

Building Awareness & Reach with Adwords



One vital question startups ponder is how and when to invest in awareness and reach initiatives. The strategies can range from low-funnel performance initiatives to a more upper funnel approach. Building a brand, evaluating the perception of your brand and grasping the right audience can be essential in your growth process. Nevertheless it is essential to understand the fundamental differences between pure branding (awareness) and performance oriented initiatives (reach + consideration).

1. Reach the right audience
2. Drive consideration
3. Drive Brand Awareness
4. Win the important micro-moments

1. Reach the right audience

The usage of data to find and connect to new and existing customers is both a challenge and opportunity for startups. Mapping what you know about potential customers as well as maximizing your investment by discovering new audiences you haven't considered before are outputs of a well prepared audience strategy. The following tools can help you with that:

- [Google Audience Insights](#) (A tool that analyzes your remarketing lists to showcase demographics, interest, location and affinities of your audience)

Once you have established your audience there are many ways to target within Adwords including:

- [Affinity audiences](#)
- [Remarketing](#)
- [Demographics](#)
- [Similar Audiences](#)
- In-market audiences
- Custom affinity audience

2. Drive consideration

Aside from upper funnel awareness solutions, the Display Network offers performance oriented campaigns through targeting and smart bidding

- GDN for performance oriented marketers ([playbook](#))
- Connect with highly engaged customers through [content keywords](#) campaigns
- Scale lead generation in display at set target CPA through [smart bidding](#)

3. Drive Brand Awareness

If you are interested in building brand awareness the Google Display Network offers a chance to connect with customers at the right time and place. Improving your online visibility does not require a million dollar budget - getting your name out there and driving buzz awareness can be achieved with many solutions:

- Drive brand awareness with basic [search ads](#)
- Build positive associations of your brand with [brand engagement campaigns](#)
- Build traction in your target audience with [trueview campaigns](#) on YouTube
- Measure brand engagement metrics with [Google Brand Lift](#)
- [4 media-planning tips](#) for online video advertising success
- How to [identify right KPIs](#) for online video
- Building a YouTube content strategy: [creator playbook](#) and [online guide](#)

4. Win the important micro-moments

Living in a mobile first world has forever changed the way of what we expect of brands. It fractured the consumer journey into hundreds of real-time, intent-driven [micro-moments](#) and each one is a critical opportunity for brands to shape decisions. Make sure you are present at each of the micro-moments along the funnel:

- 82 % of smartphone users turn to their phone to influence a purchase decision while in a store
- 90 % of smartphone users have used their phone to make progress toward a long term goal while "out and about"
- [Get the guide](#) to win the shift to mobile and micro moments

Here are 5 questions to ask your team in the next meeting:

Are we in the moments that matter?

Are we useful in these moments?

Is our mobile site or app meeting our customers needs?

Building websites for multi-screen ([whitepaper](#))

Do we make it easy to purchase?

Principles of mobile site design ([whitepaper](#))

Are we providing a seamless experience across channels?

Measurement of cross device in [Analytics](#)