



GUIDE

The 20-Minute Work Week

Making the Most of Your Paid Search &
Paid Social Accounts in Minimal Time



WordStream

Introduction

If you look at the paid search and paid social campaigns managed by small and medium-sized businesses, most of them are in a state of disrepair, if not outright disaster. We've reviewed thousands of accounts with our free [AdWords Performance Grader](#) and [Facebook Ads Performance Grader](#), and found some interesting statistics in the process. For example:

- Over half of AdWords advertisers haven't checked their account in the past month
- Another 25% of advertisers haven't logged in once in over 90 days
- Only 42% of marketers feel that their Facebook marketing is successful

We have discovered there is a strong correlation between online advertising account activity and overall performance – advertisers who regularly work in their accounts almost always see better results and feel more confident in those results.

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But don't panic! We know that marketers and business owners at smaller companies are short on time and often juggling multiple roles – you usually don't have the luxury of hiring a full-time paid programs manager. The reality is, you don't have to spend days or even hours per week working on PPC to make a difference. You can make a real impact on your AdWords, Bing, and Facebook performance in just minutes per week. Really.

The rest of this guide will outline a proven, consistent workflow that you can follow every week to keep your account in fighting shape. The whole process can be completed in under half an hour per week. Let's get started.

The 20-Minute Work Week: Your Most Impactful Weekly Workflow

If you can spare just minutes per week to optimize your AdWords, Bing, and Facebook accounts, you can start to see results. We've outlined a workflow to guide you toward the tasks that will make the most impact on your bottom line.

Here is your 20-minute work week checklist:

Paid Search	Paid Social
Manage your bids & budget	Keep your ads fresh
Do some keyword research	Target the right audience
Optimize your ad text	Get more leads!
Pause poorly performing ads & keywords	Manage ad placements

Let's start with paid search ...

Bids and Budget Management

The first section of your weekly routine should be focused on bid management. The key is to base bid changes on keyword performance. At a basic level, you'll want to:

- Raise bids on keywords that are performing well (converting at a profitable rate)
- Lower bids on keywords that are depleting your budget without delivering ROI

Remember, there's no reason to limit budget on keywords that are driving profitable leads. Additionally, this isn't a one-time task – you'll need to optimize bids on a regular basis because keyword performance can improve or degrade over time due to factors outside your control. However, bid optimization isn't a task you need to complete every day. You'll need longer timeframes to gather enough data to [make informed bidding decisions](#).

Tips for Making the Most of Bid Management

- **Don't bid more than you can afford!** Often, the top position isn't the most profitable. It is better to accrue more clicks in the second or third spot than to stop serving ads midday due to a lack of budget.

