

Digital Advertising

The moment a brand an individual pays to be promoted via digital channels, social and google ads

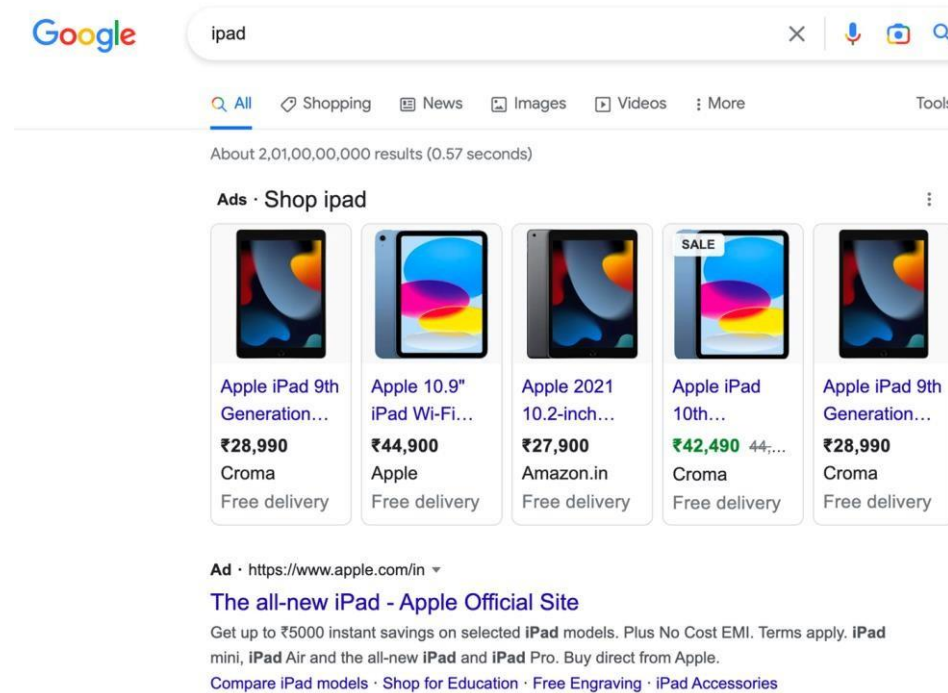
Search Engine Marketing

SEM, or search engine marketing, is using paid advertising to ensure that your business's products or services are visible in search engine results pages (SERPs). When a user types in a certain keyword, SEM enables your business to appear as a result for that search query

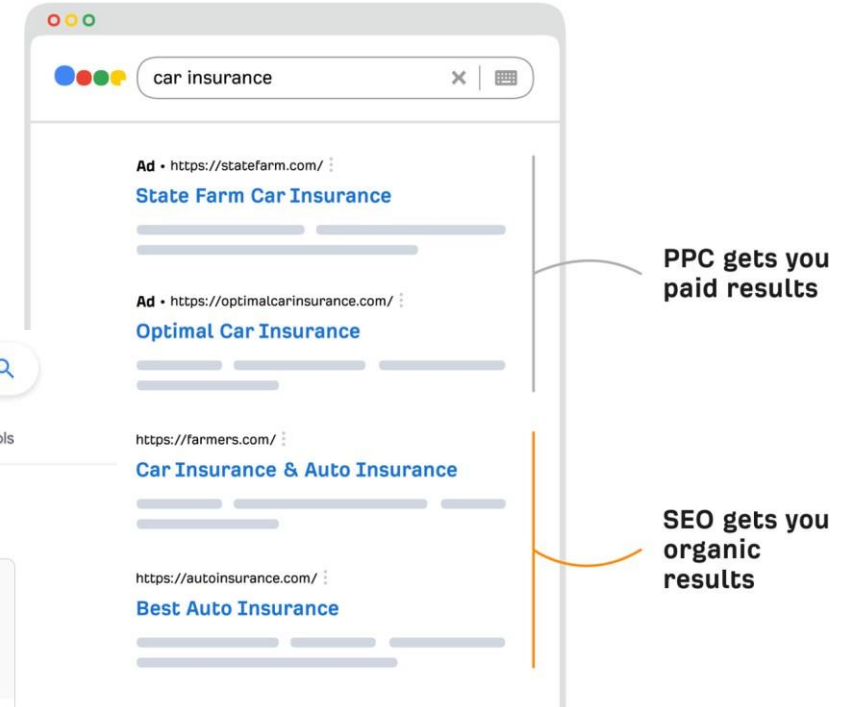
What is Pay Per Click - PPC?

PPC (pay-per-click) is a form of advertising where you pay for website clicks from popular platforms. In the case of SEM, from search engines like Google.

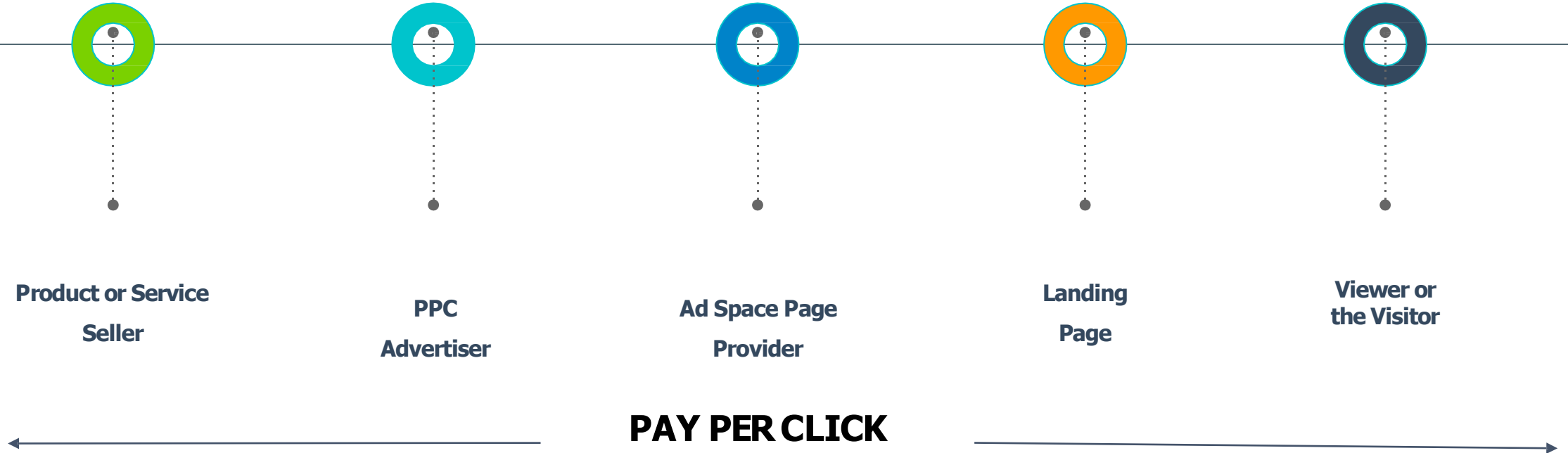
For example, clicking this ad in Google costs Apple money



