

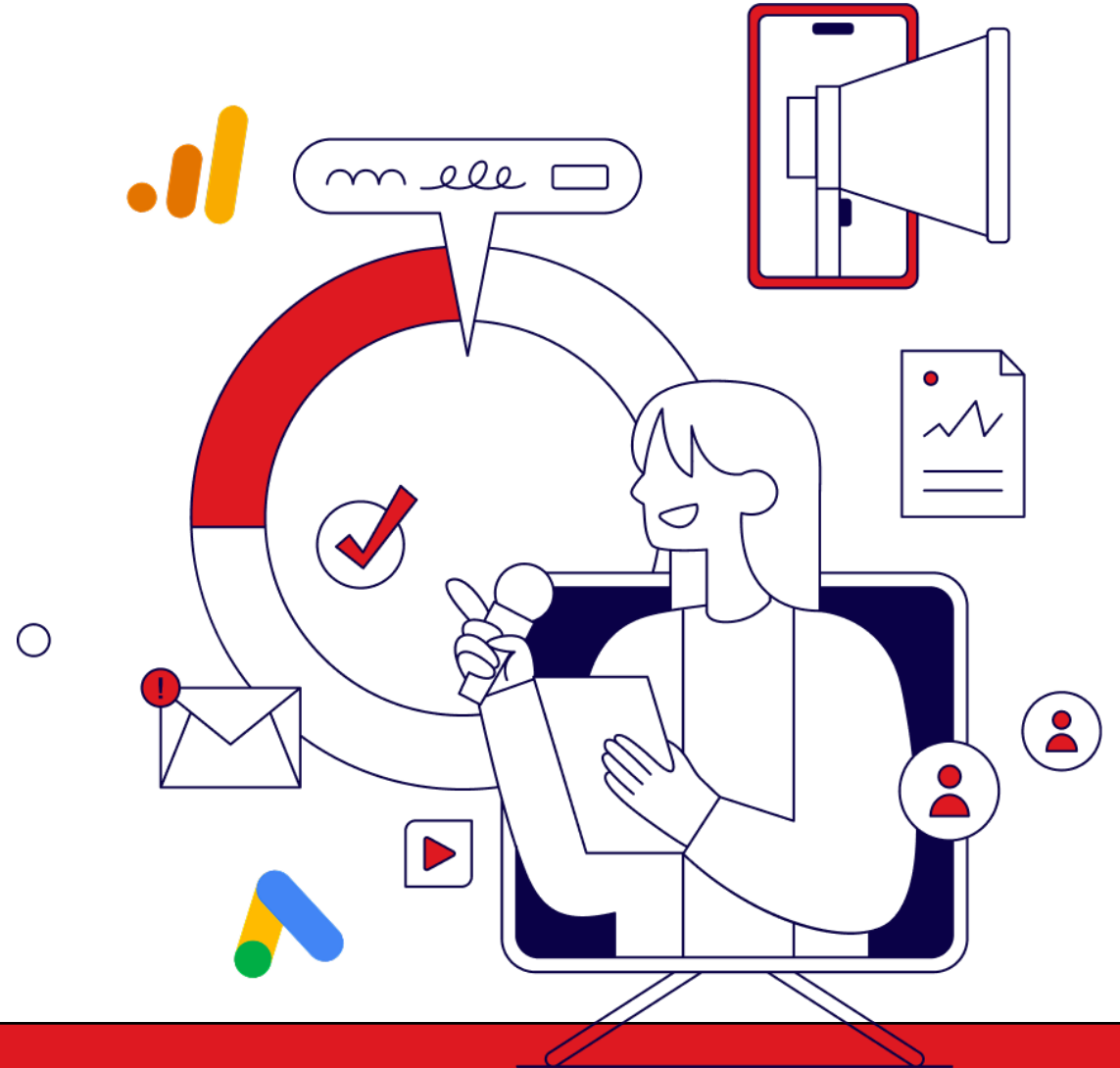


10 Proven B2B Google Ads Strategies

A guide to get more sales qualified leads without wasting ad spend.