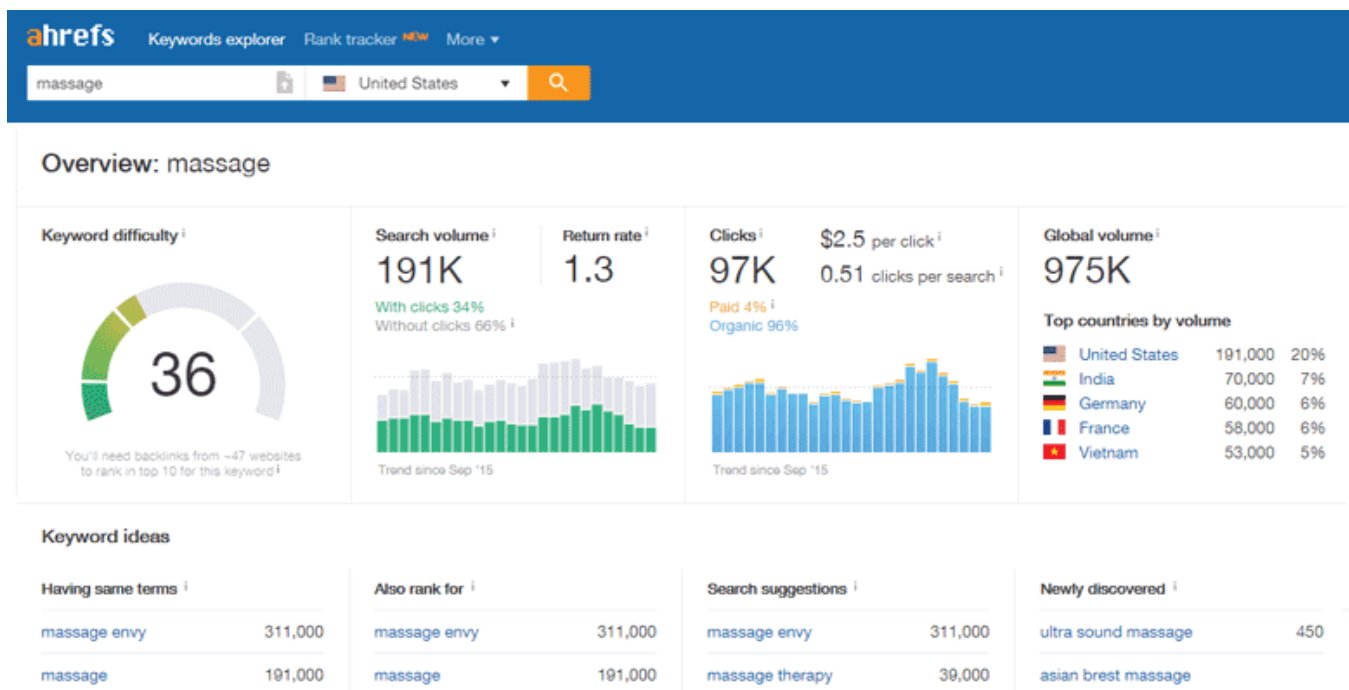
- **Look for performance trends** based on Day of the Week, Time of Day, Location, and Average Position. Bid more during your best performing times and zones.
- **If you do use bid automation, know when to intervene and correct things manually.** For example, if you advertise for a product that is temporarily out of stock and the keyword then performs badly, an automated bid management tool could bid it down. If the bids get too low, there is little or no new performance data and the keyword can't redeem itself. An automated system is stuck here. If you want to give the keyword another chance, you have to raise the bid manually.

Keyword Research

Keyword research is an important part of your PPC workflow – the quality of your keyword research can make or break your campaigns. After all, if you're not bidding on the right terms, your ads won't reach the right audience.

This portion of your week should be devoted to:

- **Adding promising new keyword opportunities** to your account – keyword expansion is key to increasing your reach.
- **Identifying and adding negative keywords** – these are terms that aren't relevant to your business and will eat into your budget without delivering quality leads.



- **Experimenting with different keyword match types**, such as phrase and exact match, which are more restrictive than broad match.

Ideally, you'll develop a keyword universe that is both deep and broad, while still being highly targeted to the type of website visitor you want to attract.

Tips for Better Keyword Research

- **AdWords' Keyword Planner has some cool features.** You can break down traffic patterns by device, location, and time period. Explore these features to make sure you're choosing the right keyword for the right campaigns.
- **Don't limit yourself to the native AdWords tools, though.** Other keyword tools and creative keyword sources can give you more long-tail keyword ideas. We offer a [free keyword tool](#), and tools like SEMRush, Moz, ahrefs, and keywordtool.io – all are worth checking out too.
- **High-volume, low-competition keywords are the sweet spot you should be looking for** – keywords that will drive substantial traffic without costing you a fortune.
- **Remember that you can apply multi-level negative keywords.** Chances are, you will identify some negative keywords that are a good fit across multiple ad groups or campaigns.
- **Don't go overboard with negative keywords, though!** Negatives are an important aspect of any PPC campaign, but an improperly used negative can hurt your account and kill your impression volume. As you set each negative keyword, be sure that it is highly unlikely that someone using that search query would convert on your site.

Ad Text Optimization

Well-written text ads get more clicks and help qualify your leads, so you only pay for valuable traffic. The best way to determine what messaging works with your audience is to test continuously. For starters, make sure that your ads include the keyword you're bidding on, as well as a benefit statement and strong call to action (tell the searcher why they should click your ad). Then test variations of your headline, word choice, and tone. Rotate your ads and the best of the best will rise to the top.

