



Search Engine Marketing - I



AGENDA



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Search Ad Campaigns



What is Search Engine Marketing (SEM)?

Search Engine Marketing (SEM), or in other words Pay Per Click (PPC) Marketing, is the process of promoting Brands, Products and/or services on the Ad Network (Search and Display networks) of search engines through paid ads.



How Does Search Engine Marketing (SEM) Work?

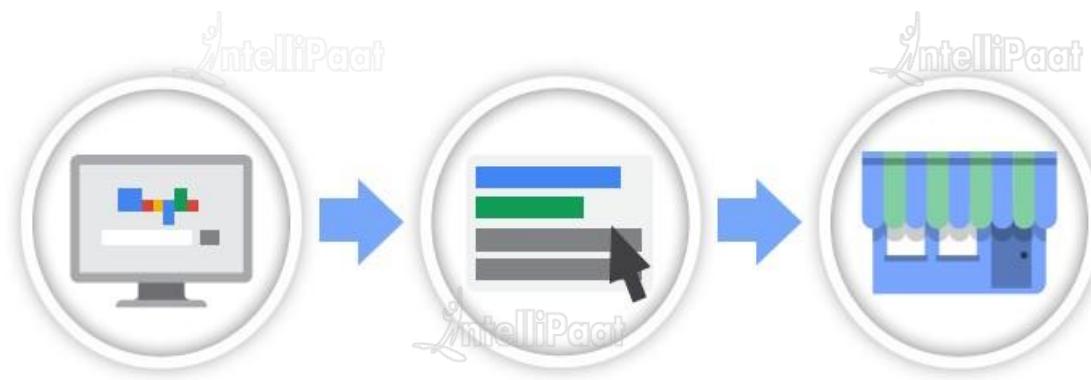


From the Brand and Ad Platform's perspective, when a user searches for something on a Search Engine, the Search Engine looks on its respective ad platform for advertisers pool and determines how and what kind of auction will be there.

If one or more advertisers are bidding on that keyword, then an auction will be triggered

From the brand and user's perspective, the process of SEM is quite simple. A user searches for a product/service through Keywords. Ads are shown to the user basis his search.

Users click the most relevant ads as per their criteria and land on the brand's website

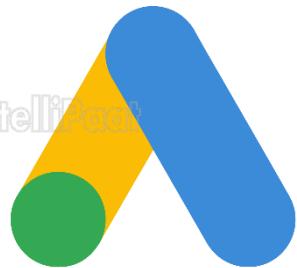


Your ads appear beside relevant content

People click on your ads

And connect to your business

Different SEM Channels/Platforms



Google Ads



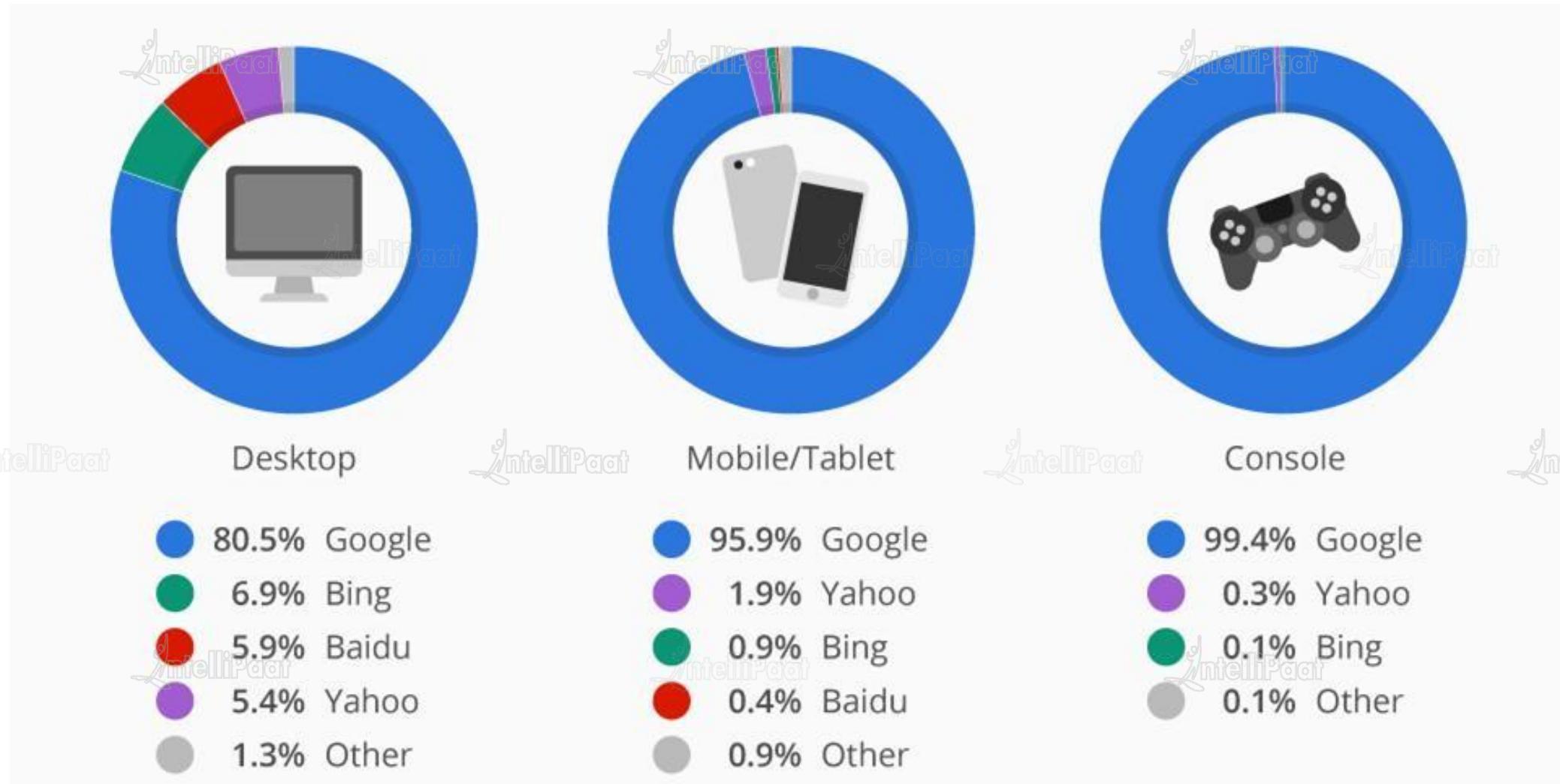
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MARKETING SUITE



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Deliver where it matters



Google Dominates the World of Search



What is Google Ads?

Google Ads is an online advertising platform used to create and display paid ads within the Google Ad network to web users.

- **Google Ads (formally Known as AdWords) helps in:-**

- Creation of Ads
- Defining the target segment - who will see the ad
- How much you pay - for the ads
- When ads would be shown - date & time
- Performance & Improvement areas of ads



Google Ads

Types of Ads in Google

Search Ads

Search Ads are the Ads shown to the user after a search is performed on a search engine like Google

Google search results for "domestic holiday packages":

- Kerala Luxury Holiday Packages | Premium Holiday at Best Prices**
^{Ad} www.paradise-kerala.com/KeralaHoliday ▾
 Amazing Kerala Holiday Packages Book Now to avail the Best Offers!
 5Days 4Night Kerala Tour - US\$ 150.00 - Munnar, Thekkady, Alleppy · More ▾
- Best Holidays & Tours Packages in India | Bharat Booking**
^{Ad} www.bharatbooking.com/ ▾
 Plan Your Holiday in Leh Ladakh With Our List of Ladakh Tour Package Inquire Now
- MakeMyTrip Holiday Offers | Best Deals Guaranteed | MakeMyTrip.com**
^{Ad} holidayz.makemytrip.com/MakeMyTrip/Packages ▾
 Customizable All Inclusive Itineraries. Book on MakeMyTrip Now!
 Services: Return Flights, Top Rated Hotels, Convenient Transfers, Many Sightseeing Options, Delectable...
 Types: Group Tours, Honeymoon Special, Customizable Tours, Budget Tours, Luxury Tours, Family To...
- Holiday Tour Packages from India - Travel abroad with Yatra.com**
^{Ad} www.yatra.com/internationalpackageoffer ▾
 Customized package Design By Expert Awesome Offers Available At Yatra
 Planned by Experts · Flights & Hotels Included · Pay by EMIs · 24x7 Customer Support

Based on the
Search, you see
ads on Search
result page

Display Ads

Display Ads are the Ads shown to the user as an image on any websites, video platforms or apps on the Google Display Network. Typically known as banner ads.

Display ads are the
Image banner ads,
you view on
websites



moneycontrol



NIFTY 50 10712.25 ▲ 94 (+0.89%)	CRUDEOIL 4734.00 ▲ 66 (+1.41%)	CAC 5517.70 ▲ 1.65 (+0.03%)	Wockhardt 737.50 ▼ -65.2 (-8.12%)	Detach
Customize				

Product Listing Ads

Ads which provide more information about the products like price, image & seller name on the search engine result page are product listing ads. These type of ads are shown by Ecommerce companies.

Google

sports shoes

All Images News Maps More

About 3,50,00,000 results (0.89 seconds)

Shop for sports shoes on Google

Men's Adidas Running ... ₹ 2,579.00 shop.adidas.c...	Men's Adidas Running Boost ₹ 11,999.00 shop.adidas.c...	Puma Men Dark Grey ... ₹ 2,089.00 abof.com	Columbus Men Blue Green Sports Shoes (UK) ₹ 498.00 Amazon India	Iovs Men's Shoe ₹ 138.00 iovss.com % price drop	Puma Men Dark Grey ... ₹ 1,649.00 abof.com

Reebok Shoes Upto 60% Off - Buy Reebok Sports Shoes Online

[www.shop4reebok.com/Sports-Shoes](#)

Reebok Online Official Outlet. Free Shipping in India. Shop Now

Best Price Guarantee · Free Shipping · 24x7 Shop · Reebok Official Shop

Men's Shoes Sale Men's Shoes & Apparels Kid's Sports Shoes

Women's Sports Shoes Sale

Men | Buy Sports Shoes Online in India's Best Online Shopping Site

[www.flipkart.com/men-footwear](#)

Great Deals On Top Brands. Avail COD. Buy Now on Flipkart

D.J. Sports

Shoe Store

Address: New Parsi Chawl, Bandra Link Road, Manim East, Mumbai, Maharashtra

Suggest an edit · Own this business?

Add missing information

Add phone number

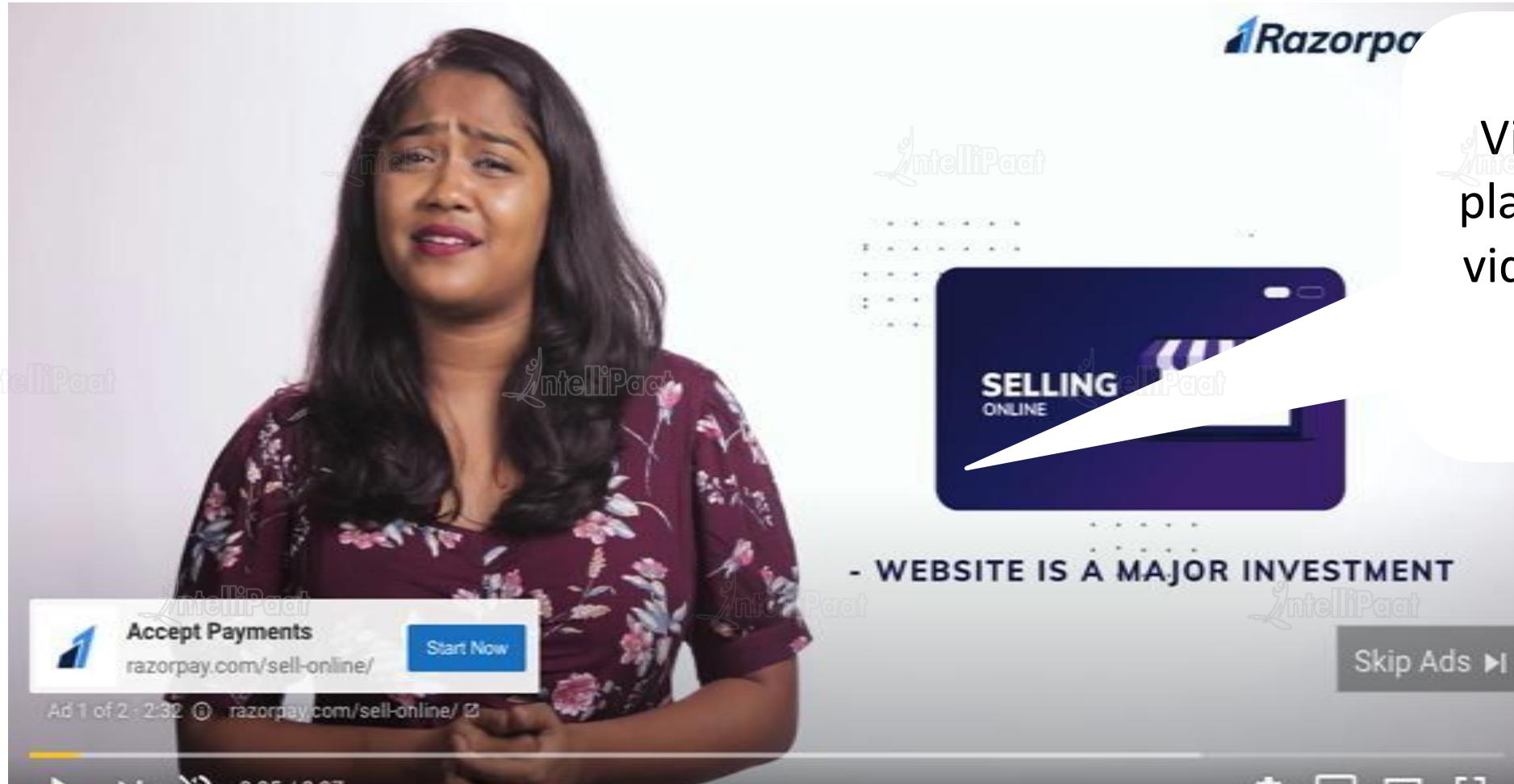
Add business hours

Add website

Product Listing Ads : Specifically from Ecommerce companies

Video Ads

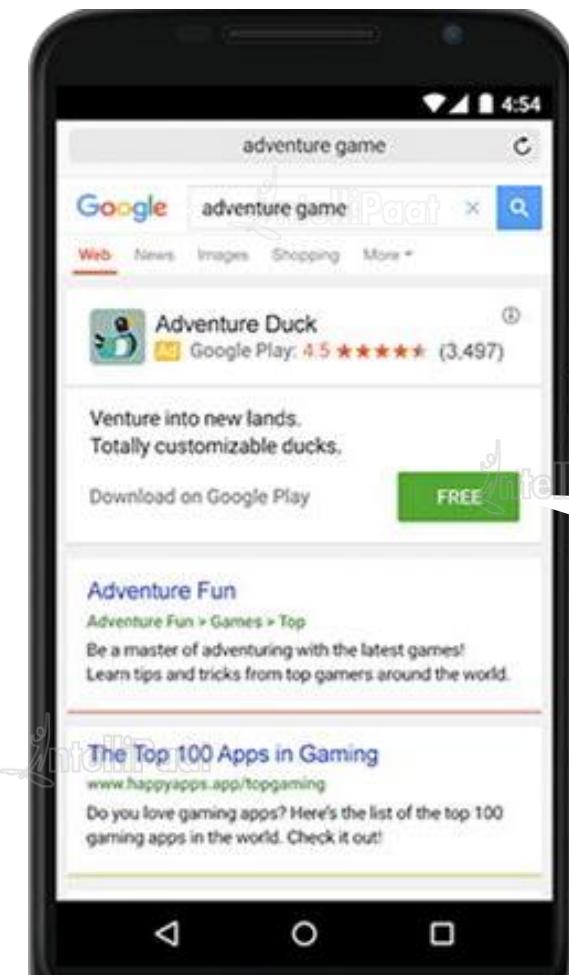
Video Ads are typically the Ads shown to the user in video format, while consuming video content on the platform like YouTube



