

Digital Marketing Strategy

MKT711

Dr. Perihan Salah

8th Lecture



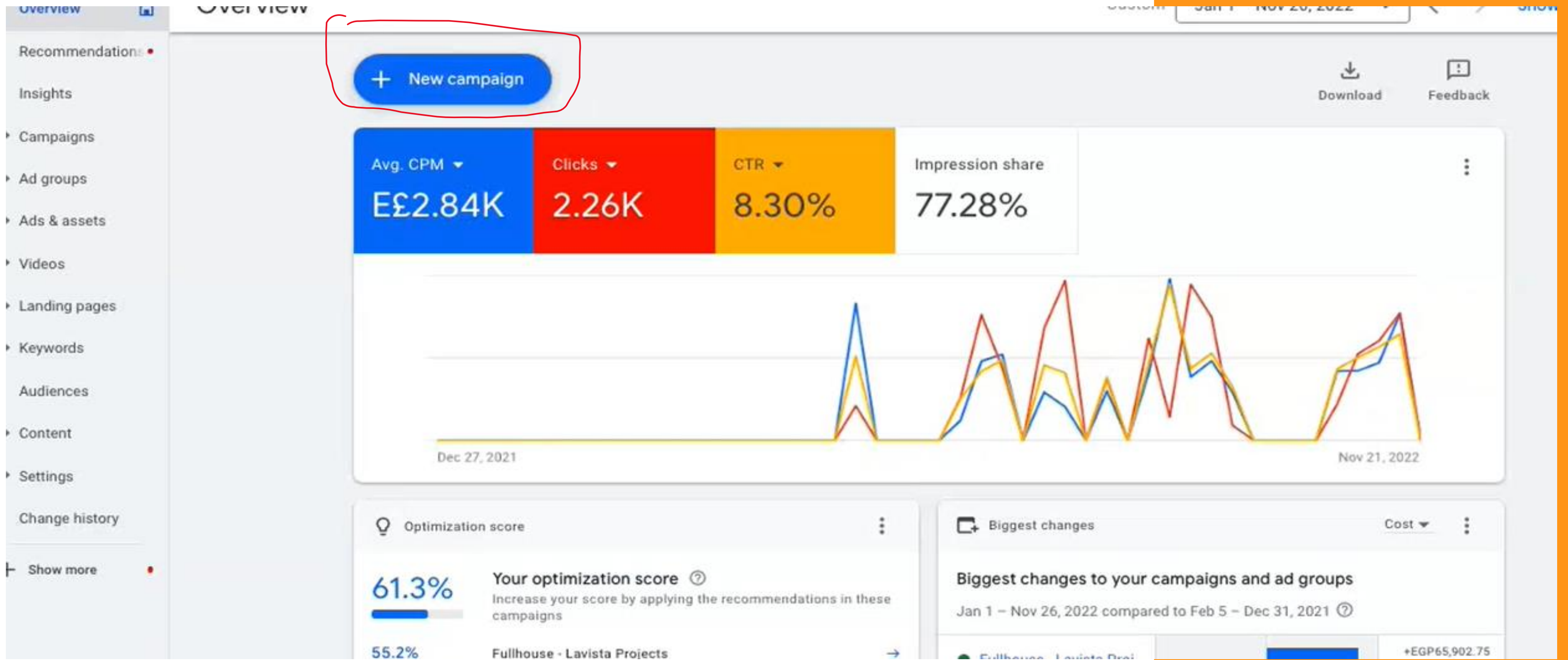
جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

8

Google search Ads (con't)

Main topics of the lecture:

1. How to create a google ad campaign
2. Google Ad Manager: Getting Ads Account
3. Choose the right campaign type
4. Responsive search ads
5. Keyword Planner
6. 5 tips for creating impactful responsive search ads



