

Course

Digital Marketing

Week Introduction

Learning Objectives

- 1** Describe search campaigns and display campaigns
- 2** Design dummy search campaign by creating various text ads
- 3** Design dummy display campaign by designing various display ads

Module 23**Designing and Monitoring Search Campaigns****Module 24****Designing and Monitoring Display Campaigns**

What will you specifically learn?

- What is the structure of Google Ads Account?
- How to make settings at campaign level ?
- How to create Ad Groups?
- How to design search campaigns.



Google Ads

Select a campaign type ?

Search



Reach customers interested in your product or service with text ads

Display



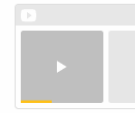
Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web



Google Ads

Account			
Unique email and password Billing information			
Campaign		Campaign	
Budget Settings		Budget Settings	
Ad Group	Ad Group	Ad Group	Ad Group
Ads Keywords	Ads Keywords	Ads Keywords	Ads Keywords

Structure of Google Ads

Account

Campaign

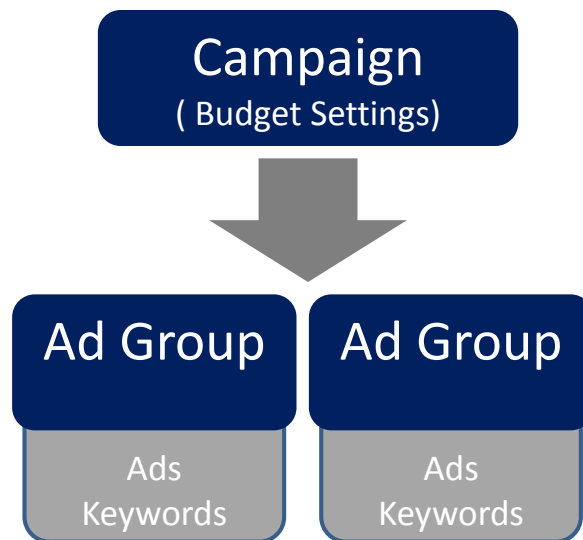
Ad Group



10000 Campaigns Per Account

20000 Ad Groups Per Campaigns

It is not mandatory to create multiple ad groups in each campaign



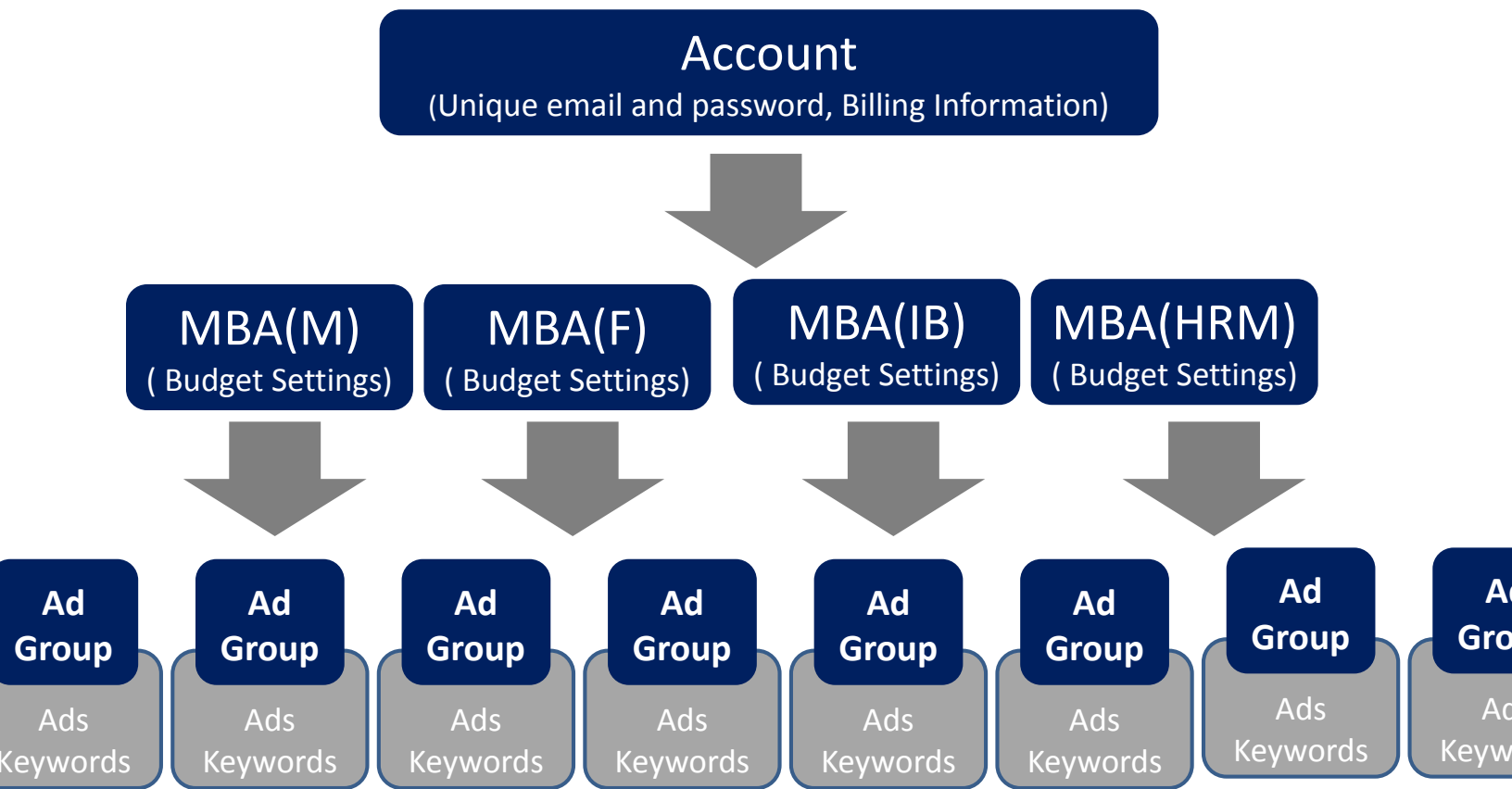


MBA (Marketing)

MBA (Finance)

MBA (IB)

MBA (HRM)



Account

(Unique email and password, Billing Information)



Campaign

Ad Group
MBA(M)

Ad Group
MBA(F)

Ad Group
MBA(IB)

Ad Group
MBA(HRM)



3.5 billion

Per Day

63000

Per Second

About 28,50,00,000 results (0.85 seconds)

Marriott® | Chennai, India

 www.marriott.com/ ▼

Book at Marriott.com for the best prices. Guaranteed. Hotels in 130+ Countries. Top Hotel Loyalty Program. Award Winning Service. Extraordinary Experiences. Best Rate Guarantee. Lowest Price for Members. Book Direct With Marriott.

[Deals & Packages](#) · [Earn Marriott Rewards](#) · [Explore Our Brands](#)


480 Hotels in Chennai, India | Half-Price Hotels. Book now.

 www.booking.com/Chennai/Hotels ▼

Book your Hotel in Chennai online. No reservation costs. Great rates. Motels. Bed and Breakfasts. Apartments. Read Real Guest Reviews. Save 10% with Genius.

[Homes, apartments, & more](#) · [Book a home for the night](#) · [Apartments for tonight](#)

Hotels in Chennai from ₹941 | 3545 Hotels to Choose from.

 www.trivago.in/ ▼

trivago™ Find Your Ideal Hotel in Chennai - Compare Prices and Save on Your Stay!

Hotel In Chennai | Get up to 70% off on Hotels | MakeMyTrip.com

 www.makemytrip.com/ ▼

Hotel In Chennai. Best Amenities, Latest Reviews, Fast and Simple. 24*7 Customer Service.

Search Engine Marketing



Google Ads

Search Campaigns

About 28,50,00,000 results (0.85 seconds)

Marriott® | Chennai, India

 www.marriott.com/ ▼

Book at Marriott.com for the best prices. Guaranteed. Hotels in 130+ Countries. Top Hotel Loyalty Program. Award Winning Service. Extraordinary Experiences. Best Rate Guarantee. Lowest Price for Members. Book Direct With Marriott.

[Deals & Packages](#) · [Earn Marriott Rewards](#) · [Explore Our Brands](#)

480 Hotels in Chennai, India | Half-Price Hotels. Book now.

 www.booking.com/Chennai/Hotels ▼

Book your Hotel in Chennai online. No reservation costs. Great rates. Motels. Bed and Breakfasts. Apartments. Read Real Guest Reviews. Save 10% with Genius.

[Homes, apartments, & more](#) · [Book a home for the night](#) · [Apartments for tonight](#)

Hotels in Chennai from ₹941 | 3545 Hotels to Choose from.

 www.trivago.in/ ▼

trivago™ Find Your Ideal Hotel in Chennai - Compare Prices and Save on Your Stay!

Hotel In Chennai | Get up to 70% off on Hotels | MakeMyTrip.com

 www.makemytrip.com/ ▼

Hotel In Chennai. Best Amenities, Latest Reviews, Fast and Simple. 24*7 Customer Service.

Search Campaigns

When text ads are designed for the purpose of showing on Google search engine or Google search networks with a proper bidding strategy, a list of keywords and a budget

Example of Budget in Search Campaign

Daily Google Ad Budget = 1000

Monthly Google Ad Budget = 30400 (1000x30.4)

Average Number of days = (365/12=30.4 days)

Module: 23: Designing and Monitoring Search Campaigns

Presenter:
Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART-1

Hello everyone, welcome to the first module of this week and the name of this module is: *Designing and Monitoring Search Campaigns*. As the name suggests, this module is dedicated to the search campaigns. Under this Module, you will specifically learn

1. **What is the structure of Google Ad Account?**
2. **How to make settings at the campaign level?**
3. **How to create Ad groups? And finally**
4. **How to design search campaigns.**

We have already learnt about how to register for Google Ads and I hope all of you must have registered for a Google Ads. If not, register for Google Ads first by following the steps as mentioned in one of the previous videos before you continue with this Module.

We also know that, in Google Ads, you can create various types of campaigns like search campaigns, display campaigns, video campaigns etc. But before, we jump to any form of campaign designing, it is very important to understand the structure of **Google Ads Account**. It will help you to design your Google ads campaigns effectively. Actually, 'Google Ads' has three layers and understanding of how these layers are linked to each other will surely help you to create and run any Google Ads campaigns successfully. These three layers are

- I. Google Ads Account,
- II. Campaigns and
- III. Ad groups.

First, we have Account: Each 'Google Ads Account' is associated with single mail ID, password and billing information. As we have already created our account so we know about this layer. Your country, Time Zone, and Currency settings are made in this layer and once settings are made you can't change them. So be very careful at this stage. Depending upon your needs, you may have different 'Google Ads' account but it is always advised to have one 'Google Ads' accounts to have more control and monitoring powers.

The second layer is Campaigns: Under your ‘Google Ads’ account you can create multiple campaigns like search campaigns, display campaigns, video campaigns, or app install campaigns depending upon on your objectives or goals of the business. The most important point to remember here is, each campaign has its own budget-related settings. That means you can allocate the different amount of budgets to different campaigns.

Can I create n-number of campaigns in one Google Ad account?

No, not at all !!!

There is a limit on how many campaigns you can design per accounts. According to Google Ads, you can create up to 10,000 campaigns per account (that include both active and paused campaigns).

The third and most important layer is ‘**Ad Groups**’:

Again, under one campaign, there can be multiple Ad groups representing different products, services, or anything else which you think can be put to a different group. Each ad group contains various but similar ads with little variation. The most important point to remember in Ad groups is, you can set a list of keywords for each Ad Group separately for Google Ads auction process. It simply means if you are creating three ad groups then for each ad group you have to set your keyword separately. How many groups you can create in a single campaign? There is again a limit. You can create up **to 20000 ad groups per campaigns**.

I would like to say here, it is not mandatory to create multiple ad groups in each campaign if you think only one ad group is okay and you want to keep one ad in that group. It is absolutely fine. You can do that. After going through the entire process of campaign designing you will be able to take the decision on how many ad groups and how many ads under each group are required. Let us try to understand this entire Google Ads organization with the help of an example.

Suppose, in my institution we are offering Four different streams of MBA Programme like MBA (Finance), MBA (Marketing), MBA (International Business) and MBA (Human Resource). We want to use Google Ads to promote our courses. In this case, we will organize our Google Ads account this way.

The first layer will be our Google Ads Account with unique Mail ID, Password, Country, and billing information

In the second layer, we will run four campaigns, one for each stream i.e. MBA (Finance), MBA (Marketing), MBA (International Business) and MBA (Human Recourse). At this level, we will set our budget and bidding strategy for each campaign. We have created different

campaigns for each stream because we have different amounts of the budget allocated to each stream depending upon their relevance.

Now in the third layer, we will create different Ad groups for each campaign containing similar ads. Here, we will set a list of keywords for each ad group. How to set that list, I will demonstrate in a while.

There is no hard and fast rule to categories your campaigns and ad groups

The same account can be organized in a different way as well. For example, you just create one Campaign for all the streams, then create four different ad groups for each stream having similar ads and different keywords for each ad groups. It all depends on you, how you want to organize the Accounts. But it is very important to know, what types of settings are available at each layer.

So, this was just a brief introduction to the structure of Google Ads Account. Don't worry at all, if things are a bit difficult. Once we will design our first campaign everything will be clear. I will demonstrate, these layers with the live demo in the next video. Just join me. Thank you

PART-2

Suppose, you are struggling with a question and want an immediate answer or you want to buy a new product and want to know more about features of the product or want to travel somewhere and want to know more about your destination?

Just tell me where will you find this information?

You have rightly guessed the answer is very simple, I don't think you will go anywhere except searching it on Google, Am I right or not?

I am claiming this on the basis of the data reported by Internet Live Stats that every day 3.5 billion searches are made on Google. More precisely, 63,000 searches per second happen on any given day on Google. It is massive!!!

Now from a business point of view, don't you think while people are searching on Google, it is a good idea to show them advertisements that are closely matched to their search queries?

Of course!!!

Showing the relevant ads to the people while searching on Google will increase the chances that they will click on your ads and may land on your website

In digital marketing terminology, this is nothing but it is called Search Engine Marketing and in Google Ads, it is called Search Campaigns. Let us see how to design a Search Campaign in Google ads.

But before that let me precisely define *what search campaigns are?*

When text ads are designed for the purpose of showing on Google search engine or Google search networks with a proper bidding strategy, a list of keywords and a budget, are called Search Campaigns.

I hope all of you must have registered for Google Ads. If not, first register for Google ads by following the steps as mentioned in one of the previous videos. Let me login to my Google Ads account.

Log in to 'Google Ads' account by using this link only. I am again saying that you have to use this link only to log in to the 'Google Ads'. I have also given the link in description as well.

Don't click START button just click on the Sign in

Use your Gmail ID linked with Google Ads or I can say the mail ID which you used to create the 'Google Ads' account.

I am using the same ID that I used to create the Google Ads account.

This is the interface of Google Ads.

As we don't have any campaign yet in this account so it shows me nothing here in the form of campaign data.

Make sure that the 'tools and settings' option is available in Google Ads interface in your case as well because we have to use this option many times in the future.

You can see here, that all tools and options are available in my 'Google Ads account' including Keyword Planner.

To create any type of campaign in Google Ads, just click on Campaign

As I said we don't have any campaign so no data is available at this point of time in campaign dashboard. I will talk about available options here in the future

Click on this Plus sign

You have two options here

New campaign

Load campaign settings from existing campaigns.

As we don't have any old campaign here, just click on the New Campaign.

As I said earlier that before starting any campaign in Google Ads, you have to select your campaign goal. There are multiple goals to select for like sales, leads, websites traffic, Product and brand consideration, app promotion. As this is the first time, we are designing any campaign in Google Ads, so we are not very much clear about our goals, so we will not select any goal here and we will design for search campaign without any goals. But in reality, you have to select a specific goal first, only then should proceed further.

The most important point here is, the rest of the settings in Google ads will depend on which type of goal you have selected. So, we will come back here and we will design a few more campaigns by selecting different goals to see what different types of settings are available for each goal.

Let us proceed further:

The next option is to select the specific type of campaign that you want to design in Google Ads. As I said, there are a number of different types of campaigns available in Google ads but initially, we will learn how to design the Search campaign. Rest of the campaigns will be discussed in the respective modules

Just select the search campaign. The purpose of this type of campaign is to show the text ad in Google search results and on Google search partner's sites depending on keywords used by people while searching for information or the keywords present in various websites. The important point here is that you can only design text ads under these campaigns, not the banner ads or video ads.

Next, we have to decide what types of results, we want to get from this campaign once people see your ads. For example, do you want website visits, do you want phone calls or app downloads. You can select all or at least one depending upon the nature of your business. Select website and enter the address of your website.

If you want that a customer should immediately call you when he will see your ad, then check for phone call option and insert the business phone number by selecting your country.

Click continue.

So, we have successfully entered the required information, to begin with our search campaign. The Important decision that we have to take at this stage is, what type of results we want from our ads, website visits or phone calls or both.

PART-3

The next phase of the search campaign is very crucial. Here you have to take so many decisions by keeping in mind your audience and the business. Let's continue the process of campaign designing.

After pressing the button continue, this is the workflow of your campaign. As per the structure of Google Ads, first, we have to make the campaign settings, then we will go for Ad Groups, after that we will create our Ads, and finally the confirmation.

This workflow is strictly as per the 'Google Ads' account layers that we just discussed in the previous video. By following the campaign structure, let us make first campaign settings

In the general setting, it's a type of campaign that we have selected. It is a search campaign

Next, we have to enter our campaign name, say MBA Admission.