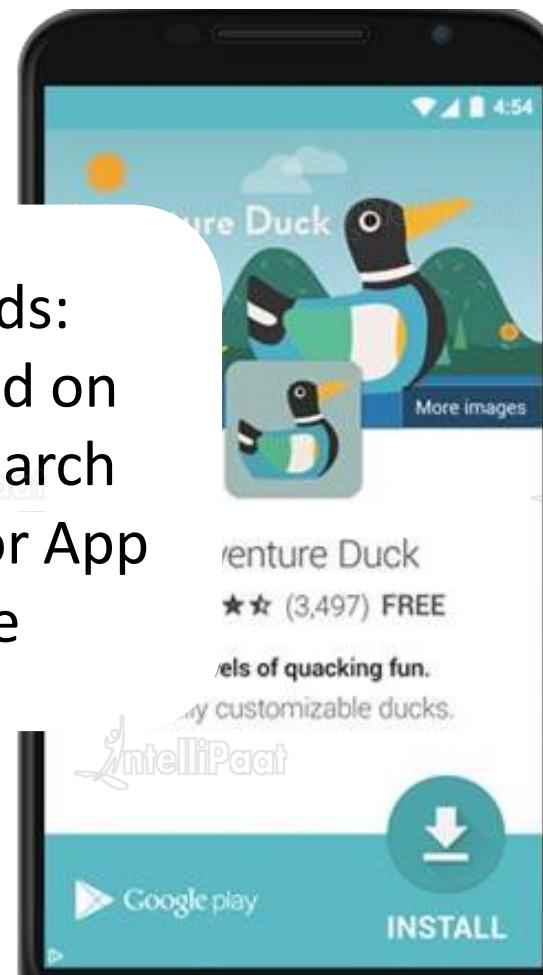
Video ads : Ads played within the video content on Youtube

5 Universal App Campaign (UAC) Ads

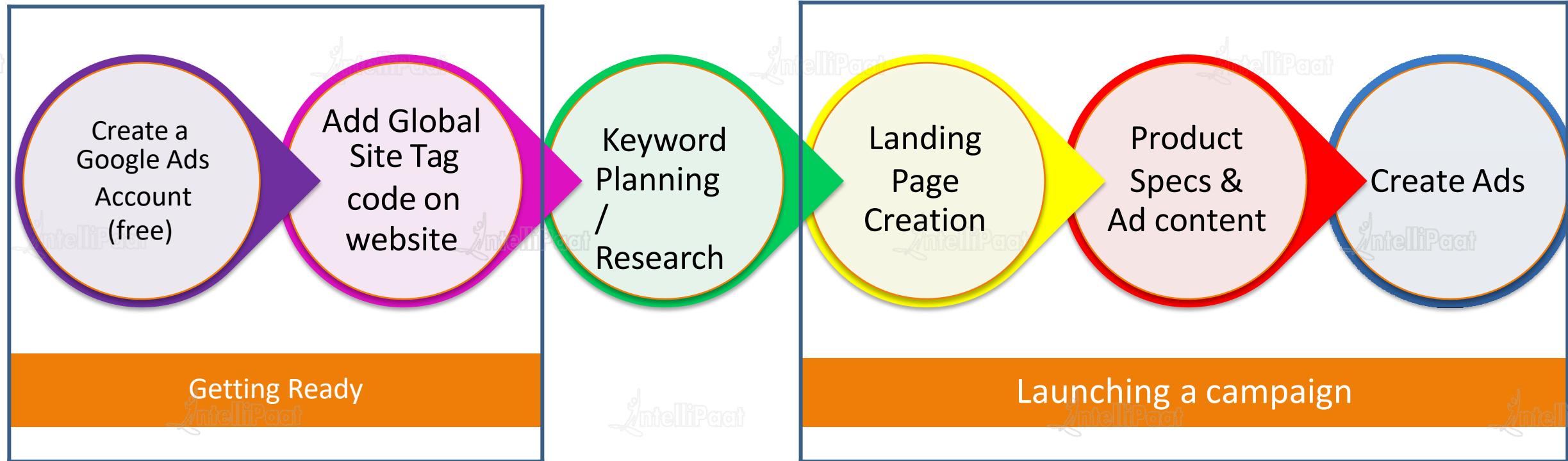
Universal App Campaign Ads (or Mobile App Ads) are the Ads shown to the user, when he/she browses Search Engine, websites on GDN or Play Store, as per his search criteria and behavioral pattern



UAC Ads:
Displayed on
GDN, Search
Engines or App
Store



An advertiser needs to ensure that the below points are in place before he/she can start advertising on Google Ads.



Strategy or RoadMap for Google Ad Campaigns



What are Keywords?

- Keywords in Search Ads, are the words/phrases which when searched by the user on a search engine, will show your Ads.

Refer your Case Study & Answer

- Who are your Target Audience (Affinity and Demographics)
- What kind of travel discounts/offers do they like to see?
- What Kind of pricing, Information and Solution they are looking out for?
- What would they be searching for? (Keyword Research)
 - Use tools like Ubersuggest, Keyword Planner (Google) to get ideas

Keyword Types in SEM Ads

These are called Monetization Keywords which are identified by Brands/Advertisers to create their ads and using which they can start their promotions.

Keyword Type	Keyword Example	Meaning	Search Examples
Brand	Dell Laptops, iPhone, Reebok Shoes, Make my trip holiday packages etc.	All keywords which are related to the advertiser's brand name. Users will be able to see Brand's ads if the Brands have bid on their Brand name as keyword	Buy Reebok shoes online, Buy Dell Laptops online, Buy iPhones online
Core	Laptops, Smartphones, Shoes, holiday packages etc.	Keywords which form the core business of a brand. Users can find brands when they do a normal search of products using these keywords	Buy laptops online, buy sports shoes online, buy smartphones online, book holiday packages, etc.
Lateral	Best laptops, attractive smartphones, most comfortable shoes, best holiday packages	Use of adjectives or appreciation to describe a search result. Hypothetical, but companies invest maximum in these keywords today	Buy best sports shoes online, best smartphones 2018, best holiday packages, Buy best laptops online etc.

Keyword Research using Keyword Planner Tool

The screenshot shows the Google Keyword Planner interface. At the top, there's a navigation bar with a back arrow labeled "← Keyword Planner" and the IntelliPaat logo. A red banner displays the message "Balance is exhausted - Your balance is exhausted, so your ads have stopped running. To get your ads running again, make a payment to add money to your account." Below the banner, a message indicates "Your most recent plan is saved as a draft" with a "RESUME PLAN" link. A search bar contains the query "holiday packages", which is highlighted in blue, along with "domestic travel" and "international travel". Below the search bar, a button says "See search volume and forecasts for your keywords". At the bottom right of the main area, there's a link "How to use Keyword Planner".

Keep open targeting
to **get more ideas &**
then filter manually

Keyword Research – Keyword Planner

Keyword Planner is a tool provided by Google Ads to get more ideas about additional keywords, competition and suggested bid for it to rank your ads high on SERP.

- Remember – These are just the card rates, and rates are bound to fluctuate as per season and time



You can Download the list of keywords in excel and add in your keyword list

Keyword Research – Keyword Planner

X Keyword plan

Balance is exhausted - Your balance is exhausted, so your ads have stopped running. To get your ads running again, make a payment to add money to your account.

Exclude adult ideas

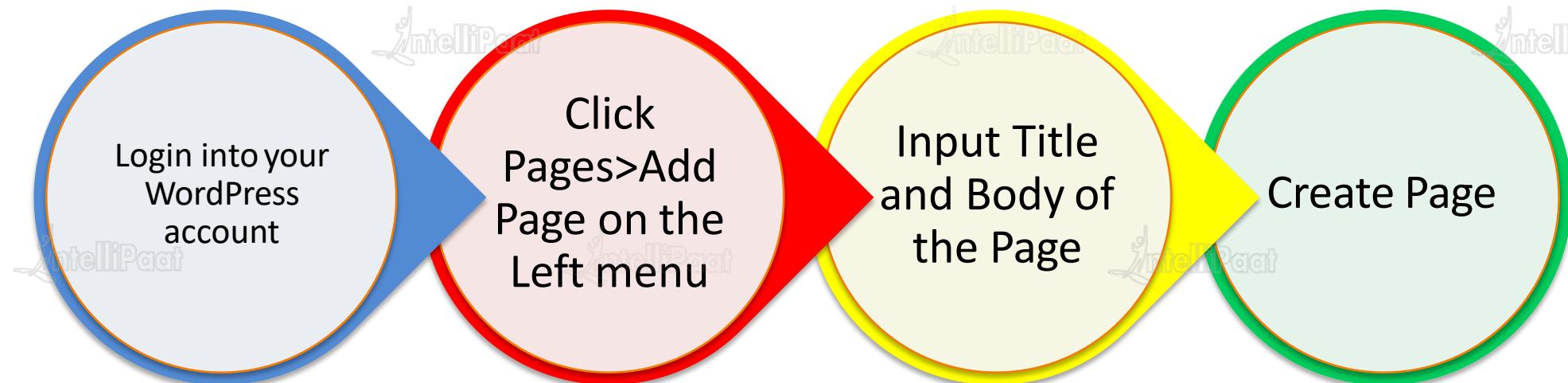
	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> domestic travel	70	Low	-	₹1.35	₹19.12	
<input type="checkbox"/> holiday packages	12,100	High	-	₹5.39	₹31.02	
<input type="checkbox"/> international travel	720	Low	-	₹2.59	₹107.90	
<input type="checkbox"/> cheap holidays	590	Medium	-	₹1.92	₹30.77	
<input type="checkbox"/> last minute holidays	210	Medium	-	-	₹48.73	
<input type="checkbox"/> holiday deals	260	Medium	-	₹2.87	-	
<input type="checkbox"/> package holidays	4,400	High	-	₹4.45	₹31.53	
<input type="checkbox"/> cheap holiday deals	110	Medium	-	₹5.39	₹57.77	
<input type="checkbox"/> last minute holiday deals	90	Medium	-	₹23.57	₹52.62	
<input type="checkbox"/> all inclusive holidays	210	Low	-	₹5.39	₹109.52	
<input type="checkbox"/> cheap holidays 2017	20	-	-	-	-	

GO TO FIX IT

Find suitable keywords based on your budget & required volume

What is a Landing Page?

- Landing Page is the destination webpage where user lands up after clicking an ad
- Landing page is more direct, to-the-point since it provides only the relevant information to the user who clicked on the ad
- Since ours is a Holiday package website we can have multiple templates of landing pages including E-Commerce Template or a simple form filling template
- **Note:-** Make use of the keywords found during keyword research in the content of your landing page



Create a Landing Page

Below are the ways in which a Marketer can create a Landing Page prior to the Ads Campaign

Create a new page on your website.

In case of E-Commerce websites, you will need to get it done through your website developer or your IT team as it involves certain complexities

- In case where you are not getting your page developed by your IT team, you can create on your own simply on WordPress.
- The steps to create are explained in the upcoming slides

Use Platforms like Landingi or Unbounce to create a page.

These 3rd party platforms are Easy to use, drag and drop platforms, where a Landing Page experience can be customized as per the Product

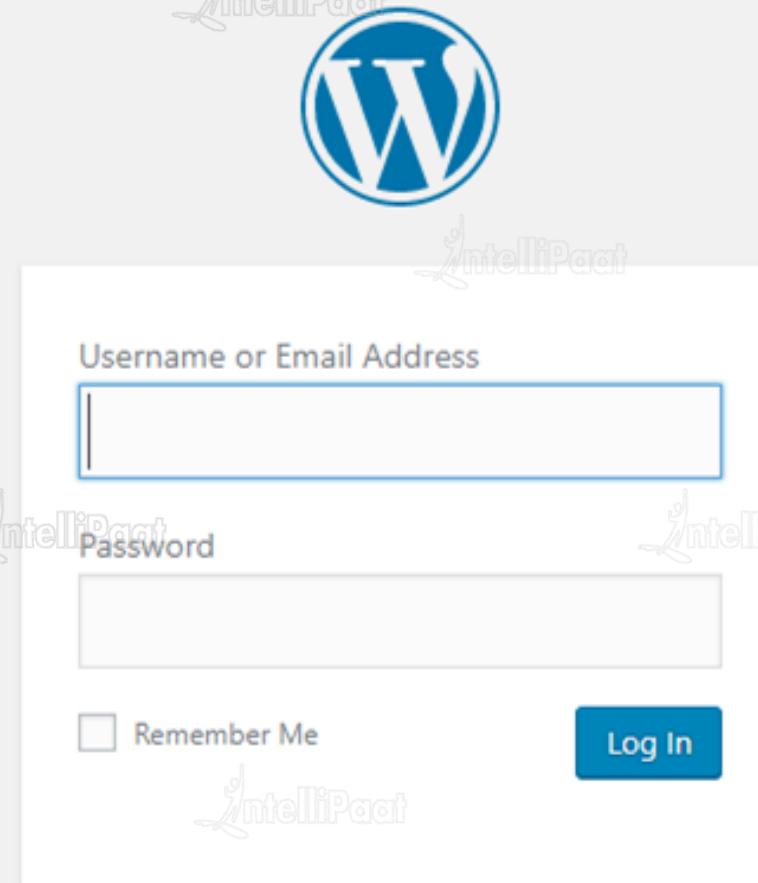
- These platforms are of use when a Marketer is running simple, yet customized promotions and where the look and feel of the landing page can be different from the website
- Eg : Short promotional offers, festive deals etc

Use the already created page on your website.

Specially for e-commerce websites, marketers ask their developer team to design the page by providing the design specification and content.

- If there are already few relevant pages existing on the website, you can keep them as landing pages
- No extra development is required here, just paste the URL wherever necessary when you create ad campaigns

www.yourwebsitename/wp-admin



The image shows a standard WordPress login page. At the top center is the classic blue 'W' WordPress logo. Below it is a white rectangular form with a thin gray border. The form contains two input fields: the first is labeled 'Username or Email Address' and the second is labeled 'Password', both with placeholder text. To the left of the password field is a small checkbox labeled 'Remember Me'. To the right of the password field is a blue rectangular button with the text 'Log In' in white. The background of the page is white, and there are faint, semi-transparent watermark-like logos of the word 'IntelliPaat' scattered across the entire page.

Username or Email Address

Password

Remember Me

Log In

[Lost your password?](#)

Landing Page Creation—Add New Page

The screenshot shows the WordPress dashboard. On the left, the sidebar includes links for Home, My Sites, Posts, Media, Pages (which is currently selected), Comments, Post Grid, and Contact. Below these are Advanced Ads, Appearance, Plugins, Users, Tools, and Settings. The main content area is titled 'Dashboard' and features several notices: one about Advanced Ads being installed, another about joining a newsletter, and a third about Feedzy RSS Feeds Premium plugin. A large 'Add New' button is prominently displayed, with a red circle highlighting it. To the right of the 'Add New' button, there are sections for 'Welcome to WordPress!', 'Get Started' (with a 'Customize Your Site' button), 'Next Steps' (with options to edit the front page, add additional pages, or view the site), and 'More Actions' (with options to manage widgets, turn comments on or off, or learn more about getting started). At the bottom of the dashboard, there are tabs for 'At a Glance' and 'Ads Dashboard'.

Click on Pages
and then Add
New

Landing Page Creation—Adding Content in New Page

The screenshot shows the WordPress 'Add New Page' screen. On the left, the navigation menu is visible with 'Pages' selected. The main area contains a title field ('Enter title here'), a rich text editor toolbar, and a media library ('Add Media'). A sidebar on the right displays 'Screen Options', 'Help', and publishing controls: 'Save Draft', 'Status: Draft', 'Visibility: Public', 'Publish immediately', and a large blue 'Publish' button.

Fill in the details like Title, Body copy and images etc.

Once the required page content is filled, review the content and click on Publish

What is an AdCopy?

An Ad Copy should give **sufficient information** about the product/service & entice user to click on the ad.

