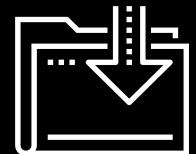


# Elements of a Search Campaign

Digital Marketing  
Lesson 10.2



# Goals, Networks, and Targeting

# Class Objectives

---

Today we'll cover:



The parameters of a Google Ads search campaign.



How to set up a search campaign with targeting for specific languages, locations, and times of day.



Best practices for campaign structure.



How to map out a logical campaign structure.

# Google Ads Campaign Settings

Campaigns help you organize search ads into groups, each with different budget, location, audience, and distribution settings.



# Goals

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



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a  
goal's guidance

[Create an account without a campaign](#)

[BACK](#)

[CONTINUE](#)

When setting up a campaign, the first thing you have to do is select a goal.

Each campaign can have only one goal.

The goal you choose should be the main objective you want to achieve for your business.

## Differences among campaign goals for search campaigns

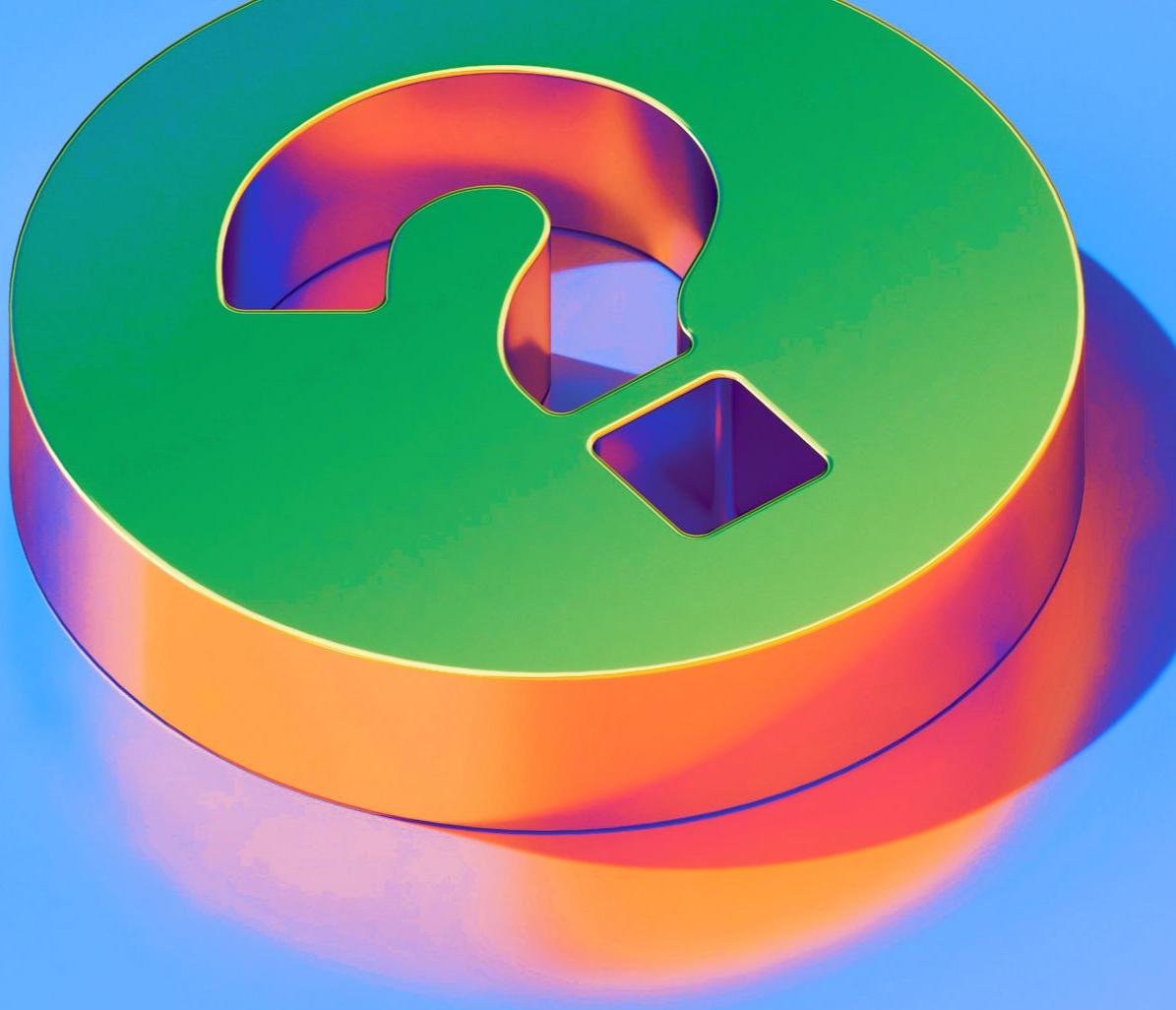
Goal	When to use it
Sales	<ul style="list-style-type: none"><li>• Drive sales or conversions online, in apps, by phone, or in store.</li><li>• Engage with customers who have already contacted the business or are close to making a purchase decision.</li></ul>
Leads	Encourage relevant customers to express interest in products or services by signing up for a newsletter or providing their contact information.
Website Traffic	Drive potential customers to visit business' website.

## Scenario:

The New Glarus Brewery is a craft beer brewery that only distributes in Wisconsin. They want to run a paid search campaign to highlight an annual festival at their brewery, featuring their beer and farm-to-table restaurant that draws visitors from across the Midwest. They want to drive people to a landing page with offers for the festival and a newsletter signup form.



What should their  
campaign goal be?



**Website Traffic**—because they want to drive people to their website where they have offers and a newsletter signup.

Type: Search

Goal: Website traffic



Campaign name

New Glarus Brewery Festival



**Networks:** There are different options for where you can run ads. In addition to Google query results, you can run on networks to expand reach.

The screenshot shows the 'Networks' section of the Google Ads interface. It includes two main sections: 'Search Network' and 'Display Network'. Each section has a description and a checked checkbox for 'Include Google search partners' or 'Include Google Display Network' respectively. There are also small icons representing each network type.

**Search Network**

Ads can appear near Google Search results and other Google sites when people search for 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 ?

# Search Network

**Search Network** is a group of search-related websites and apps where ads can appear. This means the ad can appear on Google Search Network results pages when someone searches for terms related to one of your keywords.

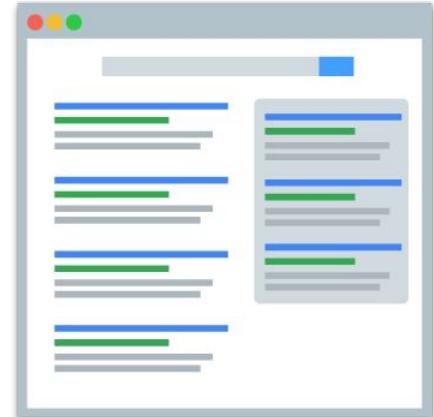
Main groups:

- Google Search Sites are the extended websites and platforms that Google owns.
- Google Search Partners is a group of hundreds of non-proprietary websites that partner with Google.



## Google

Google Search  
Google Play  
Google Shopping  
Google Maps  
Maps App

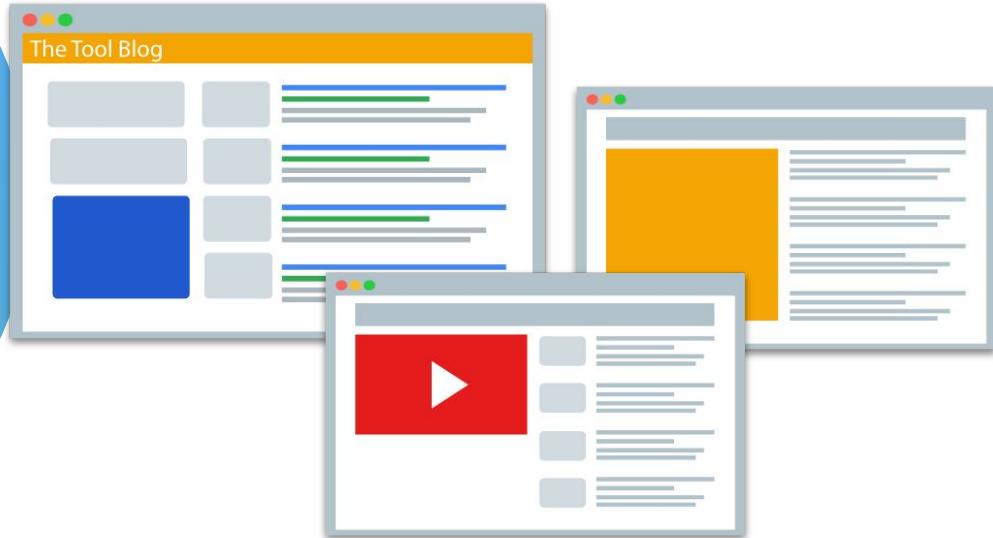


## Search Partners

YouTube  
Amazon  
The New York Times  
W3Schools  
Google Custom Search Engine Sites

# Display Network

The **Display Network** is a collection of websites—including specific Google websites like Google Finance, Gmail, Blogger, and YouTube—that show ads. This network also includes mobile sites and apps.



---

YouTube  
Blogger  
Google Finance  
AdSense Publisher Sites  
DoubleClick Publisher Sites

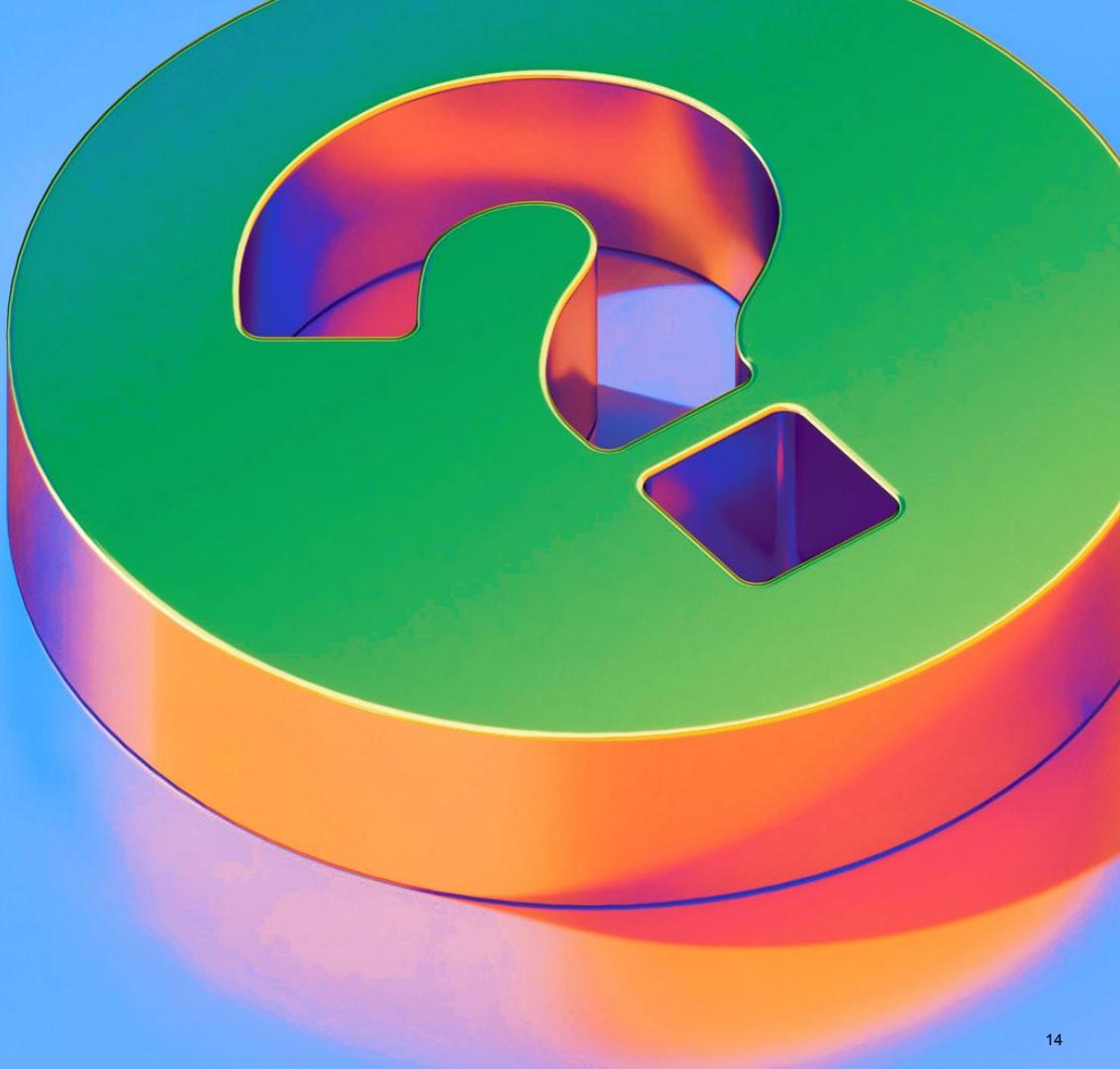


## Note:

A marketer can choose not to run ads on search and display networks. If they choose to do this, their ads will only show on Google sites, like the search engine and maps.

