

Recapitulation of Google AdWords

Course Objectives

Objectives:

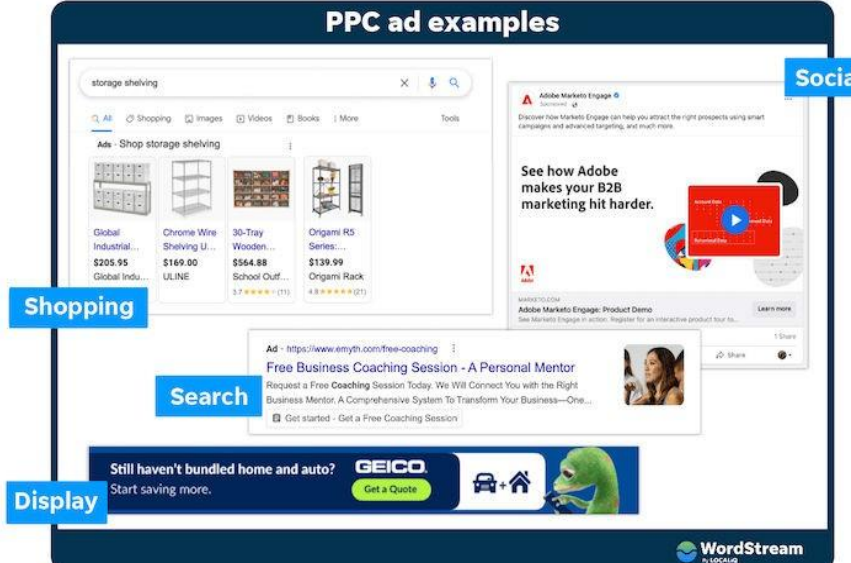
- To make students understand functions of search engine marketing, strategy, performance analysis and real-life execution.
- To make them understand different types of display ads that advertisers can create and the steps required to make them in line with best practices.
- To develop student's ability to formulate best strategies using best practices used under Google Ads.
- To develop students' ability to set up a search engine marketing campaign along with a few nuances of the tool.

PPC

- PPC stands for pay-per-click, a model of digital advertising where the advertiser pays a fee each time one of their ads is clicked. Essentially, you're paying for targeted visits to your website (or landing page or app). When PPC is working correctly, the fee is trivial because the click is worth more than what you pay for it. For example, if you pay \$3 for a click, but the click results in a \$300 sale, then you've made a hefty profit.
- PPC ads come in different shapes and sizes (literally), and can be made up of text, images, videos, or a combination. They can appear on search engines, websites, social media platforms, and more.

Cont...

- Search engine advertising (also known as paid search or search engine marketing) is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone performs a search related to their business offering



PPC ad examples

storage shelving

Shopping

Global Industrial... \$205.95
Global Indu...
Chrome Wire Shelving U... \$169.00
ULINE
30-Tray Wooden... \$564.88
School Outf...
Origami R5 Series... \$139.99
Origami Rack

Social

Adobe Marketo Engage
Discover how Marketo Engage can help you attract the right prospects using smart campaigns and advanced targeting, and much more.

See how Adobe makes your B2B marketing hit harder.

Search

Ad - <https://www.emyth.com/free-coaching>
Free Business Coaching Session - A Personal Mentor
Request a Free Coaching Session Today. We Will Connect You with the Right Business Mentor. A Comprehensive System To Transform Your Business—One...
Get started - Get a Free Coaching Session