Ensure you have a regular schedule for split testing your ads, and regularly check the results to determine what is working and what is not. Doing this regularly will net you higher click-through rates (CTR) over time – that means you'll drive more leads at a lower cost per click.

You can also use this time to try out new ad extensions, which can further boost your CTR. Extensions allow you to expand your ad with more information and links, giving searchers more opportunities to find what they're looking for on your site.

Tips for Optimizing Your Text Ads

- **People respond to emotional ads.** Try to get inside your potential customer's head: Why would they be looking for what you offer? Stand out from the other ads by speaking to your prospect's fears and desires.
- **Capitalize on Expanded Text Ads.** [Since the introduction of ETAs](#), we've seen a substantial increase in engagement across campaigns that have retired old standard text ads. Ensure your account is completely updated and following [best practices for the expanded format](#).
- **Utilize ad extensions.** Ad extensions increase your CTR and give people more opportunities to engage with your ads. Try extensions like sitelinks, location extensions, and call extensions – and remember you can use multiple different extensions in each ad.

Pause Poorly Performing Ads and Keywords

Look for keyword or ad outliers with below average ROI and/or clicks – these are the terms and posts that are costing you money and hurting your results. By placing them on pause, you can stop the damage. Then, as time permits, you can work on optimizing those keywords and ads or simply dumping them from your account, if they turn out to be irrelevant to your business.

Tips for Investigating Paused Keyword Performance

If a keyword or ad is driving clicks but no conversions, consider pausing and then making one or more of the following adjustments:

- **Different Date Ranges** – Even if the term has not performed well in the last 7- or 30-day window, it might have done well previously. If this is the case: what changed (bids, ad text, landing pages, something in your market/niche)?
- **Landing Page Effectiveness** – How effective is the associated landing page overall? What you want to confirm is that the landing page this keyword drives to performs well when paired with other keywords.
- **Ad Text Efficacy** – The same holds for ad copy – does the associated ad copy convert well from a CPA standpoint overall? This may well be a reason for a recent drop in effectiveness – maybe the ad copy you initially wrote has become stale and a new test would jolt your ad performance.

- **Assists** – Google’s multi-channel funnel reports allow you to drill down to see not only last click attribution but also whether a term is driving a lot of conversions by acting as an earlier touch in the conversion process, so you can avoid cutting off a term that is helping to drive conversions that are being attributed to other keywords or channels.

Now onto Facebook...

Your Facebook ad performance is dependent on criteria including ad relevance and freshness, audience definition, and ad placements. Let’s take a look at the key steps you should take each week to optimize your Facebook campaigns and keep them profitable.

Refresh Ad Copy & Creative

Facebook is a firm believer in diminishing returns.

Audiences *will* get tired of your creative, so refreshing your ads frequently is key. Analyze your ads to see how much engagement they have received; from there, begin rotating different ads into the same Ad Set. When you see a trend, make a note and use it to influence your next batch of killer ad creative – or if an ad is getting stale, be sure to cut it quick.

Tip to Refresh Ads

- Try changing the background of your image ads – one small change could go a long way!
- Rotate your ads indefinitely with an ad schedule
- Keep [combating that ad fatigue!](#)

Try a seasonal adjustment for the same offer!



Audience Targeting

Targeting the right audiences on Facebook and Instagram is crucial to your organization's overall success in generating the right leads, and not wasting money by advertising to the wrong people! There are several types of **custom** audiences you can target:

- Customer File - Match email addresses, phone numbers, and Facebook user IDs to existing Facebook accounts and target those accounts.
- Website Traffic - Target people who have visited your website, or visited specific pages of your website.
- App Activity - Target people who have launched or interacted with your app or game.
- Offline Activity - Target people who have interacted with your business in-store, by phone, or through other offline channels.
- Engagement - Create a list of people who engage with your content on Facebook or Instagram.

Tip for Easy Audience Targeting

- **Upload a customer list** to remarket to people who have already interacted with your business. This also makes a great source audience to target similar people (AKA **lookalike audiences**) to drive new leads!

Get More Leads!

