Google Ads

Live Online
Instructor Led Training

RoadMap

GOOGLE ADVERTISING

1

1- Google advertising landscape
2- How to setup your google account
3- keywords planner

2

1- Search Engine ads tips
2- Campaign structure
3- ad group tactics
4- keywords tactics
5- budget optimization

3

1- Search Engine ads advanced tips
2- bidding strategies
3- ad extensions tactics
4- landing page optimization

4

Display advertising tips
YouTube ads tips
Display planner tips

5

1- App install tips
2- Ads reporting tips and what are beyond numbers

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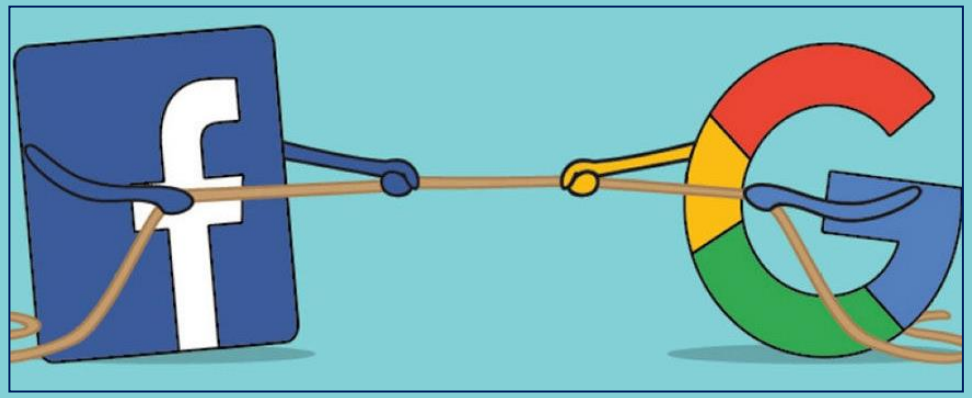

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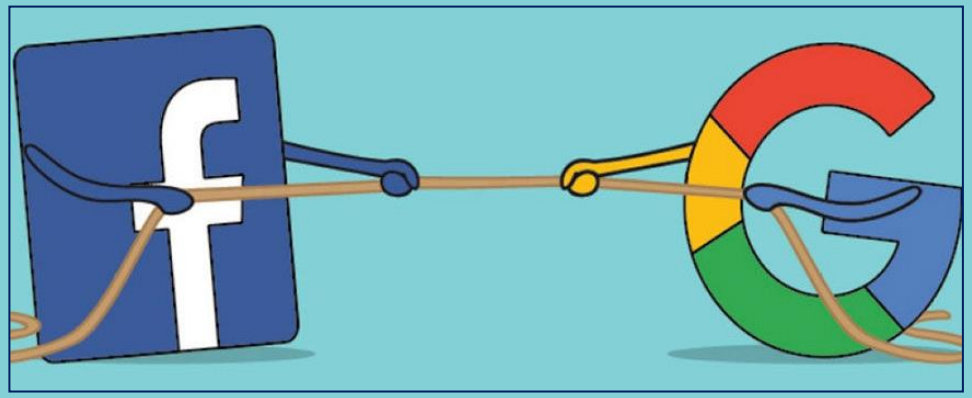

What is the Better Advertising Platform for ME??!!

1. Industry (products & Services)
2. Target audience interactions (where)
3. Platform and country's usage
4. Your website (Ready or not)
5. Competition
6. Your Budget

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Don't Compare between Social Media ads & Google ads "Different Platforms"

Intro to Google Ads

SEM Definitions & important statistics

People Are Googling . . .

Are You There?!!

Why Google?

Important Statistics for 2022

90%

of users use search engines to find a website

85%

of users choose sites listed on the first page of Google

80%

of people do online research before taking a purchasing decision

Source: Search Engine Land

Why Google?

IT'S **NOT** GOOD HAVING A GREAT WEBSITE THAT NO ONE CAN FIND IT.

" IF YOUR BUSINESS CAN'T BE FOUND ON THE SEARCH ENGINES, YOU BASICALLY DON'T **EXIST!**"

