Google AdWords Editor

Then, What Do I Need AdWords.com For?

Google AdWords

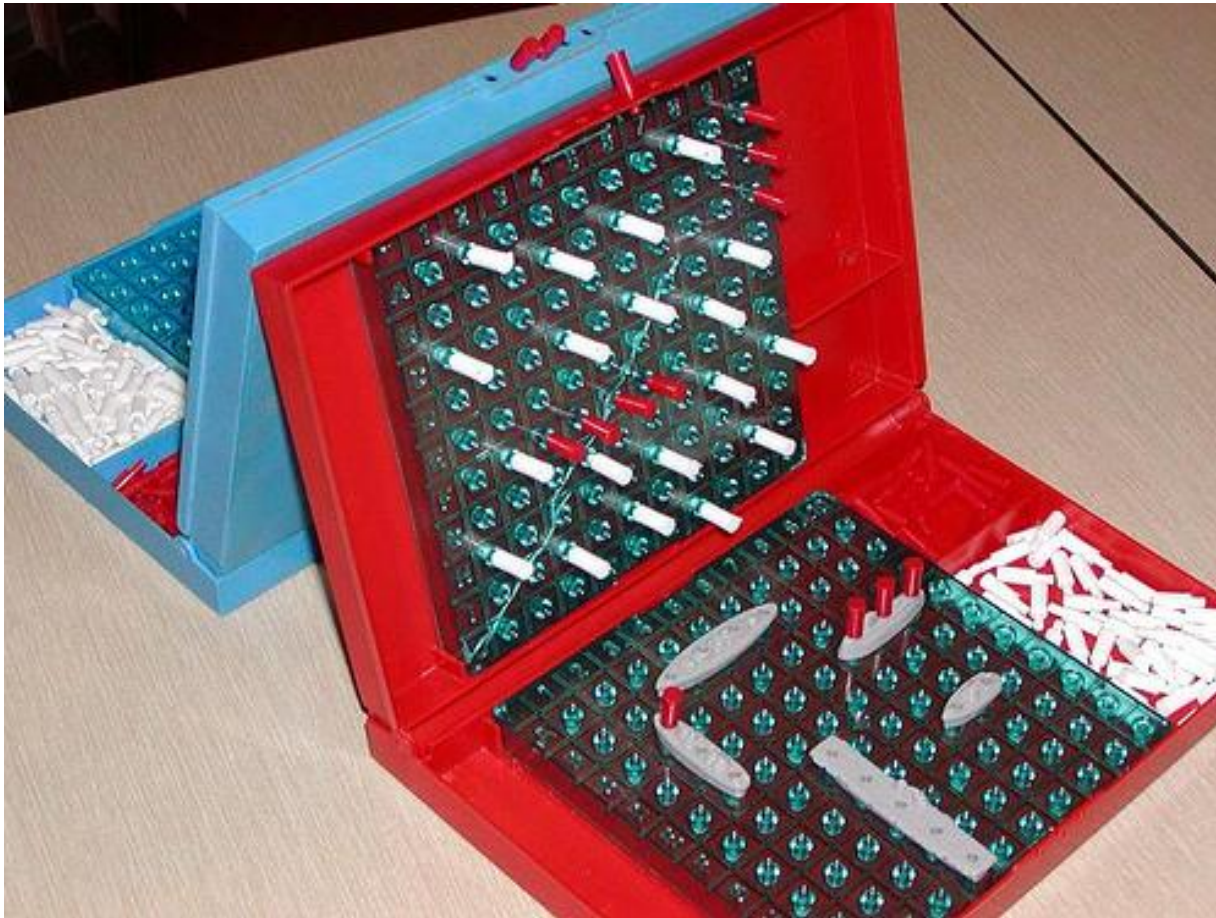
- 🔗 Users
- 🔗 Reporting
- 🔗 Billing/Invoicing
- 🔗 Macro

Google AdWords Editor

- 🔗 Optimization
- 🔗 Daily maintenance
- 🔗 Tactical
- 🔗 Micro

AdWords Online vs. Editor

Google AdWords



AdWords Online vs. Editor

Google AdWords Editor



AdWords Editor Has Its Advantages

Google AdWords Editor

Plug in to the power of AdWords Editor

AdWords Editor is a free Google application for managing your AdWords campaigns. Use it to download your account, update your campaigns with powerful editing tools, then upload your changes to AdWords.



