SMALL

BUSINESS

PAID ADVERTISING

OUR AGENDA

WHAT IS PAID ADVERTISING

GOOGLE SEARCH

GOOGLE DISPLAY

FACEBOOK ADS

OTHER PLATFORMS

REMARKETING ADS

VIDEO ADS

What is Paid Advertising

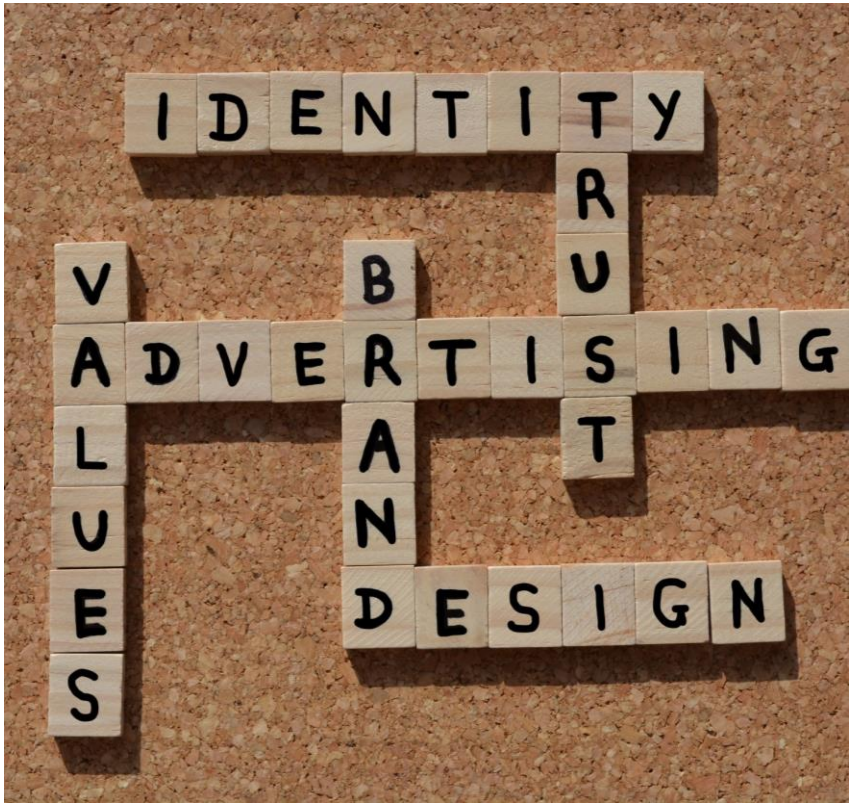
PAID **ADVERTISING**

