Designing Your Google Ad: A Template By Jason Kauffeld, jasonk@glcc.org   Presented October 31, 2019 at Madison Nonprofit Day

1. Choose among the three goals: (1) Get more calls, (2) Get more visits to your physical location, (3) Get more website sales or sign-ups
2. Choose the geographic reach of your ad (a radius of up to 40 miles, or choose cities/regions/states)
3. Choose the language you are advertising in, your business category, and up to ten specific products or services (Google will provide suggestions)
4. Write your ad: 30 | 30 | 30 | 90 | 90 (Google will provide suggestions). Hint: always include a CTA (call to action): Call now! Volunteer now! Give now!
   - Hint: I recommend Headline 1 be your campaign name. Example: Donor Ask 1, Donor Ask 2, Call for Volunteers 1, etc. After publishing the ad, you can then go back and change the headline wording to best suit your ad. This helps with organizing your campaigns.
5. Set your budget (I typically choose 'Enter Your Own Budget" and move the slider all the way to the right)
6. Review your campaign setting and set your campaign (Ad) name if prompted to do so
   - Hint: this should not occur if you followed #4 above, otherwise a choose a descriptive name, as you cannot change it later
7. Done, and the bottom of the campaign (Ad) page will now let you choose "Edit" under the [Images] category to add up to three images and a logo
8. Now you can choose to edit [Headline 1] and replace your campaign name with your desired wording/headline

Google Haiku guidelines below:

==Headline 1== (30 characters) (This will be your default ad name, so start with your preferred campaign/ad name here, and then edit it later for Headline 1)

__   [Campaign name:_____]

Headline 2 (30 characters)

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Headline 3 (30 characters)

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Description 1 (90 characters)

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Description 2 (90 characters)

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Optional – Add up to three images and a logo

Headline 1 (30 characters) (This will be your default ad name, so start with your preferred campaign/ad name here, and then edit it later for the Headline)

—— [Campaign name:_____]

Headline 2 (30 characters)

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Headline 3 (30 characters)

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Description 1 (90 characters)

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Description 2 (90 characters)

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Headline 1 (30 characters) (This will be your default ad name, so start with your preferred campaign/ad name here, and then edit it later for the Headline)

—— [Campaign name:_____]

Headline 2 (30 characters)

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Headline 3 (30 characters)

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Description 1 (90 characters)

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Description 2 (90 characters)

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