

How to Generate a Steady Flow of Motivated Sales Leads Using the Power of Google AdWords...

The Right Way!

Summary:

As Marketers we all need a steady flow of sales leads for our sales team to call on. We need leads that have expressed a degree of interest in the products and services we sell.

You'll probably agree that if you could have more leads from potential customers who've raised their hand and told you that they have the same problem that your products and services solve, you'd call these "good" leads. Am I correct in thinking this?

YES! Then great, this guide is for you!

In this Guide you're going to discover how to generate a steady flow of motivated sales leads using the power of Google AdWords

Your potential customers have problems and they're searching Google for information to help them solve these problems.

It's your job as a marketer to give your potential customers concise problem solving information in the form of demos, white papers, problem solving guides, etc.

Great lead generation online is all about your offer. The better your offer the better your response will be. Can you offer a trial of your product or an online demo? If you can these two types of giveaways traditionally have the best response rates over white papers and case studies.

Here's how to generate sales leads using Google AdWords

Google AdWords allows you to choose keywords related to your business and have ads show up in the search results when your potential customers search on Google for your desired keywords.

The screenshot shows a Google search for "accounting software" with 94,600,000 results. The top section features sponsored links: "Accounting Made Easy" from QuickBooks.com, "Accounting Software" from FindAccountingSoftware.com, "IBM Small Biz Software" from IBM.com, "Google AdWords" from adwords.google.com, "Accounting Software" from NetSuite.com, and "Salesforce AdWords App" from salesforce.com. Below the sponsored links are organic search results from Peachtree Accounting Software, Microsoft, and QuickBooks.

Here's where your ads are displayed in Google.

Here's the real power of AdWords. When your potential customers click on your ads in Google you can send them directly to your website where you offer them free problem solving information in exchange for their name, email address, phone number etc.

The landing page is titled "Free Guide... Shows You The 5 Proven Steps To Creating Killer Google AdWords Landing Pages". It offers a step-by-step guide to generate more leads. A list of benefits includes: exact steps to convert visitors into leads, identifying the most important element of a landing page, a free template, and more. Below the list is a form to fill out with fields for First Name, Last Name, Company, Email Address, and Phone Number. A button labeled ">> Download Your Free Guide <<" is at the bottom. A disclaimer states: "We hate spam as much as you do. We promise to never rent or sell your contact information to anyone."

This is a sample landing page that offers free information in exchange for the visitor's contact information.

When your visitor fills out this form she'll be sent to a page that contains immediate access to the information.

Here's the problem with Google AdWords

It's very easy to setup a Google AdWords account and start spending money on clicks, but it isn't as easy to cost-effectively turn those clicks into profitable sales leads.

If you've run your own AdWords campaigns for any amount of time you've probably found some of the following to be true:

- Your cost per click has gone up over time (\$1, \$2, \$5 per click or more).
- You're spending a lot of money on clicks, but you aren't generating enough leads to make it all worth while
- Google keeps deactivating your keywords and telling you that you need to raise your minimum cost-per-click amount in order to reactivate your keywords and ads.
- It takes a lot of your time to make AdWords perform in your favor...

Your Success with Google AdWords comes from the process

Success with Google AdWords comes from constant daily optimization.

The most important thing to know about Google AdWords is that it's not about a single technique or something that you set up once and forget about.

Here's your 10 step AdWords success blueprint

1. **Start with a great offer** - Free demo, trial, white paper, or how-to guide.
2. **Choose the right keywords and enough of them** (not just the most popular & expensive keywords)
3. **Avoid this mistake** - Don't put all of your keywords under one ad if you have many unrelated keywords in your list. Group your keywords into tightly related groups and write an ad for each group.
4. **Use keyword matching & negative keywords** – Google lets you control how your keywords trigger ads by using keyword matching options. Here's your matching options, broad match, phrase match, exact match and negative keywords. [Learn more about keyword matching here.](#)
5. **Write great ads** - Your ads should clearly tell the reader what he/she is going to receive after clicking on your ad. If you're offering a free trial, say that in your ad. Plain and simple.
6. **Use Landing Pages to capture leads** – Your landing pages should be simple pages designed to clearly tell the reader what he/she is going to

- receive after registering. Your landing pages will also have a registration form to capture the reader's contact details.
7. **Use Google's conversion tracking tool** – Google offers a free tracking tool that allows you to track how many leads you generate on your landing page, how much it cost you to generate each lead, and which keywords are generating leads.
 8. **Split test your ads to beat your competition and lower your cost per click at the same time** – Google will split up your traffic between 2 ads and tell you over time which ad is getting a higher click-through-ratio. Split testing is absolutely necessary if you want to get the most out of your AdWords campaigns, yet most advertisers do no split test. If you split test your ads you'll end up with a better performing ad than your competitor's ads. When your ads out perform the other ads on Google's search results page your ad gets moved toward the top without you having to increase your cost per click.
 9. **Test your landing pages to increase your conversion rates** – If you want more leads then your landing pages need to convert more visitors into registrations. You convert more visitors into leads by giving your visitors exactly what they were looking for. The only way to find out what your visitors truly want is by testing your landing pages. You need to test your offers, layout, bullet points, graphics, etc. Google offers a great free tool called "Website Optimizer". This tool from Google allows you to test multiple elements on your landing pages at once. Over a period of time Google will tell you which combination is most likely to generate the most conversions (leads).
 10. **Cut keywords that are generating clicks, but no leads.** – If you've tested your keywords and your landing pages and you still can't get certain keywords in your list to convert to leads it's time to delete them from your campaigns. Deleting underperforming keywords will dramatically cut your AdWords costs instantly.

If you follow these 10 steps on a daily, weekly, and monthly basis your AdWords campaigns are sure to improve. You'll see more traffic, more leads, and lower costs over time.

Get your AdWords Campaigns reviewed for free

We offer a free AdWords analysis where we'll sit down on the telephone together, log into your AdWords account and review your campaigns. At the end of this 30 minute analysis we'll send you an outline for improving your campaigns.

[Don't hesitate, start improving your campaigns today by scheduling your free AdWords analysis!](#)

<http://jeremiahbaker.com/contact-us/free-expert-pay-per-click-analysis-consultation>

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About

We help hi-tech companies generate more sales leads using the power of Google AdWords & education based marketing

What People are Saying...

Jeremiah's extensive experience implementing online lead generation programs using Google AdWords helped significantly reduce our average cost-per-lead and dramatically increased the number of inbound leads from our website.

Within the first month, Jeremiah helped drive our average cost-per-lead in Google AdWords down by 400%. Jeremiah saved us an average of \$56.17 per lead. If you want to generate more & better sales leads using Google AdWords I would highly recommend Jeremiah Baker.

Mary Z.

Marketing Manager
Leading - Call Center Management Software Firm

I'm very impressed with how many new leads and customers we've been generating as a result of you working with us. Very nice job!

Security Assessment Firm