Google Ads Secrets for Salons

Turn Clicks into Clients

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Introduction

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Lucas Renfroe

- Co-Founder - Roots Southern Salon (2014)
- Co-Founder - Salon.Marketing (2017)
- 30 Years Digital Marketing Experience
- Google Partner
- 2024 Netty Award Winner (Digital Marketing Award)
- SalonDoc OG

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Questions

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Who wants more New Clients?

Who is looking to hire more staff?

Who wants more revenue?

Who wants to grow your business?

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Google Ads Intro

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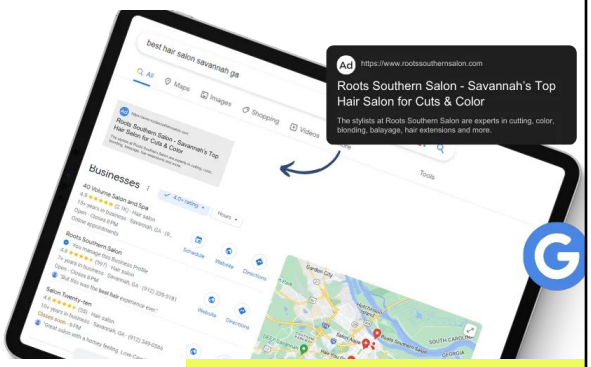
Why Google Ads Matter

- Capture clients actively searching
- Ads appear at the moment of need
- Control budget & measure results
- Increase website, phone calls and Google Business traffic



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What's the difference between

Google Ads and Social Media Ads?

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Google Ads Intro

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Google Ads

- **ACTIVE**
- Potential New Clients actively searching
- Target Market is searching
- Clients are near you
- Service Based Searches
- Industry Based Searches
- Client is ready to SPEND!

Social Media

- **PASSIVE**
- Potential New Clients not actively looking
- Disrupt Behavior
- Must Deliver Compelling Content
- Stop the Scroll
- Segmentation / Target Effectively
- Client Not Ready to SPEND

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Google Ads Intro

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What to promote on each platform?

Google Ads

- General Services
- Industry Searches
- Service Searches
- Singular Campaigns
- Drive Potential Customers to your Website

Social Media

- Hiring
- Events
- Portfolio
- Requires Follow Up Marketing
- Not a singular campaign, many layers to SM Ads

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The New Client Journey

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Where Does The New Client Path Start in Your Salon?

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The New Client Journey

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Typical New Client Path Starts At:

Google

83%

of potential new clients use digital search tools (ie Google) to find a new salon

SalonToday.com
Feb 3, 2022

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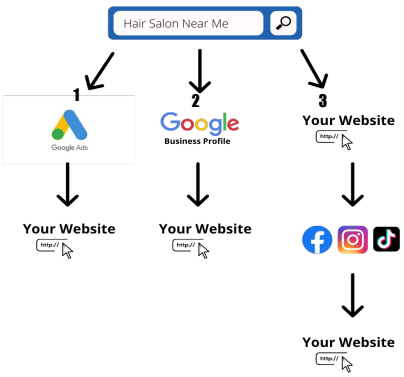

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Google Ads Intro

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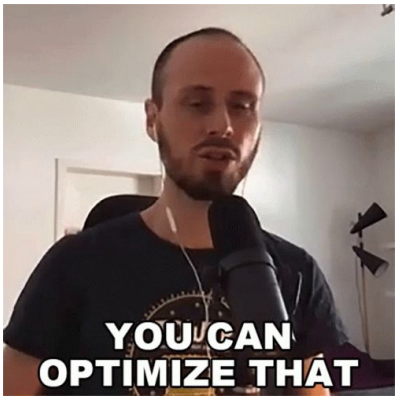
Steps to setting up a Google Ad

1. Set up your foundation (website)
2. Set up conversions on your website
3. Conversion Revenue Calculator
4. Create Google Ad
   - Campaign Type & Campaign Goals
   - Ad Content
   - Targeting, Schedule, Budget
   - Optimization (Negative KWs, Brand Searches, etc)