Facebook lead ads are a mobile-only solution, and they were created so advertisers could forgo sending prospects to cumbersome mobile landing pages. Lead forms are great for accruing names and job titles, phone numbers, addresses, demographics—pretty much any information that can be used to market or remarket your products. And because your lead form opens right within the Facebook app, your prospects don't need to head to your website to provide that information.

Tips to Get More Leads

- Facebook Lead ads are cheap, effective, and the contact information you collect can be used to create custom and lookalike remarketing audiences.
- Check out our full guide to see [how to create Facebook Lead Ads that convert](#).

Manage Ad Placements

Not all ad placements on social networks are worth your time or money. Make sure you dig into your analytics to see what ads are performing best on which networks (for example Facebook newsfeed vs. Instagram) to figure out which placements are worth your spend.

While the beginner Facebook advertiser may opt for automatic ad placements, choosing to edit where you place your ads can have a big impact on the success of your campaign. You can run ads in four different places within Facebook:

- Facebook's mobile and desktop newsfeeds
- Instagram
- The Audience Network
- Messenger

And within those placements, you have three different options for device types on which your ads will run:

- Mobile only
- Desktop only
- All devices

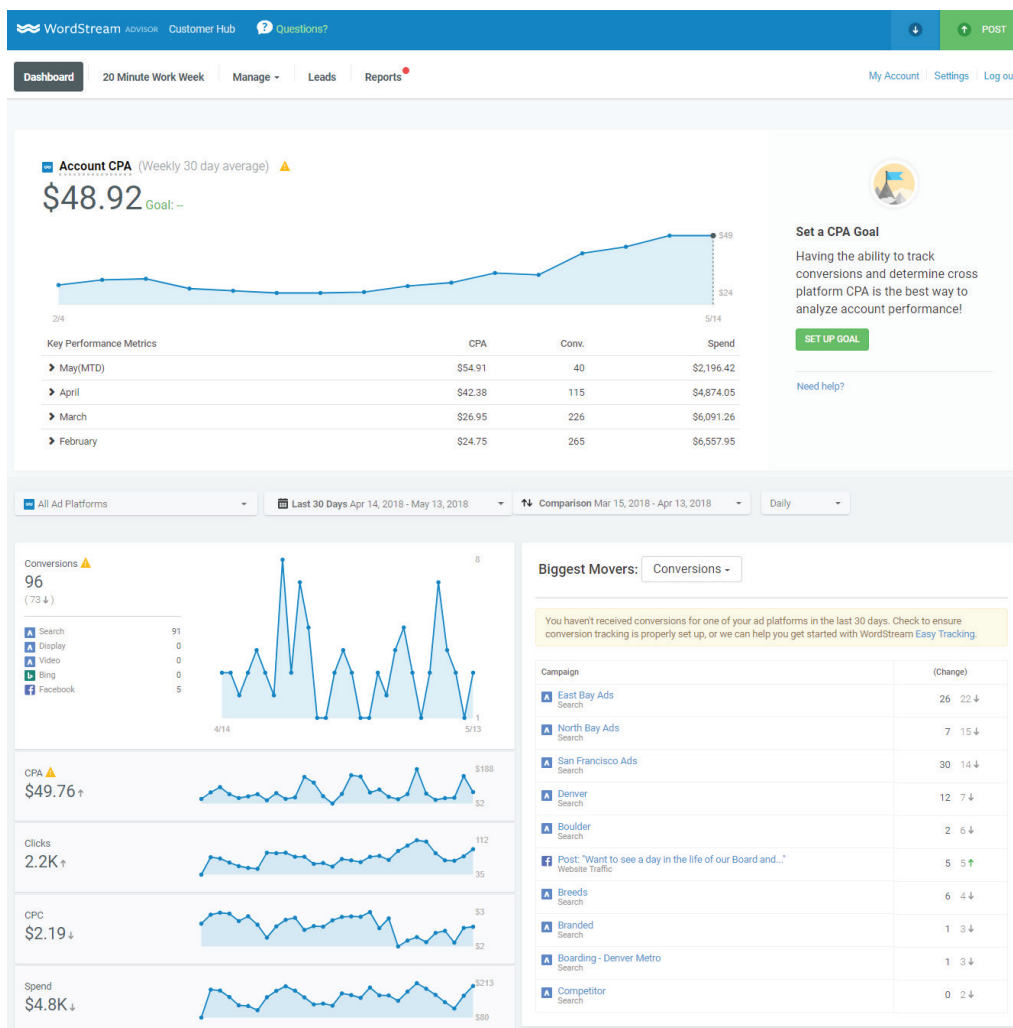
Depending on which devices you choose, certain ad placements may not be at your disposal. In addition, certain placements work best when utilized in conjunction with specific campaigns—traffic campaigns, engagement campaigns, etc.

