

Google Ads + Blip



Thousands of people use Google every day to search for information, products, or services. As a result, Google Ads has become one of the most effective channels of paid online advertising available to small- and medium-sized businesses. When potential customers search for a service or product to use, businesses have the opportunity for their name to show up to thousands of people.

WHAT DO BILLBOARDS HAVE TO DO WITH GOOGLE ADS?

Google Ads increase leads and ROI for businesses when used properly. Digital Billboards have the same effect and reach large audiences, too. When used together, the results for businesses are more significant than using each one separately (18% uplift on average, see below.) Integrating Blip with your Google ads will maximize the effectiveness of your Google ad campaigns and diversify your offering for clients.

DRIVE MORE SEARCHES

Using Google Ads and Blip together in your marketing efforts will help create a lasting impression on potential and existing customers. Each type of advertising has a unique and essential role in the customer journey. Billboards build brand awareness and ask customers to remember you. Google Ads remind customers to act.

Imagine a bakery that runs a special promotion for holiday orders is only advertising on Facebook and Google. Customers may see the promotion on Facebook while scrolling or they might search for "bakeries near me" and maybe the bakery's name will appear in the results. If the bakery adds billboards to their marketing mix, the customer will see the billboard and remember the bakery when they need to get those holiday cookies ordered. They will search for your bakery or recognize its name in the search results and visit the website to place an order.

" Research has shown that click-through rates (CTRs) rise +56 percent above the industry average when OOH is added to a mobile campaign. And, when OOH is added to a media plan, it can dramatically increase the reach of the overall campaign. "

- OAAA

+56%

MAXIMIZE RESULTS

While there are many benefits of using Google Ads and billboards, one of the main benefits is the uplift in results. If you know your audience, the message you're trying to send, and the right channels to send them, you will see better results than you did while using them exclusively.

OAAA reported the following on how creating the right marketing mix can improve results for your campaigns.

" Integration with Google AdWords to measure cost per click and click-through rates by area, in order to quantify performance efficiencies in online advertising. As outdoor advertising drives up a company's awareness, its online ads perform more efficiently. "

- Matt O'Connor, Adweek

ONLINE CONSUMER ACTIONS

From the consumer's viewpoint, digital billboards are an offline medium, but the ads prompt online action. Between 16% and 18% of past months digital billboard viewers have visited an advertiser's website or searched online after seeing a message.

18%

Searched online for more details about the messages featured

9%

Accessed a coupon from a mobile device

16%

Searched for the advertiser online

17%

Visited an advertisers website

4%

Posted about ad on a blog or social media site