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Google Ads Intro

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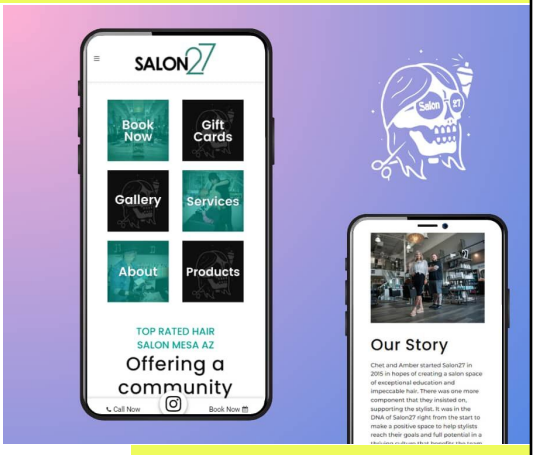
Most Important Step of Running Google Ads

- Ensure your website is SOLID (Your Foundation)
  - User Experience Audit including Mobile
  - Are conversions set up?
  - What is the conversion rate?
  - Conversion Revenue Calculation?
  - Calculate your ROI!



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Conversion Calculation

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Measure Conversions & ROI

- Track bookings, calls, form submissions in Google Analytics
- Assign dollar value to conversions
  - Only way to get accurate ROI
- Focus on Return on Ad Spend (ROAS)
- Optimize campaigns based on data
- Start your campaign with Maximize Clicks…then test Maximize Conversions after data starts flowing and you see conversion

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Conversion Calculation

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Calculate Conversion Value

- Identify Website Conversions - Book Appointment, Call, Contact Form, etc
- Create Events / Key Events in Google Analytics
- Figure out the value of each conversion - Use last month's data
  - Average Total Ticket
  - Online Bookings
  - GA4 Website Book Appointment Clicks
  - GA4 Website Phone Call Clicks

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Conversion Calculation

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Sample Calculation

- Average Ticket Value: $100
- Online Bookings (Software): 400
- Website Scheduled Appointments: 1,200
- Website Phone Calls: 100

Calculate Values of Clicks

- **Schedule Appointment Click**
  - It takes approximately **3 clicks** to get 1 appointment
    - 1200/400 = 3
  - Appointment value = Average Total Ticket = $100
  - Value per click = $100 ÷ 3 = **$33.34 per click**
- **Phone Call Click**
  - Industry standard: **4 calls = 1 appointment**
  - Appointment value = $100
  - Value per call = $100 ÷ 4 = **$25 per call**

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Conversion Calculation

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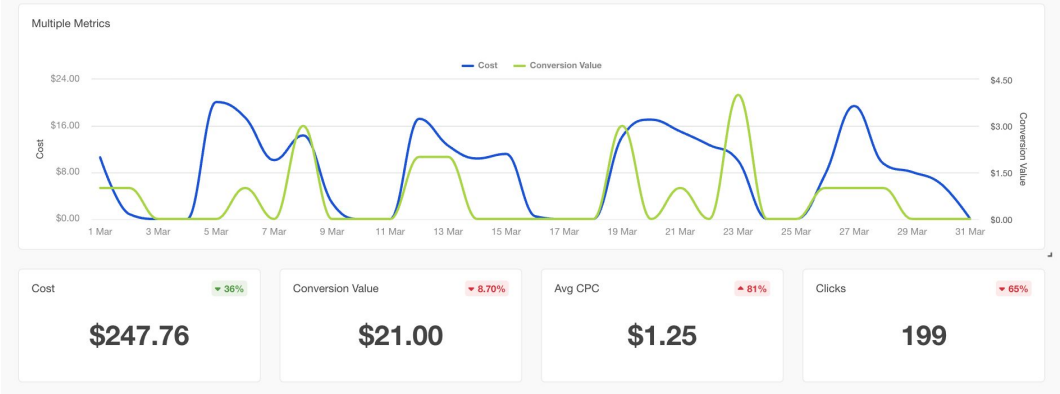
March 2024



