

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

The screenshot shows a Google search for 'plumber'. The search bar at the top contains the word 'plumber'. Below the search bar, there are tabs for 'All', 'Maps', 'Images', 'News', 'Videos', and 'More'. The search results show 'About 934,000,000 results (0.44 seconds)'. A 'GOOGLE GUARANTEED' badge is visible. The first three results are sponsored listings for 'Hunt's Services', 'Harts Services', and 'Washington Home Ser...'. Each listing shows a star rating, the number of reviews, and the phone number. Below these listings is a 'More plumbers' link. The next three results are organic search results for 'Plumbing Service | Honest & Dependable Service | flohawks.com', 'Plumbing Service Services | Same Day Repair & Service', and 'Bob Larson Plumbing LLC | Call Now for Same-Day Service'. Each organic result includes a link to the website, a phone number, and a brief description of the services. At the bottom of the search results is a map showing the location of 'Beacon Plumbing' and 'VCA Pacific Avenue Animal Hospital'.

Google

plumber

Search All Maps Images News Videos More Settings Tools

About 934,000,000 results (0.44 seconds)

GOOGLE GUARANTEED Plumbers nearby Sponsored

Hunt's Services
4.8 ★★★★★ · See reviews
Serves Tacoma
Open 24/7
(253) 201-8646

Harts Services
4.9 ★★★★★ · See reviews
Serves Tacoma
Open 24/7
(253) 242-1334

Washington Home Ser...
5.0 ★★★★★ · See reviews
Serves Tacoma
Open now
(253) 336-0664

→ More plumbers

Plumbing Service | Honest & Dependable Service | flohawks.com
[Ad](#) [www.flohawks.com/Services/Plumbing](#) · (253) 561-8899
We Can Fix Any **Plumbing** Problem. Call Today & Schedule Service!
[Water Heaters](#) · [Commercial Plumbing](#) · [About FloHawks](#) · [Septic Tank Systems](#)

Plumbing Service Services | Same Day Repair & Service
[Ad](#) [www.beaconplumbing.net/](#) · (866) 680-6503
Plumbing Service Repair With 24/7 Emergency Services. Schedule An Appointment! Family Owned & Operated. Stop Freakin' Online Specials Available. Services: Home Bathroom **Plumbing**, Kitchen **Plumbing**, Home **Plumbing** Line Pipe Repair And Replacement.
[Emergency Plumbing](#) · [Drain Cleaning](#) · [Sewer Repair](#) · [Water Heater Repair](#) · [Pipe Repair](#)

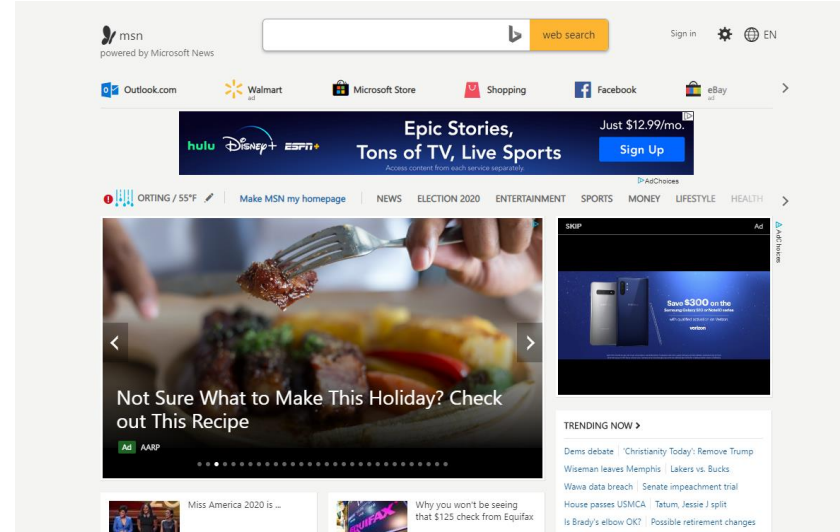
Bob Larson Plumbing LLC | Call Now for Same-Day Service
[Ad](#) [www.boblaronplumbing.com/](#) · (253) 785-6870
100% Customer Satisfaction Guaranteed. Call an A+ BBB Rated Company for Service.
[Drain Service Specialists](#) · [Water Heater Services](#) · [Fixture Plumbing Services](#) · [Coupons](#)

Map showing location of Beacon Plumbing and VCA Pacific Avenue Animal Hospital.

