

Course

Digital Marketing

Week Introduction

Learning Objectives

1

Describe the meaning of Pay Per Click advertising along with its significance

2

Set up an account for Google Ads and explore various features of it

3

Explain various campaign goals and bidding strategies

Module 20

Pay Per Click Advertising: An Introduction

Module 21

Pay Per Click Advertising: Google Ads

Module 22

Types of Campaign Goals and Bidding Strategies

Course

Digital Marketing

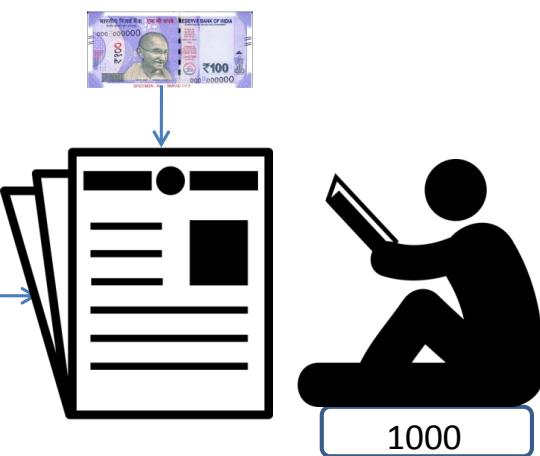
Module 20

Pay Per Click Advertising: An Introduction

Part 1

What will you Specifically Learn ?

- 1** What is PAY PER CLICK Advertising?
- 2** What are various forms of Pay Per Click?
- 3** Why a business should choose Pay Per Click advertising?





?

Pay-Per Click Advertising

You will be charged only, if someone clicks on your advertisement otherwise, you will not be charged for anything

PPC stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked

WordStrem,2019



Buy yoga mats online in India | 2 years Guarantee - decathlon.in

[Ad](#) www.decathlon.in/ ▾

Free Shipping* above INR 999. Shop Now! Sports Products At Amazing Prices in India. Shop Now. Easy Exchange and Returns. 2 Year Warranty. Types: Cycles, Tents, Backpacks, Tennis Gear, Swim Wear, Running Shoes, Sports Apparel, Fitness Equipment, Skateboards.

📍 Dhillon Plaza, Chandigarh - Ambala Highway, Zirakpur, Punjab

Buy Office 365 Business | Microsoft Gold Partner | brio.co.in

[Ad](#) www.brio.co.in/ ▾

Onboarded 3000+ businesses, Support from Certified Engineers, Multi Payment options. Services: Email, File Storage & Sharing, Office Online, meetings and IM & more. 24/7 Support. Signup & Start Using. Services: Easy setup and onboarding, Multiple Payment Options.

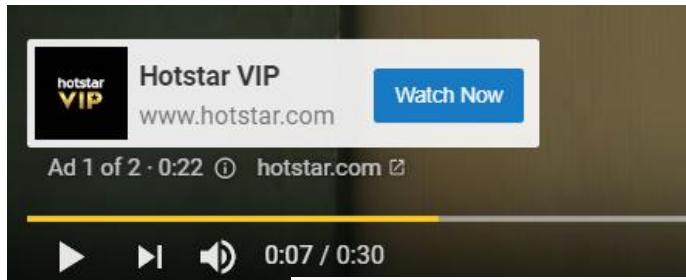
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Purchase Microsoft Office | Bulk Discounts for Business

[Ad](#) www.amazon.in/ ▾

Benefit from Amazon's World-class Logistic Network. Create a Free Business Account! Shop for anything you Need for your Business in a Single Click. Claim input tax credit. 11cr+ products. Easy Return Policies. Types: Laptops, Printers, Routers, Monitors, Projectors.

[Ordering For Business](#) · [Amazon's A-to-z Guarantee](#) · [Fast & Reliable Shipping](#)



Football is fun with foes.

Watch 'n Bantter on
hotstar
VIP

Hotstar VIP

Ad www.hotstar.com

WATCH NOW

Get Your Logo Today!

Wix.com

WiX

Wix Logo Maker

Ad Wix.com

TRY IT NOW

Wide skyscraper (160x600)



Skyscraper (120x600)



Large skyscraper (300 x 600)



Medium rectangle (300 x 250)



Large rectangle (336 x 280)



Square (250 x 250)



Small square (200 x 200)



Leaderboard (728 x 90)



Tejinderpal Singh

- News Feed
- Messenger
- Watch
- Marketplace
- Shortcuts
- Let us learn Qualita...
- Word Blitz
- BAM
- Parmish Verma
- NameTests
- See More...

Explore

- Pages
- Groups
- Events
- Fundraisers
- Friend Lists
- See More...

Like Reply 2h

View 1 more comment

Toonly

Sponsored

Special Lifetime Software Deal
1-time price of just \$67 (Normally \$468/year)
No monthly fees EVER!... See More

**The FUNDAMENTAL OF DIGITAL MARKETING**

Let's grow Together

Fundamentals of Digital Marketing
6,812 members

+ Join Group

Friend Requests

See All



Balram Singh Toni

is a mutual friend.

Confirm Delete



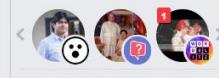
Harjinder Singh

7 mutual friends

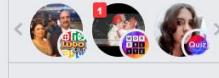
Confirm Delete

English (US) · ਪੰਜਾਬੀ · ਹਿੰਦੀ · +
EspañolPrivacy · Terms · Advertising · Ad Choices ·
Cookies · More · Facebook © 2019

INSTANT GAMES

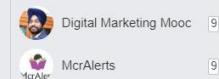


GAMES YOUR FRIENDS PLAY MORE

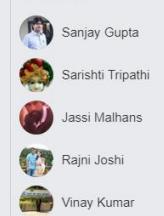


YOUR PAGES

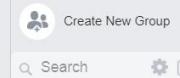
SEE ALL



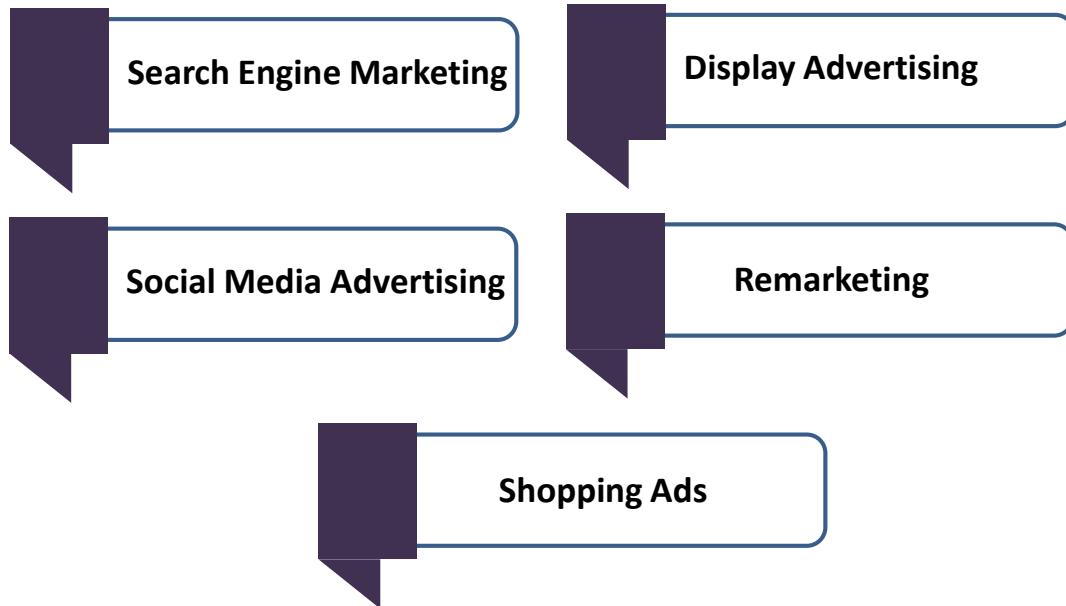
CONTACTS



GROUP CONVERSATIONS



Forms of Pay Per Click Advertising



Search Engine Marketing

In-Organics Results

In-Organics Results

Organics Results

The screenshot shows a Google search results page with the following layout:

- Search Bar:** buy photo
- Navigation:** All Images Shopping News Maps More Settings Tools
- Results Summary:** About 7,31,00,00,000 results (0.68 seconds)
- Organic Results (Red Boxes):**
 - Shutterstock Stock Photos | Plans starting at \$29/Month**
Ad www.shutterstock.com/ Over 200 Million High Quality Images. Explore Plans for Every Budget Now! Get Images for Any Project — Emails, Presentations, Social Media Posts, and More. No Daily Download Limit. All Royalty Free. Highest Quality Content. Free Image Resizer. Subscribe from \$29/Month.
Vectors & Illustrations Browse the Leading Vector Library. Find the Perfect Vector Today!
Backgrounds & Textures Enjoy Our Huge Collection. Start Today!
 - Buy stock pictures | Work faster with Adobe Stock.**
Ad stock.adobe.com/ Quick access to creative assets that inspire great work. Get started now. Find the perfect image to enhance your next creative project. Explore diverse collections. Video now available. Flexible plans. Integrated in Adobe apps. Types: Business and healthcare, Authentic lifestyle. Contribute to Adobe Stock - First month free - New Premium Collection
- Sponsored Results (Green Box):** See buy photo
Your Photo On Canvas ... ₹ 299 Canvas Champ Special offer
Online Photo Albums Printing ₹ 550 Canvas Champ Special offer
Make Your Own Canvas Print... ₹ 299 Canvas Champ Special offer
- Organic Result (Green Box):** Buy Images, Stock Photos & Vectors | Shutterstock
https://www.shutterstock.com/search/buy Find buy stock images in HD and millions of other royalty-free stock photos, illustrations and vectors in the Shutterstock collection. Thousands of new ...
- Bottom Result:** Fotolia - How to purchase and download royalty-free photos and ...

In-Organics Results

Search Engine Marketing

Organics Results

Google search results for "buy photo". The search bar shows "buy photo". The results include:

- Shutterstock Stock Photos | Plans starting at \$29/Month**
(Ad) www.shutterstock.com/
Over 200 Million High Quality Images. Explore Plans for Every Budget Now! Get Images for Any Project — Emails, Presentations, Social Media Posts, and More. No Daily Download Limit. All Royalty Free. Highest Quality Content. Free Image Resizer. Subscribe from \$29/Month.
- Vectors & Illustrations**
Browse the Leading Vector Library.
Find the Perfect Vector Today!
- Backgrounds & Textures**
Enjoy Our Huge Collection.
Start Today!
- Buy stock pictures | Work faster with Adobe Stock.**
(Ad) stock.adobe.com/
Quick access to creative assets that inspire great work. Get started now. Find the perfect image to enhance your next creative project. Explore diverse collections. Video now available. Flexible plans. Integrated in Adobe apps. Types: Business and healthcare, Authentic lifestyle. Contribute to Adobe Stock · First month free · New Premium Collection
- Buy Images, Stock Photos & Vectors | Shutterstock**
<https://www.shutterstock.com/search/buy>
Find buy stock images in HD and millions of other royalty-free stock photos, illustrations and vectors in the Shutterstock collection. Thousands of new ...
- See buy photo**
- Sponsored**
- Your Photo On Canvas ...**
₹ 299
Canvas Champ
Special offer
- Online Photo Albums Printing**
₹ 550
Canvas Champ
Special offer
- Make Your Own Canvas Print...**
₹ 299
Canvas Champ
Special offer

Search Engine Optimization

Search Engine Marketing

In-Organics Results

In-Organics Results

A screenshot of a Google search results page for the query "buy photo". The results are divided into two main sections: In-Organic Results (natural search) and In-Organic Results (ads).

In-Organic Results (Natural Search):

- Shutterstock Stock Photos | Plans starting at \$29/Month**
Ad www.shutterstock.com/
Over 200 Million High Quality Images. Explore Plans for Every Budget Now! Get Images for Any Project — Emails, Presentations, Social Media Posts, and More. No Daily Download Limit. All Royalty Free. Highest Quality Content. Free Image Resizer. Subscribe from \$29/Month.
- Vectors & Illustrations**
Browse the Leading Vector Library.
Find the Perfect Vector Today!
- Backgrounds & Textures**
Enjoy Our Huge Collection.
Start Today!

- Buy stock pictures | Work faster with Adobe Stock.**
Ad stock.adobe.com/
Quick access to creative assets that inspire great work. Get started now. Find the perfect image to enhance your next creative project. Explore diverse collections. Video now available. Flexible plans. Integrated in Adobe apps. Types: Business and healthcare. Authentic lifestyle.
Contribute to Adobe Stock · First month free · New Premium Collection

- Buy Images, Stock Photos & Vectors | Shutterstock**
<https://www.shutterstock.com/search/buy>
Find buy stock images in HD and millions of other royalty-free stock photos, illustrations and vectors in the Shutterstock collection. Thousands of new ...
- Fotolia - How to purchase and download royalty-free photos and ...**

See buy photo

Sponsored

Your Photo On Canvas | ... ₹ 299 Canvas Champ Special offer

Online Photo Albums Printing ₹ 550 Canvas Champ Special offer

Make Your Own Canvas Print... ₹ 299 Canvas Champ Special offer

In-Organics Results

**You will be only charged if someone clicks on your advertisement,
otherwise you will not be charged for anything**

Search Engine Marketing

Search Engine Marketing



Just paying the higher amount to the Google or any other search Engine does not guarantee that your ad will definitely appear in search results

Pricing

Ad Quality

Keywords

Landing Page

Search Engine Marketing



YouTube!



[Search Engine Marketing]

Search Engine Marketing Platforms

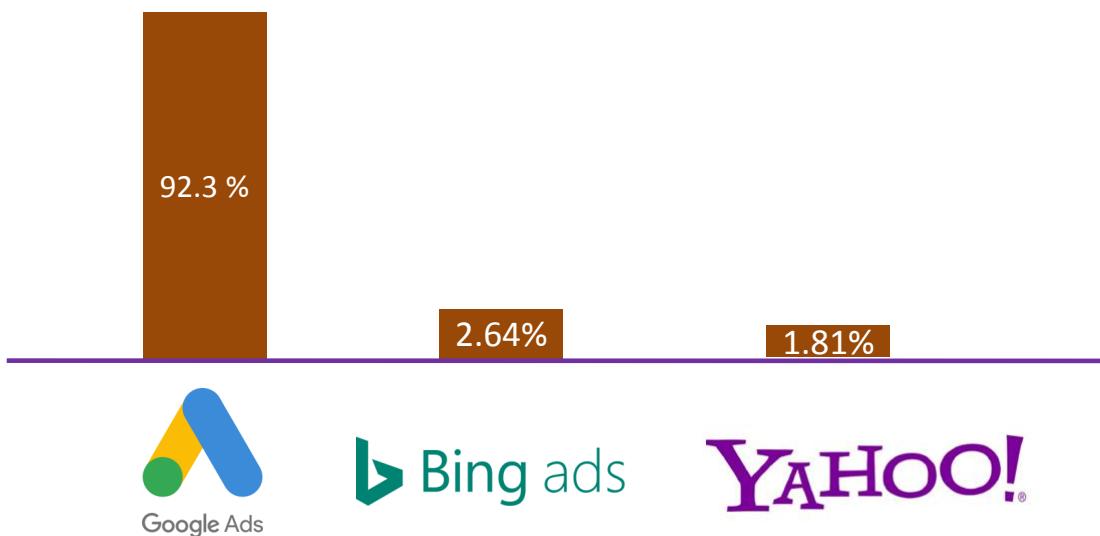


Google Ads



Bing ads

Search Engine Marketing Platforms



Display Advertising



Gmail Images ■■■ Sign in

Google



Google Search

I'm Feeling Lucky

NO

Display Advertising



Blogger



Display Advertising

Wide skyscraper (160x600)



Skyscraper (120x600)



Large skyscraper (300 x 600)



Medium rectangle (300 x 250)



Large rectangle (336 x 280)



Square (250 x 250)



www.example.com

Leaderboard (728 x 90)



Display Advertising

Display advertising is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics

KASTARIA, 2019

Shutterstock Stock Photos | Plans starting at \$29/Month

Ad www.shutterstock.com/

Over 200 Million High Quality Images. Explore Plans for Every Budget Now! Get Images for Any Project — Emails, Presentations, Social Media Posts, and More. No Daily Download Limit. All Royalty Free. Highest Quality Content. Free Image Resizer. Subscribe from \$29/Month.