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Introduction

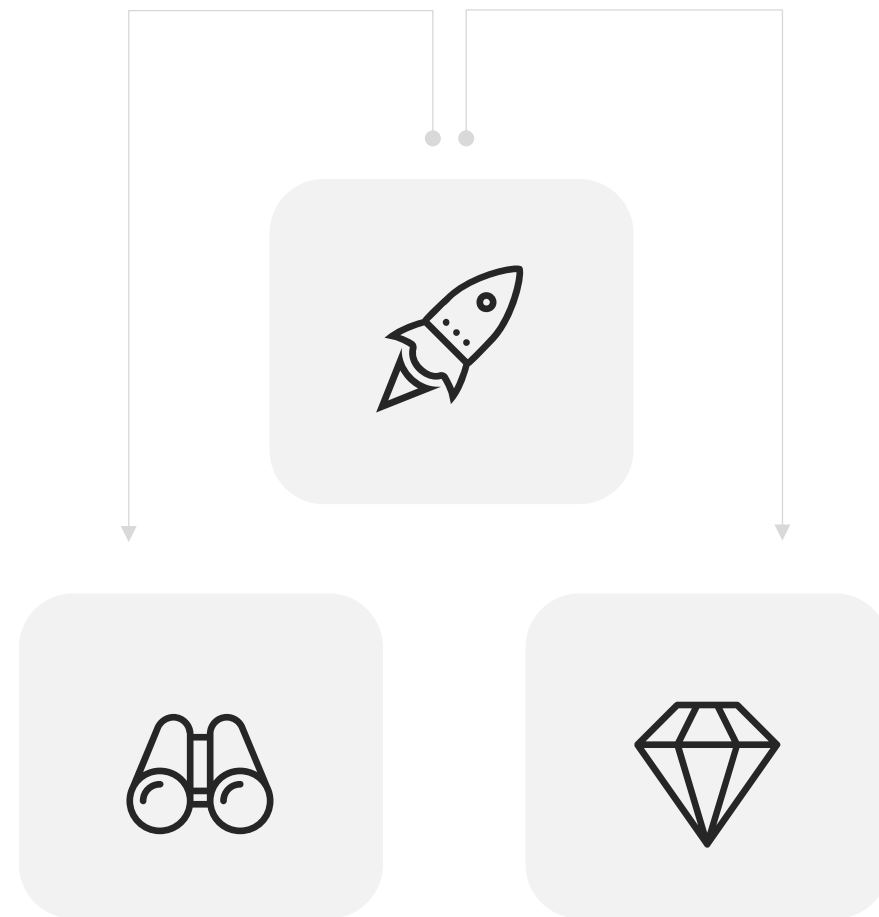
Hey there, fellow B2B marketers!

Selling high-ticket services isn't about chasing clicks, it's about attracting the right people, at the right time, with the right message.

Google Ads can be your best-performing channel, but only if you know how to qualify and convert serious buyers.

This playbook walks you through 10 tried-and-tested strategies we've used to help B2B businesses like yours consistently land \$10K+ deals, without wasting budget.

Let's dive in.



STRATEGY 1

Focus on High-Intent Keywords That Attract Decision-Makers

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Not every search is worth paying for. The goal? Show up when buyers are ready to act.

What to Do:

Use phrases like “consulting,” “outsourced,” “enterprise”

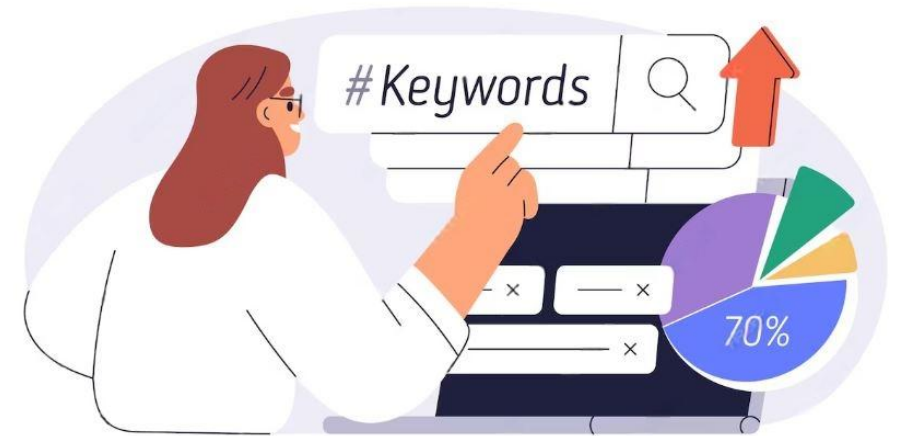
Add qualifiers: “for startups,” “monthly,” “\$5K+ budget”

Target comparison and competitor keywords

Steer clear of TOFU (top-of-funnel) terms like “how to...”