Understanding Placements

- For an in-depth exploration of how best to utilize Facebook ad placements, check out [The Ultimate Guide to Facebook Ad Placement Optimization](#).

Last step: Reporting!

You're almost there! The last thing you need to accomplish before you can move on to the rest of your job is reporting. This is actually the fun part – if you've been following the 20-Minute Work Week, your results are improving, and you can brag to your boss or your client. Show off your progress, and set goals for next month.



The above steps can be completed in minutes per week – but the reality is, it’s hard to get this all done in the AdWords, Bing, or Facebook interface alone. You’ll find this workflow much faster and easier to follow if you incorporate some outside tools. You might need to leverage third-party tools and software such as:

- Keyword research tools
- Bid management tools
- Conversion rate optimization tools
- Analytics software

Dedicated software tools offer the benefit of automation (time savings) and more control over how your money is spent.

Getting It All Done In Record Time Using WordStream

Rather than try to juggle multiple platforms and tools to manage all your search and social campaigns, WordStream empowers you to get it all done in a single, integrated platform: **WordStream Advisor**. The **20-Minute Work Week™** is your customized alert center inside WordStream Advisor, a weekly to-do list with smart recommendations for paid search and social optimization. You get guided expertise to help you complete the tasks that will have maximum impact on your bottom line in the minimal amount of time.


These alerts include:

AdWords & Bing:

- Add keywords
- Add negatives
- Optimize ads
- Optimize bids
- Pause duplicates
- Create additional ads
- Device bid adjustment
- Review costly
- Split ad group
- Call out extensions
- Sitelink extensions
- Call extensions
- Call tracking

Facebook:

- Create ads
- Create new audience
- Refine audience by age
- Reduce ad image text
- Optimize and test ads
- Get more leads
- Exclude placements


WordStream ADVISOR
[Questions?](#)

Dashboard
20 Minute Work Week
Manage
Leads
Reports

[My Account](#)
[Settings](#)
[Log out](#)

20 Minute Work Week

Estimated Annual Impact Clicks **+122** Savings **\$22,215.33**

AdWords & Bing

- Add Negatives
- Add Keywords
- Optimize Ads
- Optimize Bids
- Device Bid Adjustments
- Review Costly
- Pause Duplicates

Facebook

- Refine Audiences by Age
- Optimize & Test Ads
- Refresh Ads
- Get More Leads
- Create a New Audience
- Target a New Audience

Add Negatives | \$1,661.52 Savings/Year

Negative keywords prevent your ads from showing on searches that won't drive your business. We'll let you know if we've found a keyword that looks like trouble. [Learn More](#)

Campaign/AdGroup	Est. Impact	Take Action
1 Roofing / Roof Repairs	\$793.96 Savings	SEE 6 SUGGESTIONS
2 Roofing / Skylight Repair	\$551.23 Savings	SEE 6 SUGGESTIONS
3 Roofing / Flat Roofing	\$435.96 Savings	SEE 1 SUGGESTION
4 Window Services / Wood Windows	\$173.20 Savings	SEE 1 SUGGESTION
5 Siding / Siding Repairs	\$143.12 Savings	SEE 2 SUGGESTIONS

