

VitalPBX Partner - Google Ads

"Campaign-in-a-Box" Kit

Welcome! This kit contains everything you need to launch a successful, multi-channel Google Ads campaign to generate VitalPBX leads.

What's Inside This Kit?

1. **README.pdf** (This file): Your "how-to" guide.
2. **search_keywords.pdf**: A list of high-intent keywords, pre-organized into ad groups.
3. **ad_copy.pdf**: A library of pre-written headlines and descriptions for all your campaigns.
4. **landing_page.html**: A high-converting, mobile-friendly landing page template.

How to Use These Assets

1. The Landing Page (Your MOST Important Asset)

This is your #1 priority. All your ads should point to this page.

1. Open **landing_page.html**.
2. **Customize it**: Find all the [PLACEHOLDER] text and replace it with your company's information (your logo, your phone number, your company name).
3. **Upload**: Upload this HTML file to your own website (e.g., yourcompany.com/vitalpbx-quote).
4. **Set this URL** as the "Final URL" for all your ads.

2. For Search Campaigns (High-Intent Leads)

1. **Keywords**: In Google Ads, create new Ad Groups (e.g., "VitalPBX Brand," "Competitor - 3CX").
2. **Copy/Paste**: Copy the keywords from **search_keywords.pdf** into the corresponding Ad Groups. We recommend using "Phrase" and "Exact" match types.
3. **Ad Copy**: Create a new **Responsive Search Ad (RSA)**.
4. **Copy/Paste**: Copy all the headlines and descriptions from the "Search Ad Copy" section of **ad_copy.pdf** into your RSA. Google will automatically find the best combinations.

3. For Display Campaigns (Branding & Retargeting)

1. **Ad Copy**: Create a new **Responsive Display Ad (RDA)**.
2. **Copy/Paste**: Use the headlines and descriptions from the "Display Ad Copy" section of **ad_copy.pdf**.
3. **Images**: You must add your own images. We recommend:
 - **Logo**: Your company logo.
 - **Marketing Images (1.91:1)**: Banners showing happy office workers, professional

diagrams of UC, etc.

- **Marketing Images (1:1):** Square versions of the above.
- 4. **Targeting:** Target "In-Market Audiences" for "Business Technology" or "Telecommunications."

4. For Performance Max (PMax) Campaigns (Maximum Reach)

PMax combines all assets to find customers across all of Google's channels.

1. **Create an Asset Group.**
2. **Copy/Paste:** Use **all** the headlines, long headlines, and descriptions from *both* the Search and Display sections of ad_copy.pdf.
3. **Images:** Add the same images you used for your Display campaign.
4. **Landing Page:** Set the Final URL to your new landing_page.html.
5. **Audience Signals (Crucial!):** Give Google a hint. We recommend:
 - **Search Themes:** Use the Ad Group names from search_keywords.txt (e.g., "3CX Alternative," "Small Business PBX").
 - **Your Data:** Upload a list of your existing customers.