**PPC Gets You in the Paid Results;
SEO Gets You in the Organic Results**



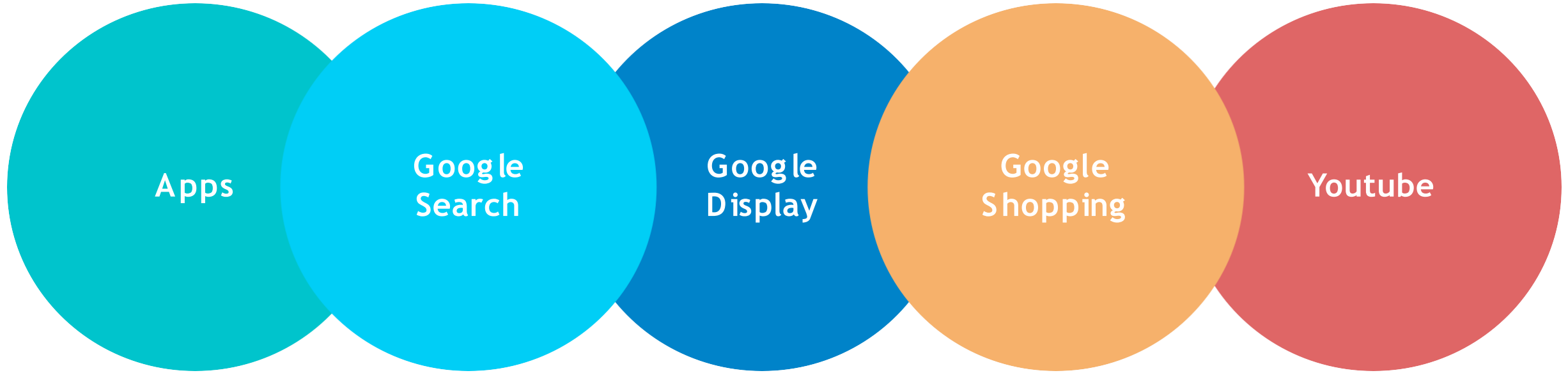
PPC Ecosystem



Types of Google Ads

Lets breakdown the various ad formats and subtypes of google ads

Types of Google Ads



Google Ads Campaign Type

Select a campaign type



Search

Reach customers interested in your product or service with text ads.



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.



App

Drive app promotion across Google's networks.



Smart

Reach your business goals with automated ads on Google and across the web.



Local

Drive customers to a physical location.



Discovery

Run ads on YouTube, Gmail, Discover, and more.












Shopping Ads

Google × 🔍 🔊 🖼️ ⚙️ ☰ Y

[🔍 All](#) [🛒 Shopping](#) [🖼️ Images](#) [📰 News](#) [📺 Videos](#) [⋮ More](#) [Tools](#)

About 12,00,000 results (0.40 seconds)

Ads · Shop

										
boAt Airdopes 131 - Truly Wireless Earbuds with IWP... ₹1,999 boAt ★★★★★ (25)	boAt Airdopes 131 - Wireless Earbuds with IWP... ₹999 boAt ★★★★★ (1k+)	boAt Airdopes 131 - Wireless Earbuds with IWP Technology ViperGreen ₹999 boAt ★★★★★ (1k+)	boAt Airdopes 161 - Best Wireless Earbuds... ₹1,099 boAt ★★★★★ (106)	boAt Airdopes 138 TWS Earbuds (IPX4 Water & Du... ₹1,099 Croma Free delivery	Marvel Captain America Airdopes 13... ₹1,599 shopDisney.in	boAt Airdopes 161 - Best Wireless Earbuds... ₹1,099 boAt ★★★★★ (106)	boAt Airdopes 148 In-Ear Truly Wireless Earbuds wit... ₹1,399 Croma Free delivery	Buy Airdopes 131 PRO - Wireless Earbuds Wit... ₹1,299 boAt ★★★★★ (6)	boAt Airdopes 183 - Best Bluetooth Earbuds Spi... ₹1,599 boAt ★★★★★ (16)	At Airdop... Twin... Wireless Earbuds w... ₹1,099 Reliance D... Free delive...