Important Statistics for 2022

Search Engine Market Share Worldwide 2022

Google	bing	Yahoo!	YANDEX	Baidu	DuckDuckGo
92.21%	3.42%	1.23%	0.97%	0.78%	0.6%

Search Engine Market Share Worldwide - November 2022

Google	bing	Yahoo!	YANDEX	Baidu	DuckDuckGo
92.9%	3.03%	1.22%	0.85%	0.65%	0.58%

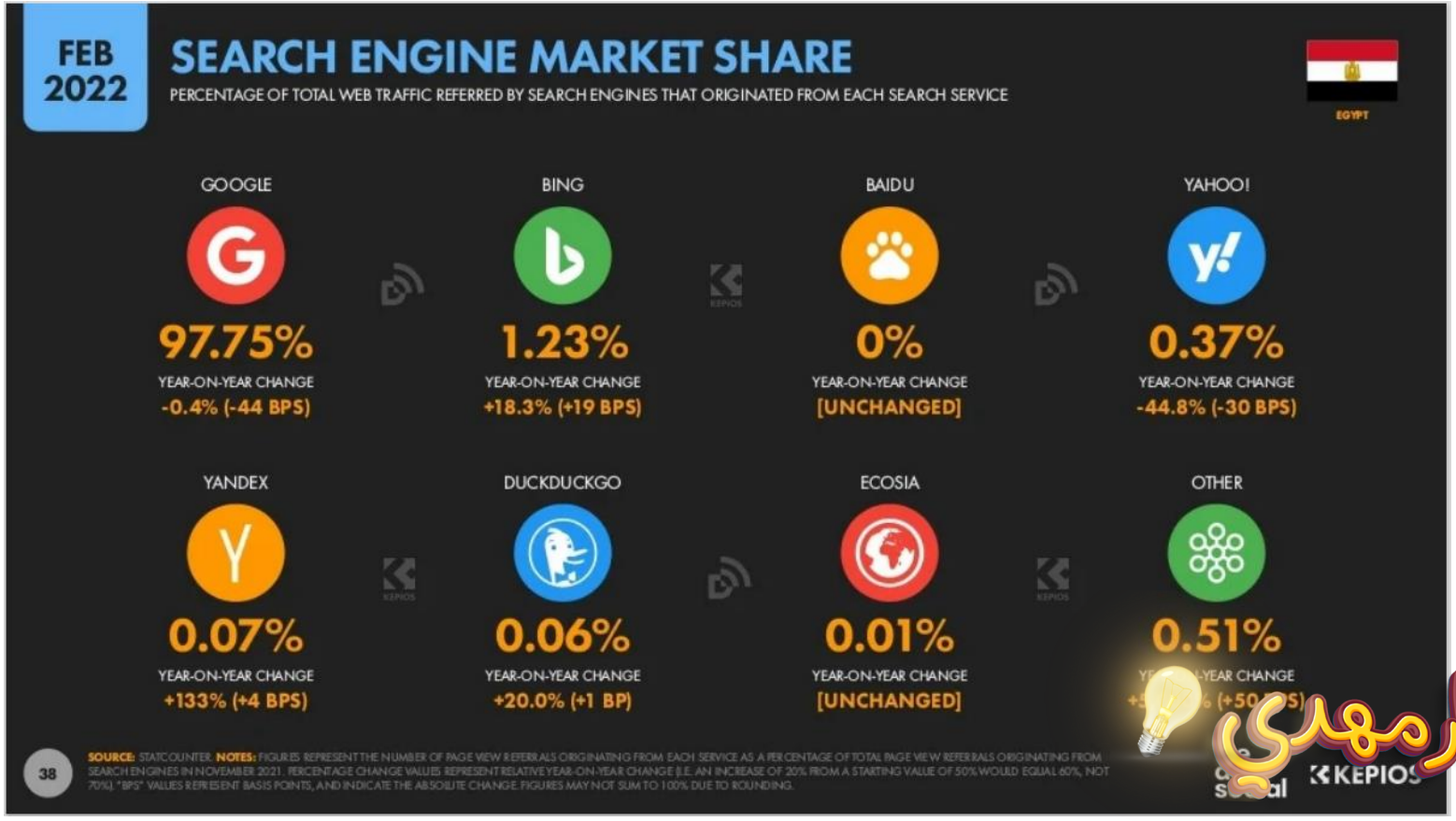
Search Engine Market Share Worldwide - January 2023

Number of searches in Google in 2022

- **99,000 Searches per Second**
- **8.5 Billion searches per Day**

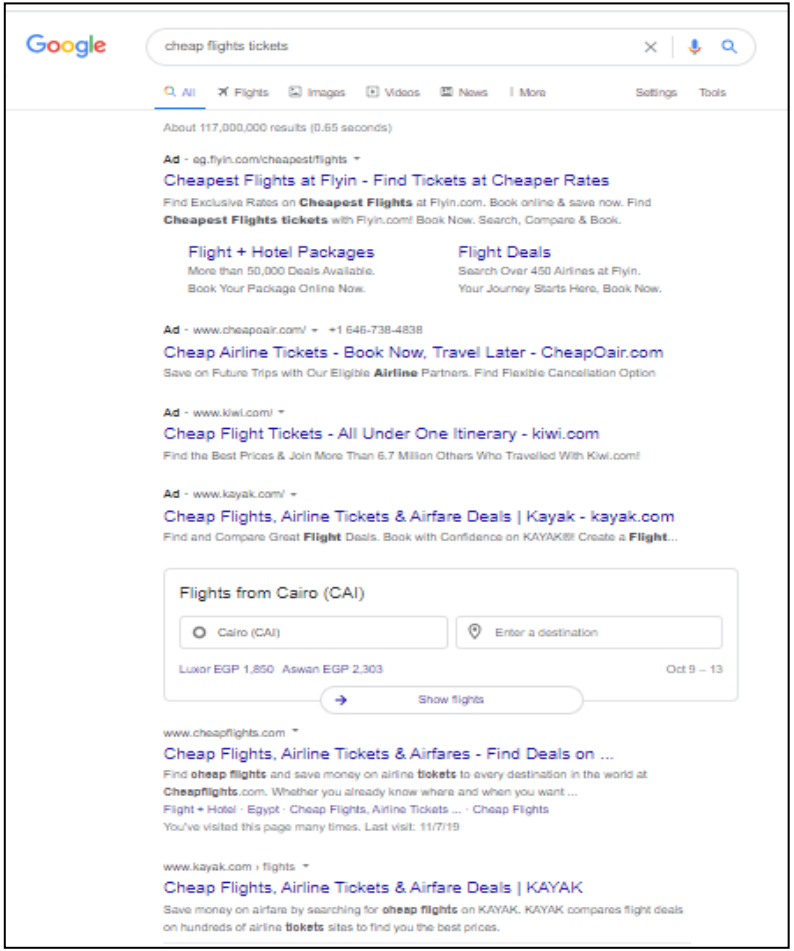
Important Statistics for 2022

Search Engine Market Share - Egypt 2022



SERP

SERP Structure – Search Engine Results Page



Paid Results (SEA)

Organic Results (SEO)

