

GETTING STARTED GUIDE · ENTERPRISE · PAID MEDIA

# Paid Media Advertising Getting Started Guide

A practical framework for launching, measuring, and improving your first paid media campaigns.

## WHAT IS PAID MEDIA?

Paid media refers to any digital advertising where you pay to place your message in front of an audience. The two dominant platforms for most Australian businesses are Google Ads (search, display, YouTube) and Meta Ads (Facebook and Instagram). Unlike organic channels, paid media delivers immediate visibility – the moment your campaign goes live, your ads can appear in front of potential customers.

The trade-off is simple: you pay for every click, impression, or conversion. This makes measurement straightforward but also means poor campaigns burn budget quickly. The goal is always to spend less to acquire each customer than the customer is worth.

*Key principle: Paid media is not a set-and-forget channel. The businesses that win are those that treat it as an ongoing system of testing, measuring, and improving.*

## THE PAID MEDIA FUNNEL

Understanding how users move from seeing your ad to becoming a customer is essential before you spend a dollar.

STAGE	WHAT HAPPENS	KEY METRIC
Impression	Your ad is shown to a user	Impressions / Reach
Click	User clicks your ad and visits your site	Click-Through Rate (CTR)
Lead	Visitor submits a form, calls, or chats	Conversion Rate
SQL	Lead is qualified as a genuine prospect	Lead-to-SQL Rate
Sale	SQL becomes a paying customer	Close Rate
Revenue	Sale value is captured	ROAS / CPA

## STEP 1 — DEFINE YOUR GOAL BEFORE YOU SPEND

The single biggest mistake first-time advertisers make is running ads without a clear, measurable goal. Before launching anything, answer these three questions:

- What action do you want users to take? (Call, form fill, purchase, booking)
- What is that action worth to your business? (Average sale value or lifetime customer value)
- What is the maximum you can afford to pay for that action? (Your target Cost Per Acquisition)

Your target CPA should be significantly less than your average sale value. A common starting benchmark is CPA = 20-30% of sale value for healthy margins.

## STEP 2 – SET UP CONVERSION TRACKING FIRST

Do not run a single dollar of paid media without conversion tracking in place. Conversion tracking tells you exactly which ads, keywords, and audiences are generating leads and sales. Without it you are flying blind.

### GOOGLE ADS CONVERSION TRACKING

- Install the Google Ads tag on your website via Google Tag Manager
- Set up conversion actions for: form submissions, phone calls (minimum 60 seconds), purchases
- Verify conversions are firing correctly before launching campaigns

### META PIXEL

- Install the Meta Pixel via your website platform or Tag Manager
- Set up standard events: Lead, Contact, Purchase
- Enable Conversions API for more reliable tracking (especially post-iOS 14)

*Without conversion tracking, you cannot optimise. You cannot prove ROI. You cannot improve. This step is non-negotiable.*

## STEP 3 – START WITH GOOGLE SEARCH, NOT DISPLAY

If you are new to paid media, start with Google Search campaigns. Search ads appear when users actively search for what you offer – this is high-intent traffic that converts significantly better than display or social for most B2B and service businesses.

### CAMPAIGN STRUCTURE BEST PRACTICE

- One campaign per product or service category
- 3-5 ad groups per campaign, each targeting a tight theme of related keywords
- 3 responsive search ads per ad group (minimum)
- Use Exact Match and Phrase Match keywords to start – avoid Broad Match until you have conversion data

### KEYWORD RESEARCH STARTING POINTS

- Google Keyword Planner: free, shows search volume and CPC estimates
- Start with "bottom of funnel" keywords – high intent, purchase-ready terms
- Add negative keywords immediately: "free", "jobs", "DIY", competitor brand names you don't want to bid on

## STEP 4 – BUILD A LANDING PAGE THAT CONVERTS

Sending paid traffic to your homepage is one of the most common and costly mistakes in paid media. A dedicated landing page for each campaign can double or triple your conversion rate.

ELEMENT	WHAT GOOD LOOKS LIKE
Headline	Matches the ad promise exactly. Clear value proposition in 10 words or fewer.
Subheadline	Expands on the headline with a specific benefit or proof point.
Social proof	Reviews, star ratings, client logos, or case study numbers above the fold.
CTA	One clear action. Button text is specific: "Get a Free Quote" not "Submit."
Form	Ask for the minimum information needed. Every extra field reduces conversions.
Load speed	Under 3 seconds on mobile. Use Google PageSpeed Insights to check.

## STEP 5 – SET A REALISTIC STARTING BUDGET

Your starting budget should be enough to gather statistically meaningful data – but not so large that poor performance burns significant cash before you can optimise.

### BUDGET GUIDELINES BY BUSINESS TYPE

- Local service business (plumber, dentist, tradie): \$1,500-3,000/month minimum
- B2B professional services: \$3,000-6,000/month minimum
- E-commerce: \$2,000-5,000/month minimum, higher for competitive categories

Plan for 2-3 months of learning before expecting optimised results. Month 1 is data collection. Month 2 is initial optimisation. Month 3 is scaling what works.

*A \$500/month Google Ads budget is unlikely to generate meaningful data in most industries. Underspending is as dangerous as overspending.*

## KEY METRICS TO MONITOR WEEKLY

METRIC	WHAT IT TELLS YOU	BENCHMARK TO AIM FOR
CTR (Click-Through Rate)	Are your ads relevant and compelling?	3-8% for Search, 0.5-1% for Display
CPC (Cost Per Click)	How competitive is your market?	Varies – compare to your Keyword Planner estimates
Conversion Rate	Is your landing page working?	2-5% for most service businesses
Cost Per Lead (CPL)	How efficiently are you generating leads?	Should be <30% of average sale value

METRIC	WHAT IT TELLS YOU	BENCHMARK TO AIM FOR
ROAS	Are you profitable on ad spend?	Minimum 3x for most businesses
Quality Score	How relevant are your ads to search queries?	Aim for 7-10 for core keywords

## COMMON MISTAKES TO AVOID

Running campaigns without conversion tracking – you cannot optimise what you cannot measure.

Setting and forgetting – paid media requires weekly monitoring and monthly optimisation.

Sending all traffic to the homepage – always use dedicated, relevant landing pages.

Ignoring negative keywords – your budget will be wasted on irrelevant searches.

Pausing campaigns too early – most campaigns need 30-60 days of data before drawing conclusions.

Bidding on too many keywords at once – start narrow and expand based on performance data.

## WHEN TO GET PROFESSIONAL HELP

Paid media management is a specialised skill. The difference between a well-managed and poorly-managed campaign can be 3-5x in performance. Consider bringing in professionals when:

- Your monthly budget exceeds \$3,000 – the cost of management is offset by performance gains
- You've been running for 3 months without seeing profitable ROAS
- You don't have time to monitor and optimise weekly
- You want to expand to Meta Ads, YouTube, or other platforms
- You need advanced strategies: remarketing, lookalike audiences, or Shopping campaigns

*Jump Digital manages paid media campaigns across Google, Meta, and programmatic platforms. Our team includes certified specialists with experience across a range of Australian industries. Book a free strategy session to see what's possible for your business.*

Ready to take the next step? Book a free strategy session at [jumpdigital.com.au/contact](https://jumpdigital.com.au/contact)