Next, we have the networks. It simply means, where do you want to show your text ads.

Here we have 2 networks

Search Network and Display Network.

Here it is very important to make the decision about the Network.

Let me explain what these networks are?

First **Search network**:

In this case, your Ads can appear in Google Search results and other Google sites where people search for terms that are relevant to your keywords (You will set these keywords during the campaign)

We have one additional option here to include Google search partners. What does it mean?

Google search partners are sites in the Search Network that partner with Google to show ads on their search results. Search partners extend the reach of Google Search ads to hundreds of non-Google websites, as well as to YouTube and other Google sites.

In simple words, if you check this option, your ad will be eligible to be shown not only on Google search page results but also on other non -Google websites where people search for information or products.

Next, we have a **Display network**.

Don't think that your ads will be displayed only on the search engines, the Google display network expands your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet, although they are not just searching for information

If you want to show your ads only on a search engine, then uncheck this option otherwise let it be checked

Next, we have a few more settings like

Start and end date.

It's self-explanatory, you can start your campaign immediately or schedule it for the future.

You can also set the end date of your campaign.

I will explain Campaign URL option and Dynamic search ads settings at an appropriate time just leave them as it is for now.

Next, we have the most important setting of our campaign that is:

Targeting and Audience

First, we have the location

We have to select the location in which we want to target audience. We have different options available here. By default, it is set to India but let me talk about other options as well.

If your audience is not specific to any country or city then you can select All countries and territories. But choose this option very carefully as you may be ending up your campaign budget very soon.

You can further select a very specific location in which you want to show your ads just by searching that city or area.

For example, I want to show my ads only in Chandigarh then I can search for it and select it. It also shows me the reach for that location. What is **‘reach’**?

This is very important!!!

Reach is an estimate of how many people are in, or interested in, the location you select. It's based on the number of signed-in users visiting Google sites.

For Chandigarh, it is 11 million.

I am surprised here the population of Chandigarh is around 10 lakhs then why it is showing me 11 million.

Go back to the definition of location

The important point here is that location doesn't mean that how many people live in that area but it also includes how many people are interested in that location as well, that is why this number is way beyond the actual population of the Chandigarh.

The same thing is applicable to all other locations as well

You can enter multiple locations by using this option for example I can add New Delhi as well. There are advance search options available as well which give you more flexibility to select the location. Let us see what those are. Click advance search option.

By default, it is set to location, it has the same meaning that you can enter any or multiple locations by searching for them.

Suppose, I want to add Chennai as my new location, just search for it, select it and it is added.

Let me remove other locations from our campaign.

Now the second option is very useful, instead of selecting a particular location, if you want to target the audience on the basis of the radius with respect to a particular location, you can use this option. Let me show you from scratch.

Select the location. Now your target audience is 20 miles around the selected location. If you want, you can change the unit from Miles to KM, you can do that also.

Save the location.

Let us change our location back to India.

If you want to target your audience more precisely then you can use the advanced options for location selection.

Let them be there by default, but let me briefly explain them.

Under target, **first**, we have

People in, or who show interest in your targeted locations, it means your ad is eligible to be shown to those who are living in this location and are interested in this location.

The second option is:

People in or regularly in your targeted locations, that means your ad is eligible to be shown who are living in this location.

The third option ***“People searching for your targeted locations”*** that means your ad is eligible to be shown to those people only who are just searching for your targeted location like a tourist. If you want to exclude, the selected location then let it be the default.

Next, we have the settings related to language; Select the languages your customers speak. Google detects the language from the browser settings and behaviour of the user. By default, it is English but you can add Hindi and other local languages to target the audience.

We have just initiated the process of designing a search campaign. Hope things are simple to understand. We will learn about a few more steps of a search campaign in the next video. Thanks

PART-4

Welcome back, in the last video we learnt how to set the campaign network, location and language. Out of all these settings, location is the most important setting, so be very careful while selecting the location. Let us discuss a few more phases of the search campaign.

Next, we have audience settings.

Here, we have the option to add the audience that Google has recently introduced in the search campaigns.

I will talk about it in detail in during display campaigns. But let me briefly give you an idea, what it is all about. Here, we have three different options to select the audience like search, browse and ideas. In the first step, you may select the audience from the browse option where the first option is, who they are: like detailed demographics.

Again here, we have various categories to select like Parental status, Marital status, Education and Homeownership status.

To select an appropriate audience just click on the dropdown menu and you will see there are a number of options and sub-options to precisely target your audience like in parental, marital status, education

Because we are running a campaign for MBA admission so education would be the right demographic to target the audience

I am selecting bachelor degree and current college-going students and lastly homeownership status. You can see on the right-hand side these categories are selected.

Similarly, you can search for categories, or Google will suggest you few categories on the basis of categories selected by you. To use this option, you have to select at least one category.

The second category of the audience that you can browse is “in-market audience”. It simply means that you can target the audience on the basis of What they are actively searching or planning for. Google fetches this data about the users on the basis of their behaviour on the internet. You may select the right option as per your audience. This list is very comprehensive up to a very precise level. This is the beauty of Google ads when it comes to the target audience.

Lastly, we have the remarketing, we will talk about it in the respective module

Next, let it be the default.

Here, it is not mandatory to make the audience settings. If you want to proceed further without selecting any audience category you can do that also. But it is always suggested to select an appropriate audience category from the audience list.

Next, we have the most important setting of a search campaign that is budget and bidding.

In this section, you will set your budget and waiting for the respective campaign each type of campaign has different options.

First, we have to set our budget, say 1000 Rs.

The important point here is that your daily spending may be more or less than this. Sometimes, your ad is getting more clicks on a particular day. Google will not stop showing your ads once the daily budget is exhausted, it will continue to show your ads and may utilize twice the daily budget set by you. However, the overall budget for the month will not increase from the set budget. For example, in this case, I have set a budget of Rs. 1000. My monthly budget will be $(1000 \times 30.4) = 30400$. 30.4 is nothing it the average number of days in a month $(365/12)$

Next, we have the delivery method.

