

# Essentials of Digital Marketing (4341601) - Winter 2023 Solution

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## Question 1(a) [3 marks]

Describe the need of SEO in digital marketing.

### Solution

SEO is essential in digital marketing for online visibility and business growth.

**Table 1.** Need for SEO

Need	Description
<b>Visibility</b>	Helps websites appear in top search results
<b>Traffic</b>	Drives organic visitors without paid ads
<b>Credibility</b>	Higher rankings build trust with users
<b>Cost-effective</b>	Long-term results without continuous ad spending

- **Increased visibility:** SEO helps websites rank higher on search engines
- **Organic traffic:** Brings quality visitors without advertising costs
- **Brand credibility:** Top rankings establish business authority

### Mnemonic

VTC - Visibility, Traffic, Credibility

## Question 1(b) [4 marks]

Differentiate between traditional marketing and digital marketing.

### Solution

Digital marketing offers targeted reach and measurable results compared to traditional methods.

**Table 2.** Traditional vs Digital Marketing

Aspect	Traditional Marketing	Digital Marketing
<b>Reach</b>	Local/Regional	Global
<b>Cost</b>	High	Lower
<b>Targeting</b>	Broad audience	Specific demographics
<b>Measurement</b>	Difficult to track	Real-time analytics
<b>Interaction</b>	One-way communication	Two-way engagement

- **Cost efficiency:** Digital marketing requires lower investment
- **Real-time tracking:** Immediate performance measurement available

- **Global reach:** Access to worldwide audience instantly

#### Mnemonic

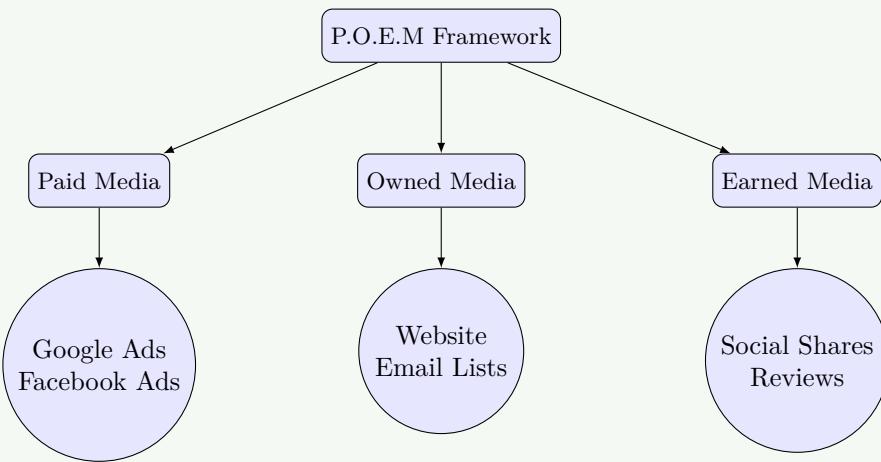
GRIM - Global, Real-time, Interactive, Measurable

## Question 1(c) [7 marks]

Explain the components of the P.O.E.M. framework and their importance in digital marketing.

#### Solution

P.O.E.M. framework categorizes media types for comprehensive digital marketing strategy.



**Figure 1.** P.O.E.M. Framework Components

**Table 3.** P.O.E.M. Components

Component	Definition	Examples	Importance
<b>Paid Media</b>	Promotional content through payment	Google Ads, Facebook Ads	Immediate visibility and traffic
<b>Owned Media</b>	Content controlled by brand	Website, Email lists	Build long-term relationships
<b>Earned Media</b>	Organic mentions by users	Reviews, Social shares	Authentic credibility

- **Paid Media:** Provides immediate reach and measurable ROI
- **Owned Media:** Creates direct customer relationships and brand control
- **Earned Media:** Builds authentic trust through user-generated content

#### Mnemonic

POE - Pay for reach, Own relationships, Earn trust

## Question 1(c OR) [7 marks]

Explain the key components of digital marketing plan.

### Solution

A digital marketing plan provides structured approach for online business success.



**Figure 2.** Key Components of Digital Marketing Plan

**Table 4.** Digital Marketing Plan Components

Component	Description	Purpose
<b>Market Research</b>	Industry and competitor analysis	Understanding market landscape
<b>Target Audience</b>	Demographics and psychographics	Focused messaging
<b>Goals &amp; KPIs</b>	Specific measurable objectives	Performance tracking
<b>Strategy &amp; Tactics</b>	Channels and content approach	Implementation roadmap
<b>Budget Allocation</b>	Resource distribution	Cost management
<b>Timeline</b>	Campaign scheduling	Project management
<b>Measurement</b>	Analytics and reporting	Continuous improvement

- **Clear objectives:** SMART goals ensure focused efforts
- **Audience targeting:** Precise demographics improve conversion rates
- **Performance tracking:** Regular measurement enables optimization

### Mnemonic

RATSBUM - Research, Audience, Tactics, Strategy, Budget, Measurement

## Question 2(a) [3 marks]

Differentiate between black hat and white hat SEO techniques.

### Solution

White hat SEO follows guidelines while black hat uses prohibited methods for quick results.