# **What are the pros and cons of only advertising on Google sites?**

(i.e. opting not to run on  
the extended networks).





**PRO**

You have greater control over the target audiences for ads since the larger network might include irrelevant websites.



**CON**

Ads have a more limited reach.

- A smaller company, like New Glarus, will probably have a tight budget so they may opt out of the extended network to have greater control of the targeting.
- A larger company could very well opt for the extended network since they would want the broadest reach possible.

The screenshot shows the homepage of New Glarus Brewing Company's website. At the top, there is a green header bar with the company's logo on the left, which includes a circular emblem with a map of Wisconsin and the text "NEW GLARUS BREWING CO." and "DRINK INDIGENOUS". To the right of the logo, the slogan "Old world open top fermentation imparts lifting fruit notes to softly round out this 100% naturally carbonated live ale." is displayed. Below the slogan is a small logo for "Kid Kühler New Glarus". The header also contains navigation links for Beers, Brewery, Gift Shop, Tours, Our Town, Contact Us, and Employment.

The main content area features a video player showing a woman smiling, with the text "New Glarus Tale of t..." above it. To the right of the video, there is a large paragraph of text about the brewery's mission and history, followed by the phrase "Only in Wisconsin!".

Below the main content are several promotional boxes:

- BEER FINDER**: Find your favorite NGB brew.
- HARD HAT TOURS**: Join us for one of our Hard Hat Tours.
- NEED DIRECTIONS**: Stop by, we love to meet our fans!
- OUR BEERS**: Check out our year round, seasonal, and thumbprint beers.

A message in a box states: "Erring on the side of safety, the Beer Depot, Gift Shop, Bier Garten, Museum and Tours will remain closed for the Summer of 2020. We will be continuing to brew great beer and will announce when we reopen. Stay safe! Thank you all for your support!"

At the bottom of the page, there are sections for Headlines (with a "see more" link) and Events (with a "see more" link). There is also a footer navigation bar with links for 1 to 4 of 176, and a set of numbered buttons from 1 to 44 with arrows for navigation.



## Targeting

- You can tailor targeting and messaging for keywords to what the consumer is likely to use at different stages of the journey.
- You can also create segments within your core target audience that account for smaller niche groups looking for a specific topic or product.

# Targeting

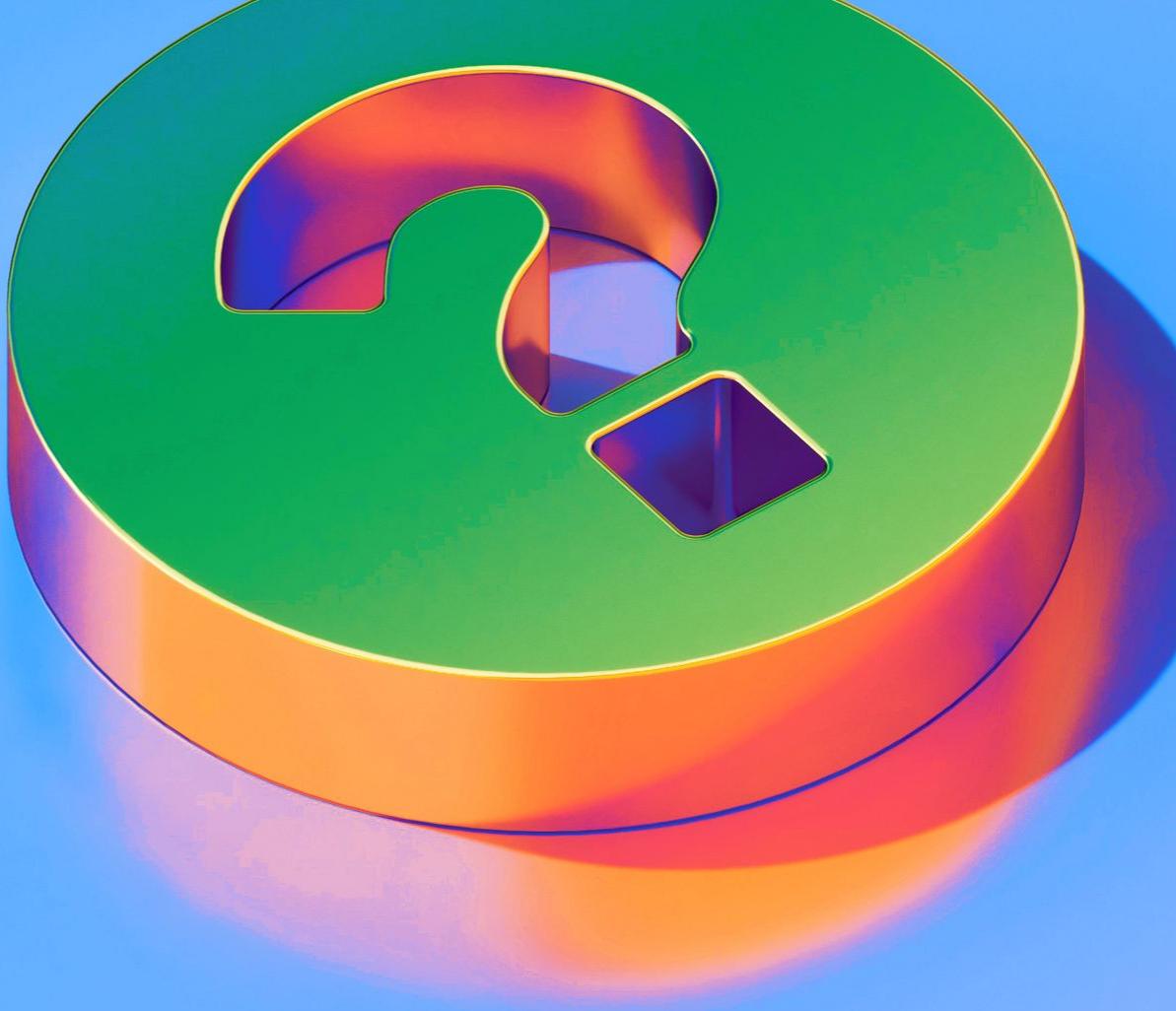
— **Demographics:** Target ads based on location, age, gender, and device types.

Demographics

Select your demographic targeting [?](#)

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown <a href="#">?</a>	<input checked="" type="checkbox"/> 35 - 44	<input checked="" type="checkbox"/> Unknown <a href="#">?</a>	<input checked="" type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input checked="" type="checkbox"/> 65+		<input checked="" type="checkbox"/> Lower 50%
	<input checked="" type="checkbox"/> Unknown <a href="#">?</a>		<input checked="" type="checkbox"/> Unknown <a href="#">?</a>

What kind of demographic targeting could you include for our New Glarus Brewing scenario?





People who live near  
the brewery (Wisconsin);  
ages 21+.

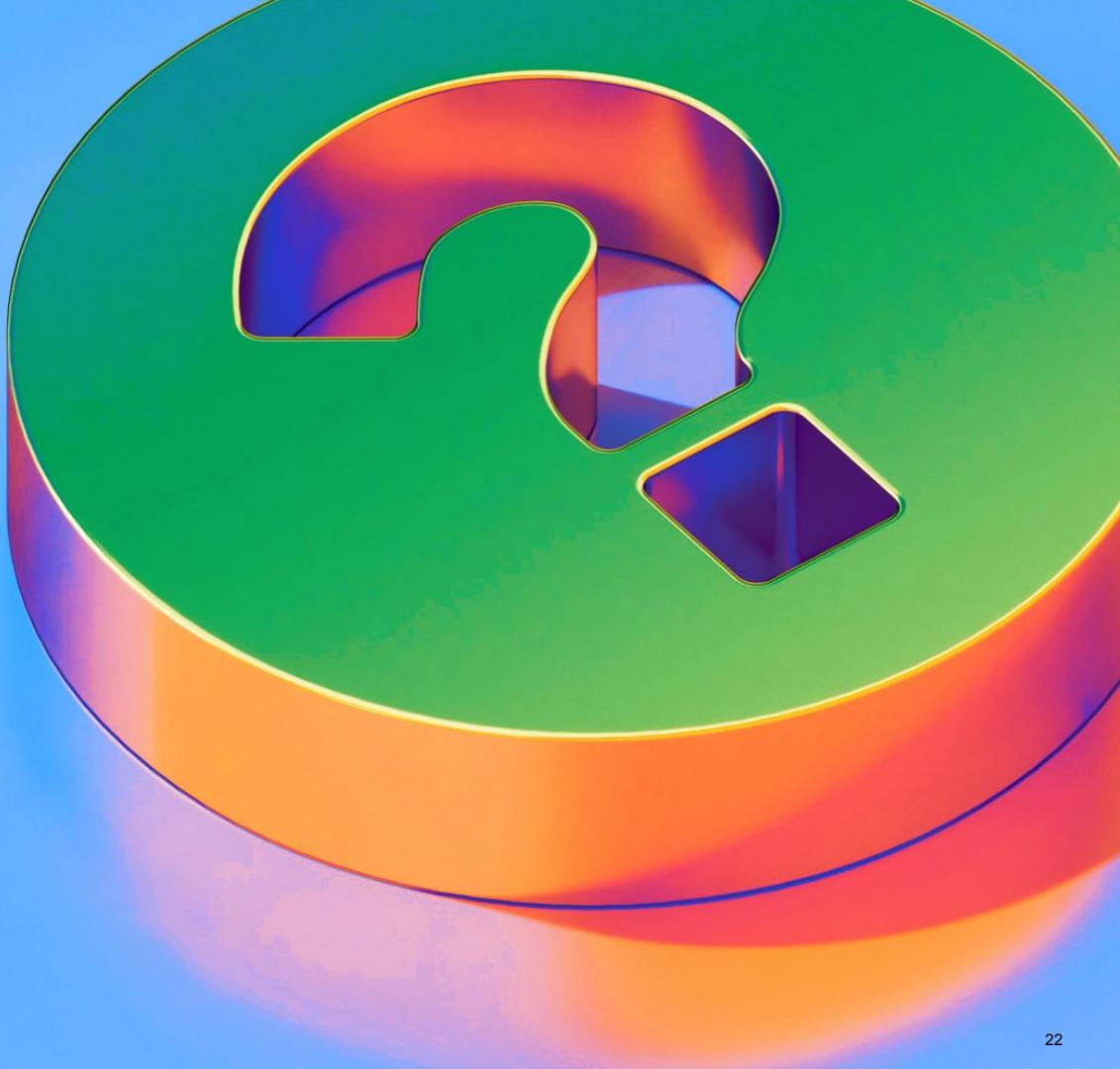
# Targeting

## Affinity:

Affinity audiences are groups placed into predefined buckets of general interests. These audiences are created by Google based on browsing and search history.



What affinity targeting  
could you include for  
New Glarus Brewing?



People interested in festivals,  
live events, food, and dining.