Why It Works:

These searches come from folks with budgets and timelines exactly who you want to talk to.



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tips for success

- Analyze intent in Google Search Console
- Use long-tail terms for niche services
- Organize keywords by funnel stage (BOFU, MOFU)
- Review search terms weekly, Negative keywords are your friend

STRATEGY 2

Use Ad Copy to Pre-Qualify Prospects

Use Ad Copy to Pre-Qualify Prospects

Clicks are pricey. Don't attract everyone, attract the right ones.

What to Do:

Include budget filters: "For companies spending \$5K+/mo"

Make CTAs crystal clear: "Book a Funnel Call," not "Learn More."

Drop credibility boosters: "Google Partner," "Trusted by 100+ Agencies"

Call out your target audience directly

Why It Works:

This acts like a gatekeeper, filtering out time-wasters and zeroing in on serious buyers.



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tips for success

- A/B test headlines and CTAs regularly
- Avoid dynamic keyword insertion unless the intent is high
- Add numbers or niches to show fit
- Balance CTR with conversion rate to avoid vanity metrics

STRATEGY 3

Offer Consultations, Not Free Downloads

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Whitepapers won't cut it for \$10K services. Decision-makers want insight, not PDFs.

What to Do:

Offer “Free Strategy Call,” “ROI Audit,” or “Growth Plan”

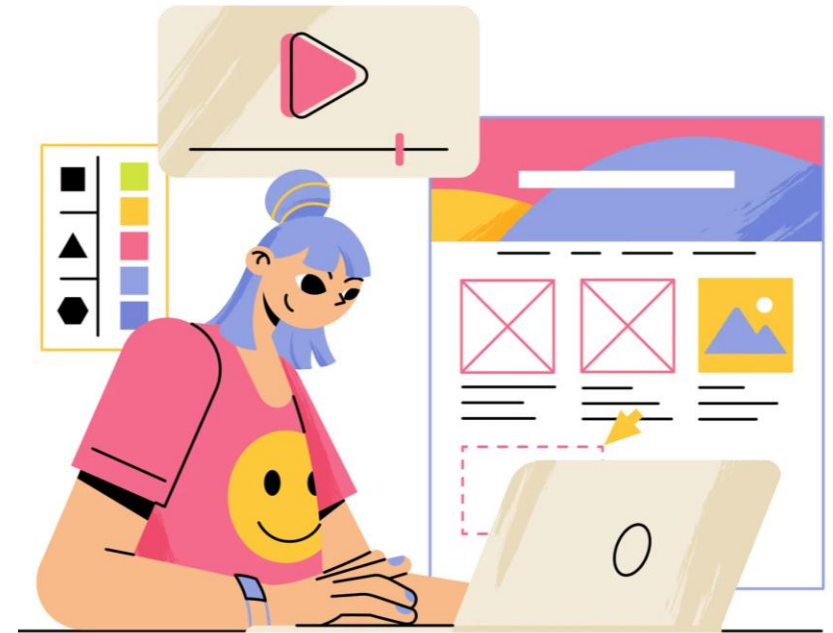
Keep forms lean but qualifying (budget, role, site)

Talk outcomes: “Get Your 90-Day Ad Plan”

Follow up fast with personalized outreach

Why It Works:

Consults build trust and show value up front, converting leads into conversations (and revenue).



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tips for success

- Frame the call as mutual: “Let’s see if we’re a fit.”
- Add urgency: “5 slots per week”
- Mention your wins: “Based on \$1M+ ad accounts”
- Reinforce next steps (calendar links, confirmations)

STRATEGY 4

Segment Campaigns by Funnel Stage

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Messaging matters more than ever. Segment your campaigns by stage to match mindset.