Google Introduced Expanded Text ads in the year 2016

- Three headline fields (up to 30 characters each)
- Two expanded description fields (up to 90 characters)
- A display URL that uses your final URL's domain
- Two optional "Path" fields, used in the ad's display URL(up to 15 characters each)

Expanded Text Ad



Previous Ad structure



Strategy of Writing Compelling Ad Copy

- Talk about your USP and top it up with numbers with price, discount, offer, benefits etc.
- Use a verified Call To Action link. Look out if any updates are required on your Landing Page with regards to Ad.
- Include monetization keywords based targeting – **Brand, Core & Lateral Keywords**
- Research which keywords to include in your ads by searching for volumes on Keyword Planner tool
- Avoid grammatical errors, misspellings, extensive use of CAPS. Make the copy short and yet informative
- Write description in phrases and separate multiple points with the use of pointers in between

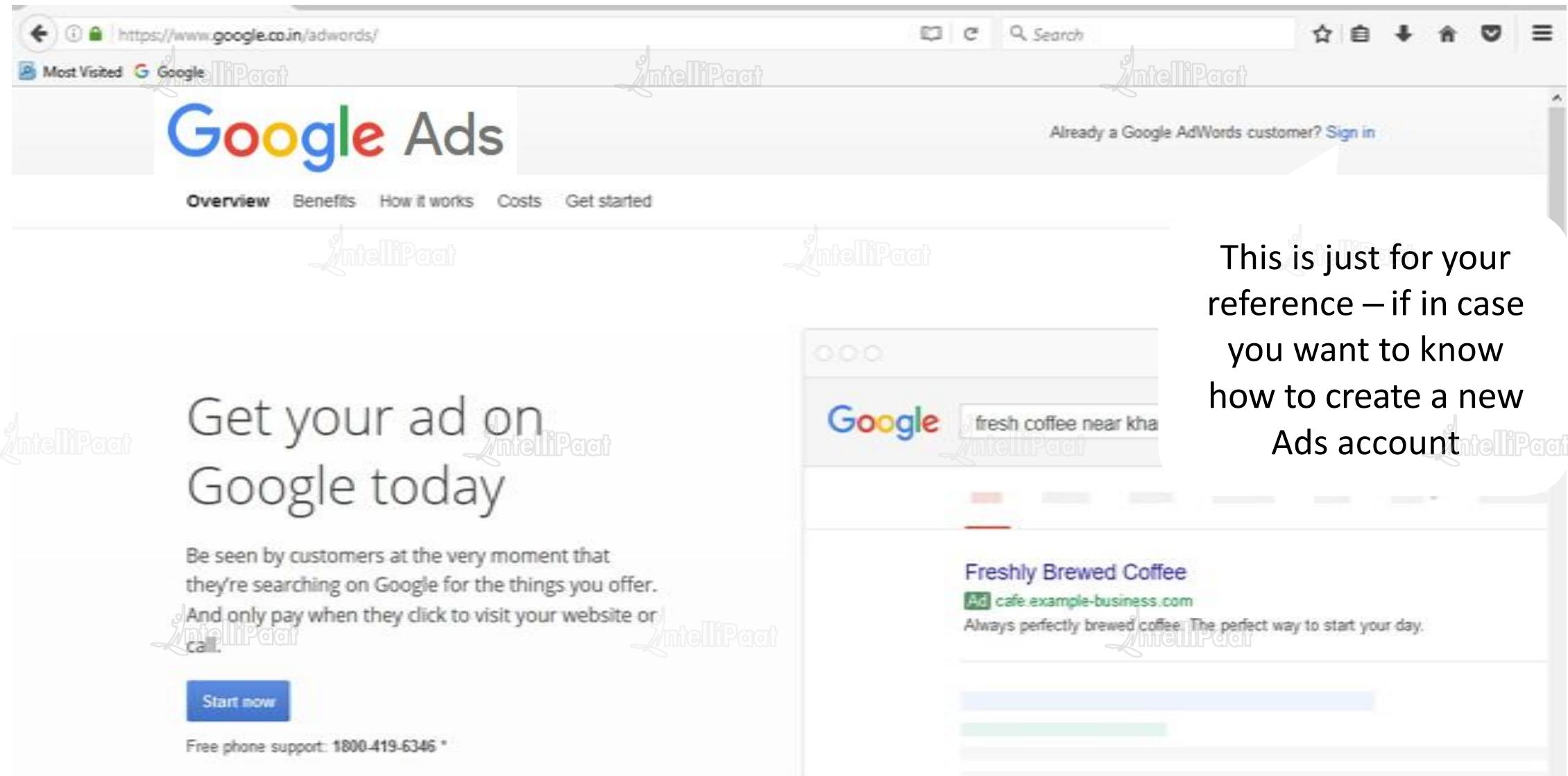
Elements of Google Ads Policy

Google Ads has laid down certain policies which every Advertiser is bound to follow. The important elements are as follows

1. Webpages should have quality content.
2. Should not use the Brand name in the ad copy without having permission from the respective brand.
3. Should not have the malicious ads, sites, or apps.
4. Ads should not promote sites that offer little unique value to users and are focused primarily on traffic generation.
5. Businesses should not attempt to gain an unfair advantage in the ad auction
6. Businesses should not attempt to bypass Google review processes
7. Landing pages should not be solely designed to send users elsewhere, i.e. doorway pages, gateways etc..

To know about these policies in detail, students can visit [Google's Ads Policies](#)

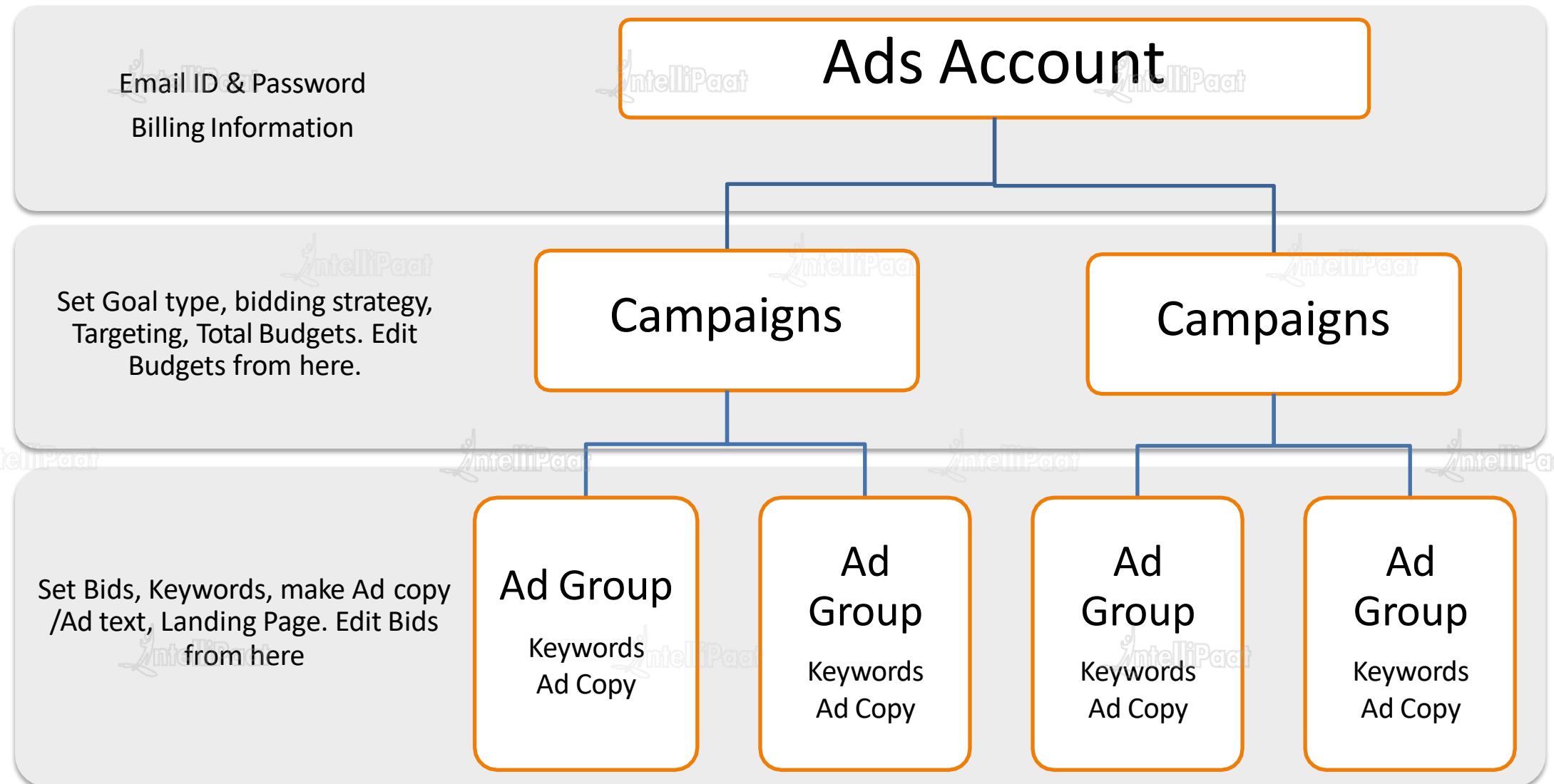
Google Ads—Account Creation



The screenshot shows the Google AdWords landing page. At the top, there's a navigation bar with links for Overview, Benefits, How it works, Costs, and Get started. Below this, a large heading says "Get your ad on Google today". A subtext below it reads: "Be seen by customers at the very moment that they're searching on Google for the things you offer. And only pay when they click to visit your website or call." There's a blue "Start now" button and a phone number "Free phone support: 1800-419-6346". On the right side, there's a search bar with the placeholder "fresh coffee near me" and a snippet of a search result for "Freshly Brewed Coffee" from "cafe.example-business.com". The snippet includes the text "Always perfectly brewed coffee! The perfect way to start your day."

This is just for your reference – if in case you want to know how to create a new Ads account

Google Ads Activity Structure



Practical: Search Ads Campaign Creation

All campaigns

Balance is exhausted - Your balance is exhausted, so your ads have stopped running. To get your ads running again, make a payment to add money to your account.

Overview CAMPAIGNS AUCTION INSIGHTS Last 7 days: Apr 10 - 16, 2018

Recommendations

Campaigns Ad groups Ads & extensions Videos Landing pages Keywords Audiences Demographics Topics Placements

+ New campaign

Click on + New Campaigns and select required campaign type

	Budget	Status	Bid strategy type	Campaign type	Avg. cost	Cos
Total Campaigns	₹50.00/day	Paused	Manual CPC	Search	1,730 clicks	2.43% ₹33.47 ₹1,405.6
08/04/2018	₹10,000.00/day	Eligible	Manual CPC	Display	0 clicks	2.99% ₹29.90 ₹269.0
13 apr test Hem					0 clicks	0.00% ₹0.00 ₹0.0

Select the Ad Type

X New campaign 

Balance is exhausted - Your balance is exhausted, so your ads have stopped running. To get your ads running again, make a payment to add money to your account.

Select a campaign type 

Select the type of ad to create – Search

Search

Reach customers interested in your product or service with text ads

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

Universal App

Drive app installs across Google's networks

 CONTINUE  CANCEL

Selection of Campaign goal for Search Ad

X New campaign GO TO ≡ 🔧

Balance is exhausted - Your balance is exhausted, so your ads have stopped running. To get your ads running again, make a payment to add money to your account.

Select a campaign type ⓘ

🔍 Search 📅 Display 🛍 Shopping 🎥 Video ⌚ Universal App

Select the single goal that would make this campaign successful to you ⓘ

🏷️ Sales
👤 Leads
🌐 Website traffic

Get the right people to visit your website

The website traffic goal recommends settings and features to help you drive relevant customers to your website

- Increase visits to your site with a bidding strategy customized to your campaign
- Reach new customers with relevant, dynamically generated ad headlines
- Shape how people engage with your business with extensions

Create a campaign without a goal

Select the ways you'd like to reach your goal ⓘ

<http://happymoment.click/>

After selecting the ad type, select goal strategy as per your need and input the website URL for which you want to create the ad

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Search Ads—Network and Location Targeting

Campaign name

18April_Test

Networks



Search Network

Ads can appear near Google Search results and other search terms that are relevant to your keywords

Include Google search partners ?



Display Network

Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet

Include Google Display Network ?

Locations

Select locations to target ?

- All countries and territories
- India

Select the networks on which you want to run the Ad

Select the location targeting

Search Ads shown in YouTube search results

Search Engine Land SEO SEM MOBILE LOCAL RETAIL GOOGLE BING SOCIAL MORE EVENTS

Sign up for our daily recaps of the ever-changing search marketing landscape.

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Note: By submitting this form, you agree to Third Door Media's [terms](#). We respect your [privacy](#).

Now your Google text ads can show on YouTube search results, too

Google says early tests have shown similar performance results for text ads on YouTube and Google Search.

Ginny Marvin on January 30, 2019 at 3:30 pm

SAN JOSE — With the introductions of features such as [location extensions](#) and [calls-to-action in TrueView for Action Ads](#), YouTube ads have been gaining performance elements native to traditional Search advertising. Taking this a step further, YouTube announced Wednesday at [SMX West](#) in San Jose that Search text ads can now extend onto YouTube.

What is changing? Google is incorporating YouTube into its Search Partners network.

Credits - <https://searchengineland.com/now-your-google-text-ads-can-show-on-youtube-search-results-too-311328>

Search Adsshown in YouTubesearchresults

The screenshot shows a YouTube search results page for the query "digital marketing course". A red oval highlights the first two search results, which are ads:

- Digital Marketing Course - Amity University - amityonline.com**
Learn SEM, SEO, SMO, PPC, Display Marketing. Run Live Campaigns worth INR 10,000. Amity University PG Diploma in Digital Marketing with Wharton Online Certification. Zero Cost EMI.
AD careersoftomorrow.amityonline.com/Digital/Marketing
VISIT SITE
- 1-yr Diploma-Digital Marketing - NMIMS Online University - Balance Work ...**
Unique 6C approach. Best Faculty. Study on the go. Real world case studies. Certified by NMIMS Online. Rated Grade A+ NAAC. UGC Awarded Category 1 Autonomy.
AD distance.nmims.edu/NMIMS_Edge/Enrol_Now
VISIT SITE

The left sidebar shows the user's navigation history and other options like "Home", "Trending", and "Subscriptions". Below the search results, there are sections for "SUBSCRIPTIONS" and "MORE FROM YOUTUBE".

Search Ads—Dynamic Search Ads and its application

The screenshot shows the Google Ads interface for creating a new campaign. The top navigation bar includes the Google Ads logo, a 'New campaign' button, and the IntelliPaat logo. A red banner at the top states: "None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads." Below this, a progress bar indicates four steps: 1. Select campaign settings (highlighted), 2. Set up ad groups, 3. Create ads, 4. Confirmation. The main form area starts with 'Start and end dates' set to 'Start date: September 14, 2018' and 'End date: Not set'. It then moves to the 'Dynamic Search Ads' section, where 'Enable Dynamic Search Ads for this campaign' is checked, and the domain 'gobeyond.in.net' is entered. A note explains that Dynamic Search Ads target relevant searches automatically based on the website's content. A large callout box on the right contains the text: 'This is dynamic search ad targeting'.

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Confirmation

Start and end dates Start date: September 14, 2018 End date: Not set

Campaign URL options No options set

Dynamic Search Ads: Enable Dynamic Search Ads for this campaign
Enter the domain: gobeyond.in.net

Select the language of the Dynamic Search Ads will use: English

Select a targeting source:

- Use Google's index of my website
- Use URLs from my page feed only
- Use URLs from both Google's index of my website and my page feed

This is dynamic search ad targeting

Search Ads—The Audience selection feature

The screenshot shows the IntelliPaat Search Ads interface with the following sections:

- Step 1: Select campaign settings**: Shows a placeholder for campaign details.
- Step 2: Set up ad groups**: Shows a search bar for targeting locations or audiences.
- Step 3: Create ads**: Shows a section for selecting languages.
- Step 4: Confirmation**: Shows a summary of the selected audience.

