Twitter Thread by Andy Black | Google Ads & Inbound Marketeer



Andy Black | Google Ads & Inbound Marketeer
@AndyBlackJnr

GOOGLE ADS TIPS

* I've been doing Google Ads since 2009.

* Was the analyst and then team lead of 35 specialists spending €120k+/day.

* Helped build 120m keywords & ads for a startup to acquire 15k new users a day.

* Trained/coached hundreds (thousands?).

A thread ■

1/ The biggest benefit of Google Ads

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https://t.co/pTnwCvzSS0

> THE BIGGEST BENEFIT OF GOOGLE ADS
>
> [A story] \U0001f447
>
> — Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 11, 2021

2/ Are you only buying traffic?

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https://t.co/HdGYBiasEb

ARE YOU ONLY BUYING TRAFFIC?

[A thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 11, 2021

3/ Learn on a whiff of spend

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https://t.co/c9rSIHbxB2

LEARN ON A WHIFF OF SPEND

[A thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 11, 2021

4/ Buyers vs info-seekers on Google

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https://t.co/TQw8KPV9Zb

BUYERS VS INFO-SEEKERS ON GOOGLE

[A thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 11, 2021

5/ The single biggest reason people lose money with Google Ads

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https://t.co/g8G5LQ6orI

THE SINGLE BIGGEST REASON PEOPLE LOSE MONEY WITH GOOGLE ADS

[Thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 10, 2021

6/ The biggest landing page mistake

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https://t.co/yahhXs50RU

THE BIGGEST LANDING PAGE MISTAKE

[A thread] \U0001f447

— Andy Black | Google Ads & Inbound Marketeer (@AndyBlackJnr) March 12, 2021