

## Train current parents so you don't waste money

Understanding what determines your advertising cost

***“Google Adwords is... one of the most effective methods of paid online advertising available.”***

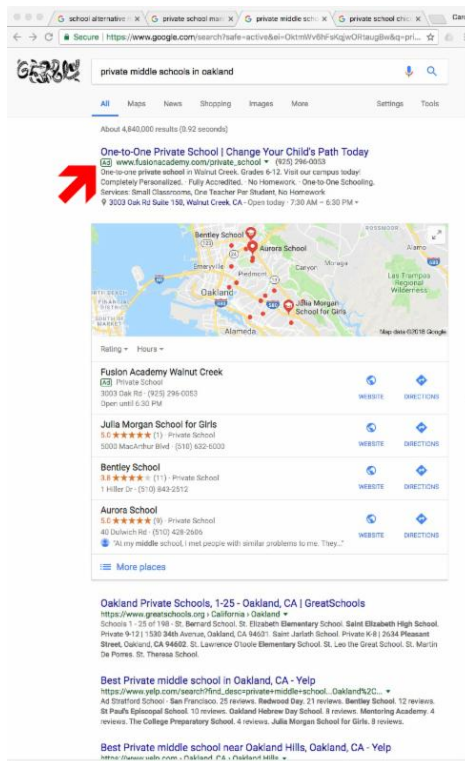
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Before you create and run an Adwords campaign you need to train current parents so they aren't driving up your costs. And in case some of you don't have a clear idea of what Google Adwords is, it will help to know that first.

### What exactly is Google Adwords?

Adwords is an advertising platform offered by Google which allows you to advertise your school in the search results page when users search for specific terms which Google calls "keywords."

Although there are a variety of ways to advertise through Adwords, we will focus first on Search Network only campaigns. Here's what these ads look like:



Here's what to notice:

- The advertisement looks like a standard search result (Google calls unpaid search results "organic") except that it begins with the Ad icon at the start of the line, as shown by the red arrow.
- These ads are listed at the top of the search results. Note how this ad is listed at the top of the page, then the maps results, then the organic search results.
- In this type of ad you get to choose the descriptions in lines below the Ad icon, within a limited number of characters.

### **How much does an ad cost?**

Part of the appeal of Google Adwords is that you pay only when a searcher clicks on your ad. This is called Pay Per Click (PPC). This has clear implications for training your parents.

### **What should current parents be told?**

Please tell your parents you are planning to start advertising in Google's search results. If they are using a search rather than typing your school's exact web address, they need to:

- **not** click on the listing that starts with the Ad icon,
- but instead click on the school's listing further down in the list.

Start telling them now in your weekly school newsletter and continue reminding them for at least a few weeks—using different headlines and text to catch them multiple times and ways.

### **Delegating:**

Telling parents can be delegated to whoever edits your weekly newsletter.

**Binder tab:** December

**School size:** All

### **Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?