Languages:
Select the languages your customers speak. English is selected.
Start typing or select a language: (dropdown menu)

Audiences:
Select audiences to add to your campaign.

Budget and bidding:
Define how much you want to spend and how you want to spend it.

Note: Enter the maximum amount you want to spend per click.

This is the newly launched “Audience” feature in Search Ads

Campaign Creation – Bidding Strategies

Flexible Bid Strategy	When to use it or not	Where it can be applied	Flexible Bid Strategy	When to use it or not	Where it can be applied
Maximize Clicks – set bids to get the most clicks for a target spend amount Flexible version of auto bidding	Use when your goal is to get traffic to your site. Do not use when you have strict ROI and CPA goals	Campaigns, ad groups, and keywords	Enhanced Cost-per-Click – adjusts the bid you manually set up or down based on a click's likelihood to convert Flexible version of Enhanced CPC	Use when you want to get more conversions but still want control over your bids. Do not use when you are limited by budget	Campaigns and ad groups
Target Search Page Location – have Google set your bids in accordance to the First Page or Top of Page bid estimates	Use when you want to be on the first page or top of page and cost is not an issue. Do not use if you have a small budget or strict ROI and CPA goals	Campaigns, ad groups, and keywords	Target Return on Ad Spend (ROAS) – sets bids to maximize conversion value while aiming to reach an average return on ad spend	Use when conversions have different values and you want them to meet a target return. Do not use when you do not know the different values of your conversions.	Campaigns, ad groups, and keywords
Target Cost-per-Acquisition – sets bids in accordance to reach your target CPA goal. Google will set bids to get you as many conversions as possible within an average CPA Flexible version of Conversion Optimizer	Use when you want to get the most conversions for a target CPA. Do not use when you want control over bids and ad scheduling	Campaigns and ad groups			

1. Five basic strategies which can be used, based on the business objectives of the campaign
2. Two additional bid strategies added are
 - A. Maximize Conversions and
 - B. Target Outranking Share

Bidding Strategies - Cont.

Maximize Conversions: It enables a user to get optimum results in terms of conversions based on the budgets he/she spends. This is strictly bound by budget and will be opted by individuals with leaner budgets seeking most optimum conversions.

Target Outranking Share: It as a strategy will be used only when you have enough budgets to outrank competitors based on their Highest Bids and outrank them for higher ad rank spots.

Budget and Bid Strategy for Search Ad

Budget

Enter the average you want to spend each day

₹



Input your
daily budget

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Delivery method

Bidding

What do you want to focus on? [?](#)

Clicks [▼](#)

Recommended for your campaign

How do you want to get clicks? [?](#)

Maximum CPC bid limit (optional) [?](#)

₹

Based on the selections, this campaign will use the **Maximize clicks** bid strategy [?](#)

Select a bid strategy directly

Clicks are when someone clicks on your ad.

[Learn more](#)

This fully automated option helps you get the most

Click on select bid strategy and select a strategy manually

Types of Extensions that can be used in Search Ad

Ad Extensions: Ad Extensions are the additional formats in which an ad is displayed to the user. The objective of Ad extension is to provide **additional, correct and relevant** information to the user.

SiteLinks

[amazon.in - Amazon - India's Largest Online Store](http://amazon.in)
Ad www.amazon.in/

Vast Selection. Best Prices. Free Shipping on Qualified Orders. Pay COD.
 Types: Computer & Accessories, Shoes & Handbags, Jewellery, Kindle, Luggage, Pet Supplies, Toy...
 "Most Trusted Online Shopping Brand" – The Economic Times

Deal Of The Day
 Explore The Latest Deals On Amazon
 Across Electronics, Apparel & More!

Amazon Fashion
 Wide Range Of The Latest Collection
 Across Top Brands & Designers!

Big Savings - Electronics
 Huge Discounts on Electronics !
 Mobiles, Cameras, Laptops, Tablets

Amazon Exclusives
 Discover Over 1000s Of Products
 Available Exclusively On Amazon!

Rating Extension

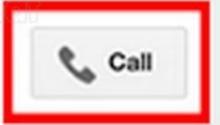
[Sarah's Designer Shoe Store](http://www.sarah-shoes.com)
Ad www.sarah-shoes.com

4.0 ★★★★★ rating for sarah-shoes.com
 Free Shipping, Free Returns on Large Selection of Discount Shoes

Call Extension

Buscot Travel Agency
Ad www.example.com/

Visit Thames Valley Cheese Wharves
 Call Mimi for special rates



App Promotion

 Firstpost News
 Google Play: 3.9 ★★★★★ (4,986)

This is Firstpost on Android. India's most comprehensive digital newsroom brings you an exciting way to browse the ...

Free 

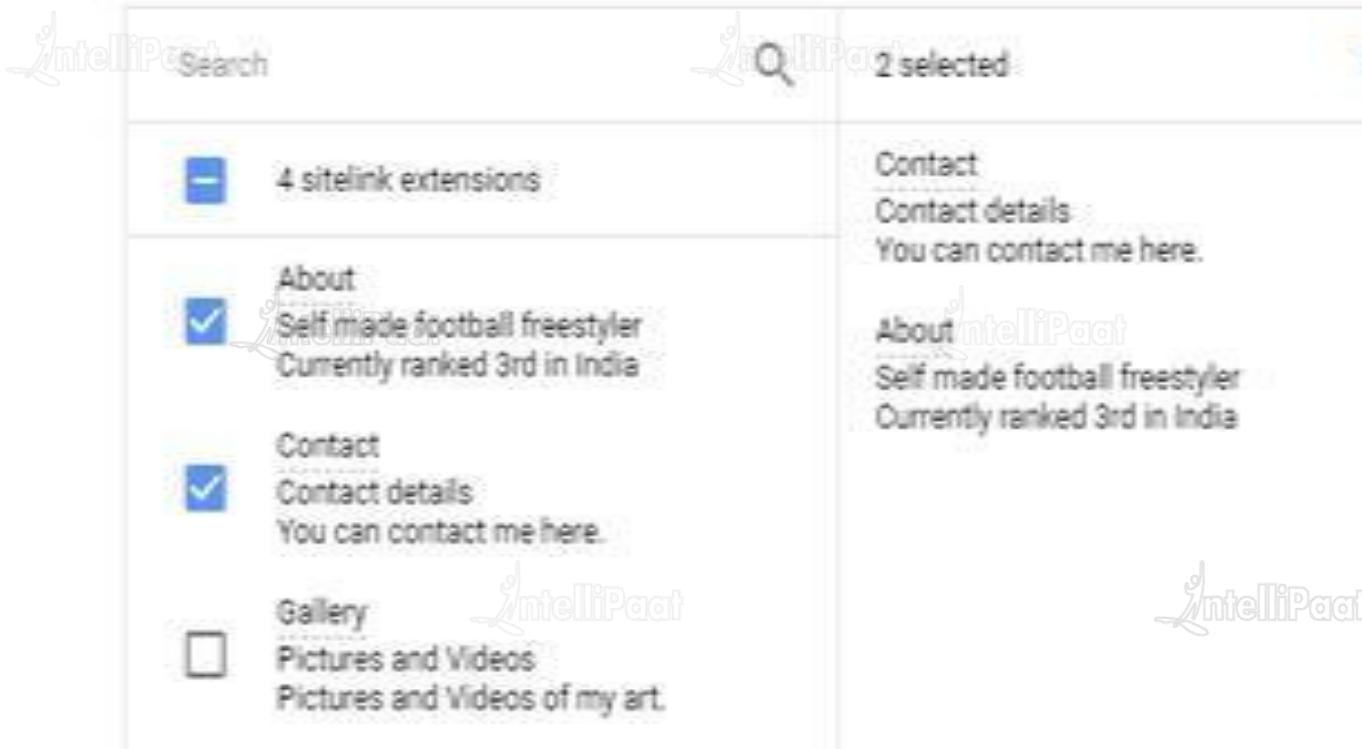
Search Ads—Types of Extensions

Sitelink extensions


Use account-level sitelink extensions


Select and create campaign-level sitelink extensions

Add at least 2 sitelink extensions



The screenshot shows the Google Ads interface for creating sitelink extensions. On the left, there's a sidebar with a search bar and a list of extensions:

- 4 sitelink extensions
- About:
Self made football freestyler
Currently ranked 3rd in India
- Contact:
Contact details
You can contact me here.
- Gallery:
Pictures and Videos
Pictures and Videos of my art.

On the right, the main area shows the selected extensions:

- Contact:
Contact details
You can contact me here.
- About:
Self made football freestyler
Currently ranked 3rd in India

At the bottom right, there are "PREVIEW" and "X" buttons.

You can create Sitelink extensions for your ad by choosing this option

Search Ads—General Settings

App extensions  Add an app extension to your ad 

Message extensions  Add text messaging to your ad

Promotion extensions  Add a promotion to your ad 

Price extensions  Add prices to your ad

Ad rotation  Optimize: Prefer best performing ads 

Ad schedule  All day 

Location options  Targeted: People in, or who show interest in, your ...  Excluded: People in, or who sho

Campaign URL options  No options set 

SAVE AND CONTINUE

CANCEL

You can choose from other Extension options as well

Choose your ad rotation preference and ad schedule

Click on Save & Continue & proceed to Ad group creation

Search Ads- Keyword Match Types

Match Type	Keyword Example	Ads may show for	Examples
Broad Match	Travel Packages in India	Misspellings, synonyms, singular/plural, related variations	Trvl Packages , Travel Packages in India, Holiday Pckages in India
Broad Match Modifier	Travel + Packages	Broad Match only close variations , except Synonyms	Travel India, Travel Packages 2018
Phrase Match	“Travel Packages”	Phrase & close variations of that phrase	Travel Packages 2018, New Travel Packages
Exact Match	[Travel Packages]	Exact term & close variations of that exact term	Travel Packages
Negative Match	-Airlines	Would not show for specified term even if other keyword matches	Airline Packages, Airline tickets

Create Ad Groups and Keyword Targeting for SearchAd

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Confirmation

Set up ad groups

Ad group type: Standard (circled)

An ad group contains a set of related keywords. How many keywords do you want to add?

Ad group name: Ad group 1

Default bid: ₹

Enter or paste your keywords, one word or phrase per line:

You can have an ad group as standard or dynamic.

s and keywords in an ad group on one product or service.

Get keyword ideas

http://gobeyond.in.net/

Enter your product or service

Keywords	Monthly searches
travel	60.5K
kashmir tourism	12.1K
kerala trip	8.1K
airline ticket booking	8.1K

ADD ALL IDEAS

Create Ad Groups and Keyword Targeting for Search Ad

Campaign settings

2 Set up ad groups

3 Create ads

4 Review

Ad group name:

Holiday_Test

Default bid: ₹

50

tour packages
travel packages
honeymoon packages
india tour packages
international holiday packages

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)

+ NEW AD GROUP

Select keywords from keyword ideas or write your own

ADD ALL IDEAS

Name your ad group

holiday packages

Keywords

package holidays

travel tours

travel packages

Have a look at the Traffic Estimates and plan your keywords and bid accordingly

Create another ad group if required with new keywords or click on save and continue

Traffic estimates

Your traffic estimates are based on your bid and budget.

Budget: ₹10,000.00/day

Your budget prevents your ads from getting as many clicks as they could

Holiday_Test

Clicks/day

658

Cost/day

₹10,000.00

Avg. CPC

₹15.21

The New Expanded Text Ad with 3 Headlines and 2 Descriptions

Select campaign settings Set up ad groups 3 Create ads Confirmation

New text ad

Final URL

Headline 1

Headline 2

Headline 3

Display path ②
www.example.com / Path 1

Description 1

Description 2

Mobile

1 of 2 previews < >

Headline 1 | Headline 2
Ad www.example.com

Description 1

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

Write compelling Headlines, input Final URL of LP, and write crisp Description

This is the newly launched update where an advertiser can now have upto 3 headlines and 2 descriptions in his Search Ads

Dynamic Keyword Insertion in Search Ads

What does Dynamic Keyword Insertion mean?

- Dynamic keyword insertion allows you to dynamically insert an AdWords keyword into your ad copy, based on the searcher's query.
- For example – if our business is into holiday packages and if people search goa holiday packages, Ladakh holiday packages or even Europe holiday packages, we can just input “holiday packages” in dynamic keyword insertion and those terms can also be shown in bold and our ad can stand out
- Dynamic Keyword insertion is also a useful tool to increase click rate, because when a user searches Google with some query, the closest matching keyword with his query will be shown in our ad with bolded text.
- It starts with the insertion of curved brackets {}, which will be explained in the following screenshots

Dynamic Keyword Insertion in Search Ads

The screenshot shows the IntelliPaat search ad creation process at step 3, "Create ads". A context menu is open over the headline text "Explore Magnificent Goa". The menu options include "New text ad", "Final URL" (set to <https://gobeyond.in.net/tours/beautiful-goa-a-place-to-enjoy/>), "Headline 1" (containing "Explore Magnificent Goa"), "Headline 2" (empty), "Keyword insertion" (selected), "Countdown" (empty), and "IF function" (empty). A tooltip explains that Keyword Insertion starts with a curved bracket {}, followed by a keyword or function. The preview on the right shows the ad card with the headline "Explore Magnificent Goa" and the URL "Ad gobeyond.in.net".

1 of 2 previews < >

Mobile

Explore Magnificent Goa
Ad gobeyond.in.net

Description 1

Keyword Insertion starts with the use of curved bracket {}. As soon as you open the bracket, the option comes to input a keyword, countdown or IF function.

Dynamic Keyword Insertion in Search Ads

Require 2-Step Verification for all your account's users - Turning this account setting on will ensure all users in your account are secured.

GET STARTED LEARN MORE

Select campaign settings Set up ad groups Create ads Confirmation

New text ad

Final URL: <https://gobeyond.in.net/tours/beautiful-goa-a-place-to-enjoy/>

Headline 1: Explore Magnificent Goa

Headline 2: (KeyWord:Goa Packages) at INR 15,000/-

Syntax: (KeyWord:default text)

Default text: Goa Packages

Case: Title case

Ad URL options

1 of 2 previews < >

Mobile

Explore Magnificent Goa | Goa Packages at INR 15,000/-

(Ad) gobeyond.in.net

Description 1

Your ad might not always include a certain word or phrase, but sure certain text appears in your ad

This Keyword insertion tool will match every possible search made by users on Google and will display your ad on those closely matching searches. Sometimes your ad will have bold letters as well because of the use of this tool.

Search Ads—Create Ad Copies

1 Select campaign settings 2 Set up ad groups 3 Create ads 4 Review settings

New text ad

Final URL:
<http://happymoment.click/>

Headline 1:
Explore India With The Experts

Headline 2:
Book Domestic Travel Packages

Display path: www.happymoment.click / Path 1

Description:
Best Deals on Domestic & International Tours

Ad URL options

DONE CANCEL

SAVE AND CONTINUE CANCEL

Write compelling Headlines, input Final URL of LP, and write crisp Description

1 of 2 previews < >

Mobile

Explore India With The Experts | Book Domestic Travel Packages
[Ad] www.happymoment.click/

Check the ad preview on Mobile as well as desktop view

Once content is created, click on Save and Continue

Campaign Report for Search Ad

Google Ads

CAMPAIGNS AUCTION INSIGHTS

The report displays a line graph showing impressions from Aug 23, 2019, to Sep 3, 2019. The impressions peaked at approximately 28 million on Aug 29, 2019, and then declined to near zero by Sep 3, 2019.