Let it be the default. As a standard that simply means your budget will be utilized evenly on all the days with some increase or decrease that we have just discussed. Don't select the accelerate method as it will quickly drain out your budget in just the beginning of the month only.

Next, we have to set the bidding. I hope you know that what is bid. This is the maximum amount that you would like to pay if your ad is clicked.

First, we have to make the decision whether you want to opt only for an impression share. click here means if someone clicks your ad and Impression share is the percentage of impressions

that your ads receive compared to the total number of impressions that your ads could get. Just select clicks

Here, I want to use the manual CPC strategy. As by default this option is not available. Select the bid strategy directly and select manual CPC. There is no hard and fast rule to set your maximum CPC bid. It may vary on the basis of your competitors in the industry and other factors. You can just start your bid on a trial basis and based on the performance of your ad you can increase or decrease the CPC bid at any time. Similarly, you can also increase or decrease the budget amount at any time when your campaign is in progress. We will set our bid amount at the ad group level.

Next, we have a few more Campaign settings like Conversion. I will talk about it later as we are not focusing on the conversions right now

Next, we have the ad scheduling:

As discussed earlier that if you want, you need not to run your ad for 24 hours and 7 days. To show your ad on a particular day or days you can select this option. You can also select specific days from here on which you want to show your Ad. Just explore these options

Next, we have the **Ads**.

As discussed earlier under one campaign you may design multiple ads. Few ads may perform well but others may not. If you select this option, Google will try to show your maximum performing ads. Let it be the default.

So, we have completed the very important step of a Search campaign. Things are not yet over. In the next video, I will talk about various extensions to make your ad more impressive. Just join me.

PART-5

Welcome back, now we are going to discuss another very important part of search campaigns i.e. Ad extensions. In this video, we will discuss why you should use Ad extensions and what types of Ad extensions you can use in your ads. So, let us start.

Here you can see we have the option to add ad extension to ads. Google claims that you may get 15% higher click-through rate by showing additional information on your ads.

So, what are ad extensions?

Extensions expand your ad with additional information—giving people more reasons to choose your business. And there is no additional cost to add extensions to the ads. Let us see what type of extensions we can add.

First, we have *Sitelink Extension*

As the name suggests this type of extension is used to add additional links to your ads other than the main link. Just look at this ad.

You can clearly see, we have multiple additional links here addition to the main link, if you click on these links, they may take you to different landing pages. These types of extensions are very useful when you have multiple products under one category. You can use this extension to give the links of various products under one category. Let me show you how to add site link extensions, Click on the new site link. You have to add at least two link extension. Give the site link text, it will be visible in the ad, say download brochure. Then give the final URL where you want to send your prospect. Similarly, give the second site link and final URL. Leave all other fields blanks, I will explain them at the time of ad designing. Save it. Our two-site links are added. Let us have a preview of them. This is how your site links will appear in Mobile phone and this is how they will look in desktop. you can on or off highlight site links close the preview.

Next, we have 'call out extension'.

What is call out extension?

Here you can see a few additional features of the product.

Let us see, how to add these features?

Click the new callout extension. Add callout text here up to four in number and preview it. this is how this extension will look in mobile phone and desktop. Leave the advance option as default and save. Our 'call out extensions' are added. Call extension is automatically added. as we have selected phone call at the beginning of the campaign. just have a preview. this is how it will look in the mobile phone and desktop.

If you want you may add a few more extensions. I will talk about these extensions in due course.

Save and continue.

So, finally, we have completed the first phase of our campaign. Remember, all these settings will be applicable to the campaign layer.

In other words; this is the second layer of Google ads structure after the Ad Account.

I have intentionality left few settings as default settings and will explain them at an appropriate time. Now, we will move to the second phase of our campaign. Join me in the next video.

PART-6

Welcome to the next phase of campaign designing. After completing the first phase of search campaign designing, we are ready to go with the next phase of this process. Believe me, this phase is going to be very interesting. In this phase, we will create our ad groups. So let us start.

After completing the first phase of search campaign designing. We are ready to go with the next phase of this process. So, let us start.

After successfully saving the campaign setting, now, we are in the second phase of search campaign designing. You can see here we have to now create the ad groups. I hope you remember, in the campaign structure, what are ad groups.

In Ad account structure, this is the third layer and under each campaign, we can create multiple ad groups depending upon our product and services. An ad group may contain one or more than one ads. The two most important things that we have to set at this level are

Maximum bid amount and Keywords.

To create an add group, give any name to it like MBA Marketing is my first ad group

Set the maximum bid amount. As I have said that there is no hard and fast rule of setting a maximum bid. You can start on a trial basis. After looking at your performance, you can increase or decrease the maximum bid amount at any time when your campaign will be active.

This is the place about which I was talking in previous modules i.e. in case of Google ads you have to set a few keywords and your ad will be triggered if someone searches for these keywords at various search networks of Google like Google search engine or Google Map

There are three different ways to add keywords.

The first one is Manual. If you already know about the keywords for an Ad, then you can simply type those keywords here as one keyword per line

Notice, on your right and side Google will predict on the basis of its own algorithm that how your campaign will perform on these keyboards and budget. Like how many clicks per day you will get, what will be the average CPC means cost per click, cost per day

Hope you remember, I discuss with you the types of various keyword match. The keyword match helps an advertiser to narrow down the target audience. This is the place where you can define various keyword match like

Broad match, phrase match, and exact match by using different symbols.

So, I am not using any symbol here it means it is a broad match.

The second way to add the keyword is to pick those keywords as suggested by the Keyword Planner based on the content of your website.

See here, on the basis of my homepage of the website 'dmmoooc.in', Google has suggested so many keywords along with their search frequency.

Just click on + sign and this keyword will be added to the keyword list.

Keep on adding the keyboards and you can see on my right-hand side estimate change for every keyword.

Google also suggest you to increase your budget to have more clicks. Don't increase your budget at this stage first let us complete our campaign.

The third way to add the keyboards is, you can get keyword ideas simply by typing your products and services or any other keyword.

