



Avenue Digital Marketing Resources

DIGITAL MARKETING FOR PURPOSE-DRIVEN COMPANIES

Services Overview

Avenue offers a range of services and solutions covering all aspects of digital and social media marketing.

PAID ADVERTISING

Build, launch and refine your brand across paid media channels to enhance awareness, engagement, paid acquisition and sales. Paid advertising can become a critical channel for your customer's discovery and journey with your business.

- Google Ads, Display, Remarketing, Shopping
- Paid Social Ads (Facebook, Instagram, LinkedIn, Twitter, etc.)
- Amazon Advertising
- Landing Page Optimization and Testing
- Ongoing Paid Media Management

SEARCH ENGINE OPTIMIZATION (SEO)

Elevate your digital marketing efforts and reach untapped audiences through strategic search engine optimization (SEO), Keyword Research, UX and analytics insights and efforts.

- Analytics and Measurement
- Keyword Research and Metadata Optimization
- Technical Site Audits
- Content Strategy
- Ongoing SEO Management

SOCIAL MEDIA & CONTENT

Establish connections and cultivate audience relationships using strategic planning, content development and storytelling across social media channels.

- Social Media Strategy
- Influencer Marketing
- Persona and Brand Voice Development
- Content Strategy
- Content Publishing and Implementation
- Ongoing Social Media Management

TRAINING & CONSULTING

Leverage Avenue's customized full-service digital marketing management and individualized training and consulting services.

- Paid Advertising
- Search Engine Optimization (SEO) Social Media
- Content Marketing
- Analytics and Measurement
- Custom Consulting and Ongoing Management

The Latest in Google Ads: New Updates to Know About



Audrey Weatherhead · Aug 24

The Latest in Google Ads: New Updates to Know About

Google Ads is always evolving. The downside to Google Ads' ever-changing nature is that it can often feel like it's impossible for a business to become a true expert on the platform. But the benefit is that those constant changes mean Google Ads creates a level playing field for all advertisers across businesses of all sizes, even if Google Ads isn't their expertise. It's important to stay up to date on the latest updates to understand how they might help or hurt your business goals in the future, so Avenue has gathered the latest updates in Google Ads to keep you in the know.

Google rolls out optimization score for all manager accounts

According to Google, "Optimization score is an estimate of how well your Google Ads account is set to perform. Optimization score runs from 0% to 100%, with 100% meaning that your account can perform at its full potential." The optimization score feature allows you to see how optimized your campaigns are based on its assessment of your keywords, use of sitelink extensions, ad copy, account structure, and more.

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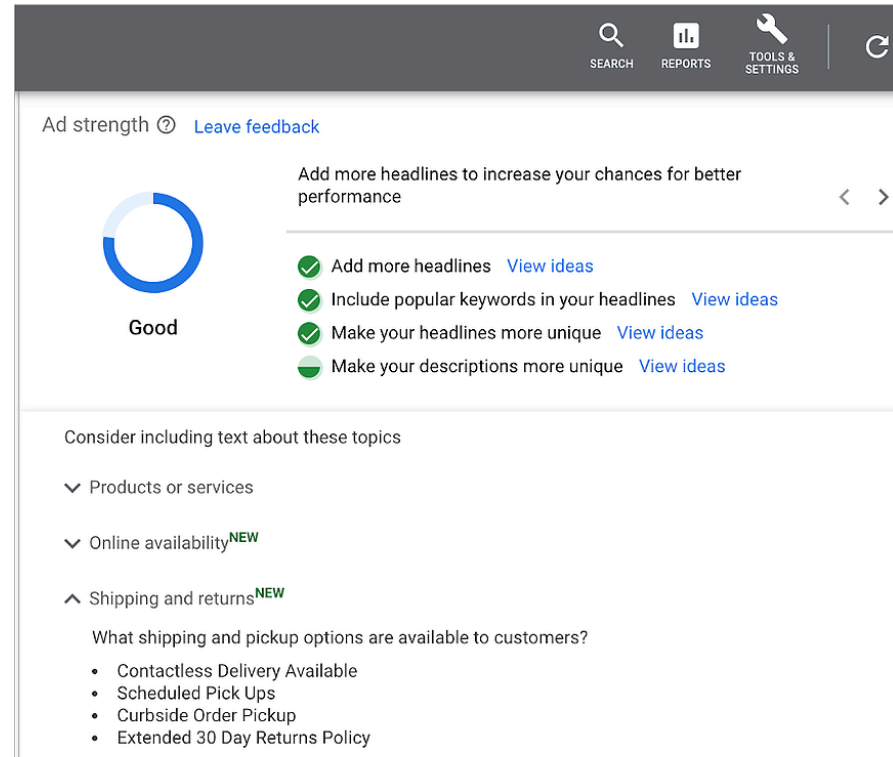
The [optimization score](#) feature has many perks. It allows Google Ads managers to ensure that all the best practices have been met, and it is always reassessing its score based on the performance of that campaign. On the other hand, be sure to pay close attention to the recommendations the optimization score makes before applying. Because it is operated by machine learning, the recommendations put forth by Google are not always in the best interest of your campaigns. For example, Google may offer up related keywords that it recommends rotating into your account. It's on the manager to determine whether or not that keyword is relevant to the business.