Display

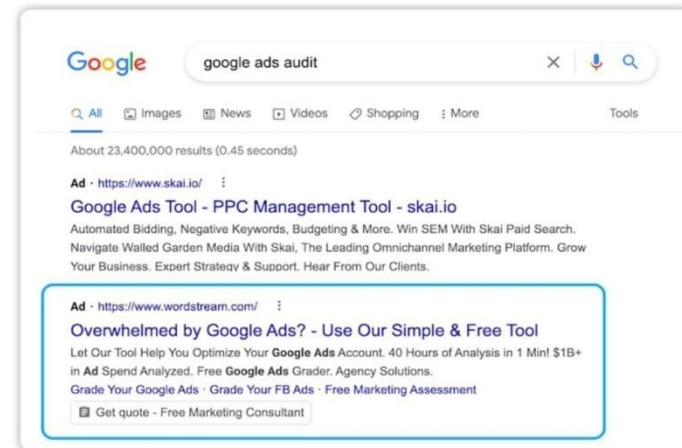
Still haven't bundled home and auto? **GEICO**
Start saving more. [Get a Quote](#)

WordStream
by LOUGHEE

Cont...

- PPC advertising looks different from platform to platform, but in general, the process is as follows:
- Choose your campaign type based on your objective.
- Refine your settings and targeting (audiences, devices, locations, schedule, etc.).
- Provide your budget and bidding strategy.
- Input your destination URL (landing page).
- Build your ad.

RELATED SEARCH:



More on search ads in a bit.

Cont...

- Once the ad goes live, where and when your ad appears, and how much you pay for a click on it are all determined algorithmically based on your budget, bid, campaign settings, and the quality and relevance of your ad. Since all platforms that offer PPC advertising want to keep their users satisfied, they reward advertisers who create relevant, trustworthy pay-per-click campaigns with higher ad positioning and lower costs.

What is Google Ads?

- Google Ads is the single most popular PPC advertising system in the world. The Google Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties.
- Every time a search is initiated, Google digs into the pool of ads and chooses a set of winners to appear on that search engine results page.

Cont...

- Google Ads is the single most popular PPC advertising system in the world. The Google Ads platform enables businesses to create ads that appear on Google’s search engine and other Google properties.
- Every time a search is initiated, Google digs into the pool of ads and chooses a set of winners to appear on that search engine results page.
- The “winners” are chosen based on a combination of factors, including the quality and relevance of their keywords and ad campaigns, as well as the size of their keyword bids. We’ll explain that in the next section.