Post Campaign Creation you will reach dashboard to view performance

Campaign	Budget	Status	Campaign type	Impressions	Interactions	Action rate	Avg. cost	Cost	Avg. pos.	Bid strategy type	Clicks
Total: All but removed campaigns	₹50.00/-	Paused	Search	1,707	58 clicks	3.40%	₹9.54	₹553.47	2.0	Manual CPC	58
connectingdestinations_search	₹50.00/-	Paused	Search	296	11 clicks	3.72%	₹8.73	₹96.08	2.7	Manual CPC	11
Ashay_SearchCamp	₹50.00/-	Paused	Search	455	9 clicks	1.98%	₹10.36	₹93.27	2.1	Manual CPC	9
Kaushal_Search_Ads	₹50.00/-	Paused	Search	119	9 clicks	7.56%	₹9.39	₹84.54	2.5	Manual CPC	9
Website traffic-Search-11	₹50.00/-	Paused	Search	212	9 clicks	4.25%	₹11.27	₹101.43	2.2	Maximize click...	9
Abhishek Search Travel	₹50.00/-	Paused	Search	65	6 clicks	9.23%	₹13.34	₹80.03	1.6	Manual CPC	6
Administrations search	₹50.00/-	Paused	Search	22	5 interactions	0.00%	₹0.27	₹0.27	1.1	Manual CPC	5

Overview of Campaign performance and Ad reports

Custom: Aug 1 – 9, 2018

Overview

Recommendations

Campaigns

Ad groups

Product groups

Ads & extensions

Videos

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Clicks ▾ 165 CTR ▾ 3.75% Avg. CPC ▾ ₹5.03 Cost ▾ ₹830

Aug 1, 2018 Aug 9, 2018

Biggest changes Aug 1 – 9, 2018 compared to Jul 23 – 31, 2018

Placement	Cost
Wassuprohan_Display_...	+₹431.62
Wassuprohan_test	+₹398.45

Campaigns

Campaign	Cost	Clicks	CTR
Wassuprohan_Display_add	₹431.62	135	4.51%
Wassuprohan_test	₹398.45	30	2.13%

This is the overview report of the ads running in your account

Detailed Performance of Campaigns and Ad reports

The screenshot shows the Google Ads interface under the 'All campaigns' section. On the left, a sidebar lists various reporting categories: Overview, Recommendations, Campaigns, Ad groups, Product groups, Ads & extensions, Videos, Landing pages, Keywords, Audiences, Demographics, Topics, and Placements. The 'Overview' tab is selected.

The main area displays the 'Search keywords' report. It lists five keywords along with their cost, clicks, and CTR:

Keyword	Cost	Clicks	CTR
tours and travels	₹230.75	18	2.26%
tour packages	₹59.67	4	2.21%
best holiday packages	₹32.95	2	3.85%
trip packages	₹32.45	2	1.32%
vacation packages	₹23.50	2	1.28%

Below this, there are links to 'ALL KEYWORDS >' and 'Page 1 of 3'. To the right of the keyword table is a 'Searches' section titled 'SEARCHES' which lists various search terms in a grid:

- honeymoon packages, travel sex, mumbai tourist
- sri lanka tourism, visakhapatnam tourism, world tour packages
- america to chennai travel time, andaman india tur sport
- asia tourism, belarusian tourism, bhutan tourist spots
- choudhary travels, countries in the world indian travel without visa
- himachal tourism, indian tourist place

At the bottom of the keyword section are links to 'ALL SEARCH TERMS >' and 'Page 1 of 3'.

Below the keyword section is a 'Most-shown search ads' section for 'Ad group: Wassuprohan_1'. It shows an ad for 'Explore Brazil @ 2 Lakhs/ | The Best Family Destination' with the URL 'wassuprohan.in.net'.

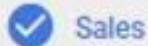
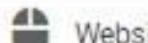
On the right side of the screen, there is a 'Display ads' section showing a thumbnail of a travel-related image.

This is the detailed report of the search term or keywords which have performed in your ads

Search Ads—Call Only Campaign

Search**Display****Shopping****Video****Universal App**

Select the single goal that would make this campaign successful to you

**Sales****Leads****Website traffic****Drive sales online, in app, by phone, or in store**The **sales** goal recommends settings and features to help you reach customers who are ready to act

**Goal selected for this
type of campaigns has
to be either Sales or
Leads**

Select the ways you'd like to reach your goal

 Website visits Phone calls App downloads

Search Ads—Call Only Campaign



• Get clicks that are more likely to lead to a sale
• Reach customers as they browse sites, videos, and apps that partner with Google

>Create a campaign without a goal

Select the ways you'd like to reach your goal 

Website visits

Phone calls

India

Phone number

1800 200 5835

Example: 011 2345 6789

App downloads

CONTINUE

CANCEL

Select the option of
Phone Calls, select
country and add the
contact number

Proceed and
Continue once
done

Search Ads—Call Only Campaign

New call-only ad

Business name

IntelliPaat
Edupristine

India

Phone number
1800 200 5835

11 / 25



Description line 1

Digital Marketing Courses Just a Call Away!

Description line 2 (recommended)

Call Now and avail Special Benefits!

43 / 80



Display URL

<https://www.edupristine.com/contact-us>

36 / 80



Verification URL

<https://www.edupristine.com/contact-us>

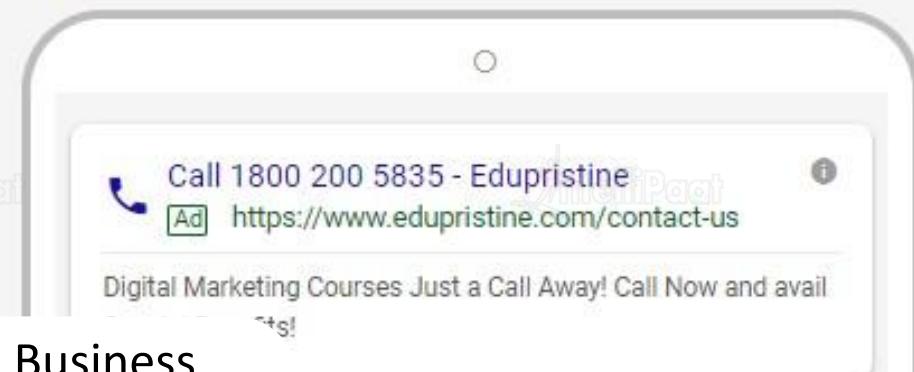
Call reporting

On off

Report conversions

Count conversions as Calls from ads

Ad preview

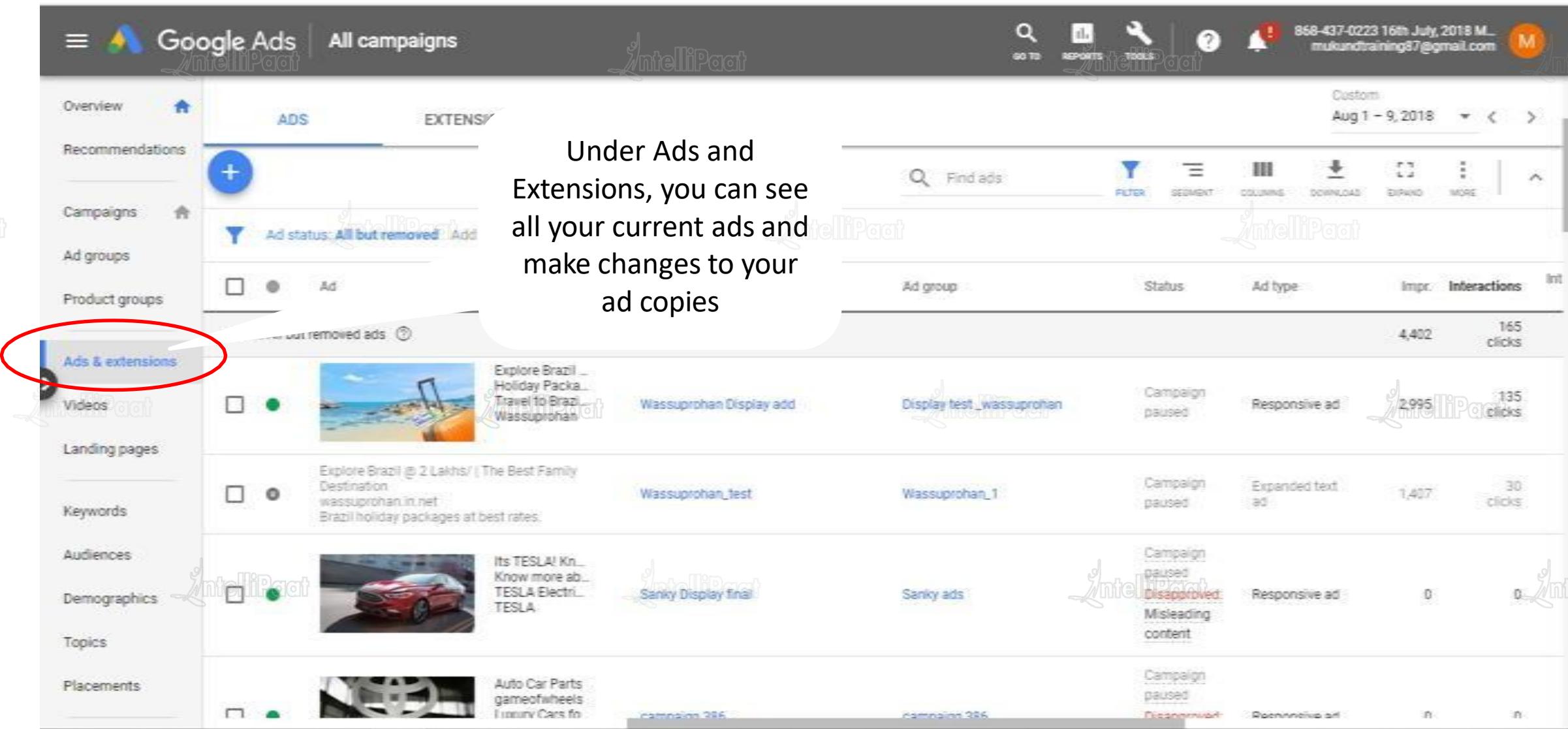


Write Business Name, ad copy, input contact number, input LP URL

Keep call reporting On

Important Note:
The contact number which will be input here should match the contact number on the landing page of which you are giving the URL.

Ads & Extensions



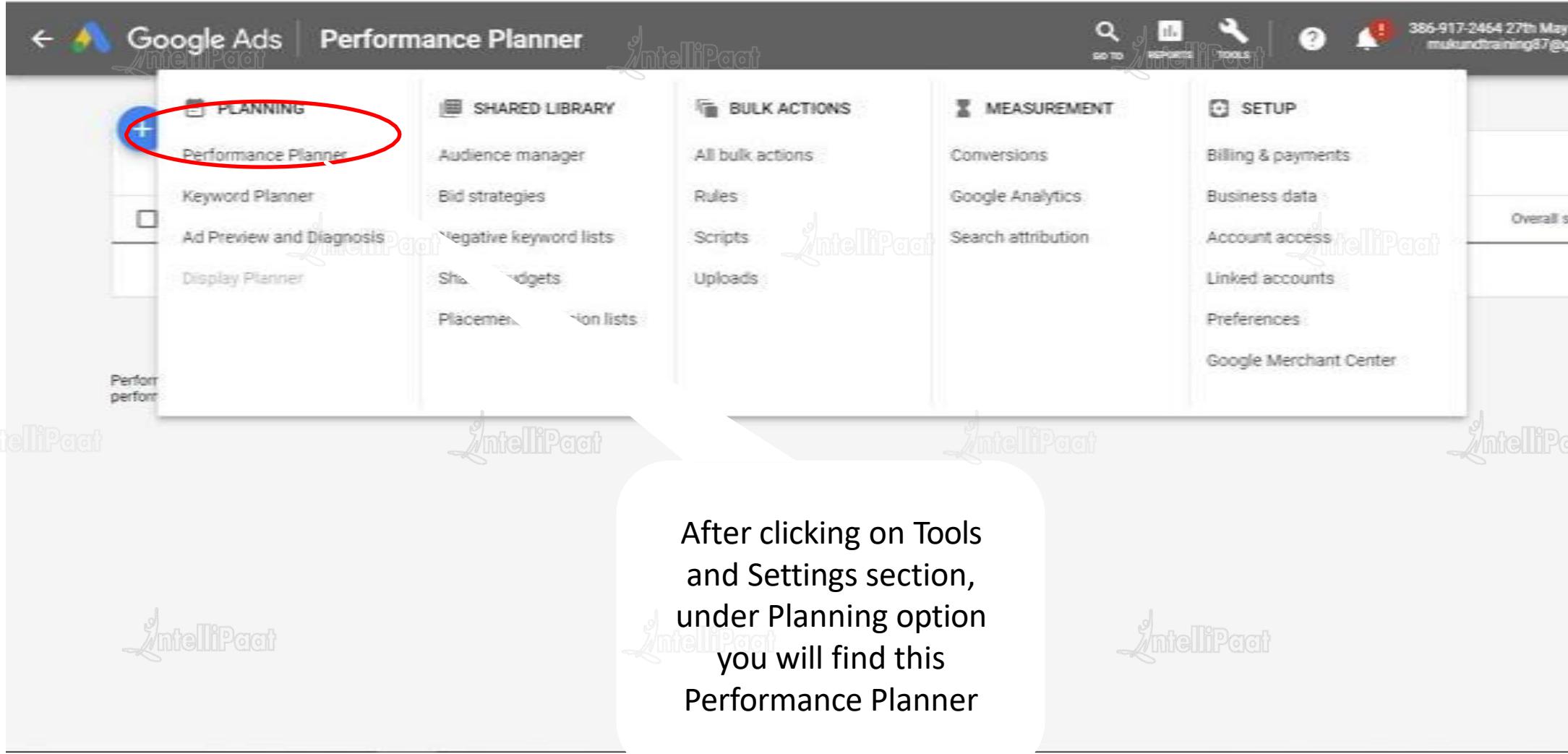
Under Ads and Extensions, you can see all your current ads and make changes to your ad copies

Ad group	Status	Ad type	Imp.	Interactions
Wassuprohan Display add	Campaign paused	Responsive ad	4,402	165 clicks
Wassuprohan_test	Campaign paused	Expanded text ad	2,995	135 clicks
Sanku ads	Campaign paused Disapproved: Misleading content	Responsive ad	1,407	30 clicks
Auto Car Parts gameofwheels Luxur Cars fo	Campaign paused Disapproved: Misleading content	Responsive ad	0	0

Estimating Campaign's performance – Performance Planner Tool

What is the Performance Planner Tool?

- Performance Planner Tool is mainly used for Search Ads
- This tool is used to forecast and approximate the future results of your Search Campaign if the campaign was running with the same settings for your time period consideration
- Performance Planner Tool is just an indicative tool which forecasts the number basis your campaign's current performance
- Performance metrics like Avg CPC, Avg Position, Ad Rank, spends etc. can change over time.
- This tool is extremely effective for marketers to plan out their campaigns and budget allocation, once they are aware what is their campaign's net worth and results.