PAID ADVERTISING

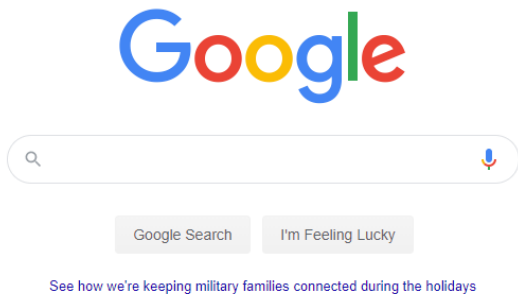
Types:

- 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

SEARCH

SEGMENT

COLUMNS

REPORTS

Cost / conv.	Conv. rate	↓	Quality Score	Search impr. share	Est. first p
\$0.00	0.00%			—	
\$0.00	0.00%		7/10	—	\$1
\$0.00	0.00%		—	—	\$0
\$0.00	0.00%		—	—	\$1

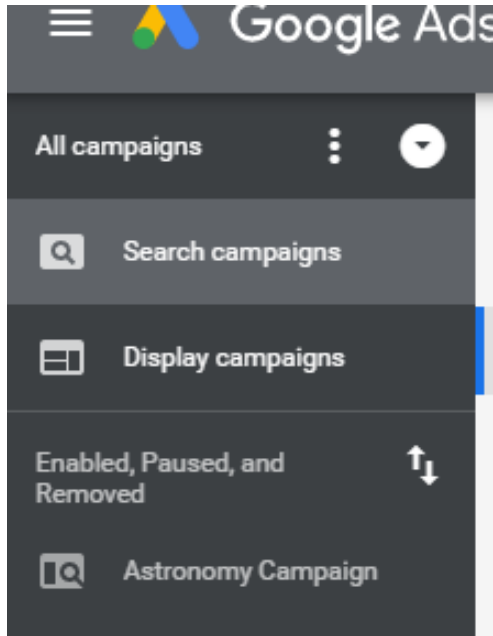
QUALITY SCORE

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

Keyword status: All but removed ADD FILTER

<input type="checkbox"/>	●	Keyword	Ad group	Status	Policy details	Final URL
<input type="checkbox"/>	●	astronomy	Astronomy Ad	Campaign paused	Eligible	—
Total:...		🕒				
▼	Total:...		🕒			

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

ADS EXTENSIONS AUTOMATED EXTENSIONS Last 7 days Dec 12 - 18, 2019

Edit text ad

Astronomy Ad

Final URL
clearskytontight.com

Headline 1
Clear Sky Tonight

Headline 2

Headline 3

Display path
www.clearskytontight.com / Path 1 / Path 2

Description 1
Astronomy community for the rest of us including Astronomy Calculator.

Description 2

Ad URL options

Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible. [Learn more](#)

1 of 3 previews

Mobile

Clear Sky Tonight | Headline 2
[www.clearskytontight.com](#)
Astronomy community for the rest of us including Astronomy Calculator.

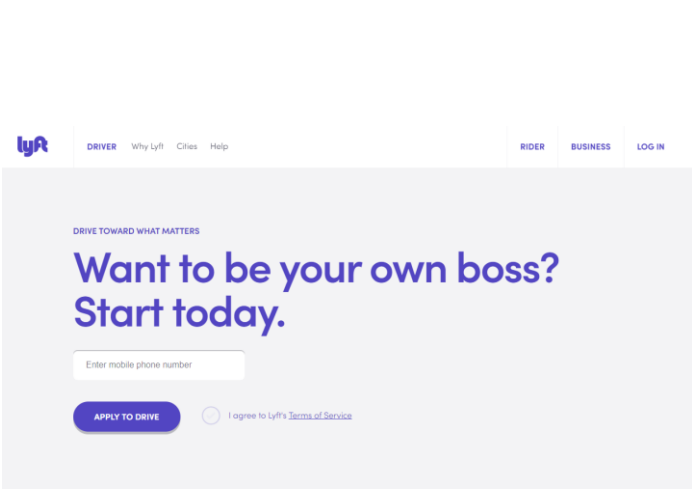
Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

SAVE NEW VERSION CANCEL

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

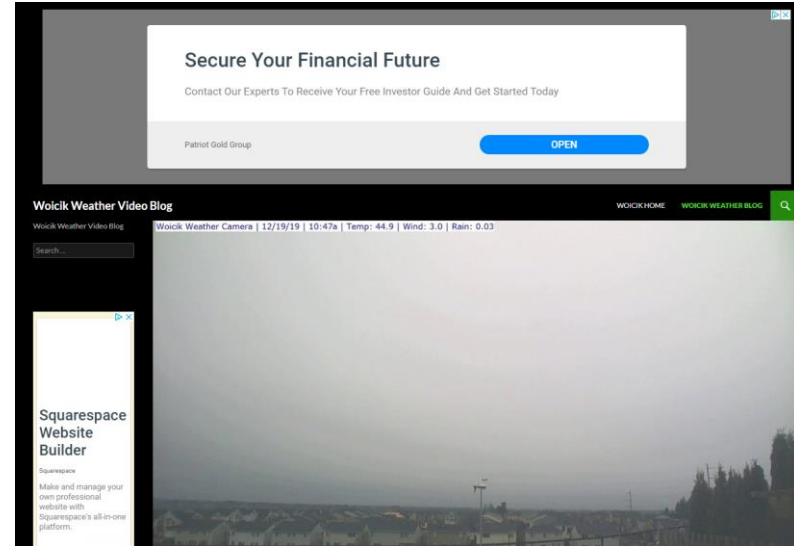


AD FORMATS

Ads placed on other websites by Google

Types:

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



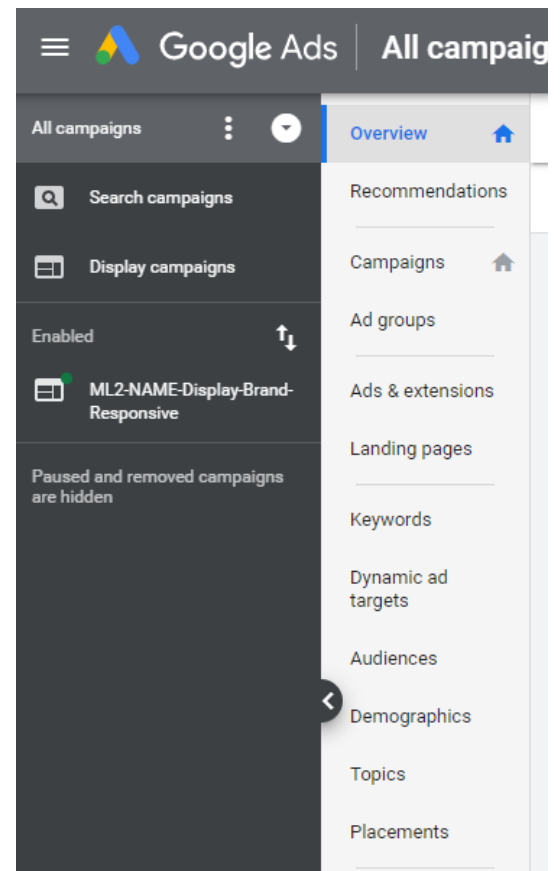
TARGETING

Audiences

Demographics

Topics

Expansion



PLACEMENT

Devices

Content exclusions

Specific websites

Digital content labels, sensitive content, content types

Exclude from websites, apps or YouTube channels

Content exclusions

Opt out of showing your ads on content that doesn't fit your brand

Digital content labels

☐ DL-G: General audiences

☐ Content suitable for families

☐ DL-PG: Most audiences with parental guidance

☐ DL-T: Teen and older audiences

☐ DL-MA: Mature audiences

☐ Content not yet labeled

Sensitive content

☒ Tragedy and conflict

☒ Sensitive social issues

☒ Profanity and rough language

☒ Sexually suggestive

☒ Sensational and shocking

Content type

☐ Games
Inactive

☐ Live streaming YouTube video

☐ Embedded videos

☐ Below-the-fold

☐ G-mob mobile app non interstitial
Inactive

☒ Parked domains

☐ In-video












While content exclusions are completed to the best of our ability, we can't guarantee that all related content will be excluded.

Facebook Ads



OBJECTIVES

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

Awareness

- Brand awareness, reach

Consideration


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

Conversion

- Conversions, catalog sales, store traffic

Campaign Name ⓘ

Brand awareness

 Create Split Test ⓘ

A/B test your creative, placement, audience, and delivery optimization strategies. [Learn More](#)

OFF

Campaign Budget Optimization ⓘ

Optimize budget across ad sets

ON

Campaign Budget ⓘ

Daily Budget ▼

\$25.00

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy ⓘ

Lowest cost

Not all bid strategies are available for all campaigns.
ⓘ

Show Advanced Options ▼

CAMPAIGNS

Objective

Spending Limit

Campaign Budget Optimization

AD SETS

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

Ad Set Name ⓘ US - 18+ ⓘ

Switch to Quick Creation

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▾

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▾

Locations ⓘ

Everyone in this location ▾

United States

United States

Include ▾ | Type to add more locations

Browse

Add Locations in Bulk

Age ⓘ

18 ▾ - 65+ ▾

Gender ⓘ

All Men Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

Include people who match ⓘ


Add demographics, interests or behaviors

Suggestions

Browse

Exclude People

Audience Size



Your audience selection is fairly broad.