New features for responsive search ads

Responsive search ads are highly recommended to adopt in your Google Ads campaigns as they afford you the possibility to reach more searchers with ads better tailored to their query. Google has added [several new features](#) to further customize the capabilities of RSAs.

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Location insertion: Location insertion lets you tailor your responsive search ad text to your customers location or area of interest. The benefit of location insertion is the ability to automate location based messaging across your RSAs. For many businesses, location is a key selling point. Location insertion is highly efficient as now you can utilize a line of code rather than several thousands of rows to manage an ad customizer file.



The screenshot displays the Google Ads interface for an ad's performance. At the top, there are navigation icons for SEARCH, REPORTS, TOOLS & SETTINGS, and a refresh icon. Below this, the 'Ad strength' section shows a circular progress indicator that is approximately 75% complete, labeled 'Good'. To the right of the indicator, the text reads 'Add more headlines to increase your chances for better performance'. Below this, there are four recommendations, each with a green checkmark and a 'View ideas' link:

- ✓ Add more headlines [View ideas](#)
- ✓ Include popular keywords in your headlines [View ideas](#)
- ✓ Make your headlines more unique [View ideas](#)
- ✓ Make your descriptions more unique [View ideas](#)

Below the recommendations, there is a section titled 'Consider including text about these topics'. It lists three topics with expandable/collapsible arrows:

- ∨ Products or services
- ∨ Online availability^{NEW}
- ∧ Shipping and returns^{NEW}

The 'Shipping and returns' section is expanded, showing the question 'What shipping and pickup options are available to customers?' followed by a bulleted list of options:

- Contactless Delivery Available
- Scheduled Pick Ups
- Curbside Order Pickup
- Extended 30 Day Returns Policy

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Improved suggestions: When writing ad copy, it's necessary to share the most important information with the limited characters available for search ads. The current responsive search ads upload interface gives suggestions about improving headlines and descriptions based on your keywords. Now there are new features that offer further recommendations for your ad copy based on online availability, products or services, and shipping and returns.

Cross-campaign asset reporting: this new reporting features allows you to review your ad's assets at once and assess their effectiveness.

Asset	Used by	Type	Pinned	Performance rating					Impc.
				Best	Good	Low	Learning	Unrated	
Wedding Card Website	23 ads	Headline	1 ad	80%	20%	0%	0%	0%	21,443
10% Off Selected Brands	21 ads	Headline	None	5%	40%	55%	0%	0%	9,000
The Official Wedding Card Website	54 ads	Headline	1 ad	70%	30%	0%	0%	0%	10,324
Wedding Card Website	34 ads	Headline	1 ad	55%	45%	0%	0%	0%	21,443
Starting At Just 99¢	12 ads	Headline	1 ad	30%	20%	50%	0%	0%	21,443
Sitewide discount	16 ads	Headline	1 ad	35%	45%	20%	0%	0%	10,324
Easily Personalize In Minutes	28 ads	Headline	1 ad	60%	40%	0%	0%	0%	21,443
Wedding Announcement Cards	43 ads	Headline	5 ads	50%	25%	25%	0%	0%	12,231

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Stay up to date on this new Avenue series for all the latest news in Google Ads. Avenue will continue to share our expertise and provide context for these updates and what they mean for advertisers.

Please note that Avenue has no affiliation with any products, services, or websites referenced in this blog post. Avenue is a digital marketing agency in Portland using business as a force for good. Our proprietary suite of paid advertising, search engine optimization (SEO) and social media services help brands and businesses of all sizes grow sustainably and successfully. For more information, we invite you to visit our [services](#) page.

A Beginner's Guide to Paid Social Advertising - Why Advertise on Social Media?



Reed Emerson · Sep 4

A Beginner's Guide to Paid Social Advertising - Why Advertise on Social Media?

Updated: Sep 10

With [3.8 billion people on social media](#), it benefits almost every business to include paid social media advertising in its digital marketing strategy. Paid social ads increase brand awareness, nurture relationships, grow your digital community, and drive sales. In this blog post, we'll walk through the top three considerations for advertising on social media.

Increased reach

Organic social media is an excellent way to showcase your brand and interact with your community, unfortunately, however, [only about 6% of your followers will ever even see your posts](#). While an organic social media presence is still a digital marketing necessity, social ads allow you to reach greater audiences and connect with folks who you otherwise wouldn't get in front of. Social media advertising enables your business to search for customers rather than needing customers to search for you.



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Targeting

With social media advertising not only are you able to reach a wider audience, but it also enables you to specifically target the *right* audience. When it comes to advertising to prospects and growing brand awareness, your business can target users of a certain demographic, location, have specific interests, have tailored online behaviors – essentially, you can speak directly to your ideal audience with pinpoint accuracy. Social media advertising also allows your business to nurture relationships with users who are already familiar with your company. This happens through retargeting. With social media advertising, you can retarget users who have visited your website, downloaded your app, signed up for your email newsletter list, put something in their shopping cart – the list goes on!

Insights

A successful social media advertising strategy won't stop at just reaching your business's objective. If done right, your company will generate priceless data on your customers' behavior and what they want/need from your business. Social media advertising campaigns can communicate to your business how well your customer responds to a discount or certain creative, do they prefer video or static graphics, what audience is most engaged, etc. Your business will be able to use this data to optimize and plan successful future campaigns.

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Thank you