Ad · <https://www.boat-lifestyle.com/>

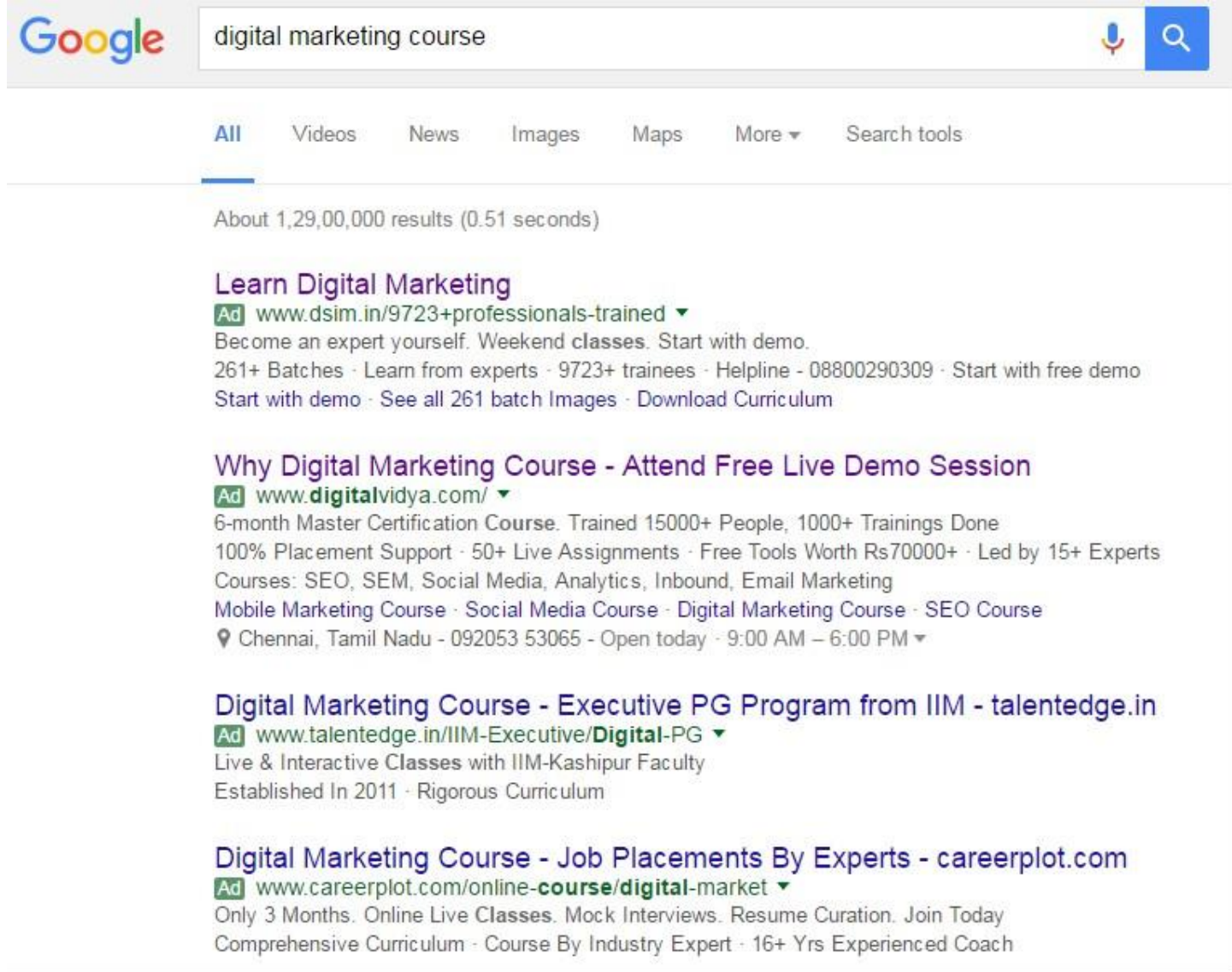
Boat earbuds - Buy Online at Best Price

Wide range of wireless Bluetooth headphones, earphones and wireless headsets are available. Pan India CoD Available. Free Delivery. Original Boat earbuds Products. Easy...

Boat Airdopes 131 🔗

★★★★★ (1.5T)

Search Ads



The image shows a Google search results page for the query "digital marketing course". The search bar at the top contains the text "digital marketing course" and the Google logo is on the left. Below the search bar, there are navigation tabs for "All", "Videos", "News", "Images", "Maps", "More", and "Search tools". The "All" tab is selected. Below the tabs, it says "About 1,29,00,000 results (0.51 seconds)". There are four search ads displayed, each with a title, a URL, and a brief description.

Google digital marketing course

All Videos News Images Maps More Search tools

About 1,29,00,000 results (0.51 seconds)

Learn Digital Marketing
Ad www.dsim.in/9723+professionals-trained
Become an expert yourself. Weekend classes. Start with demo.
261+ Batches · Learn from experts · 9723+ trainees · Helpline - 08800290309 · Start with free demo
Start with demo · See all 261 batch Images · Download Curriculum

Why Digital Marketing Course - Attend Free Live Demo Session
Ad www.digitalvidya.com/
6-month Master Certification Course. Trained 15000+ People, 1000+ Trainings Done
100% Placement Support · 50+ Live Assignments · Free Tools Worth Rs70000+ · Led by 15+ Experts
Courses: SEO, SEM, Social Media, Analytics, Inbound, Email Marketing
Mobile Marketing Course · Social Media Course · Digital Marketing Course · SEO Course
Chennai, Tamil Nadu - 092053 53065 - Open today · 9:00 AM – 6:00 PM

Digital Marketing Course - Executive PG Program from IIM - talentedge.in
Ad www.talentedge.in/IIM-Executive/Digital-PG
Live & Interactive Classes with IIM-Kashipur Faculty
Established In 2011 · Rigorous Curriculum

Digital Marketing Course - Job Placements By Experts - careerplot.com
Ad www.careerplot.com/online-course/digital-market
Only 3 Months. Online Live Classes. Mock Interviews. Resume Curation. Join Today
Comprehensive Curriculum · Course By Industry Expert · 16+ Yrs Experienced Coach

Youtube Ads



Display Ads

160x600



**Sunglasses
Deals Up to
50% Off**

Brand

Discover the latest
collection of Men's
sunglasses.
Summer Sale Up to
50% Off



480x120



From Aviator Shades to
Retro sunglasses. Check
out our new collection

Brand

[Shop now](#)

300x250



Sunglasses Deals Up to 50% Off

Discover the latest collection of
Men's sunglasses. Summer Sale
Up to 50% Off



300x250 Text Ad

**Sunglasses Deals Up
to 50% Off**

Brand

Discover the latest collection of Men's
sunglasses. Summer Sale Up to 50% Off

[SHOP NOW](#)

728x90



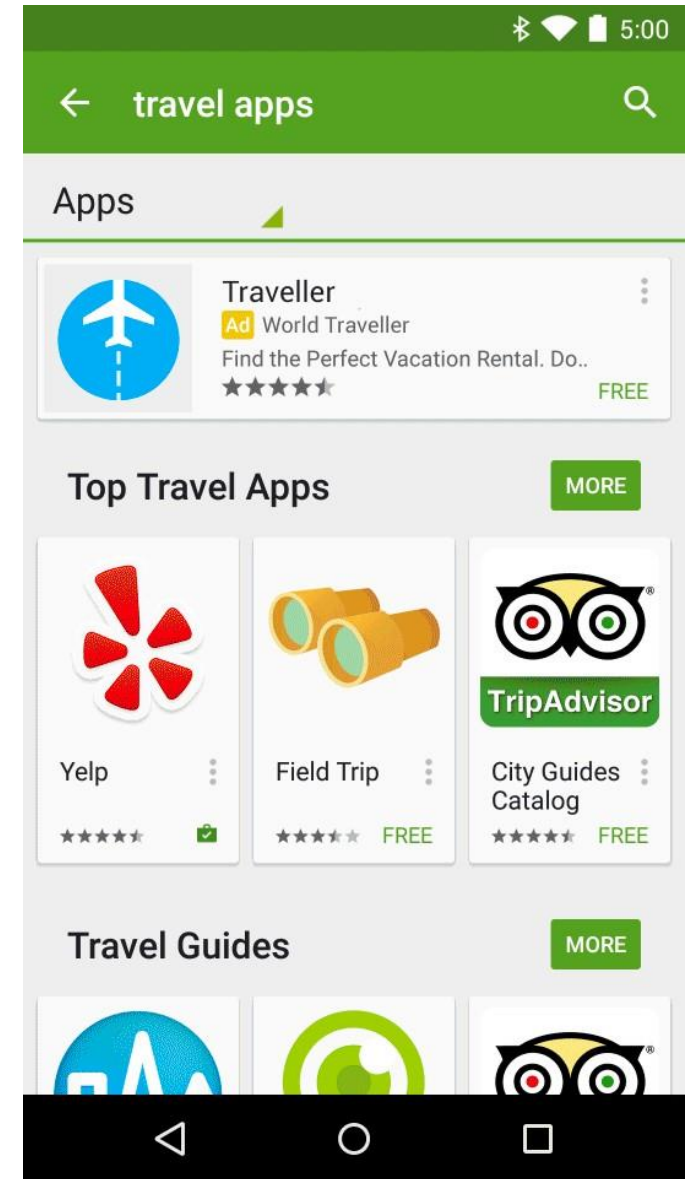
Brand

**Sunglasses Deals
Up to 50% Off**

Discover the latest
collection of Men's
sunglasses. Summer
Sale Up to 50% Off



App Ads



How does Google Ads work?