<https://admanager.google.com/home/contact-us/>

Google Ads Overview How it works Cost FAQ Advanced resources Contact

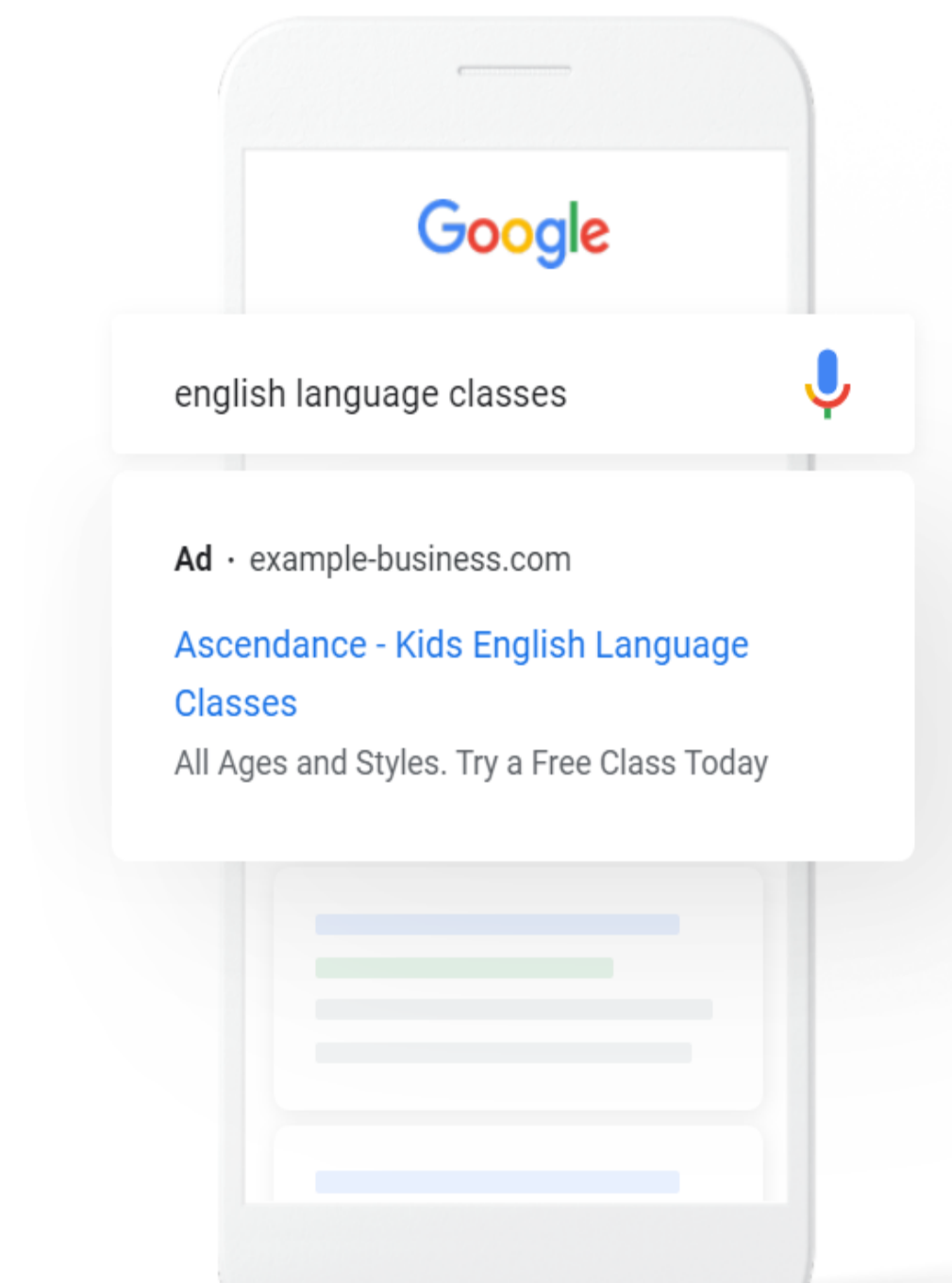
Save

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now

Do you want to advertise on YouTube? [Click here](#) →

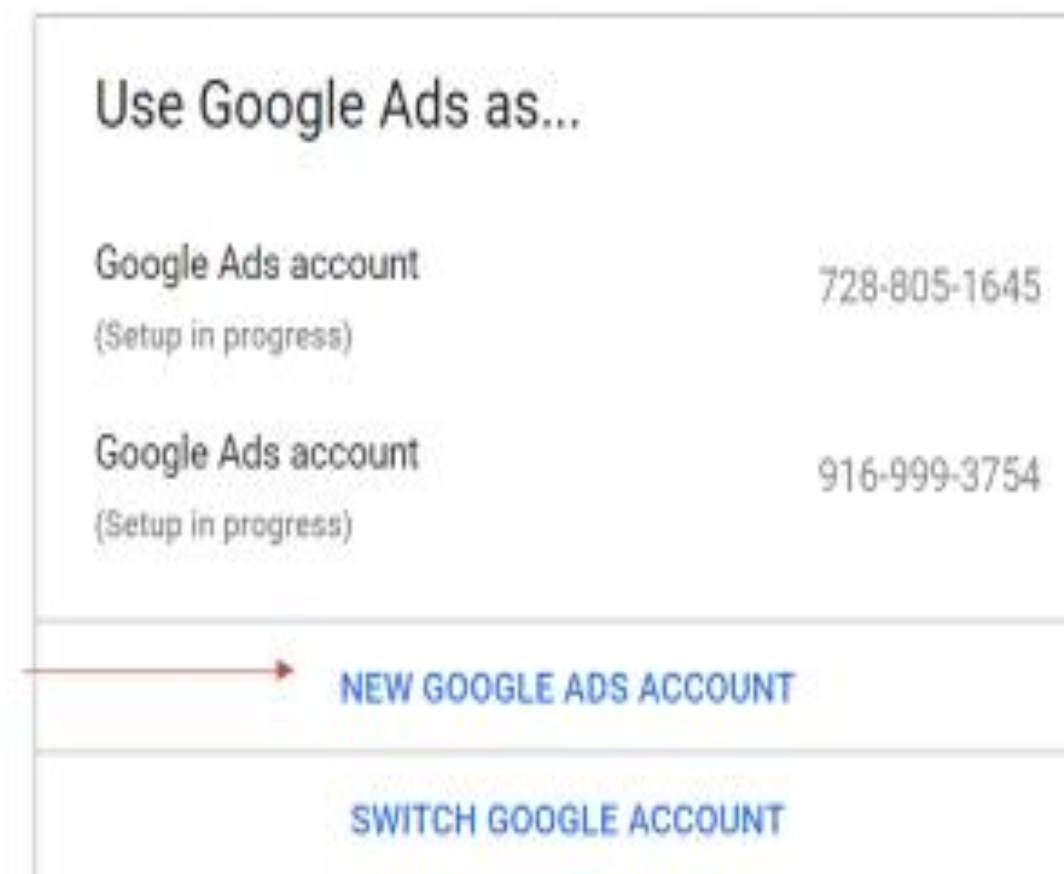
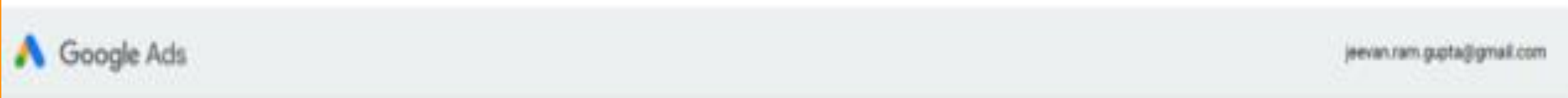


If you are starting off in a totally fresh and new account, you'll start by going to ads.google.com and clicking "start now." Once you set up your account, Google will prompt you through setting up a Smart campaign. This is appealing for advertisers who don't want to put in the work.

Getting Ads Account ID from Google Ads

First, log in to Google Ads. On successful login, you will see a screen to select a Google Ads Account. If not the only option you have is to create an account.

If you have one or more google ads accounts you will be asked to select one. You can get an idea from the below screen.



8

Google Search Ads

www.ads.google.com

Google Ads | New campaign

534-136-2146
perihan2542012@gmail.com

Let's get started! What is your business name?

Your business name

This helps us show your ad when people search for you by name

Next

Are you a professional marketer? [Switch to Expert Mode](#)



Need help?

Call for free ad setup help at 0800 000 0522

08:00-16:00, Sunday - Thursday

[More help options](#)

Do not choose “Let's get started! What is your business name?” as Google asks, and instead click the option to “Switch to expert mode.”

Create a 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 listings, and more.

You'll [choose a campaign type](#) based on your advertising objective, brand strategy, and how much time you're able to invest.

Each campaign type has its own set of targeting 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.



