

AIIMS™ | Changemakers

GOOGLE ADS
Playbook

For Challengers who want to
scale with search the smart way

ARE YOU A CHALLENGER?



Why This Playbook Exists

We built this for business owners who are seriously considering investing in Google Ads, but want to understand what it really takes to win.

Whether you've tried ads before, or this is your first time, this guide will help you:



UNDERSTAND IF GOOGLE ADS IS RIGHT FOR YOUR BUSINESS



KNOW HOW TO PREPARE BEFORE HIRING AN AGENCY



AVOID THE MOST COMMON MONEY-WASTING MISTAKES



SET CLEAR EXPECTATIONS AROUND COSTS, TIMEFRAMES, AND SUCCESS FACTORS



DECIDE IF YOU'RE READY TO BECOME A CHALLENGER

What is Google Ads *really good at?*

Google Ads *allows you to show up when people are actively searching* for a product or service.

It works best when there's *intent* behind the search.

Ideal Use Cases



"Emergency" or urgent services
(e.g. plumber near me, emergency dentist)



Local service businesses
(e.g. "business loan broker", "family lawyer Sydney")



Product comparison
(e.g. "best CRM for tradies")

What is Google Ads *NOT* good at?

X

Cold audience awareness

use Social Ads for that

X

Making people want something
they've never searched for

X

Fixing broken sales processes, bad
offers, or poor business foundations

How much do you need to spend?

The answer depends on...

- + Your industry & competition
- + Your location & target area
- + Your lead-to-close ratio
- + Your average client value

but as a rule of thumb...

Adspend \$5000 - \$1000 Ideal for Brand protection Considerations Low volume, basic awareness	Adspend \$1,000–\$3,000 Ideal for Local lead gen Considerations Needs a lean funnel + fast follow-up	Adspend \$3,000–\$10,000 Ideal for Scalable lead generation Considerations Best when combined with proper landing pages, tracking & nurture systems
Adspend \$10,000+	Ideal for Competitive industries	Considerations Requires strong CRO, retargeting, remarketing, testing loops



The #1 Mistake Most Businesses Make

They send paid traffic to their homepage, or to a ***slow/unclear website.***



SOLUTION

Use a ***purpose-built, fast-loading, mobile-optimised landing page*** with ONE clear call to action.

ARE YOU REALLY READY TO
ADVERTISE ON GOOGLE?

Google Ads Checklist

Before you spend a cent,
make sure you tick these off

Google Business Profile claimed & optimised

Boosts credibility & local ranking

☐

Minimum 5–10 good Google reviews

Builds trust

☐

You've mapped your average client value

Determines your ad budget

☐

Website is fast, mobile-optimised, and converts

Landing pages must work hard

☐

You can respond to leads FAST (within 1–2 hrs)

Warm leads go cold quickly

☐

You or your team can manage cold leads

Not all leads are referrals!

☐

You're clear on your goal: calls, forms, sales?

No goal = no direction

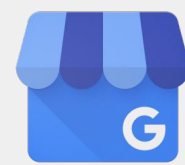
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DIY Foundations

Do this Before You Hire an Agency

These steps help set you up to *succeed with any agency*

STEP 1



Claim and optimise your Google Business Profile

Add categories, photos, services, business hours, and encourage reviews.

STEP 2



Know your numbers

- Average sale value
- Monthly sales targets
- How many leads you need to close 1 sale
- How many leads you can realistically handle

STEP 3



Set up Google Analytics & Conversion Tracking

It's free, and gives you insight into what people do on your site. Tag Manager + GA4 + Google Ads should all speak to each other.

STEP 4



Build a basic landing page



- Use tools like Unbounce, Leadpages, or Webflow
- Keep it fast
- Focused on one service
- Mobile-friendly
- Include testimonials, service details, and a strong CTA

Understanding

COLD LEADS VS REFERRALS



Cold Leads

- Cold, need nurturing
- Requires more trust
- Lower close rate
- May shop around



Referrals

- Warm, pre-sold
- Little education required
- Higher close rate
- Expect fast answers

You'll need a system to follow up, educate, and close these leads otherwise, you'll burn ad spend fast.

How to Think About *Budgeting*

If your average client is worth \$3,000...
And your close rate on paid leads is 1 in 5
(20%)...

Then ***each lead should cost \$600 or less*** to
remain profitable.

That's your Cost Per Acquisition (CPA).
A critical number before starting ANY campaign.



Pro Tip

Stack Google Ads
with ***Trust Signals***

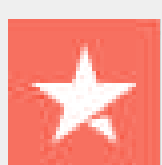
Trust Signals ((o))



GET 10+ STRONG GOOGLE REVIEWS



POST WEEKLY ON YOUR SOCIAL PAGES



ADD A TRUSTPILOT BADGE OR REVIEW
WIDGET TO YOUR SITE



FEATURE PHOTO/VIDEO PROOF OF
YOUR WORK ON YOUR LANDING PAGES

STRATEGIC KEYWORD RESEARCH

CAMPAIGN ARCHITECTURE

COPYWRITING FOR HIGH-CONVERTING ADS

CUSTOM-BUILT LANDING PAGES

If you're ready, we bring in

What You Get With the Changemakers Agency

LEAD TRACKING & CALL TRACKING

REPORTING DASHBOARDS

STRATEGIC REVIEW CALLS (MONTHLY)

CONSTANT TESTING & ROI-DRIVEN SCALING

We don't run ads.
We build ***growth engines.***

FINAL THOUGHT...

Are you a challenger?

This isn't for everyone. *But if:*



You've tried agencies before and want the *real deal*



You *value strategy* over short-term results



You're *willing to learn* and provide input



Your business is *ready to grow* sustainably

Then *we're the right partner* for your next phase.

WANT TO BECOME A CHALLENGER?

Let's get started

Get in Touch

Comment "**Challenger**" on any of our Changemakers posts, or ***DM us directly.***

We'll send you a custom roadmap & the next Playbook you need!

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