



GOOGLE ADS FOR SMP ARTISTS:

11 THINGS YOU NEED TO KNOW
BEFORE YOU START ADVERTISING



Introduction

As a scalp micropigmentation artist, you know how important it is to get your business noticed. One of the best ways to do that is through advertising, specifically with Google Ads.

But as you look to hire someone to set up and manage your ads, there are **11 warning signs** you need to be aware of to ensure you're working with a reputable company.

Let's explore them in more detail below.

1. Account Ownership

✗ Bad agencies do not allow you to own your Google Ads account

✓ We set up your Google Ads account in your name, so you own it, and we just manage it

While bad advertising agencies do not let clients own their Google Ads account, we ensure that our clients own their accounts. By setting up the account in your name, we give you full ownership of your Google Ads account and solely manage it on your behalf. This approach ensures transparency and builds trust, which is critical for a successful business relationship.

2. Account Visibility

✗ Bad agencies do not show you inside of the ad account

✓ We take you inside live accounts and answer all of your questions

We understand that it's your business and your money, which is why we provide full visibility into your live ad accounts. We take you inside the account and answer all of your questions, so you can have peace of mind knowing exactly where your money is going and how it's being spent. With our approach, you can trust that we have your best interests in mind and are working hard to ensure the success of your campaigns.

3. Experience and Data

✗ Bad agencies do not prove to you that they have clients and data in your industry

✓ We prove to you that we have clients and over \$500k worth of data in your industry

At HighLead, we know the importance of relevant client experience and industry data for successful Google Ads campaigns. Sadly, many bad agencies fail to prove their expertise, making you unsure if they can help your business. That's why we prove our relevant experience and data, having worked with clients across various industries and amassed over \$500k worth of data.

With this, we can tailor our approach to your specific needs and goals, delivering results that exceed expectations. We value transparency and trust in every business relationship, and we're committed to earning yours.

4. Profitable Results

✗ Bad agencies do not share results showing the ads they manage are profitable for others in your industry

✓ We prove to you that the ads we manage are profitable for others in your industry

Bad agencies fail to share results indicating the profitability of the ads they manage for others in your industry. In contrast, HighLead shows proof of profitability and shares this information with you.

5. Reference Checks

✗ Bad agencies do not provide references and do not allow you to reach out to existing clients to get a reference check

✓ We provide multiple references and allow you to reach out to existing clients to get a reference check on us

We believe that trust is built on transparency. That's why we're happy to provide multiple references and let you reach out to our existing clients for a reference check.

We understand that choosing the right agency can be a difficult decision, but with our proven track record and satisfied clients, we're confident that you'll see the value we bring to the table.

6. Contract Terms

✗ Bad agencies twist your arm to sign a contract or commit to a relationship longer than 3 months

✓ We have a 3 month verbal commitment and take you at your word

Signing a long-term contract can be daunting, especially if you're unsure about the results you'll get. That's why we offer a 3 months verbal commitment, and we take you at your word.

We won't twist your arm to sign a contract or commit to a long-term relationship. Instead, we'll work hard to earn your trust and your business.

7. Profitability Claims

✗ Bad agencies promise to make you profitable in the 1st month and other “pie in the sky” claims

✓ We tell you the truth, which is that results take time and often don't happen right away

Bad agencies often make unrealistic promises, such as guaranteeing profitability in the first month or building a magical money machine. At HighLead, we believe in telling the truth. We understand that results take time and often don't happen in the first month, so we set realistic expectations and work hard to deliver the best results possible.

8. Urgency to Start Now

✗ Bad agencies pressure you to sign up today and pay now

✓ We do not ask you to pay today and always send an invoice for you to review

Bad agencies may pressure clients to sign up and pay immediately, but at HighLead, there's no such pressure. Therefore, we don't ask clients to pay on the spot, and always send an invoice for you to review first.

9. Free Demo

✗ Bad agencies are lazy and do not meet with you to give a free complimentary demo

✓ We offer free demo meetings to answer all of your questions and concerns

We're committed to building relationships of trust and transparency with our clients. That's why we offer free demo meetings to answer your questions and concerns. Our team of experts will guide you through the process and show you how we can help you achieve your business goals with successful paid advertising campaigns.

10. Click-Fraud Tools

✗ Bad agencies let click fraud run rampant because they do not monitor it

✓ We invest in the best tools to protect your ad spend from click fraud

Don't let click fraud eat away at your ad spend. At HighLead, we're committed to providing you with the best tools to protect your investment. Unlike bad agencies that let click fraud run rampant, we invest in advanced fraud detection technology to ensure that your ad spend is used efficiently and effectively. With our expertise and the latest tools, we'll help you maximize your ROI and stay ahead of the competition.

11. Team of Experts

✗ Bad agencies work with generalist marketers, not specialists

✓ We have a team of SMP marketing experts who specialize in paid advertising

We have a team of SMP industry specialists, including a 10,000-hour Google Ads master, designers, copywriters, developers, conversion optimizers, funnel builders, and more. With their expertise, we'll help you run successful paid advertising campaigns and scale your SMP studio.

Schedule your Google Ads demo

Ready to be booked solid with SMP clients?

[Schedule a no-obligation call](#) with our 10,000-hour Google Ads master today and get your questions answered. We'll look at your current sales and marketing efforts and help you create a roadmap to Google Ads success!

BOOK A FREE DEMO