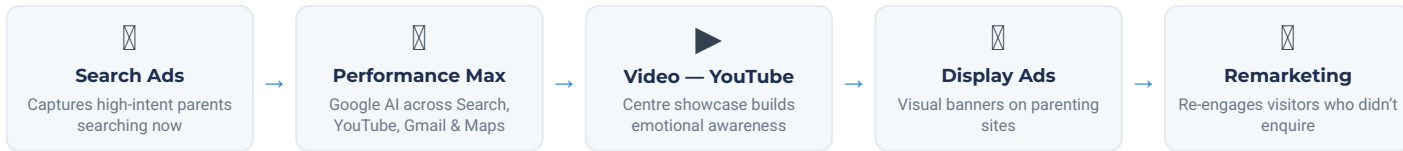


THE GOOGLE ADS SYSTEM — 5 CAMPAIGN TYPES, ONE FULL-FUNNEL STRATEGY

Google Network Ads is the most direct, controllable and measurable paid channel available to a childcare centre. Unlike organic SEO, Google Ads generates enquiries from day one — placing your centre in front of local parents at the exact moment they search. Five campaign types work together: Search captures active intent; Performance Max reaches parents across all Google networks; Video and Display build awareness; Remarketing re-engages visitors who didn't enquire. Tour bookings are captured through the **HubSpot Meeting Scheduler**.



SECTION A • FOUNDATION — ACCOUNT SETUP & CONVERSION TRACKING

A1 Google Ads Account Structure

Organise the account with separate campaigns for each ad type — each with its own budget, targeting and bidding. Mixing campaign types makes optimisation impossible and wastes budget.

Campaign	Type	Purpose
Campaign 1	Search — Brand + Competitor	High-intent searches by brand and competitor names
Campaign 2	Search — Service / Location	Suburb and program searches: "long day care [suburb]"
Campaign 3	Performance Max	AI serves across Search, Display, YouTube, Gmail, Maps, Discover
Campaign 4	Video — YouTube Awareness	Parent education + centre showcase before active search
Campaign 5	Display — Awareness	Visual banners on parenting/news sites — passive brand building
Campaign 6	Remarketing	Re-engages visitors who didn't enquire or book a tour

A2 Conversion Tracking — Non-Negotiable Before Launch

Without conversion tracking, Google can't optimise toward enquiries and tour bookings. Install the Google Ads tag via Google Tag Manager and assign each conversion a value so Smart Bidding optimises for the highest-value actions.

CONVERSION ACTIONS TO TRACK

- ▶ Enquiry form submission (thank-you page) — HIGH value
- ▶ Tour booking confirmation via the HubSpot Meeting Scheduler (thank-you page) — HIGHEST value
- ▶ Phone call from website (60+ seconds) — HIGH value
- ▶ Click-to-email — MEDIUM value
- ▶ Brochure / fee-guide download — LOW (micro-conversion)
- ▶ Install the tag via GTM and test in Preview mode before going live

GA4 & AUDIENCE SETUP

- ▶ Link GA4 to Google Ads before launch — enables audience sharing and goal imports
- ▶ GA4 Audience — all website visitors, last 30 days (base remarketing pool)
- ▶ GA4 Audience — visited enrolment or fees page (high intent)
- ▶ GA4 Audience — started but didn't complete the tour booking
- ▶ GA4 Audience — watched 50%+ of the embedded video
- ▶ GA4 and Google Ads must share the same Google login for imports to work

SECTION B • SEARCH ADS — CAPTURING MAXIMUM INTENT

B1 Keyword Strategy — Ad Groups & Match Types

Search is the highest-priority campaign type. Group keywords into tightly themed Ad Groups (5–15 each) with dedicated ad copy. Avoid broad match at the start — Exact and Phrase give tighter control.

Ad Group	Example Keywords	Match Type
Location	"childcare [suburb]", "early learning centre [suburb]", "daycare [suburb]"	Exact + Phrase
Near Me	"childcare near me", "long day care near me", "best childcare near me"	Exact + Phrase

Ad Group	Example Keywords	Match Type
Program	"Montessori childcare [suburb]", "play-based learning childcare", "STEM childcare"	Exact + Phrase
Availability	"childcare vacancy [suburb]", "childcare enrolments open", "places available"	Exact + Phrase
Competitor	[Competitor centre names] + suburb	Exact
Brand	[Your centre name] + childcare / enrolments / tour	Exact

B2 Negative Keywords — Preventing Wasted Spend

Block irrelevant searches — job seekers, students, and parents looking for the wrong service type.

