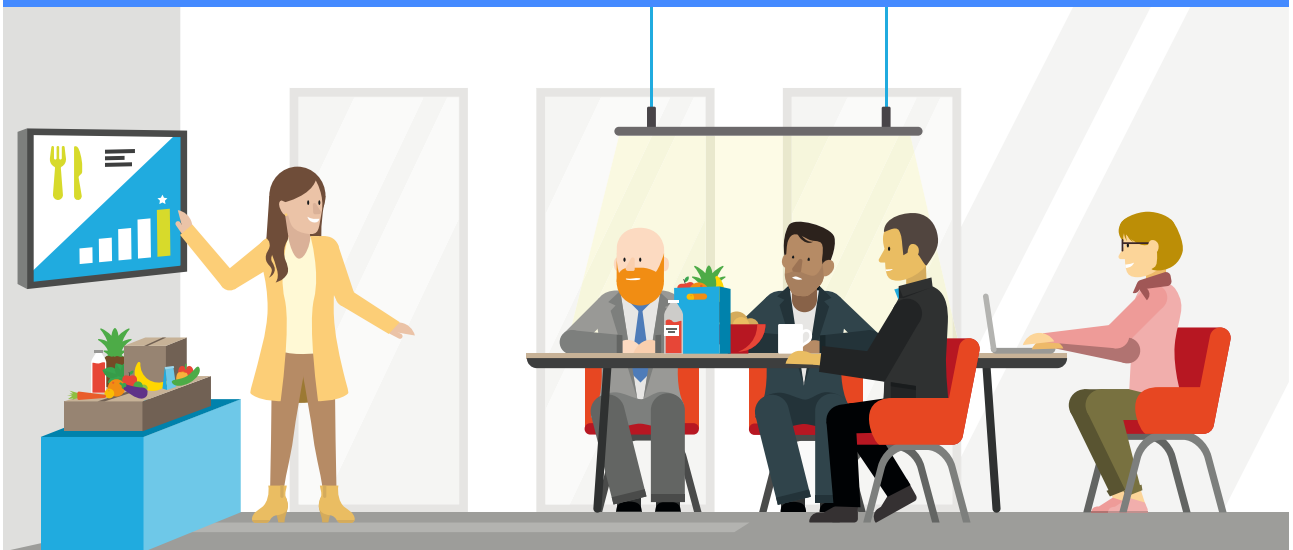# Accelerated Growth Strategies with AdWords

The Advertising Landscape Has Changed—Especially for Startups

Today, startups have more opportunity to reach people than ever before—not only when they are leaning back on their couches, but also when they are leaning in. You don't just have to catch them in primetime; you can catch them anytime, throughout their day, on any device. Technology enables us to reach the right person with the right ad at the right time to see far superior results.
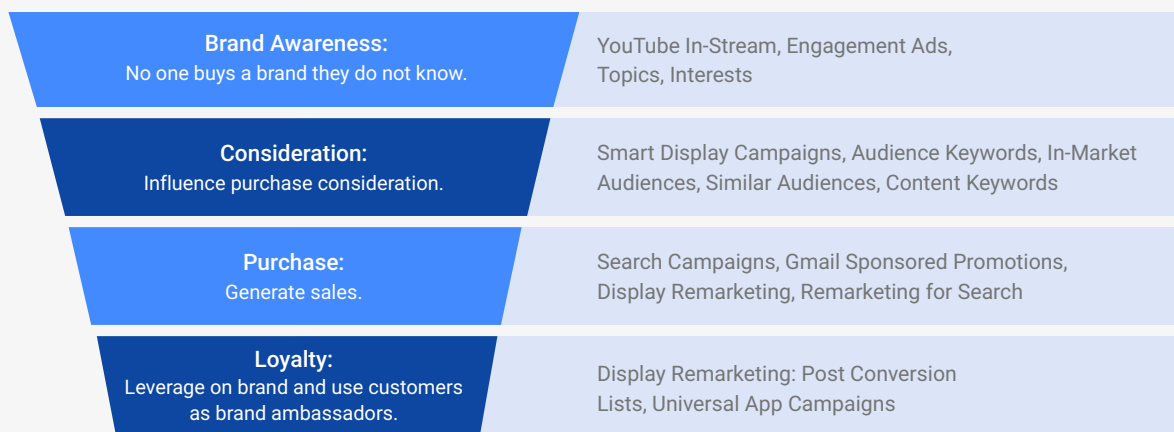
1. First Things First: Expectation Setting

Accelerated growth strategies with AdWords need thorough planning and a step by step phase of execution, testing, and learning. This can only be achieved by developing a sophisticated and sustainable strategy. Once the business model itself has a proven track record and reached organic growth, it is vital for startups to define certain KPIs and measurable goals that shall be reached with the aid of AdWords.