Paid Placement

Direct Marketing to Customers

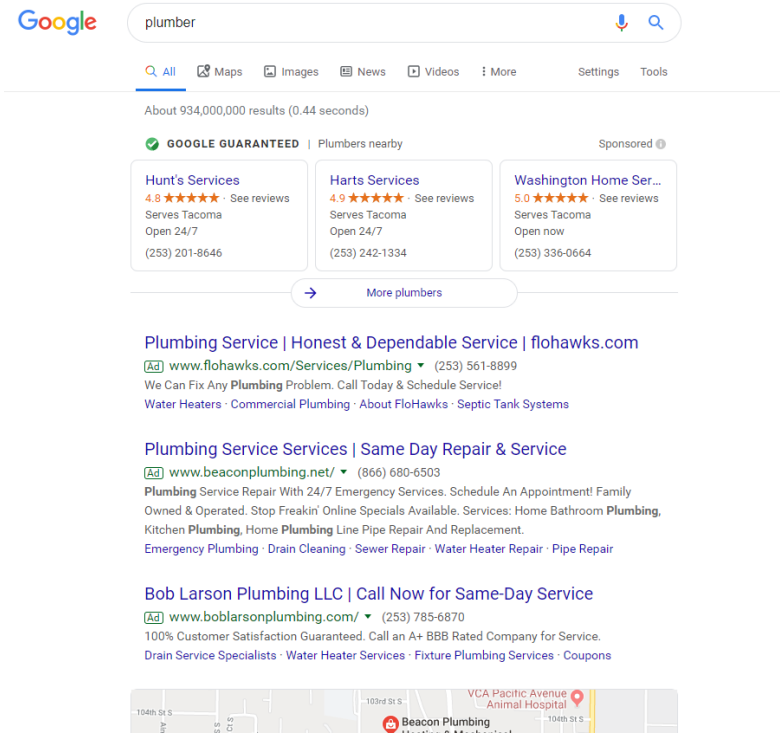
Targeting

Flexible Budget

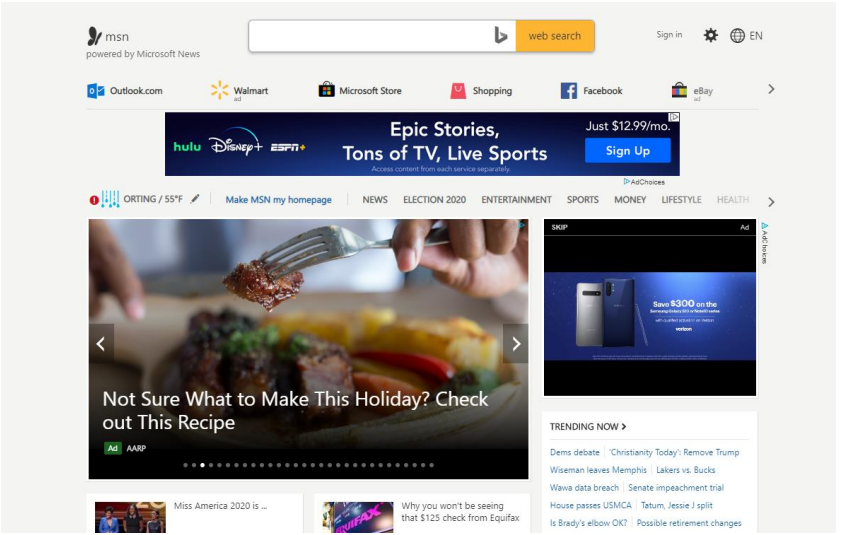


PAID **ADVERTISING**

First in Search Results



PAID **ADVERTISING**



Types:

- PPC (Pay-Per-Click)
- Display Ads
- Sponsored Posts

Google Search

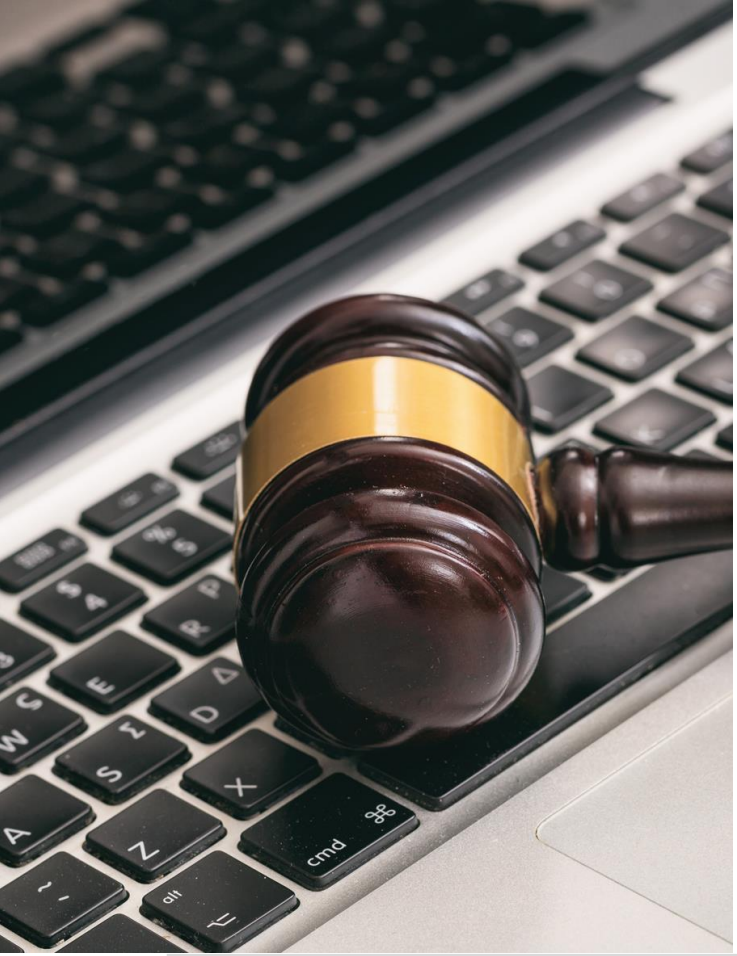
SEARCH INTENT

Search engines try to return results that answer the searcher's question

Relevant answers to match their intent

Ranking of results

Applies to both organic and paid results

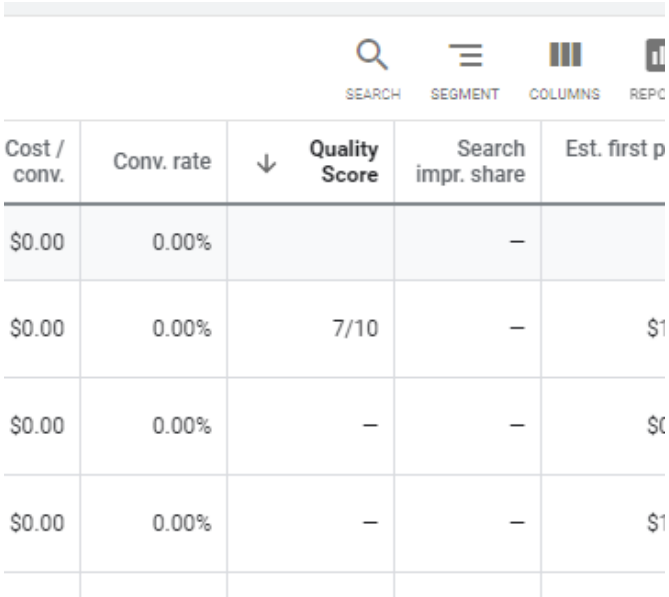


AUCTION

Position of paid ads is based on an auction system

Real-time auction for each search so results can vary based on each advertiser's campaign settings

However, just can't bid for first position. Must also be a relevant ad to the searcher's intent and interaction



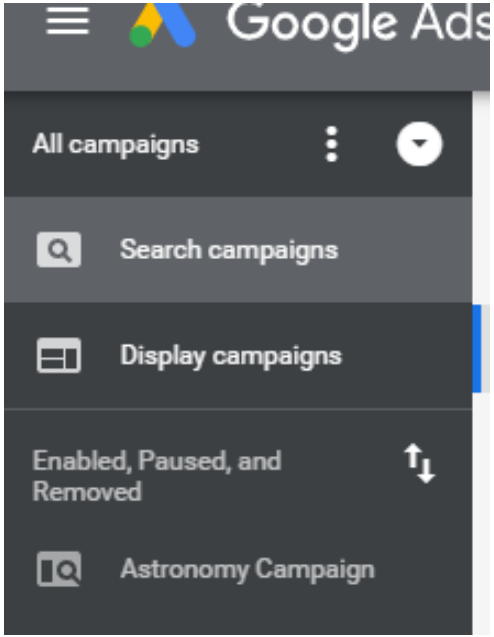
QUALITY **SCORE**

Estimate of ad quality, keywords and landing page

Quality Score is from 1 to 10.

Factors:

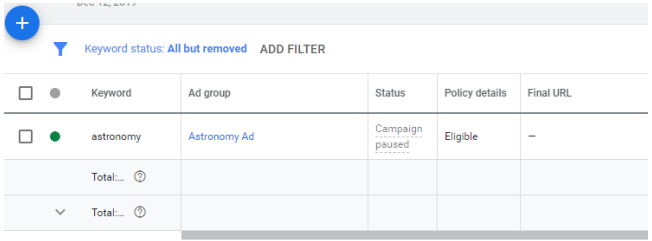
- Expected clickthrough rate
- Ad relevance
- Landing page experience



CAMPAIGNS

Campaigns are top level organizing group. They contain:

- Set of Ad Groups (ads, keywords and bids)
- Budget
- Location targeting
- Language
- Which part of ad networks



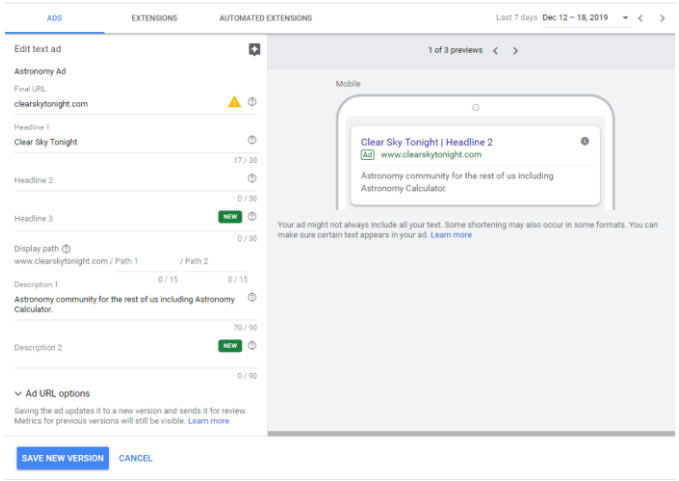
KEYWORDS

The words or phrases you want your ad to show for

Match types:

- Broad Match
- Broad Match Modifier
- Phrase Match
- Exact Match

Negative Keywords



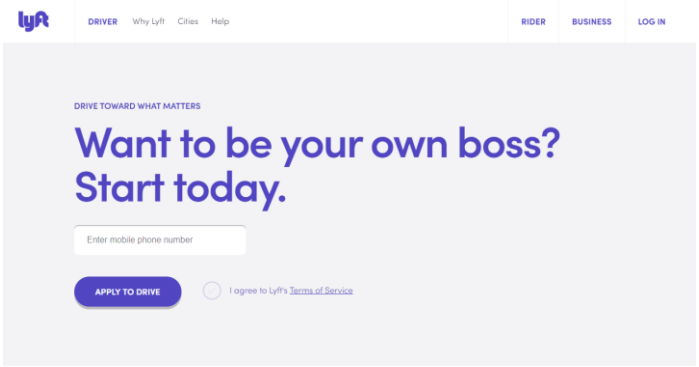
AD TEXT

Components:

- Final URL
- Headlines
- Description
- Display Path

Approval Process

LANDING **PAGE**



The website page someone goes to after they click your ad

Landing Page Experience:

- Usefulness
- Relevance of information
- Ease of navigation
- How many links are on page

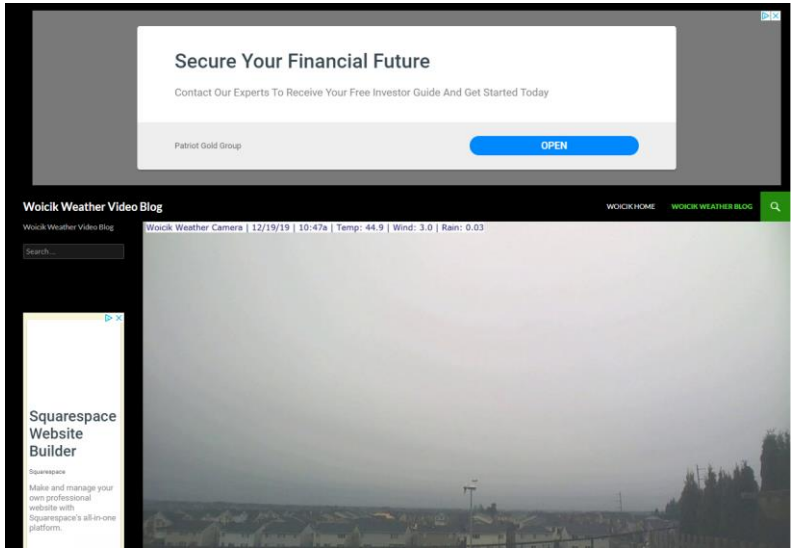
Google Display

AD **FORMATS**

Ads placed on other websites by Google

Types:

- Responsive Display Ads
  - Ad text
  - Images
  - logo
- Uploaded Image Ads
  - Specific dimensions



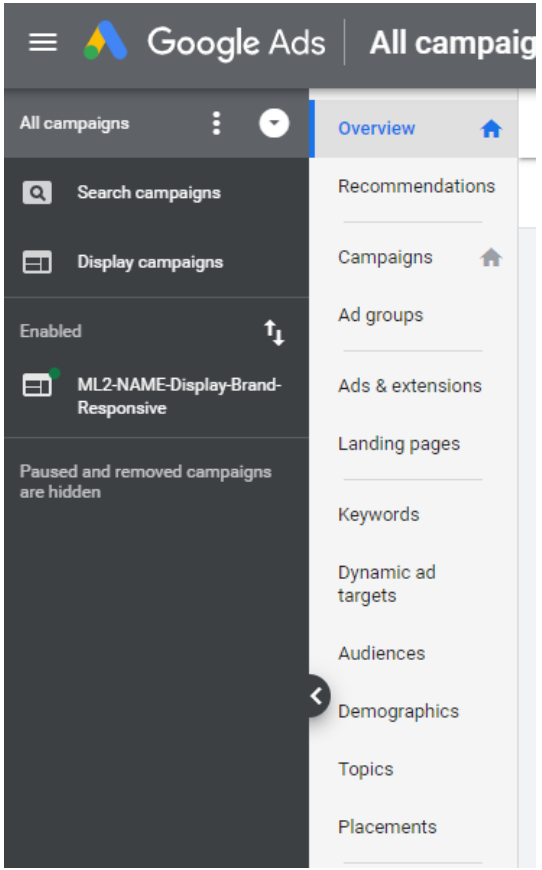
TARGETING

Audiences

Demographics

Topics

Expansion



PLACEMENT

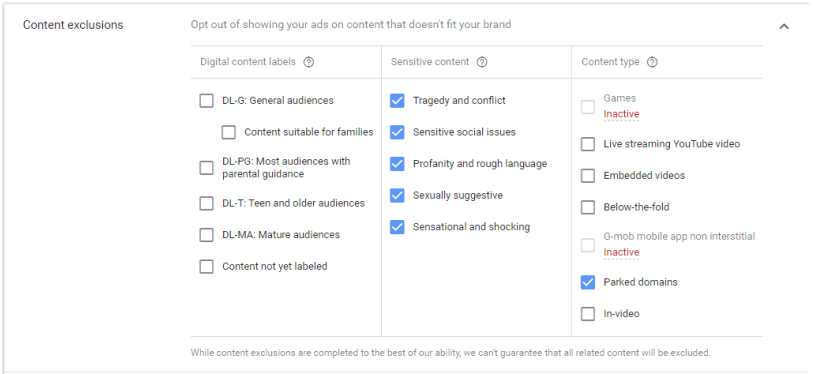
Devices

Content exclusions

Specific websites

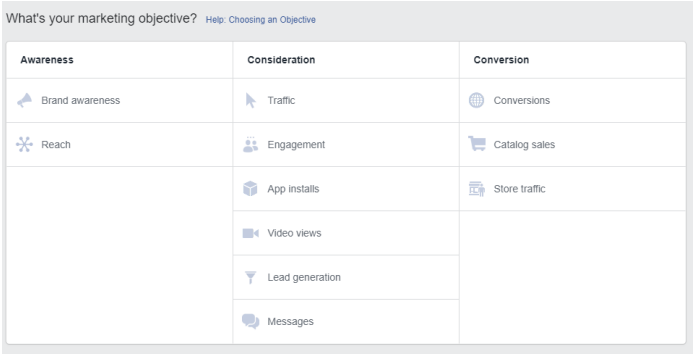
Digital content labels, sensitive content, content types

