

**Module 1 - Google Shopping Introduction
Coalition Training - Google Shopping
Fundamentals
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GOOGLE SHOPPING FUNDAMENTALS

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Good day. Mike, here from Agency Savvy. And in this course we're going to dive into Google Shopping Fundamentals, everything you need to know to get started with Google shopping ads.

What we'll cover



The Basics: The three critical components of a Shopping campaign

Product Feed: Everything you ever wanted to know about the Feed

Merchant Centre: What is it & why do you need one?

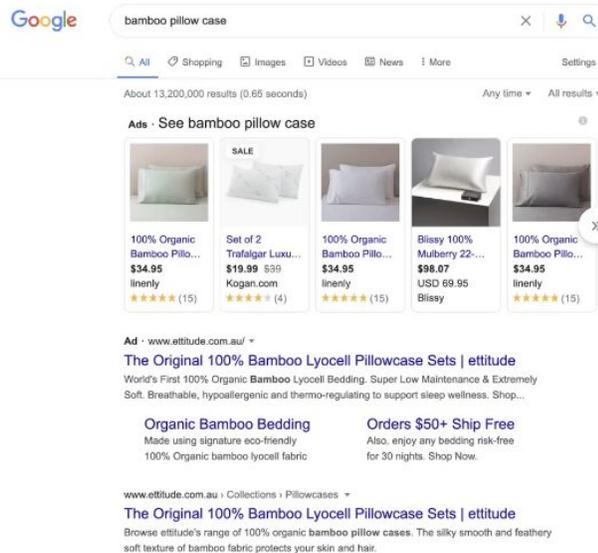
Campaign Options: Understand the basics before automating

Advanced Options: How can you make SSC work harder for you?

Here's what we're going to cover. We'll start with the basics and just outline these three main areas that you need to be familiar with. Now, in all of my other Google courses, I lay them out the same way, bidding and targeting and messaging, and then also we talk about data, structure, and settings, and then optimization. Shopping is a little different, the targeting options are a little different. There's no positive keywords for instance. Messaging is a little different. You don't need to create ads, they're created for you from the data that you give to Google.

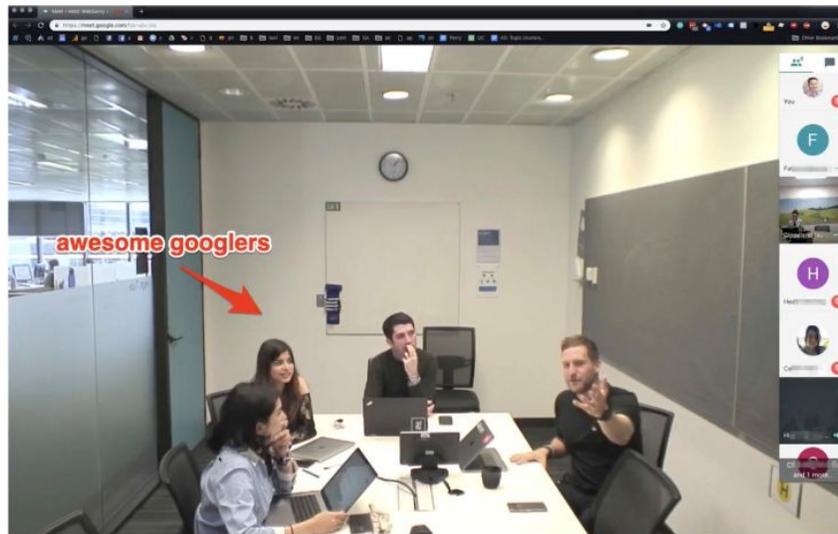
So I'm going to change the structure of this course and instead we're going to talk about the product feed first. So your store and the products that come out of that, your product feed, is just a database of all of your products. Then Google Merchant Center which is where Google checks and cleans, and maybe even enhances your data, plus a few bonus features that we'll get into. Then Google ads itself, so this is where you actually run the ads from and your data has to come from your store through Google Merchant Center and then across to Google ads. And we'll talk about the various options that you have for creating campaigns whether you should use smart shopping or legacy shopping and also the benefits of having multiple campaigns no matter which option you go with. And then a few advanced bits and pieces towards the end.