Work offline, then [upload your changes](#) any time.



Make [bulk changes](#) (such as updating bids or adding keywords) in just a few steps.



[Copy or move](#) items between ad groups and campaigns.



[Navigate](#) through your account quickly and easily.



Circulate [proposed changes](#) and get feedback from other users.

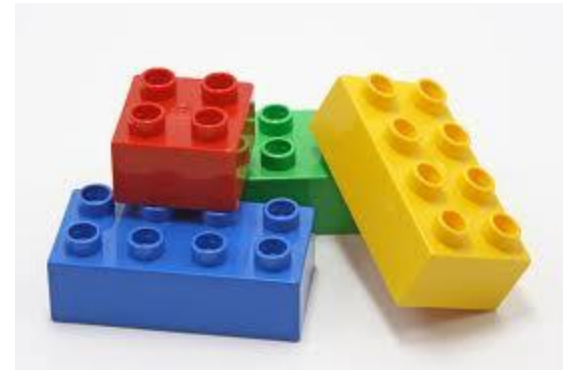




How to Set Up a Campaign Using AdWords Editor

Live Demo: Building A Campaign

- 🔗 Create Campaigns
- 🔗 Create Ad Groups
- 🔗 Create Ads
- 🔗 Create Keywords



| Campaign | Ad Group | Keyword | Type | Max CPC | Destination URL |
|--------------|----------|-----------------|--------|---------|-------------------------------------------------------------------------------|
| Summer Shoes | Sandals | sandals | Phrase | 2 | http://www.newshoes.com/sandals |
| Summer Shoes | Sandals | beach sandals | Phrase | 2 | http://www.newshoes.com/sandals |
| Summer Shoes | Sandals | new sandals | Phrase | 2 | http://www.newshoes.com/sandals |
| Summer Shoes | Sandals | summer sandals | Phrase | 2 | http://www.newshoes.com/sandals |
| Summer Shoes | Sandals | black sandals | Phrase | 2 | http://www.newshoes.com/sandals |
| Summer Shoes | Sandals | strappy sandals | Phrase | 2 | http://www.newshoes.com/sandals |
| Winter Shoes | Boots | winter boots | Phrase | 2 | http://www.newshoes.com/boots |
| Winter Shoes | Boots | snow boots | Phrase | 2 | http://www.newshoes.com/boots |
| Winter Shoes | Boots | rain boots | Phrase | 2 | http://www.newshoes.com/boots |
| Winter Shoes | Boots | new boots | Phrase | 2 | http://www.newshoes.com/boots |
| Winter Shoes | Boots | black boots | Phrase | 2 | http://www.newshoes.com/boots |
| Winter Shoes | Boots | boots for sale | Phrase | 2 | http://www.newshoes.com/boots |



How to Optimize Your Campaigns Using AdWords Editor

Optimizing with AdWords Editor

- 🔗 Analyze Data and Raise Bids
- 🔗 Instant changes to keywords (+/-)
- 🔗 Copy/Paste/Pause AdCopy
- 🔗 Changes with bulk sheets
- 🔗 Landing Page Testing

Scenario 1 – Changing Bids

Keyword's falling in low position and want ad to show higher up on page (increase visibility).