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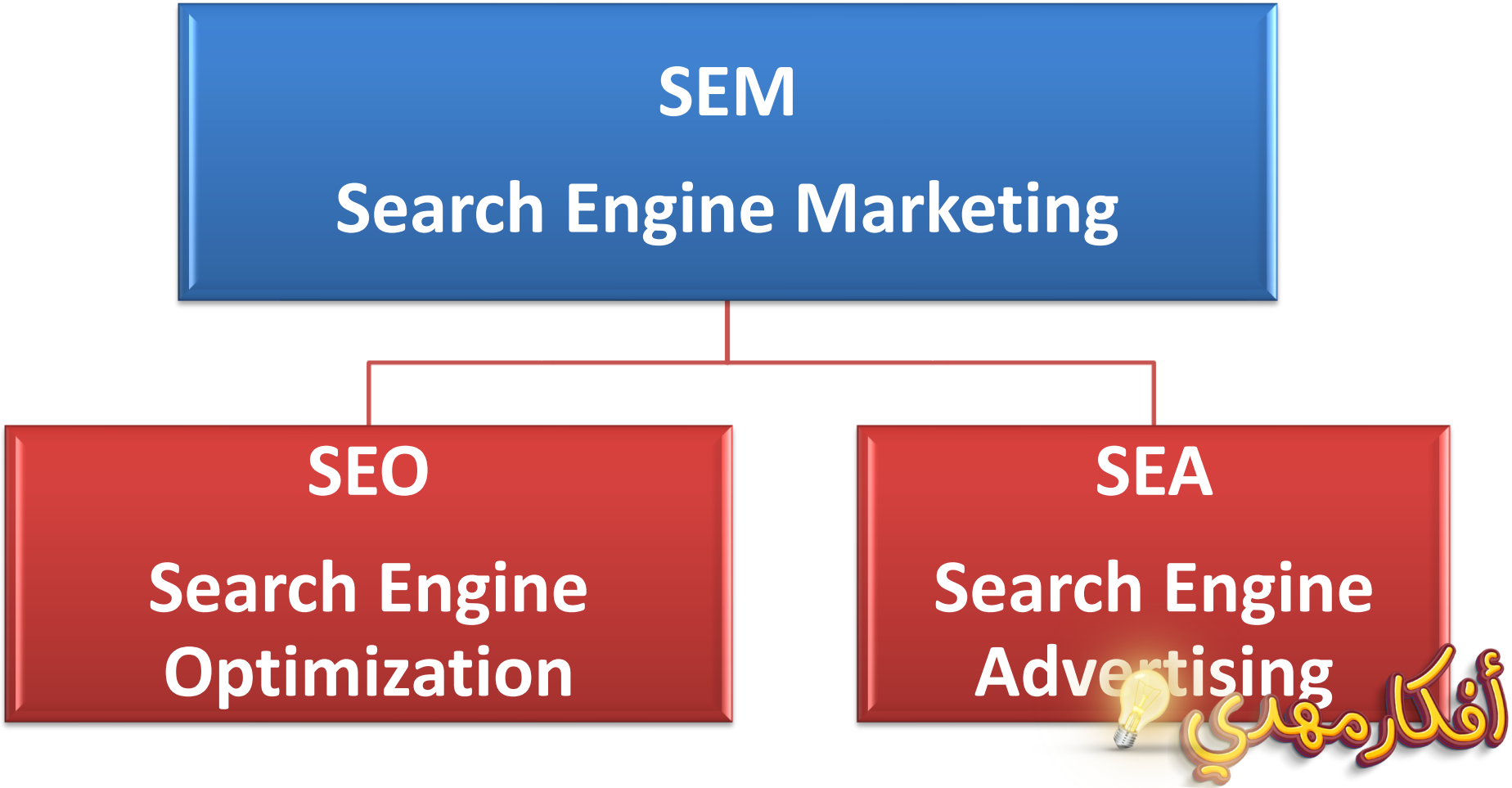
SEM
Search Engine Marketing
SEO
Search Engine Optimization
SEA
Search Engine Advertising
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Definitions

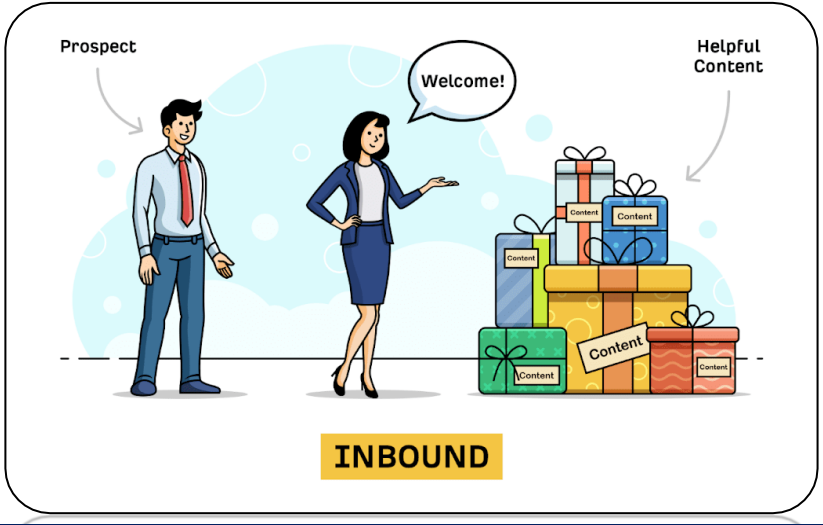
- **Search engine marketing (SEM):** is a digital marketing strategy used to **increase the visibility of a website in search engine results pages (SERPs)**