So you can Profit from Shopping Ads



So what are we talking about? Shopping ads, these ads that you'll generally see across the top of the screen with the little square image. You've got the title of the product, the price, the store, and often something else across the bottom, maybe a star rating or a special offer or free shipping or something like that. Now you'll see different formats of these, often five or six across the top, sometimes five, six or nine down at the right-hand side. And there's a new format as well just rolling out that I'll show you in a second. But this is what we're talking about, getting the ads, showing your products in front of your prospects.

Without this...



Now, these guys at Google are absolutely fantastic. We get to speak to them on a regular basis. They come here to our office and train us on some of this stuff, some of the more advanced stuff. The guy on the right there Yurko is an absolute legend at Google shopping. And if you know me well you'll know that I don't often use the training that we get from Google, it's often focused on them rather than us. What we care about is getting the best possible results for clients. Well, this guy has helped us do that and helped us do some pretty advanced stuff with Google shopping. So that's what I wanted to go through in this course and pass on certainly starting with all the basics but some of the advanced stuff as well so that you can profit from Google ads.

The Basics



So we'll dive straight into the basics. What are the benefits firstly?

Benefits of Shopping Ads



Consumers love them (70% of non brand paid clicks)

High CTR & Conversion Rates

Images & Price = Context

More real estate on the SERPs

Dynamic Remarketing

Send direct to product page

Why should you bother going through all this and actually running these Google shopping ads? Well, consumers love them. So depending on the report that you read, right about 70% of the non-brand paid clicks on the Google search results are on these shopping ads. That's a stat from 2019. Again, nobody really knows for sure because this is all based on client data. Google doesn't release these numbers but it's fair to say that the majority of at least non-brand paid clicks are on Google shopping ads.

They get high click-through rate and high conversion rate at least compared to non-brand text ads. So, they perform better than text ads. Why is that? Well, because the consumer, your prospect has more context. They've seen the image of the product, they've seen the price of your product and they've seen how your price compares to the prices of your competitors. And so, they are that little bit more pre-sold by the time they get to your site than if they came in via a text ad where there's generally speaking a little less context.

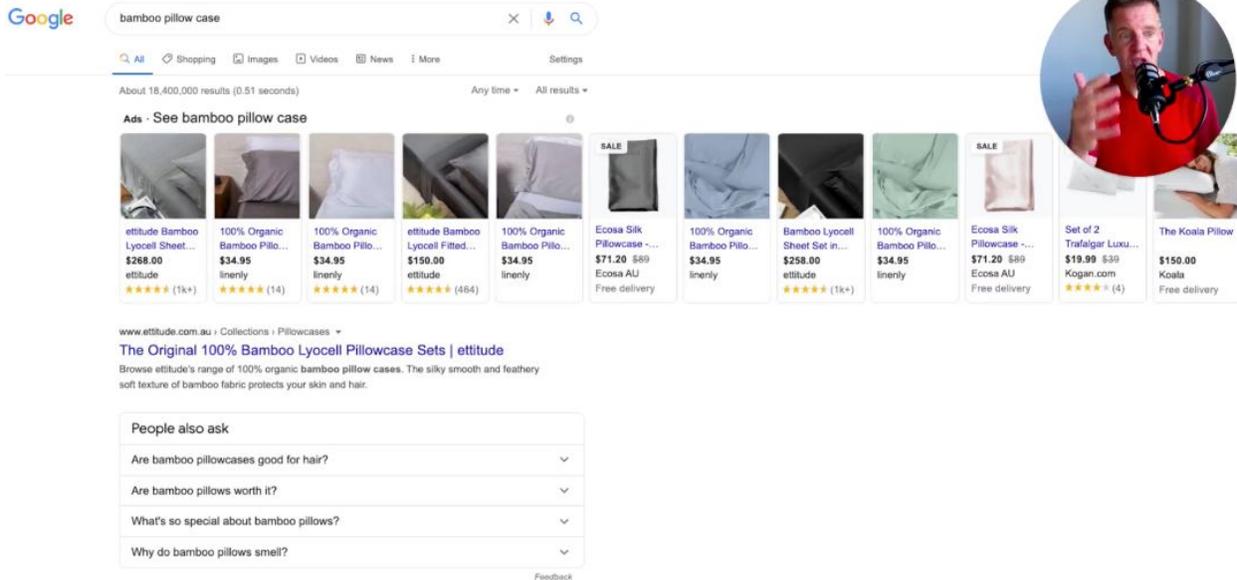
Google loves them because they take up all of that room across the top of the SERPs. That means they're pushing organic traffic further down the page which of course means that as a percentage of real estate on that first page above the fold there's more stuff that if you click Google makes money. So Google want to show these ads more and more because they're good for Google but ultimately they're good for users as well which means they're good for us as advertisers.