Display Advertising



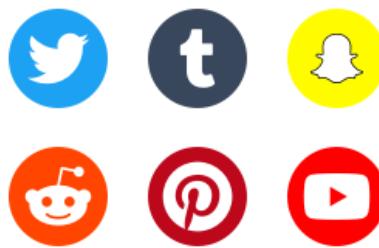
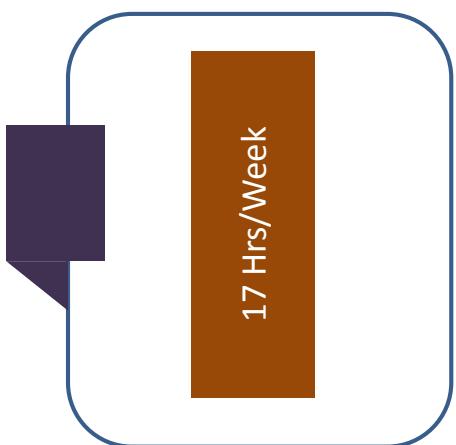
Google Ads

According to Google Ads, **Display Ads** help the advertiser to reach people while they're browsing their favorite websites, watching YouTube video, checking their Gmail account, or using mobile devices and apps

Display Advertising



Social Media Advertising



McKinsey (2019)

Remarketing

MakeMyTrip Video

Shopping Ads

Google search results for "buyTV":

Did you mean: [buy TV](#)

See buyTV

Sponsored

 Samsung 138cm (55") NU6100 UHD TV
₹ 55,990
[Samsung.com](#)
21% price drop

 Samsung 123cm (49") N5300 Smart FHD TV
₹ 42,990
[Samsung.com](#)
★★★★★ (2k+)

 VU 163 cm (65 Inches) Smart 4K Ultra HD LED TV Pixelight
₹ 52,149
[TataCLIQ.com](#)

TVs - Buy Television Online at Best Price in India | Flipkart.com
<https://www.flipkart.com/television-store>

Welcome to India's No.1 TV Store. ... Benefits on buying from Flipkart -No Cost EMI, Free Installation, Complete TV Protection (3 Years), 90 Day Keep or Exchange. ... Mi LED Smart TV 4X Pro 138....

BYUtv: Home
<https://www.bytv.org> ▾
Together.
[Shows](#) · [LiveTV](#) · Studio C · [View Schedule](#)

Evernote note titled "Evernote" (with a T icon):

Sign in to Web Clipper to see Related Results

BYU TV
Television channel


[byutv.org](#)

BYU TV is a television channel, founded in 2000, which is owned and operated as a part of Brigham Young University. The channel, available through cable and satellite distributors in the United States, produces a number of original series and documentaries with emphases in comedy, history, lifestyle, music and drama.

[Wikipedia](#)

Headquarters: Provo, Utah, United States
Motto: "Together"
Founded: 2000
Owner: Brigham Young University

Shopping Ads



Shopping ads allow seller to Control the product information and maintain the accuracy and freshness of the product information, so that customers find the relevant, current items they're looking for



Pay only, if someone clicks your Ad



Buy yoga mats online in India | 2 years Guarantee - decathlon.in

Ad www.decathlon.in/ ▾

Free Shipping* above INR 999. Shop Now! Sports Products At Amazing Prices in India. Shop Now. Easy Exchange and Returns. 2 Year Warranty. Types: Cycles, Tents, Backpacks, Tennis Gear, Swim Wear, Running Shoes, Sports Apparel, Fitness Equipment, Skateboards.

📍 Dhillon Plaza, Chandigarh - Ambala Highway, Zirakpur, Punjab

PAY



Buy Office 365 Business | Microsoft Gold Partner | brio.co.in

Ad www.brio.co.in/ ▾

Onboarded 3000+ businesses. Support from Certified Engineers, Multi Payment options. Services: Email, File Storage & Sharing, Office Online, meetings and IM & more. 24/7 Support. Signup & Start Using. Services: Easy setup and onboarding, Multiple Payment Options.

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PAY



Purchase Microsoft Office | Bulk Discounts for Business

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Benefit from Amazon's World-class Logistic Network. Create a Free Business Account! Shop for anything you Need for your Business in a Single Click. Claim input tax credit. 11cr+ products. Easy Return Policies. Types: Laptops, Printers, Routers, Monitors, Projectors.

Ordering For Business · Amazon's A-to-z Guarantee · Fast & Reliable Shipping

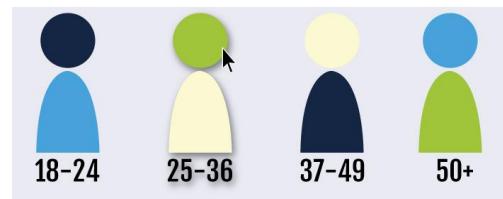
PAY

Control How to Spend on Ads

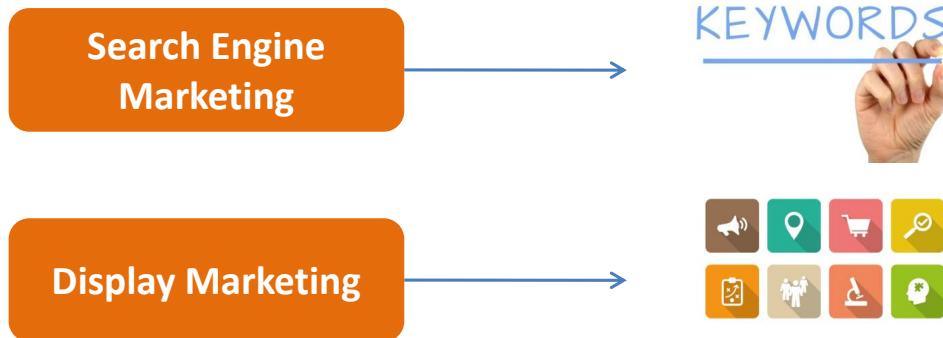
You have full control over your budgeting decision



Target Your Audience Precisely



Target Your Audience Precisely



The fastest way to bring the traffic



**Search Engine Optimization is very
Slow Process**

**Results of PPC Campaign are very
quick and fast**

The fastest way to bring the traffic



- Designing a PPC campaign doesn't take much time
- Within a few hours people will start visiting your website and
- Chances of conversion increase with more traffic to the website

High Return on Investment

PPC is Cost Effective



Click Through rate,
Average Cost Per Click



Ad scheduling is Key to PPC



Buy yoga mats online in India | 2 years Guarantee - decathlon.in

[Ad] www.decathlon.in/ ▾

Free Shipping* above INR 999. Shop Now! Sports Products At Amazing Prices in India. Shop Now. Easy Exchange and Returns. 2 Year Warranty. Types: Cycles, Tents, Backpacks, Tennis Gear, Swim Wear, Running Shoes, Sports Apparel, Fitness Equipment, Skateboards.

📍 Dhillon Plaza, Chandigarh - Ambala Highway, Zirakpur, Punjab





Statistics are in favour of PPC

Statistics are in favour of PPC



75%

Search ads make it
easier to find the
information they're
looking for

Search Engine Land, 2019

Statistics are in favour of PPC



40%
of brands want to increase
their PPC budget,
indicating

SocialMediaToday

Statistics are in favour of PPC

**Google Ads alone
reaches a network of
more than**

**2 Million
Websites and
applications**

Google, 2018

Statistics are in favour of PPC

\$1

\$2

Google, 2018

Statistics are in favour of PPC

**Google Ads alone
reaches a network of
more than**

50%
**Websites and
applications**

Google, 2018

Statistics are in favour of PPC

PPC **statistics** are easier to measure than SEO statistics, making it easier for marketers to track ROI and manage budgets

Unbounce,2018

M20: Pay Per Click Advertising: An Introduction

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



PART-1

Hello everyone, welcome the first Module of this week and the name of this Module is “Pay Per Click Advertising: An Introduction”. As we discussed that majority of the traffic to our website is coming through Search Engines and we should improve our ranking in search research results by adopting the strategies of Search Engine optimization, both on-page and off-page.

But, do you think that search engines are the only way through which our visitors, prospects or customers are reaching to websites? No, not at all, there are many other ways through which they may land on our websites and PAY PER CLICK is one of them. So, in this Module, we will discuss the basics of PAY PER CLICK advertising and you will specifically learn

- 1. What is PAY PER CLICK Advertising?**
- 2. What are various forms of Pay Per Click?**
- 3. Why a business should choose Pay Per Click advertising?**

I know you are very inquisitive to learn about Pay Per Click Advertising, so without wasting time, let us start our module, with an aim to move one step ahead in digital marketing.

Just recall our one of the examples and this example was about newspaper advertising.

Suppose, you are running a coaching institute and you want to advertise various courses in the newspaper that has a circulation of 1000 readers. Suppose, you agree to pay Rs.100 and advertised the product. However, only 400 people actually saw your advertisement when it appeared in the newspaper

Now tell me how much actually you will be charged. Will it be for 1000 readers or for 400 readers?