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Conversion Calculation

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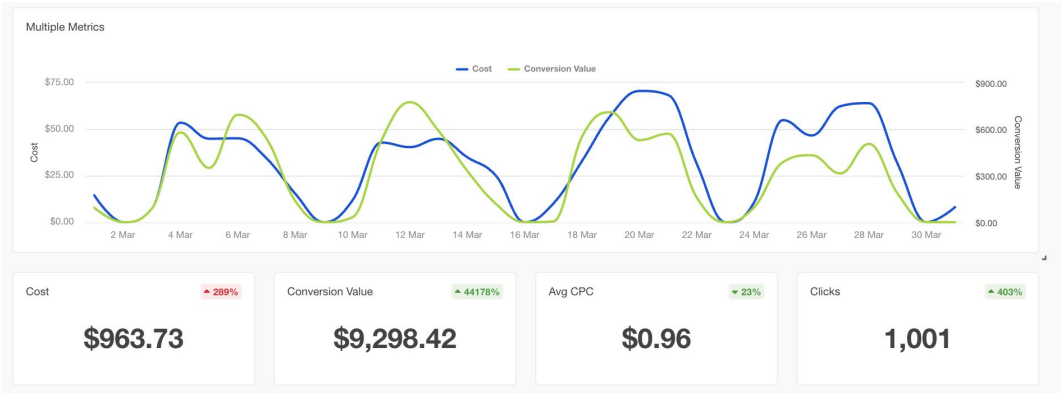
March 2025



Cost	Conversion Value	Avg CPC	Clicks
▲ 289%	▲ 44178%	▼ 23%	▲ 403%
$963.73	$9,298.42	$0.96	1,001

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Conversion Calculation

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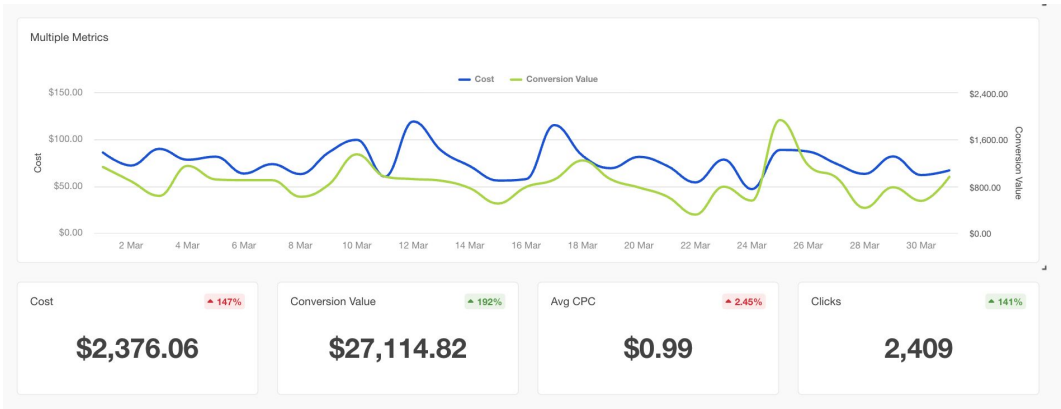

Cost	Conversion Value	Avg CPC	Clicks
▲ 147%	▲ 192%	▲ 245%	▲ 141%
$2,376.06	$27,114.82	$0.99	2,409

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Google Ads Intro

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Start Small & Scale Up

- Begin with $10/day budget
- Test and refine campaigns
- Increase spend and **track ROI**
- Avoid large upfront spending
- Beware of Google Reps

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Get Started

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Overview

- Choose the right campaign type to maximize results
- Choose the right goal type
- Avoid wasted spend on low ROI placements
- Target carefully: demographics, locations, and schedules
- Monitor and optimize regularly