Exclude from websites, apps or YouTube channels



Facebook Ads

OBJECTIVES



Awareness

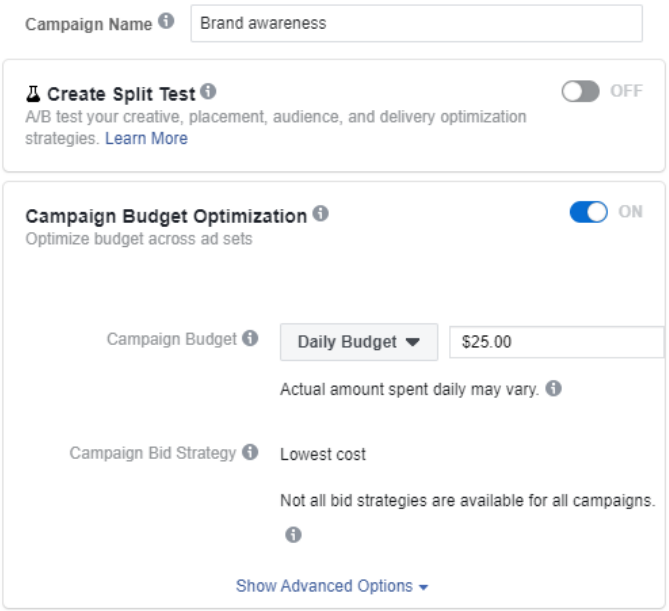
- Brand awareness, reach

Consideration

- Traffic, engagement, app installs, video views, lead generation, messages

Conversion

- Conversions, catalog sales, store traffic

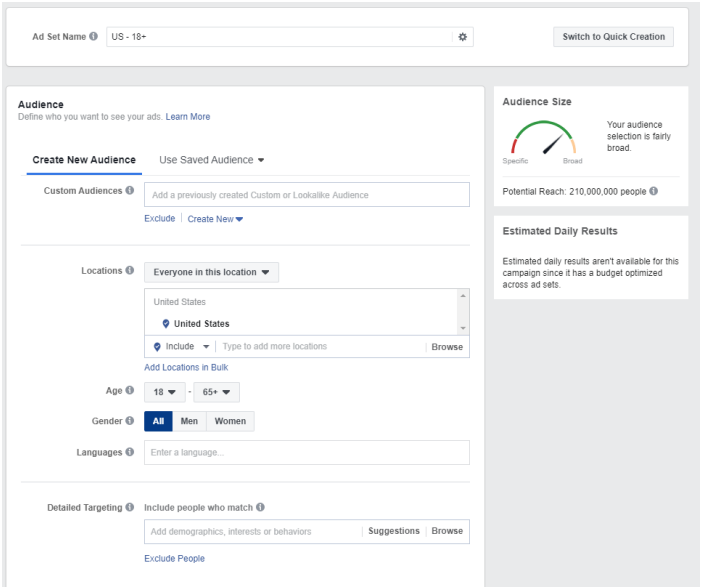


CAMPAIGNS

Objective

Spending Limit

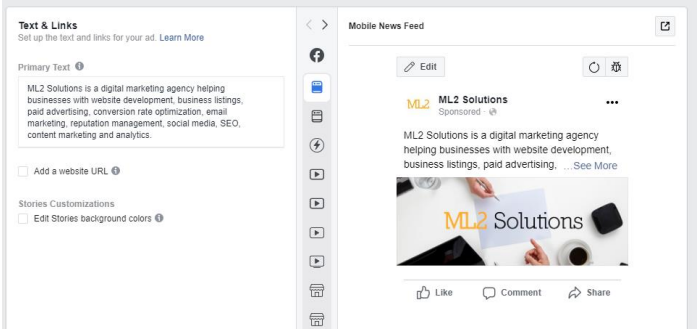
Campaign Budget Optimization



AD SETS

- Budget
- Schedule
- Audience
- Targeting
- Placement
- Delivery

AD TYPES



- Video
- Image
- Collection
- Carousel
- Slideshow
- Instant Experience
- Lead Generation Ad
- Offers