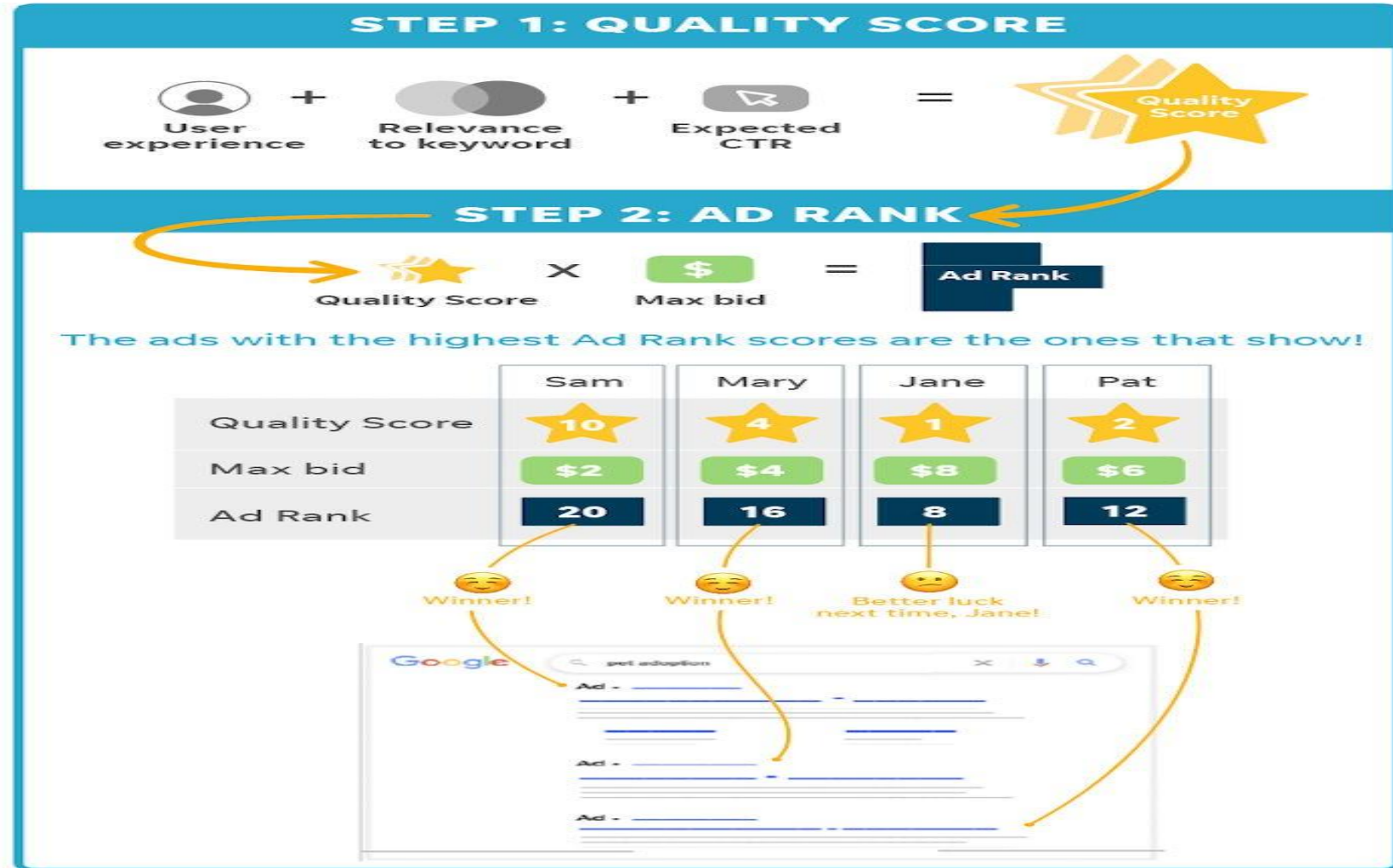
How PPC works in Google Ads

- When advertisers create an ad, they choose a set of keywords to target with that ad and place a bid on each keyword. So if you bid on the keyword “pet adoption,” you are telling Google you want your ad to appear for searches that match or are related to pet adoption (more on keyword match types here).
- Google uses a set of formulas and an auction-style process to decide which ads get to appear for any one search. If your ad is entered into the auction, it will first give you a Quality Score from one to 10 based on your ad’s relevance to the keyword, your expected click-through rate, and landing page quality.

Cont...

- It will then multiply your Quality Score by your maximum bid (the most you're willing to pay for a click on that ad) to determine your Ad Rank. The ads with the highest Ad Rank scores are the ones that show.
- This system allows winning advertisers to reach potential customers at a cost that fits their budget. It's essentially a kind of auction. The below infographic illustrates how the Google Ads auction works.

Cont...



