

TOPIC: SETTING NEW PROVIDERS UP FOR SUCCESS



A Google Smart Ad is an automated tool that helps you promote your business on Google. They have automatic features to help you manage your ads with minimal effort. You can set up your budget, choose your location preferences, and add a few keyword themes. Based on these choices, Google Smart Ads will show your ad to people looking for the services your practice offers. They are a simpler alternative to complex paid search campaigns. This is a great way to **advertise your new provider**.

Your Google Smart Ad will automatically show to potential patients across Google Search, Google Maps, YouTube, Gmail, and Google partner websites. Your ad can show when potential patients in your geographic area search for phrases related to your practice/provider on Google or Google Maps.



What is the difference between Google standard paid search advertising and Google Smart Ads?

Time commitment is a major difference between Google standard paid search ads and Google Smart Ads. While standard Google paid search ads require constant attention and optimization, there is no such time commitment when it comes to Google Smart Ad Campaigns.

It is important to note that Unified marketing always recommends a more robust standard Google paid search campaign promoting the Medical Affiliate on the Care Center's behalf, because that will yield higher results/conversions. However these Google Smart Ads are an inexpensive way to promote your new provider at the Care Center level.



How to set up a Google Smart Ad

You must first have a Google Business Profile (formerly called Google My Business) set up for your new provider in order to run these Google Smart Ads. You can find instructions on how to set up a Google Business Profile on the Resources page on the BOOST website boost.unifiedwomenshealthcare.com. See PDF labeled "Create Google Business Profile".

Once you have successfully set up your Google Business Profile for your new provider, you can create your Smart Ads.

Google Smart Ads Creation

[\(click here to see more directions for how to set up Google Smart Ad\)](#)

1. Business Name (this refers to practice name or your provider so choose the new provider you set up)
2. Website
3. Advertising goal (4 options: calls, website sales/leads (choose this one), visits to physical location, views/engagement on YouTube)
4. Write Ad (1 per campaign – headlines max 30 characters, descriptions max 90 characters). See examples below.
5. Care Center phone number (to show call button in ad)
6. Keyword themes (aim for maximum 7-10) optional: can add negative themes once campaign is created. Multiple campaigns can be created for different keyword themes. See examples below.
7. Targeted region (radius from an address or specific zips/cities/regions)
8. Set avg. daily budget (\$33.70 is usually the recommended daily budget and \$13.50 was the lowest). Can technically spend as low as \$1.00-1.50 per day.
9. Review campaign settings
10. Add payment info

Below are some sample ads you can reference/customize to run an ad for your new provider:

SAMPLE AD:

- Headline 1:** [Doctor's Name], MD
Headline 2: Caring Women's Health Doctor
Headline 3: Women's Health [Region]
Description 1: If You're Looking for a Great Doctor for Women's Health, Contact Us Today.
Description 2: Women's Health Is Our Number One Priority. Visit [Practice Name] Today!

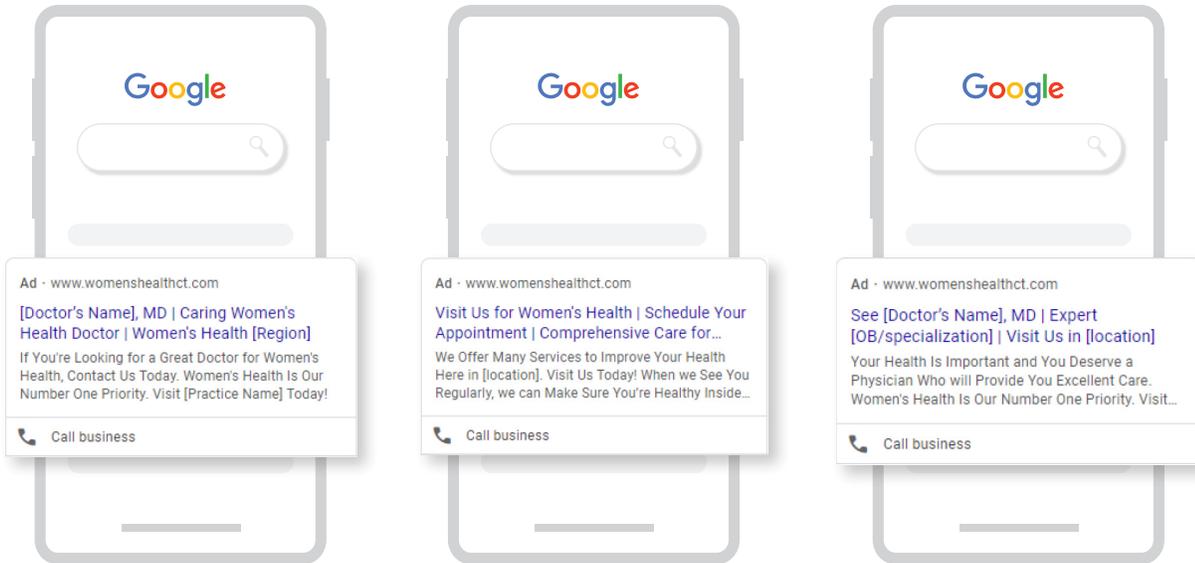
SAMPLE AD:

- Headline 1:** Visit Us for Women's Health
Headline 2: Schedule Your Appointment
Headline 3: Comprehensive Care for Women
Description 1: We Offer Many Services to Improve Your Health Here in [location]. Visit Us Today!
Description 2: When we see you regularly, we can make sure you're healthy inside and out. Visit us today.

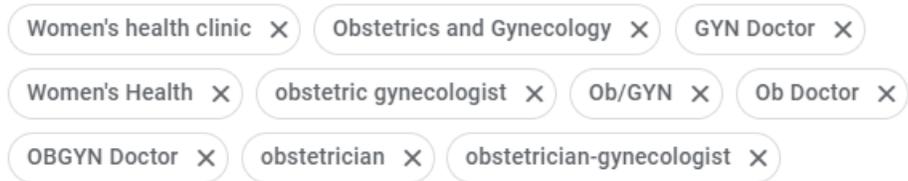
SAMPLE AD:

- Headline 1:** [Doctor's Name], MD
Headline 2: Expert [OB/specialization]
Headline 3: Visit Us in [location]
Description 1: Your Health Is Important and You Deserve a Physician Who will Provide You Excellent Care.
Description 2: We Are Committed to Providing High-Quality [OB/other] Care to Women. Contact Us Now.

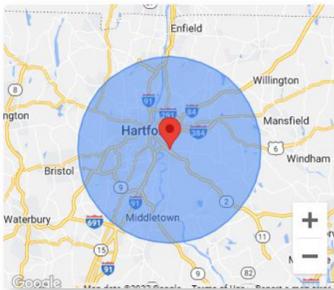
How these sample ads look in Google search



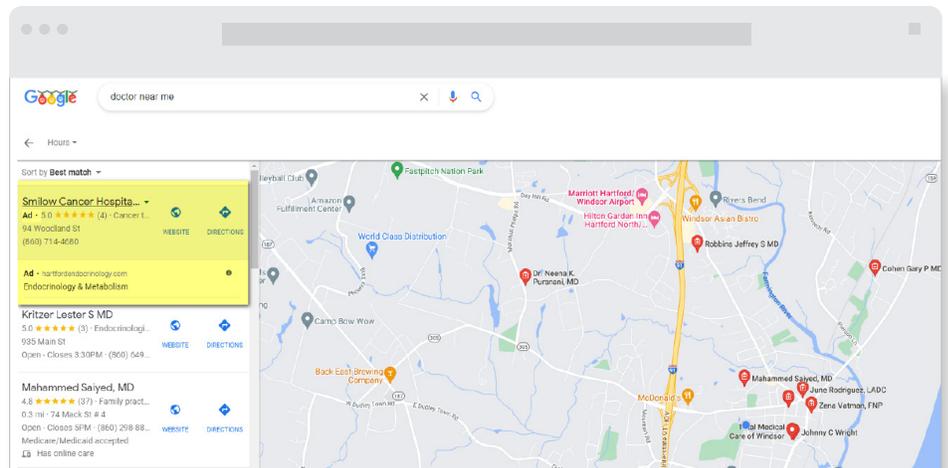
Sample keyword themes for reference



Sample targeted region by radius for reference



Example where Smart Ads could appear



If you do not have time or the resources to set up your Google Smart Ads on your own, you can find a freelancer or agency to help you create your ads and assist with monitoring. Check the freelance page on the BOOST website. If you need further information on how to find a resource to help, contact tami.santucci@unifiedhc.com.