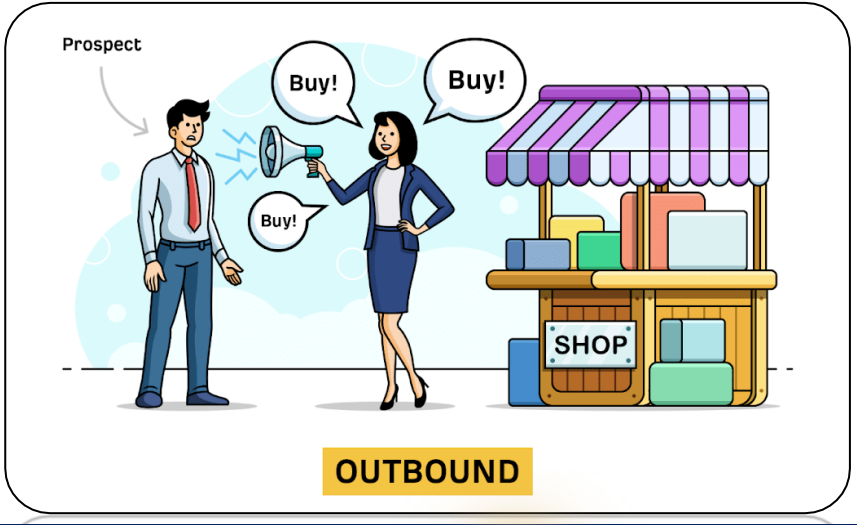
- **Search Engine Optimization (SEO):** is the practice of **increasing the quantity and quality of traffic to your website through organic search engine results.**

- **Search Engine Advertising (SEA):** refers to a form of **paid marketing** that helps businesses get **their ads in front of searchers by paying to have their ad copy at the top of search results.**

Search Engine Customer journey - inbound

User Behavior → Need → Search Term → SERP → Decide (Click) → Landing Page





3 steps to inbound marketing:

1. **Attract:** Bring in the right people.
2. **Engage:** Help these people with their pain points and goals so they are more likely to deal with you.
3. **Delight:** Go above and beyond for them. Help them find success with your products/services.

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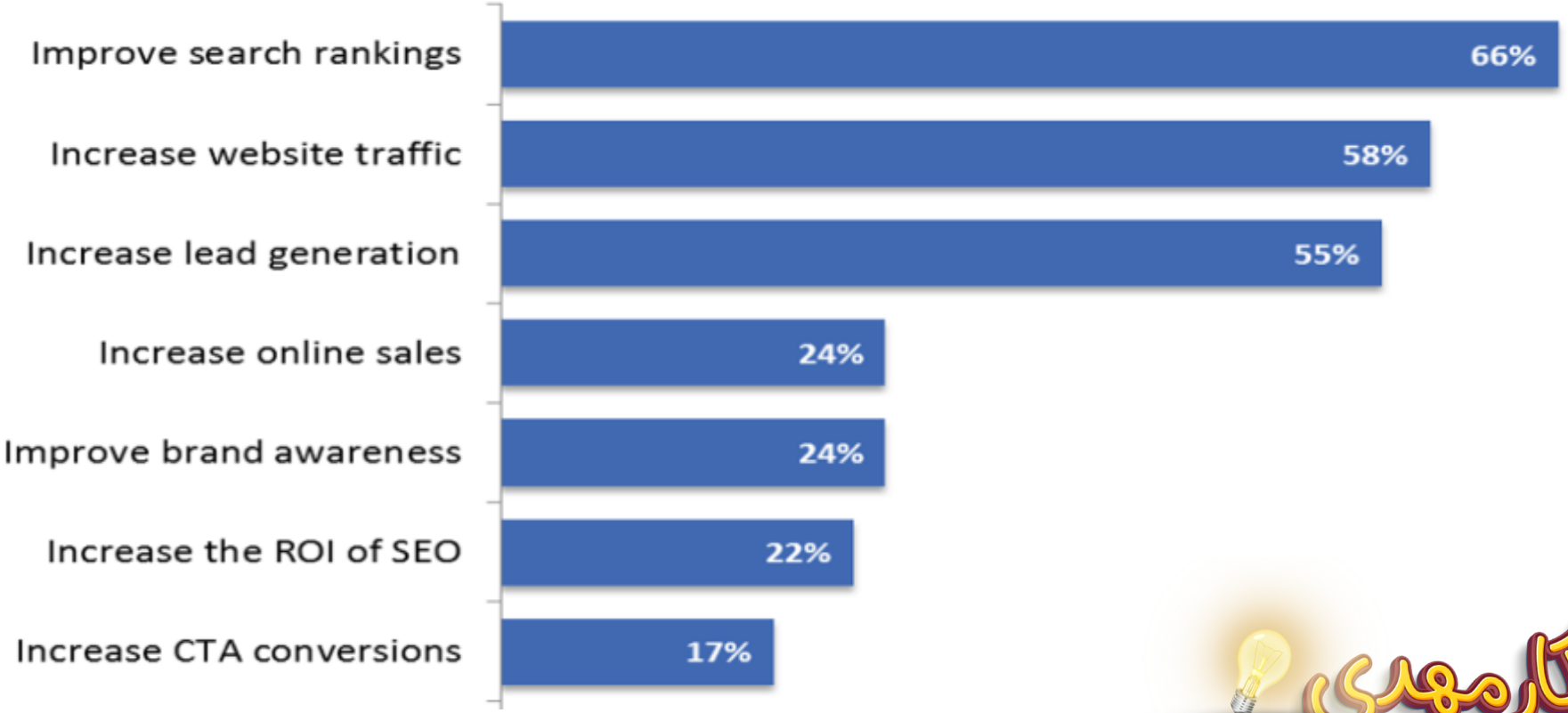
SEM Strategies and Usage