The answer is very simple.

The Advertising Model of offline media works on the basis of total reach, not on the basis of actual views.

So, in this case, you will be charged on the basis of 1000 reader even your ad is seen only by 400 readers,

Even if no one will see your advertisement, you will be charged with the full amount.

But the scenario is different in case of online advertising where most of the advertising models work on Pay Per Click.

That means you will be charged only if someone clicks on your advertisement otherwise. You will not be charged for anything else

So, let me formally define but is pay per click advertising

According to WordStrem.

“**PPC** stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time once their ad is clicked”

Here are a few examples of PPC

You can see ads appearing on Search Engines Results, YouTube Ads, Ads on various Websites, Ads on Social Media etc.

More specifically, it's a way of buying visits to your site, rather than attempting to “earn” those visits organically.

Now let us see what are various forms of Pay Per Click Advertising. These are

1. **Search Engine Marketing**
2. **Display Advertising**
3. **Social Media Advertising**
4. **Remarketing**
5. **Shopping Ads**

Let me explain them one by one.

Search Engine Marketing

We already know that any SERP (Search Engine Result Page) has two types of results i.e Organic Results and In-Organic Results. To secure the high ranking in organic results you have to optimize your website to make it search engine friendly. In Digital marketing terminology, it is called Search Engine Optimization. We also know that securing high ranking in organic results is free of cost and you need not pay anything to the Google or other popular search engines in this regard.

However, to secure the position in in-organic results is not free of cost and you have to pay the advertising fee to the Google or any search engine to place your advertising in the search engines' inorganic results. But in this case, you will be only charged if someone clicks on your

advertisement, otherwise, you will not be charged for anything. That is why it is called Pay Per Click (Only pay if someone clicks on your advertising)

The most important point here. Just paying the higher amount to the Google or any other search engine does not guarantee that your ad will surely appear in search results. No doubt, pricing is the Important factor but there are other factors too that contribute to whether your ad will appear or not like keywords, Ad Quality, Quality of landing page, Bidding by competitors etc. We will discuss all these factors in a while.

Moreover, Search engines are not the only place where search happens. A search can happen at Google Map, it can happen on YouTube, it can happen in shopping etc. Ads can also appear there. So, these are also within the domain of Search engine marketing

For Search Engine Marketing there are two very important Platforms that are being used worldwide, and these platforms are

Google Ads

Bing Ads.

Without any debate, Google Ads is the leader in Search Engine Marketing as it has 92.34% share in the search engine market followed by Bing (2.64%) and Yahoo (1.81%) (Source: StatCounter, Aug 2019)

Even in our course, we will use Google Ads Platform to learn about Search engine marketing campaign.

I have discussed with you just the meaning of pay-per-click advertising along with the one but very important forms of pay-per-click advertising i.e. Search engine marketing. So I will continue my discussion on the rest of the forms of pay per click advertising in the next part.

Part -2

Just thinks for a while, do you think that our all prospects are coming to our website *through Search Engines or all the time they are on search engines.*

Obviously, No.

They may be on YouTube, they may be on blogs, they may be on different websites depending upon their interest.

Don't you think we should target them there as well and show our advertisements in the forms of banners, animations or even in the text form?

Yes, we should.

So, this is nothing, it is called display advertising. Let me explain it.

'Display advertising' is an important form of PAY PER CLICK advertising.

Just thinks for a while

Do you think that our all prospects are coming to websites through Search Engines or all the time they are on search engines?

Obviously, No

They may be on YouTube, they may be on blogs, they may be on different websites of their interest.

Do don't you think we should target them there and show our advertisements in the forms of banners, animations or even in the text form.

Yes, we should.

So, it is nothing, it is called 'display advertising'. Let me explain it.

According to KASTARIA, Display advertising is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics.

According to Google Ads, Display Ads help the advertiser to reach the people while they are browsing their favourite websites, watching YouTube video, checking their Gmail account, or using mobile devices and apps.

Similar to Search Engine Marketing, Google Ads and Bing Ads are the most popular platforms of display advertising. In our course, we will learn how to use Google Ads to run display advertisement campaigns. Just wait for that.

Next, we have social media as an important form of display advertising

You will be surprised to notice that according to the report released by McKinsey (2019). We as Indians are spending the highest amount of time on Social Media in the world. We spend about 17 hours per week on social media websites like Facebook, Twitter, Instagram, and others and it is a world record. It is happening all because of cheap android phones and easy access to 4G services.

So, for marketers, Social Media is an important destination to advertise their product or services because of its high penetration rate, especially in India.

Most of the advertising models of Social Media Advertising are based on Pay Per Click that means you will only pay if someone clicks on your ads.

Going by the importance of social media, we will learn how to use Facebook, Twitter and LinkedIn for Pay PER Click Advertising in the respective modules.

Remarketing

You might have noticed that while surfing the internet you start experiencing ads of those sites that you visited previously

Suppose, I want to book an air ticket from Chandigarh to Goa through MakeMyTrip and yet not finalized the booking. It is very strange to notice that ads of MakeMyTrip start appearing on other websites as well where my purpose of visiting is altogether different.

From marketer's point of view, it is nothing but it is remarketing and a very important form of PPC. We will learn about remarketing advertising with the help of Google Ads.

Next, we have Shopping ads

You must have noticed these types of ads on Google search page or on YouTube. These are nothing it is part of Google Shopping ads which are essentially a Pay Per Click Ads.

Shopping ads helps the buyers to search for products quickly and easily on Google,

According to Google Ads, Shopping ads allow the seller to control the product information and maintain the accuracy and freshness of the product information so that customers find the relevant, current items they're looking for

Google shopping ads are again managed from Google Ads platform and we will learn about it shortly.

So, this was the discussion on various forms of pay per click advertising. I am not claiming that these are the only form of pay click advertising. You may find many more forms of pay per click advertising once you start exploring this domain. Thanks

PART -3

Now the very basic question, as an online marketer why should I use Pay Per Click format of advertising in my promotional mix.

There are so many good reasons why a business should use PPC ads to promote its product and services. Let us look at few of them-

Pay only, if someone clicks your Ad

This is the whole essence of PPC campaigns that you will not be charged if no one clicks on your ads. In other words, pay for your ads if someone clicks. So, this is very cost-effective in this way. If a prospect is really interested in your product, only then he will click on your ad otherwise you will not pay for it. So, there are high chances that only quality traffic will come to your website if targeted properly. So this is a win-win situation for the business as they get visibility free of cost even if few people are clicking on ads.

Control How to Spend on Ads

Budgeting is an important element of overall online marketing campaigns. Pay per click makes it very flexible. You have full control over your budgeting decision. For example, how much bid amount you want to make, how much amount per day you want to spend on ads. If you want to increase or decrease your bid amount you can easily do it.

What is a bid? I will explain it shortly. Moreover, if you want to stop your ad at any time you do it instantly. All the decisions are at your fingertips and you can take them instantly.

Target Your Audience Precisely

Targeting the right audience is the key feature of PPC why advertisers love PPC campaigns. It is often said that ad has no meaning if it is not delivered to the right audience.

In most of the PPC platforms, there are a bunch of settings which make it possible to target the right audience. For example, I want to target the audience on the basis of location that means I want to show my ad in a particular area. This can be easily done from the location setting of any PPC platform. Similarly, if I want to show my advertisement to particular age groups it is possible with the help of PPC Campaign Settings.

In the case of Search Engine Marketing, targeting of the audience is done on the basis of the keywords that they type in the search engines to search for information, for products or services.

Similarly, in the case of display advertisements, the targeting is done on the basis of audience interest and demographics.

We will discuss all these audiences targeting settings in the detail in the respective modules

The fastest way to bring traffic

You may spend months or years to bring traffic to your website by improving your search ranking in the organic results with the help of a Search Engine Optimization strategy. However, you will find that the results of PPC campaign are very quick and fast. Designing a PPC campaign doesn't take much time. Once your campaign is live you can expect that within a few hours people will start visiting your website and chances of conversion increase with more traffic to the website. Very impressive!!!

High Return on Investment

As we are discussing that you pay for clicks only. So, it is very cost-effective. In various PPC platforms, there is an in-built feature to optimize the ads. For example, we can increase or decrease the bid amount and the budget amount at any time to optimize the ads as a lot of data is available with respect to advertisements in such platforms like Click-Through rate, Average Cost Per Click etc.

The terms may be new for you but we will learn them in a short while

Proper optimization of ads will surely improve your return on investment in PPC scenario. The Only thing is that you have to learn how to make the maximum use of such data to make our campaigns successful.