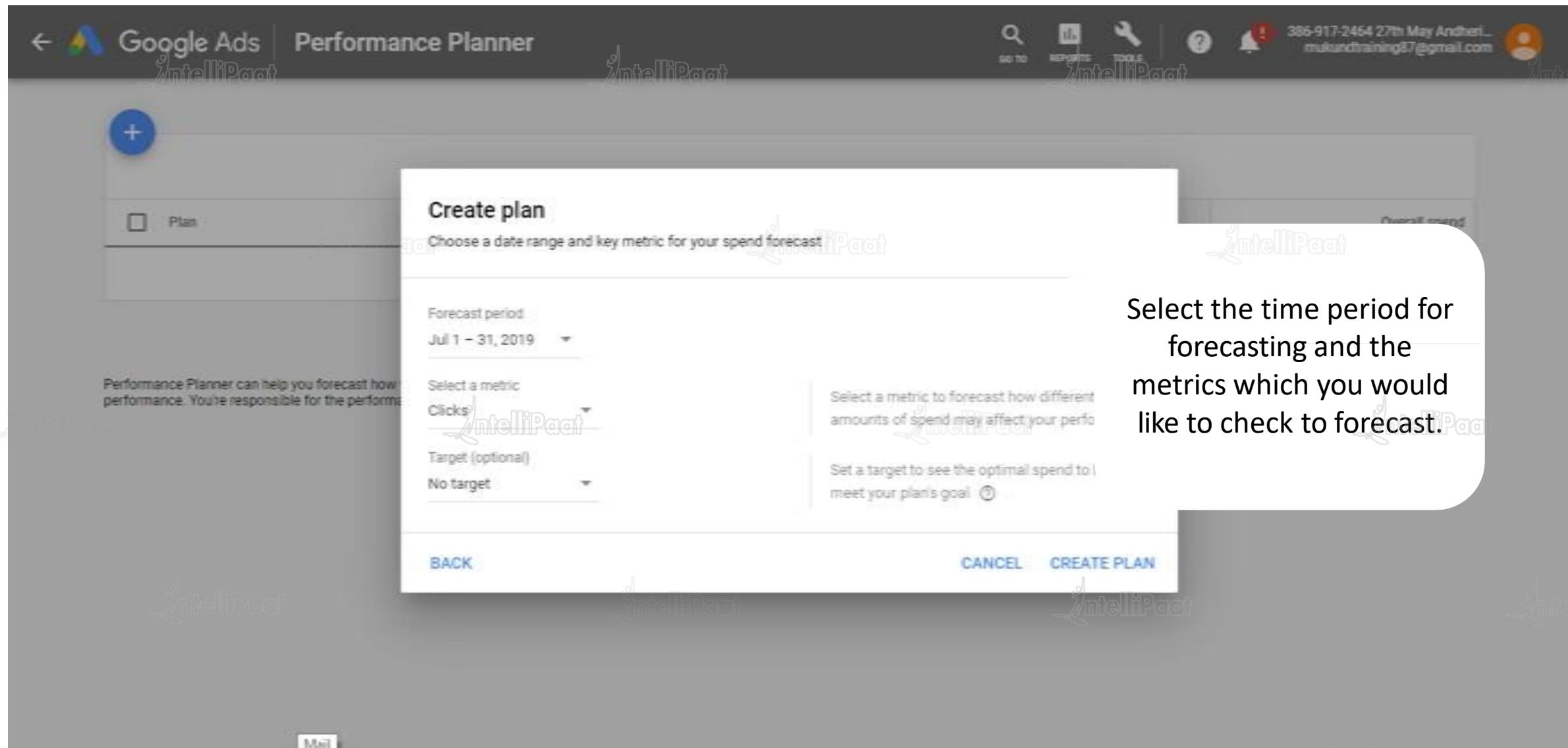
The screenshot shows the Google Ads Performance Planner interface. A red circle highlights the 'Performance Planner' link under the 'PLANNING' section of the left sidebar. The main content area displays various tools and settings, including 'Shared Library', 'Bulk Actions', 'Measurement', and 'Setup'. The 'Performance Planner' link is also listed under the 'Tools' and 'Settings' sections.

After clicking on Tools and Settings section, under Planning option you will find this Performance Planner

Setting up Performance Planner

The screenshot shows the Google Ads Performance Planner interface. At the top, there's a navigation bar with the Google Ads logo, 'Performance Planner', and the IntelliPaat logo. On the right side of the nav bar, there are search, reporting, tools, help, and notification icons, along with the user's name '366-917-2464 27th May Andhe' and email 'mukundtraining87@gmail.com'. Below the nav bar is a table header with columns: Plan (checkbox), Last modified (dropdown), Forecast period, Target, and Overall spend. A large blue '+' button is positioned above the table. In the center of the page, there's a message: 'Click + to create your first plan.' Below this, a section titled 'New to Performance Planner? See highlights' contains two bullet points: 'Performance Planner can help you forecast performance. You're responsible for the performance.' and 'Tell your ads will do, but it doesn't guarantee improved performance of your campaigns. Learn more'. A large callout bubble in the bottom right corner contains the text: 'Click on the + icon to create a new Plan.'

Create your Performance criteria



The screenshot shows the 'Create plan' dialog box overlaid on the Google Ads Performance Planner interface. The dialog box has a title 'Create plan' and a subtitle 'Choose a date range and key metric for your spend forecast'. It includes fields for 'Forecast period' (set to 'Jul 1 - 31, 2019'), 'Select a metric' (set to 'Clicks'), and 'Target (optional)' (set to 'No target'). To the right of the dialog box, a callout bubble contains the text: 'Select the time period for forecasting and the metrics which you would like to check to forecast.'

Google Ads | Performance Planner

IntelliPaat

Plan

+ Create plan

Choose a date range and key metric for your spend forecast

Forecast period: Jul 1 - 31, 2019

Select a metric: Clicks

Target (optional): No target

Overall spend

Performance Planner can help you forecast how performance. You're responsible for the performance.

BACK CANCEL CREATE PLAN

Mail

Select the Campaign to be used to estimate performance

The screenshot shows the Google Ads Performance Planner interface. At the top, there's a navigation bar with 'Google Ads' and 'Performance Planner'. Below it, a sidebar lists 'Plan' and 'Last modified'. A main content area has a heading 'Create plan' and a sub-instruction 'Choose forecastable campaigns to include in your plan'. A search bar labeled 'Search forecastable campaigns' is present. A list of campaigns is shown, with a legend indicating they are 'Forecastable campaigns (4)'. The list includes:

- holiday packages by edreamz
- justtravel
- Test-DM-Class-Search-CMP-1
- Deepika-Family travel fun

A yellow warning bar at the bottom states '⚠ 49 campaigns are unavailable for forecast.' with 'CANCEL' and 'CONTINUE' buttons. A large callout bubble on the right side contains the text:

Google Ads will automatically show you which campaigns are eligible to be forecasted. Select the campaign you wish to forecast.

Performance Planner Results

Google Ads | Draft plan

Name of plan: Plan for Jul 1 - 31, 2019 | Campaigns: Test-DM-Class-Search-CMP-1 | Forecast period: Jul 1 - 31, 2019 | Key metric and target: Clicks Just saved!

PLAN FORECAST

Help improve your plan by shifting spend across campaigns to get an estimated 105 more clicks for the same spend.

Get an estimated **109** clicks at ₹**8.73** CPC for ₹**952** spend.

Spend	Clicks	Avg. CPC
₹952	109	₹8.73

Seasonality impact: -

	Spend	Clicks	Avg. CPC						
Campaign	Existing	Planned	Diff.	Existing	Planned	Diff.	Existing	Planned	Diff.
● Campaign									

IntelliPaat Your forecast plan with your required selection is ready. You can estimate your complain performance basis this plan

Core Concept—Ad Rank

Ad Rank is formula which decides the rank of your ad on the search engine result page i.e. 1st , 2nd , 3rd & so on.

- **The main components of the Ad Rank are**

- Max CPC bids
- Quality of your ads
- Ad formats (Ad extension)

When someone searches for your keyword phrase, Ads does the following

- Find all the players bidding on this keyword
- Calculate the Ad Rank for each player
- Sort the Ad Rank in descending order
- Display the ads accordingly

Core Concept - Quality Score

A score given by Google Ads to a Keyword on how likely it is that the ad will get clicked. It is intended to give you a **general sense of the quality of your ads.**

- **Quality Score depends on the following**

- Expected/Historical CTR of the keywords
- Ad Relevance basis your products
- Landing Page Experience
- Powerful Negative Keywords exclusion
- Backed with a strong SEO of your Brand's website

- **Ways to improve Quality score**

- Optimizing Ad copy for better CTR
- Adding **Negative keywords** in exclusion list
- Improving Landing page experience
- Constantly working on your website's SEO performance

Steps to create Instagram Ads

- LinkedIn is the world's largest social network for **professionals**.
- Over 500 million users, with 250 million monthly active LinkedIn users.
- It's a digital resume, a networking event, and a source of news and inspiration all rolled into one online platform.
- Profiles on LinkedIn are usually at the top first search results when you search for a professional on Google.
- A big opportunity to position your offline or online business.
- Quickly grow and nurture a huge army of prospects and customers.

LinkedIn



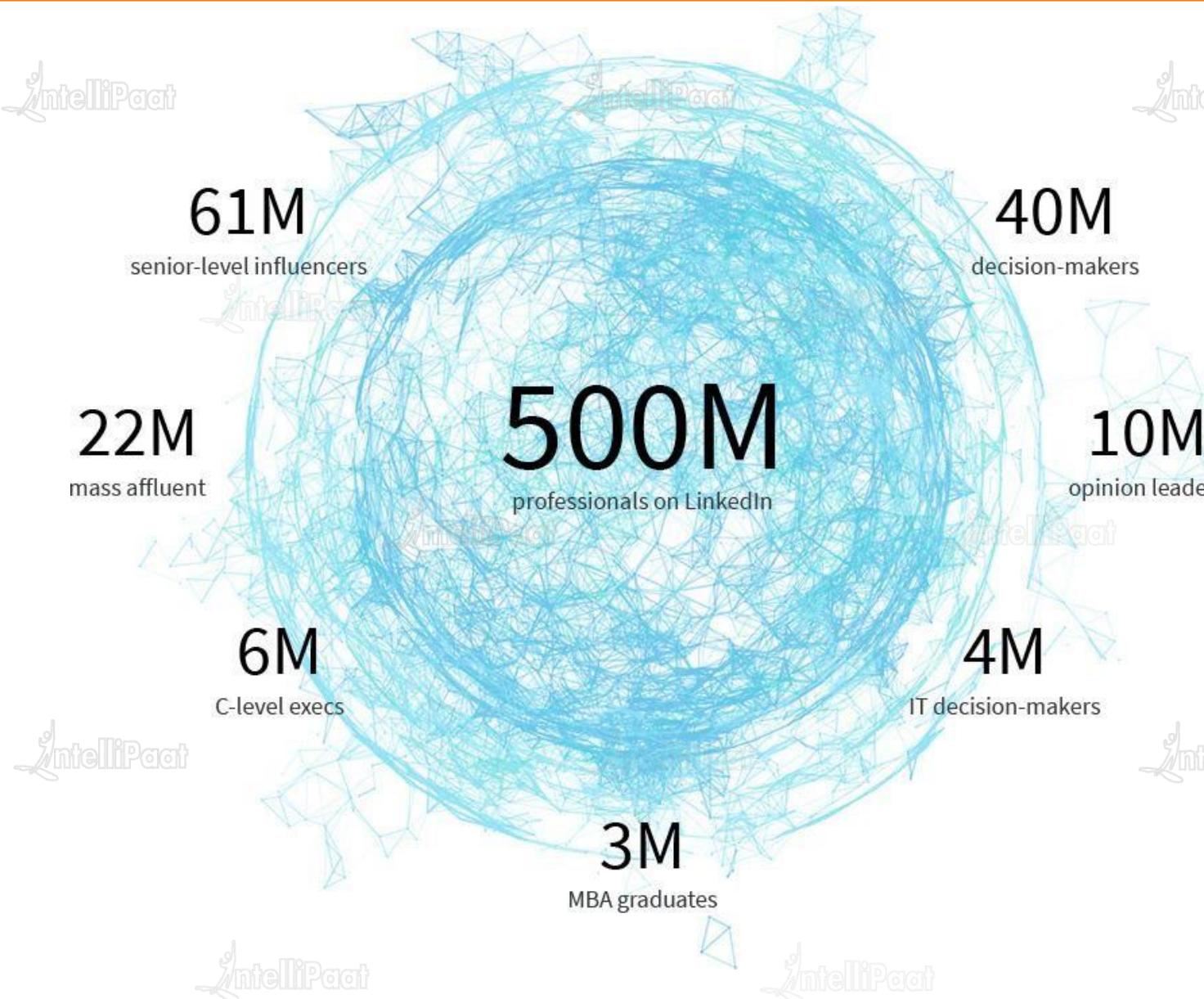
Are you on LinkedIn?

- Helps you manage your professional brand.
- Business professionals expect you to have one.
- Greatly aides networking efforts.
- Shows that you are relevant as well as your skills.
- Resources you desire are here.
- Helps you collect endorsements and recommendations.
- Position yourself as an expert/influencer

***"I'm not looking for
a job, should I still
have a LinkedIn
profile?"***



Is your business on LinkedIn?



matters

- Your personal brand is your **Global Online Billboard**. The bottom line is that your personal brand matters now more than ever. Do not make the mistake of treating your LinkedIn profile simply as your online resume anymore. It's your online reputation, and that's why you have to make it count!
- The 4 Ps of creating an effective personal brand:
- **Passion**
- **Purpose**
- **Plan**
- **Prioritize**



Optimizing your LinkedIn Profile

- **Decide:**
 - Who you want to reach
 - What value you offer
 - Where you want to be, as a result of your personal brand
 - Why you want to stand out
- **Complete your profile basics**
 - Optimize Your Profile Photo, URL, and Headline
 - Add keywords where applicable: Headline, Description, Experience, Skills.
- **Craft your profile summary.**
- **Add your skills and manage your endorsements.**
- **Use rich media to show your achievements.**
- **Customize your LinkedIn banner.**
- Get some inspiration: [Ravi Chahar](#), [Priscilla Tan](#), [Hari Krishnan](#)



Linkedin Etiquettes – Dos and Don'ts

Dos	Don'ts
Always personalize connection requests	Don't send spammy messages to connections
Send a welcome message	Don't send irrelevant messages
Respond promptly	Don't send messages with "I see you viewed my profile..."
Have a professional headshot	Don't lock down your profile
Post content regularly	Don't add these connections to your email list
Ask for genuine recommendations	Don't send random recommendation requests
Nurture relationships	Don't ask strangers for endorsements
Stay on top of mind	Don't post self serving content
Keep it professional	Don't criticize others or comment negatively
Introduce others	Don't forget to check and reply to comments

Linkedin Premium



Career

Get hired and get ahead

- Stand out and get in touch with hiring managers
- See how you compare to other applicants
- Learn new skills to advance your career

[Select plan](#)

Business

Grow and nurture your network

- Find and contact the right people
- Promote and grow your business
- Learn new skills to enhance your professional brand

[Select plan](#)

Sales

Unlock sales opportunities

- Find leads and accounts in your target market
- Get real-time insights for warm outreach
- Build trusted relationships with customers and prospects

[Select plan](#)

Hiring

Find and hire talent

- Find great candidates, faster
- Contact top talent directly
- Build relationships with prospective hires

[Select plan](#)

Linkedin Premium

MY PREMIUM EXPLORE PREMIUM

PREMIUM

Chandan, discover all that Premium has to offer – tailored just for you.

Your personalized insights

Jobs where you're a top applicant
Your profile data suggests you'd be a great fit.

KG Top 10% of 1,105 applicants
Digital Strategy Director (m/f)
KellerGreen
Munich Area, Germany

moneykey Top 10% of 32 applicants
VP Marketing (CEMEA)
Teleperformance
Stuttgart, Baden-Württemberg, Germany

moneykey Top 50% of 277 applicants
Director, Brand Marketing and Communications
MoneyKey
Toronto, Ontario, Canada

View all jobs

Who's viewed your profile
You have 130 viewers in the past 90 days.

Casey Bybee • 3rd
Experienced Sales Manager, Business Development Representative, Account Manager and Lead Gen specialist.

Rajneesh Kumar • 1st
Growth Hacker | Performance Marketer | Marketing Technologist | Digital Marketing Leader

Priyanka Rani • 3rd
Legal Professional with 3+ years of experience in different fields of law including IPRs and Indirect Taxation.

Ruehan Hamid • 1st
SquadVoice- Pre Sales Automation engine (Human+AI)

Onil Raju • 3rd
Business Development at Zonaris Marketing Services

View all 130

InMail™ messages ③ [Buy More](#)

5 credits available
Next grant: 5 credits on 5/23/2018

Your Premium features

Premium Career includes:

- 5 InMails per month
- Who's viewed your profile
- Job insights
- Featured applicant
- LinkedIn Learning
- Open Profile

Premium profile settings

Manage Premium account

Billing information
Your next payment for Premium Career of ₹1,400:
5/23/2018

Linkedin Profile vs Company Page

- Your personal profile is like an online business card or résumé. This is where you showcase your experience and skills, past and present positions, and your expertise in the field.
- Different from a personal profile, a company page is where you showcase your company and its products and services. You can—and should!—link your personal profile to your company page so your connections can learn about your business.
- Remember:** A company page is not an advertising machine. You want followers—and you don't want to scare them off by constantly pushing your product.