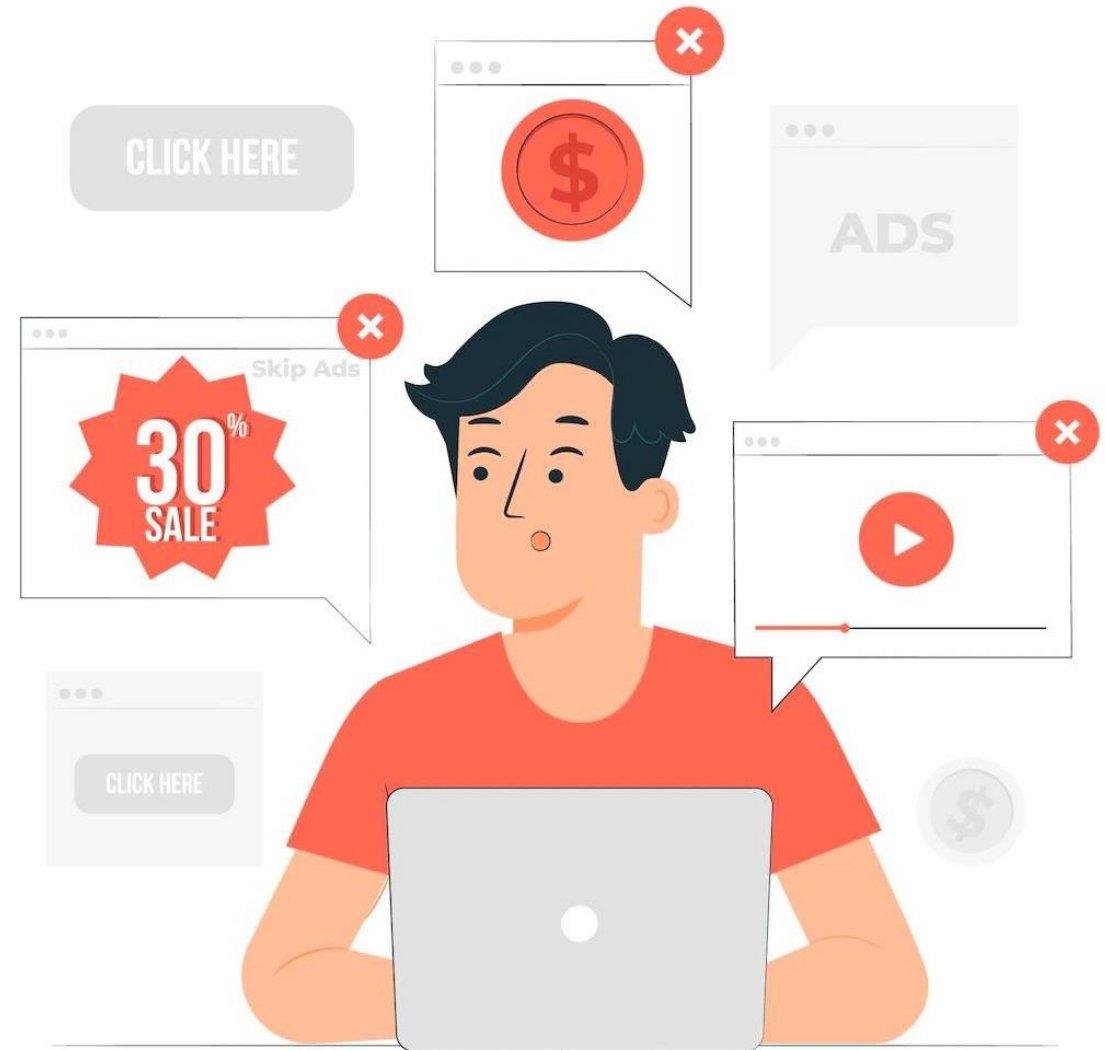
goals, targets, regions, budgets and choosing which format

How does Google Ads work

Google will display the ads when people search for products or services.

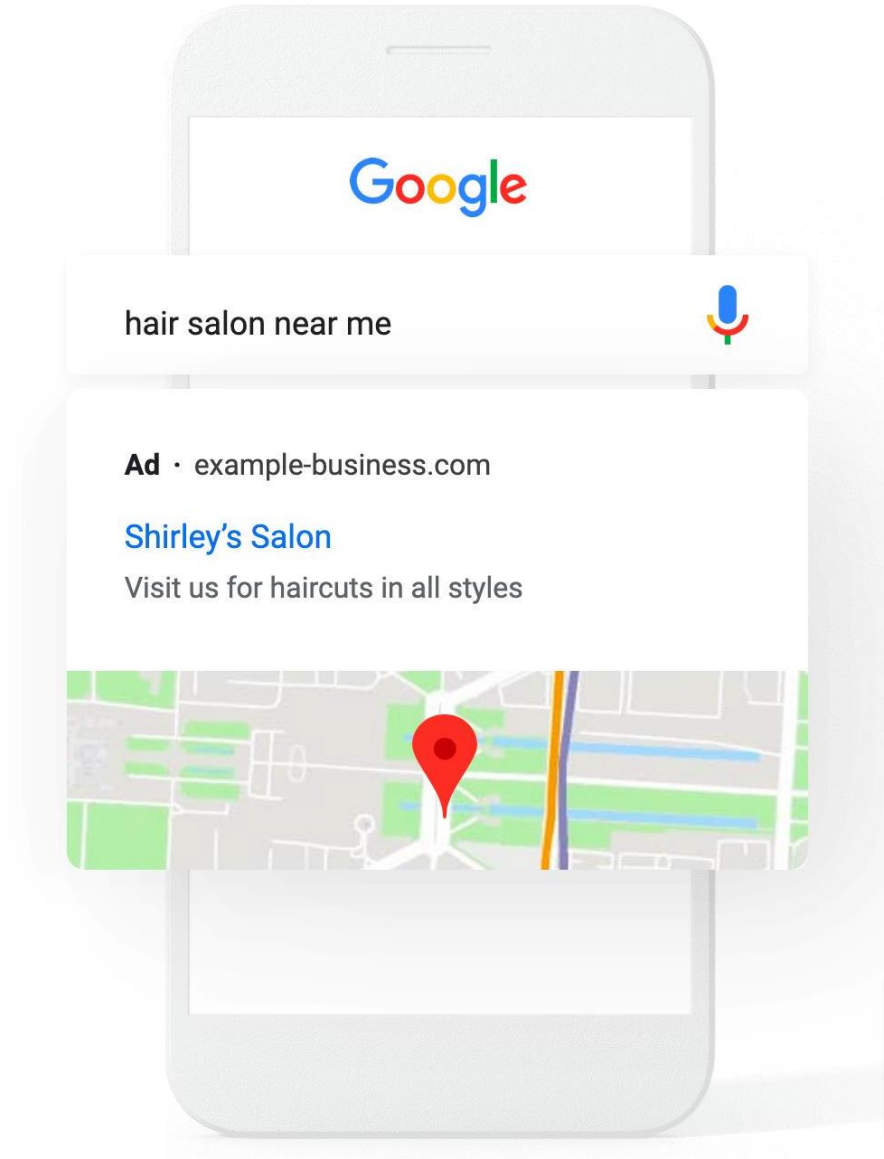
The ads can appear on Google Search and Maps, and across Google's network of partner sites.