8

How to create a google ad campaign

Choose Your Objective

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign



Sales

Drive sales online, in app, by phone, or in store



Leads

Get leads and other conversions by encouraging customers to take action



Website traffic

Get the right people to visit your website



Product and brand consideration

Encourage people to explore your products or services



Brand awareness and reach

Reach a broad audience and build awareness



App promotion

Get more installs, interactions and pre-registration for your app



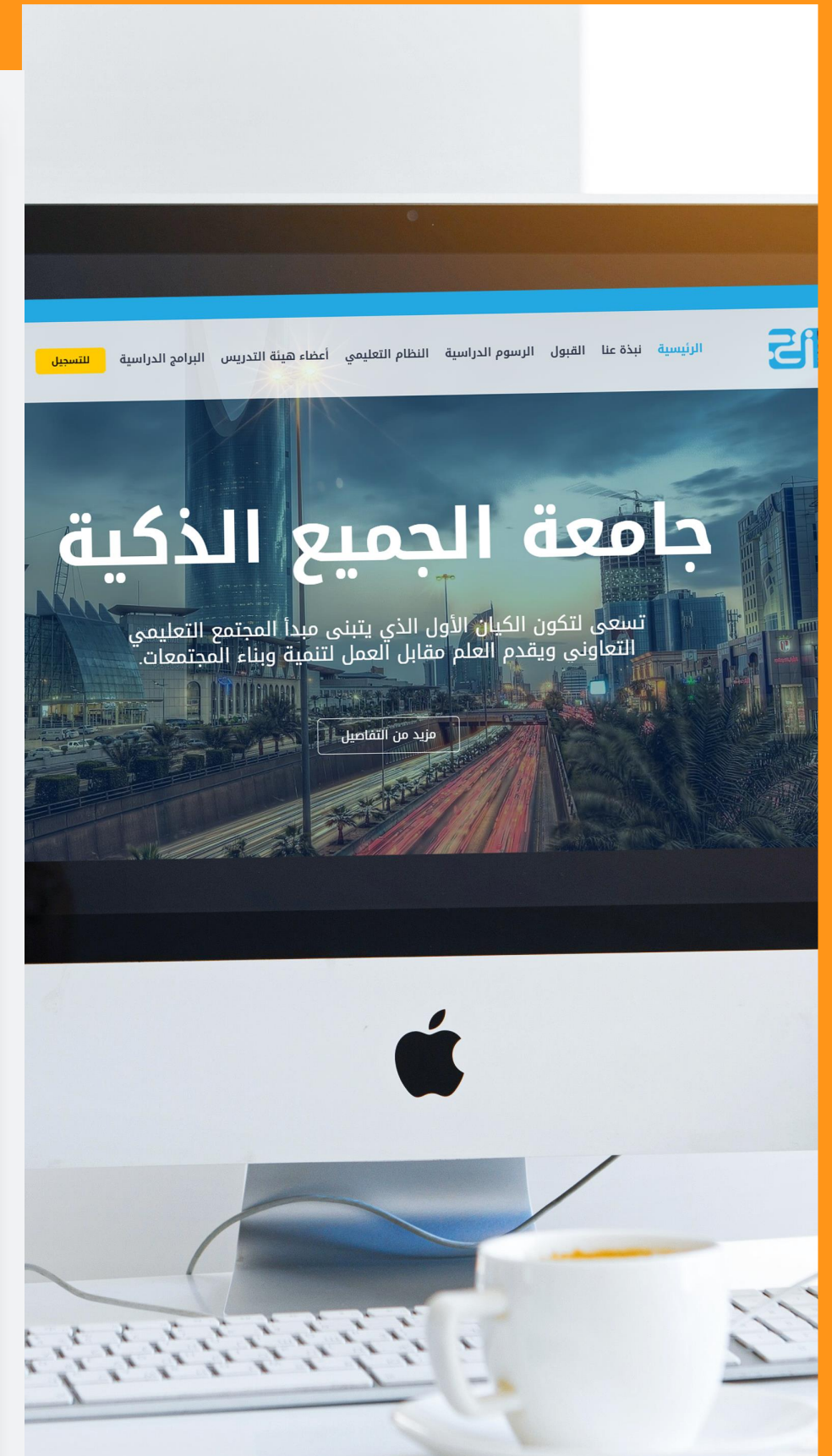
Local store visits and promotions

Drive visits to local stores, including restaurants and dealerships.



Create a campaign without a goal's guidance

Choose a campaign type first, without a recommendation based on your objective.

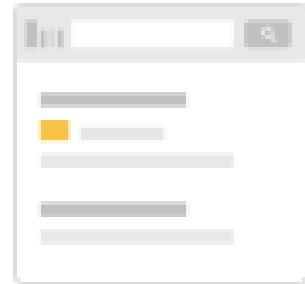


8

How to create a google ad campaign

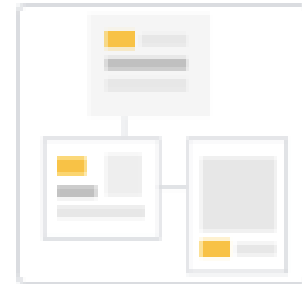
Select the campaign type

Select a campaign type



Search

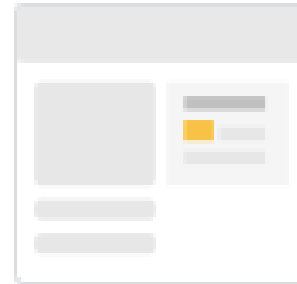
Reach customers interested in your product or service with text ads



NEW

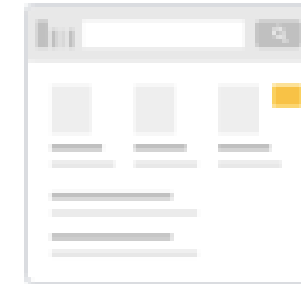
Performance Max

Reach audiences across all of Google with a single campaign. [See how it works](#)