Scenario – Changing Bids

The screenshot shows the Google AdWords interface. At the top, the 'Post Changes' button is highlighted with an orange box. Below it, a table lists keywords with columns for 'First Page Bid Est.', 'Avg. Pos', and 'Max. CPC (USD)', all of which are highlighted in orange for the selected keyword 'online marketing company'. Below the table, the 'Edit Selected Keywords' section shows the 'Max. CPC Bid (USD)' field set to 6.00, also highlighted in orange. The interface includes a sidebar with a folder tree, a top navigation bar with 'File', 'Edit', 'Account', 'Data', 'Tools', and 'Help', and a search bar for the ad group.

| Keyword | Type | Status | First Page Bid Est. (USD) | Avg. Pos | Quality Score | Max. CPC (USD) | Imp. | Clicks | CTR | Avg. CPC |
|----------------------------------|-------|--------|---------------------------|----------|---------------|----------------|-------|--------|-------|----------|
| online marketing company | Broad | Active | 4.75 | 8.8 | 3 | 6.00 | 3 | 0 | 0.00% | - |
| online marketing companies | Broad | Active | 3.75 | 5.0 | 5 | 4.25 | 7,568 | 117 | 0.67% | 4.34 |
| online market research companies | Broad | Active | 3.75 | 5.0 | 3 | 4.25 | 412 | 1 | 0.24% | 4.08 |
| online market research company | Broad | Active | 3.50 | 4.8 | 3 | 3.75 | 377 | 2 | 0.53% | 3.23 |

Edit Selected Keywords

Keyword: Match Type:

Destination URL:

Max. CPC Bid (USD):

Status:

[Replace text](#) [Append text](#) [Advanced bid changes](#) [Advanced URL changes](#) [Keyword Opportunities \(Beta\)](#)

Keywords selected: 1 of 4

Scenario 2 - Negative Match Keywords

Pull Search Terms report and see keywords we don't want to rank for.

Scenario 2 - Negative Match Keywords

Search

All online campaigns

- HubSpot Brand
- image search
- inbound marketing
- lead generator
- Marketing General**
- affiliate marketing
- b2b business marketing

Shared library

Reports

Automated rules

Custom alerts

Help

Contact Us

How do I create reports?

How do I add, edit, or delete keywords?

How do I see and edit my Destination URLs?

Video: Selecting the right

Keyboard shortcuts

Help Center

Search help center Go

All online campaigns >

Campaign: Marketing General

This month
Jul 1, 2011 - Jul 25, 2011

Enabled Budget: [Progress Bar] Edit Targeting: Search Edit All devices Edit English Edit United States Edit

Messages Opportunities (1)

Opportunities

Increase traffic with new keywords (82) View | Dismiss

Ad groups Settings Ads **Keywords** Networks Audiences Ad extensions Dimensions Topics

Filter Columns

« Back to Keywords

Learn how customers are finding your ad! Here, you'll see the actual searches that triggered your ad and led to a click. These terms were matched to your ads based on the keywords you chose.

To make sure you can see data in this report, choose a date range that includes clicks on your keywords.

Download and schedule report

Download the table statistics below as a report. You can also schedule the report to automatically download in the future, using the same filters, segments, columns, and relative date range. [Manage your downloads in the Control panel and library](#)

Report name: Search term report

Format: Excel .csv

Segment: + Add segment

- Common questions:
- How can I customize the data in my tables and reports?
 - How do I send reports to other people?
 - Where can I learn about recent reporting changes?

► Email and schedule report

Create Cancel

| <input type="checkbox"/> | Search term | Match type | Ad group | Clicks | Impr. | CTR | Avg. CPC | Cost | Avg. Pos. | Conv. (1-per-click) | Cost / conv. (1-per-click) | Conv. rate (1-per-click) | View-through Conv. |
|--------------------------|-------------|------------|----------|--------|-------|-----|----------|------|-----------|---------------------|----------------------------|--------------------------|--------------------|
| Total | | | | | | | | | | | | | |

Scenario 2 - Negative Match Keywords

File Edit Account Data Tools Help 9.0.1

Get Recent Changes Check Changes

HubSpot [273-477-6...]

View: All

Keywords Placements

Positives Negatives

Destination:

My negative keyword information below includes columns for campaign and ad group names.