The advertiser will pay for results, like when people click the ad to call your business, visit a website or get directions to a shop



Setup Google Ads

1. *Goal*
2. *Region*
3. *Message*
4. *Set your budget cap*
5. *Go Live*



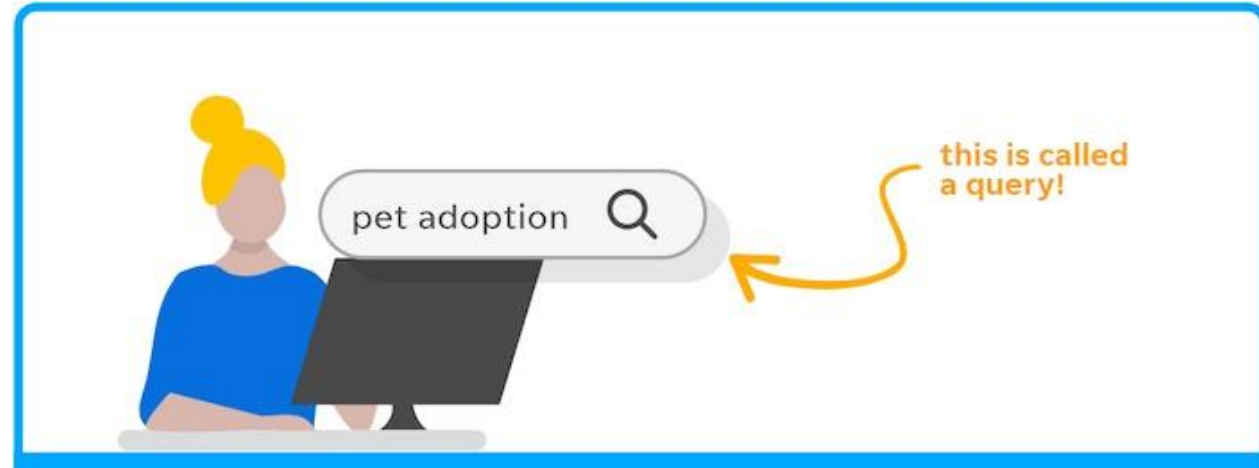
Key Steps: How does Google Ads work

1. Advertisers create ads that target (bid on) **keywords**.



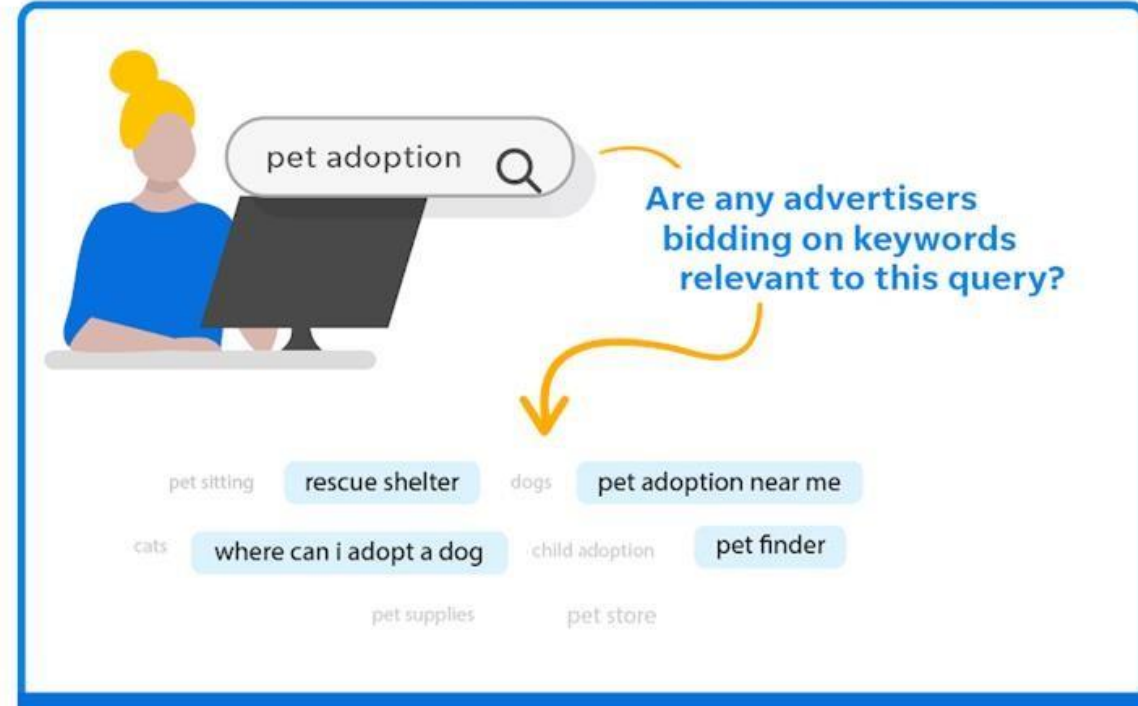
Key Steps: How does Google Ads work

2. Someone **searches** on Google.



Key Steps: How does Google Ads work

3. If any ads are targeting **relevant keywords** to that search, an **auction** is triggered.



Key Steps: How does Google Ads work

4. Google enters all **relevant ads** into the **auction**, only one per account.



Key Steps: How does Google Ads work

5. It then uses **Quality Score** and **Ad Rank** formulas to choose the winners

- *Relevance: How relevant your ad is to the intent of the query.*
- *Expected click-through rate: How likely your ad is to get clicked if shown, based on your historic performance in relation to competitors.*
- *User experience: how relevant your landing page is to your ad and how useful the experience is.*