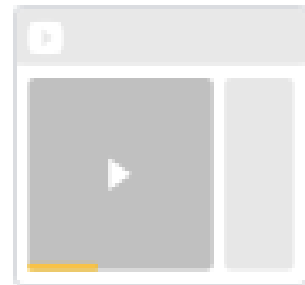
Display

Run different kinds of ads across the web



Shopping

Promote your products with Shopping ads



Video

Reach and engage viewers on YouTube and across the web



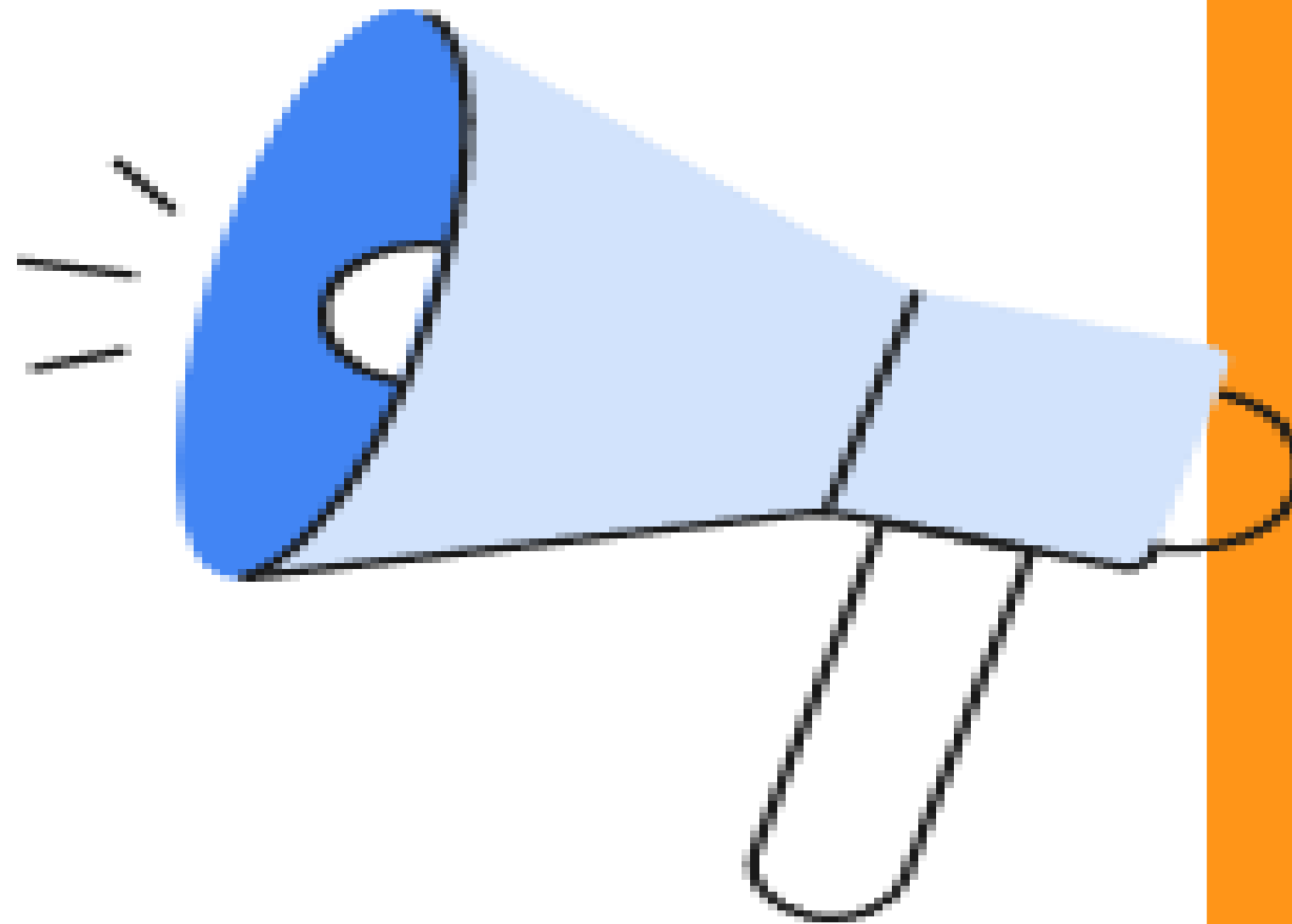
Discovery

Run ads on YouTube, Gmail, Discover, and more



Choose the right campaign type

Google Ads begins with a goal and a campaign.
You'll choose a campaign type based on your marketing goals, brand strategy, and how much time you can invest.



Choose the right campaign type

Search campaigns: Text ads on search results

Search campaigns are text ads on search results that let you reach people while they're searching on Google for the products and services you offer. It's great for driving sales, leads, or traffic to your website, as you can show your ads to people actively searching for your products and services.

Why choose Search campaigns

1. Sales and leads:

- Boost your online sales and signups.
- Consider using leads if you have a longer sales cycle.

2. Easy setup:

- Write text ads and pick keywords.
- Skip special files or assets since they aren't needed.
- Try Smart campaigns for an even easier setup.
- Highly specific targeting: Reach people actively searching for what you offer.



Choose the right campaign type

Display campaigns: Image ads on websites

Display campaigns let you reach a relevant audience with visually engaging ads as they browse millions of websites, apps, and Google-owned properties, such as YouTube, to achieve your marketing objectives. Display campaigns are a great way to expand your reach and stay top of mind with an audience beyond just Google Search.

You can also create a Display campaign that uses your data segments to show ads to people who've visited your website or have used your app.

Why choose Display campaigns

- **Sales and leads:** Use visually engaging call-to-actions to drive sales and signups.
- **Awareness and consideration:** Create memorable ads to make people aware of your brand or consider your product.
- **Reach:** Target people beyond search results while they're browsing websites and apps.
- **Your data segments:** Follow up with people who've already viewed your ads or visited your site.



Choose the right campaign type

Video campaigns: Video ads on YouTube

[Video campaigns](#) let you show video ads on YouTube and other websites. Some Video campaign types can help you boost general awareness of your brand. Others are designed to drive conversions or get people to shop on your website.

Why choose Video campaigns

- **Awareness and consideration:** Use video ads to make people aware of your brand or consider buying your product.
- **Sales and leads:** Use the “Drive conversions” campaign subtype to set up action-focused video ads.
- **Expand your reach:** Target people beyond search results while they’re on YouTube.
- **Your data segments:** Follow up with people who've already viewed your ads or visited your site.



Choose the right campaign type

App campaigns: Promote your app on many channels

[App campaigns](#) help you find new app users and increase sales within your app.

This campaign type uses information from your app to automatically optimize ads across Search, Play, YouTube, Discover, and over 3 million sites and apps.