What to Do:

BOFU: Exact match, buyer-ready keywords + bold CTAs

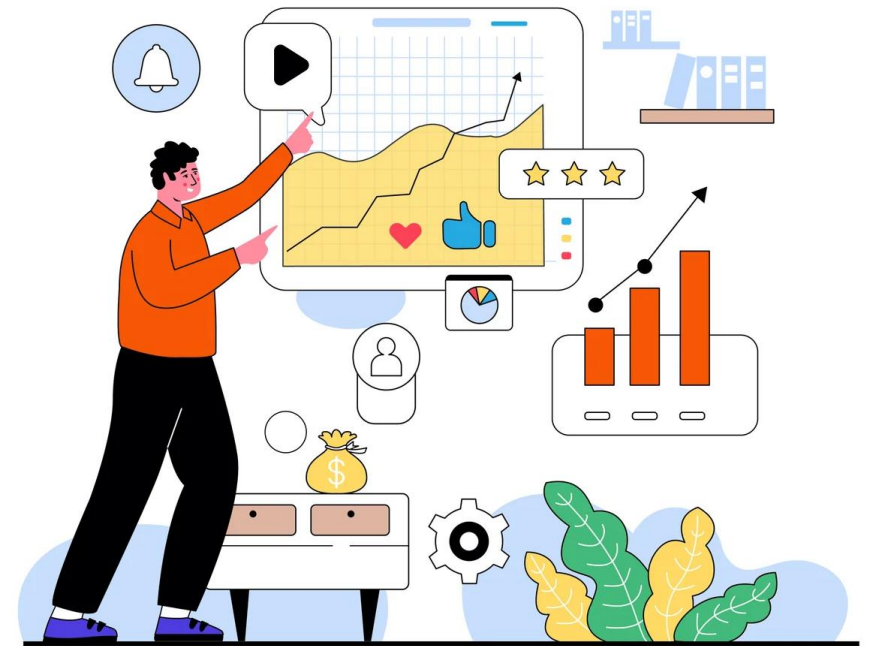
MOFU: Retarget with testimonials and case studies

TOFU: (Optional) Blog traffic, YouTube explainer ads

Use audience signals and exclude converters at lower stages

Why It Works:

Relevance drives performance. Aligned messaging means more SQLs and less wasted spend.



A Step-by-Step Guide to Funnel-Aligned Messaging

Step 1 – Break Down the Funnel

Identify 3 key stages:

TOFU (Top of Funnel): Awareness

MOFU (Middle of Funnel): Consideration

BOFU (Bottom of Funnel): Decision.

Match campaigns to each stage's mindset.

Step 2 – Align Campaign Messaging

TOFU: Educational blogs, YouTube explainers

MOFU: Retarget with testimonials and case studies

BOFU: Exact match keywords + strong CTAs

🔊 Right message = higher engagement



Step 3 – Target Smartly

Use audience signals (retargeting, behavior)

Exclude people who already converted

Keep stages clean to avoid budget waste

Focus where it matters most.

Step 4 – Optimize and Scale

Test creatives and messaging per stage

Monitor performance (CTR, CPA, ROAS)

Refine based on real data

Small tweaks = big results!



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tips for success

- Track different conversions per stage
- Build custom audiences like “Visited Pricing Page”
- Push strong CTAs at BOFU
- Trim underperformers from advanced-stage campaigns

STRATEGY 5

Prioritize Desktop & Business Hour Traffic

Prioritize Desktop & Business Hour Traffic

When your buyers are working, that's when you want to show up.

What to Do:

Lower mobile bids by 50–90% (mobile = tire-kickers)

Push the budget toward desktop traffic

Schedule ads to run during business hours (M–F, 9–6)

Review device performance weekly and adjust

Why It Works:

Most B2B decisions happen behind a desk. Focus your budget where real business is happening.



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tips for success

- Use GA4 + Google Ads to trace desktop conversions
- A/B test performance with vs without mobile
- Add call tracking to capture desktop phone leads
- Test tablets separately; they behave differently

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fun fact

\$3.33

Average CPC for B2B
services on Google Ads

2.4%

Typical conversion rate for
B2B search campaigns

52%

Buyers are more likely to
convert after retargeting

72%

Decision-makers still
research on desktop over
mobile

STRATEGY 6

Retarget Like a Pro

Retarget Like a Pro

First impressions rarely convert. Stay in sight to stay top of mind.