**Table 5.** White Hat vs Black Hat SEO

Aspect	White Hat SEO	Black Hat SEO
<b>Methods</b>	Ethical practices	Manipulative techniques
<b>Results</b>	Sustainable rankings	Temporary gains
<b>Risk</b>	Safe from penalties	High penalty risk
<b>Examples</b>	Quality content, natural links	Keyword stuffing, hidden text

- **White Hat:** Focuses on user experience and quality content

- **Black Hat:** Attempts to deceive search engine algorithms
- **Long-term impact:** White hat builds lasting success

**Mnemonic**

WS-BT - White Sustainable, Black Temporary

**Question 2(b) [4 marks]**

Discuss the factors that affect SEO rankings.

**Solution**

Multiple factors influence how search engines rank websites in results.

**Table 6.** SEO Ranking Factors

Factor Category	Specific Factors
<b>Content Quality</b>	Relevance, originality, keyword optimization
<b>Technical SEO</b>	Page speed, mobile-friendliness, SSL
<b>User Experience</b>	Bounce rate, time on site, navigation
<b>Authority</b>	Backlinks, domain age, social signals

- **Content relevance:** High-quality, original content ranks better
- **Technical optimization:** Fast loading and mobile-friendly sites preferred
- **User engagement:** Low bounce rates indicate valuable content
- **External authority:** Quality backlinks boost credibility

**Mnemonic**

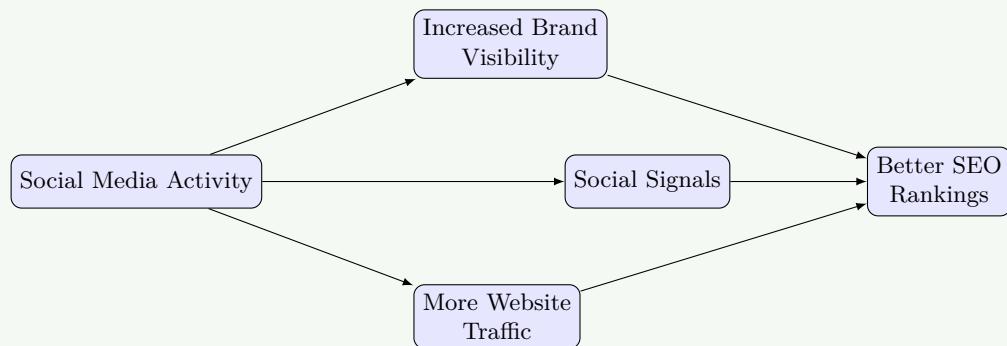
CTUA - Content, Technical, User experience, Authority

**Question 2(c) [7 marks]**

How social media can improve SEO rankings? Explain with a suitable example.

**Solution**

Social media indirectly boosts SEO through increased visibility and engagement signals.

**Figure 3.** Social Media Impact on SEO

**Table 7.** Social Media SEO Impact

Social Media Impact	SEO Benefit	Example
<b>Content Sharing</b>	Increased backlinks	Blog post shared on LinkedIn gets linked by industry sites
<b>Brand Mentions</b>	Authority building	Twitter mentions increase brand searches
<b>Traffic Generation</b>	User engagement signals	Facebook posts drive traffic, reducing bounce rate
<b>Local Presence</b>	Local SEO boost	Google My Business posts improve local rankings

**Example:** A restaurant shares food photos on Instagram with location tags. This increases:

- Local brand searches
- Website visits from social media
- User-generated content and reviews
- Overall online presence
- **Social signals:** Search engines consider social engagement as quality indicator
- **Traffic boost:** Social media drives qualified visitors to website
- **Content amplification:** Social sharing increases content reach and potential backlinks

#### Mnemonic

STAB - Signals, Traffic, Amplification, Branding

## Question 2(a OR) [3 marks]

Differentiate between on-page SEO and off-page SEO.

#### Solution

On-page SEO optimizes website elements while off-page builds external authority.

**Table 8.** On-Page vs Off-Page SEO

Aspect	On-Page SEO	Off-Page SEO
<b>Location</b>	Within website	External websites
<b>Control</b>	Full control	Limited control
<b>Focus</b>	Content and technical	Authority and trust
<b>Examples</b>	Title tags, meta descriptions	Backlinks, social shares

- **On-page:** Optimizes content, HTML tags, and site structure
- **Off-page:** Builds authority through external signals and links
- **Combination:** Both needed for comprehensive SEO success

#### Mnemonic

In-Out - Internal optimization, Outside authority

## Question 2(b OR) [4 marks]

Discuss different ways to improve SEO ranking.

### Solution

Multiple strategies can enhance website visibility in search results.