Ad scheduling is Key to PPC

Ad scheduling is a very good feature of PPC campaigns. You need not to run your ads 24 hours a day on the internet. Based on your experience and the data retrieved from PPC platforms, you can easily schedule your ads by keeping in mind the audience's interaction with your ads. You can select a particular day/ day and a time frame on each day to show your ads. This feature is amazing and it will surely help you to reduce the cost of advertisement and to give the quality traffic to your website.

Statistics are in favour of PPC

Just to understand the importance of pay per click advertising. Let me show you a few stats from various reports which will strengthen your opinion in favour of pay per click advertising.

- 1.** Search Engine Land, 2019, 75 per cent of people said search ads make it easier to find the information they're looking for
- 2.** For every \$1 spent on Google Ads, businesses earn average revenue of \$2 (Google).
- 3.** 40 per cent of brands want to increase their PPC budget, indicating that this is an effective and lucrative tool for marketers (Social Media Today)
- 4.** [Google Ads](#) alone reaches a network of more than 2 million websites and applications (Google).
- 5.** PPC visitors are 50 per cent more likely to make a purchase than organic visitors (Unbounce).
- 6.** PPC statistics are easier to measure than SEO statistics, making it easier for marketers to track ROI and manage budgets (Unbounce)

Looking at various benefits of PPC advertising and the statistics generated from various reports, now, I hope that you are convinced with why a business should use a per click advertising in their promotional mix.

In this module, we have just discussed the basics of pay-per-click advertising. From now onwards, practical and very interesting things will start. Just join me in the next Module. Thank you.

Course

Digital Marketing

Module 21

Pay Per Click Advertising: Google Ads

Part 1

What will you Specifically Learn ?

1

What is Google Ads Platform?

2

How does PPC Works?

3

How to register for Google Ads?

4

What are various types of Keywords Match ?

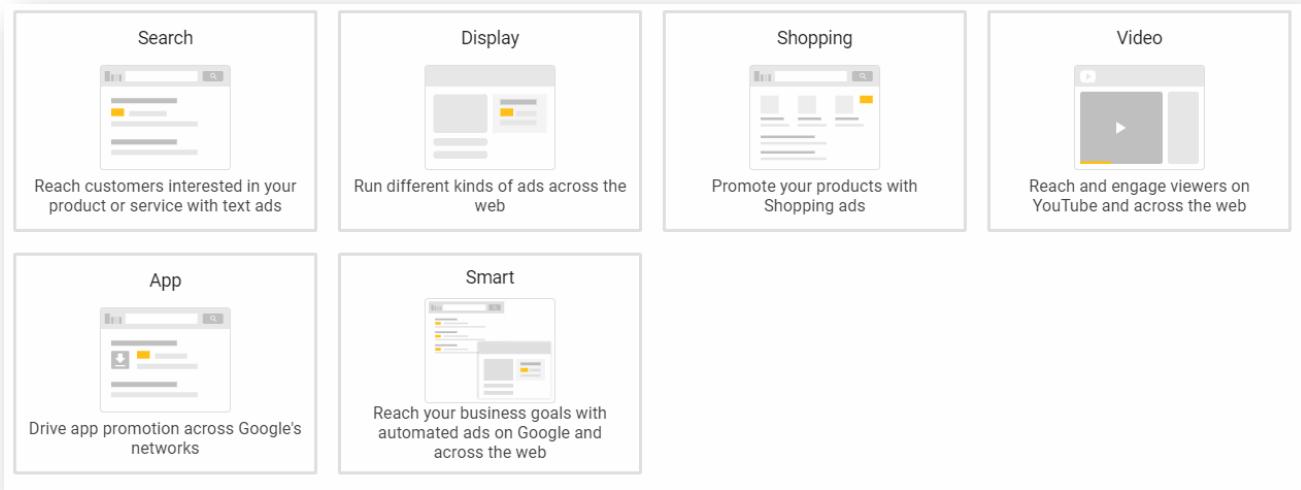
What is Google Ads Platform ?



2000

Online platform where advertisers can manage their different types of campaigns to show their **products, services, video** content and promote **mobile apps** installation

Google Ads Campaigns



Grow your business with Google Ads

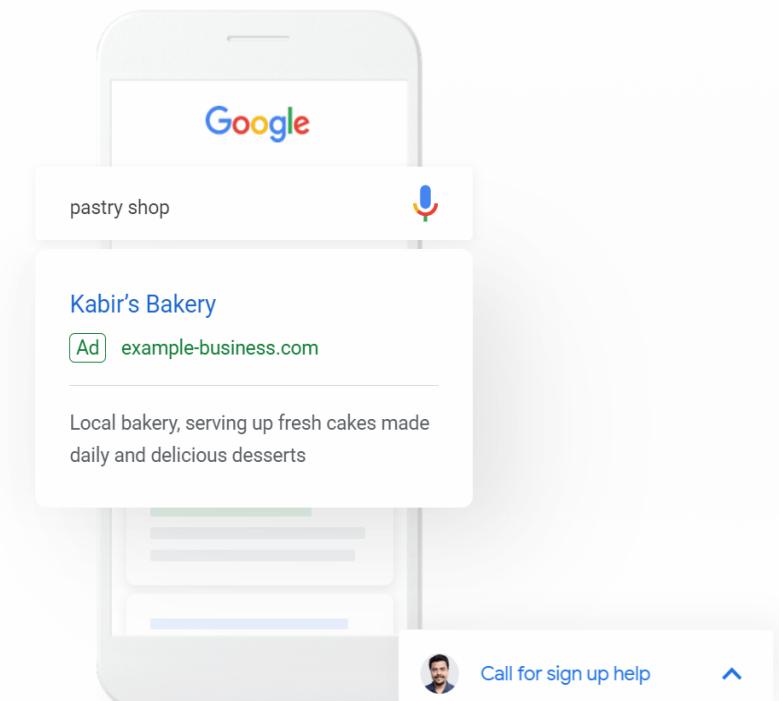
Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

[Start now](#)

Call to get set up by a Google Ads specialist

1800-572-6909*

Mon-Fri, 9:00am-6:00pm IST





Google Ads



**Auction or
Bidding
Model**

Google Ads - Get More Customer... Best course in data analytics] - G... +

https://www.google.com/search?q=Best+course+n+data+analytics+%5D&oq=Best+course+n+data+analytics+%5D&aqs=chrome.....

Paused

Google Best courses in data analytics

All News Videos Images Shopping More Settings Tools

Auction in Background





\$ BID AMOUNT



AD RANK

=

CPC BID

X

Quality Score

CPC BID

Amount an advertiser is willing to pay to the Google, if someone clicks on ad



₹10

CPC BID

Less Than

₹10



Quality Score

The quality score for an ad is calculated by taking into account **click-through rate, relevance of keywords, and landing page quality**

Click-through Rate (CTR)

Expected number of clicks which an ad will click. Google predicts it by using its own algorithm

Quality Score

The quality score for an ad is calculated by taking into account **click-through rate, relevance of keywords, and landing page quality**

Relevance of Keywords

Relevant to the Pool of Keywords with respect to content of your advertisement

Quality Score

The quality score for an ad is calculated by taking into account **click-through rate, relevance of keywords, and landing page quality**

Landing Page Quality

Measured on the basis of relevant content and a clear call-to-action and other parameters negative

Auction Process in Google Ads

Advertiser	Max CPC BID (RS.)	Quality Score	AD RANK	Ad Position	Price
I	2	10	20	1	 $16/10+.01=1.61$
II	4	4	16	2	 $12/04+.01=3.01$
III	6	2	12	3	 $08/02+.01=4.01$
IV	8	1	8	Not Qualified	

Price Per Click = Ad Rank of the person below you / Quality Score + Google Margin

What is a KeyWord



Words or phrases either people are using to search for information or present in various WebPages

An Ad will be triggered against these keywords

To optimize the keyword selection, we have to understand different Google Ad Match



Google Ads

KEYWORD MATCH

- 1 Broad Match**
- 2 Broad Match Modifier**
- 3 Phrase match**
- 4 Exact match**
- 5 Negative Match**

1

Broad Match

Board match is the default match and it allows you to reach to the widest audience

If the audience is searching for any word of your phrase or couple of words, your ad is eligible to be part of the auction process

1

Broad Match

Ad will be Triggered



Digital Marketing Course in
Chandigarh



Digital Marketing Course
Digital Marketing Course in Mumbai

It is evident that broad match will increase your
ad frequency and clicks

1

Broad Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match	None	Women's hats	Misspellings, synonyms, related searches, and other relevant variations	Buy Ladies Hats