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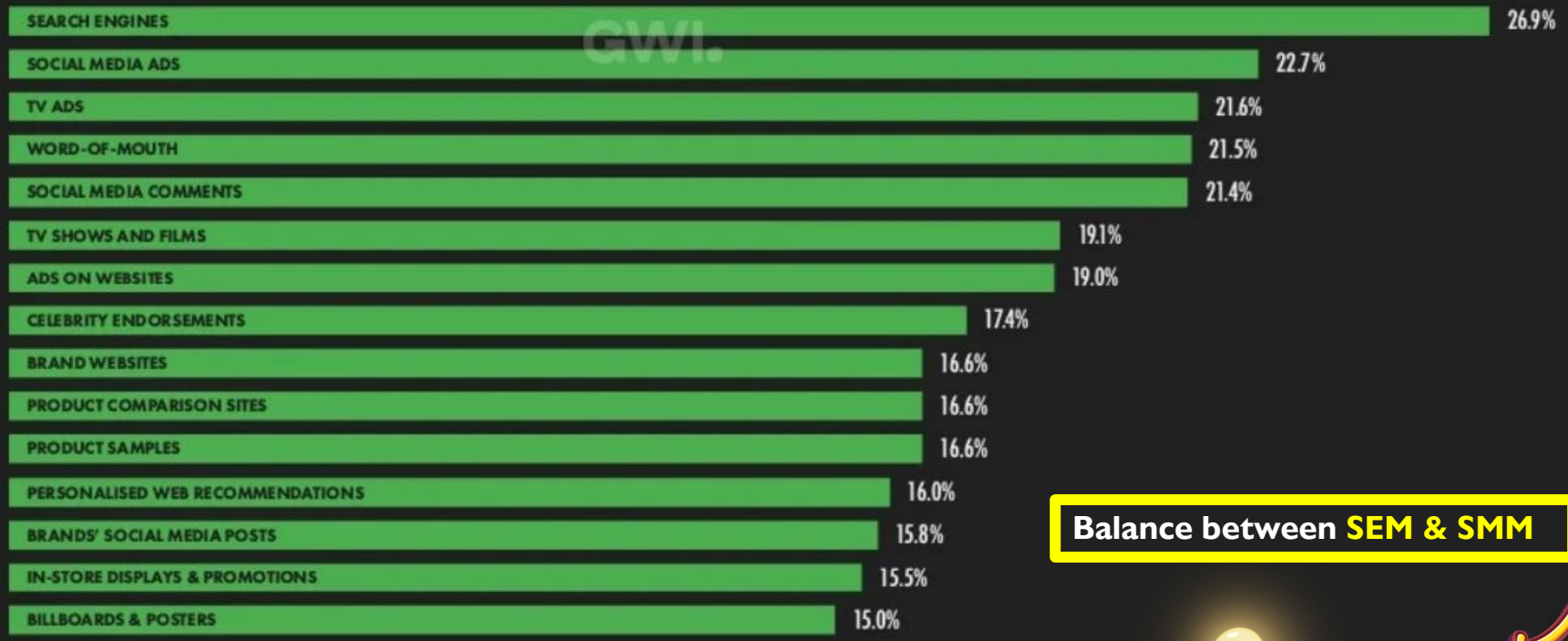
FEB 2022

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

EGYPT



Balance between SEM & SMM

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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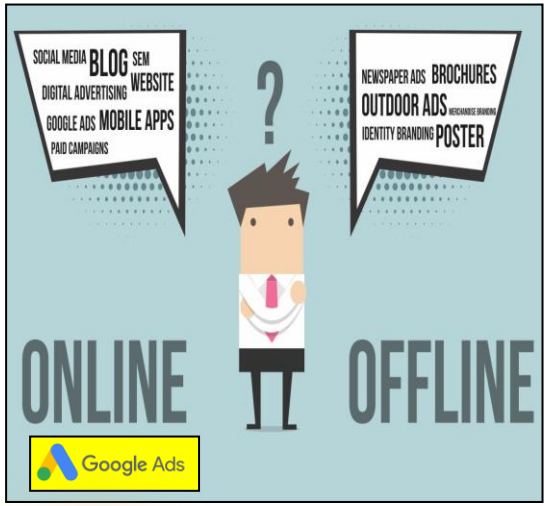
Google Ads overview

Marketing Perspective

Marketing Overview - Marketing Mix



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FYI Marketing Mix

360°

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Online Advertising Terms

Click

Impression

CTR

Reach

Frequency

CPC

CPM

CPV

Landing page

Conversion

(CR) Conversion Rate

Conversion Value

Online Advertising Terms

- **Click:** the process of clicking through an online ad to the advertiser's destination (landing page).

- **Impression:** refer to the number of times your ad or content has been displayed on a screen.

- **CTR:** Click-Through Rate. $$CTR = \frac{Clicks}{Impressions} \times 100$$

✓ A good Google Ads CTR is **4-5%+ on the search network / 0.5-1%+ on the display network**.

- **Reach:** the total number of people who have seen your ad or content.

- **Landing page:** is **the webpage where people end up after they click your ad**.

✓ The URL of this page is usually the same as your ad's final URL. For each ad, you specify a final URL to determine the landing page where people are taken when they click your ad.