**Table 9.** SEO Improvement Strategies

Strategy	Implementation
<b>Content Optimization</b>	Keyword research, quality writing, regular updates
<b>Technical SEO</b>	Page speed, mobile optimization, SSL certificate
<b>Link Building</b>	Guest posting, directory submissions, partnerships
<b>User Experience</b>	Clear navigation, fast loading, engaging design

- **Quality content:** Create valuable, original content with target keywords
- **Technical excellence:** Ensure fast, mobile-friendly, secure website
- **Authority building:** Acquire high-quality backlinks from relevant sites
- **User satisfaction:** Focus on easy navigation and engaging experience

#### Mnemonic

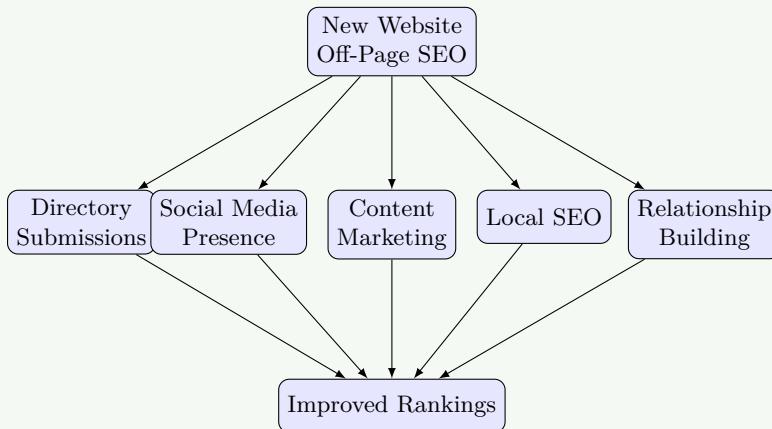
CTLU - Content, Technical, Links, User experience

## Question 2(c OR) [7 marks]

How will you do off page optimization for newly launched website?

### Solution

Off-page optimization for new websites requires strategic approach to build authority.



**Figure 4.** Off-Page Strategy for New Website

**Table 10.** Off-Page Action Plan

Strategy	Action Steps	Timeline
<b>Directory Submissions</b>	Submit to relevant business directories	Week 1-2
<b>Social Media Setup</b>	Create profiles on major platforms	Week 1
<b>Content Creation</b>	Develop shareable blog content	Ongoing
<b>Local SEO</b>	Google My Business, local citations	Week 2-3
<b>Guest Posting</b>	Write for industry blogs with backlinks	Month 2-3
<b>Influencer Outreach</b>	Connect with industry influencers	Month 2-4

Implementation Steps:

1. **Research competitors:** Analyze their backlink profiles
2. **Create valuable content:** Develop resources worth linking to
3. **Build relationships:** Engage with industry professionals
4. **Monitor progress:** Track backlinks and ranking improvements
  - **Patience required:** Off-page SEO takes 3-6 months to show results
  - **Quality focus:** Few high-quality links better than many low-quality ones
  - **Consistency:** Regular outreach and content creation essential

**Mnemonic**

DSCLIG - Directories, Social, Content, Local, Influencers, Guest posting

**Question 3(a) [3 marks]**

Define the following key metrics: Unique visitors, Bounce rate, Pageviews.

**Solution**

These metrics measure website performance and user engagement effectively.

**Table 11.** Key Web Metrics

Metric	Definition	Importance
<b>Unique Visitors</b>	Individual users visiting site in time period	Measures audience reach
<b>Bounce Rate</b>	Percentage leaving after viewing one page	Indicates content relevance
<b>Pageviews</b>	Total pages viewed during visits	Shows content consumption

- **Unique Visitors:** Counts each person once regardless of multiple visits
- **Bounce Rate:** High rates suggest poor content or user experience
- **Pageviews:** Higher numbers indicate engaging, discoverable content

**Mnemonic**

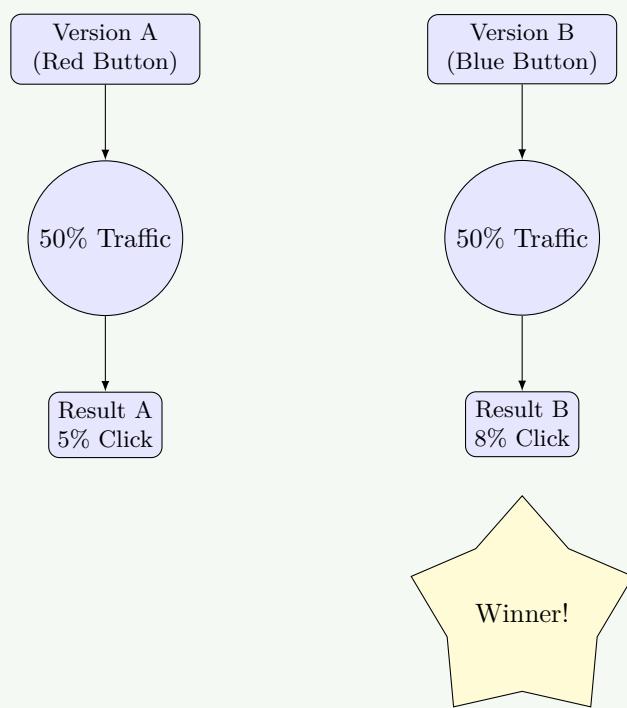
UBP - Users, Bounces, Pages

**Question 3(b) [4 marks]**

Explain A/B testing in web analytics.

**Solution**

A/B testing compares two versions to determine which performs better.

