

The AdRoll Google Ads for Shopify Campaign Planner

How To Use This Campaign Planner Template

Creating the perfect Google Ads campaign for your Shopify store requires understanding what your customers are looking for and how they're looking for it. That is, before trying to pick out keywords and bidding strategies, it's important to understand how to structure your ad groups for success.

This template was designed to help you:

1. Identify the objective of your campaign

What do you want to accomplish with this specific ad campaign?

<i>Gain Leads</i>	Leads are potential customers that you have contact information for that you can market to further, but that you aren't necessarily trying to sell anything to now
<i>Build Awareness</i>	Awareness is just what it sounds like: knowing that your brand and products exist, and that they can be a possible solution to a problem the customer is facing.
<i>Get Sales</i>	Sales are just that - getting someone who clicks on your ads to make a purchase right then and there. It's also possible to use ads to get a customer to buy something later, but we'll get to that in a follow-up blog post.

2. Build out ad groups

Ad groups are like sub-campaigns for your main campaign. They are slight variations on a theme that help you organize your campaign and make it easier to evaluate what's working and what isn't. Each ad group has its own keywords and negative keywords, as well as their own ads, to help you keep things tidy. Ad Groups can be broken down by:

<i>Product Variations</i>	A campaign might be set up to cover multiple products, but that's not a good idea. It IS a good idea to break out product VARIATIONS into their own ad groups, though. That way you can split product campaigns up by color, fit, etc.
<i>Buyer Journey Stage</i>	Where is the buyer on their journey to picking up one of your awesome products? You can have different ads and final URLs based on the browser's intent, all within one campaign.
<i>Keyword Variations</i>	Some people might call it a "sweater," some might call it a "pullover," and some might think "jumper." Since using keywords in an ad helps you spend less per click, it might be helpful to create ad groups for the major variations for what people call your products.

3. Figure out financials and measure effectiveness

Failing to plan is planning to fail, so it's important to figure out what success looks like early and then regularly measure against that. This template will help you figure out how much your ads should be costing you, and whether you're getting your money's worth.

Check out the rest of AdRoll's Shopify Content for more tips, tricks, and templates to help your Shopify store take off.

