

Set important Adwords refinements

Using more detailed setting than are available in the initial set-up

“Call extensions are the easiest way to add phone numbers to existing ads. If you attempt to include a phone number elsewhere in your ad text, it may lead to the disapproval of the ad...”

Google
Adwords Help

Set Adwords refinements including a stop date

The initial ad set-up is designed by Google to get new users up and going quickly. But there are some key features you can now access to maximize your ad and keep you from spending money when you don't intend to.

Log in to Adwords

- Go to adwords.google.com
- This time click on the "sign in" button in the top right corner of the page (see image below)
- Use the email address and password for your Adwords account to sign in.
- You should see a page with "All campaigns" on the left side of a dark gray bar that extends across to the top. In the left column will be a series of menu items: Overview, Opportunities, Campaigns, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Settings, Locations, Ad schedule, Devices, Advanced bid adj., Change history, Drafts & experiments

Ad schedule

To set an end date for your campaign:

- Click "Settings" in the left column
- You will see two rows of text in columns. Your campaign name will be in blue under the column header "Campaign."
- Click your campaign name link (the blue text)
- The type of settings for your campaign are listed on the left.
- Click on "Start and end dates"
- That row will expand. Your start date will be displayed and underneath end date options.
- Click in the radio button to set a date and choose Feb. 28 in the pop-up calendar
- Click "Save" in the bottom right corner of the dialog box.

I am recommending that you run ads during January and February, since those are the most common times for people to be looking at school options. This may be different

for your community. For example, in Napa schools have enrollment events in November. Find out when schools in your area are holding their events and plan to hold your events and do your advertising in that window.

This is also a good way to promote specific events such as your open house (or Education Expo), school success seminar in the fall, etc. Plan to run promotion ads for no more than two to three weeks in advance of the event.

Call extensions

Adding a call extension will allow your phone number to display on your ad. And if someone sees your add on a mobile device (i.e. cell phone), your number is clickable so it can be dialed directly. Someone clicking on your number will be charged, just like someone clicking on the link to see your website.

- Click "Ads & extensions" (in the left column)
- Just under the dark gray band will be three options "Ads," "Extensions" and "Automated extensions."
- Click Extentions
- Click the blue plus sign, in the center of the page with the text "Create ad extension"
- In the drop down options, click "Call extension"
- Type in your school's phone number
- Under "Device preference" click the box for "Mobile"
- Just below that click "Advanced options"
- Leave the start date and end dates as "none" here, since your ads start date and end date will take preference here.
- Under "Days and hours" click the small down arrow to the right of "All days" and select "Mondays - Fridays"
- **Change the times just to the right of that to times that you or a staff member or a volunteer will be available to answer the phone.** This is uber important since you don't want to pay people to auto-dial your number when you can't answer it. And the link for your website will still be active so people can go there.
- Note: if your school gets out early on Fridays you will need to choose each weekday separately. After choosing Monday and it's times, click the blue "Add schedule" for adding each day of the week.
- Click "Save"
- Note: Under "Status" it will list as "Under review." This is because they first confirm the phone number belongs to your school.

Delegating:

This can be delegated to anyone you trust with access to the Adwords account.

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?