**Figure 5.** A/B Testing Process**Table 12.** A/B Testing Components

Component	Description
Hypothesis	Prediction about what will improve performance
Variables	Elements being tested (headlines, buttons, colors)
Traffic Split	Random division of visitors between versions
Measurement	Comparing conversion rates or other metrics

- **Statistical significance:** Ensure enough data for reliable results
- **Single variable:** Test one element at a time for clear insights
- **Continuous improvement:** Regular testing optimizes performance

**Mnemonic**

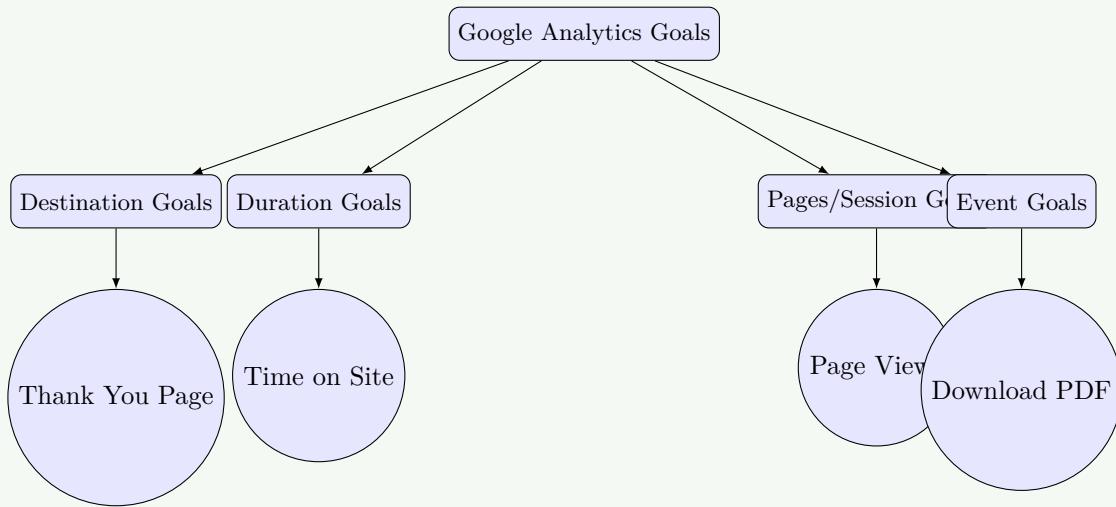
HTVM - Hypothesis, Test, Variables, Measure

### Question 3(c) [7 marks]

How businesses can set up goals in Google Analytics? Explain with a suitable example.

#### Solution

Google Analytics goals track important business actions and measure success.

**Figure 6.** Goal Types in Google Analytics**Table 13.** Goal Types

Goal Type	Description	Business Example
<b>Destination</b>	Reaching specific page	Contact form submission
<b>Duration</b>	Time spent on site	Engagement measurement
<b>Pages/Session</b>	Number of pages viewed	Content consumption
<b>Event</b>	Specific interactions	File downloads, video plays

**Setup Process:**

1. **Access Admin:** Go to Goals section in Admin panel
2. **Choose Template:** Select relevant goal template or custom
3. **Configure Details:** Set destination URL or event parameters
4. **Verify Goal:** Test goal setup with Goal Flow reports

**Example - E-commerce Store:**

- **Goal:** Track purchase completions
- **Type:** Destination goal
- **Setup:** Track visits to "/order-confirmation" page
- **Value:** Assign monetary value to conversions
- **Funnel:** Set up checkout process steps
- **Conversion tracking:** Measures business objective achievement
- **ROI calculation:** Assigns value to website interactions
- **Optimization insights:** Identifies improvement opportunities

**Mnemonic**

DDPE - Destination, Duration, Pages, Events

**Question 3(a OR) [3 marks]**

Define the following key metrics: New Visits, Pages/visit, Average Visit Duration.

**Solution**

These metrics analyze visitor behavior and website engagement patterns.

**Table 14.** Engagement Metrics

Metric	Definition	Significance
New Visits	First-time visitors percentage	Measures audience growth
Pages/Visit	Average pages viewed per session	Content engagement level
Average Visit Duration	Time spent per visit	User interest indicator

- **New Visits:** High percentage shows effective marketing reach
- **Pages/Visit:** Higher numbers indicate compelling content
- **Visit Duration:** Longer time suggests valuable information

#### Mnemonic

NPA - New visitors, Pages viewed, Average duration

## Question 3(b OR) [4 marks]

What are the different methods of data collection in website analytics?

#### Solution

Various methods capture user behavior data for analysis and optimization.

Table 15. Data Collection Methods

Method	Description	Data Collected
Page Tagging	JavaScript code on pages	User interactions, page views
Web Log Analysis	Server log files examination	Technical data, errors
Packet Sniffing	Network traffic monitoring	Real-time user behavior
Hybrid Approach	Combination of methods	Comprehensive data set

- **Page Tagging:** Most common method using Google Analytics code
- **Server Logs:** Technical data about requests and responses
- **Real-time Tracking:** Immediate user behavior insights
- **Data Accuracy:** Multiple methods provide complete picture