2. How to Grow Quickly: The Marketing Funnel

When you look to grow your audiences, you should first figure out how a typical consumer journey for your product/service looks like. In eCommerce, a good way to emphasise a consumer's journey is to ask your client to tell you of a recent purchase they made online and the steps they took to complete the purchase—you'll often find it was never just the one click conversion via Google Search. Consequently, the best way to achieve accelerated growth is to review the whole customer journey along the Marketing Funnel. Your AdWords strategy should be aligned with all four layers of the funnel accordingly.

Brand Awareness: No one buys a brand they do not know.	YouTube In-Stream, Engagement Ads, Topics, Interests
Consideration: Influence purchase consideration.	Smart Display Campaigns, Audience Keywords, In-Market Audiences, Similar Audiences, Content Keywords
Purchase: Generate sales.	Search Campaigns, Gmail Sponsored Promotions, Display Remarketing, Remarketing for Search
Loyalty: Leverage on brand and use customers as brand ambassadors.	Display Remarketing: Post Conversion Lists, Universal App Campaigns

One of the biggest mistakes that many startups make is to not understand the entire customer journey and, as a result, to solely focus on sales generation. However, AdWords offers a variety of features and tools to cover every single step of the path and to set up your individual funnel strategy.
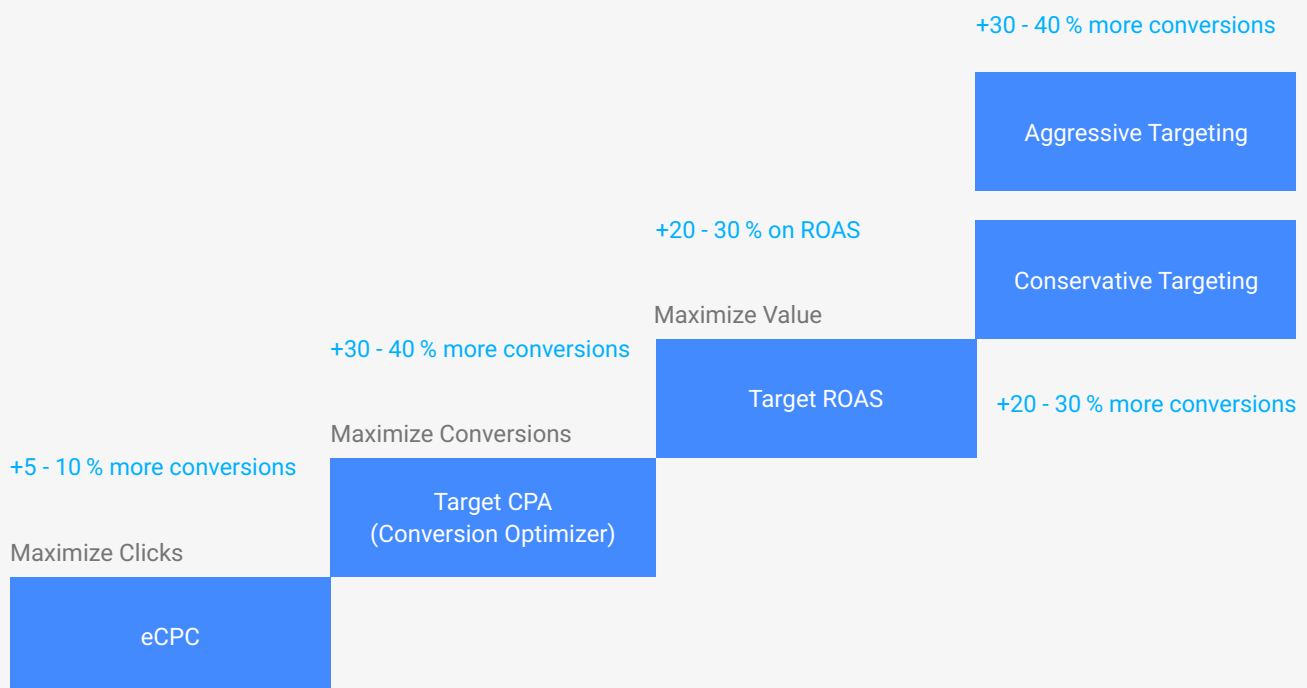
3. Winning Micro-Moments