STAFF & EMPLOYMENT

- ▶ jobs, careers, hiring
- ▶ childcare worker / educator jobs
- ▶ certificate III, diploma, TAFE
- ▶ study, course, placement

WRONG SERVICE TYPE

- ▶ after school care, OSHC
- ▶ nanny, au pair, in-home care
- ▶ aged care, disability care
- ▶ pet care, dog daycare

INFORMATION-ONLY INTENT

- ▶ free, government subsidy calculator
- ▶ CCS calculator (info only)
- ▶ childcare policy, legislation, news
- ▶ how to start a childcare centre

B3 Responsive Search Ads & B4 · Ad Extensions (Assets)

RSAs use up to 15 headlines and 4 descriptions; Google tests combinations. Copy must be locally relevant, benefit-led, and end with a clear CTA. Add every available asset — extensions lift CTR by 10–15%.

RSA COPY — HEADLINES & DESCRIPTIONS

- ▶ Childcare in [Suburb] — Enquire Today
- ▶ CCS Approved — Reduce Your Fees
- ▶ Limited Vacancies — Book a Tour Now
- ▶ Google Reviews 4.9★ — See What Parents Say
- ▶ Descriptions: play-based program, CCS approved, "Exceeding" ACECQA, "book a tour online — takes 2 minutes"

ESSENTIAL ASSET TYPES & BIDDING

- ▶ Sitelinks: Tour Booking · Fees & Subsidy · Programs · Enrol Now
- ▶ Callouts: CCS Approved · Qualified Educators · Limited Vacancies · ACECQA Rated
- ▶ Call, Location (GBP), Image and Lead-form assets
- ▶ Bidding: Maximise Clicks → Maximise Conversions (30+) → Target CPA (60+)
- ▶ Budget: \$50–\$60/day single suburb; ad schedule 6am–8pm; 5–8km radius

SECTION C · PERFORMANCE MAX — GOOGLE AI ACROSS ALL CHANNELS

PMax Critical Setting — Exclude Brand Keywords

Always exclude your brand keywords from PMax using campaign-level brand exclusions. Without this, PMax cannibalises your branded Search traffic and inflates its own conversion numbers. PMax complements Search — it never replaces it (no keyword-level control).

ASSET GROUPS — CREATE 2-3

- ▶ Group 1 — New Parent Awareness: philosophy, environment, values
- ▶ Group 2 — Active Enquiry: vacancies, tour booking, CCS savings
- ▶ Group 3 (optional) — Program-Specific: Montessori, Nursery, Preschool
- ▶ Each group: 15 headlines, 5 long headlines, 5 descriptions, 10+ images, logo, 1+ YouTube video, dedicated landing page
- ▶ Final URL: a dedicated landing page — not the homepage

AUDIENCE SIGNALS & BUDGET

- ▶ First-party: GA4 website visitors + your enquiry contact list
- ▶ Custom intent: searched childcare / daycare / early learning
- ▶ In-market: "Childcare" and "Preschool & Kindergarten"
- ▶ Demographic: parents of 0–5s; life events: New / Expecting Parent
- ▶ Geo: 5–8km radius · Budget \$20–\$30/day · allow 6 weeks learning

SECTION D · VIDEO ADS — YOUTUBE AWARENESS & TRUST

YouTube is the world's second-largest search engine. Video builds emotional awareness — showing what makes your environment, educators and philosophy special. A parent who has seen a 30-second video of your centre is far more likely to recognise and click your Search ad.

VIDEO CONTENT CHECKLIST

- ▶ First 5 seconds: an emotional hook before the skip button
- ▶ Seconds 5–25: educators, environment, daily routine
- ▶ Seconds 25–30: centre name, suburb, CTA, website
- ▶ Always caption; show name + suburb early and late
- ▶ Make both 30-second and 15-second versions; upload Unlisted

VIDEO AD FORMATS

- ▶ Skippable In-Stream (primary): 30s, pay only if watched 30s+
- ▶ Non-Skippable In-Stream: 15s for peak periods
- ▶ Video Discovery: thumbnail in YouTube search/home
- ▶ Bumper ads: 6s non-skippable for enrolment peaks
- ▶ Budget: \$15–\$25/day → 200–800 local views/day

YOUTUBE TARGETING

- ▶ Demographics: parents 25–45 within 5–8km
- ▶ Custom intent: childcare/early learning searchers
- ▶ Topics: Early Childhood Education, Parenting
- ▶ Placements: parenting & baby-development channels
- ▶ Remarketing: serve to past website visitors

SECTION E • DISPLAY ADS — BRAND AWARENESS ACROSS THE WEB

Display serves visual banners across 35M+ websites and apps. It builds brand awareness passively — a parent reading a local article sees your banner and becomes familiar before they actively search. Its value is warming audiences so your Search ad earns the click.