2

Broad Match Modifier

Broad match modifier gives more control to the advertisers to tell the Google that their ad should be only shown if these words are included in the query no matter in which order and where in the search query

4

Exact match

Broad Match Modifier



Buy women's hats



Buy men's hats



Buy+women's hats



Buy men's hats

To narrow down your audience to bring the quality traffic to website, Broad match modifier is quite useful

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match Modifier	+ Keyword	+Women's +hats	Contains the modified terms (or close variations, but not synonyms) in any order	Hat for women

3

Phrase Match

An ad will only appear when a user searches for your exact keyword phrase, in its exact order, but maybe with some additional words at the beginning and the end of the query

3

Phrase Match



"**women's hats**

red women's hats



women's hats for weddings



women's blue hats



hats for women



3

Phrase Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Phrase match	“Keyword”	“Women’s hats”	Are phrase and close variant of the phrase	Buy women’s hat

4

Exact Match

Ad will be triggered only if someone is searching for the exact phrase, in the same order, not anything else before or after the phrase

It is very restrictive in targeting the audience

4

Exact Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Exact Match	[Keyword]	Are exact terms and close variant that term	Are phrase and close variant of the phrase	Women's hats

4

Exact Match



[women's hats]



Women's hats



Buy women's hats



5

Negative Match

It will help you to precisely target your audience and avoid unnecessary clicks on the ads



— “Free Phones”

Negative Broad Match
Negative Phrase Match
Negative Exact Match

5

Negative Match

Negative Broad Match

Negative Phrase Match

Negative Exact Match

Negative Broad Match

Setting that stops your ad from showing if all the negative keywords are searched, regardless of order



— Free Course



Digital Marketing Course for Free X

Negative Phrase Match

Stops your ads from showing if the search includes your exact keywords
In this case order matters

Order Matters!!



Free Course



Digital Marketing Course for Free



Negative Exact Match

Prevents your ads from showing if the search query is exactly your negative keyword



Free Course



Free Course



Free Course on Digital Marketing



M21: Pay Per Click Advertising: Google Ads

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



PART-1

So, welcome to the next and very interesting module on Pay Per Click Advertising. The name of the module that we are going to start is ‘Pay Per Click advertising- Google Ads’. As the name suggests, in this module we will learn about the fundamentals of one of the very popular and widely used platforms for per click advertising that is ‘**Google Ads**’.

As I discussed in the previous module, there is no match to the Google Ads as far as pay per click advertising is concerned. The earlier name of Google Ads was Google AdWords that was started in the year of 2000. We will discuss about ‘Google Ads’ platform in details in this Module and you will specifically learn

- 1. What is Google Ads Platform?**
- 2. How does PPC Works?**
- 3. How to register for Google Ads?**
- 4. What are various types of Keywords?**

Google ads is a very vast platform when it comes to the online advertising that is why we will devote around three weeks to understand this platform properly. I hope after the understanding of this platform properly; you will be able to manage the PPC campaigns independently. So, let us begin to explore this platform.

What is Google Ads?

Google Ads (Earlier known as Google Ad words) is a product from Google that was started in the year 2000. It is an online platform from where advertisers can manage their different types of campaigns to show their products, services, video content and promote mobile apps installation. Google Ads can handle various types of campaigns like Search Campaigns, Display campaigns, Remarketing, Video Campaigns, App installs etc.

To understand more about Google Ads, let us first register for it then we will learn how does it work.

Although we have already registered for Google Ads when we discussed Google Keyword Planners. However, many learners were not able to access the full feature of Google Ads. Now to have the full access to Google Ads features, just follow the step carefully.

To create an account to the Google Ads just visit this link only. I am reiterating here that you have to visit this link only. Sometimes, what happens, you search for Google Ads and there may be many promotional links for Google Ads and Clicking on any link may lead you to somewhere else.

Make sure, you have used this link to register for Google ads. I have also given the link in the video description and you can simply click on it to reach to the Google Ads registration page. Now the second mistake that most beginners make they directly click on Start Now. Please don't click on 'start now' otherwise you will be confused with the advertising setup guide that we don't want at this point of time.

What you have to do?

You have to simply click Sign in. Before sign-in, make sure that you have your Google account ID, it is simply the Gmail ID. If you do not have Gmail ID then first create then click on sign-in. I am using my Gmail credentials to log in to Google Ads.

Now, this is the third point where most of the beginners will make a mistake. You will find, so many advertising goals are listed here. Don't Click on any of the goals as we are not clear about our advertising objectives. Even don't click on continue.

You can see an option to create an account without any campaign Just click this one. You will be prompted to a new page where Google would like to have more information from us about our business. This information is very critical you can't change it later on so while filling this information be very careful.

Enter your country, time zone and the currency of your bills. As all settings are in the Indian context so let them be the default. If you belong to another country, please fill the information accordingly.

Click submit

Congratulations!!! You are all done

Don't click anywhere else

Just click on explore your account

This Is the Interface of Google ads.

Go to tools and see all the options of Google Ads are available here. Even the Keyword Planner is present here. Earlier those who were not able to find that the Keyword Planner tool, now they will be able to find it correctly. Just follow the right to Approach.

We have already discussed keyword planner in Search Engine Optimization Module and more will be discussed in the subsequent modules.

So, this was the process of how to sign up for Google Ads. I am again reiterating here, please follow the steps as mentioned in the video, otherwise, you will land somewhere else and may Not be able to use the Google ads interface properly for your advertising purposes.

In the next part, we will discuss how does Google Ads work.

PART -2

Welcome to the next part of Google Ads.

Before we jump to any other part of the Google Ads platform. It is very important for us here to understand how does Google Ads work?

As we know that Google Ads works on a pay per click advertising model. Anyone can register for Google Ads services free of cost and design various forms of advertisements to be shown either in search engine results or on various websites.

Now there is a very important question.

If you will just make the payment to Google, will your ad appear in search engine result pages or on websites with a 100% guarantee?

The answer is a big NO

Money is not the only criteria to show your ad on Google platforms

There is a complete process behind the entire story of showing or not showing your ads.

In, PPC campaigns, we have to understand this process clearly. Let us see what this process is?

Actually

Google Ads work on the basis of an ‘auction’ or ‘bidding’ model.

Every time you search on Google by using various keywords, in the background Google initiate the auction process.

Within a few seconds out of various advertisements submitted to Google Ads by the advertisers,

Google comes out with a winner(s) and their Ads are shown in the search result page.

But the question is, how the winner is decided?

The “winners” are chosen based on a combination of factors, including the quality and relevance of their keywords, Quality of ads, the size of their keyword bid and of course the bid amount of set by the advertisers.

More specifically, the winner is decided on the basis of AD RANK, a metric calculated by multiplying the two factors i.e. CPC Bid and the Quality score

What is ‘CPC bid’ and ‘Quality score’?

Let me explain.

CPC Bid:

This is the maximum amount an advertiser is willing to pay to Google if someone clicks on an ad that means there are many advertisers who set their own bids and their bid amount will also vary as advertisers don't know each other's bid amount.

Suppose, for one-click on my ad, I am ready to pay up to Rs 10. This is my maximum CPC. But it does not mean that on one click I will be charged Rs.10. This is the maximum amount. Usually, I will be charged less than Rs.10. Then for how much I will be charged.

I will be explaining it in a while.

The Quality Score

The quality score for an ad is calculated by taking into account the click-through rate, relevance of keywords, and landing page quality.

Click-Through Rate (CTR) is the expected number of clicks which an ad will click.

Google predicts it by using its own algorithm

The **Relevance of keywords** is how relevant the Pool of Keywords is with respect to the content of the advertisement. A pool of keywords is set during the process of campaign designing that simply means 'trigger my ad if someone searches for these keywords'. We will discuss about in detail.

Landing page quality is measured on the basis of relevant content and a clear call-to-action and other parameters.

For better understanding, let us look at this example:

Auction Process in Google Ads

Advertiser	Max CPC BID (RS.)	Quality Score	AD RANK	Ad Position	Price
I	2	10	20	1 	16/10+.01=1.61
II	4	4	16	2 	12/04+.01=3.01
III	6	2	12	3 	08/02+.01=4.01
IV	8	1	8	Not Qualified	

Price Per Click = Ad Rank of the person below you / Quality Score + Google Margin

There are four advertisers for a particular "keyword". The keyword here means that their ads should be included in the auction process, if someone searches for this keyword.

Their maximum bids are like this one.

The first advertiser would like to pay Rs.2 followed by II III and IV advertisers.

Their bidding amounts are not known to each other.