One of the other benefits of getting this all set up properly is that you'll be able to start running dynamic remarketing ads. So you probably already are running remarketing ads, dynamic remarketing ads just mean that the ads change dynamically based on the products that the user has looked at on your website. So if they've been looking at the purple Play-Doh then the ad that they're going to see is the ad showing the purple Play-Doh. And so again, more relevant ads generally lead to higher click-through rate, higher conversion rates, higher return on ad spend and higher ROI or profit for you as an advertiser.

And lastly again that relevance piece, we're not sending people to the homepage. They are clicking on an ad of an individual product and we're sending them directly to, of course, the page where you sell that product on your website. So it's much easier for a consumer. They're being sent to exactly the right place. And we also have that thing that we talk a lot about "sent". The "sent" is continued from the ad through to the landing page. They get exactly what they're expecting to see.

If they've clicked on that product of that Yoda Lego set and the price that's been shown in the ad they're landing on a page that shows that exact product at that exact price. And that's one of the reasons that we have to use this Merchant Center in between. It's where Google checks that the data in the ad is the data that's shown on your website which is what users want and that helps your conversion rates and makes these ads profitable for you.

New Formats...



The screenshot shows a Google search for "bamboo pillow case". The search results include several product ads from brands like etitude, Ecosa, and Kogan.com. Each ad features a product image, a title, a price, and a star rating. Below the ads, there is a "People also ask" section with four questions related to bamboo pillowcases. A circular inset image in the top right corner shows a man in a red shirt speaking into a microphone.

And as you can see, Google is always testing new formats. So this is what I saw the other day with these ads now all the way across the top. They're also showing these shopping ads in multiple places. It's not just on Google's search results page, they're showing these product ads, and that's probably beyond the scope of this particular course, but once you've got all of this done and you're starting to make money from this then you can go super-advanced and start to show your shopping ads across other Google properties on YouTube and show your product ads underneath your videos on YouTube or starting to push shopping ads out across the display network or onto search partner sites.

Google loves this format because users love this format which means you as an advertiser are going to love this format. It is generally more profitable than text ads or certainly cold display or video ads. It's one of the most profitable ad types in your arsenal as a Google ads advertiser. So I would highly, highly recommend if you sell physical products to give these a go. So we're going to walk through all of the different things that you need to do to get set up and running using these ads. Let's get into it.

3 Critical Components



Products



Data



Ads

There are three critical components and I'm going to go into a lot of detail for these three but just to set the scene: you have a store. And for the purposes of this course, I'm going to assume that you already have a store up and running. This is not a course about how to set up a Shopify store. I'm going to assume that you've figured out what you're selling and that bit is done. And again, we've got this Google Merchant Centerpiece. This is critical, you must get this right. If this isn't right, Google won't allow you to show ads in the third piece which is the Google ads account itself. So this is what we actually use to run the ads but the data comes from Google Merchant Center, not directly from Shopify.