#### Mnemonic

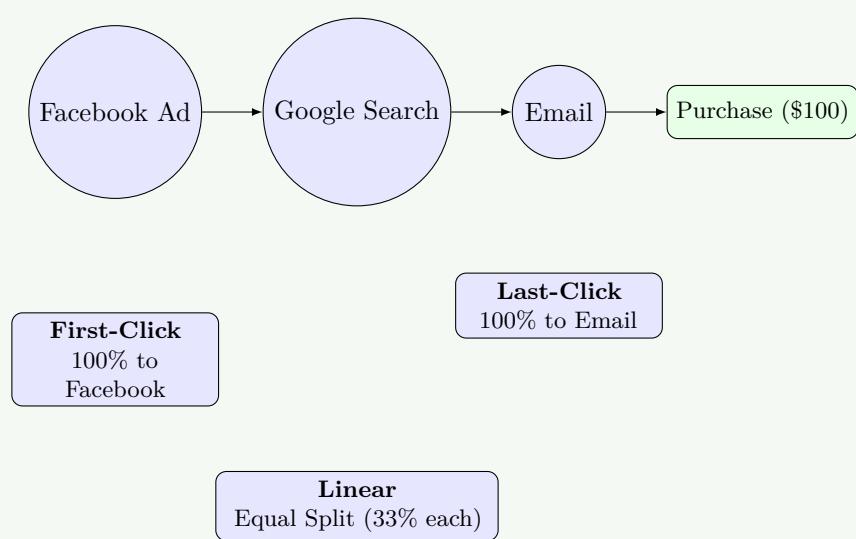
PWPH - Page tagging, Web logs, Packet sniffing, Hybrid

## Question 3(c OR) [7 marks]

Explain different marketing attribution models with example.

#### Solution

Attribution models assign credit to marketing channels in customer journey.

**Figure 7.** Attribution Models Example**Table 16.** Attribution Models Comparison

Model	Credit Distribution	Best For	Example
<b>First-Click</b>	100% to first interaction	Brand awareness campaigns	Social media ad gets full credit
<b>Last-Click</b>	100% to final interaction	Direct response campaigns	Email campaign gets full credit
<b>Linear</b>	Equal credit to all touchpoints	Multi-channel campaigns	Each channel gets 25% credit
<b>Time-Decay</b>	More credit to recent interactions	Sales-focused campaigns	Recent touchpoints get higher credit
<b>Position-Based</b>	More credit to first and last	Awareness + conversion focus	40% first, 40% last, 20% middle

**Example Scenario:** Customer journey: Facebook Ad → Google Search → Email → Purchase (\$100)

- **First-Click**: Facebook Ad = \$100 credit
- **Last-Click**: Email = \$100 credit
- **Linear**: Facebook \$33, Google \$33, Email \$33 credit
- **Time-Decay**: Email \$60, Google \$30, Facebook \$10 credit
- **Business alignment**: Choose model matching marketing objectives
- **Data insights**: Different models reveal various channel contributions
- **Optimization**: Helps allocate budget to effective channels

#### Mnemonic

FLLTP - First, Last, Linear, Time-decay, Position-based

## Question 4(a) [3 marks]

Explain different types of YouTube ads.

#### Solution

YouTube offers various ad formats to reach audiences effectively.

**Table 17.** YouTube Ad Types

Ad Type	Format	Duration	Placement
<b>Skippable</b>	Video ads with skip option	Any length	Before/during videos
<b>Non-Skippable</b>	Mandatory viewing	15-20 seconds	Before/during videos
<b>Bumper Ads</b>	Short, non-skippable	6 seconds	Before videos
<b>Discovery Ads</b>	Thumbnail with text	Variable	Search results, sidebar

- **Skippable ads:** Cost-effective for engagement-focused campaigns
- **Non-skippable:** Guaranteed exposure for brand awareness
- **Bumper ads:** Quick brand messages with high reach

**Mnemonic**

SNBD - Skippable, Non-skippable, Bumper, Discovery

**Question 4(b) [4 marks]**

How hashtags can be used in Twitter marketing?

**Solution**

Hashtags increase content discoverability and engagement on Twitter platform.

**Table 18.** Twitter Hashtag Strategy

Use Case	Strategy	Example
<b>Trending Topics</b>	Join relevant conversations	#BlackFriday for sales
<b>Brand Hashtags</b>	Create unique brand identifiers	#JustDoIt for Nike
<b>Event Marketing</b>	Promote events and gatherings	#TechConf2023
<b>Categorization</b>	Organize content themes	#MondayMotivation

- **Research trends:** Use trending hashtags for wider reach
- **Create branded:** Develop unique hashtags for campaigns
- **Monitor performance:** Track hashtag engagement and reach
- **Limit quantity:** Use 1-2 hashtags per tweet for best results

**Mnemonic**

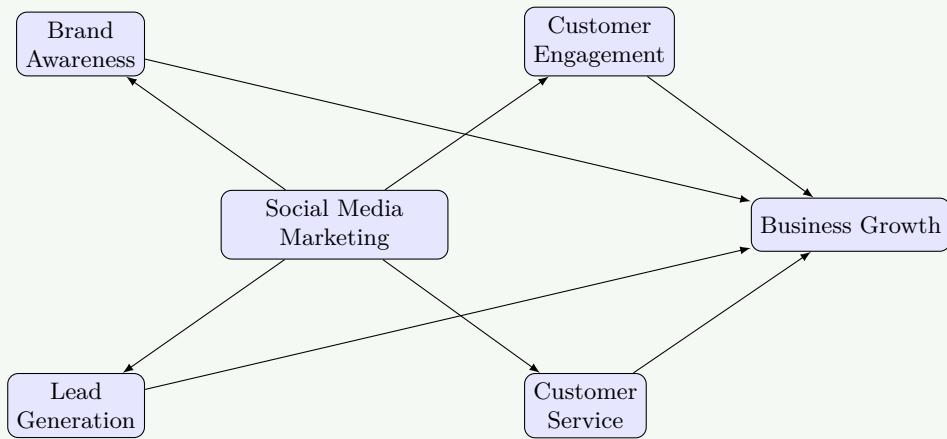
TBEC - Trending, Branded, Events, Categorization

**Question 4(c) [7 marks]**

Explain social media marketing and its significance in the current digital landscape.