# Targeting

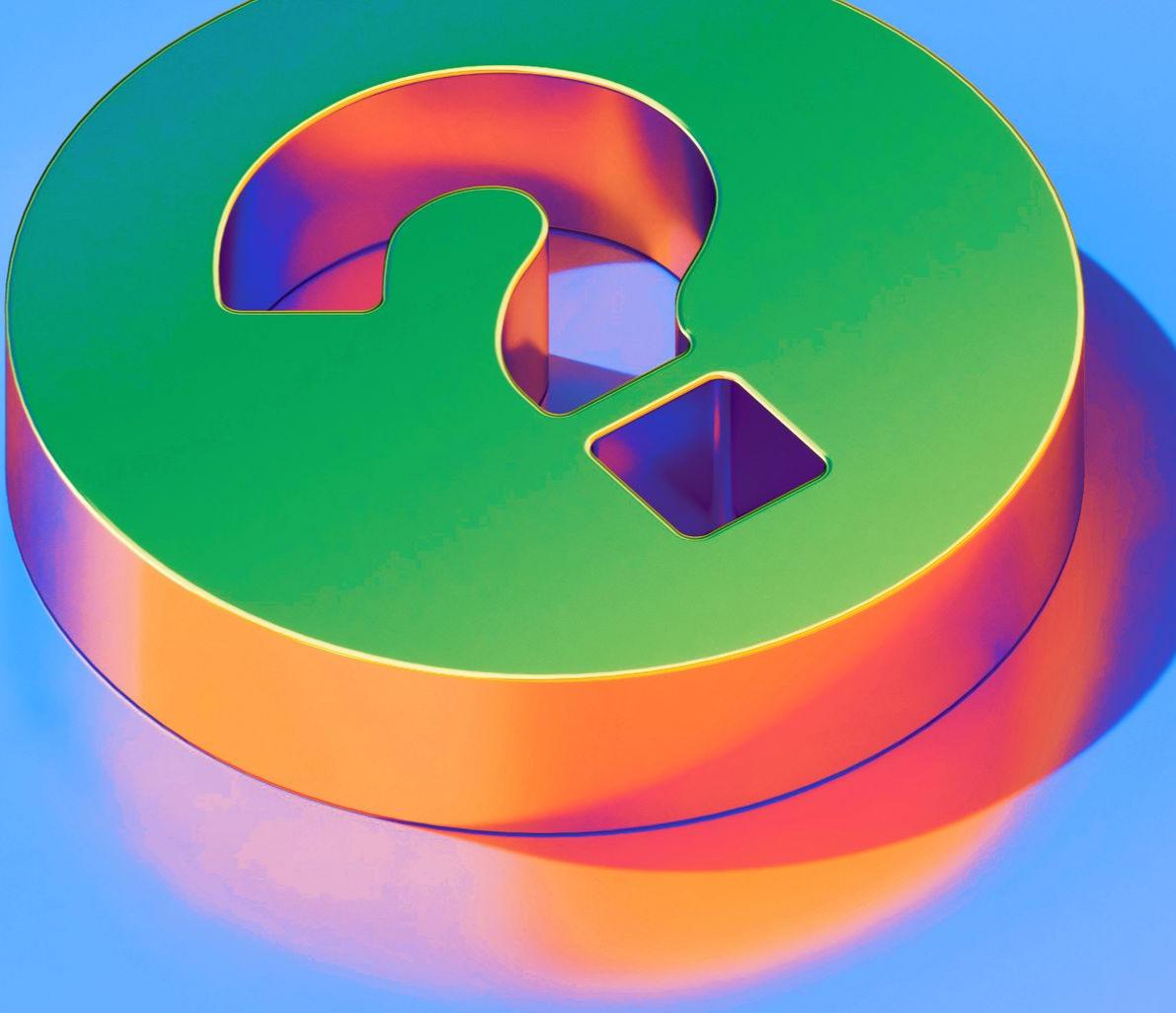
## In-market:

Shows ads to users searching for products and services related to your business. These users may be looking to make a purchase, or previously made a purchase, and could still be interested enough to interact with your ads.

The screenshot shows a user interface for selecting audiences. At the top, there are tabs for 'SEARCH', 'IDEAS (10)', and 'BROWSE'. The 'BROWSE' tab is selected, indicated by blue text and a underline. To the right of the tabs, it says 'None selected' and 'Select one or more audiences to observe.' Below the tabs is a search bar with the placeholder text 'What they are actively researching or planning'. A large, semi-transparent dropdown menu is open, titled 'In-market audiences'. This menu lists several categories, each with a checkbox to its left. The categories are: Apparel & Accessories, Arts & Crafts Supplies, Autos & Vehicles, Baby & Children's Products, Beauty Products & Services, Business & Industrial Products, Business Services, and Computers & Peripherals. The 'Arts & Crafts Supplies' category is highlighted with a blue border around its checkbox, indicating it is currently selected.

Audience Category	Selectable
Apparel & Accessories	No
Arts & Crafts Supplies	Yes
Autos & Vehicles	No
Baby & Children's Products	No
Beauty Products & Services	No
Business & Industrial Products	No
Business Services	No
Computers & Peripherals	No

What previous interactions might a user have had to be in-market for New Glarus Brewing?



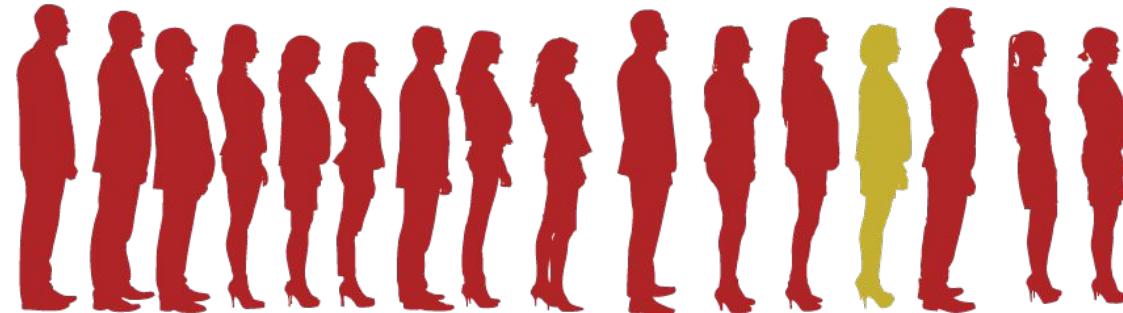
Previous searches for festivals in  
the Wisconsin area.



# Targeting

## Customer Match:

This allows you to reach existing customers based on CRM data.



# Targeting

## Similar Audiences:

By targeting users with interests related to users in your remarketing lists, you can expand your audience. These users aren't searching for your products or services directly, but their related interests may lead them to interact with your ads.



YOUR CUSTOMER



PEOPLE WHO ARE SIMILAR  
TO YOUR CUSTOMER

## New Glarus Scenario:

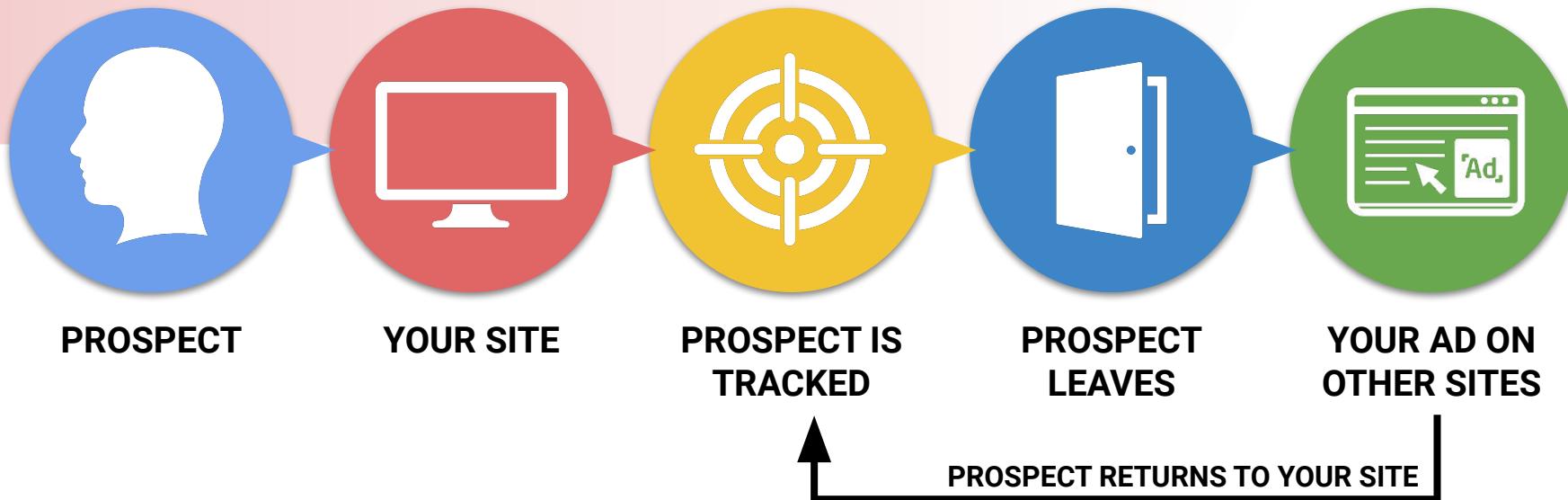
Perhaps Google notices that many people who search for craft beer festivals also show an interest in snowboarding. If the brewery chooses to target similar audiences, Google might show their ads to users doing snowboarding-related searches, even if they haven't searched for craft beer festivals in the past.



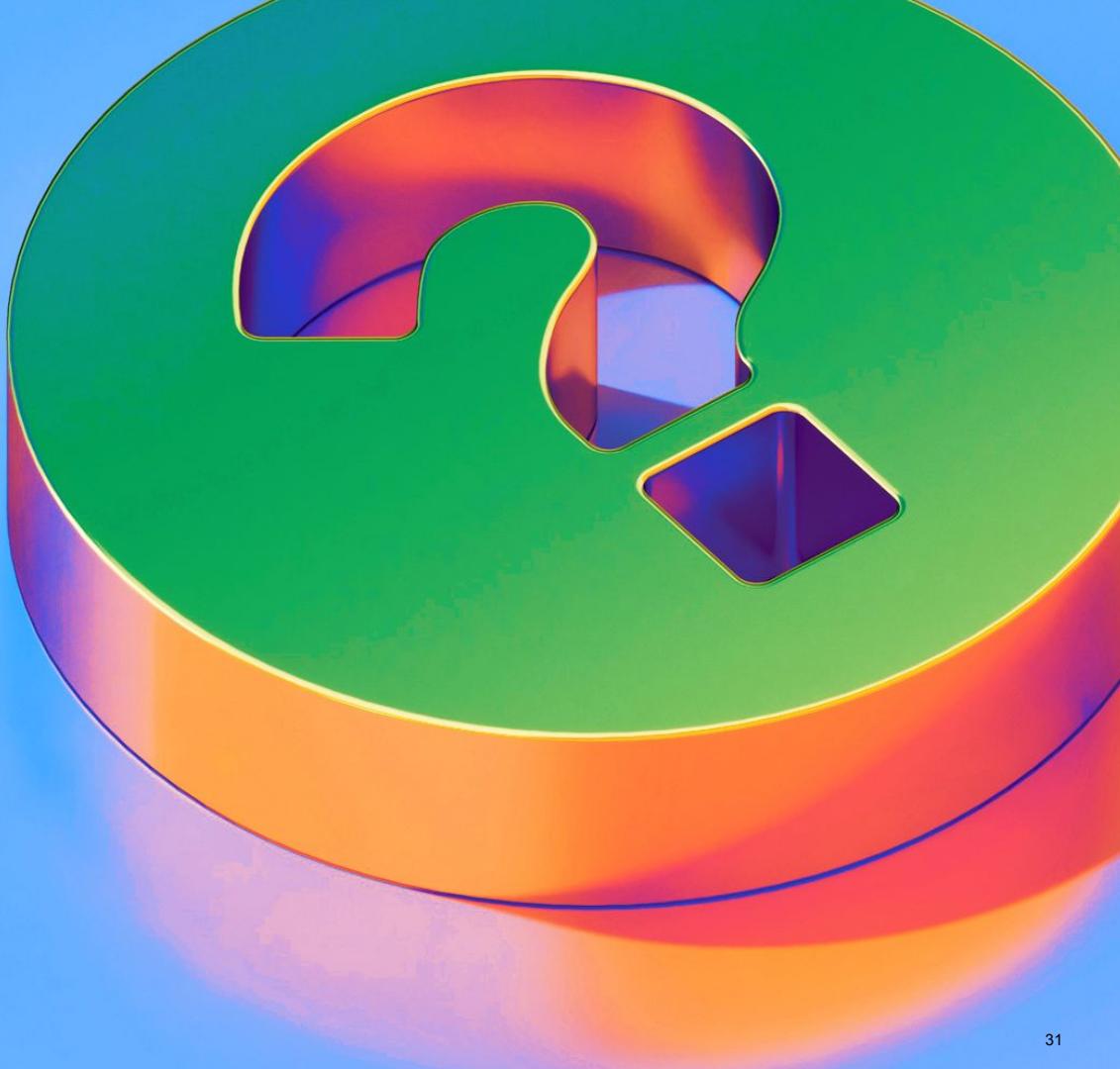
# Targeting

## — Remarketing:

This involves targeting users that have already interacted with your ads, website, or app so that they'll see your ads more often.