RESPONSIVE DISPLAY AD ASSETS

- ▶ 5+ landscape (1200×628) and 5+ square (1200×1200) images — authentic centre photography, not stock
- ▶ Logo: square + landscape on white/transparent
- ▶ 5 short headlines (30 char), 1 long headline (90 char), 5 descriptions
- ▶ Business name exactly as on Google Business Profile
- ▶ Stock photos undermine trust — always use real centre photos

DISPLAY TARGETING & BUDGET

- ▶ In-market: Childcare · Preschool & Kindergarten
- ▶ Custom intent: childcare / long day care / early learning [suburb]
- ▶ Demographics: parents 25–44, 5–8km radius; topics: Parenting, ECE
- ▶ Placement exclusions: games apps, below-18, low-quality sites
- ▶ Frequency cap 5–7/week · Budget \$10–\$20/day · Target CPM \$3–\$6

SECTION F • REMARKETING — RE-ENGAGING YOUR WARMEST LEADS

F1 Remarketing Segments & Messaging

These are the warmest leads in the funnel — they know your centre and visited your site. Remarketing consistently delivers the highest ROAS because the audience is pre-qualified.

Audience Segment	Priority	Ad Message
Started the tour booking — didn't complete	Highest	"Your tour booking is almost complete — pick a time that suits you."
Visited enrolment page — didn't submit	Highest	"Ready to secure your child's place? Limited vacancies — enquire today."
Visited fees / rates page	High	"CCS can reduce your cost to as little as \$X/day. Get a personalised estimate."
All website visitors — last 30 days	Medium	"Still looking for childcare in [Suburb]? Book a free tour today."
Viewed centre video (50%+)	Medium	"Loved what you saw? Experience it in person — book a free tour this week."
Existing enquiries & enrolled families	Suppress	Exclude from all campaigns — already converted

• Step 1 • AWARENESS — GOOGLE NETWORK ChildCare Marketing

Google Ads Setup & Strategy — Search · Performance Max · Video · Display · Remarketing childcaremarketing.com.au

DISPLAY REMARKETING

- ▶ Banners to past visitors: "Still thinking about [Centre]?" + star rating
- ▶ Duration 30 days (60 for tour-booking abandoners)
- ▶ Frequency cap 7–10/week · Budget \$10–\$15/day
- ▶ 40–60% lower cost per conversion than cold Search

SEARCH RLSA

- ▶ Increase bids (+30–50%) for past visitors who search again
- ▶ Variant copy: "Visited us recently? Your child's place is still available."
- ▶ Elevated bid if a past visitor searches a competitor name
- ▶ Applied as bid modifiers on existing Search — no separate budget

YOUTUBE & GMAIL REMARKETING

- ▶ Serve the showcase video to past visitors on YouTube
- ▶ Also target on-site 50%+ video viewers who didn't book
- ▶ Gmail sponsored emails in the Promotions tab
- ▶ Always allocate \$10–\$15 to remarketing — highest return in the account

SECTION G • CAMPAIGN MANAGEMENT & ONGOING OPTIMISATION

WEEKLY

- ▶ Review search-term reports; add negatives
- ▶ Investigate spend spikes/drops
- ▶ Review Auction Insights (competitor activity)
- ▶ Resolve disapproved ads within 24 hours
- ▶ Monitor conversion volume for tracking issues

MONTHLY

- ▶ Full performance report by campaign
- ▶ Pause low-performing keywords; scale winners
- ▶ Ad-copy review; test new headlines
- ▶ Adjust bids for high-converting segments
- ▶ Reallocate budget toward best ROAS

QUARTERLY

- ▶ Account restructure; retire weak ad groups
- ▶ Seasonal planning (Jan–Feb peak: +30–50% spend)
- ▶ Refresh creative older than 6 months
- ▶ Landing-page A/B test analysis
- ▶ PMax asset-group refresh; expand negatives

SECTION H • PRE-LAUNCH CHECKLIST

ACCOUNT & TRACKING

- ▶ Account created (AEST, AUD)
- ▶ GTM installed and verified on all pages
- ▶ Conversion tag tested in GTM Preview
- ▶ All 5 conversion actions with correct values
- ▶ GA4 linked; remarketing audiences building (48h)
- ▶ Google Business Profile linked

SEARCH & PMAX

- ▶ All 6 Ad Groups with tightly themed keywords
- ▶ Negative keyword list applied (30+ terms)
- ▶ RSA in each group (15 headlines, 4 descriptions)
- ▶ All assets added: sitelinks, callouts, snippets, call, location, image, lead form
- ▶ 5–8km targeting; 6am–8pm schedule
- ▶ PMax with 2+ asset groups; brand exclusions applied

VIDEO, DISPLAY & REMARKETING

- ▶ Showcase video uploaded (Unlisted, 30s+)
- ▶ YouTube campaign — skippable in-stream, targeted
- ▶ Responsive Display assets uploaded
- ▶ Display campaign — in-market + custom intent, frequency cap
- ▶ Remarketing audiences from GA4 imports
- ▶ RLSA bid adjustments (+40%) on all Search

Unlike organic SEO, Google Ads places your centre at the top of search results from day one. Every weekly optimisation — a new negative keyword, a stronger headline, a better landing page — compounds over time, delivering more enquiries for the same spend. With tour bookings captured in the **HubSpot Meeting Scheduler**, every click is tracked through to a real enrolment conversation.