

SYNERGY MARKETING

Free Guide · synergymar.tech

How to Claim & Use Your Free Google Ads Credit

Get the credit — then spend it so it actually brings customers, not just clicks.

A practical guide from the team that runs its own brands on this.

How to Claim & Use Your Free Google Ads Credit

Google often offers new advertisers a spend-matched credit (e.g. spend HK\$, get HK\$ back). It's real money — but most businesses waste it on a badly-set-up campaign. This guide shows how to claim it and, more importantly, how to use it well.

Part 1 — Claiming the credit

- **New Google Ads account** — Credits are for new accounts; check current HK offer terms.
- **Apply the promo code early** — Enter it in Billing before you start spending.
- **Mind the deadline & threshold** — Usually 'spend X within 60 days to unlock the credit' — note the date.
- **Set a billing limit** — So you don't overspend chasing the credit.

Part 2 — Don't waste it (the part that matters)

A credit on a bad campaign just buys junk clicks faster. Before you spend a dollar:

- **Track conversions first** — Set up conversion tracking BEFORE spending (see our Tracking Checklist) — or you'll never know what worked.
- **Target intent, not vanity** — Bid on keywords where people are ready to buy, not broad terms.
- **Send clicks to the right page** — A focused landing page that matches the ad — not your homepage.
- **Add negative keywords** — Block irrelevant searches that drain budget.

Part 3 — A simple starter structure

- **1 campaign, 2–3 tight ad groups** — Each group = one tightly-themed set of keywords.
- **3+ responsive search ads** — Let Google test which message wins.
- **Call & location extensions** — Especially valuable for HK local businesses.
- **Review after 2 weeks** — Cut what's not converting, scale what is.

Reality check

The credit gets you in the door cheaply. Whether it makes money depends entirely on tracking, targeting and the landing page. That's exactly the part we set up for clients.

Want us to do this for you?

We'll help you claim the credit and set up a campaign that converts — talk to us.

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