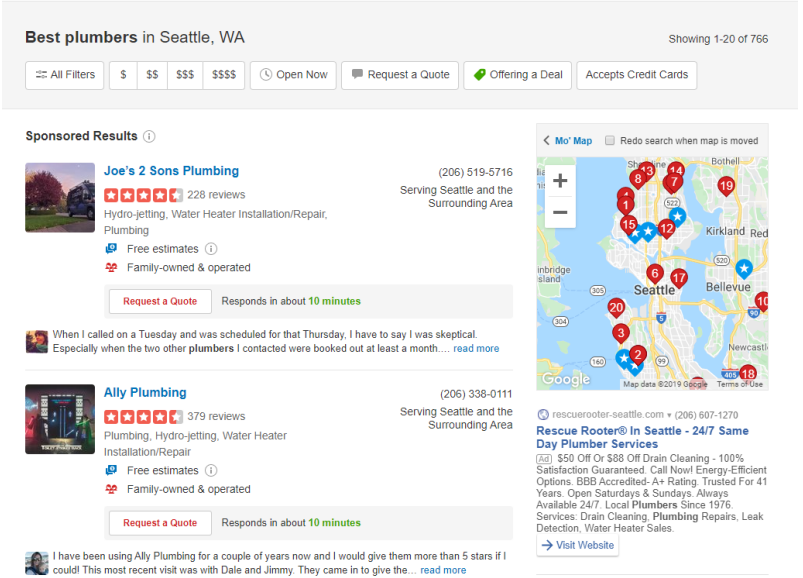
Other Platforms

OTHER **PLATFORMS**

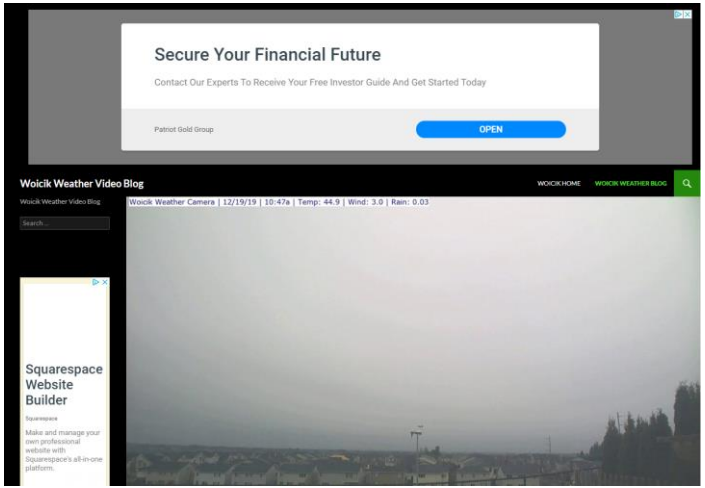
Yelp

Social Media

Angie's List



Remarketing Ads



REMARKETING **ADS**

Available in Google Display and Facebook Ads

If someone visits your website, your ad can be targeted to them on other websites

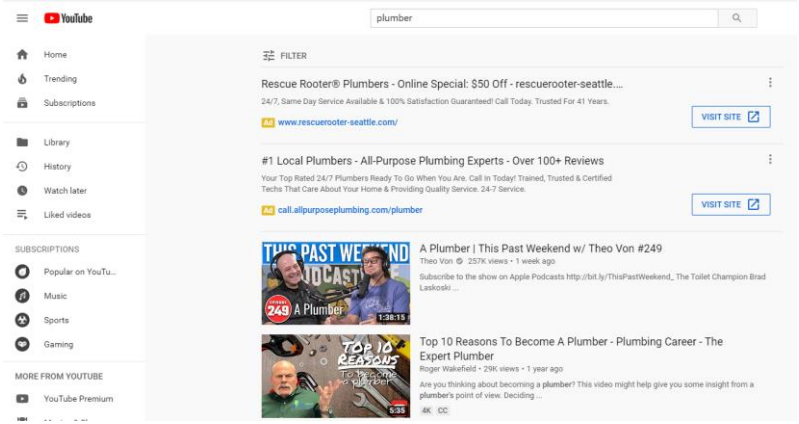
Video Ads

VIDEO **ADS**

Available in YouTube and Facebook

Types:

- Pre-roll or in-stream video ads
  - Skippable
  - Non-skippable
- Video discovery ads
- Standalone video ads



Conclusions

BENEFITS of PAID ADVERTISING

1 Placement

2 First in search

3 Targeting

4 Flexible budget