What to Do:

Set up Display + YouTube retargeting audiences

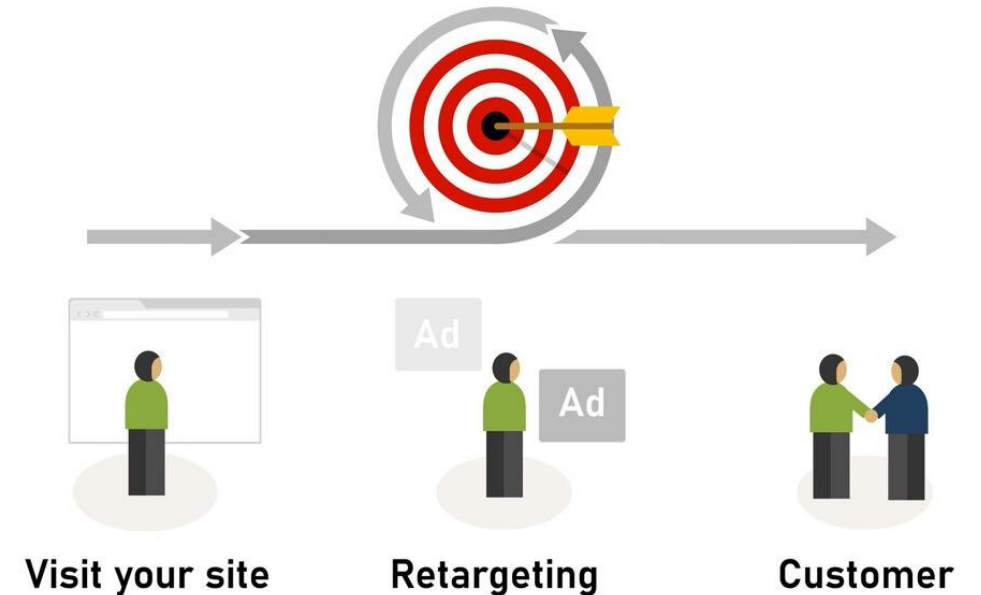
Segment by behavior: site visitors, video watchers, form drop-offs

Refresh the creative every week or two

Cap frequency + exclude converters to avoid overspend

Why It Works:

Warm traffic closes faster. Retargeting builds familiarity, trust, and urgency.



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tips for success

- Use video testimonials + banner case studies
- Add urgency: countdown timers, “limited spots”
- Test lookalike layers for scale
- Don’t waste money retargeting closed deals

STRATEGY 7

Track SQLs, Not Just Leads

Track SQLs, Not Just Leads

Form fills \neq revenue. Know what's working.

What to Do:

Set up enhanced conversion tracking (calls + forms)

Sync Google Ads with your CRM (like HubSpot, Close, Salesforce)

Import offline conversions tied to sales outcomes

Assign values to lead stages to find real ROI

Why It Works:

When you track true pipeline value, not vanity metrics, you spend smarter and scale faster.



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tips for success

- Tag leads with UTM data inside your CRM
- Define what makes a lead “Sales Qualified.”
- Use lead scoring + sync scores back into Ads
- Feed that first-party data into Smart Bidding for better results

STRATEGY 8

Transition to Smart Bidding After 15+ SQLs

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Smart Bidding's power kicks in when it has enough clean signals. Until then, stay manual.