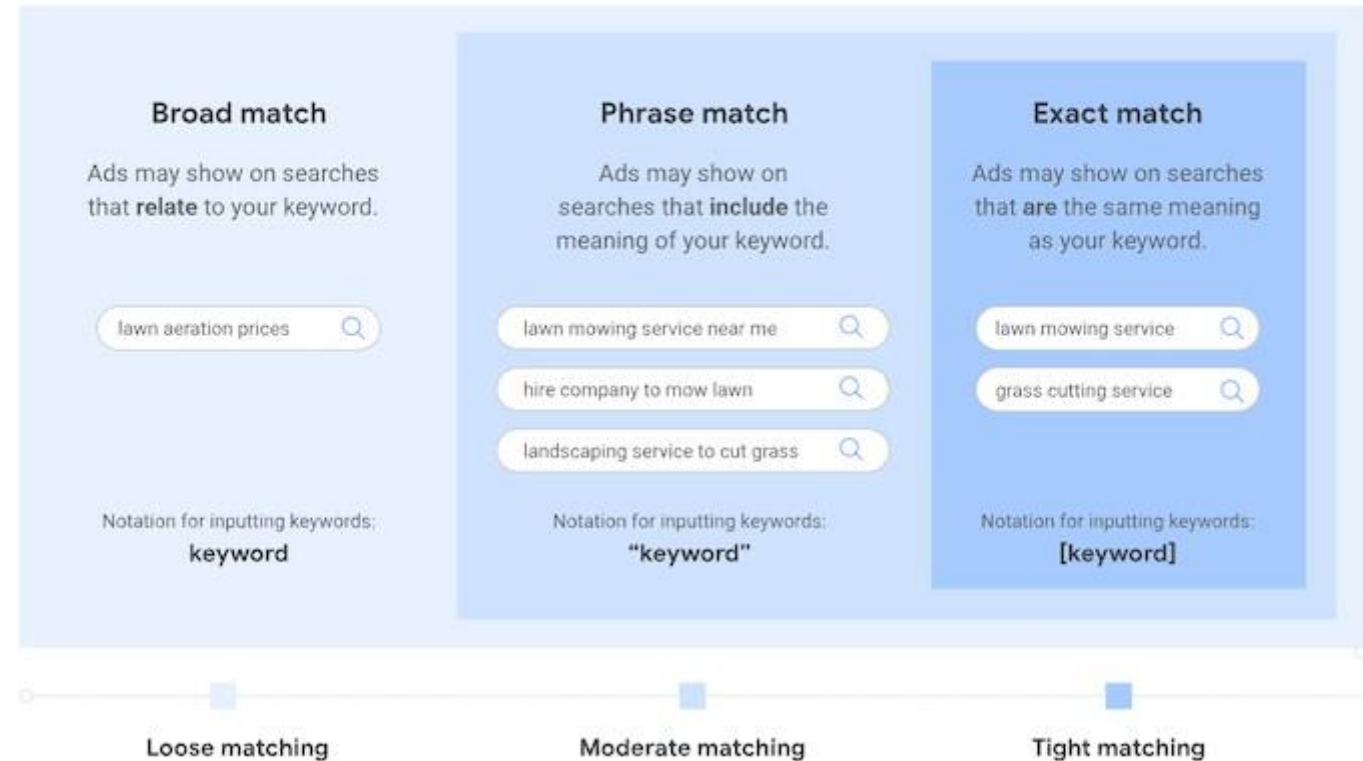


Types of Keyword Match

Keyword Match Types

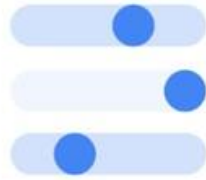
For the keyword **lawn mowing service**, we can match the following queries (🔍)

per match type



Cost and budgets in google ads

Google Ads Pricing



SET A BUDGET CAP

Set an advertising budget and never spend more than your monthly limit.



STAY FLEXIBLE

No need to commit to a long-term contract. Adjust your advertising budget or pause your ads whenever you need.



PAY FOR RESULTS

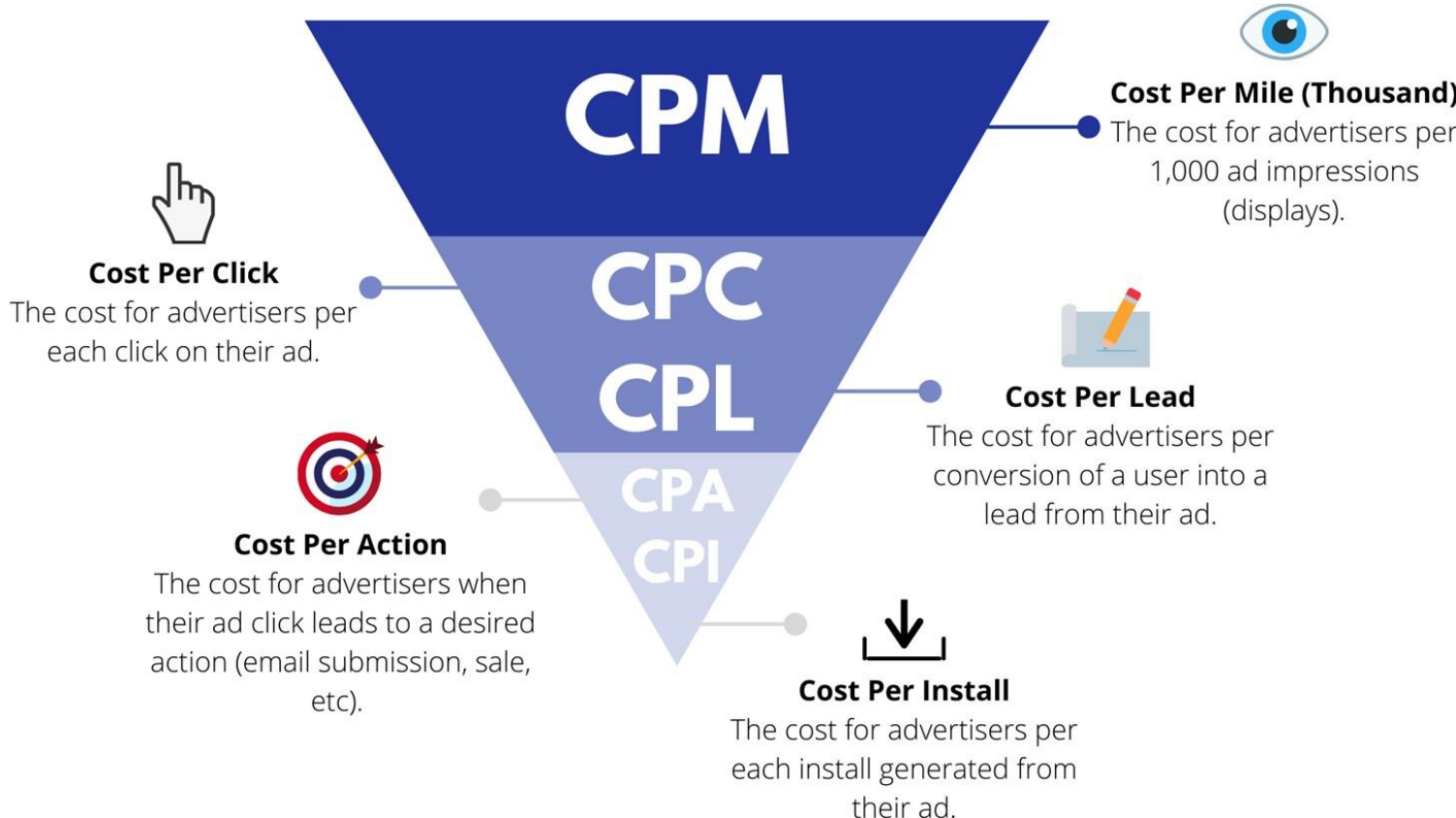
Only pay when people take action, like clicking your ad to visit your site or call your business.