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Campaign Type

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Recommended Campaign Types

- **Performance Max**: All-in-one automated campaign, uses AI to find converting users
- **Search Campaigns**: Best for targeting high-intent clients actively searching for salon services
- **Avoid Display & Extended Search Networks**: Often leads to wasted clicks and low conversions

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Campaign Type

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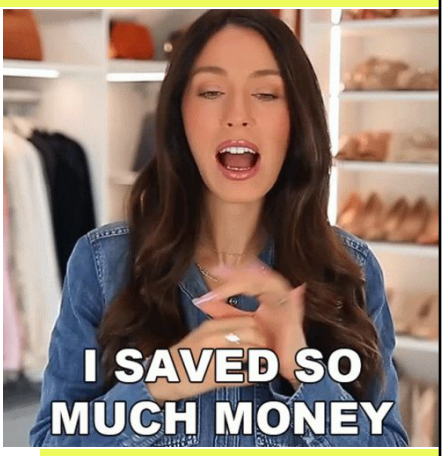
Why Avoid Display & Extended Search Network

- Display ads show on websites/apps, less intent-driven
- Extended network can show ads on irrelevant sites
- Small budgets get quickly diluted, poor ROI
- Focus on where clients are actively searching



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Campaign Goals

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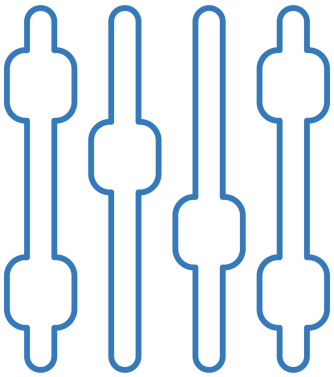
Start with Maximize Clicks

- Quickly drive traffic to your website and Google Business Profile
- Ideal for initial testing and gathering data
- Helps identify effective keywords and ads

Transition to Maximize Conversions

- Switch after verifying conversion tracking is set up and accurate
- Focuses on driving actual bookings, calls, or form submissions
- Optimizes your budget for better ROI and cost per acquisition



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Targeting

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Set Proper Geographic Targeting

- Target your salon's local service area precisely
- Use radius targeting (e.g., 5-10 miles) around your location
- Exclude locations outside your service area to save budget
- Use demographic targeting to focus on likely clients
  - (age, gender, household income, interests)
- Adjust based on your client avatar (e.g., women 25-45)
- Refine over time based on conversion data

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Schedule

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Schedule Your Ads for Maximum Impact

- Run ads during your business hours or peak booking times
- Avoid wasting budget when your salon is closed
- Use Google Ads scheduling to customize times/days

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Budget

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Maximize ROI with Focused Budgets

- Start with $10/day budget for test campaigns
- Concentrate spend on high-performing keywords and ads
- Use conversion tracking to measure real ROI
- Scale budget gradually when profitable

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Optimizing

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Tracking Success — What to Watch For

- Cost per conversion (booking, call, form submission)
- Conversion rate and click-through rate (CTR)
- Return on ad spend (ROAS)
- Adjust campaigns based on these KPIs

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Optimizing

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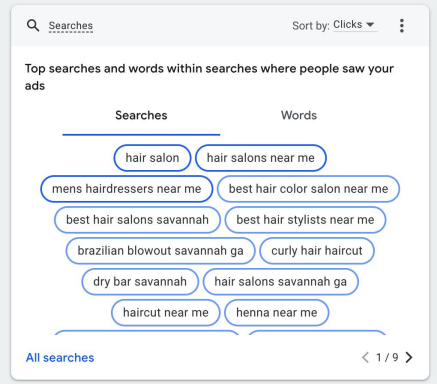
Weekly Monitoring and Adjustments

- Overview
  - Searches by Clicks
  - Add Negative Keywords!
- View and Clear Recommendations
- Add relevant keywords (new services)