Why choose App campaigns

- **App promotion:** Drive installs, engagements, and signups for your app on mobile devices.
- **Multi-channel marketing:** Show your app on Search, Display, Play, and YouTube under one campaign.
- **Easy setup and management:** Automate targeting, bidding, and ad creation for optimal performance. App campaigns: Promote your app on many channels



Choose the right campaign type

Local campaigns: Promote locations on many channels

Local campaigns began automatically upgrading to Performance Max in August 2022. All new campaigns optimizing to store goals should be created in Performance Max. With the upcoming completion of the upgrade, new Local campaigns creation will no longer be supported.

[Local campaigns](#) help you bring people to your physical stores and venues. Your ads will be automatically optimized to appear across Search, Display, Google Maps, and YouTube.

Why choose Local campaigns

- **In-person store sales:** Use online ads to promote your inventory and bring shoppers into your physical stores.
- **Promote offers and events:** Advertise in-store events and local promotions.
- **Detailed location info:** Help people find your business address and hours.
- **Multi-channel marketing:** Show your ads on Search, Display, Maps, and YouTube under one campaign.



Choose the right campaign type

Smart campaigns: Automate your campaigns

Smart campaigns are the easiest way to automate your campaigns and get your ads up and running.

Enter your business information and create a few ads, and Google finds the best targeting to get you the most for your time and money.

Why choose Smart campaigns

- **Sales and leads:** Increase sales and signups for your products and services.
- **Easy setup:** Enter your business information and create a few ads, and Google will automate your campaign.
- **Advanced optimization:** Google optimizes your ads and targeting for you.



Choose the right campaign type

Performance Max campaigns

Performance Max campaigns: Access all channels from a single campaign with automated optimization.

Performance Max is a goal-based campaign type that allows performance advertisers to access all Google Ads inventory from a single campaign.

Performance Max helps you drive performance based on your specified conversion goals, delivering more conversions and value by optimizing performance in real-time and across channels using Smart Bidding.



Choose the right campaign type

Performance Max campaigns

Why choose Performance Max campaigns

- **Simple to set up, with automated optimization:** Performance Max campaigns are designed to be easy to launch, and when your campaign is live, it'll be optimized automatically to drive the best performance possible. Steer automation by providing high-quality creative assets and sharing your expertise about which audiences are most likely to convert.
- **Increase conversions and value:** Automation optimizes your budget and bids across channels to help capture new conversion opportunities in real time.



Choose the right campaign type

Performance Max campaigns

Why choose Performance Max campaigns

- **Find new customers:** Unlock new audience segments by using real-time understanding of user intent, behavior, and context to show up in the right moments with more relevant ads.
- **Gain richer insights:** Performance Max campaigns are now part of the “Insights” page to help you understand how automation is working and how you can improve your campaign. Using the “Combinations” report, you can learn how your top-performing assets are being combined to build creatives.



Choose the right campaign type

Shopping campaigns or Performance Max

Shopping campaigns or Performance Max with Merchant Center feed:
Product listings on Google

[Shopping campaigns](#) are product listings that are ideal if you're a retailer looking to sell your product inventory. Shopping ads appear on search results and the Google Shopping tab.

Store owners can also use [local inventory ads](#) to promote products available at their physical locations.

Why choose Shopping campaigns

- **Retail marketing:** Use visually engaging product listings to promote your retail products.
- **Sales and leads:** Get people to buy on your online store or sign up for more.
- **Boost a nearby storefront:** Sell your local store inventory to nearby people.



1. Select your advertising objective and choose a goal

The first step in creating a new campaign is choosing your advertising objective. After you choose this objective, you will be guided in choosing your [goals](#). This goal will help you determine the best campaign type to reach your intended audience.

2. Select a campaign type

Your [campaign type](#) determines the places online where customers will find your ads.

Each campaign type has a different setup and set of best practices. Select a campaign type. If you selected a goal, you'll be given the options for the best campaign types to achieve it.

You'll be taken to a new page to select your settings, set up ad groups, and create your ads.

Campaign type:

Search: Text ads on search results

Display: Image ads on websites

Video: Video ads on YouTube

Shopping: Product listings on Google

Discovery: Advertise within online feeds

App: Promote your app on many channels

Local: Promote your locations on many channels

Smart: Simplify your campaigns

Performance Max: Find high value customers across all channels

Responsive Search Ads

Responsive search ads let you create an ad that adapts to show more relevant messages to your customers. Enter multiple headlines and descriptions when creating a responsive search ad, and over time, Google Ads automatically tests different combinations and learns which combinations perform best.

By adapting your ad's content to more closely match potential customers' search terms, responsive search ads may improve your campaign's performance.

Tips

- Assets can be shown in any order, so make sure they make sense individually or in combinations, and don't violate our policies or local law.
- If you have text that should appear in every ad, you must add the text to either Headline position 1, Headline position 2, or Description position 1.



Responsive Search Ads: Benefits

Responsive search ads help you:

- **Create flexible ads** that adapt to device widths, giving you more room to share your message with potential customers.
- **Save time** by providing multiple headline and description options, allowing Google Ads to show the most relevant combinations to your customers.
- **Tailor your headlines and descriptions** to your customers' locations, regular locations, or locations of interest.
- **Reach more potential customers** with multiple headline and description options that give your ads the opportunity to compete in more auctions and match more queries.
- **Increase ad group performance** by attracting more clicks and conversions that your existing text ads aren't capturing because responsive search ads help you compete in more auctions.



- The more headlines and descriptions you enter, the more opportunities Google Ads has to serve ads that more closely match your potential customers' search queries, which can improve your ad performance.
- After you enter headlines and descriptions, Google Ads assembles the text into multiple ad combinations in a way that avoids redundancy. Unlike expanded text ads, you can provide up to **15 headlines and 4 descriptions for a single responsive search ad**.
- Next, in any given ad, a maximum of 3 headlines and 2 descriptions will be selected to show in different combinations and orders. Part of your ad text may automatically appear in bold when it matches or closely matches a user's search query.
- Over time, Google Ads will test the most promising ad combinations, and learn which combinations are the most relevant for different queries.



Tips for entering your headlines

- Keep in mind that headlines and descriptions may appear in any order.
- Try writing the first 3 headlines as if they'll appear together in your ad.
- Be sure to include at least one of your keywords in your headlines, and create headlines that are relevant to the keywords you're targeting.
- Focus on providing as many unique headlines as you can. More headlines give Google Ads more options to assemble your messages into relevant ads, which may increase performance.
- Try highlighting additional product or service benefits, a problem you're solving, or shipping and returns information.
- You can provide even more headlines by creating variations of the headlines you've already entered. For example, try a different call to action.