Google Ads Payments

- **Automatic payment:** get automatically charged after your ads run, either once you reach a threshold or on a 30-day basis.
- **Manual payment:** pay before your ads run, and ads will stop once your payment is used up for future costs, when you want
- **Monthly invoicing:** applicable if you're eligible for a Google credit line.



Google Ads Metrics



Remarketing

Use remarketing to show specific or tailored ads to people who have viewed products or services on your website or app

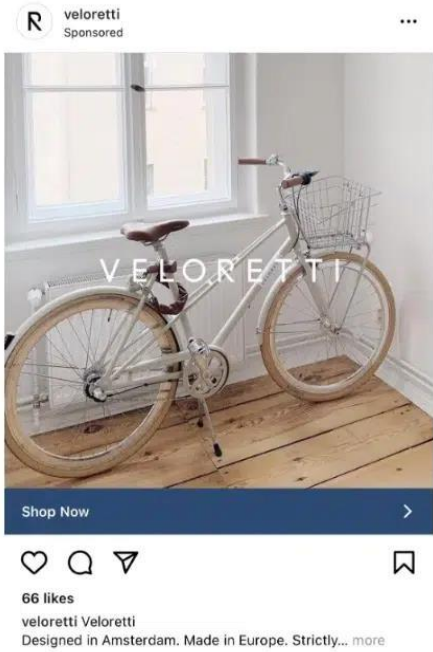
Remarketing Explained



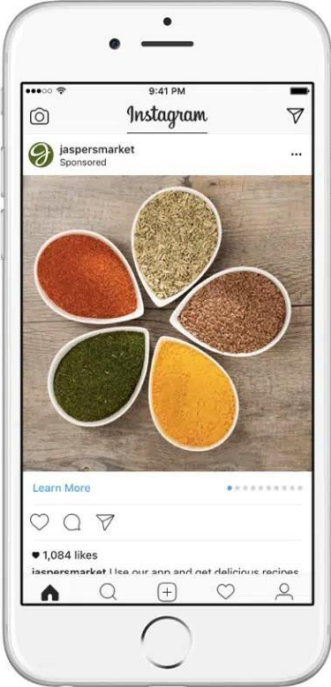
Types of Social Media Ads

From FB, IG, YT, Twitter, LinkedIn breakdown

Instagram Ads



Sponsored Ad



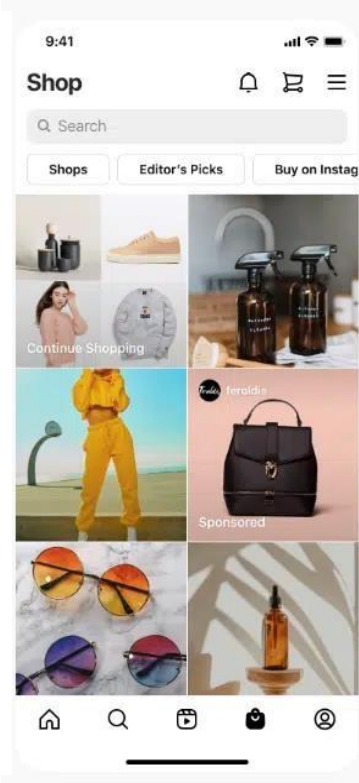
Carousel Ad



Stories Ad

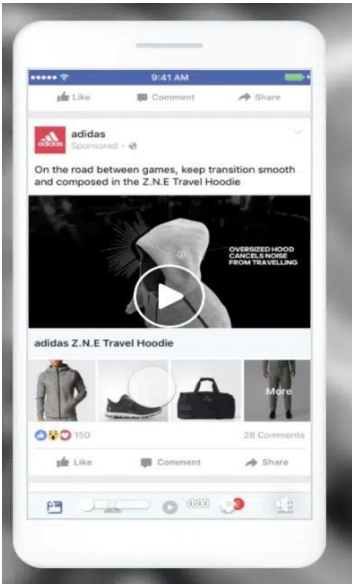


Reels Ad

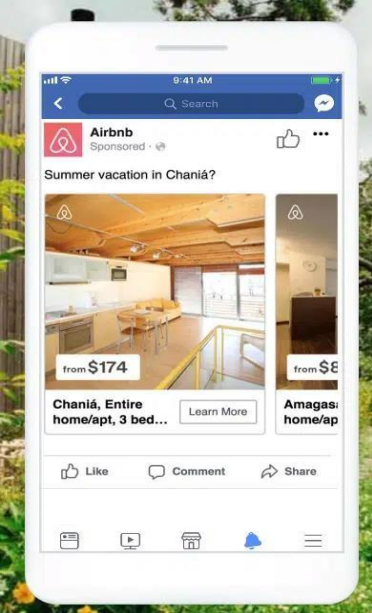


Shop Ad