How to do PPC with Google Ads

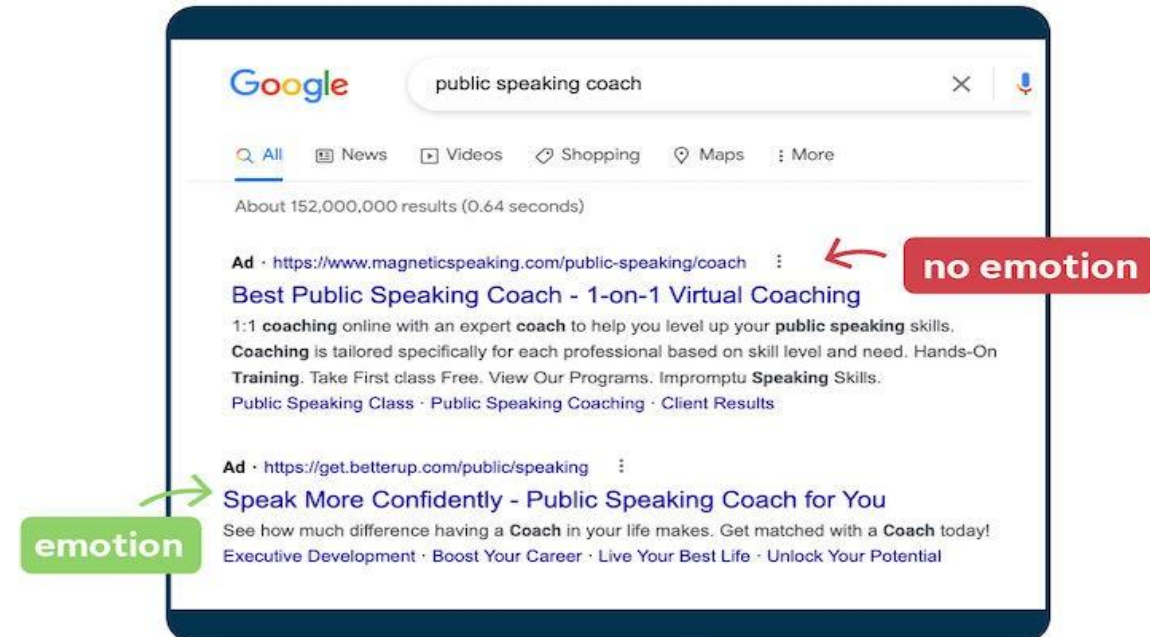
- Conducting PPC marketing through Google Ads is particularly valuable because, as the most popular search engine, Google gets massive amounts of traffic and therefore delivers the most impressions and clicks to your ads. How often your PPC ads appear depends on which keywords and match types you select. While a number of factors determine how successful your PPC advertising campaign will be, you can achieve a lot by doing the following:

Cont...

- **Bid on relevant keywords:** Crafting relevant PPC keyword lists, tight keyword groups, and proper ad text.
- **Focus on landing page quality:** Create optimized landing pages with persuasive, relevant content, and a clear call to action tailored to specific search queries.
- **Improve your Quality Score:** Quality Score is Google's rating of the quality and relevance of your keywords, landing pages, and PPC campaigns. Advertisers with better Quality Scores get more ad clicks at lower costs.

Cont...

- **Capture attention Enticing ad copy is vital:** and if you're running display or social ads, so is eye-catching ad creative.



Online Advertising

- Online advertising, also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to promote products and services to audiences and platform users.
- The first display ad graced the internet on October 27, 1994, on HotWired, and it looked like this:



Banner ads

- Banner ads occupy a spot within an app's layout, either at the top or bottom of the device screen. They stay on screen while users are interacting with the app, and can refresh automatically after a certain period of time. If you're new to mobile advertising, they're a great place to start



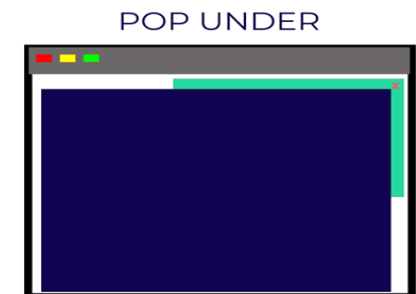
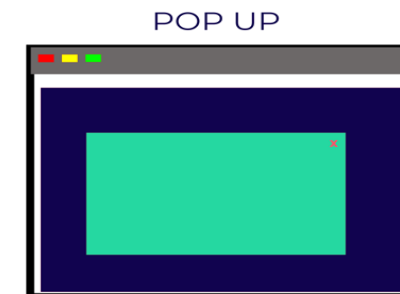
Rich Media Ads

- What are rich media ads? Rich media ads are interactive ads that include multimedia features, such as video, audio, animation as well as traditional elements like text and images. These ads offer ways to engage and involve the audience to increase brand awareness and generate clicks.