HubSpot

- #TimeSci testing
- Blog
- Brand Name
- CDN-Blog
- CDN-Brand Name
- CDN-HubSpot Brand
- CDN-Marketing General
- CDN-SEO
- CDN-small business
- CDN-Social Media
- CDN-Viral Marketing
- content blogging
- Content Affiliate Marketing
- Content Blog
- Content Blogging Software
- Content Brand
- Content emarketing
- content inbound marketing
- content landing page
- Content Marketing
- Content Network Text
- content optimizer
- Content Search Marketing
- Content Search Rank
- Content SEO
- content small business

Negative keywords:

Type or paste negative keywords here, one per line. Separate each field with a tab or comma, and include column headings in English.

Required: Keyword
Optional: Type, Status

Example:

| Keyword | Type |
|--------------------------|-------|
| example negative keyword | Broad |

Search term Ad group
web marketing for dummies internet marketing ebook
internet marketing for dummies internet marketing ebook
what is internet marketing internet marketing ebook

Select: Active Paused Filter

Replace the entire contents of the destination ad groups with these negative keywords.

Back Next Cancel

Scenario 3 - Pausing

Your ad copy is not performing well and you want to stop the ad from showing.

Scenario 3 - Pausing

File Edit Account Data Tools Help 9.0

Get Recent Changes Check Changes Post Changes Showing Statistics for: 6/25/2011 - 7/24/2011

HubSpot [273-477-6...]

View: All

Keywords Placements Audience **Ads** Ad Groups Extensions Campaigns

Text Ads Display Ads Image Ads WAP Text Ads WAP Image Ads

Search within this ad group [Advanced search](#)

| | Headline | Desc. Line 1 | Desc. Line 2 | Display URL | Dest. URL | Status | Clicks | Impr. | CTR | Avg. CPC (USD) | Avg. CPM (USD) | Cost (USD) |
|---|---------------------------|------------------------------------|----------------|-----------------|-------------|--------|--------|-------|-------|----------------|----------------|------------|
| | HubSpot Inbound Marketing | Need More Leads? Use Your Blog. | Get a Free ... | HubSpot.com/... | http://w... | Active | 369 | | 1.36% | 5.32 | 72.06 | 26.59 |
| | HubSpot™ - Get A Demo | Blogging Tools for Business. | Easy To Us... | www.HubSpot... | http://w... | Active | 98 | | | | | |
| ⚠ | HubSpot™ Blog Software | Drive More Leads Through Blogging. | Download ... | HubSpot.com/... | http://w... | Paused | 234 | | 0.43% | 3.03 | 12.95 | 3.03 |
| | HubSpot™ Blog Software | Need More Leads? Use Your Blog. | Download ... | HubSpot.com/... | http://w... | Active | 270 | | | 3.83 | 127.74 | 34.49 |
| | HubSpot™ Blog Software | Use Blogging To Get Found Online. | Download ... | www.HubSpot... | http://w... | Active | 184 | | 2.80% | 2.00 | 114.02 | 20.98 |
| ⚠ | HubSpot™ Blog Software | Use Blogging to Get More Leads. | Download ... | www.HubSpot... | http://w... | Paused | 178 | | 1.12% | 3.96 | 22.02 | 3.92 |
| | HubSpot Inbound Marketing | Download Blogging Kit Today. | Get Found... | HubSpot.com/... | http://w... | Paused | 51 | | | 4.45 | 48.04 | 2.45 |
| | HubSpot Inbound Marketing | Try HubSpot's Blogging Kit | Transform... | HubSpot.com/... | http://w... | Paused | | | | | | |
| | HubSpot™ Blog Software | Learn to Use Your Blog to Get | More Lead... | www.HubSpot... | http://w... | Paused | 0 | 0 | - | - | - | - |
| | HubSpot™ Blog Software | Need more leads? Use Your Blog. | Get a Free ... | www.HubSpot... | http://w... | Paused | 0 | 0 | - | - | - | - |
| | HubSpot™ Blog Software | Use Blogging to Get More Leads | for Your B... | www.HubSpot... | http://w... | Paused | 0 | 0 | - | - | - | - |