Pin headlines and descriptions to specific positions

By default, when you create a responsive search ad, headlines and descriptions can appear in any order. You can control where individual headlines and descriptions appear in your ad by pinning headlines and descriptions to specific positions.

1. Create or edit a responsive search ad.
2. To the right of any headline or description you wish to pin, click the pin icon Pin, then choose the position you'd like to pin that headline or description to.
3. To pin any headline or description that's unpinned, click the pin icon Pin, then select the position you'd like to show the headline or description in.
4. Click Save.





Create new campaign

Select Campaign Settings

Google Ads

New campaign

1

Select campaign settings

2

Set up ad groups

3

Create ads

4

Billing

General settings

Type: Search

Goal: Website traffic

Campaign name

ESU DM Course

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords

☒ Include Google search partners

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

☒ Include Google Display Network



How to create a google ad campaign

Setup your ad group

Decide where to advertise

Go global, or stay local.
You decide where you'd like to show your ads, and we'll get them in front of the right people.

Targeting and audience segments

Choose who you want to reach

Locations

Select locations to target ?

☒ All countries and territories

☐ Egypt

☐ Enter another location

▼ Location options

Languages

Select the languages your customers speak. ?

🔍 Start typing or select a language

English ✕

Audience segments

Select audience segments to add to your campaign

How to create a google ad campaign

Set up ad groups — 3 Create ads — 4 Billing

Audience segments

Select audience segments to add to your campaign. You can create new segments in [Audience Manager](#). ?

SearchBrowse

None selectedClear all

Try "arts & crafts supplies"

Select one or more segments to observe.



You'll see recently selected segments and ideas here.
Use search to start looking for a segment.

Targeting setting for this campaign ?

- ☐ Targeting
Narrow the reach of your campaign to the selected segments, with the option to adjust the bids
- ☒ Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

3 Create ads — 4 Billing

Select audience segments to add to your campaign. You can

SearchBrowse

Who they are
(Detailed demographics) >

What their interests and habits are
(Affinity) >

What they are actively researching or planning
(In-market) >

How they have interacted with your business
(Your data and similar segments) >

Your combined audience segments
(Combined segments) >

Targeting setting for this campaign ?

- ☐ Targeting
Narrow the reach of your campaign to the selected segments
- ☒ Observation (recommended)
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

Select Campaign Settings

How to create a google ad campaign

Set up your bidding strategy and budget

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget

Set your average daily budget for this campaign

EGP

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

What do you want to focus on? ?

Conversions ▼

Recommended for your campaign

☒ Set a target cost per action (optional)

Target CPA ?

EGP 720.00

Your recommended target CPA is EGP720.00 based on your past average cost per conversion in Search campaigns

✓ This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget and target CPA

Or, select a bid strategy directly (not recommended)

Set your budget cap

With Google Ads, you decide how much to spend, and never pay more than your monthly cap.

There's no minimum spend, and no commitment.

Google will recommend a budget based on businesses that are similar to yours, along with estimated results.

Most ads start seeing results in about a month.

Bidding

Bidding

What do you want to focus on? ?

Recommended

Conversions

Conversion value

Clicks



Other optimization options

Impression share

Clicks are when someone clicks on your ad.

Conversions at a similar CPA by setting a target and staying unconstrained by budget ?

Apply

Alternative bid strategies like portfolios are available in settings after you create your campaign

Next



8

How to create a google ad campaign

Select Campaign Settings

✓ Select campaign settings — 2 Set up ad groups — 3 Create ads — 4 Billing

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Shoes

Keywords

Google Ads can find keywords for you by scanning a web page or seeing what's working for similar products or services

Enter a URL to scan for keywords

shoes X Add products or services to advertise

Keywords are words or phrases that are used to match your ads with the terms people are searching for

shoes
running shoes
adidas shoes
slippers
nike sneakers
ladies shoes
nike zoom
nike shoes
sneakers
nike up tempo
veezy

Daily estimates

Estimates are based on your keywords and daily budget

Shoes

Clicks/day
172

Cost/day
EGP1,000.00

Avg. CPC
EGP5.82

Daily budget

EGP1,000.00/day

Budget Option

-25% Current +25% +50%

- Keyword Planner lets you discover new keyword ideas to help you create a list of keywords for your Search campaigns.
- Helps you research new keyword ideas, get bid estimates, and plan out your Search campaigns.
- Makes it easy for you to find keywords that are relevant to your product, service, website, or landing page.



Keyword Planner

Google Ads | Keyword plan

SEARCH REPORTS TOOLS & SETTINGS

Locations: United States Language: English Search networks: Google Last 12 months Jul 2018 – Jun 2019

Keyword ideas

Grouped ideas

Plan overview

Ad groups

Keywords

Locations

boots Excluding brand names

DOWNLOAD KEYWORD IDEAS

Broaden your search: + sandals + loafers + heels

Search volume trends

25M 12.5M 0

Jul 2018 Aug 2018 Sep 2018 Oct 2018 Nov 2018 Dec 2018 Jan 2019 Feb 2019 Mar 2019 Apr 2019 May 2019 Jun 2019

Total Mobile

Exclude adult ideas ADD FILTER Showing 701 of 1,737 keyword ideas

☐ Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
Keywords you provided						
☐ boots	301,000	High	—	\$0.77	\$1.77	
Keyword ideas						
☐ chelsea boots	165,000	High	—	\$0.72	\$1.95	
☐ womens boots	246,000	High	—	\$0.61	\$1.65	
☐ thigh high boots	165,000	High	—	\$0.60	\$1.33	
☐ work boots	165,000	High	—	\$0.90	\$2.38	
☐ cowboy boots	135,000	High	—	\$0.88	\$3.45	
☐ mens boots	201,000	High	—	\$0.59	\$2.00	

How to create a google ad campaign

et up ad groups ———— **3** Create ads ———— **4** Billing

Ad group: Shoes
Website traffic-Search-5

Keywords: shoes, running shoes, adidas shoes, slippers, nike sneakers, ladies shoes, nike zoom, nike shoes, sneakers, nike uptempo, yeezy, skechers shoes, puma shoes, mens boots, shoe stores + 10 more [Show less](#)

