How To Make Your Campaigns With Google Ads More Engaging

Key take-aways

Anyone can create an ad, but to engage your audience, you need to learn to put yourself in their shoes. Your potential customers are looking for a clear, concise, and compelling message that will entice them to click through to your site. Learn how to create meaningful, engaging ads for your audience by refining your copy and creatives.

1. **What is ad copy?**
2. **What are ad creatives?**
3. **Why are ad copy and creatives important for your business?**
4. **How can I create compelling ad copy and creatives?**
5. **How do ad copy and creatives fit into my wider business strategy?**

1. What is ad copy?

Ad copy refers to the text that appears on an ad. A text ad is what users will see at the top of the page when they use the Search Network. A search ad consists of two 30-character headlines and an 80-character description. This is your ad copy. You can also use ad extensions to include extra information like phone numbers, location data, and even a link to an app download.

A bakery in Liverpool might use their search ad copy to mention their bespoke birthday cakes. This would distinguish them from competing ads on the page by letting potential customers know that this particular bakery can meet the specific needs of those looking for a custom design.

2. What are ad creatives?

An ad creative is your text ad plus an extra visual element. They can come in many different formats. A responsive ad on the display network, for example, will appear as an image, a long headline of 90 characters or a short headline of 25 characters, and a 90-character description. A creative might include images, video, or even responsive elements like a countdown clock.

Because ad creatives are usually responsive, they change shape and size based on whether the user is using their mobile or a web browser. Google allows you to upload multiple assets in order to maximise your reach across different platforms.

For example, a clothing store in Hackney might upload a large landscape picture of a collection of products for an internet browser, but include a smaller picture of just a shirt for when users are browsing on mobile.

3. Why are ad copy and creatives important for your business?

Growth

Ad copy and creatives are important because they offer a chance for your business to attract new prospects. The more engaging you can make your ad copy and creatives, the better your chance of maximising conversions. If your ad copy and creatives are more engaging than those of your competitors, you have a chance to divert their potential customers to your website instead.

Likewise, if you fail to turn potential customers into conversions, then you have lost business to your competitors. Your ads need to actively reach out to prospects and convince them that have the products and services they need. If they don't, your potential customers will simply click on another, more appealing ad.

Engagement

Putting in the extra effort with your ad copy and creatives will help you stand out from the competition. Imagine you are a potential customer, and you have a choice between two different ads. One company's ad is just a string of keywords that tells you to 'call now'. The other ad describes their company as 'the best in the area' and suggests that you 'get in touch with an advisor'. It's obvious that the latter ad has more personality, and should therefore attract more users than the first.

Return on investment

If your ad copy is not clear about what you have to offer, you'll end up paying for empty clicks that don't lead to conversions. If you're spending part of your budget on Google Ads, you want to make sure that every single penny you spend attracts users who have a genuine interest in your business. If you optimise your ads to target the right potential customers, you have the chance to gain a greater return on investment.

Ad Rank and Quality Score

Your ad copy and creatives contribute to your Ad Rank and Quality Score. Ad Rank is your position on the search page, and so determines how quickly potential customers will find you. Your Quality Score is determined by the relevance of your ad to the user. A high Quality Score can lead to lower prices and better ad positions.

Quality ad copy and creatives can tip the balance of your Ad Rank and Quality Score for the better, leading to increased engagement and a better chance of attracting potential customers. Conversely, poor quality ads lead to worse chances of creating conversions, and can cause your ads to lose out at auction.

4. How to Create Compelling ad copy and creatives

You have a limited number of characters to use while writing ad copy, so you need to make every word count. The text in your ad has two basic components:

Headlines

Headlines are where you first grab the reader's attention. Use value propositions, hooks, and calls to action to demonstrate the relevance of your product or service, draw the audience in, and inspire action:

- **Value propositions:** a promise of value to be delivered. For example: "the best hair stylist in Swindon"
- **Hooks:** a phrase that makes the user want to know more, such as "create your own birthday card for £5"
- **Calls to action (CTA)**: a phrase that indicates an action you want the reader to complete. For example: "get in touch today"

The best headlines are clear and direct. Include your chosen keywords, because they immediately indicate that your site is relevant to the user's search. Remember, headlines are the most important part of your ad, and so you should focus your testing on the ad copy. Google Ads allows you to automate the copy testing process so you can see which ads in a group have the most effective headlines.