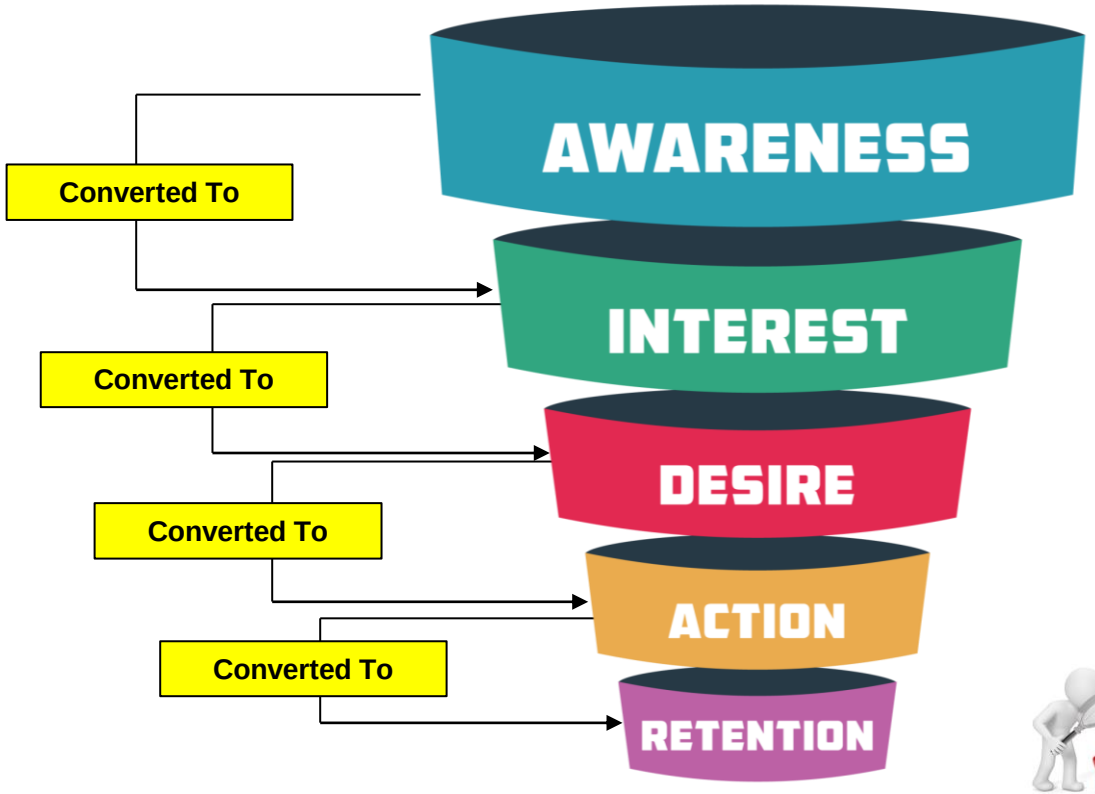
- **CPC:** Cost-per-click **/ CPM:** cost per thousand impressions **/ CPV:** Cost per view.

- **Frequency cap:** restriction on the amount of times a specific visitor is shown a particular

- **(CR) conversion rate:** the percentage of visitors who take a desired action.

Conversion Concept

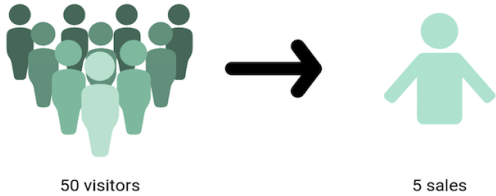
AIDAR Model identifies the stages that an individual goes through during the process of purchasing



Conversion: the process of changing or causing something to change from one form to another.

CONVERSION RATE = 10%

CALCULATING CONVERSION RATE:
5 sales / 50 visitors x 100% = 10% CR



Total Conversion Value: is the sum of conversion values for your "Conversions." **You have to** [illegible]

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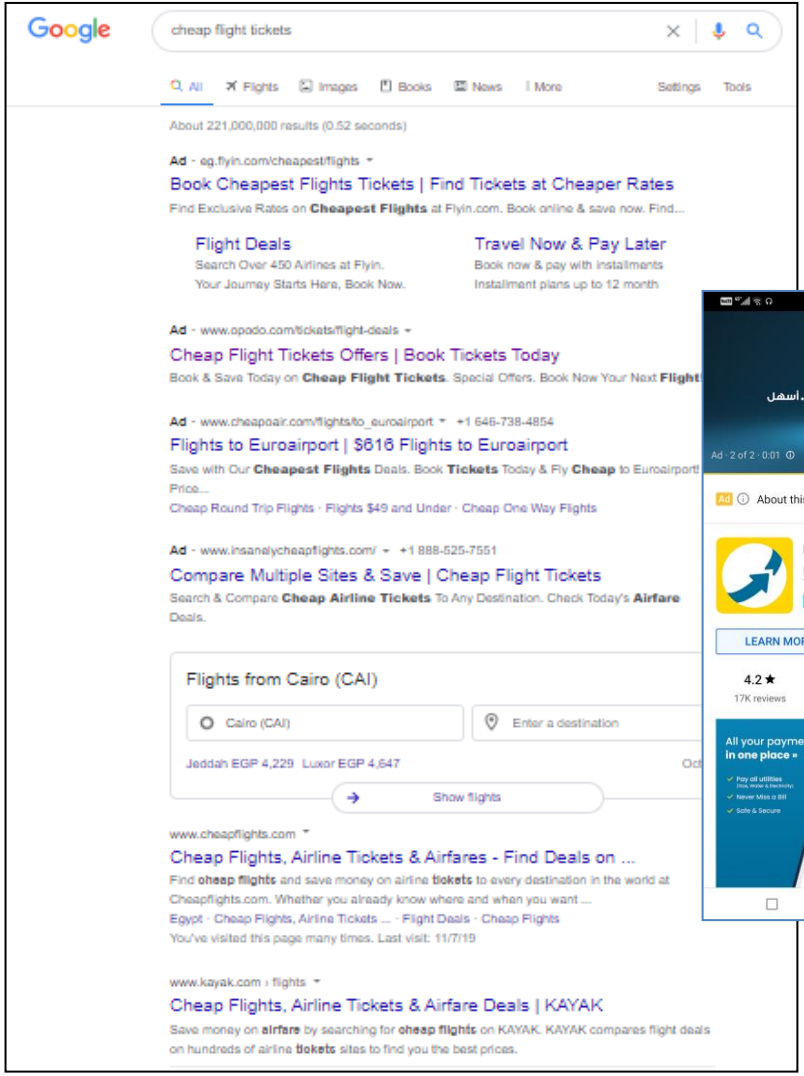
Website Conversion Funnel

