

How to Prepare Your Google Ads Campaigns for Black Friday

Targeting, Budgeting, and Keyword Selection

- Add long-tail keywords applicable to specific promotions (e.g., “50% off jeans,” “on sale jeans,” “cyber monday jeans sale”)
- Consider re-allocating December spend to your Black Friday campaigns, given falling December retail sales
- Think about terms that don’t match your promotion and/or product and add them as negatives
- Utilize historical data, and expect strong demand when setting your budget
- Go heavy on brand awareness campaigns in the weeks leading up to Black Friday to increase your qualified prospect pool for remarketing
- Utilize Google Trends to find high-volume terms relevant to your niche
- Use a customer list to remarket to previous customers across networks

Ad Creation and Structure

- Make sure you’re using location extensions leading up to Black Friday to boost local brick-and-mortar visits
- Emphasize urgency with time-sensitive promotions in your ad copy
- Point out unique offers like free shipping, guaranteed delivery dates, and coupon codes
- Pair sitelink extensions with seasonal landing pages to highlight various products/sections of your website
- Let prospects know when your sale is ending by using a countdown timer in your ad text
- Include holiday-inspired terms—“bargain,” “gift,” “Christmas”—to increase ad relevance and qualify traffic

Time and Bid Adjustments

- Take into account the fact that consumers will be shopping during the weekend and in the evening if you are dayparting (scheduling ads to deliver on certain days and at certain times)
- Increase bids to match peak shopping hours on peak shopping days

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- Make device bid adjustments to account for the amount of sales taking place on mobile during Black Friday (36% last year)

Getting the Most out of Shopping

- Utilize Shopping ads to display the unique pricing/visual details of your product and accrue more qualified traffic
- Use Smart Shopping to automate bidding, placements, and ad creation, and drive 20% more conversion value at a similar cost
- Lower your ROAS (return-on-ad-spend) target to bid more aggressively if you use Target ROAS Bidding.
- Prioritize your top-performing products
- Capture local business with local inventory ads

Campaign and Bid Types

- Leverage Smart Bidding, which factors into seasonal demand
- Use TrueView for Shopping to pair your Shopping listings with immersive video ads and earn more qualified clicks
- Start a Gmail campaign using in-market audiences to reach people that are ready to convert
- Leverage the search network to capture prospects with high buying intent
- Leverage the display network to re-engage past web visitors

Preparing for the Unexpected

- Keep on-call contacts close at hand for issues related to shipping, item disapprovals, and website performance
- Monitor campaign performance closely to hedge against volume-induced overspending
- Double check product inventory to prepare for the influx
- Beef up customer service and/or live chat to hedge against customer service issues related to volume
- Set up a backup payment method to ensure your ads won't suddenly stop delivering