So products, data, and ads, that's what you're going to think about these three areas. We've got a whole bunch of products. We need to convince Google that our data around the products is accurate and then we'll be able to run ads so that people can click on those and come and buy products from our store.

Store & Products



Database (feed) of all products

And all their 'attributes'

Where transaction happens (for now)

So just to go one level deeper, the store and the products, what we're talking about here is the database, the feed of all of your products. So think of this as a giant spreadsheet if you like and each row contains all of the data or the attributes about each product. And we're going to go deep into that in a minute so don't worry about that if that doesn't make sense just yet.

And for now, at least, your store is where the transaction happens. So someone is clicking on a Google ad coming through onto your Shopify store or Woocommerce or Magento or whatever it might be, that's where they're making the purchase. Now that is probably going to change over the next few years. People will be buying directly, staying on Google and doing all of their shopping on Google or buying through Facebook Messenger or Facebook itself and actually buying from within the ad platforms and never even making it to your store. Some retailers now don't even have a store. They are already testing out selling on these other platforms. And of course, there's Amazon. You're probably going to be selling there as well. But for now, we're going to assume that a lot of the sales, probably the majority of sales, are happening on your store. So that's the store and your products.

Merchant Centre (Data)



Where Google 'checks' your product data

Add 'rules' to change that data

Add Promotion details

Various Growth Tools

Benchmark Data (growing)

Then we take that product data and we pass it through to Merchant Center. And here Google wants to check that the data that you're sending in is accurate and so it's going to compare the data from the feed that you give it, the database of all of your products. It's going to go look at your website and make sure that what's in the feed matches what the user is going to see over on your website.

We can also use rules here in Merchant Center to change that data, to enrich and enhance our product feed. We'll get into that in a little bit more detail later on. Merchant Center is also where we can use some of these more advanced options like adding a promotion. So, adding maybe it's free shipping or 20% off site-wide sale across the weekend, by setting this up in the right way Google is going to promote that in the ad. It's going to change how the ad looks to your prospect, make it stand out more, and get you more sales. And then there's a bunch of other growth tools that we'll touch on when we get to the Merchant Center section.

There's also a growing amount of benchmark data so it's telling you what products and what brands are popular. And as you'll see when we get to this section, that's very, very customizable. You can sort and filter that data and there is a gold mine of intelligence in there which I see very, very few merchants making use of. But Google knows what people are buying. It knows which ads people are clicking on and it's willing to give you that data and not just for the products that you sell. It's going to tell you about a whole bunch of other products in your space and actually, it tells you

about all of the other industries as well. So it's a great place to go looking for ideas of other things that you might want to sell. There's amazing data in there that we'll get into.

Google Ads



Shopping Ads (Youtube, Discovery, Gmail)

Campaign Creation & Structure

Targeting

Bidding

And then the third piece again, the Google ads account itself and that's where we're going to go set up our shopping ads campaign or campaigns. Again, we're going to start with just shopping but you could then set up multiple different campaign types and combine these with shopping. So you can show shopping ads on YouTube, on Google's new Discovery app, on Gmail. And that's only going to expand and grow. Because again, Google make lots of money from these ads so they want to show them more and more.

When we get to this section we'll talk about campaign creation and structure. What should your campaign structure be? How many campaigns should you have? Should you use Google's defaults? Spoiler alert, probably not. But we'll also talk about targeting, the different ways that you can enhance your targeting and not use this out of the box. And also obviously bidding because get your bids too low, Google's not going to show your ads at all. Get your bids too high, Google's going to show your ads all day but it won't be profitable. And so our job, like Goldilocks, is to go and find the bit that's just right somewhere in the middle where we're showing our ads a lot but we're doing so profitably. That's what I want for you is not to run

ads. "Yay we're running ads. Oh shit, we're losing a ton of money." No, we want to run ads profitably and make this work for you. Let's dive in.