AIDA Model identifies the stages that an individual goes through during the process of purchasing

Types of Google Ads' Campaigns

Online Advertising Platform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Images
Books
News
More
Settings
Tools
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Find Exclusive Rates on Cheapest Flights at Flyin.com. Book online & save now. Find...
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Search Over 450 Airlines at Flyin.
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Travel Now & Pay Later
Book now & pay with installments
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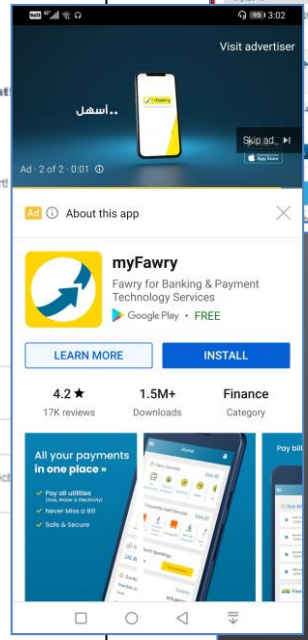
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اسهل..
Skip ad
Ad · 2 of 2 · 0:01
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Fawry for Banking & Payment Technology Services
Google Play · FREE
LEARN MORE
INSTALL
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17K reviews
1.5M+
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Visit advertiser
399
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JUMIA

Types of Google Ads' Campaigns

Planning → Implementation → Optimization → Reporting

Google Ads overview

Online Advertising Platform

Why We Advertise on Google?

ogle Ads

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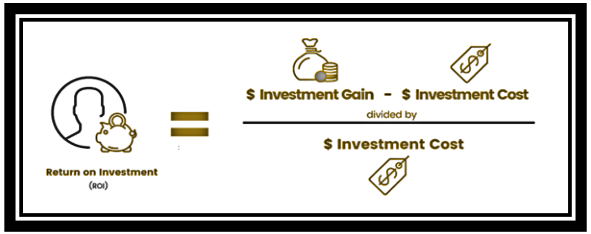
Benefits of Google Ads

- **Inbound:** where the customers find you when they need you, People seeing your ad are seeking the type of service or product.
- **Outbound:** where a company initiates the conversation and sends its message out to an audience. Increase brand awareness
- **Instant Results:** Campaign's figures to be shown after approval immediately.
- **Budget Control:** CPC / CPM / CPV
- **Excellent ROI/ROAS:** Compared to other advertising channels.

- **Return on investment** (ROI) is a metric used to understand the profitability of an investment. ROI compares how much you paid for an investment to how much you earned to evaluate its efficiency.
- **ROAS:** Return on ad spend



Google Ads Objectives

Buy on your website

Visit website

See your ad

Take an action on your website (for example, fill out a form)

Call your business

Visit your business

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campaign

Objective + **Target**

Measured by KPIs

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Key performance indicators (KPIs)

Research
“Planning”
Budgeting ⇄ KPIs
Campaign
Setup
Implementation
Optimization
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Understanding the Audience (Target Audience Research)

Know your audience well

- Understanding the target audience is crucial to draft any effective Google Ads campaign
- Spend time thinking about your customer and how they decide to buy from you.

You need a lot of DATA

Who	✓Who are your target segments
What	✓What information your audience is searching for ✓What information do they need
Where	✓Where do they interact (to know which type of campaigns you will do to reach them)
When	✓When do they interact
Why	✓Why they will dealing with you (USPs)
How	✓How they buy (the factors which affect their buying decision) ✓How long does the process take? ✓How do you measure success at each step

Payment Basics

- **Auction:** Process that **happens** with **each Google search** to **decide which ad will appear** for that search and **on which order**

- **Bid:** You set it to **determine the highest you could pay for a click or view or 1000 impressions**

- **Budget:** The **average amount** that you're comfortable **spending each day on this campaign**