When someone will search for keyword for which they have made a bid

The auction process will begin.

First Google will calculate quality scores of each advertisement based on the parameters like the relevance of keywords, quality of landing pages, and expected click-through rate. The quality score of the first advertisement is 10 followed by the second third and fourth advertisement.

On the basis of these two parameters, '**Ad Rank**' will be calculated by multiplying these two parameters

i.e. MAX CPC BID and Quality Score

It is 20 for first ad 16 for the second, 12 for the third and 8 for the fourth ad

Now things are very clear who are the winners.

If Google wants to show three advertisements against a particular keyword, then the Advertiser number 1, 2 and 3 will be declared as winners and their advertisement will be shown in the search engine results in the order of the ad rank.

The advertisement of IVth advertiser will not be shown even if he has made a bid for the highest amount.

This is the beauty of Google AdWords.

Now, there is an important question

For how much, the first advertiser will be charged?

Will it be the amount Equal to Max BID or less than that?

One thing is very clear, they will not be charged with the maximum bid amount, they will be definitely charged with an amount that is less than their maximum bid amount.

But what will be that amount?

Let me show, how Google makes these calculations

The formula to calculate the price per click is

The Ad Rank of the person below you/ your Quality Score + Google margin say Rs .20

By applying this formula, the first advertiser will pay 1.61

The second advertiser will pay 3.01

The third advertiser will pay 4.01

Note one thing here, if your ads quality score is better, you can further reduce the actual CPC.

So, this was the simple arithmetic, how does Google Ads work, how ads are selected and finally

how actual CPC is calculated. Remember one thing, the quality of your ad matters a lot in the entire process. There are few guidelines issued by Google in this regard. We will discuss these guidelines in the subsequent Modules.

PART-3

Hello everyone, in the last video we learned how Google Ads work? The most important thing that we discussed was, the ad is triggered against a keyword which people are using in the Google search.

It simply means that first of all advertiser should list down a few keywords relevant to the ad and product in the Google Ad platform. We will discuss where to add those keywords during the campaign process. But before that, it is very important to understand what are various types of Keywords match from Google Ads perspective and how to optimize them in the favour of our ads.

We all know, what is a keyword.

In Google ads, it means those words or phrases either people are using to search for information or are present in various webpages and an ad will be triggered against these keywords.

To optimize the keyword selection, we have to understand the different Google Ad Match. There are four types of matches.

Match means, in which way Google should match the keywords types in search engines and the Keywords submitted by the advertisers. You will understand it better with the help of examples.

Actually, there are Five types of Match and these are

- 1. Broad Match**
- 2. Broad match modifier**
- 3. Phrase match**
- 4. Exact match**
- 5. Negative Match**

Let me explain them one by one

Broad Match

Broad match is the default match and it allows you to reach to the widest audience. It is that simple and broad if the audience is searching for any word of your phrase or couple of words, your ad is eligible to be part of the auction process. It also allows misspellings and synonyms to trigger your ads to appear.

For example, if your selected keyword is

‘Digital Marketing Course in Chandigarh’ then even if someone is searching for ‘Digital Marketing Course’ or ‘Digital Marketing Course in Mumbai’ your ad will be triggered as search has three words of your keyword.

It is evident that broad match will increase your ad frequency and clicks. But you will experience untargeted traffic to your website as well.

So, it may eventually reduce your return on investment.

Here is the checklist of broad match.

1 Broad Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match	None	Women's hats	Misspellings, synonyms, related searches, and other relevant variations	Buy Ladies Hats

Here we are not using any symbol to denote Broad Match at the time of keyword selection. It allows Misspellings, synonyms, related searches, and other relevant variations. For the keyword, Women's hats, the ad will be shown if someone searches for Buy Ladies Hats.

Broad match modifier

Broad match modifier gives more control to the advertisers to tell Google that their ad should only be shown if these words are included in the query no matter in which order and where in the search query.

For example, in the case of broad match, my set keyword is “buy women's hats”

There is a possibility that my ad will be triggered if someone searches for “buy men's Hats” because two words are in the search query of your set keywords.

But if I use Broad match Modifier by using the + sign before the Word Women like “Buy +women's hats” then this is the indication to Google that trigger my ad only if the words ‘women' is included in the search query. In this case, if someone searches for “buy men's hats” my ad will not be triggered. So, it is very clear, to narrow down your audience to bring the

quality traffic to a website,

Broad match modifier is quite useful. here is the checklist of Broad match modifier

2
Broad Match Modifier

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Broad Match Modifier	+ Keyword	+Women's +hats	Contains the modified terms (or close variations, but not synonyms) in any order	Hat for women

In this case, we have to use the + sign before the word that you want it must be present in the Search query before your ad is triggered. Your ad will be shown that Contains the modified terms (or close variations, but not synonyms) in any order. For example, we have added + sign before Women's and before hats then, Ad will be shown if someone searches for Hats for women. Next, we have

Phrase Match

Phrase Match is one of the popular matches of the advertiser. It allows the advertisers to have more control and balance over the reach. In this case, an ad will only appear when a user searches for your exact keyword phrase, in its exact order, but maybe with some additional words at the beginning and the end of the query.

Look at this example,

If you set the keyword “women’s hats” in quotes to make it a phrase match your ad will be triggered if someone searches for

“red women’s hats”,

“Women’s hats for weddings”,

but not for “women’s blue hats” or

“hats for women”.

As the exact phrase is missing in these cases. The checklist for phrase match is

3
Phrase Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Phrase match	"Keyword"	"Women's hats"	Are phrase and close variant of the phrase	Buy women's hat

If you want to make any word or couple of words as a phrase-match then you have to put all these words in quotes.

Your ad will be shown for that phrase and a close variant of the phrase. For example, the ad will be shown for ‘buy women’s hat’ as your phrase is present the search query in the same order.

Next, we have,

Exact match

In case of Exact Match, as the name suggests, your ad will be triggered only if someone is searching for the exact phrase, in the same order, not anything else before or after the phrase. It is very restrictive in targeting the audience.

Here is the checklist of Exact Match

4
Exact Match

Match Type	Special Symbol	Example Keywords	Ad may be shown of Searches that	Example search
Exact Match	[Keyword]	Are exact terms and close variant that term	Are phrase and close variant of the phrase	Women's hats

In this case, you can use the square bracket as a symbol to make any keywords an Exact match. The ad may be shown for searchers that are exact terms and a close variant of that term.

In this example, if someone searches for ‘Women’s hats’ only then the ad will be shown. If someone adds a few words before or after the exact match the ad will not be shown in that case. By keeping in mind that advertisers are losing opportunities if the search includes misspellings and abbreviating variations of the designated exact keywords. Google may allow an ad to be triggered with small variants to search queries. This is called “close variant matching”.

Lastly, we have a Negative Match

It is simple

Sometimes, we want, our ad should not be triggered if certain words are included in the search query. It will help you to precisely target your audience and avoid unnecessary clicks on the ads.

For example, If Apple is interested, if someone is looking for a free phone, then ad should not be visible. They can achieve it make free as a negative word just by putting – sign before it
Further, there are three types of Negative Keywords,

Negative Broad Match

Negative Phrase Match

Negative Exact Match

If you have understood the meaning of Broad Match, Phrase Match and Exact Match, then there will not be any problem in understanding these types, let me explain

Negative Broad Match is the default setting that stops your ad from showing if all the negative keywords are searched, regardless of order. For example, if the negative keyword is ‘Free Course’. My ad will not be visible if someone searches for “Digital Marketing Course for Free” as it includes the word ‘Free’ and ‘Course’.

Negative Phrase Match stops your ads from showing if the search includes your exact keywords. In this case order matters. For example, if the negative keyword is ‘Free Course’. My ad will be visible if someone search for “Digital Marketing Course for Free” but it will not be visible if someone searches for “Free Course on Digital Marketing”

Negative Exact Match prevents your ads from showing if the search query is exactly your Negative keyword. This means, your ads will be shown if extra words or phrases are added either before or after.

For example, if the negative keyword is ‘Free Course’. My ad will not be visible, if someone searches for “Free Course” but it will be visible if someone searches for “Free Course on Digital Marketing”

Congratulations, you have learnt the very basic but the most important part of Google Ads. You must be wondering where is the place from where I can actually control all these steps? Don't worry, I will teach you all these steps when we will start the practical aspect of the Google Ads. Soon, we are going to start that!!! Just wait for that, thanks.

Course

Digital Marketing

Module 22

Types of Campaign Goals and Bidding Strategies

Part 1

What will you Specifically Learn ?

