



6 Advantages of Working With A

Google Ads

Freelance Consultant

If you're thinking about working with a Google Ads Freelance Consultant to promote your business, there are several things to be aware of. One of them is that finding the right one can be a challenge.

There are many to choose from. And many will claim to have the experience and skills that you need to run successful PPC campaigns.

There are several options to find a freelancer which a search on Google or looking at the options available on freelance sites such as **People Per Hour**. Doing some thorough research and asking questions and looking at reviews will help you find the right Google Ads Freelancer.

Here are 6 advantages of working with a Google Ads Freelance Consultant



More Affordable

The average Google Ads Freelance Consultant hourly rate is £86. This is much lower than the average UK agency rate of over £100. So, you'll be making a huge saving by partnering with a freelancer.

That's mainly because freelancers have fewer overhead costs than agencies and even far less than employing a Google Ads Expert directly.

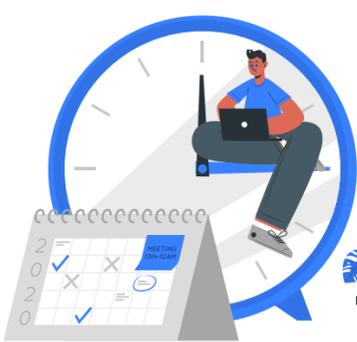
Of course, you should check they have the expertise and capacity.

No account managers

Dealing with an account manager in an agency can be a challenge for many advertisers. You may not have direct access to the person working on your account. That can cause delays and frustrations.

Working directly with a freelance PPC consultant is better because you can brainstorm ideas and implement quickly.

You also develop a good working relationship as you both work towards achieving goals that are mutually beneficial.



Flexible hours

Whether they're based in the UK or abroad, freelancers are usually flexible in their working hours. And they'll accommodate your requirements. They're able to work longer hours and will accommodate your time zone differences.

Work closely together

When you sign up with a Google Ads agency instead, you don't know often who is working on your account. It could be one of the less experienced people on the team. Or it could be an outsourced resource that's based in Asia. So, you have no idea who is managing it.

In fact, most large agencies have apprentices and graduates with very little Google Ads experience. And these will manage their smaller client accounts, with the specialists working on the bigger accounts.

With a Google Ads Freelance Consultant, you are sure who is working on it because they are unlikely to have a team. And you can work closely with the freelancer to make your campaign a success.



Quick turnaround

Working with a freelancer has the benefit of a quick turnaround. It's possible that when all the work is agreed that your campaign can be up and running in under 24 hours.

On average it takes about 4 hours to setup a new Google Ads campaign. That includes the keyword research and writing the ads. So, you can expect the Google Ads Consultant to have it completed within a day and you can then launch the campaign.

Because you're not working with an account manager that must relay everything to the person actually working on your account, this speeds up the process.

No lengthy contracts

With an agency, you're almost certain to sign a 12-month contract. But most freelancers don't require contracts and if they do, they are usually just three-month agreements.

So, you're not locked into a long contract and can easily move on if things are not working out as expected.



Working with a Google Ads Freelance has many benefits especially when you find the right one. It's important that you build a good relationship with your freelancer and work closely together to achieve your goals.

Contact me at info@mikencube.co.uk to find out how I can help you with Google Ads advertising. Visit my website at www.mikencube.co.uk.