Mobile has forever changed what we expect of brands. It's fractured the consumer journey into hundreds of real-time, intent-driven micro-moments. Thus, it is more important than ever for you to reach the *right* people with the *right* ad at the *right* time. Customers expect startups to understand what we're trying to do (our intent), we expect start-ups to understand what situation we're in (our context) and, lastly, we expect startups to meet our needs immediately. Click here for more information on how to win micro-moments.

4. Investing to Value

Once you have a running system in place and start to win more and more micro-moments, it is important to strengthen your growth by increasing the efficiency of your campaigns in the lower funnel. This can be accomplished by optimizing and scaling existing campaigns, which can be identified by spend, impression share, and CPAs. Increasing your budget on top-performing instruments and campaigns allows you to accelerate your growth. After these optimizations, upper funnel campaigns can be boosted. However, it is vital to attribute the full conversion value across the funnel. This allows comprehensive measurement of conversion data, which can also be analyzed via Google Analytics.

5. Bidding and Automation

After your lower- and upper funnel strategy has been optimized and works well, you can begin to automate your bidding and let the system do the work. Truth be told, no one can bid better and faster than the system. However, it is crucial to move towards full automation step-by-step. That is, you have to start slowly with enhanced CPCs before you can move towards target CPA and/or target ROAS. Fuel the system with data first and be patient as AdWords gains deeper understanding of your customers' behavior.

+30 - 40 % more conversions

Aggressive Targeting

+20 - 30 % on ROAS

Conservative Targeting

Maximize Value

+30 - 40 % more conversions

Target ROAS

+20 - 30 % more conversions

Maximize Conversions

+5 - 10 % more conversions

**Target CPA
(Conversion Optimizer)**

Maximize Clicks

eCPC

6. Fast is Better Than Slow: Gain Momentum and Fail Fast!

Accelerating growth means to take actions quickly. This doesn't automatically mean that you will always make the right decisions. Taking quick actions often results in fast failure. However, it is alright to fail—if you learn from it afterwards and take immediate actions to prevent failure in the future. Therefore, it is vital always to set yourself specific goals before you start a new initiative. Once the test period is over, reflect upon the numbers and decide if you want to proceed with that initiative or not. When you reach your goals, however, seek for things to improve and push these initiatives with more budget to be even more successful.

Guiding Questions

1. First Things First: Expectation Setting

Does the business model work organically?

Do you have the right KPIs in place?

What are your specific goals?

2. How to Grow Quickly: The Marketing Funnel

Do you fully understand your customer's journey?

Can you describe the customer's journey along the Marketing Funnel?

How do customers in your industry convert? What instruments would work best?

3. Winning Micro-Moments

What micro-moments does your startup have to win?

What are the challenges hereby?

How can we expand on our strengths to win more micro-moments?

And how can we leverage our strengths to cope with our challenges?

4. Investing to Value

Which channels do customers use? How do channels interact?

Which campaigns assist/get new customers into the funnel?

How many and which touchpoints does it take before the conversion?

What is the right attribution model for you?

5. Bidding and Automation

Does my full funnel strategy work? Is there any room of improvement?

What are my short-, medium-, and long-term goals (in numbers)?

What CPAs am I aiming for? Does budget define profit or do my profits define budget? (The latter should be desired.)

6. Fast is Better Than Slow: Gain Momentum and Fail Fast!

Are you taking actions quickly? Are you willing to fail/win fast?

Do you reflect upon yovur actions taken?

Do you learn from failures?