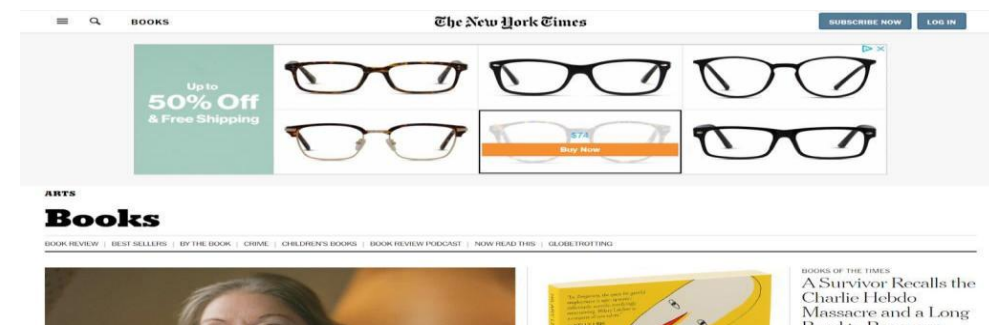
Pop-ups and Pop-Under

- To this day, we tend to call this form of advertisement pop advertising. But as the years followed, new variants were created to answer the market's needs — pop-up and pop-under ads. While pop-ups are displayed on top of the websites you're visiting, the difference for pop-under ads is the windows are opened in the background. You can see them when you close your current browser window or site.



What is contextual advertising?

- Contextual advertising refers to the practice of placing ads on web pages based on the content of those pages. For example, this could be ads for running shoes on a news article about running, or it could be ads for laptops on a tech ecommerce site. This is done through contextual targeting on an ad network, which involves segmenting ads based on parameters like keyword or website topic.



Text ad

- Your text ad consists of three headlines where you can enter up to 30 characters each to promote your product or service. The headlines are separated by a vertical pipe ("|") and may show differently based on the device someone is using when they view your ad.

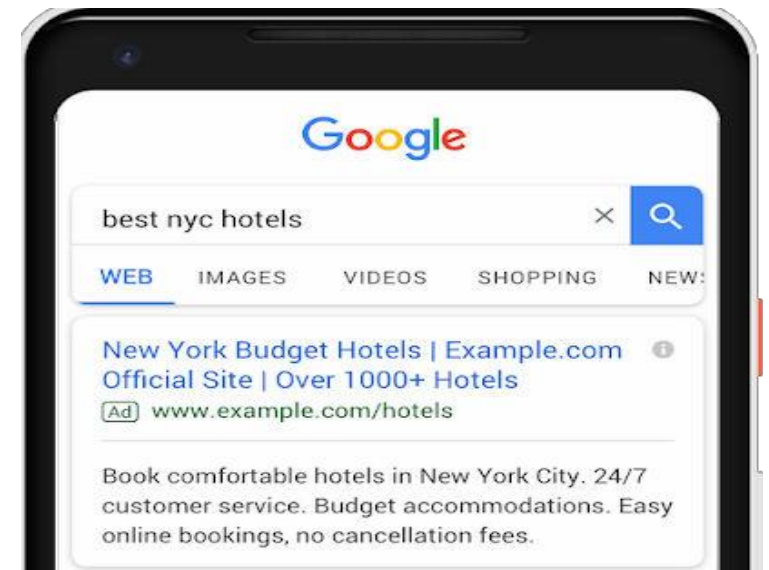
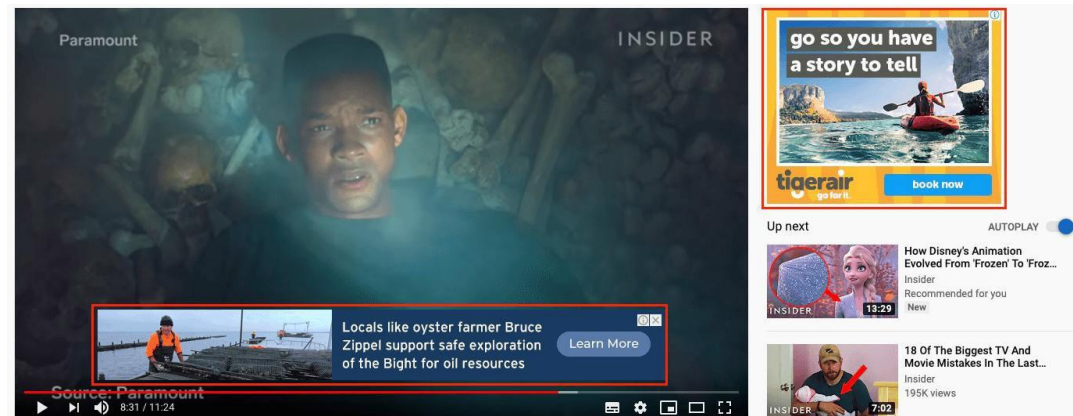


