

Google Ad Success Tips for Accountants

Get Started Immediately with the 30-Minute How-To.
Questions Answered with the 30-Minute Q&A.
Plus: The Bonus Toolkit



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Burning Questions Answered

1. Why should I do it?
2. How common is it for accounting firms to use Google Ads?
3. How much does it cost?
4. Can I target the ads to a zip code, county, state, region?
5. Will I get leads?
6. What should I be doing now for Busy Season?

Learn How To:

- ✓ Generate traffic to your website
- ✓ Increase lead-generation opportunities
- ✓ Outperform your competition
- ✓ Get High ROI
- ✓ Fast, transparent results

Bonus Toolkit

- 1 Free eBook: "The Google Ads Primer"
- Free Video (Zoom) Lessons (30 mins each):
 1. "How to Conduct Keyword Research and Establish the Budget" and
 2. "How to Create the Campaign and the Ads"

Register => <https://bit.ly/Bonus-Toolkit>



Why should I do it?

1. It supports the firm's SEO (search engine optimization) efforts.
2. Controls who sees your ads, excluding those you don't want to see them.
3. Increases brand awareness (by geography, industry, target market).
4. Generate leads for a specific business goal.
5. Challenges the competition (especially if they are running ads).
6. Faster than relying on SEO efforts alone.
7. Remarketing options.

How common is it?

- > 60% of consumers conduct online research before making any purchase, according to Thomson Reuters.
- Google Ads is the most popular PPC service – Hinge Marketing.
- High-growth firms spend more on digital and continue to outpace their slower-growing peers – *AAM Growth Trends*.

“Even if your firm ranks highly in organic search results, there can still be a benefit in paying for SEM, such as Google Ads,” says Michael Cosmidis, Tax Effective Accountants.

How much does it cost?

- You don't have to spend a ton of money.
- You can run a campaign for about \$100 if it's short term and very targeted.

Example:

Individual tax services in 1 zip code for about 2-3 weeks during peak season or 4-5 weeks in the off season is doable for < \$200.

Can I target ads?



Yes!

- Geographically where are they (right down to zip code if you want to get really specific)?
- Select a region, for example a county or tri-state area in some cases, a country, a state, several zip codes, etc.
- Keep in mind, the larger the geography, the bigger the budget.
- You can also restrict the ads by device, age, household income, zip code, keyword (e.g., exam, jobs, salary), and more.

Will I get leads?

When done well, you'll get leads.

What does it take?

1. Content your audience needs (pain points work well).
2. Effective landing page with 3 benefits and few fields (3-5).
3. Well-written ad creative.
4. Appropriate budget and targeting.
5. Time.

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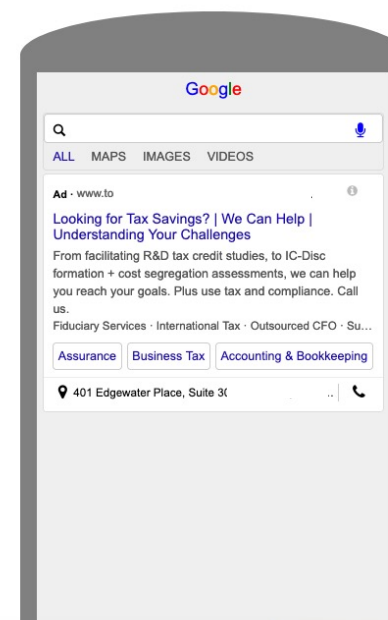
Bonus Tip - Karooya

Use the Karooya ad builder tool to help you create the ad look and feel (<https://www.karooya.com/expanded-text-ad-preview-tool>).

Each ad may then be exported to Excel.

Final URL	
Headline 1	Looking for Tax Savings? 6
Headline 2	We Can Help 19
Headline 3	Understanding Your Challenges 1
Path	2-Headline / LongDescr
Description 1	From facilitating R&D tax credit studies, to IC-Disc formation + cost segregation 9
Description 2	assessments, we can help you reach your goals. Plus use tax and compliance. Call us. 6
<input checked="" type="checkbox"/> Add Sitelink Extensions	
<input type="checkbox"/> Add Sitelink Description	
Sitelink 1	Assurance 16
Sitelink 2	Business Tax 13
Sitelink 3	Accounting & Bookkeeping 1
Sitelink 4	M&A 22
<input checked="" type="checkbox"/> Add Callout Extensions	
Callout 1	Fiduciary Services 7
Callout 2	International Tax 8
Callout 3	Outsourced CFO 11
Callout 4	Succession Planning 6
<input checked="" type="checkbox"/> Add Call Extension	
Phone Number	(781) 1
<input type="checkbox"/> Add Message Extension	
<input checked="" type="checkbox"/> Add Location Extensions	
Address	ter Place, Suite 300 +

Ad · www.toi 1 (781)
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Assurance Business Tax
Accounting & Bookkeeping M&A
401 Edgewater Place, Suite 300



What should I do now?



Define Goal
& Target Market



Research
Keywords & Budget



Develop Quality
Landing Page &
Create Campaign
Enter Text/Display Ads



Monitor, Adjust
& Report



- Social Media
- Digital Marketing
- Blogging & Writing
- Website Design
- Graphic Design
- SEO / Website Audits
- Training / Public Speaking

We help CPAs and small business owners
build marketing muscle.

For more information, visit our website!

<https://Penheel.com>

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Resources

- <https://www.acuitymag.com/technology/7-tips-for-great-google-ads-for-accountants>
- <https://www.cpapracticeadvisor.com/firm-management/article/21206148/how-accounting-firms-can-create-an-effective-google-ad-campaign>
- <https://www.spyfu.com/blog/the-top-ways-that-small-businesses-can-benefit-from-google-adwords/>
- <https://tax.thomsonreuters.com/blog/how-to-market-an-accounting-firm-in-the-digital-age/>
- <https://hingemarketing.com/blog/story/paid-advertising-in-professional-services-which-platform-is-worthwhile>
- <https://hingemarketing.com/industries/accounting-finance>
- <https://www.cpagrowthtrends.com/marketing-budget-benchmarks-for-2021-what-we-learned-from-the-hinge-survey/>