Personal
Profile

The screenshot shows a LinkedIn profile for a user named Ravi Chahar. The profile header features a circular profile picture of a man with a beard, the name 'YOUR WORDPRESS GUY', and the email 'ravichahar27@gmail.com'. Below the header, there's a section for 'Wordpress Support' with a smartphone icon containing an envelope. The main profile area includes a summary: 'An accomplished WordPress Expert who is going to show you how a WordPress website can be run, designed and scaled to the highest peak of success.' It also lists skills: 'WordPress Professional || Web Developer || Web Designer || Skilled Blogger || Speaker || Social Media Marketer'. Below the summary, there are buttons for 'Connect', 'Message', and 'More...'. On the right side, there are sections for 'About us', 'Recent update', and 'See all'.

The screenshot shows a LinkedIn company page for 'EduPristine'. The header includes the company logo, the name 'EduPristine', and the location 'Mumbai, Maharashtra'. It shows 1,543 followers and 6 connections work there. There are buttons for 'Following' and 'See jobs'. The main content area has sections for 'About us' (describing EduPristine as a training provider for international certifications), 'Recent update' (showing a thumbnail of a digital marketing course), and 'See all' (linking to more updates). A large orange speech bubble on the right side contains the text 'Company Page'.

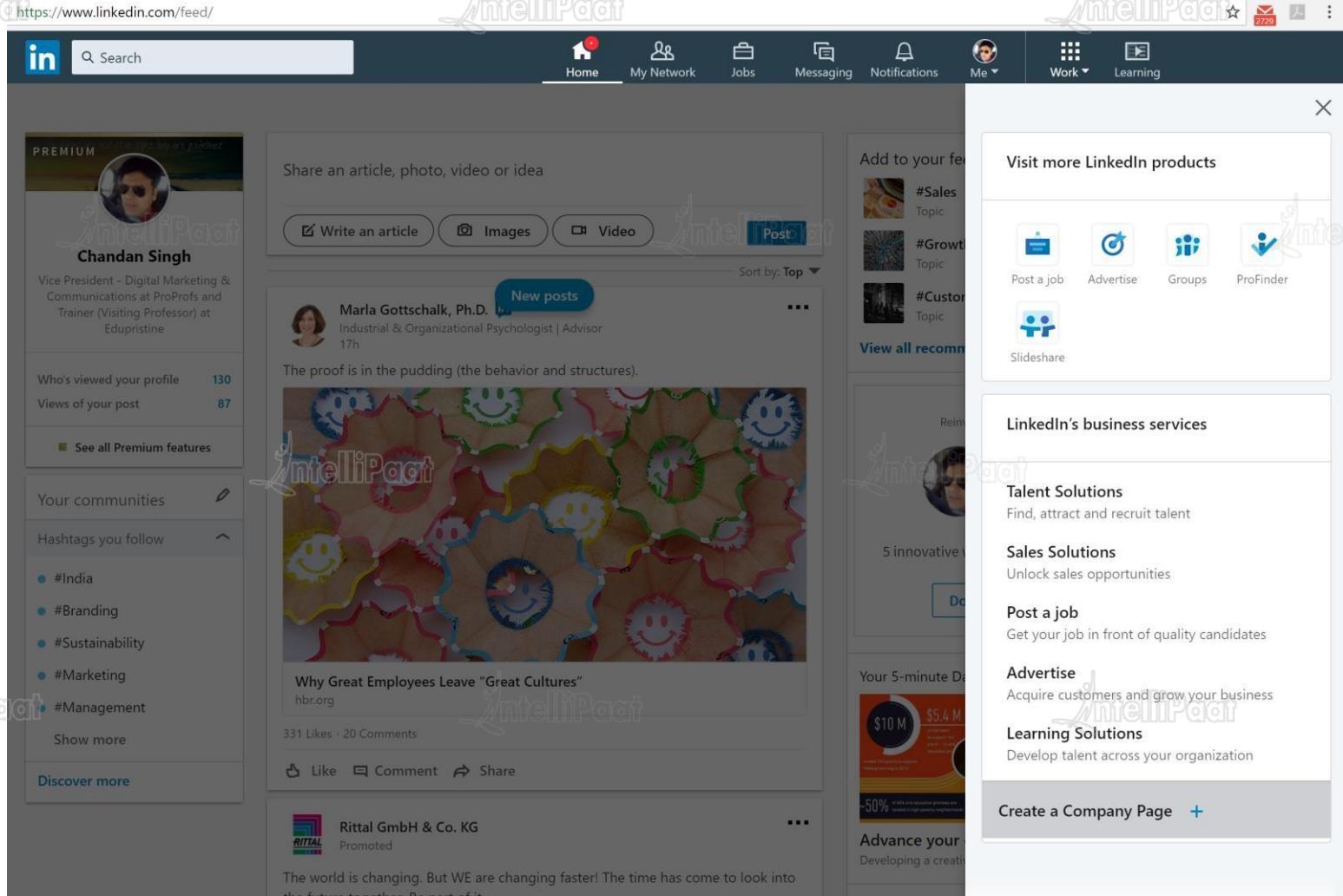
Linkedin Company Pages

Some things you can do with LinkedIn company pages:

- Link together all your employees
- Increase brand visibility
- Gain followers
- Showcase pages
- Lead generation
- Advertise:
 - Display ads
 - Sponsored Updates

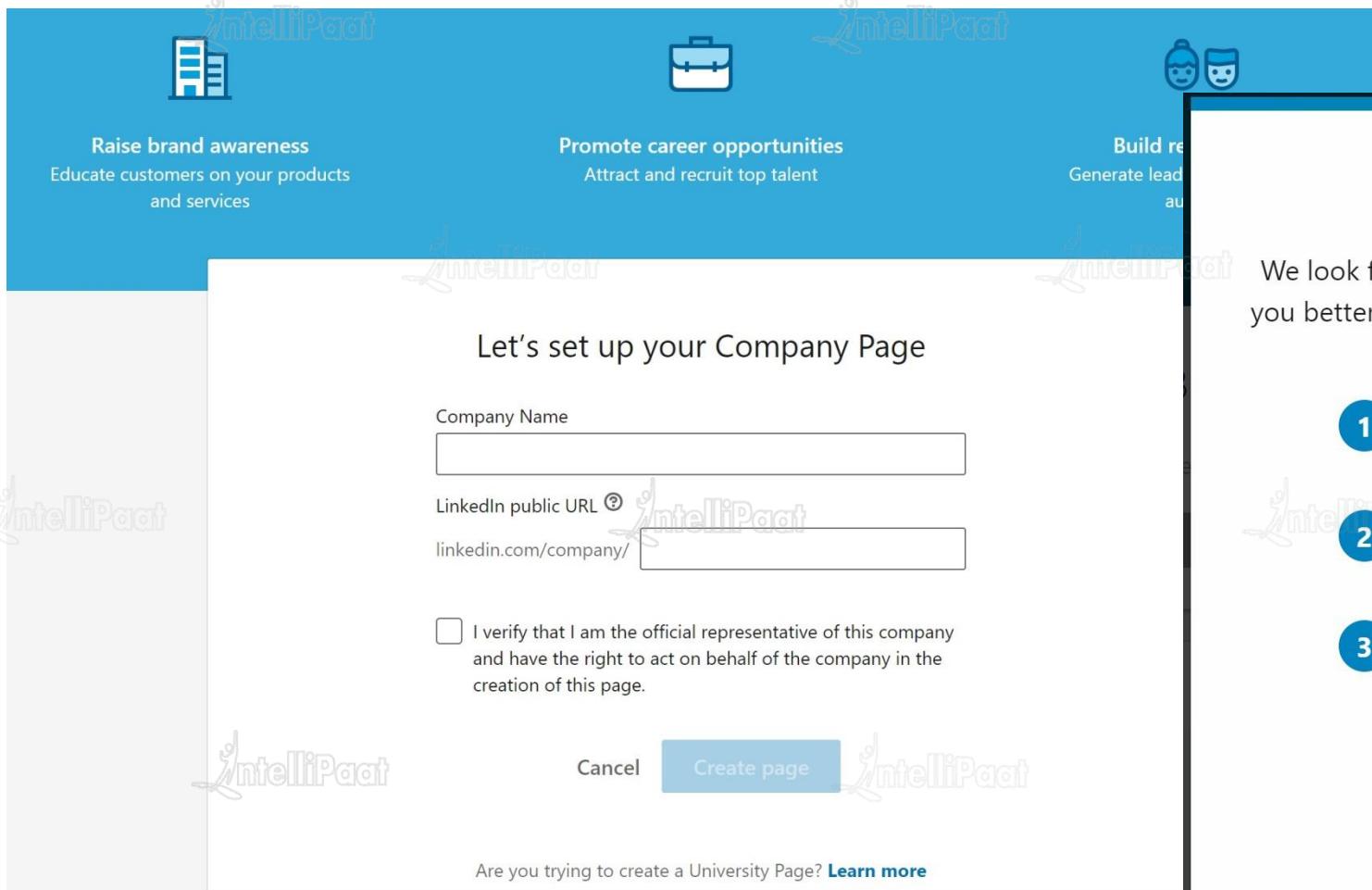
Creating a Company Page

- Step 1: Click the Create button in the “Create a Company Page” button on the right of the screen, under the profile icon.



Creating a Company Page

- Step 2: Enter your company name and the desired URL.



The screenshot shows the LinkedIn 'Let's set up your Company Page' wizard. It has three main sections: 'Raise brand awareness' (with subtext 'Educate customers on your products and services'), 'Promote career opportunities' (with subtext 'Attract and recruit top talent'), and 'Build relationships' (with subtext 'Generate leads'). A central step is 'Let's set up your Company Page' with fields for 'Company Name' and 'LinkedIn public URL'. A checkbox asks if the user is the official representative. Buttons for 'Cancel' and 'Create page' are at the bottom, along with a link to 'Learn more' about university pages.

Welcome to your Company Page

We look forward to helping you get started. This page is designed to help you better manage your company brand on LinkedIn. Start with these three simple steps:

- 1 Make a great first impression on candidates by adding a logo and a cover photo that represents your company.
- 2 Give candidates full context around your company by filling out all sections of your Company Page.
- 3 Want to have an international presence? Don't forget to set your company name and company description in each language you are targeting.

[Learn more](#) [Get started](#)

Creating a Company Page

Step 3: Upload a Logo and Banner Image.

A LinkedIn company page is essentially a piece of real estate for your brand, so make the most of it. Upload your company logo and a banner image to make your page stand out.

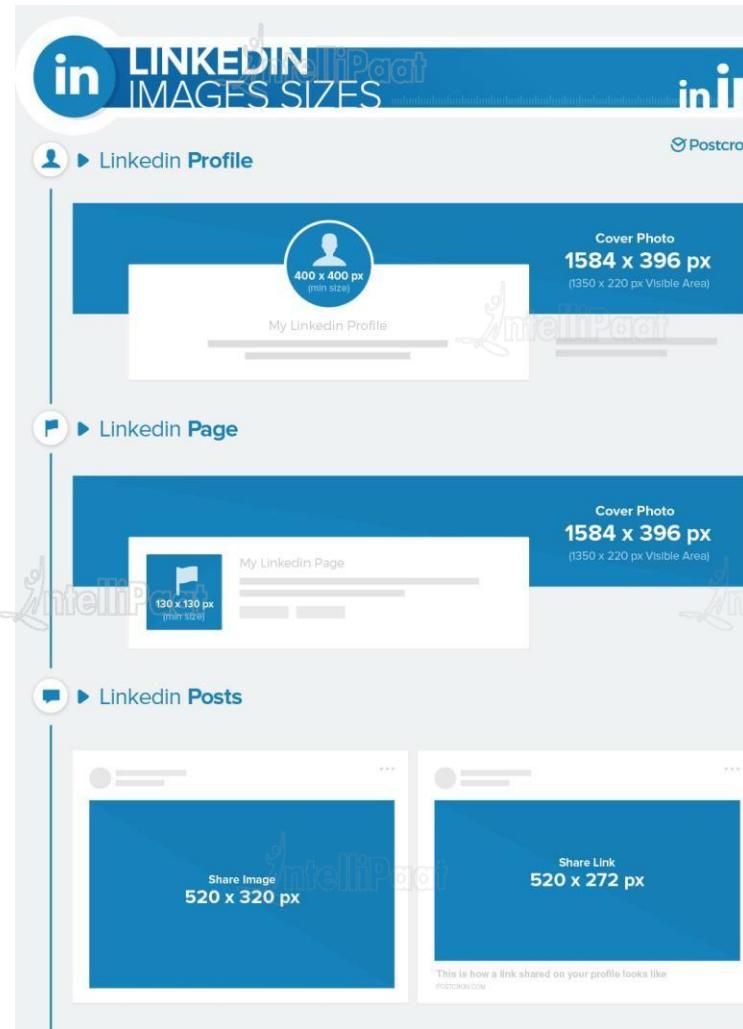
Your logo is what LinkedIn users see when they search for your company. It also appears on staff profiles, so make sure that all of your employees add the company page to their profiles to reach a wider audience of LinkedIn users.

For LinkedIn Company pages:

Banner image: minimum of 1536 x 768 pixels, PNG/JPEG/GIF format, 2 MB max, horizontal design, the image should be much wider than long.

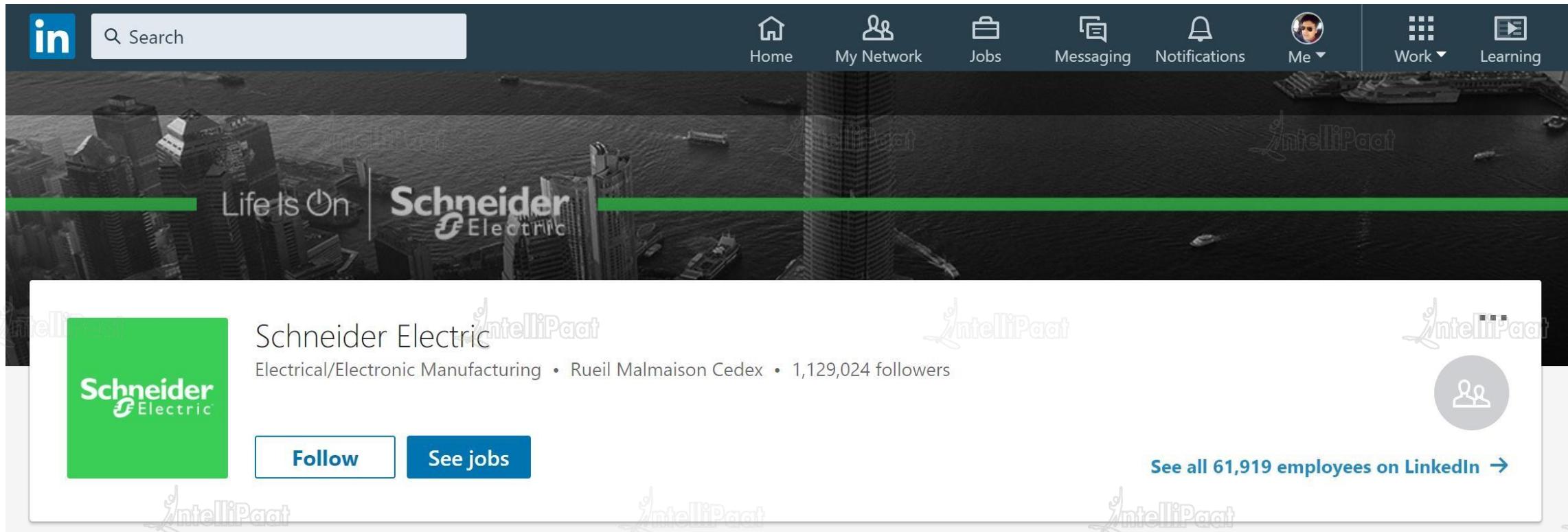
Logo: minimum size 60 x 60 pixels, 400 x 400 pixel is the recommended size for the square design PNG/JPEG/GIF format, max size of 4 MB.

Linkedin Image Size Guidelines



Linkedin Page Tips – Company Overview

- Keep your Company Page fresh with rich cover images that reflect your company's accomplishments, events, and offerings.