< > Try adding a few more unique headlines or unpinning some assets



Ad strength ⓘ
Poor

- ☐ Add more headlines [View ideas](#)
- ☐ Include popular keywords in your headlines [View ideas](#)
- ☐ Make your headlines more unique [View ideas](#)
- ☐ Make your descriptions more unique [View ideas](#)

Final URL ⓘ

Final URL

This will be used to suggest headlines and descriptions

Display path ⓘ

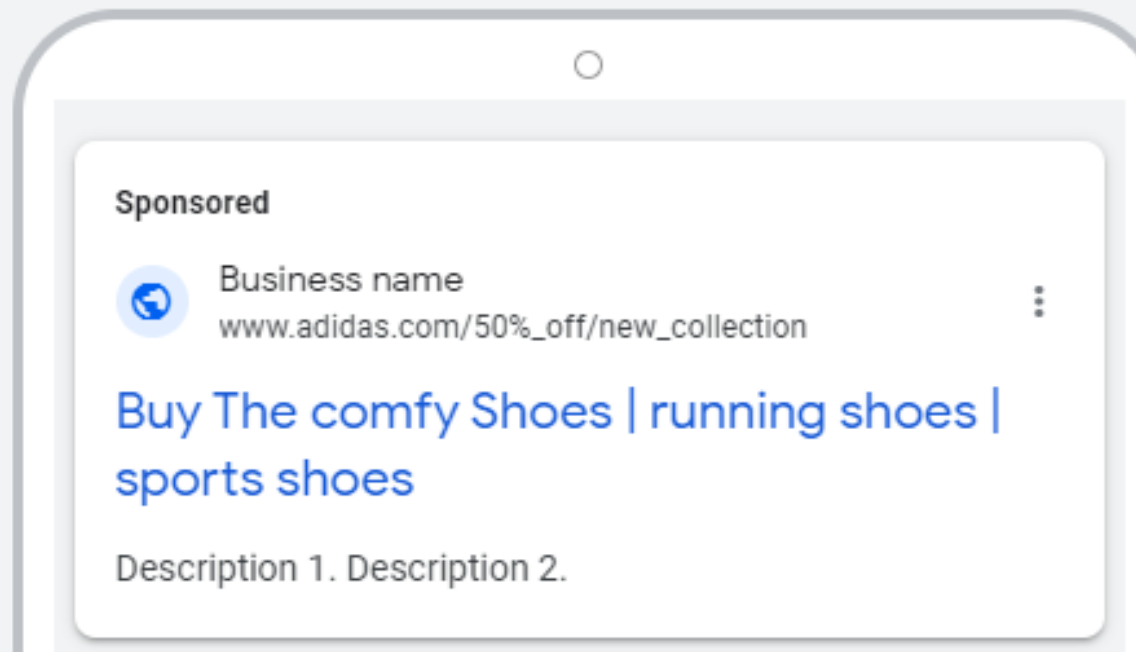
adidas.com / /

7 / 15

14 / 15

Headlines 3/15 ⓘ [View ideas](#)

Preview



This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Select Campaign Settings

1. Write concise and distinctive headlines

The system optimizes headline-description combinations to provide fresh information in every ad. For each campaign, marketers can submit up to 15 headlines and four descriptions. Concise, memorable headlines work best. Each headline should highlight a new point, offer a fresh take, or say something different.

Each headline should also include key elements such as the brand name, product, relevant keywords, benefits offered, and a call-to-action. Here's a hypothetical example of a headline that combines various key elements to promote a smartphone by BrandXYZ.

Headline example:

BrandXYZ Model1 smartphone supports both 4G and 5G

Brand

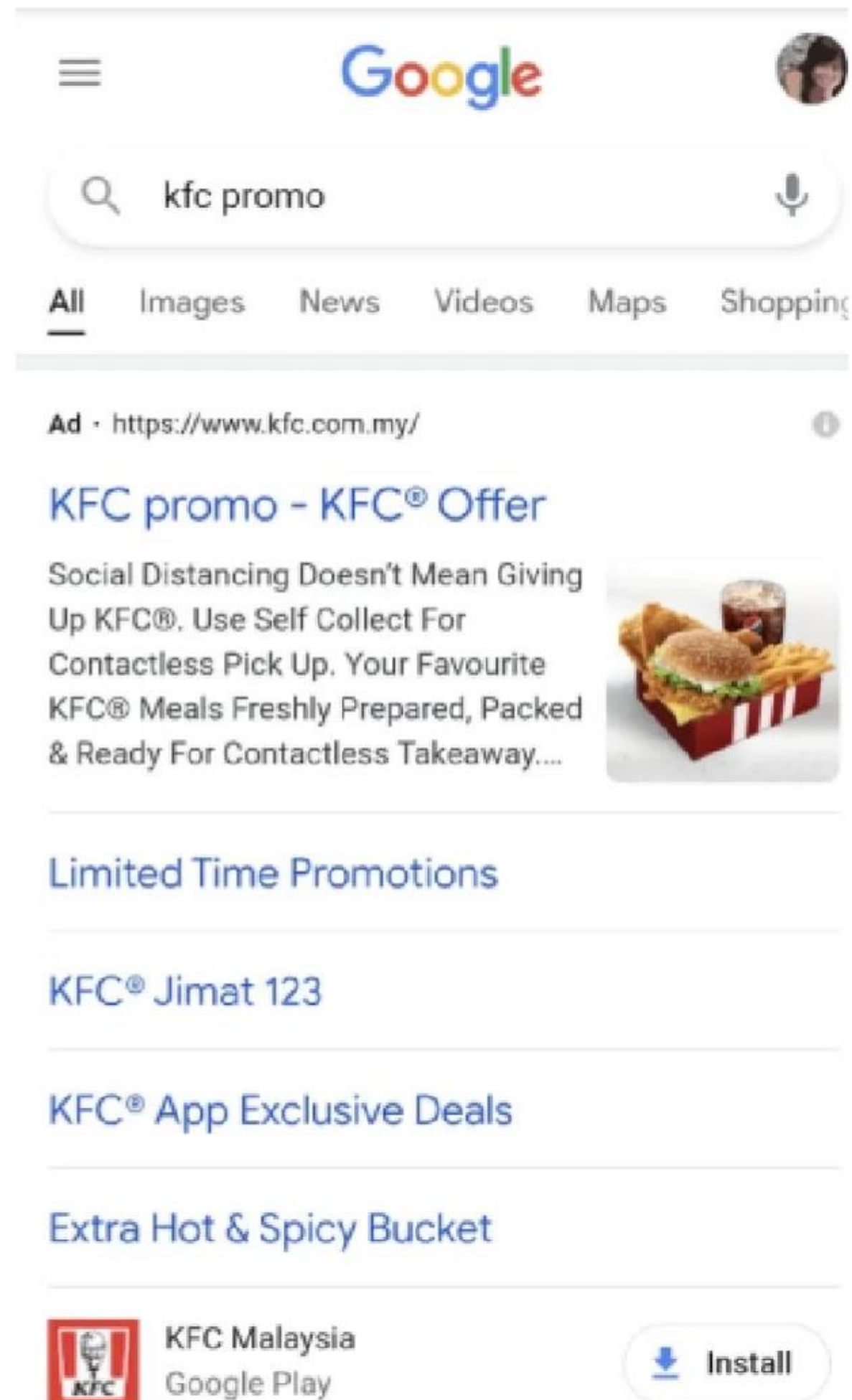
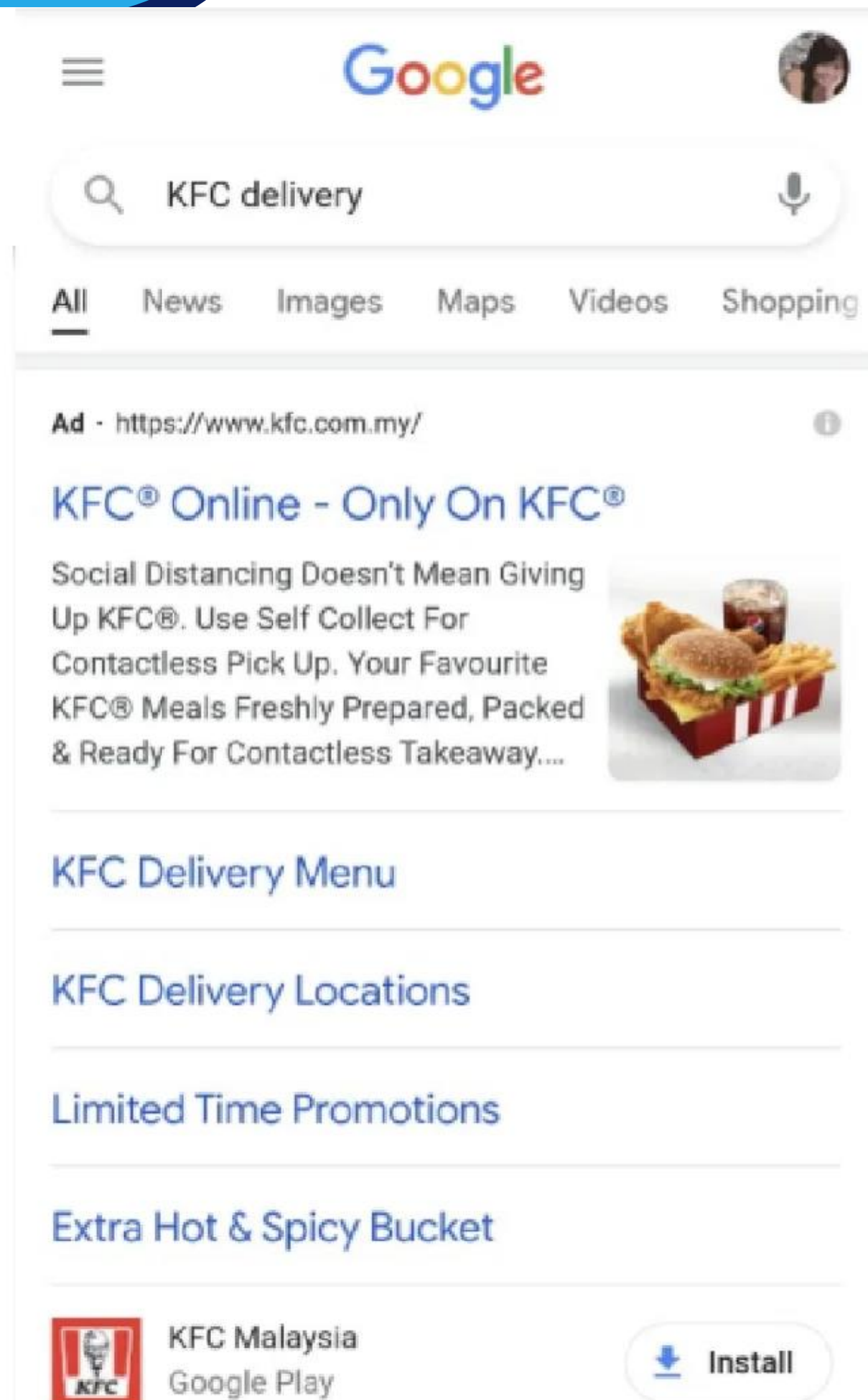
Product

Keyword

Product benefit



Write it right: 5 tips for creating impactful responsive search ads



2. Use at least three popular keywords in the headline

When an ad headline includes search terms people use, it increases the ad's visibility. There's also a higher likelihood that people will click on it.

3. Use call-to-action words

Motivate people to act when they read your ad. Don't be shy to use action-oriented words in ad descriptions, or include call-to-action (CTA) phrases such as “contact us today” or “book now.” Ideally, the CTA should be in sync with the user journey design and lead people to the product or service.



Write it right: 5 tips for creating impactful responsive search ads

“We GUARANTEE -
Fresh hot pizza, delivered in 30 minutes or less or it’s FREE!”



4. Highlight unique selling points

Keyword like “50% off” and “free installments” might capture audience attention, but it’s also important to showcase the product’s unique selling point in the headline or description.

Highlighting a product’s features and benefits helps people make an informed purchase decision.

5. Pin key elements to optimize visibility

Although the system randomizes the headline-description combinations, marketers can pin headlines and descriptions to specific positions in Search ads.

This keeps key elements such as the product name, price, or unique selling point highly visible in the headline and description.

Marketers can also pin two or three descriptions to one position and assess which headline or description performs better to optimize the ads.



We have learned:

1. How to create a google ad campaign
2. How Google Ad Manager works and how to get an Ads Account
3. Choose the right campaign type
4. What is responsive search ads and how do they work.
5. What is keyword Planner
6. 5 tips for creating impactful responsive search ads