Don't fall into the trap of making your description a longer version of your headline. It's crucial that your headline and description remain distinct so that you're getting all the information your potential customers need across without repeating yourself.

Description

After you've drawn the reader in with your headline, your description should seal the deal and encourage them to click through to your website. The primary role of the description is to educate and inform. Avoid generic language and instead try to tie your description in with your keywords.

For example, instead of using a generic call to action like 'call us today' try something more specific to your business. A furniture store might include a call to action like 'discover our modern dining range' or 'speak to one of our expert carpenters'. Avoid using exclamation points and all caps, as these can be off-putting for potential customers and they also look unprofessional.

You should consider trying out different kinds of ads to create the most compelling copy and creatives possible. For example, [countdown ads have been used to create a sense of urgency and increase conversions by up to 7.8%](#).

When it comes to ad creatives, the most important thing is to keep them relevant to your business. Whenever possible, get photographs of your own services and products. Any images you use should be clear and professional. You don't have to invest heavily in professional photography, but even if you take your own photographs on a smartphone you should ensure that they are sharp and clear and that the lighting is good. If you're taking a photograph of a product make sure that the background is neutral and uncluttered so that the subject stands out.

5. How do ad copy and creatives fit into my wider digital strategy?

The same ad copy and creatives you use on Google Ads can be deployed across social media accounts and other digital outlets to create a cohesive image for your brand. In this way, you make your branding instantly recognisable. Likewise, once you've optimised your images and ad copy you can implement them in ads all across the web.

When a potential customer clicks through to the linked page of your website - the landing page - you need to make sure that the information they see there is consistent with what they read on the ad, otherwise they will decide to look elsewhere. Make sure your landing page matches with what you advertised. For example, if a potential customer clicks your ad because they're interested in women's shirts, they're going to lose interest if they're immediately linked to a page about men's shoes.

Conclusion

Always remember to think like your ideal customer when generating ad copy and creatives. As a general rule, if your ad doesn't look interesting to you, it won't look interesting to your prospects. Remember to keep things accurate and informative, and you'll be attracting potential customers in no time.

CUSTOM FIELDS:

PLEASE NOTE: Writers are required to fill all of these out for every article.

Alternate Title

How to create engaging ad copy and creatives

How to make your ad copy and creatives stand out

Best Practices: Ad copy and creatives

Meta Description

Maximise your ad's power by learning how to create compelling ad copy and creatives.

Pull Quote

ad copy and creatives are important because they are your chance to attract your customer and get ahead of your competition. The more engaging you can make your ad copy and creatives, the more conversions you'll get.

Jargon Buster x 3

What are dynamic search ads?
When someone searches on Google with terms closely related to the titles and frequently used phrases on your website, AdWords will use these titles and phrases to select a landing page and generate a clear, relevant headline for your ad.

What is a conversion action?
A conversion action is a specific action that you've defined as valuable to your business, such as an online purchase or phone call. Tracking conversion actions lets you see how your ads lead to those valuable actions.

What is the display network?
A group of more than 2 million websites, videos, and apps where your ads can appear.

With the Display Network, you can use targeting to show your ads in particular **contexts** (like "outdoor lifestyles" or "cnn.com"), to particular **audiences** (like "young moms" or "people shopping for a new sedan"), in particular **locations**, and more.

Other Resources x 3

How To Increase Brand Awareness Online

https://ads.google.com/intl/en_uk/home/resources/basics-online-marketing/increase-brand-awareness-online.html

What are retargeting ads? A guide to customer retargeting

https://ads.google.com/intl/en_uk/home/resources/basics-online-marketing/retargeting-ads.html

Understand the intent of your audience to place better ads online

https://ads.google.com/intl/en_uk/home/resources/basics-online-marketing/better-place-ads-online.html