



Budget friendly campaigns

that actually work



Google and Facebook Ads are two of the most popular online advertising platforms, and for good reason.

They offer a wide range of targeting options and can be very effective at driving traffic to your website and generating leads and sales. **However, they can also be expensive, especially if you're on a tight budget.**

That's why we've
come up with a
Plaibook so you know
exactly what to do

General tips:

1. Set a daily budget and stick to it.

Both Google and Facebook allow you to set a daily budget for your campaigns. This is a great way to control your spending and ensure that you don't overspend.

💡 It's better to start with a smaller budget and focus on creating high-quality ads and targeting the right audience than to spend a lot of money on poorly targeted ads.

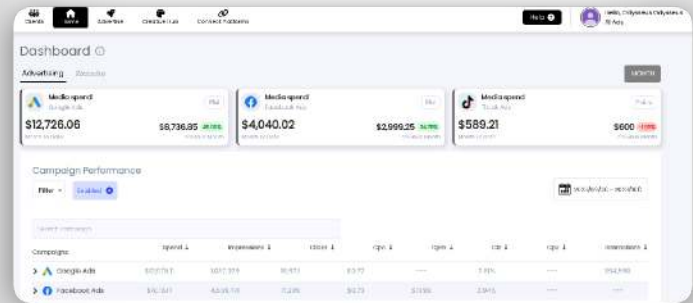
2. Target your ads carefully

Google and Facebook offer a variety of targeting options that allow you to show your ads to the right people. You can target your ads based on demographics, interests, behaviors, and even location.

The more specific you are with your targeting, the more likely you are to reach people who are interested in what you have to offer. This can help you save money by reducing the number of clicks you have to pay for.

3. Use ad extensions.


Ad extensions are additional information that you can add to your ads, such as your phone number, address, or website links. Ad extensions can make your ads more informative and engaging, and they can also help you save money by increasing your click-through rate (CTR).





Google Ads:

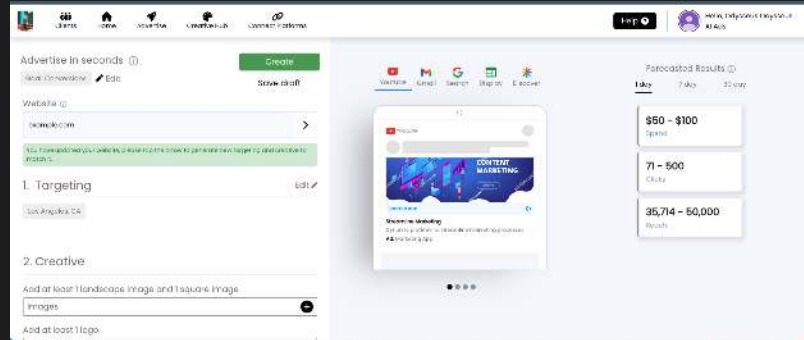
The best type of Google Ads for starting on a budget is **search ads**. Search ads are triggered when people search for keywords that are relevant to your business. For example, if you sell shoes, your search ads might show up when people search for "shoes online" or "best running shoes."

A man and a woman are standing in front of a whiteboard. The man, on the right, is wearing a grey polo shirt and a black watch. The woman, on the left, has long brown hair. The whiteboard behind them shows a hand-drawn wireframe of a website homepage. The wireframe includes a header area with the word 'Homepage' written above it, a navigation menu, a main content area with a grid of boxes, and a sidebar. The text 'Search ads are a good option for starting on a budget because they are highly targeted. You only pay when people click on your ads, and you can set a daily budget to control your spending.' is overlaid on the image in a dark grey box with white text.

Search ads are a good option for starting on a budget because they are highly targeted. You only pay when people click on your ads, and you can set a daily budget to control your spending.

Another good type of Google Ad for starting on a budget is **display ads**. Display ads are shown on websites that are part of the Google Display Network. Display ads can be used to reach a wider audience than search ads, but they are not as targeted.

Display ads can be a good option for starting on a budget if you want to increase brand awareness or generate leads.



Additional tips for choosing the right type of Google Ads for your budget:

- Start with a small budget and gradually increase it as you see results.
- Target your ads carefully to reach the right people.
- Use ad extensions to make your ads more informative and engaging.
- Track your results and make adjustments to your campaigns as needed.



The screenshot shows the Google Ads interface with a navigation bar at the top containing 'Clients', 'Home', 'Advertise', 'Creative Hub', and 'Connect Platforms'. A 'Help' button and a user profile 'Hello, Odysseus Odysseus AI Ads' are also visible. Below the navigation bar, there is a 'MORE INSIGHTS (All Time)' section with a 'Download Leads' button. A table displays campaign performance data for 'Client Powered-Ad ta...'.

Campaigns	Spend ↓	Clicks ↓	Cpc ↓	Ctr ↓	Reach ↓	Cost per conversion ↓	Conversions ↓
Client Powered-Ad ta...	\$97.79	190	\$0.51	8.24%	2307	\$0.00	0.00

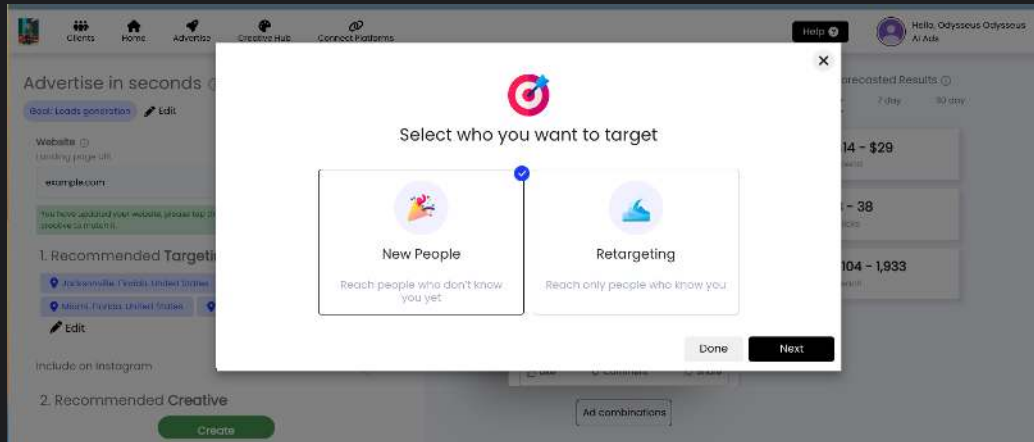


2. Facebook Ads

The best type of Facebook Ads for starting on a budget is **lead ads**. Lead ads are designed to collect contact information from potential customers. They are a good option for starting on a budget because they are relatively inexpensive and can be very effective at generating leads.

Target your ads carefully to reach the right people.

Facebook offers a variety of targeting options that allow you to show your ads to people based on their demographics, interests, behaviors, and even location.





Other things to take into account

- **Lead ads with a compelling offer:**

Lead ads are most effective when they offer something of value to potential customers, such as a free e-book, whitepaper, or consultation.

- **Post engagement ads with relevant content:**

Post engagement ads should promote high-quality content that is relevant to your target audience.

- **Lookalike audiences:**

Lookalike audiences allow you to target people who are similar to your existing customers. This is a good way to reach people who are likely to be interested in what you have to offer.

So to summarize,
the best way
to start:

Google search next to Facebook to capture leads.