What to Do:

Start with Manual CPC for 15–30 SQLs

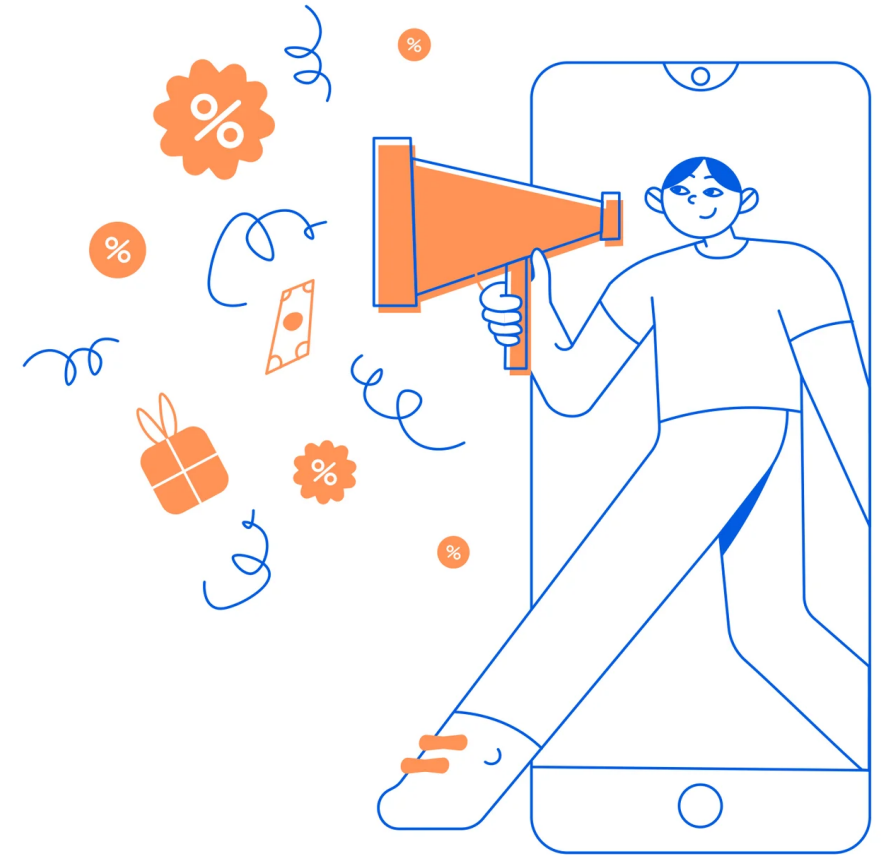
Then test Max Conversions, Target CPA, or ROAS

Use portfolio bidding strategies for flexibility

Watch the learning phase closely

Why It Works:

Smart Bidding + clean data = scalable profits with fewer headaches.



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tips for success

- Test bid simulators before switching
- Ramp up budgets slowly so the algorithm can learn (10%-15% increase per day)
- Tweak Target CPA gradually, not all at once
- Don't mix funnel goals. Keep campaigns clean

STRATEGY 9

A/B Test Ad Copy & Landing Pages

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Tiny tweaks = big wins. Testing is your growth engine.

What to Do:

Try different CTAs: “Book Strategy Call” vs “Get ROI Plan”

Swap out offers: “Free Audit” vs “Live Demo”

Play with testimonials, trust badges, and pricing hints

Use Unbounce, Google Optimize, or similar tools

Why It Works:

Small copy shifts can double SQLs. Stop guessing, let the data decide



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tips for success

- Test one variable at a time: headline, CTA, or layout
- Let tests run long enough for real results (2–4 weeks)
- Save winning variations in a swipe file
- Measure SQLs, not just form fills as your north star

STRATEGY 10

Qualify With Landing Page Copy

Qualify With Landing Page Copy

A strong page tells visitors who you help and how you help.

What to Do:

Add “Who This Is For” + minimum engagement criteria

Use assertive CTAs like “Apply to Work With Us.”

Lead with outcomes, client logos, and proof

Ask qualifying questions: budget, project scope, role

Why It Works:

Pre-qualifying makes sure only serious leads reach your calendar. No more time-wasters.



