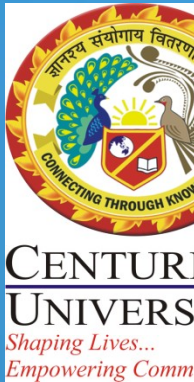


Digital Marketing & Marketing Communication

Session - 1

By : Dr. Sisir Ranjan Das



Google AdWords

Learning Objectives:

After completion of this session, the learner will be able to know:

- How to create ad campaigns, text ads and ad groups?

Topics to be Covered:

After completion of this session, the learner will be able to know:

- Creation of ad campaigns, text ads, ad groups

Creation of Ad Campaigns



What is the importance of an ad campaign?

A campaign allows you to promote your products or services on Google's vast network of search results, websites, videos, mobile apps, maps, shopping ads, and more.

How to start an ad campaign?

You'll choose a campaign type based on your marketing goals, brand strategy, and how much time you're willing to invest.

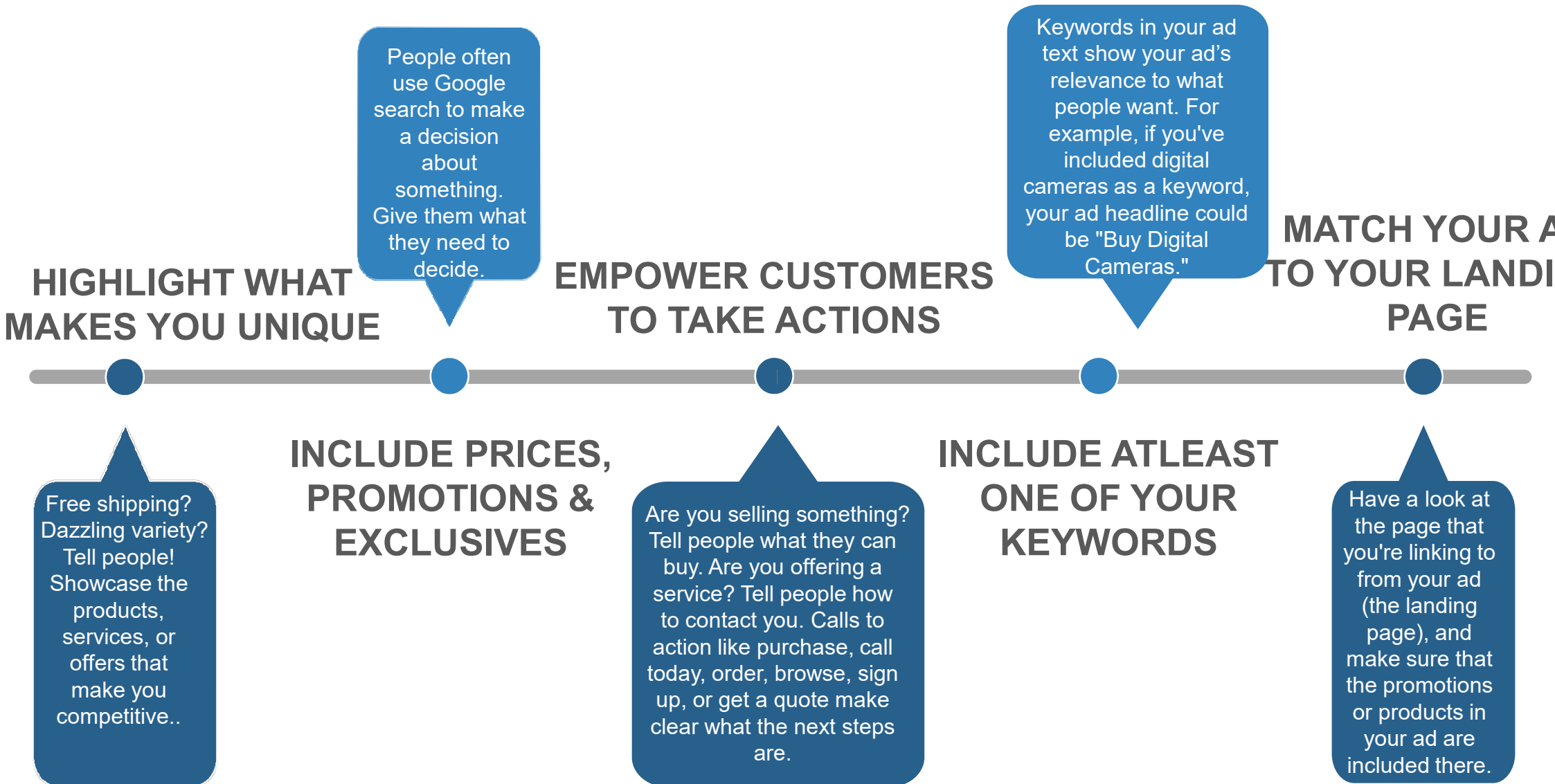
What is meant by campaign type?

Each campaign type has its own set of targeting options and ads. For example a Search campaign lets you place text ads on search results, whereas a Video campaign lets you advertise video ads on YouTube.

What is the first step of an ad campaign?

The first step is to create a new campaign and define your goal. This goal will help you determine the best campaign type to reach your intended audience.

Text Ads in Google AdWords



Further to Text Ads

Appeal

Appeal to Customers on Mobile

People seeing your ads on mobile are more likely to want to know where you are, or to call you. Show your location and phone number with location extensions and call extensions.

Also, consider creating ads devoted to people on mobile devices, using the mobile version of your website as a landing page, and offering specials suited to a mobile audience. Keep in mind, your text ads can appear differently on mobile.

Experiment

Experiment

Create three to four ads for each ad group, and use different messages for each to see which does the best. Google Ads rotates ads automatically to show the best-performing ads more often. Learn more about ad rotation.



Check

Check for Common Ad Text Mistakes

In order to make sure all ads are high quality, every ad must meet high professional and editorial standards. That means no extra spaces, sTrAnGe CAPITALIZATION, or unclear URLs, to name a few. The following information only applies to standard text ads. To learn more about expanded text ads and get tips on how to write them, visit our guide.



100%



Ad Groups in AdWords

An ad group contains one or more ads that share similar targets.

- Each of your campaigns is made up of one or more ad groups.
- Use ad groups to organize your ads by a common theme. For example, try separating ad groups into the different product or service types you offer.



How ad groups work?

An ad group contains one or more ads that share similar targets. You set a bid, or price, to be used when an ad group's keywords trigger an ad to appear. This is called a cost-per-click (CPC) bid. You can also set prices for individual keywords within the ad group. Use ad groups to organize your ads by a common theme, such as the types of products or services you want to advertise.



Group ad groups by similar themes

Many advertisers find it helpful to base their ad groups on the sections or categories that appear on their website. For example, let's say you sell desserts, beverages, and snacks on your website. For example, each ad group contains a keyword list focusing on a product you'd sell. The keyword list in each ad group tells our system to show ads for these products only on websites related to them.



Thank You

My Curiosity is all Yours