**Solution**

Social media marketing leverages platforms to build relationships and drive business results.

**Figure 8.** Social Media Marketing Impact**Table 19.** Social Media Platforms

Platform	Primary Use	Audience	Content Type
<b>Facebook</b>	Community building	Broad demographics	Posts, videos, events
<b>Instagram</b>	Visual storytelling	Younger audience	Photos, stories, reels
<b>LinkedIn</b>	Professional networking	Business professionals	Articles, company updates
<b>Twitter</b>	Real-time engagement	News, trends followers	Short messages, threads
<b>YouTube</b>	Video marketing	Video consumers	Educational, entertainment

**Significance in Digital Landscape:**

- **Direct communication:** Real-time interaction with customers
- **Cost-effective reach:** Lower costs compared to traditional advertising
- **Targeted advertising:** Precise demographic and interest targeting
- **Viral potential:** Content can reach massive audiences organically
- **Customer insights:** Valuable data about preferences and behavior

**Current Trends:**

- **Video content dominance:** Short-form videos drive engagement
- **Social commerce:** Direct purchasing through platforms
- **Influencer partnerships:** Authentic endorsements from creators

**Mnemonic**

CLEAR - Communication, Low-cost, Engagement, Analytics, Reach

**Question 4(a OR) [3 marks]**

Explain different types of LinkedIn ads.

**Solution**

LinkedIn provides professional-focused advertising options for B2B marketing.

**Table 20.** LinkedIn Ad Types

Ad Type	Format	Best For
Sponsored Content	Native posts in feed	Brand awareness, engagement
Message Ads	Direct messages to users	Lead generation, outreach
Dynamic Ads	Personalized banner ads	Website traffic, follower growth
Text Ads	Simple text with image	Cost-effective awareness

- **Professional targeting:** Reach users by job title, company, industry
- **B2B focus:** Ideal for business-to-business marketing campaigns
- **High-quality audience:** Professional mindset drives better engagement

#### Mnemonic

SMDT - Sponsored, Message, Dynamic, Text

## Question 4(b OR) [4 marks]

Explain the concept of influencer marketing on Instagram.

#### Solution

Influencer marketing leverages popular users to promote products authentically.

Table 21. Influencer Tiers

Types	Followers	Best For	Cost
Nano	1K-10K	Local, niche products	Low
Micro	10K-100K	Targeted, high engagement	Medium
Macro	100K-1M	Brand awareness, reach	High
Mega	1M+	Mass market, celebrities	Very High

- **Authentic content:** Influencers create genuine product recommendations
- **High engagement:** Followers trust influencer opinions and suggestions
- **Targeted reach:** Choose influencers matching target audience demographics
- **Measurable results:** Track engagement, clicks, and conversions easily

#### Mnemonic

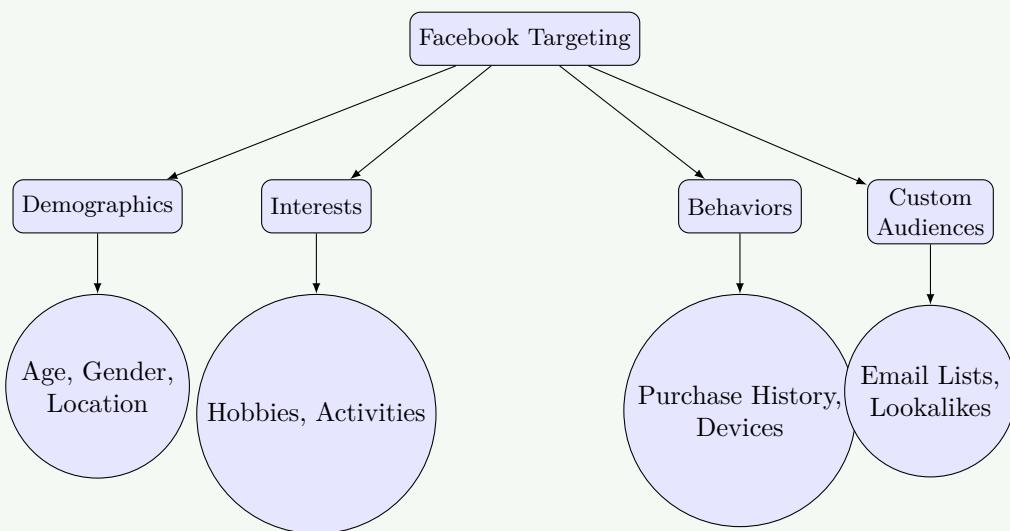
NMAM - Nano, Micro, Macro, Mega influencers

## Question 4(c OR) [7 marks]

Describe the targeting options available in Facebook advertising.