Google Ads Account's Structure

Unique email address, password, and billing information

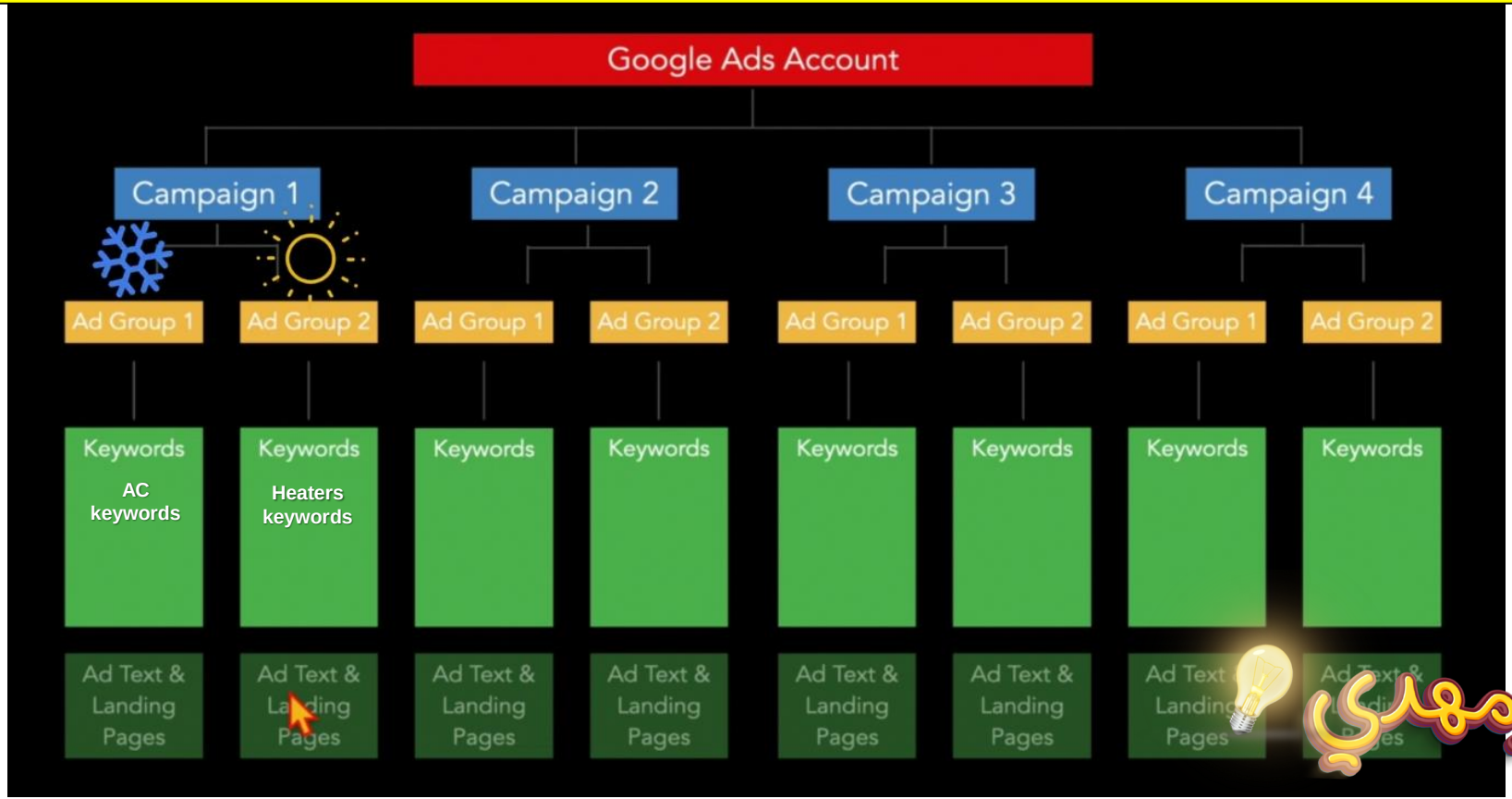
own budget and settings that determine where your ads appear

contains a set of similar ads as well as **keywords** (the words and phrases that trigger your ads to show up)

- **Account** is made up of **one or more Campaigns (invoicing and billing information, Currency, Money feeding)**
- **Campaign** is made up of **one or more ad groups (Daily Budget)**
- **Ad Group** made up of **one or more ads** which target a **shared list of keywords or other target. (Targeting Method)**

Example for one Search Campaign with 2 ad groups

- **Ad Group 1** - One target method: Post-Paid Persona / Ad message
- **Ad Group 2** - One target method: Pre-Paid Persona / Ad message



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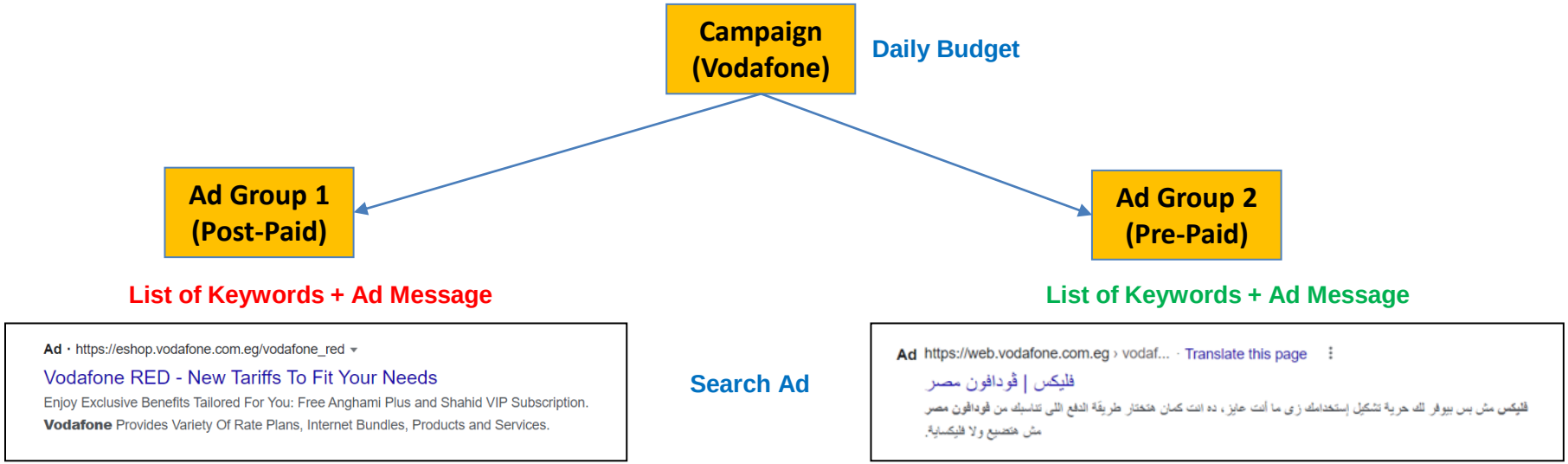

Different Lists of Keywords (Different Targeting) + Different Ads Messages

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Example for one Campaign with 2 ad groups

- **Ad Group 1** - One target method: Post-Paid Persona / Ad message
- **Ad Group 2** - One target method: Pre-Paid Persona / Ad message

Campaign (Vodafone) — Daily Budget

Ad Group 1 (Post-Paid)

Targeting Method + Ad Message

Ad Group 2 (Pre-Paid)

Targeting Method + Ad Message

Display Ad

Different Targeting Methods + Different Ads Messages

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Thank You