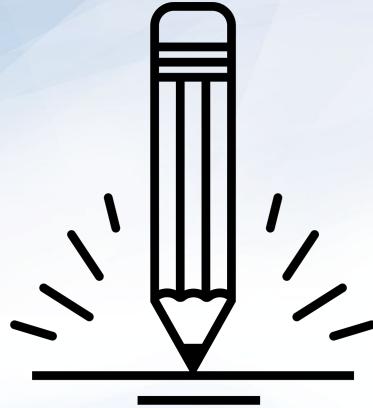


How can you apply  
remarketing to  
the New Glarus  
Brewing scenario?





You could remarket to people who have previously viewed one of their social ads, or have visited their site.



## Activity: Search Consultants

In this **activity**, you will determine which goal, networks, and targeting options to choose when creating a campaign based on a scenario.

Suggested Time:  
10 Minutes





**Time's Up! Let's Review.**

# Budgeting & Bidding Strategies

## Daily Budget

The amount that businesses spend varies by industry and size of company:

- Giant retailers can spend up to \$50 million per year on paid search.
- The average small business spends between \$9,000 and \$10,000 per month on paid search campaigns (source: [Wordstream](#)).



# Daily Budget

— Google Ads prompts you to set a daily budget for every campaign. Most marketers do this by breaking down a monthly budget over the number of days they plan to run ads.

**Budget and bidding**  
Define how much you want to spend and how you want to spend it

**Budget** Enter the average you want to spend each day  
US Dollar (USD \$)  \$

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](#)

# Daily Budget (*calculation*)

- A marketer who is running campaigns consistently over a month would divide their monthly budget by 30.4, which is the average number of days that Google uses to calculate billing.
- So if a marketing director gives a monthly paid search budget of \$1000. Then divide 1000 by 30.4. This equals 32.89 so set your daily budget to ~\$32.



# Daily Budget (*calculation*)

If ads are only being run on certain days of the week, then the monthly budget would be divided by the number of days you run ads.

The screenshot shows a user interface for managing ad schedules and rotations. On the left, there are two main sections: "Ad schedule" and "Ad rotation".

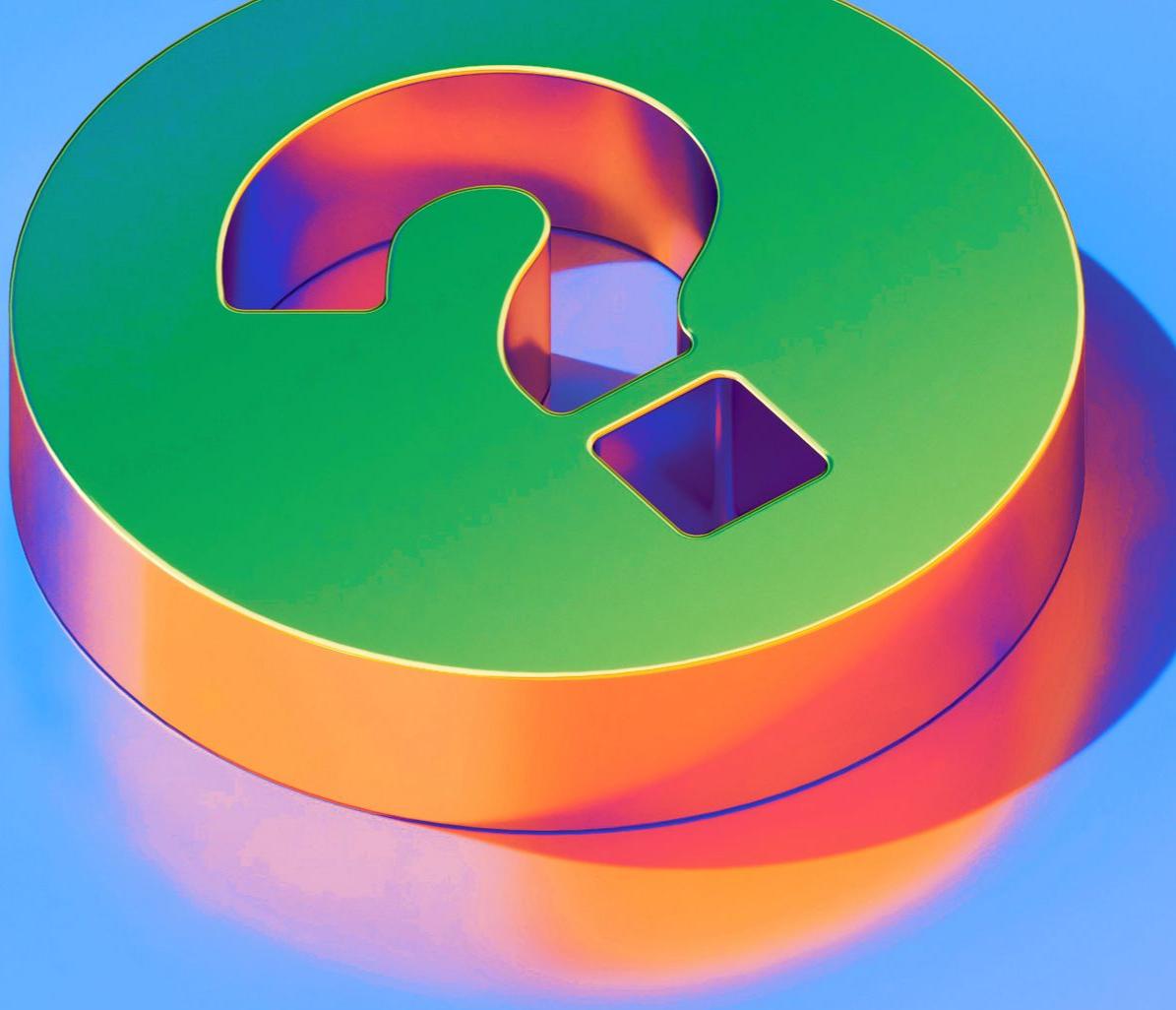
**Ad schedule:** This section allows users to set specific days and times for their ads to run. It includes a dropdown menu for selecting days of the week and a time range selector from "00:00" to "00:00". A note indicates that selecting specific days overrides the global schedule. A tooltip provides instructions on how to limit ad runs to specific times.

Day	Action
All days	Overrides the global schedule.
Mondays - Fridays	Overrides the global schedule.
Saturdays - Sundays	Overrides the global schedule.
Mondays	Overrides the global schedule.
Tuesdays	Overrides the global schedule.
Wednesdays	Overrides the global schedule.
Thursdays	Overrides the global schedule.
Fridays	Overrides the global schedule.
Saturdays	Overrides the global schedule.
Sundays	Overrides the global schedule.

**Ad rotation:** This section allows users to show ads sequentially or indefinitely. It includes a dropdown menu for selecting days of the week and a note indicating that ads are rotated sequentially (not supported for all platforms). A tooltip recommends this setting for most advertisers.

Day	Action
Performing ads	Shows ads sequentially.
Rotate ads indefinitely	Shows ads indefinitely.
Rotations (Not supported)	Shows ads sequentially (Not supported).

Can you think of  
a scenario where  
you would only  
want to run ads  
on specific days?





## A possible answer:

Your goal for a search campaign is receiving calls, but your office hours are only Monday-Friday.

## Daily Budget (*overdelivery*)

- There may be times when Google exceeds its daily budget on a given day. Google calls this “overdelivery.” Overdelivery can help make up for days when traffic is slow and ads don't get as much exposure.
- In a given billing period, ads are never charged more than the average number of days in a month (30.4) times the daily budget.
- **Example:** If you set a daily budget of \$10 per day, Google may charge up to \$20 on a given day, but it will never exceed \$304 per month (\$10 x 30.4).



# Bidding Strategy

**Clicks:** In bidding focused on clicks, Google will show your ad to those users most likely to click on it. This is probably the most common focus you will encounter in a paid search campaign.

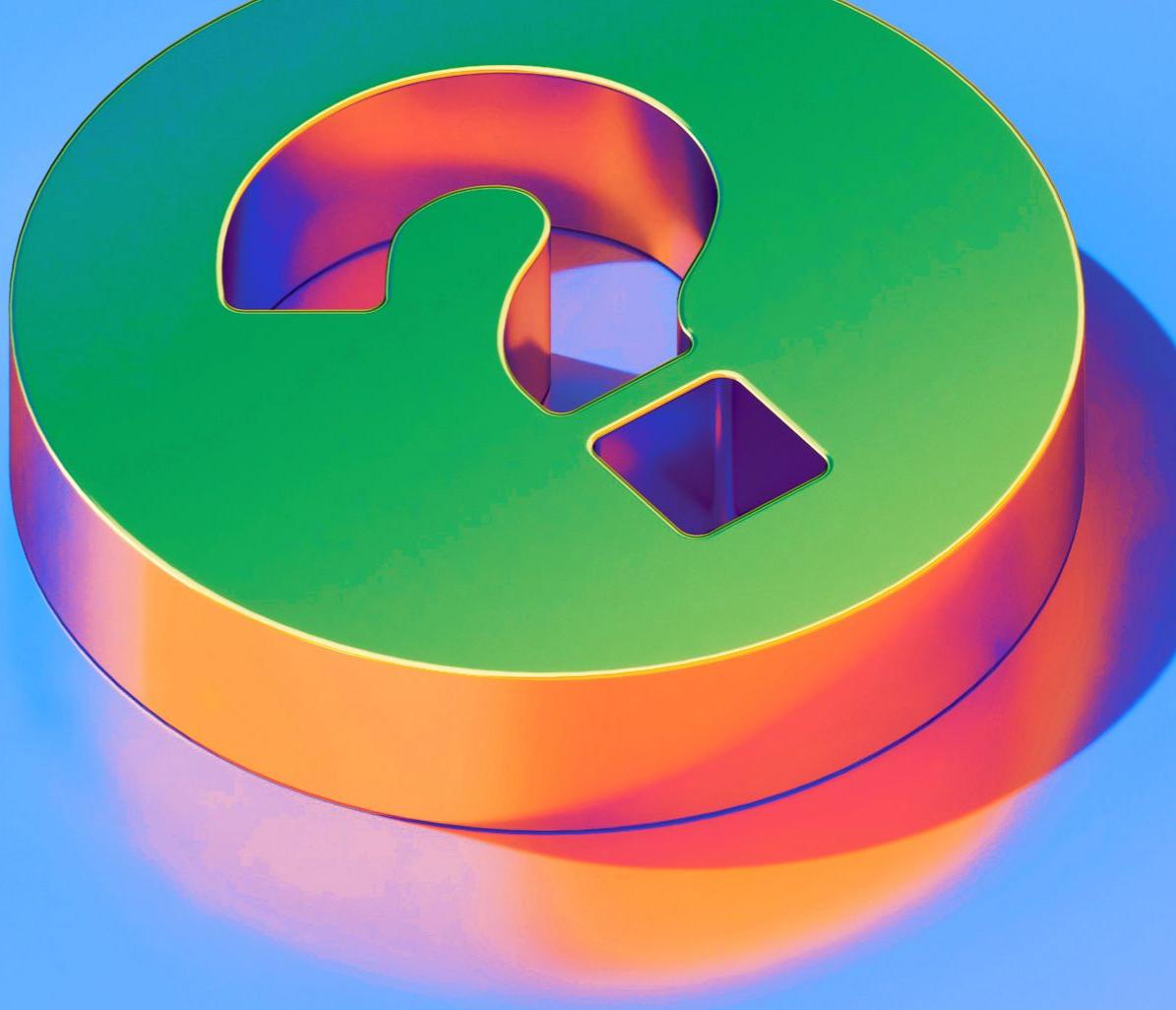
The screenshot shows the 'Bidding' section of the Google Ads interface. The heading 'What do you want to focus on?' has a question mark icon. Below it, the option 'Clicks' is selected from a dropdown menu. A checked checkbox labeled 'Set a maximum cost per click bid limit' is present. Underneath, there is a field for 'Maximum CPC bid limit' with a dollar sign icon and a blank input field. A green callout box at the bottom states: 'This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks at a cost per click at or below your bid limit.' At the bottom, there is a link 'Or, select a bid strategy directly (not recommended)'.