Image ad

- A type of ad that includes a graphic to promote your business.
- An image ad consists of an image that you provide featuring information about your business, services, or products. When people click anywhere on your ad, they'll be taken to your website.
- Image ads can appear on webpages and other places in the Display Network.
- Your image ad can use a static image, animated image, or a GIF, and can be in a range of sizes.
- To run an image ad, you create an image and upload the file to your Google Ads account. You can also use our free tool, the Ad Gallery, to create an image from our templates.

Video Ad

Video advertising is the process of displaying ads either inside online video content – usually before, during or after a video stream



- **In-page**

- In reality, in-page push ads are banner ads that appear on publisher websites. They show at the top or bottom of a website when using mobile, and at the corners of a webpage when using desktop. This makes it look like a small pop-up notification to the user.



Web Chutney

- Web Chutney has been credited with some of the most promising campaigns that have helped the clients to sustain in the competition. This company has the recognition of having some of the big clients from the industry like Microsoft, P & G, Airtel, Unilever, Wipro, HDFC & Titan. They have also received the DMAI award for their project Remit2India, Standard Chartered and Cleartrip.

- **Pinstrom**

- Pinstrom is not just famous in India but also around the world. Their innovative approach has won them many accolades in the field of web strategizing, mobile-friendliness, SEO, Facebook and Twitter campaigns. This company has been serving prime brands like Walt Disney, Yahoo, Canon, HSBC, CCD, ICICI, ET Now, and GQ.

- **WatConsult**

- WatConsult helps in business optimization, branding and promotion. They are the market leaders for services like digital marketing, social media marketing, search marketing, mobile marketing, digital analytics and digital video promotion. **Having won the DMAI Gold Award for a best disruptive digital campaign, they are the best to consider for comprehensive digital marketing promotion.**

Intellemo

- This digital agency has carved a niche by creating and delivering the first customized **e-Commerce marketing model** that has taken support from technology and automation to bolster and empower branding in the competition. This company has been consistent in ensuring better lead generation, marketing automation and branding via their smart innovations. ns.
- They have created a long list of dedicated clientele like UrbanClap, Yatra, Lenskart, CompliancePoint, FansRave, Square Listings, and EnterpriseDNA by adding real value in their operatio

Tracking and Measuring ROI of online advertisement

ROI = (Gains from investment - cost of investment)/(cost of investment) × 100

100% As a marketer, one of your main worries is how to prove the effectiveness of your digital marketing activities. To prove it, your boss wants hard numbers - so it's time to calculate your digital marketing ROI



Course Outcomes

- Students understand Revised the basics of Digital Marketing
- Understanding different types of display ads that advertisers can create and the steps required to make them in line with best practices.
- Develop student's ability to formulate best strategies using best practices used under Google Ads.
- Develop students' ability to set up a search engine marketing campaign along with a few nuances of the tool.

Thanks