#### Solution

Facebook provides comprehensive targeting capabilities for precise audience reach.

**Figure 9.** Facebook Targeting Options**Table 22.** Targeting Categories

Category	Options	Use Case
<b>Demographics</b>	Age, gender, location, education	Basic audience definition
<b>Interests</b>	Pages liked, activities, hobbies	Lifestyle-based targeting
<b>Behaviors</b>	Purchase history, device usage	Action-based targeting
<b>Custom</b>	Uploaded lists, website visitors	Retargeting campaigns
<b>Lookalike</b>	Similar to existing customers	Audience expansion

**Campaign Strategy:**

1. **Start Broad:** Begin with basic demographics and interests
2. **Analyze Performance:** Use analytics to identify best-performing segments
3. **Refine Targeting:** Narrow focus based on successful audiences
4. **Create Lookalikes:** Expand reach with similar audience characteristics
5. **Retarget Visitors:** Re-engage website visitors with custom audiences
  - **Precision marketing:** Reach exactly the right people for products
  - **Cost efficiency:** Targeted ads reduce wasted advertising spend
  - **Performance optimization:** Continuous refinement improves results

**Mnemonic**

DIBCCL - Demographics, Interests, Behaviors, Custom, Connections, Lookalike

**Question 5(a) [3 marks]**

List the metrics used to measure the success of YouTube marketing campaigns.

**Solution**

YouTube provides comprehensive metrics to evaluate campaign performance effectively.

**Table 23.** YouTube Measurement Metrics

Metric Category	Specific Metrics
<b>Reach Metrics</b>	Views, impressions, unique viewers
<b>Engagement Metrics</b>	Likes, comments, shares, subscribers
<b>Performance Metrics</b>	Click-through rate, conversion rate
<b>Retention Metrics</b>	Watch time, average view duration

- **Views and impressions:** Measure content reach and visibility
- **Engagement signals:** Indicate audience interest and content quality
- **Conversion tracking:** Links video performance to business goals

#### Mnemonic

REPR - Reach, Engagement, Performance, Retention

## Question 5(b) [4 marks]

Differentiate between PPC and SEO.

#### Solution

PPC and SEO are complementary strategies with different approaches and timelines.

**Table 24.** PPC vs SEO

Aspect	PPC	SEO
<b>Cost</b>	Immediate payment per click	Long-term content investment
<b>Results</b>	Instant visibility	Gradual ranking improvement
<b>Control</b>	Full positioning control	Limited ranking control
<b>Sustainability</b>	Stops when budget ends	Continues after work stops
<b>Targeting</b>	Precise audience targeting	Broad keyword targeting

- **PPC advantages:** Immediate results, precise targeting, measurable ROI
- **SEO advantages:** Long-term sustainability, credibility, cost-effectiveness
- **Combined approach:** Both strategies work better together

#### Mnemonic

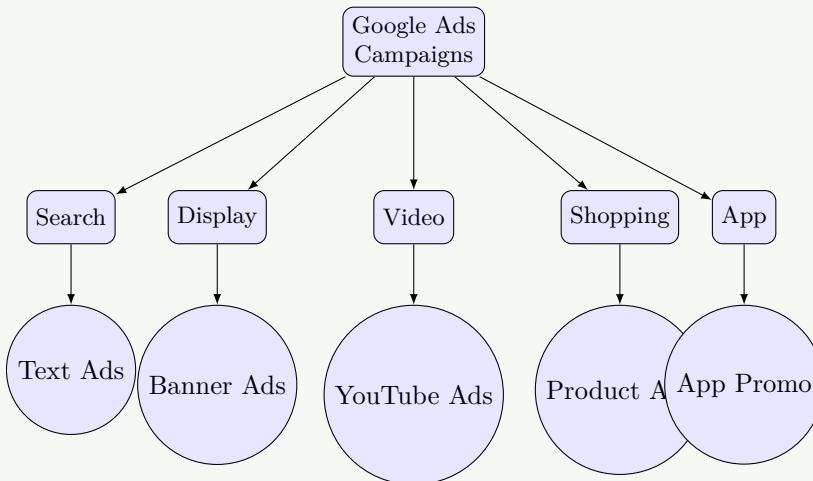
IRCST - Immediate vs Reactive, Control vs Sustainable, Targeted

## Question 5(c) [7 marks]

Explain the different types of Google Ads Campaigns.

#### Solution

Google Ads offers various campaign types for different marketing objectives.

**Figure 10.** Google Ads Campaign Types**Table 25.** Google Ads Campaigns

Type	Format	Best For	Objective
Search	Text ads on search results	High-intent keywords	Traffic, sales
Display	Visual ads on partner sites	Awareness, remarketing	Broad reach
Video	Video ads on YouTube	Engagement, branding	Promotion
Shopping	Product listings with images	E-commerce sales	Direct showcase
App	Automated app promotion	Mobile app downloads	App installs
Perf Max	Multi-channel automation	Maximum performance	AI optimization

**Budget Allocation Recommendations:**

- **Search:** 40-50% of budget for high-converting keywords
- **Display:** 20-30% for awareness and remarketing
- **Video:** 15-25% for engagement and brand building
- **Shopping:** 30-40% for e-commerce businesses
- **Multi-campaign approach:** Combine types for comprehensive reach
- **Audience journey:** Different campaigns target various buying stages
- **Performance optimization:** Regular monitoring improves results

**Mnemonic**

SDVSAP - Search, Display, Video, Shopping, App, Performance Max

**Question 5(a OR) [3 marks]**

List the metrics available on Instagram for tracking the success of marketing strategies.