You can see, so many keywords have been suggested by the Google Keyword Planner.

You can also click on add all to add all the keywords. But I will suggest you to start with your 10 to 15 keywords initially, then based on the performance, you can add or drop keywords at any time from the list.

So, we have created our first ad group

Let us create the 2nd Ad group.

The process is similar; I am showing it in fast mode.

Let me make my first keyword as a phrase-match by putting it in quotes.

Let me quickly create a third ad group.

Finally, save and continue. So, finally, we have reached the place where we will create our text ads.

So, this was the process of creating the ad groups. I will again reiterate here that you can create the multiple ad groups in a single campaign and at each ad group level you have to set the bid amount and a list of keywords. Now we have to create the ads for each group just join me in the next video.

PART -7

Welcome back, after creating the ad Groups, now we are entering or the last phase of our campaign designing and that phase is creating ads. Here we will see how to create various text ads in each group. So, let us start

Once you will create ad groups, you will be prompted to this page to create ads.

Here, under each ad group, we have to create ads. You can create a single ad under each ad group or you can create more than one ad in each group but make sure that your ads are not much different from each other. You can slightly change the headlines or some words in different ads that way you can easily compare the performance of multiple ads in an ad group. Now whatever I will write here that will be visible in our text ad and on the right-hand side you can see the preview of that ad.

First, we have the final URL. This is the actual URL of your landing page or a website. No matter how long it takes, you have to give it here.

Next, is the first headline of your ad. Make it simple and catchy. This is the first thing when a user will decide should he click on the ad or not. Another important thing, you can use only 30 characters to write your first headline so be simple and short.

Then we have the headline 2, again write something important here with respect to your offer or product.

Earlier there were only two headlines in a text ad. But Google has recently introduced the 3rd headline as well.

Next, we have the display URL. What is this? if you have very long URL, they will not visible in the ads so here you can create a dummy URL just for the purpose of showing it. You can add part 1 and part 2. to use any random words related to your Ad here because it's dummy URL only for displaying purpose.

Now look here in the preview section, you have the first headline separated by a pipe with a second headline. This is our display URL.

Next, you have to give a brief description of your product for the offer. Again, here you can give to descriptions and each description is limited up to 90 characters. Let me give the description.

Just see in the previous description is added to the ad.

Further Our site link and callout extensions are also already available in the ad as the set them in the previous phases along with the telephone number

You can also see how our ad will look in the desktop

You can make a highlight on or off

To save the Ad click on done

See here, under our first ad group, one ad has been created

If you want to create a new ad under the same group just click the new ad.

Make some changes in here and your ad will be created,

If you want to use the content of your previous ad, just copy it and make some changes.

The same way you can create more ads under other groups.

Save and continue.

Congratulations your campaign is ready.

Once again re-check your settings

And click continue to campaign.

So, with, this we designed our first search campaign. I advise you to please explore more options search campaign by trying different combinations of the target audience and bidding strategies. In this way, you will become more confident to design search campaigns. Thanks.

M24: Designing and Monitoring Display campaigns

Presenter:
Dr. Tejinderpal Singh
Associate Professor
University Business School
Panjab University Chandigarh



PART-1

Hello everyone, hope you all are doing well. Today, we are going to start with the last module of this week and the name of this Module is “Designing and Monitoring Display Campaigns”.

Just answer my one question. What are the other places on the internet where you usually see advertisements? Just think for a while

Yes, you have rightly guessed, other than the search engines, ads are on YouTube, ads are on various websites, ads are on various blogs, ad are on mobile Apps, ads on social media. Every day we come across various types of ads.

In a broad sense, these types of ads are called display ads. There are many types of platforms that you can use to design and manage the display ads.

In Google Ads, these are designed using Display Campaigns, a very popular campaign amongst digital marketers. So, in this module, we will talk about display campaigns and you will specifically learn under

- 1. What are the display campaigns?**
- 2. How make to make campaigns level settings?**
- 3. How set target audience in ad groups? And finally**
- 4. How to design various display ads using images and text**

So, let us design a beautiful display campaign with the help of Google ads.

We are back to Google dashboard and here you can see, now, we have so many other options available with respect to the campaign that we have designed in our previous module. I will talk about these options at an appropriate time.

To design a display campaign, just go to Campaign.

This is our previous campaign, I have just paused it because of certain reasons.

Click on this Plus sign (+)

New campaign.

Here once again, we have a list of various goals and we have to select one goal. This time, let me select Website traffic. This goal has a simple meaning that I want to bring the traffic to my website by showing various types of display ads.

Once I clicked on the 'website traffic' as a goal. You can see multiple campaigns are available here to select for. As we have to design a Display campaign, just select a display campaign.

Next, we have two options, the first one is 'Standard display' campaign and the second one is 'Gmail campaign'.

I will talk about Gmail campaign soon. But first, let us talk about the standard display campaign

As we are bringing traffic to the website, So it is must to give the name of your website.

Give the name of your website and continue.

We are designing a display campaign and our goal is website traffic

Give any name to the campaign like 'MBA admission Display'

I have already discussed the location settings

Again, here we have the same set of settings.

If you want, you can change the location setting from the advanced setting. But let it be India only.

These options have the same meaning that was in a search campaign. Let it be the default.

Next, we have the language. Let it be English. If you want to add any new language then you can add by searching that language.

Next. This is very important, where we have to select the bidding strategy. Here as per our campaign goal, we have two types of strategies.

In the first strategy, our focus may be on high-quality traffic that means this is a traffic that is likely to lead to actions on your website, app, or store after clicking your ads.

Here we will set the manual bid, in the next phase

As for as payment is concerned, we will pay for the clicks that means cost per click strategy will be used

The second option is you may focus on Impressions.

'Impressions' simply means, how many times your ad is appearing and you will be charged on that basis of impression, not on the basis of clicks.

But in the present campaign, we will begin with high-quality traffic as our focus.

Next, set the budget to say, Rs. 1000

Next, we have the delivery method: Standard and Accelerated.

