

# Marketing Campaign for Google Ad

Creating a Google Ad can be promising for you. You can set your own monthly budget and start or stop the campaign at any time you see fit. Follow these steps to move forward:

## 1<sup>st</sup> Step:

- Log into your Google Ad account
- Click Create a Google Ad
- Website: Enter your landing page

## 2<sup>nd</sup> Step:

- Headline 1, put: Attention Landlords
- Headline 2, put: Finally, 100% Financing
- Headline 3, put: For Apartment Buildings
- Description 1, put: No more putting 20% to 35% down on commercial and income producing properties.
- Description 2, put: Get 100% financing through our Piggyback Program, just pay your closing cost.

## 3<sup>rd</sup> Step:

- Make sure to check the Show a call button in your ad then add your number and click Next
- Add up to 10 Keywords
- Select the city and/or state then click Next
- Set your Budget, a budget that you can afford to pay monthly then click Next
- Review your campaign, update what's needed then click Next
- Enter your payment information then you'll be set to go.

It would be best to test your Campaign for at least 2 to 3 months, watch how many clicks you get and how many applications you get. Edit/adjust the above message based on the performance.