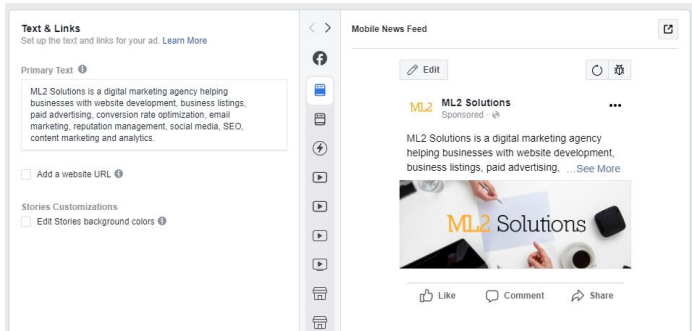
Potential Reach: 210,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

AD TYPES

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



Other Platforms



OTHER PLATFORMS

Yelp

Social Media


Angie's List

Best plumbers in Seattle, WA

Showing 1-20 of 766


[All Filters](#)[\\$](#)[\\$\\$](#)[\\$\\$\\$](#)[\\$\\$\\$\\$](#)[Open Now](#)[Request a Quote](#)[Offering a Deal](#)[Accepts Credit Cards](#)

Sponsored Results



Joe's 2 Sons Plumbing
228 reviews
Hydro-jetting, Water Heater Installation/Repair, Plumbing
Free estimates
Family-owned & operated
[Request a Quote](#) Responds in about 10 minutes

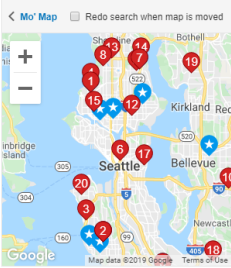
When I called on a Tuesday and was scheduled for that Thursday, I have to say I was skeptical. Especially when the two other plumbers I contacted were booked out at least a month.... [read more](#)



Ally Plumbing
379 reviews
Plumbing, Hydro-jetting, Water Heater Installation/Repair
Free estimates
Family-owned & operated
[Request a Quote](#) Responds in about 10 minutes

I have been using Ally Plumbing for a couple of years now and I would give them more than 5 stars if I could! This most recent visit was with Dale and Jimmy. They came in to give the... [read more](#)

[Mo' Map](#) Redo search when map is moved



rescueroooter-seattle.com (206) 607-1270
Rescue Rooter® In Seattle - 24/7 Same Day Plumber Services
\$50 Off Or \$88 Off Drain Cleaning - 100% Satisfaction Guaranteed. Call Now! Energy-Efficient Options. BBB Accredited- A+ Rating. Trusted For 41 Years. Open Saturdays & Sundays. Always Available 24/7. Local Plumbers Since 1976. Services: Drain Cleaning, Plumbing Repairs, Leak Detection, Water Heater Sales.
[Visit Website](#)

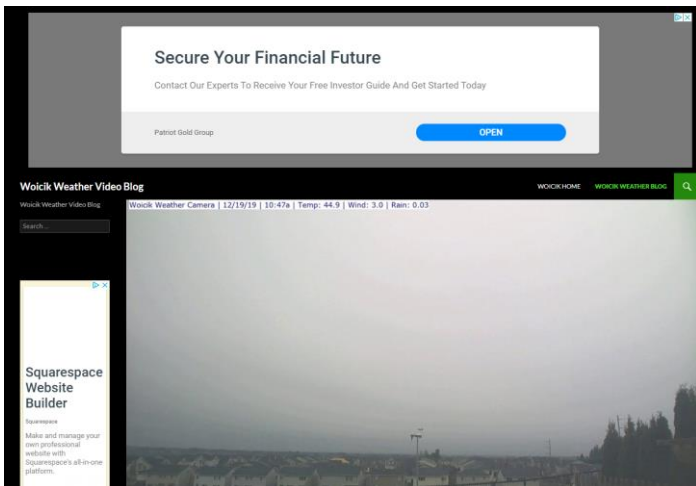
Remarketing Ads



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

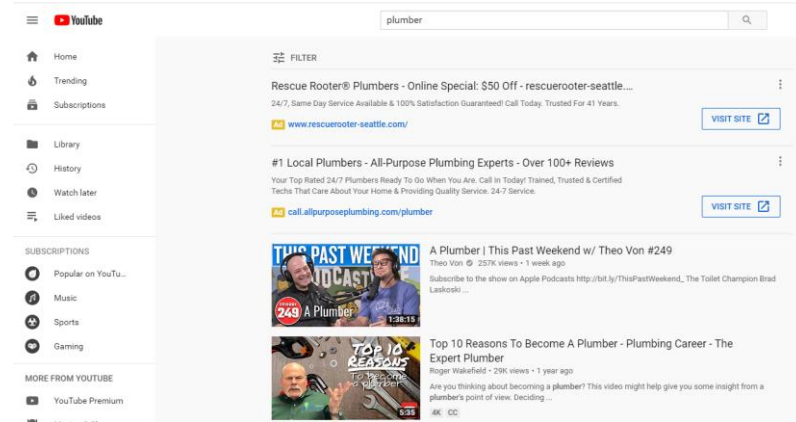


VIDEO ADS

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**