The screenshot shows Schneider Electric's LinkedIn Company Page. At the top, there is a dark navigation bar with the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. The main header features a large, dark cityscape background with a green horizontal bar across the middle. On the left side of this bar is the text "Life Is On" and on the right is the Schneider Electric logo. Below the header, the company name "Schneider Electric" is displayed in a large, white, sans-serif font. To the left of the company name is a green square containing the Schneider Electric logo. Below the company name, the text "Electrical/Electronic Manufacturing • Rueil Malmaison Cedex • 1,129,024 followers" is shown. There are two blue buttons at the bottom left: "Follow" and "See jobs". At the bottom right, there is a link "See all 61,919 employees on LinkedIn →" next to a circular icon with a person symbol. The page is framed by a thick grey border.

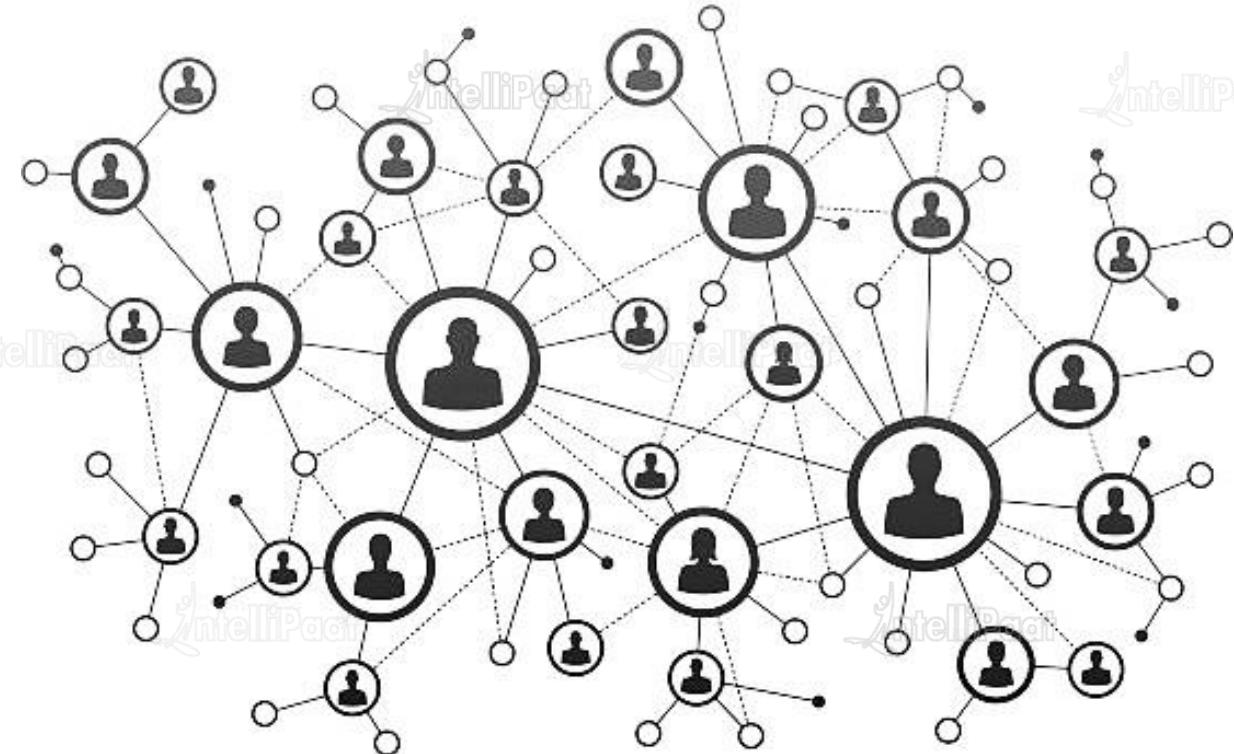
Linkedin Page Tips – Logo and Banner

- “Make it easy for the right people to find your Company Page by adding SEO terms in the ‘About us’ and ‘Specialties’ sections.” - LinkedIn

The screenshot shows a LinkedIn company page for Hays. At the top left is the 'Overview' section with a collage of images related to work and recruitment. To its right is the 'Jobs' section featuring a profile picture of Chandan Singh, Vice President - Digital Marketing & Co..., and a link to 'View jobs at Hays'. Further right is the 'What We Do' section with the tagline 'IT'S ALL ABOUT YOU POWERING YOUR CAREER' and a stylized 'H' logo. Below these are the 'About us' and 'Recent update' sections. The 'About us' section includes the company's mission statement: 'POWERING THE WORLD OF WORK, HELPING PEOPLE AND ORGANISATIONS ACHIEVE LASTING IMPACT.' and a brief description of Hays as a leading global professional recruiting group. The 'Recent update' section displays a thumbnail for 'HAYS JOURNAL ISSUE 15' with the text 'Featuring insights from:'. The bottom right of the page is the 'Specialties' section, which lists various services: Recruitment, Staffing solutions, Resourcing, Career transition, Recruitment Process Outsourcing (RPO), Digital & Creative Services, Onboarding, contract recruitment, and Contracting jobs.

Linkedin Page Tips – Logo and Banner

- Build thought leadership by **featuring your employees** and giving your followers a peek into **your company culture**.
- Recruit your employees and current customers to follow your page and to share your content.
- Join LinkedIn groups—**but don't beg for follows**. Make others *want* to follow you by getting involved in meaningful conversations and by showing them what you offer. People are more likely to follow you if you're a helpful resource.
- Let people know you're on LinkedIn by adding a "**Follow**" button on your website and blog and invite followers on Facebook and Twitter to follow you on LinkedIn as well.



Linkedin Company Page Tips – Content

- LinkedIn isn't an advertising network—it's a place to connect (reason why your followers are called connections). That said, LinkedIn is a great platform to share business articles and posts, as long as you make sure that your content is stellar. Here are some tips:
- Include high-quality images and digital media, like videos
- Create catchy headlines that encourage your audience to engage with you
- Ask questions, share insights, and encourage discussion
- Promote your events
- Use showcase pages for different products
- Create a **content calendar** to keep it all organized

content strategy

1. Connect and engage: Analyze your contacts – they are the bread and butter for your business. If your contact list comprises mainly of family, friends, college buddies, and co-workers, then it needs work!

Whenever you meet anyone online or at real world events, always follow-up quickly with a note and a connection request, while you're still fresh in their mind.

2. Target and map your leads: LinkedIn is a great site for mapping out your approach to a new prospect. Users put a tremendous amount of information on their profiles which can help you determine who you need to be talking to, what they're all about and what they've done before.

You can use this information to develop a map of who the decision makers are and how they can be reached and influenced to make the sale. (Also check out the “viewers of this profile also viewed...” box on their profile.)

3. Use Groups to Keep Up To Date and Engage With Prospects: Engaging with member questions in groups is a great way to build trust and authority while raising your thought leader profile which can lead to sales inquiries.

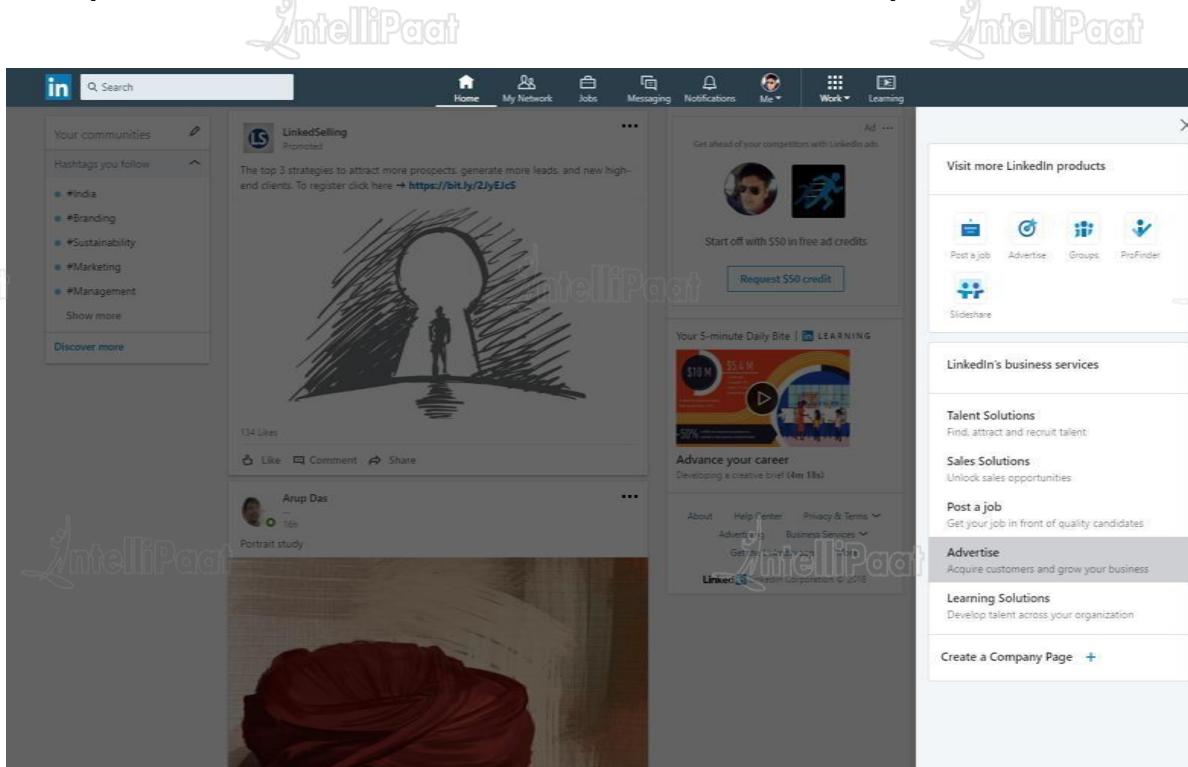
4. Turn Your Profile Into A Lead Generator: Prospects you engage with through connections and groups will most likely visit your profile to learn more about you. (Information flows both ways on LinkedIn!). So it only makes sense to optimize your profile to drive sales.

Who should advertise on LinkedIn?

- The three verticals that tend to work best are:
- High-value B2B products & services;
- Recruiting efforts; and
- Higher education.
- Note: B2C is fast catching up. Amazon and Virgin Holidays are a good example.
- Note 2: For your travel business, we will promote Corporate Discounts and Bulk pricing on LinkedIn.

Navigating on Campaign Manager

Step 1: Click on “Advertise” from “Work” dropdown menu.



Step 2: Click on “Create Ad” in the newwindow.



Advertise on LinkedIn

Reach your ideal customers on the world's largest professional network

[Create ad](#) [Contact sales](#)

Advertising on LinkedIn helps businesses of any size achieve their goals.



Target a unique audience

Over 500M active professionals are on LinkedIn. Target them by job title, function, industry, and more.

[View all targeting options](#)



Create easy and effective ads

Whether your goal is leads, brand awareness, or even event registrations, LinkedIn ads can help.

[How people see ads](#)



Control your budget and costs

Control your spend with flexible pricing options. Start with any budget and stop your ads at any time.

[How ads are priced](#)

Navigating on Campaign Manager

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a header with the LinkedIn logo and the text "CAMPAIGN MANAGER". Below the header, there's a search bar with the placeholder "Search for account name", and filters for "Show accounts status: all" and "Show accounts created in: view all". A "Download Report" button is also present. On the right side of the header, there's a profile picture and a "Add account" button.

The main content area displays two sections of account lists:

- Chandan Singh**
East Delhi, Marketing & Advertising
- hCentive, Inc.**
Reston, Information Technology & Services

Each section has a table with columns: Account name, Campaigns, Created Date, and Status. For Chandan Singh, the data is:

Account name	Campaigns	Created Date	Status
Chandan Singh	12	3/8/2015	On Hold

For hCentive, Inc., the data is:

Account name	Campaigns	Created Date	Status
hCentive_1	11	12/27/2015	On Hold

[Help Center](#) [Marketing Partners](#) [Privacy & Terms](#)

LinkedIn Corporation © 2017

Navigating on Campaign Manager

Click on the “Add Account” button at the top-right to create a new account. You will need to tie a company page to this account. While it's optional for products like TextAds, and Sponsored inMail, a company page is required to create Sponsored Content Campaigns.

Add account x

Already have a Company or Showcase Page?

Search by name Enter URL

Start typing company name

Don't have a Company or Showcase Page? [Create new](#)

[I don't have a Company Page](#)

Account name ?

Chandan's Ad Account 80

Currency ?

United States of America, Dollar (USD) ▼

Cancel Add account

Navigating on Campaign Manager

The screenshot shows the LinkedIn Home page with several promotional elements:

- Text Ad:** A red box highlights a banner at the top: "360 degree HR solutions - Try Zoho's HR software today! Start your 15-day free trial. Ad ...". An arrow labeled "→ 1 Text Ad" points to this area.
- Image Ad:** A red box highlights a sponsored post from "BYS Coaching Group": "Learn the fastest and easiest way to get more clients than you can handle" with a link. The ad features the title "THE FREELANCE MILLIONAIRE" and "LEARN THE FOUR ESSENTIAL BUILDING BLOCKS TO GET MORE CLIENTS THAN YOU CAN HANDLE". An arrow labeled "→ 3 Image Ad" points to this area.
- Sponsored Content:** A red box highlights a section on the left labeled "Sponsored Content" with a list of topics: "#India", "#Branding", "#Sustainability", "#Marketing", and "#Management". An arrow labeled "2 ←" points to this area.

Linkedin Ads – Your First Campaign

Step 1: Sign in to Campaign Manager

Step 2: Choose your ad format – After creating your Campaign Manager account, you'll be asked to choose an ad format for your first campaign. You can select Sponsored Content, Sponsored InMail, or Text Ads.

Step 3: Set up your ad creative.

Linkedin Ads – Your First Campaign

Step 4: Build your target audience:



Select specific targeting criteria for your ideal audience:

Company name



Company industry



Company size



Job title



Job function



Job seniority



Member schools



Fields of study



Degrees



Member skills



Member groups



Member gender



Member age



Linkedin Ads – Your First Campaign

Step 5: Set your bid and budget:

Sponsored Content
FixDex Customer Webinar Q1 2017

Bid type ?
 Cost per click (CPC)
(Pay when someone clicks on your ad)
 Cost per impressions (CPM)
(Pay for every 1000 times someone sees your ad)

Daily budget ?
Your campaign's actual daily spend may be 20% higher. [Learn more](#)
100.00 (Minimum budget: \$10.00)

Bids ?
Others are bidding \$6.91 - \$10.98 for a similar audience. [Learn more](#)
6.91 (Minimum bid: \$2.00)

Campaign start date ?
 Start immediately
 Schedule start 02/15/2016
[Show end date, total budget, and ad rotation options](#)

Show forecasting

How much should I bid?
The suggested bid range we provide is an estimate of the current competing bids by other advertisers targeting the same audience.

Try bidding at the higher end of the bid range, especially at the beginning of your campaign. This will help you win more frequently in the auction and improve budget delivery right out of the gate.

Related help articles
[Setting a Bid, Daily Budget, Total Budget, and End Date for your Campaign](#)
[Click Behaviors and Billing for Ads in Campaign Manager](#)
[Advertising Costs](#)

Linkedin Ads – Your First Campaign

Step 6: Enter your billing information and launch campaign:

IN CAMPAIGN MANAGER

Review your campaign details
Step 5 of 5: Payment details & launch

EMEA-Leads

Sponsored Content Campaign
Sponsor Updates in the Feed and Beyond

Start date	End date	Bid	Daily Budget	Audience	Targeting
Immediately	Indefinitely	\$9.27 CPC	\$100.00	132 M	Entire Website

First name * Last name *

Jane

Credit card information Expiration date Security code

**** * * * * 02 2016 CVV

Country Postal code

United States

Coupon code

Apply

Learn how budgets work

You only pay when someone clicks your ad. We'll charge your card automatically as your ad receives clicks and impressions. You can edit your campaign at any time.

[Learn more](#)

Related Help Articles

[Adding VAT#](#)

[Updating Billing Info](#)

Launch Campaign