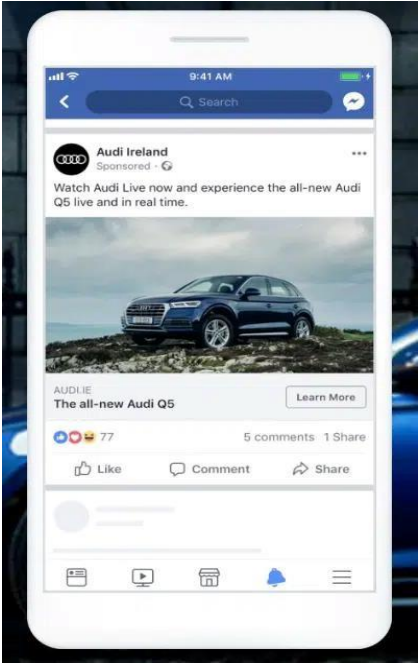
Facebook Ads



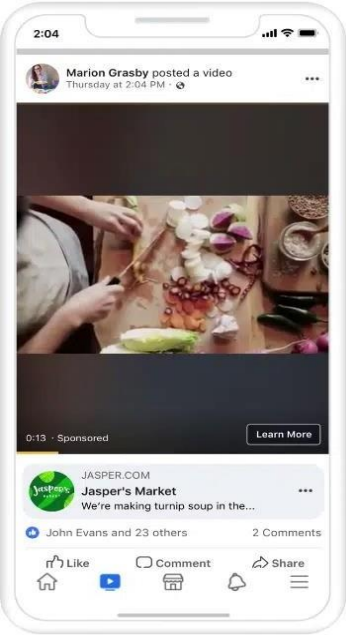
Collection Ad



Carousel Ad

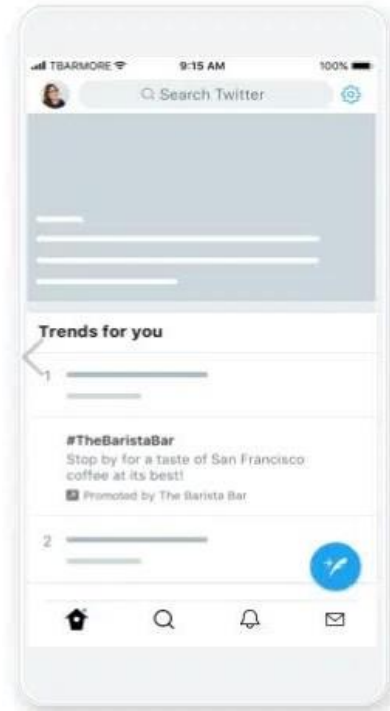


Sponsored Ad

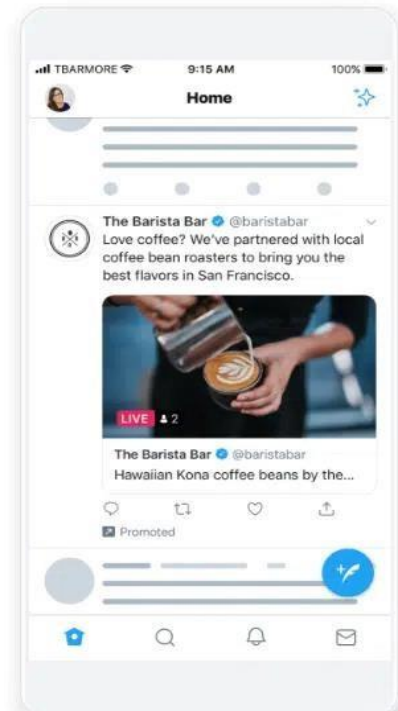


Video Ad

Twitter Ads



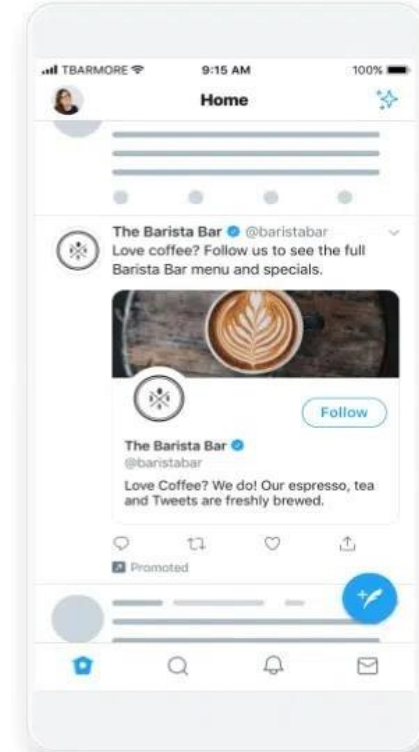
Trend Takeover



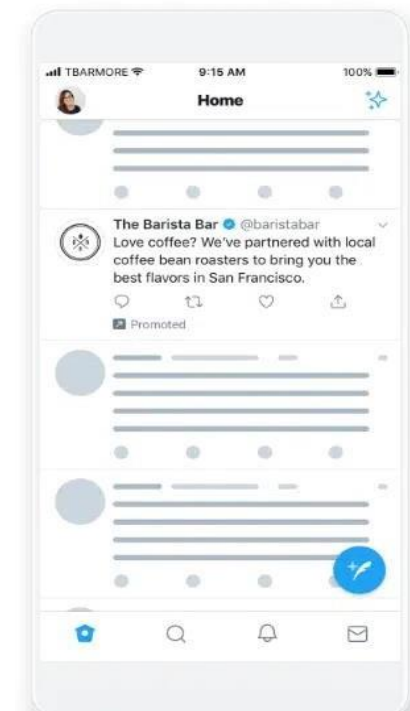
Live



Video

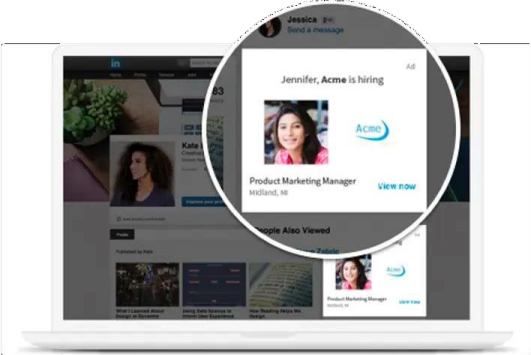


Follow Ad

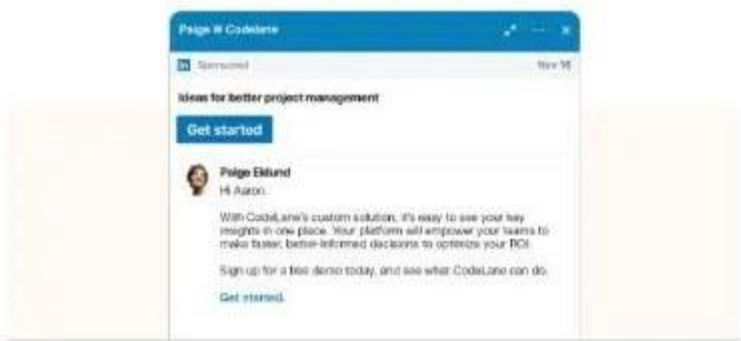


Promoted Ad

LinkedIn Ads



Job Ads



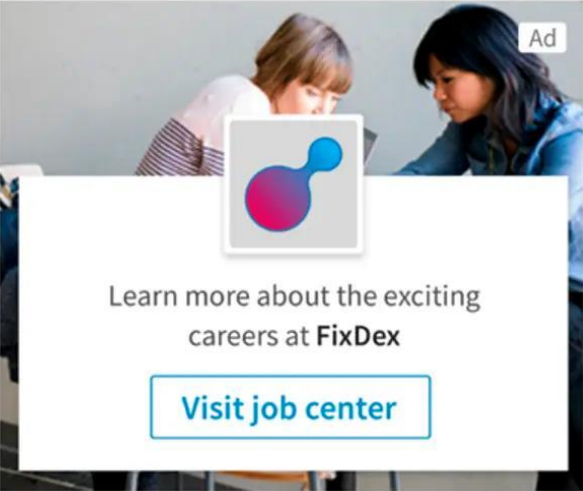
LinkedIn Message Ads



Conversation Ads



Dynamic Ads



Spotlight Ads

Youtube Ads

Video Ads.



SKIPPABLE IN-STREAM ADS



NON-SKIPPABLE IN-STREAM ADS



BUMPER ADS



VIDEO DISCOVERY ADS



OUTSTREAM ADS

Premium Ads.



MASTHEAD ADS

Non-Video Ads.



OVERLAY ADS



DISPLAY ADS



SPONSORED CARD ADS

Bonus Ads.



TRUEVIEW ADS



BANNER COMPANION ADS



VIDEO AD SEQUENCING