# Bidding Strategy

**Impression Share:** Impression share (IS) is the percentage of impressions that your ads receive compared to the total number of impressions that your ads could receive. Impression share = impressions / total eligible impressions.

The screenshot shows a user interface for setting a bidding strategy. The top section is titled "Bidding" and asks "What do you want to focus on?". The dropdown menu is set to "Impression share". Below this, it asks "Where do you want your ads to appear?", with the option "Anywhere on results page" selected. The next section is "Percent (%) impression share to target", which has a text input field containing "%". The final section is "Maximum CPC bid limit", with a text input field containing "\$". At the bottom, a green callout box contains the text: "This campaign will use the Target impression share bid strategy to help you meet your desired impression share and location goals". Below this box, there is a link "Or, select a bid strategy directly (not recommended)".

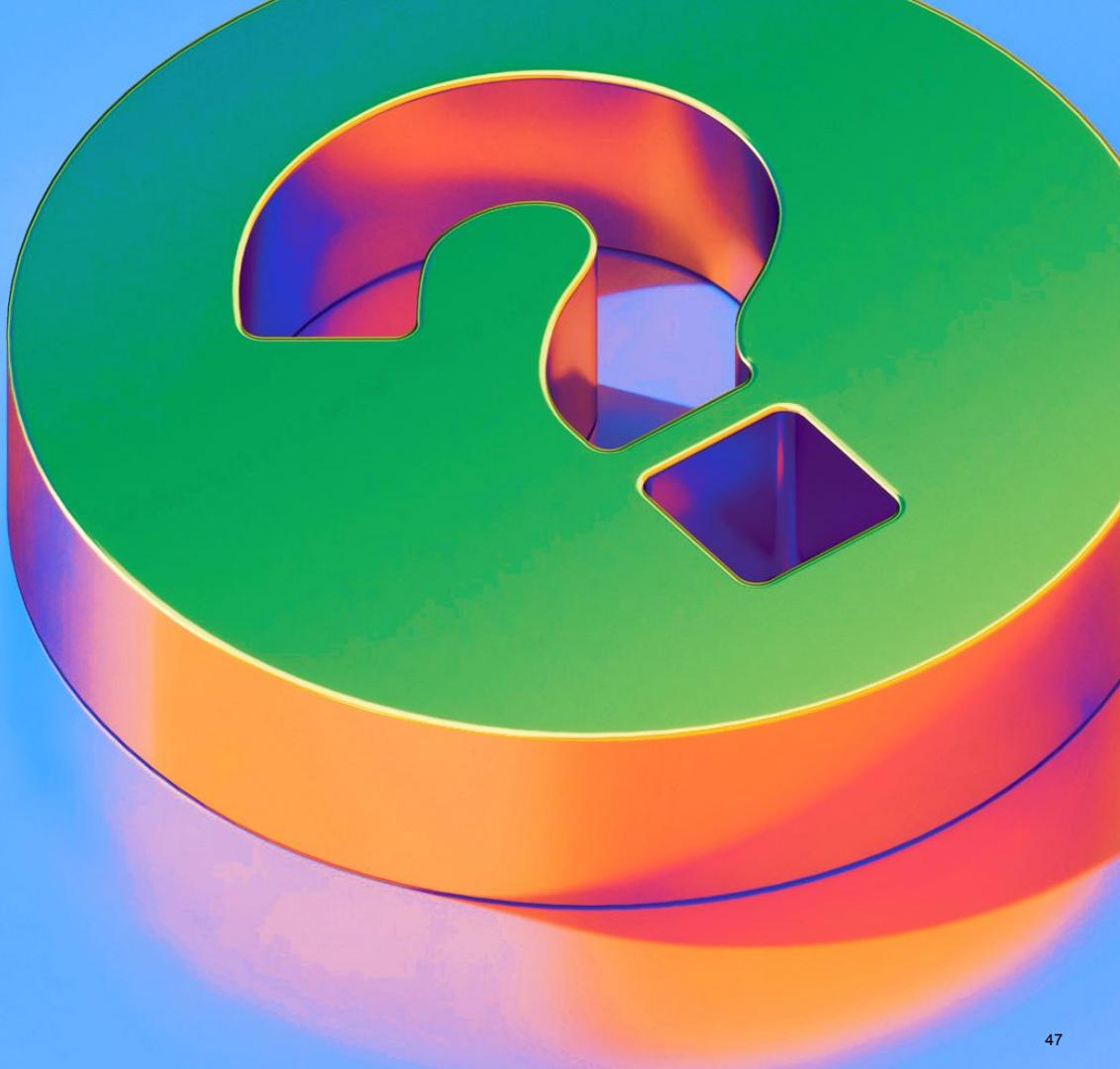
In what instances  
would you use  
impression share as  
a bidding strategy?

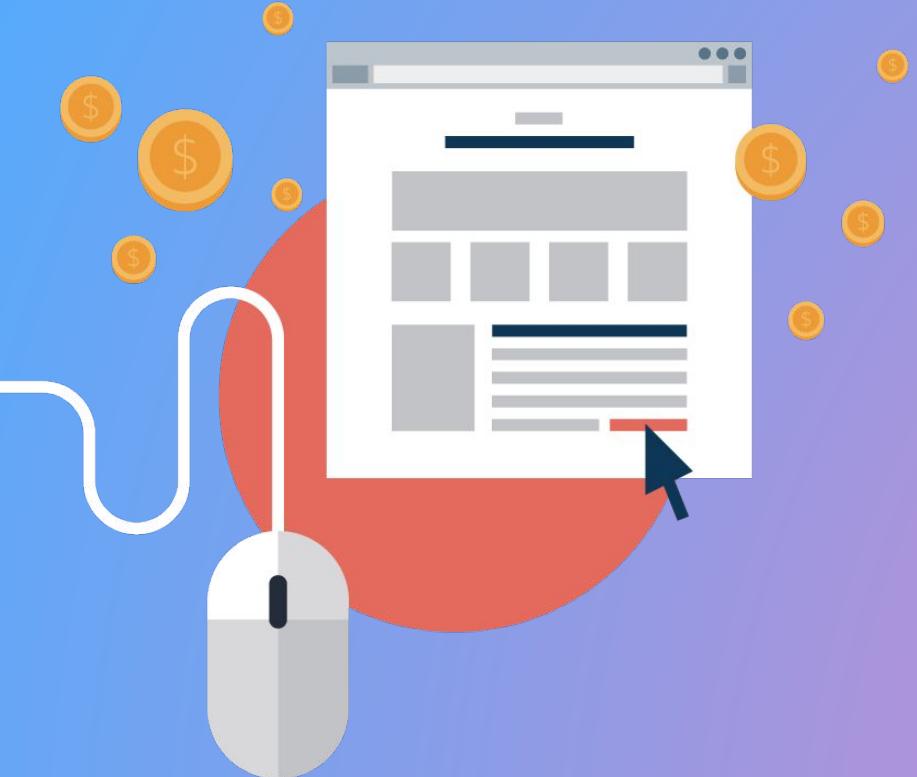




When you're more focused on gaining awareness for a brand than making actual conversions.

For the New Glarus  
Scenario, what bidding  
strategy makes the  
most sense?





**Clicks:** While awareness is also helpful, the focus is on optimizing for interaction with their ads.

# A Deeper Dive into the Bidding Process

- The first step in the bidding process is to determine a maximum bid.
- Base this on keyword research, and incorporate projections of the Cost-per-click (CPC) for the keywords selected.

The screenshot shows the 'Bidding' section of the Google Ads interface. The user has selected the 'Clicks' strategy, indicated by the dropdown menu and the highlighted 'Recommended for your campaign' message. A checkbox for setting a maximum CPC bid limit is checked, and the input field shows a dollar sign (\$) indicating the bid amount. A green callout box informs the user that the campaign will use the 'Maximize Clicks' bid strategy to get the most clicks at or below the bid limit. Below this, there is a link to select a bid strategy directly.

Bidding

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

Clicks [▼](#)

Recommended for your campaign

Set a maximum cost per click bid limit

Maximum CPC bid limit [?](#)

\$

This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks at a cost per click at or below your bid limit

Or, select a bid strategy directly (not recommended)

## Maximum Cost-Per-Click Option

A max cost-per-click (CPC) bid is the amount you're willing to spend for an ad click in a given auction. You will need to set this for each keyword depending on your goals.

Bidding

Maximize clicks

Set a maximum cost per click bid limit

[Change bid strategy](#) ?

# Other Bidding Options

- Target CPA
- Target ROAS
- Max Clicks
- Max Conversions
- Max Conversion Value

The screenshot shows a dropdown menu titled "Select your bid strategy" with the following options:

- Automated bid strategies
- Target CPA
- Target ROAS
- Maximize clicks** (highlighted)
- Maximize conversions
- Maximize conversion value
- Target impression share

Below the dropdown, there is a note: "A maximum CPC bid limit caps each cost-per-click bid. This could limit the clicks on your ad." To the right, there is a section about portfolio strategies and a link to "Learn more".

We will cover these bidding strategies in depth in Unit 11!

# Ad Schedule and Rotation

- **Ad schedule:** A schedule of specific days and hours to run an ad.
- **Ad rotation (to optimize, or not to optimize):** Ad rotation is a campaign setting that automatically rotates ads within your ad group. The options boil down to optimizing or rotating the ads evenly.

The screenshot shows the "Select campaign settings" step of a campaign setup process. The steps are numbered 1 through 4 at the top: 1. Select campaign settings, 2. Create ads, 3. Set up keywords, 4. Confirmation.