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Caution - Alert - Beware

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Don’t Follow All Google Recommendations Blindly

- Google may suggest broad targeting to maximize impressions
- For local salons, focus on precise geography and keywords
- Use negative keywords to exclude irrelevant traffic
- Customize bidding and targeting to suit your market
- Google sales reps will call you and offer help with optimizing your account - BEWARE

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The Salon.Marketing Difference

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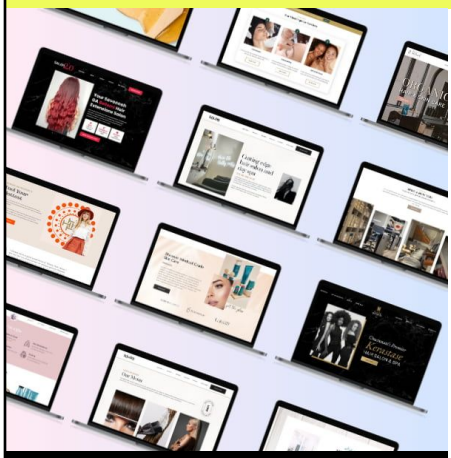

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Website Design

Looking for an affordable site? Select from one of our sleek, contemporary and generously customizable WordPress salon website designs. We know what works and can help guide you in the right direction!

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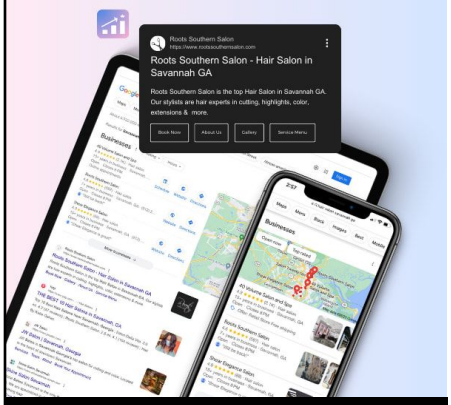

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Search Engine Optimization

When it comes to Search Engine Optimization, no two projects are the same, and each project we take on has a custom-tailored process that fits our client's needs and goals. With that said, there is a basic structure that informs all our SEO campaigns: Audit – Optimize – Track – Repeat.

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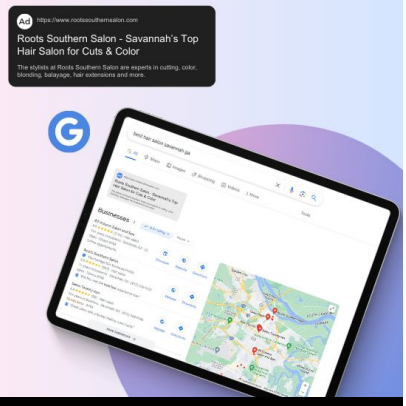

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Google Ads

The quickest way to make an impact is to run ads... but make sure they are set up and optimized properly or you will throw money away! PPC Management is the ongoing process of building, maintaining and analyzing advertising campaigns at Google Ads to achieve the best results possible.

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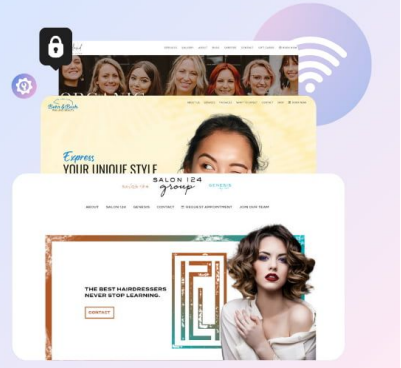

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Hosting and Maintenance

For many, managing these technical aspects of a website is daunting, but not for Salon.Marketing website clients. Our experts handle the technical stuff so you don't have to!

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Work With Us

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Book a Free Consultation

- Free 15-30 Minute Marketing Review
- The Marketing Lab Bonus
  - All Classes Video Recordings
  - All Classes Presentations
  - All Classes Notes
- Opportunity to dominate your market

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