Edit Selected Text Ads

Headline: HubSpot™ Blog Software 22

Description Line 1: <varies> 0

Description Line 2: <varies> 0

Display URL: <varies> 0

Destination URL: <varies>

[Replace text](#) [Append text](#) [Advanced URL changes](#)

Ad Preview:

HubSpot™ Blog Software

<varies>

<varies>

<varies>

Status: **Paused**

Comments

Scenario 4 - Bulk Uploading

Optimizing campaign and have lots of keywords to add or changes to make.

Bulk Uploading

File > Export

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T |
|-----|------------|--------------------|------------|-----------|----------|----------|---------|------------|----------|---------|---------|---------|----------------------|--------------|------------|------------|----------|------------|-----------|-------------------------------|
| 1 | Campaign | Campaign Languages | Geo Target | Proximity | Ad Sched | Ad Group | Max CPC | Display Nr | Placemen | Max CPM | CPA Bid | Keyword | Website | Keyword Type | First Page | Quality Sc | Headline | Descriptio | Descripti | |
| 116 | Brand Name | | | | | | | | | | | | | | | | | | | {KeyWord Use Busin Free Blo |
| 117 | Brand Name | | | | | | | | | | | | | | | | | | | {KeyWord Learn to U More Lea |
| 118 | Brand Name | | | | | | | | | | | | | | | | | | | {KeyWord Easy to Us No Oblig |
| 119 | Brand Name | | | | | | | | | | | | blog hubspot | Phrase | 0.3 | 5 | | | | |
| 120 | Brand Name | | | | | | | | | | | | blog hubspot com | Phrase | 0.4 | 4 | | | | |
| 121 | Brand Name | | | | | | | | | | | | blog tagging hubspo | Phrase | 0.4 | 4 | | | | |
| 122 | Brand Name | | | | | | | | | | | | blog webinar site:hu | Phrase | 1 | 3 | | | | |
| 123 | Brand Name | | | | | | | | | | | | blogging hubspot | Phrase | 0.4 | 4 | | | | |
| 124 | Brand Name | | | | | | | | | | | | hub spot blog | Phrase | 0.3 | 5 | | | | |
| 125 | Brand Name | | | | | | | | | | | | hub spot blogging | Phrase | 0.2 | 6 | | | | |
| 126 | Brand Name | | | | | | | | | | | | hubspot and bloggin | Phrase | 0.4 | 4 | | | | |
| 127 | Brand Name | | | | | | | | | | | | hubspot b2b bloggin | Phrase | 1 | 3 | | | | |
| 128 | Brand Name | | | | | | | | | | | | hubspot blog | Phrase | 0.3 | 5 | | | | |
| 129 | Brand Name | | | | | | | | | | | | hubspot blog add to | Phrase | 1 | 3 | | | | |
| 130 | Brand Name | | | | | | | | | | | | hubspot blog progra | Phrase | 0.4 | 4 | | | | |
| 131 | Brand Name | | | | | | | | | | | | hubspot blog softwa | Phrase | 0.2 | 6 | | | | |
| 132 | Brand Name | | | | | | | | | | | | hubspot blogging fo | Phrase | 0.4 | 4 | | | | |
| 133 | Brand Name | | | | | | | | | | | | hubspot blogging pl | Phrase | 0.4 | 4 | | | | |
| 134 | Brand Name | | | | | | | | | | | | hubspot blogging so | Phrase | 0.3 | 5 | | | | |
| 135 | Brand Name | | | | | | | | | | | | hubspot blogs | Phrase | 0.4 | 4 | | | | |
| 136 | Brand Name | | | | | | | | | | | 25 | | | | | | | | |
| 137 | Brand Name | | | | | | | | | | | | | | | | | | | Free Trial Get Founc Try HubS |
| 138 | Brand Name | | | | | | | | | | | | | | | | | | | HubSpot Download Get Foun |
| 139 | Brand Name | | | | | | | | | | | | | | | | | | | HubSpot Try HubSp Transfor |
| 140 | Brand Name | | | | | | | | | | | | | | | | | | | HubSpot Download Get Foun |
| 141 | Brand Name | | | | | | | | | | | | | | | | | | | HubSpot Social Me Download |

File > Import > Post Changes

Scenario 5 - Testing

You have a new landing page variation you'd like to test against a control.