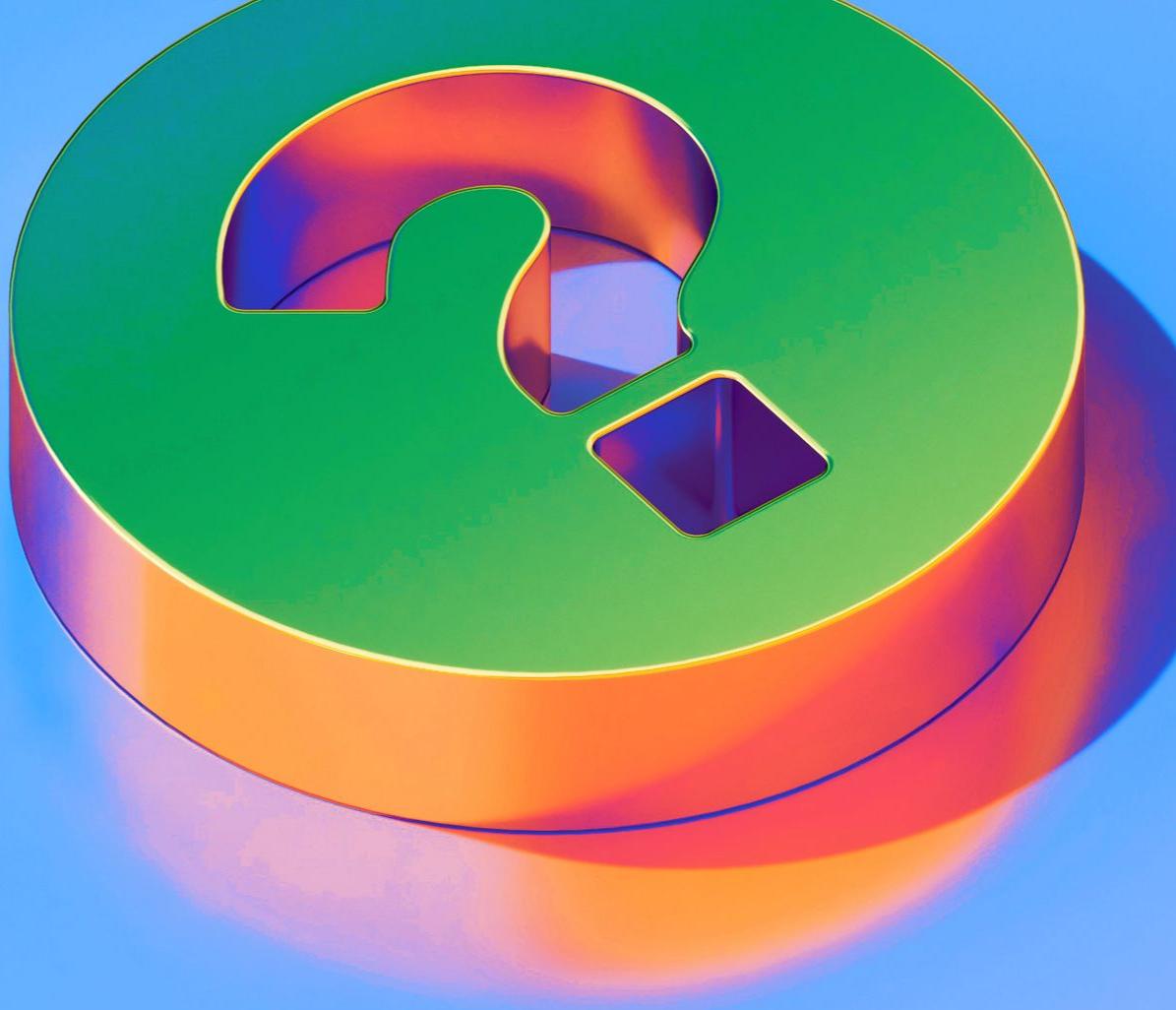
**Conversions:** Setup conversion tracking for your account to track the actions that matter to you.

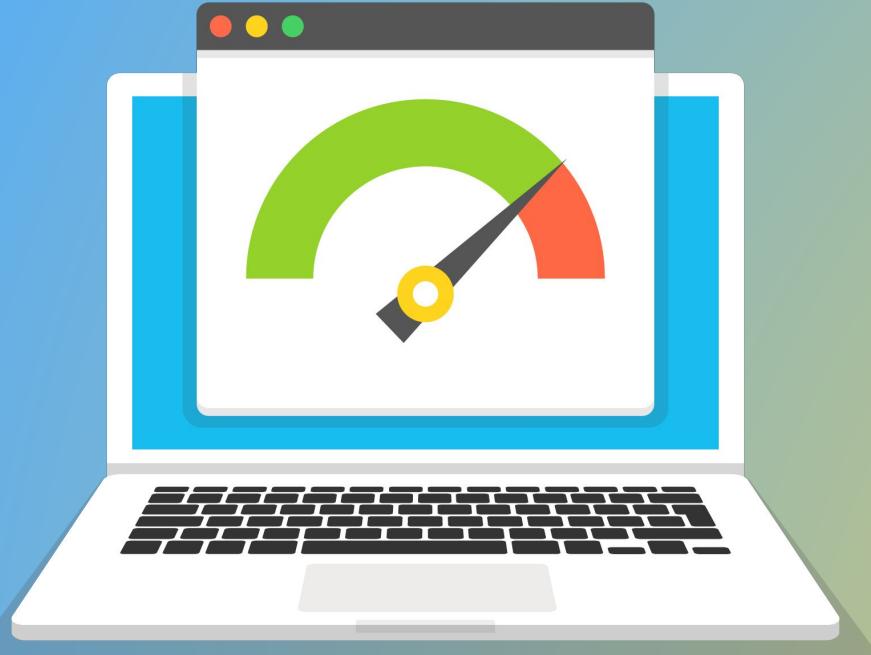
**Ad schedule:** Set to "All days" from 00:00 to 00:00. A note indicates this is based on account time zone (GMT-05:00) Central Time. It also notes that saving removes changed settings and adds new ones, resetting performance data.

**Ad rotation:** The "Optimize: Prefer best performing ads" option is selected. Other options include "Do not optimize: Rotate ads indefinitely", "optimize for conversions (Not supported)", and "Rotate evenly (Not supported)". A note says this shows ads expected to get more clicks or conversions, recommended for most advertisers.

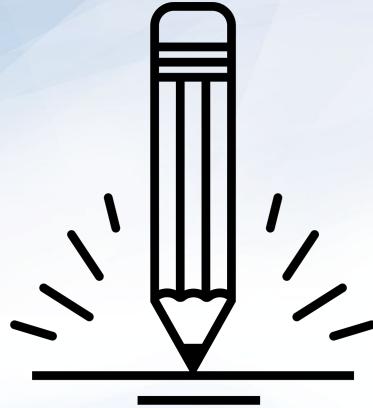
At the bottom right are "Export CSV" and "Add All Keyword" buttons.

When may you not want to optimize the best performing ads?





If you are testing the performance of specific ads over time, you may not want to optimize certain ads in order to collect data on *all* ads.



## Activity: Budgeting & Bidding

Working with a partner, answer the questions in the [\*\*worksheet\*\*](#) to demonstrate your understanding of how budgeting and billing work in Google Ads.

Suggested Time:  
15 Minutes





**Time's Up! Let's Review.**

1

If a company runs a search campaign with a goal of driving traffic to its website, what type of bidding strategy would best fit their goal?

**Click to Reveal Answer**

# 2

Congratulations, Culver City has approved your search campaign proposal. They have given you a starting budget of \$1,000 to spend in the month of June. If the ads run consistently throughout the month, how much should you set for your daily max budget?

[Click to Reveal Answer](#)

# 3

Word of your successful search campaign for the arts programs has spread, and a local restaurant has hired your agency. They are planning a paid search campaign to run on the days they are open (Tuesday–Saturday). For the month of October, what should they set their daily max budget to if they have a total budget of \$250?

[Click to Reveal Answer](#)

# Campaign Setup



Make sure  
you **do not** enter a  
payment method. Your  
instructor will show you a  
workaround if you haven't  
set up your personal  
account yet.

## Instructor Demonstration Account Creation Demo



Break



# Understanding Campaign Structure

# Importance of Structuring

## New Glarus example:

They might run a campaign for the festival with festival-centric keywords targeted at nearby residents, and they might also run a separate campaign centered on craft beer interests that is more broadly targeted to the entire U.S.

Suffice it to say, running multiple campaigns with multiple ads can get complex so you need structure.



# Good Campaign Structure Benefits

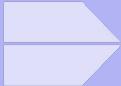
---



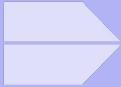
Find keywords/easily navigate the account.



Assess if all categories and keywords have been covered.



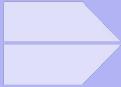
Optimize bidding strategies.



Run group tests on multiple tests.



Facilitate quick analysis.



Promote relevant ads and landing pages for all keywords.

## Three Main Categories in Campaigns

---

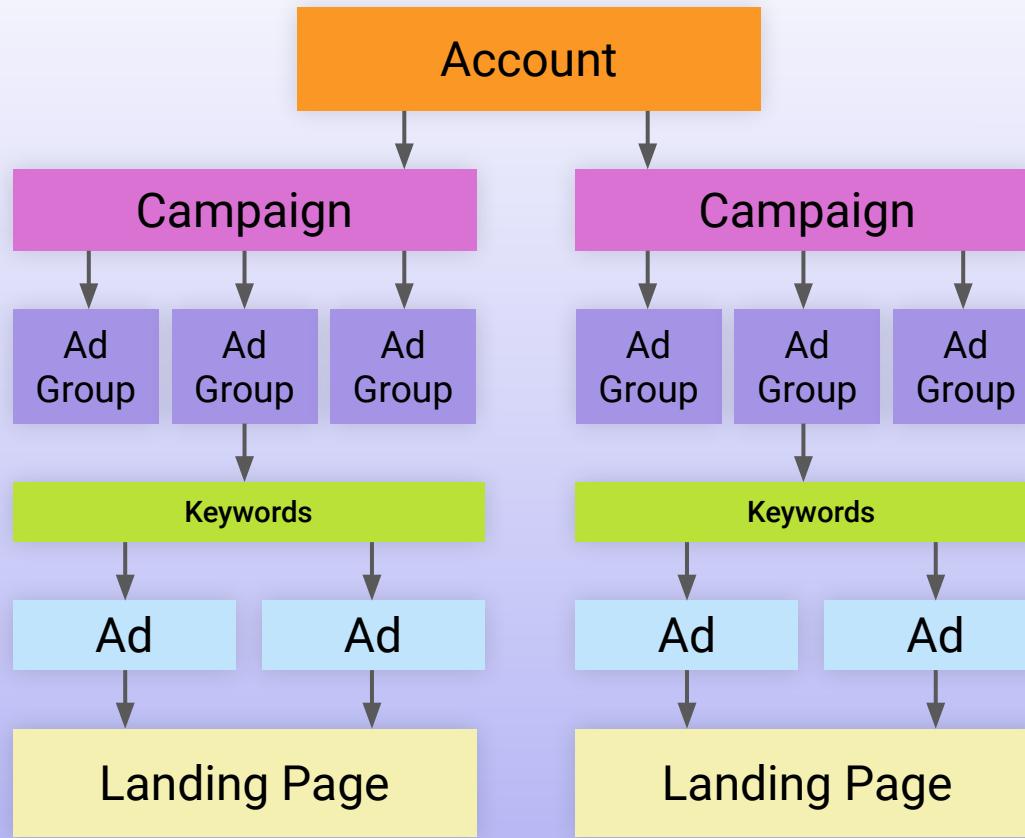
Account

Campaigns

Ad Groups

# Campaign Structure

---



# Keyword Strategy for Ad Groups

In our New Glarus example:

Ad Group

You may have an ad group for “festival lovers”; those keywords focus on festival interests.