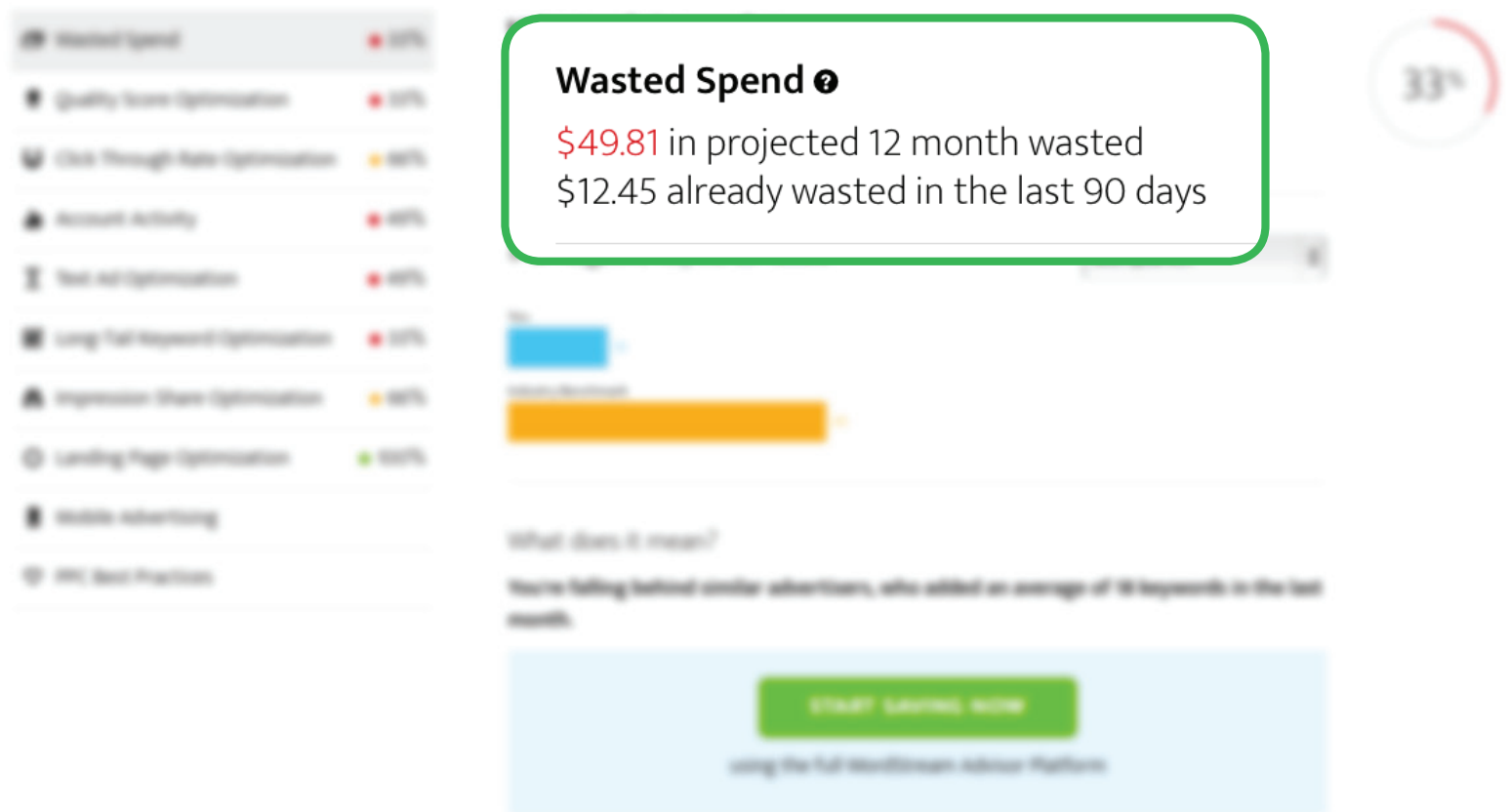
[Benched Terms](#)

ABOUT WORDSTREAM

WordStream, Inc. provides software and services that help marketers get the maximum results from their online marketing efforts. WordStream's easy-to-use software allows for more effective paid search and social campaigns with the 20-Minute Work Week, a customized workflow that guides marketers through steps that can greatly improve their AdWords, Bing, Yahoo, and Facebook campaigns, plus tools for call tracking, keyword optimization, and more. WordStream also offers an award-winning free PPC tool, the AdWords Performance Grader, which evaluates users' Google AdWords accounts and provides valuable tips for improvement. WordStream is a Google Premier Partner.

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