Can you think about what is the difference in Standard and Accelerated?

Just think for a while? (paused)

Yes, you have rightly thought:

In the case of Accelerated delivery method, our budget will be exhausted very fast and you may end up with your budget at the beginning of the month only. Google will try to show your ads to as many people as it can show in a single day.

However, in case of the standard delivery method. It is evenly spread across all the days of a month. So, we will keep it as a 'Standard'

Here, you can see on the right-hand side, Google shows the estimate about how your campaign will perform on a various metric like a number of clicks, average CPC, Impressions, CTR that is Click-through Rate. I will talk about these metrics too in detail.

Now let us have a look at Additional settings of the campaign.

First, we have the ad rotation: It simply means when you have more than one ad in the ad group, Google will automatically select your best ad for displaying on the basis of the performance. If any ad is getting high clicks then Google prefers to show that add it is that simple. So, let it be the default, I prefer best performing ads.

Next is the *ad schedule*: It's very simple to the scheduled your ad for any day or days. You can show your ads for all the days as well. We have already done it in our previous. For more details refer to that.

We have the start and ending date it's so simple: start date is already there, set the ending date if you want.

This is something which is very interesting: Devices.

Don't you think, if your advertising the Screen Guard for Redmi Note 5 and ad should be visible on Redmi note 5 Phones not on all other devices?

Off course Yes!!!

Why should I show it on other devices when my product is not suitable for them?

By default, it will be shown on all the devices

If you want to change it, just expand it.

Click a specific targeting for 'device'

First, we have the option to choose from Computers, Mobile Phone, and Tablets.

Just workout on which device you want to show your ad.

It is very helpful if your product is a device-specific,

For example, if you want to advertise for antivirus for computers then it is better to show it on computers, not on mobile phones and tablets.

Next, you can select from various operating systems Like Windows, Android, BlackBerry, IOS Similarly, you can select the device models

Here we have a very long list of brands and device model

I want to show my add on Xosmai 's redmi 5A then I can easily do it by selecting that model

Next, we have networks. if my ad is very specific to the Airtel network then I can use this option to show my ads to those users who are using the Airtel network services.

So easy !!!!

Let it be the default settings for campaign URL options, Dynamic ads and Conversions

Next, we have a very good option for content exclusion.

Here you may opt out of showing your ads on the content that doesn't fit your brand or product.

There are many bases of doing it like

Digital content labels,

Suppose, I don't want to show my ads to teens and older audience. I can easily exclude it by selecting an appropriate option. JUST check it

Next, we have,

Sensitive content

and content type

Suppose, I don't want to show my ad in live videos on YouTube, then you can simply select this option.

In this case, you have to make the decision where you don't want to show the ads. That is all.

So, we have completed the first phase of our display campaign. Again, remember these settings are applicable at the campaign level. No matters how many ad groups you make, how many ads you make. these settings will be applicable to them. In the next video, we will design the next phase of our campaign. Just join me.

PART 2

Welcome back. After making the campaign level settings, now let us move to the next phase of our campaigns. i.e. ad groups. Can you tell me one unique feature of ad groups? (Ads)

Yes. absolutely correct. Target audience is set under ad groups, the bidding amount will be set under ad groups and ads will be designed under Ad group.

Fine so let us begin without any delay.

Give any name to the Ad Group. Say MBA Marketing. Here my focus is to select such an audience who are interested in joining the 'MBA Marketing courses'

The next section is very important, called 'Audience' This is the section, you will target the people to whom you want to reach.

Here we have three types of Audience.

We can target them on the basis of

1. What are their habits and interest, called affinity audience or custom affinity? secondly
2. What are they actually searching or planning, called in-market and custom intent?
3. Lastly, we have those who have previously interacted with your business, called remarketing and similar audience

Let us talk about the first option i.e. *affinity audience*.

People may have varied interests to whom you want to target. Don't you think it is a good idea to show the ad of videos games to a person who has interest in Video Games? Yes!!! of course, you should.

But the question here is?

How these interests are measure by Google?

Actually, these interests are measured by Google on the basis of the browsing behaviour of users and input received from other Google platforms by google. Google put users into different categories and these categories may belong to a variety of interest groups like Food and dining, banking and finance News media and entertainment, IT and Technology and so many other.

You can select any group as per your business.

These are not the only categories, you can create the custom audience as well on the basis of their interest, URLs and places to a particular context.

Let me show you how to create the custom affinity audience

Give any random name to the audience.

Give description if you want, but it is optional

Now here you have to define your audience by selecting any option or all the options

First, let it be the interest,

Now type any keyword related to the interest. I have entered here simply Management / MBA that means those who are interested in MBA should be included in the audience and my ad should be visible to them. You can also get the estimates for impressions per week and other metrics.

Similarly, select URL and it will show few keywords on the basis of the content of a particular URL and that can be added to the custom audience.

You can also add places and apps to create your custom audience.

Just explore these options

I am not creating any custom audience here so let me cancel it

Let's go back to the main category of audience

We have the second Option to target the audiences what they are searching for or planning for.

This is a good option especially for E-Commerce for other businesses to immediately target their prospects who are searching for the product or information or are planning to buy something.

For example, I want to buy an LED TV. So, it is the right time for the businesses to target me as I have shown my intent to buy this very product.

This can be easily done by selecting the audience from here to show your ad to such prospects or users.

Again, here you can create the custom intent audience or select from the given categories.

See one category is already available that I created previously. If you want to create a new intent audience category.

Click the new custom intent audience

Give a name to the audience.

Just type any related keyword and it will be added to the custom intent audience.

I am adding the term management. Further on the basis of Management keyword, it suggests me more ideas for what people are searching for. You can add more keywords by using this plus sign.

You can also type a URL and based on the content of the URL page; it will suggest you a few more ideas.

URL is added to the custom audience and few more suggestions are available and you can save this audience for this campaign or for future campaigns. I am simply cancelling it as I don't need at this point in time.

Further, if you are interested, you can select the broad categories of the market audience from the already given categories.