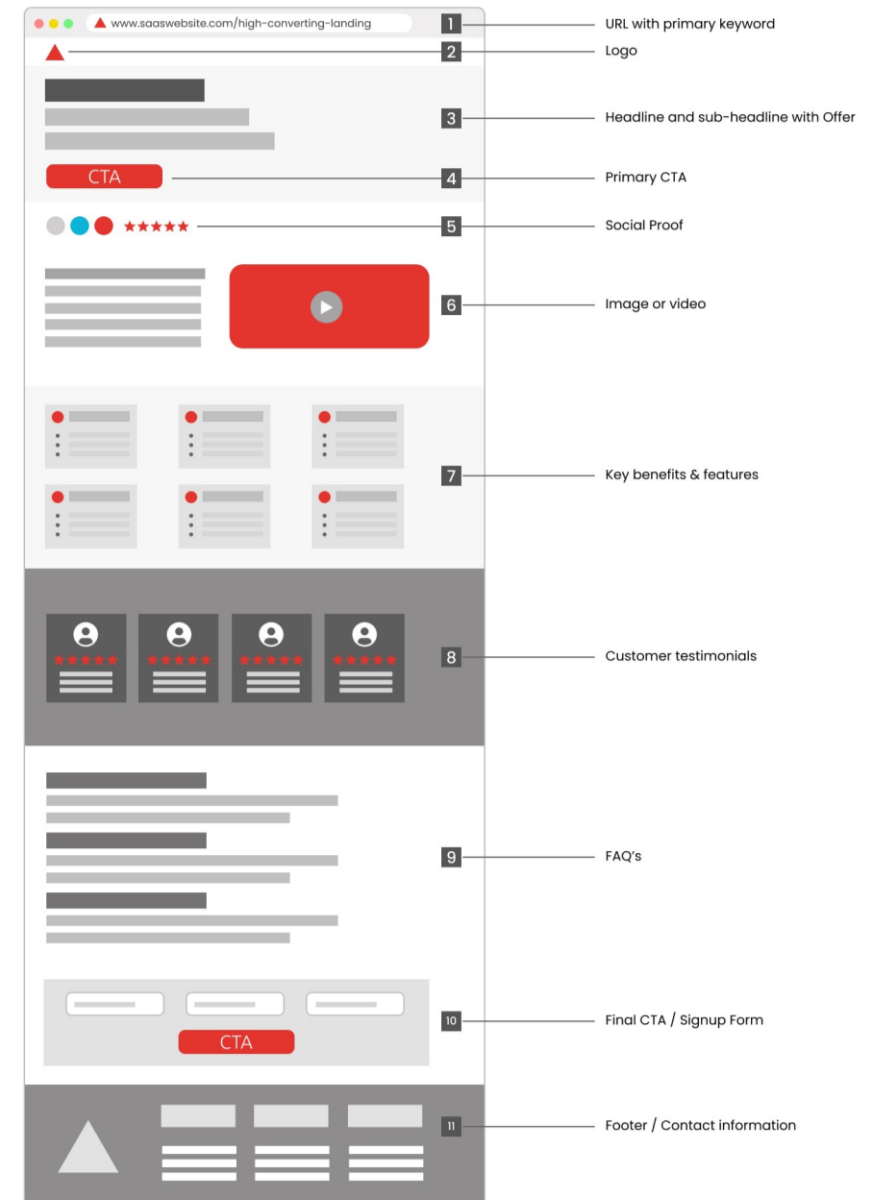
GOOGLE ADS

tips for success

- Use testimonials and logos throughout the scroll
- Fewer fields, but ask smarter questions
- Include a short founder/team video to build trust
- Place CTAs at both the top and bottom

bonus content: elements of a high converting B2B landing page

1. **Headline:** Clear value (e.g., “Get 3x ROI With Google Ads”)
2. **Social Proof:** Logos, testimonials, case studie
3. **Trust Signals:** Certifications, awards, partnerships
4. **CTA Above the Fold:** “Book My Strategy Session”
5. **Form:** 3–5 fields max + 1 qualifying question
6. **Footer:** Contact info, links, and legal essentials



* zoom-in to view the infographic

additional reading

Checkout our insights at <https://www.adlabz.co/blog> for in-depth B2B guides.

insights



SaaS Discounts Playbook: Drive Sales, Keep Profits Safe!



10 Creative, Competitive SaaS Marketing Campaigns & Their Learnings



The Ultimate Guide to Conducting a Google Ads Audit for Your SaaS Business



Top 10 Landing Page Examples for SaaS Startups to Inspire Your Next Design



Google Ads for SaaS: Your Guide to Big Wins



Scaling Your SaaS with Google Ads: 7 Practical Strategies to Lower Costs and Boost Conversions

LET'S STAY IN TOUCH

thank you

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