BLOCK04 AD Campaign
Module 11 : Use self serviced and managed Ads
Module 12 : Get started with a campaign manager,
Choose an Ad format, Create an Ad, Target Ads, Set
Budget

JSS1MBA2DMDay21 18May20DM405: Google Analytics

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Module 13 : Measure and optimize your campaign

Module 14 : Synthesis Case -Dell, Digital marketing by Seema Gupta

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AdWords Campaign: Target the Right Visitors With the Right Keywords
What is An AdWords Campaign?
An AdWords campaign is an ad campaign. An AdWords campaign is usually composed of several ad groups. Each ad group serves different ad texts based on the type of keyword a user may type into Google's search engine.

Common ad campaign groupings include geography, device segmentation, and product type. For example, A furniture store selling chairs and tables can choose to have different ad campaigns for each of its products

There's more to an AdWords campaign than sitting back and waiting for visitors to click on your ads. You need to make sure that the ads you've created are being displayed to the right people, and that you're not paying too much for keywords that won't offer you beneficial returns.

Using these terms in your AdWords campaign results in several important benefits:
Guaranteed **qualified traffic**
A higher **click-through rate** (CTR)
A lower **cost per click** (CPC)
Better **paid search engine rankings**
A higher **Quality Score**

AdWords Campaign Maintenance Requires Constant Revision
Like many forms of marketing, creating and maintaining an AdWords campaign isn't something you can do once and move on. PPC and SEO are continuous, iterative processes that require constant attention in areas like:

•Keyword research
•Grouping keywords
•Weeding out ineffective negative keywords
•Revising your AdWords bidding with an AdWords bid tool
•Analyzing keyword data
•Creating and prioritizing landing pages to accompany your PPC ads

Finding time not only to touch on each of these areas but to actually execute them fully is something search marketers struggle with and fall short of on a daily basis. All of these tasks take time and energy -- time and energy that could otherwise be spent on developing new marketing strategies or taking on more clients.

This constant flow of iterative tasks becomes so much more manageable and makes the AdWords learning process simple. You still hold the reigns to your AdWords bid management and can make decisions regarding how much you spend, which words you focus on, and how you group them, but the more laborious and time-consuming parts of the search advertising process, like finding and organizing new keywords, are tasks that needs support.
https://www.wordstream.com/adwords-campaign

Using Keyword Groups In Your AdWords Campaign
An AdWords campaign can only be successful if it's based on the right keywords -- keywords that are:
•Specific to your target audience
•Less costly to bid on than more general, highly competitive terms
•Guaranteed to drive traffic to your site

You need to filter them into groups so you can develop a hierarchy of keywords in your AdWords campaign. Then you can decide, based on visitor and conversion data, which keyword groups to build your AdWords campaign from. This makes your AdWords campaign management much easier.

Informed keyword grouping directly impacts your Quality Score. Having close-knit ad groups that perform well in your PPC campaigns shows the search engines you're in tune with what your customers want.
Your reward?
More qualified clicks and traffic
Better conversion rates and higher ROI
More cost-effective ad spend
A higher Quality Score
Better search results for less money.

Measure Your Success with AdWords Performance Grader

Analysis helps you evaluate how your AdWords campaigns are performing on several key criteria.

Looking at indicators such as

- Quality Score,
- Account Activity,
- Impression Share, and
- Click-Through Rate,

the Performance Grader analyzes your AdWords campaigns and compares your score with competitors.

The AdWords Performance Grader helps you:

- See how well your campaigns are really doing
- Understand where you fit into the competitive landscape
- Learn tips for improving your score

The AdWords Performance Grader shows you where and how to make improvements to your AdWords campaign that will improve your performance and save you money.

Steps For Building A Profitable Google AdWords Display Campaign
Branding Vs. Direct Response Advertising

With a **branding ad campaign**, the goal is exposure of your brand. In other words, you want the most eyeballs on your ads as possible.
e **key metric measured in display advertising is ad impressions**, or how many times the ad was displayed on a web page
The **goal of direct response ads is not awareness, it's action**, or response. Therefore, the key metric to measure is conversions (after prospects click on the ad).

Step 1. Determine Potential Profitability
The first step in this process is to determine if it's possible for your business to create a profitable display campaign. This requires the assessment of 3 key components of an AdWords campaign.

Step 2. Define Your Perfect Customer
After determining that your campaign can be profitable, you'll need to define the perfect customer for your business. This research will allow you to get into the mindset of the people who are most likely to buy your products or services. Then, you can focus your ads toward your target market with laser precision.

What is the primary problem they are dealing with?
What are the best offers that will encourage them to take action?
Why are they looking for a solution?
How does your product or service provide the best solution?

Step 3. Select Your Display Network Targeting
Google's Display Network offers 4 core targeting options:
1.Demographic targeting
2.Contextual targeting
3.Audience targeting
4.Placement targeting

Contextual Targeting

This advertising option places ads on web pages that contain content that matches the keywords you have selected for your campaign. The idea here is that people who are reading content that contains specific keywords might also be interested in ads that include those same keywords.

Audience Targeting

Audience targeting can be set up based on either interest or remarketing. Interest targeting is based on the past browsing behavior of people surfing the web. For example, someone interested in NASCAR racing might be a repeat visitor to nascar.com and other sites related to car racing.

Placement Targeting

Using the "Placements" option allows you to specify the web pages or websites where your ads will be displayed.

Step 4. Develop An Offer That Pops

Let's start this section with a reminder that, unlike ads on the Google's Search Network, your prospects on Google's Display Network are not actively searching for your products and services. In this context, display ads are interruption marketing, so they must stand out, be highly relevant to on-page content, deliver a compelling offer, and have a strong call to action.

In other words, display ads have to pop out to attract attention. Here are 5 offers that can draw clicks and start relationships with new prospects:

Step 5. Create Magnetic Ads

Now that you have set your benchmarks for profitability, defined your perfect customers, selected your preferred targeting options, and developed a compelling offer, you can create the ads that will drive clicks and visits to your website.

Step 6. Establish Landing Pages That Convert

While the importance of creating magnetic ads that encourage prospects to take action cannot be understated, your landing pages are where the magic happens. Landing pages that deliver the highest conversion rates contain the following elements: