

Why Google Ads Don't Work And What To Use Instead

If you've been disappointed by your results from expensive Google Ads, you're not alone. In fact, they're a bad investment for many small businesses. Here's the story.

Should You Use Google Ads? Probably Not.

Google Ads are effective for many industries, and that's why they're so common. Unfortunately, most companies selling Google Ads don't explain them very well. Did you know that only 2% of all searches involve a person clicking on a Google Ad? Did you know that the average cost per lead is over \$50?

Nobody wants to pay \$50 to get a small paint job customer. Ads are generally only worth the cost for major jobs. The good news is that there are plenty of other effective advertising techniques, including online marketing.

— Consider These Techniques Instead —



Buy Great Yard Signs

People notice when a house in the neighborhood gets a modern, attractive coat of paint. Make sure you have a yard sign that also catches the attention of those driving by, and make sure your contact info is easy to read.



Reward Referrals and Loyalty

Unlike most advertising, you don't pay for referrals or loyalty rewards until a customer purchases your services. Instead of coupons, make them fun and interesting – for instance, customers could earn tickets to a movie or ballgame.



Have a Great Website

There's a big difference between a website and Google Ads. You don't pay each time a person clicks on your website, and your site doesn't disappear after you've used your "budget". Websites that search well earn far more clicks than ads.

Nobody counts the number of ads you run; they just remember the impression you make.

William Bernbach