**Solution**

Instagram Insights provides comprehensive metrics for campaign performance analysis.

**Table 26.** Instagram Metrics

Metric Category	Specific Metrics
Reach Metrics	Impressions, reach, profile visits
Engagement Metrics	Likes, comments, shares, saves
Story Metrics	Story views, taps forward/back, exits
Audience Metrics	Demographics, active times, locations

- **Content performance:** Track which posts drive highest engagement
- **Audience insights:** Understand follower demographics and behavior
- **Growth tracking:** Monitor follower count and engagement rate changes

#### Mnemonic

RESA - Reach, Engagement, Stories, Audience

## Question 5(b OR) [4 marks]

Describe the benefits of email marketing in digital marketing.

#### Solution

Email marketing remains highly effective for customer communication and conversion.

**Table 27.** Email Marketing Benefits

Benefit	Description	Impact
High ROI	\$42 return for every \$1 spent	Cost-effective
Direct	Personal inbox access	Intimate connection
Segmentation	Targeted messaging by groups	Improved relevance
Automation	Scheduled and triggered emails	Efficient nurturing
Measurable	Detailed analytics available	Data-driven optimization

- **Permission-based:** Subscribers actively chose to receive communications
- **Personalization:** Customized content based on user preferences and behavior
- **Scalability:** Reach thousands of customers with single campaign

#### Mnemonic

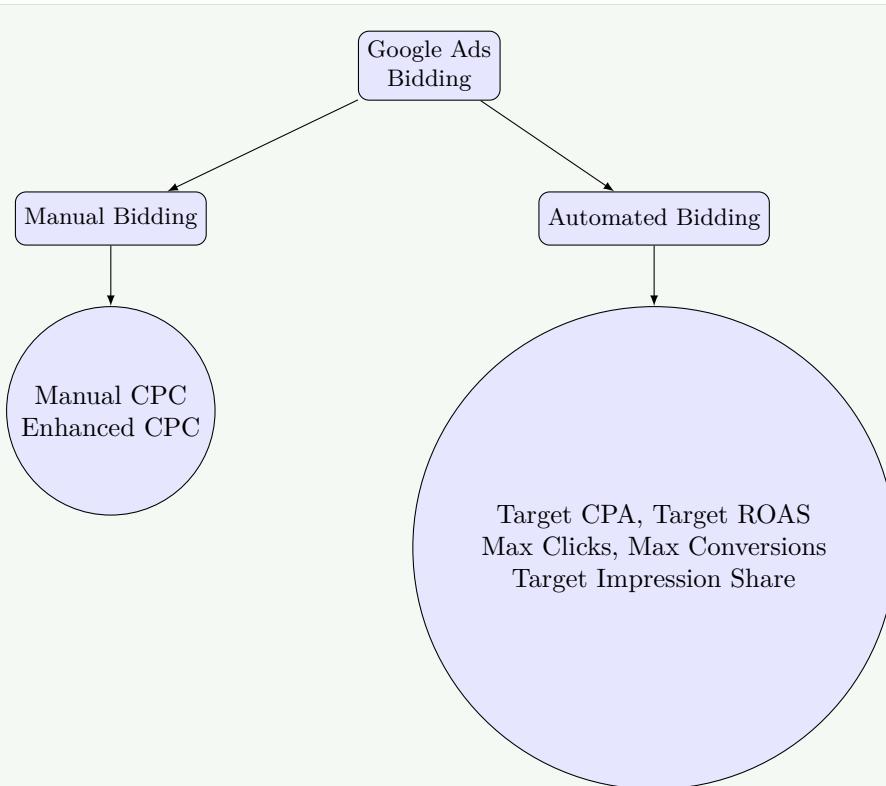
HDSAM - High ROI, Direct, Segmented, Automated, Measurable

## Question 5(c OR) [7 marks]

Explain various bidding strategies available in Google Ads.

#### Solution

Google Ads offers multiple bidding strategies to optimize campaign performance based on objectives.

**Figure 11.** Bidding Strategies**Table 28.** Bidding Strategy Guide

Strategy	Type	Goal
<b>Manual CPC</b>	Manual	Full bid control
<b>Enhanced CPC</b>	Semi-auto	Optimize likely conversions
<b>Target CPA</b>	Automated	Specific cost per acquisition
<b>Target ROAS</b>	Automated	Return on ad spend
<b>Max Clicks</b>	Automated	Traffic generation
<b>Max Conversions</b>	Automated	Volume within budget

**Strategy Selection Guide:**

- New Campaigns:** Maximize Clicks or Manual CPC to build data
- Established:** Target CPA or ROAS for efficiency
- Budget:** Ensure budget allows for automated strategy fluctuations
- Algorithm Learning:** Automated bidding improves with more data
- Performance Goals:** Choose strategy matching business objectives
- Budget Management:** Consider spending patterns with different strategies

**Mnemonic**

METER-MT - Manual, Enhanced, Target CPA, Target ROAS, Maximize