Landing Page Testing

The screenshot displays the Google AdWords interface. At the top, there are navigation buttons: 'Get Recent Changes', 'Check Changes', 'Post Changes', and 'Showing Statistics for: 6/25/2011 - 7/24/2011'. The 'View:' dropdown is set to 'All'. The 'Ads' tab is selected, and the 'Text Ads' sub-tab is active. A table lists several ads, with the third one selected. An orange arrow points to the 'Add Text Ad' button. Below the table, the 'Edit Selected Text Ads' section shows the details for the selected ad, including fields for Headline, Description Line 1, Description Line 2, and Display URL. The Display URL field is highlighted with an orange box. To the right, an 'Ad Preview' section shows how the ad will appear. The 'Status' dropdown is set to 'Active'. The 'Comments' section is visible at the bottom.

File Edit Account Data Tools Help 9.0

Get Recent Changes Check Changes Post Changes Showing Statistics for: 6/25/2011 - 7/24/2011

HubSpot [273-477-6...]

View: All Search within this ad group Advanced search

Keywords Placements Audience **Ads** Ad Groups Extensions Campaigns

Text Ads Display Ads Image Ads WAP Text Ads WAP Image Ads

+ Add Text Ad Make Multiple Changes* Delete Revert Selected Changes

| | Headline | Desc. Line 1 | Desc. Line 2 | Display URL | Dest. URL | Status |
|--------------|--------------------------------|-------------------------------------|-------------------------------------|-------------------------|-------------------------------------------------------|--------|
| | {Keyword:Twitter for Business} | Use Twitter to Drive More Leads. | Download Twitter for Business eBook | www.hubspot.com/twitter | http://www.hubspot.com/twitter-for-business-a-begi... | Active |
| | {Keyword:Twitter for Business} | Get Online Marketing Tips & Advice. | Download Our Free Marketing eBook. | www.hubspot.com/twitter | http://www.hubspot.com/twitter-for-business-a-begi... | Active |
| + (selected) | {Keyword:Twitter for Busin... | Use Twitter to Drive More Leads. | Download Twitter for Business eB... | www.hubspot.com/twitter | http://www.hubspot.com/twitter-for-business-a-b... | Active |

▼ Edit Selected Text Ads

Headline {Keyword:Twitter for Business} 20

Description Line 1 Use Twitter to Drive More Leads. 32

Description Line 2 Download Twitter for Business eBook 35

Display URL www.hubspot.com/twitter 23

Destination URL **http://www.hubspot.com/twitter-for-business-a-beginners-guide/?crct=Offers~Benefits+Of+Twitter+For+Business&crsource=adwords&crkw={keyword}&crcampaign={creat**

Ad Preview:

[Twitter for Business](#)
Use Twitter to Drive More Leads.
Download Twitter for Business eBook
[www.hubspot.com/twitter](#)

Status Active

Replace text Append text Advanced URL changes

Comments



How to Make Adjustments To Campaign Settings Using AdWords

Adjusting Campaign Settings



Google AdWords

Home Campaigns Opportunities Reporting and Tools Billing My account

All online campaigns >

Campaign: Summer Shoes

Enabled Budget: AR\$5.00/day Targeting: All available sites All devices English United States

Ad groups Settings Ads Keywords Networks Dimensions

Campaign settings

General

Campaign name: Summer Shoes [Edit](#)