For example, I am selecting here education which seems to be more relevant to my MBA Campaign. Subcategories are also available. It is your choice to select any subcategory.

Next, we have the remarketing. Remarketing is a very important concept. I will discuss it in a different video. Let us proceed further.

Next, we have the demographics so it's very simple if you are very much clear about your demographics such as gender, age, parental status, and household income. Select accordingly.

By default, all categories are selected. If you want to exclude any category on the basis of demographics Just uncheck it.

Next, you can target the audience on the basis of content. Now, what does this mean?

Suppose, we have selected our audience on the basis of audience interest, in-market, and demographic. I further want to narrow down my audience on the basis of based on the content

of the websites. It simply means, if this type of content is available on websites, only then show my ad otherwise don't show it.

Here, the first option is the keywords.

Remember one thing here the keywords mean, presence of keywords in a Website. If my selected keywords are present in web content only then show my ad.

You can make use of keyword planner here [Keyword planner](#).

You can simply type your keywords or URL and Keyword planner will suggest you the various keywords ideas

I am typing the URL of my university's website and getting keyword ideas.

You can also simply add product or services and it will suggest you keyword ideas

Just click on the Plus sign to add any keyword to the list and click done.

You can also target the audience on the basis of Topics.

It is very broad targeting. If any website or webpage is focused on your selected topic as figured out by the Google then your ad will be shown on that page or pages similar to that.

Just select various topics which you think are relevant to your audience and they are regularly visiting those pages. So, we have a long list of topics, select an appropriate topic. I am selecting business and industrial topics.

Last, we have placements. In this case, if you want to directly select a few websites, youtube channels and mobile app to show your ad then this option is very useful.

You can directly search for various websites, YouTube channels, YouTube videos, Apps and app categories, where you want to place your ad

Search for any keyword or a URL.

I am simply searching for Economic Times. In the suggestion box, so many websites are there along with the impression estimates and I can select an appropriate website and my ad will be visible on that website.

On the basis of the keyword, it has also suggested YouTube channels where I can show my ad.

You can make a selection out of these channels as well.

Similarly, we have YouTube videos. If you are very particular to show your ad on a specific video then you can select it from here and Google will show your ad on that video only.

Lastly, we have mobile apps. If you select one or multiple apps your ad will be visible on selected mobile apps .it is not showing me anything under app categories. Let us leave it.

This level of targeting is very narrow. It will definitely reduce the number of impressions and limit your audience. It is for sure if you select app your number of impressions will decrease however you will be able to target very niche audience.

Target expansion let it be to default

So, this was how to select the target audience in a particular ad group. If you want you can create one more group and target the different audience.

Here you need not to use all the options at once. Take your time to understand your audience and then make the right selection.

Now we are very close to the designing of display ads. Wait for the next video.

PART -3

Welcome to the most interesting phase of our display ad Look at these ads, do you want to design such ad don't worry, I am here and we will learn it. So, let us start.

Before you design the ads, first let us set our bid amount.

There is no hard and fast rule of setting the bid amount. You can set it on a trial basis and you can modify it later on based on the performance of your ads by observing it for 2-3 days. While setting the bid keep in mind the estimates proposed by Google as well.

Now, this is the most important part of a display campaign where we will actually design ads for this group.

If you want, you can create the ad later, but we will continue to design our Ad here only.

Simply select the responsive ads. Responsive ads mean that ad will be customized automatically according to the screen of the device and for the platforms on which it is going to be visible, I will show you in a while.

First, we have the final URL. It has the same meaning that we discussed in search campaigns.

In simple words, this is the URL of your landing page or any other page of your website where you want a prospect or a user will land once he clicks on the ad.

I am giving the URL of my website

Next, we have images and logos.

Here we have to make the ad attractive and engaging by adding images to it.

It is mandatory to add one landscape image and one square image. It will be cropped automatically in the google ads.

Just click on + sign

Again, here we have multiple sources from where we can add an image to the ad.

The first source is Your website. Google has automatically scanned various images of your website and you can select any image or images from these images.

Secondly, if you want to upload any new image, just upload the image here by Drag and drop or going to the specific file.

Another very good source of adding the images is Stock images. Actually, by searching any keyword it will show you the free images available on Shutterstock website and you are free to use these images without any payment.

Select the relevant image from here and select 'use as an image'.

In this case, we have to select at least one landscape Image and one square image, if you want to slightly crop the image you can do that as well.

Click continue and save it

Yes, image is added.

Adding a video is an option. You can explore this option further

Here, we have to insert the headline up to 30 characters. You can insert up to 5 headlines. But the point to remember here is, only one headline will be visible in one ad at a time.

Let me add a few headlines here.

Next, we have a long headline, Give more detail of your offer or product. You can use up to five long headlines However the rule is the same as it was in a short headline

Lastly, Give the name of your website or business

Let us look at the strength of our ad and the preview of it.

Here is the filled green circle that is an indication strength of your ad. More filled circles mean more strength You can check it for images/headlines and descriptions. You can also explore various suggestions as well.

Now let us preview it. First how our ad will look in website and apps.

You can see various formats of ads, like image ad, text ad, and native ads.

Now let us see how it will look in desktop versions

Here we have various form.

You need not to worry here, Google will automatically convert to your ad depending upon the platform on which it is going to be shown

Under Google properties, you can see how your ad will look on YouTube and in Gmail

This is on YouTube

And this is on Gmail.

Amazing !!!

Once you are Satisfied. Click add to the group. But it says one error.

Google has a problem in the brand name that is used here, I have to change it because it's not my brand name and then save.

Yes, it is added to the group.

If you want to create one more add in the same group, you can just click the button and create the new ad.

But it's a still there is an error. Let me change the business name to my website name

It is saved now.

Congratulation!!!! your campaign is ready. Just review it and submit to the Google for review purpose by clicking continue to the campaign.

If your products are related to a specific device or specific mobile model or a specific network. Then, in this case, we would like to show our ads on specific devices or mobile phones or on the network to which our product is related