Ad Group

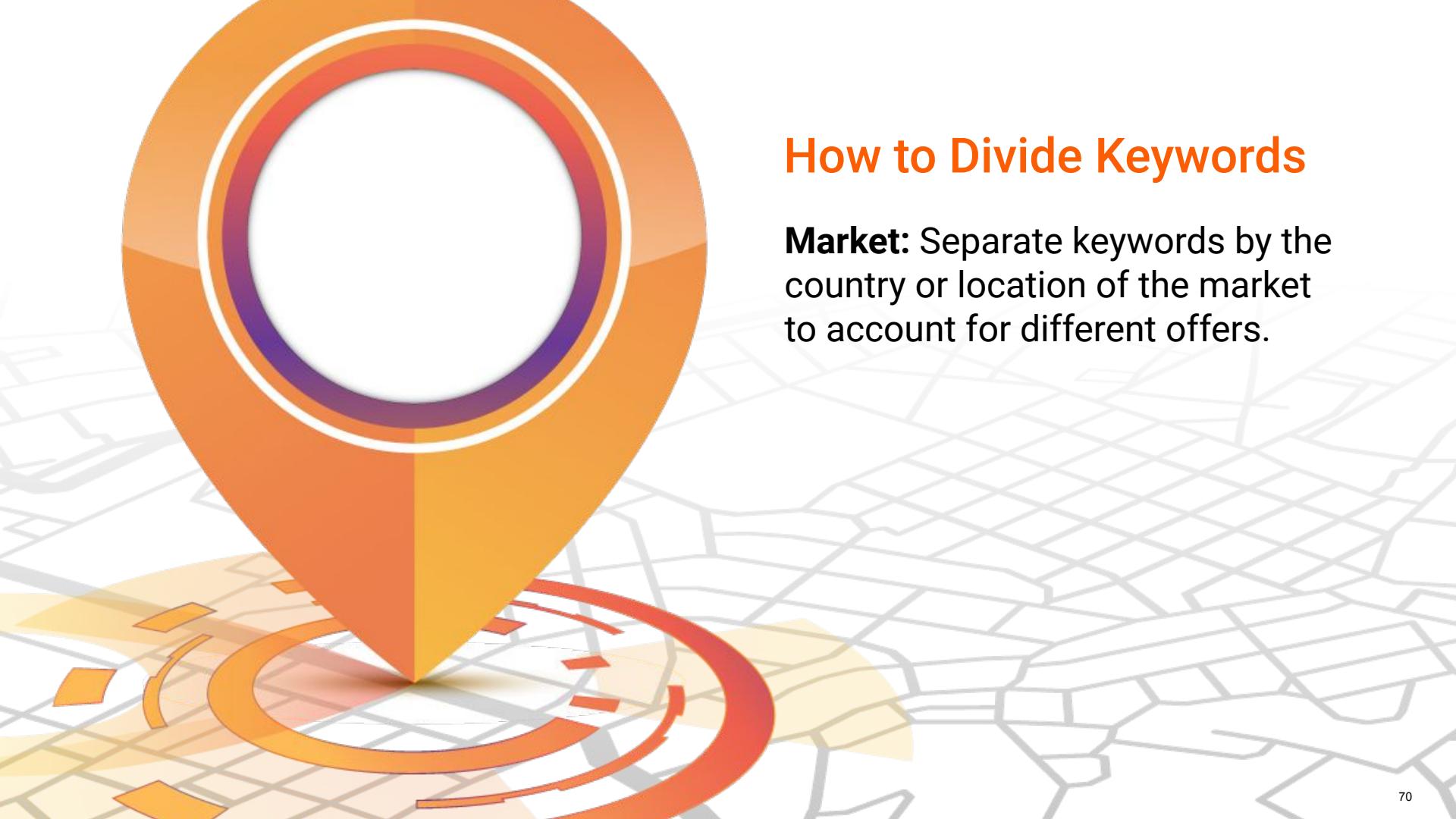
Another ad group may be for “beer craft beer enthusiasts”; those keywords focus on broader interest in the product.



## How to Divide Keywords

**Audience:** Some keywords may work better for engaging different types of customers, depending on the different products and messages they are considering.





## How to Divide Keywords

**Market:** Separate keywords by the country or location of the market to account for different offers.

# How to Divide Keywords

**Bidding:** If you use different bidding strategies or tactics with different groups of keywords, you should organize them into separate groups.





## How to Divide Keywords

**Product lines:** If a company has different types of products, keeping the keywords in distinct groups will help messages stay relevant and enable you to report them at the product level.



## How to Divide Keywords

**Reporting:** Measurements can be determined by the different structures within Google Ads. If you know you will need to report on a specific group of ads or keywords separately, you should divide them into distinct ad groups or campaigns.

## How to Divide Keywords

**Message:** Sometimes it makes sense for all keywords in an ad group to share the same message. In this case, identify keywords that can be grouped into the same message, and structure them appropriately.

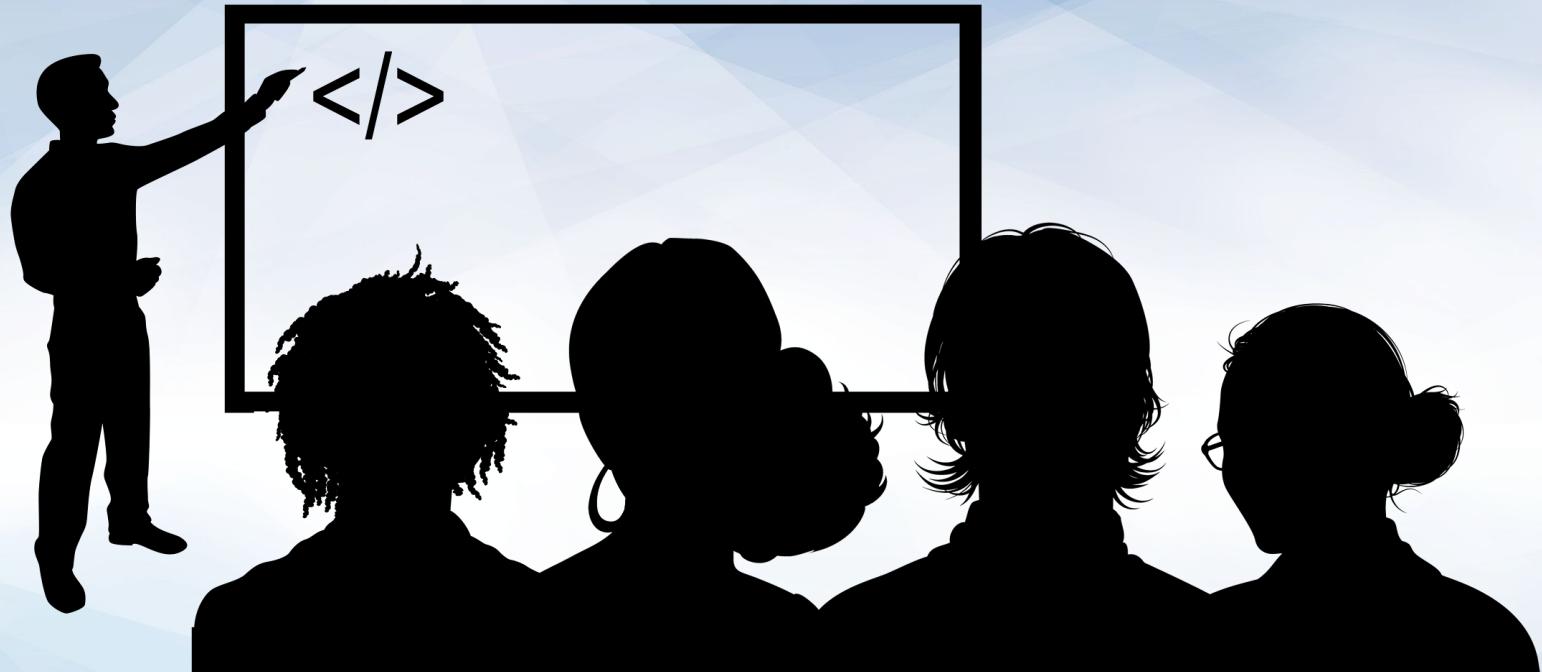


## Also Remember

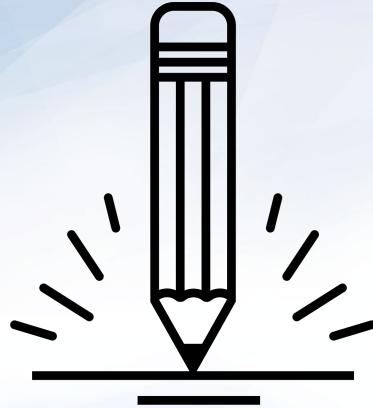
### Brand Awareness Stage vs. Conversion Stage

Structure your campaigns with ad groups and keywords tailored for these audiences.





Instructor Demonstration  
Dognitive Wellness Therapy Account



## Activity: Campaign Structure

Work in groups of 3-4 people to design two campaign structures.