Locations and Languages

Locations In what geographical locations do you want your ads to appear?
• Country: United States [Edit](#)

Languages English [Edit](#)

[Advanced location options](#)

Networks and devices

Networks All [Edit](#)

Devices All [Edit](#)

Settings Include

- Daily Budget
- Google Networks
- Location Targeting
- Devices
- Language
- Devices



▼ Edit Selected Campaigns

Campaign Name

Winter Shoes

Search Network

Google search only

Display Network

Relevant pages across the entire network

Devices: All available devices [Edit](#) [Paste](#)

Budget (ARS)

5.00 per day

Start Date (M/D/Y) End Date (M/D/Y) (None)

7/26/2011 None

Ad Schedule: None [Paste](#)

Language Targeting: English [Edit](#) [Paste](#)

Location Targeting: United States [Edit](#) [Paste](#)



Adjusting Campaign Settings

Google AdWords Editor

Keywords

Placements

Audiences

Ads

Ad Groups

Extensions

Campaigns

▼ Edit Selected Campaigns

Campaign Name

Winter Shoes

Search Network

Google search only

Display Network

Relevant pages across the entire network

Devices: All available devices [Edit](#) [Paste](#)

Budget (ARS)

5.00 per day

Start Date (M/D/Y)

7/26/2011

End Date (M/D/Y) (None)

None

Ad Schedule: None [Paste](#)

Language Targeting: English [Edit](#) [Paste](#)

Location Targeting: United States [Edit](#) [Paste](#)

Adjusting Campaign Settings

Google AdWords Editor

▼ Edit Selected Campaigns

Campaign Name

Winter Shoes

Search Network

Google search only

Display Network

Relevant pages across the entire network

Devices: All available devices [Edit](#)

Campaign Location Targeting

Select the locations you want to target with this campaign. Hold down the Ctrl or Command key and click to select multiple locations. Note that some location combinations aren't supported in AdWords Editor.

Target all locations

Target only specified locations:

- United States
- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola
- Anguilla
- Antarctica
- Antigua and Barbuda

Target one or more countries or territories

Target specific locations within a single country or territory:

| Regions: | Metropolitan Areas: | Cities: |
|----------------------|-----------------------------|----------------|
| Alabama | Abilene-Sweetwater TX | Aaronsburg PA |
| Alaska | Albany GA | Abbeville AL |
| Arizona | Albany-Schenectady-Troy ... | Abbeville GA |
| Arkansas | Albuquerque-Santa Fe NM | Abbeville LA |
| California | Alexandria LA | Abbeville SC |
| Colorado | Alpena MI | Abbotsford WI |
| Connecticut | Amarillo TX | Abercrombie ND |
| Delaware | Anchorage AK | Aberdeen ID |
| District of Columbia | Atlanta GA | Aberdeen MD |
| Florida | Augusta GA | Aberdeen MS |

OK Cancel

Extensions

Campaigns

per day

End Date (M/D/Y) (None)

None

Paste

h [Edit](#) [Paste](#)

d States [Edit](#) [Paste](#)

Importance of Uploading Changes



Get Recent Changes*



Check Selected Campaigns



Post Selected Campaigns



View Statistics*

- 🔗 Get Recent Changes
...when you open the app
- 🔗 Post New Changes
...upon making changes
- 🔗 Resolving Errors (if applicable)
...will flag missing bids, missing ads, etc.

Messages: 1



Warning: Your ad group contains no active ads. Please create a new ad or change the status of an existing ad to 'Active.'





Marketing Takeaway

Marketing Take Away

- 🔗 Campaign set up and management
- 🔗 Making Changes is easy
- 🔗 Keep your account clean and clutter free
- 🔗 AdWords editor compliments AdWords online

Next Day Camp Sessions

- 7/13 | Intro to Paid Search
- 7/20 | How to set up a Google AdWords Account
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- 8/2 | **Performance Metrics & Optimization**
- 8/10 | Advanced Tactics (Q&A Panel)