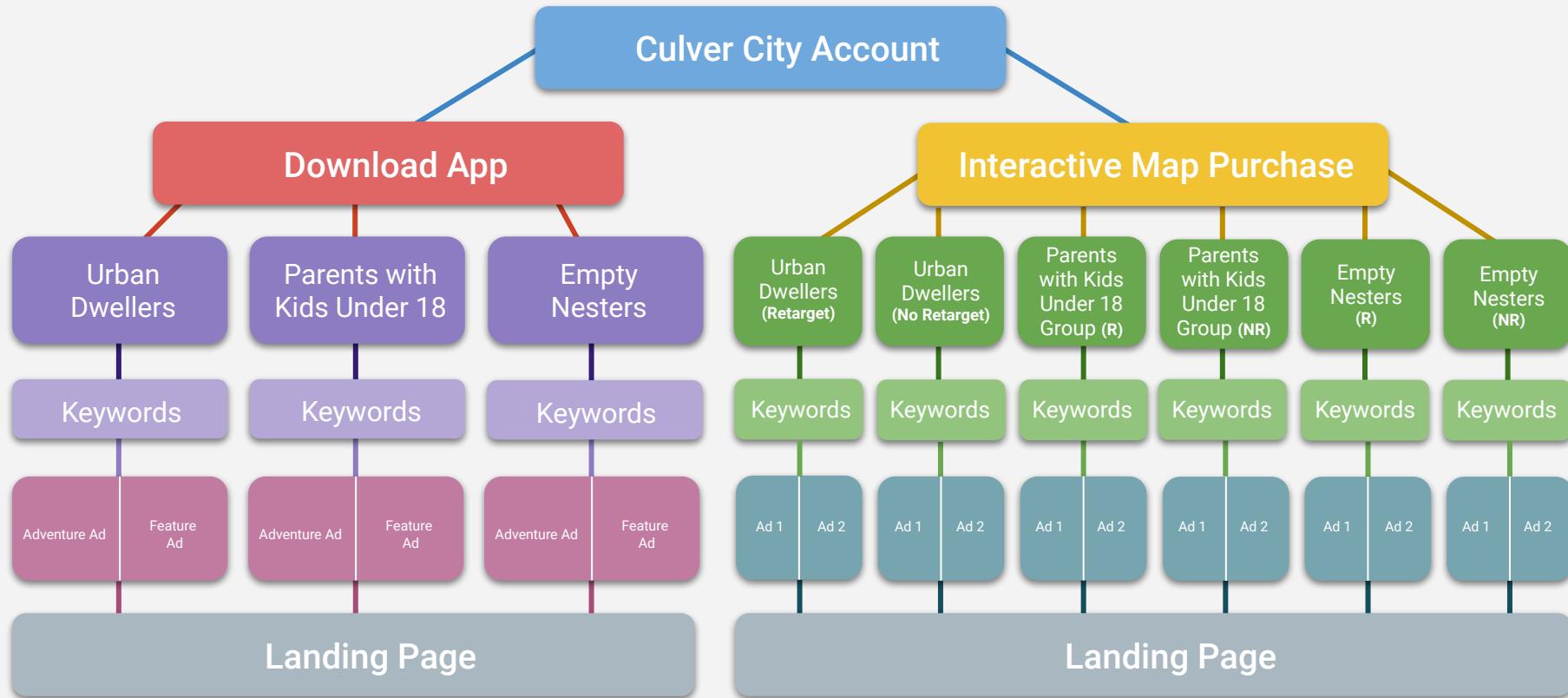
Suggested Time:  
15 Minutes



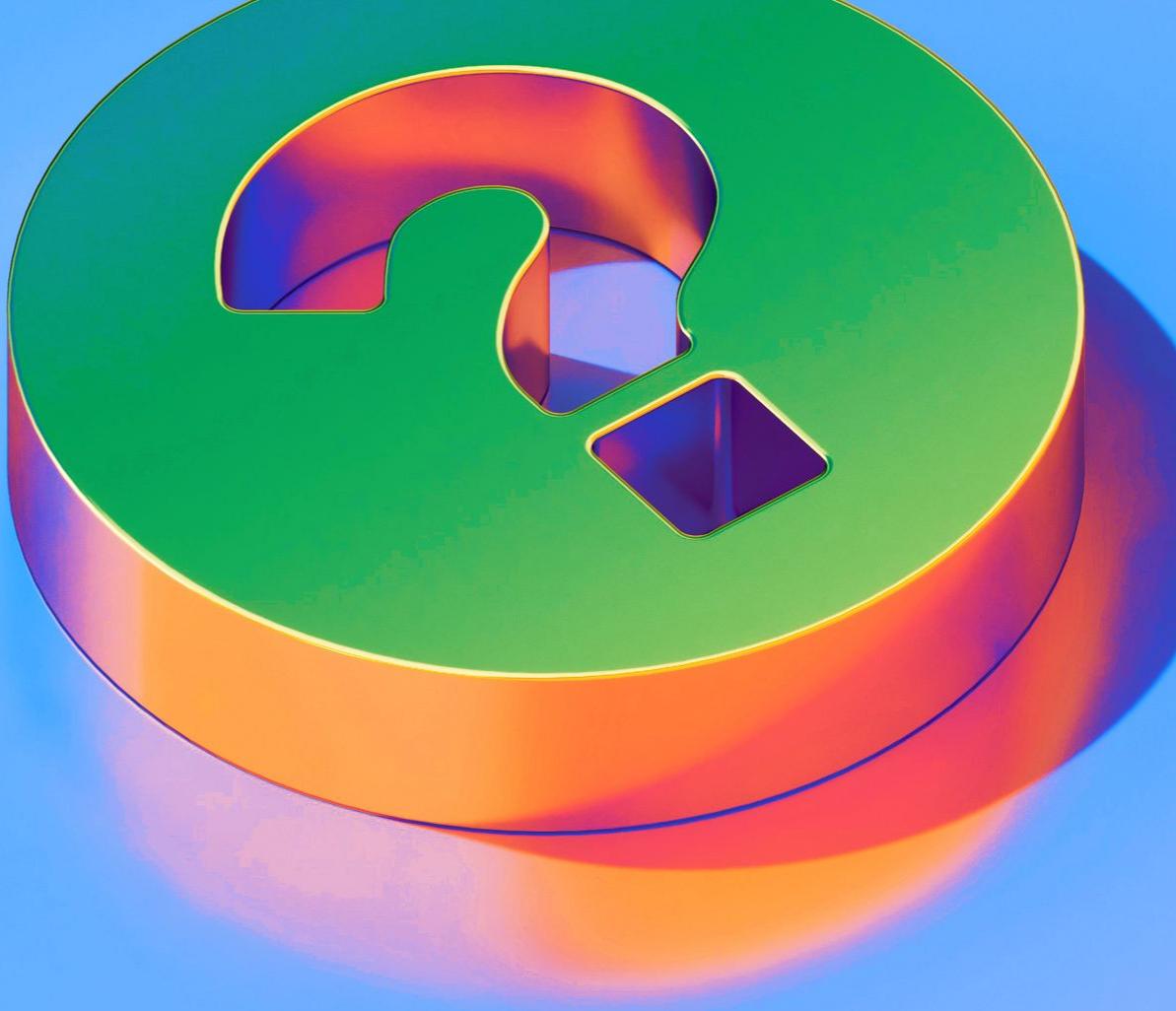


**Time's Up! Let's Review.**

# How'd you do?



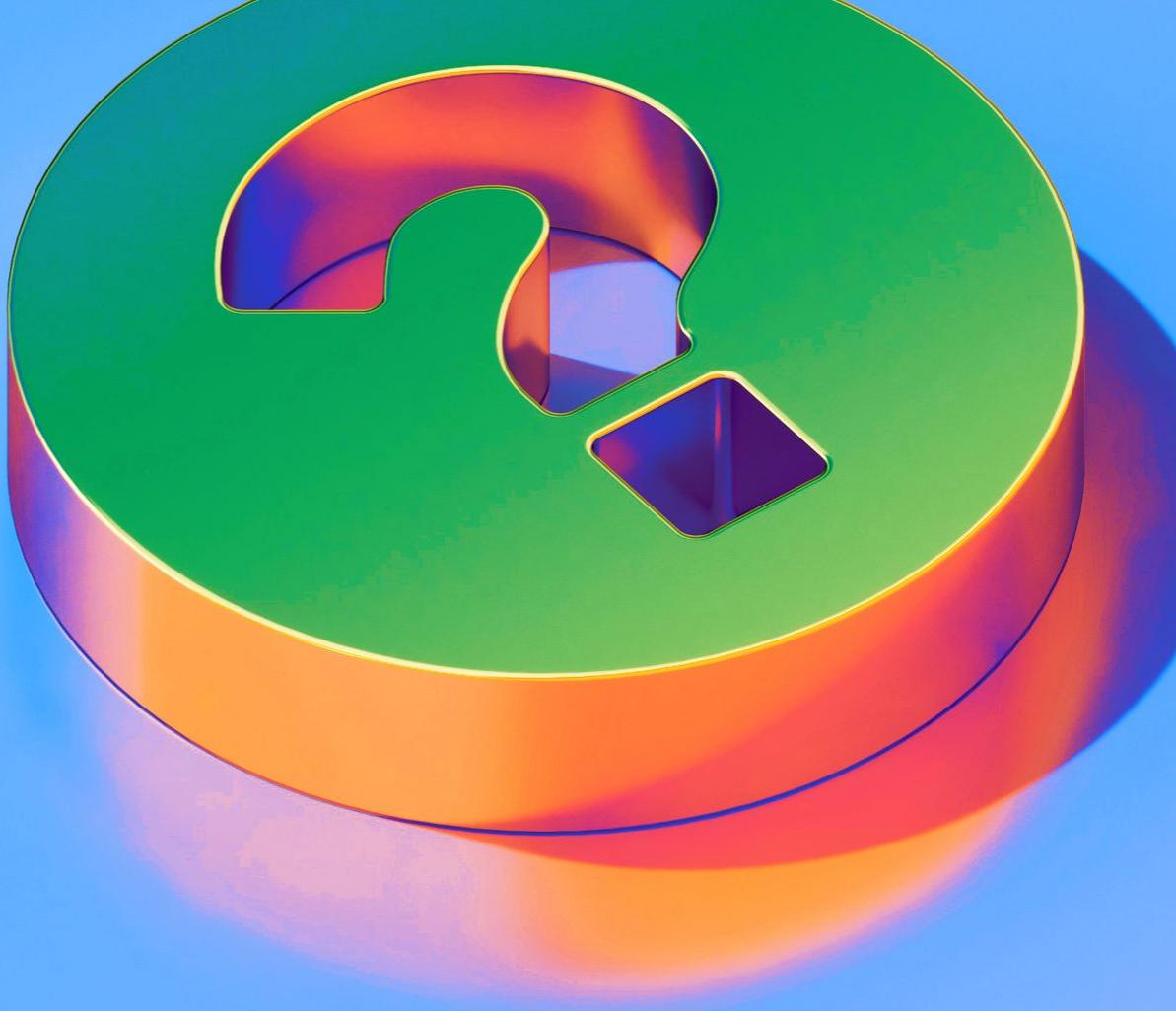
Where do ads placed  
on the Google Search  
Network appear?





Google sites and  
Google partner sites.

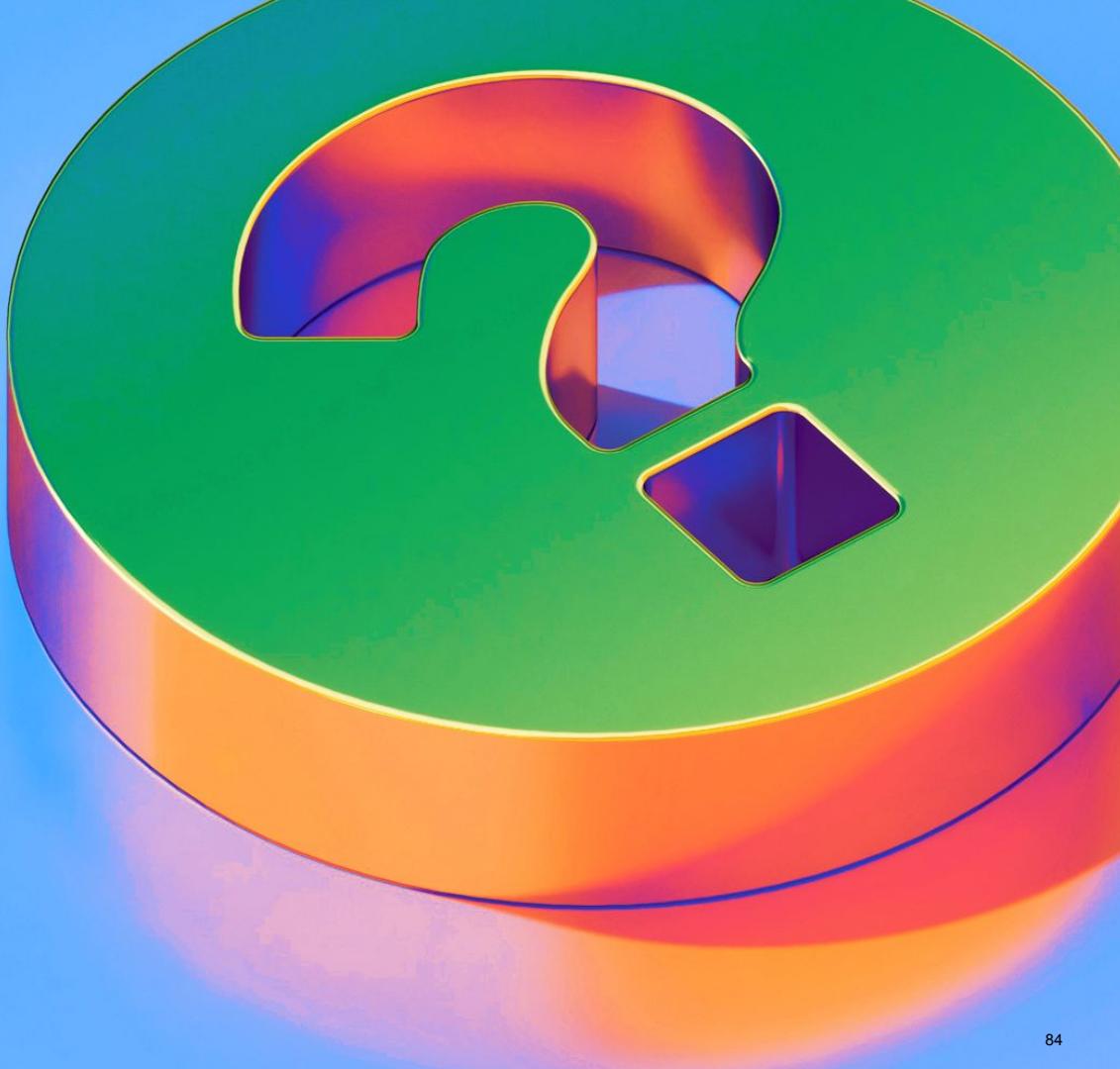
What do  
“in-market” targeting  
options allow?



Shows ads to users who have searched for products and services like yours. These users may want to make a purchase, or previously made a purchase, and could still be interested enough to interact with your ads.



How does  
ad rotation work?





Ad rotation provides options for either optimizing rotation by allowing Google to choose the best performing ad, or have them run evenly so they are viewed equally.

# Questions

# Homework Assignment: Searching for Answers

---

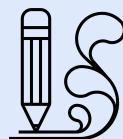


After today's lesson, you can start the following parts of the assignment:

- Create the structure of your campaign, including 2-3 sentences explaining your organization, targeting, budget, and rationale.
- Set up 2-4 text advertisements, each utilizing keywords from your list, and at least one ad extension.
- Take screenshots of the text advertisements and include them in the slides.

## If you need help:

- Use the rubric and glossary to complete your homework.
- Attend office hours.
- Form study groups with classmates.
- Slack the instructional staff with questions.



*The  
End*