1

What are Campaigns Goals?

2

What are various types of campaign goals?

3

What is a bidding strategy?

4

What are various types of bidding strategies? ?

What are Campaign Goals?

Campaign goals are your ultimate objectives that you want to achieve from your ads



To Create awareness of your brand
To bring traffic to your websites
To increase the sales of the products

Selecting a goal will ease your decision-making when you create a campaign in Google Ads by guiding you to the specific features designed to help your campaign succeed



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



Sales



Leads



Website traffic



Product and brand consideration



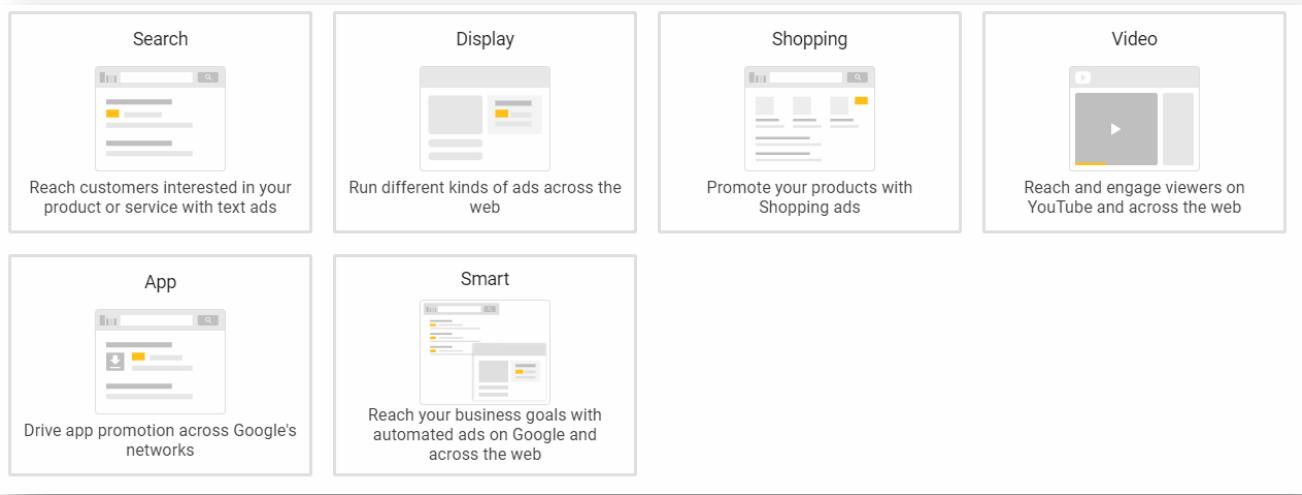
Brand awareness and reach



App promotion



Create a campaign without a
goal's guidance



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



Sales Goals

Selling products or services → **Increase the sales**

1. Drive sales or conversions online, in app, by phone, or even in store
2. Engage with customers who have already contacted you or are close to making a purchase decision



Leads

Ultimate objective is not the sale but to have leads only so that latter on you may target them for sales or conversations



Encourage relevant customers to express interest in your products or services by signing up for a newsletter or providing their contact information



Website Traffics



It will help you to drive potential customers to visit your website



Product and brand Consideration



Customer should explore your products and services more

Encourage potential customers to explore what you offer and you will educate people about what makes your products or services unique



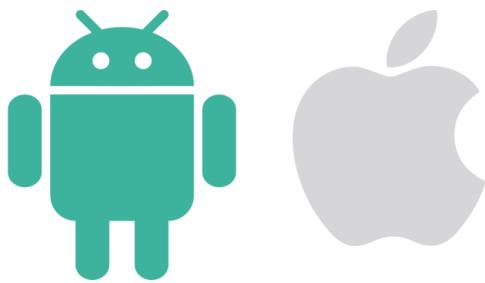
Brand Awareness and Reach



It will Increase awareness of your products or services and Introduce customers to what you offer when releasing a new product or expanding your business into a new area



App Promotion



Drive app installs and engagement with an automated campaign showing ads on the Google Search Network, the Display Network, Google Play, within other apps, and on YouTube



Google Ads

Bidding Strategies

Bidding Strategies

1. Target ROAS (Return On Ad Spend)
2. Target CPA (Cost Per Acquisition)
3. Maximize Conversions
4. Enhanced Cost Per Click (ECPC)
5. Maximize Clicks
6. Manual CPC Bidding
7. Maximum CPV
8. Target Impression Share Bidding
9. Target Search Page Location
10. CPM Bidding (Cost Per Thousand Impressions)
11. vCPM Bidding (Cost Per Viewable Thousand Impressions)



Target ROAS (Return On Ad Spend)



When an advertiser wants a fixed rate of return on your ad spend

Return on Ad spend =200%

Rs100 Ad Spend , Rs200 Revenue



Target CPA (Cost per Acquisition)



Focus is on conversions, A specific amount is paid for conversions



Maximize Conversions



Set a budget amount and Google will help you in maximum conversions within the budget limits

₹ 10000



Enhanced Cost Per Click (ECPC)



Similar to Manual Bid

Google may increase or decrease your bid amount to bring the quality traffic to your site

Rs 10 



Maximum clicks



Earn maximum clicks within the budget set by you
Bid Amount will be decided by the Google



Manual CPC Bidding



Google has no say in bidding strategy.
The bidding amount is all set by the advertiser
Each Ad group has Different Bid Amount



Maximum CPV (Cost per View)



Bid Amount is set for You Tube
Video Ads



Target Impression Share Bidding



Advertisers are charged on the basis of impressions of the advertisements



Target Search Page Location



Advertisers target the particular location in web page and are charged on that basis



CPM Bidding (Cost Per Thousand Impressions)



Advertisers are charged on the basis of impression of the display ads



vCPM Bidding (Cost Per Viewable Thousand Impressions)



Bidding is done for actual viewable impressions of the display Ads

Module 22: Types of Campaign Goals and Bidding Strategies

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PART -1

Hello, welcome to the last module of this week and the name of this module is “Types of Campaign Goals and Bidding Strategies”. Before we jump to the practical aspect of Google Ads, it is very important to understand the types of campaigns goals and bidding strategies. In this module, you will specifically learn

1. **What are Campaigns Goals?**
2. **What are various types of campaign goals?**
3. **What is a bidding strategy?**
4. **What are various types of bidding strategies?**

As usual, if you have to start any online marketing campaign, you have to specify your marketing goals, whether you are planning to start a campaign on Google Ads or any social media platforms. Similarly, before you start any campaign in Google Ads you have to select an appropriate goal.

In the ‘Google Ads’ dashboard, the rest of the settings or options will be available as per the goals set by you. Therefore, it is very important to set an appropriate goal for your campaign. So, let us understand what are various types of campaign goals under Google Ads.

What are Campaign Goals?

In simple words, campaign goals are the ultimate objectives that you want to achieve from your ads. It may be, simply to create awareness of your brand, or to bring traffic to your websites or to increase the sales of the products.

Selecting an appropriate goal will ease your decision-making when you create a campaign in Google Ads by guiding you to the specific features designed to help your campaign to succeed. There is a very important feature in the Google ads regarding the setting of goals, you can add or remove the goal at any time if you want. Moreover, if you are confident, you may start your campaign even without setting up any campaign goal.

There are different types of campaigns in Google ads, based on your campaign objectives. We will discuss all these campaigns in the respective Modules. First, let us discuss the various type of goals in Google Ads. These are;

- 1. Sales**
- 2. Leads**
- 3. Website Traffic**
- 4. Product and Brand Consideration**
- 5. Brand Awareness and reach**
- 6. App campaigns**

Sales Goals:

Suppose you are selling products or services, obviously you would like to increase your sales of products. Then this goal would be appropriate to select for. It will help you to

- Drive sales or conversions online, in-app, by phone, or even in-store
- Engage with customers who have already contacted you or are close to making a purchase decision

Leads:

In this type of goal, your ultimate objective is not the sale but to have ‘leads’ only so that later on you may target your prospects for sales or conversations. Such type of goals will encourage relevant customers to express interest in your products or services by signing up for a newsletter or providing their contact information.

Website Traffics

You may not be dealing in product and services but you want to increase the traffics to your website like a blogger. In such cases, it is better to set ‘website traffic’ as a goal of your Google Ad campaign. It will help you to drive potential customers to visit your website

Product and brand Consideration

Rather than focusing on sales, suppose you want that customer should explore your products and services more, then you may set this goal. Here, you will encourage potential customers to explore what you offer and you will educate people about what makes your products or services unique.

Brand Awareness and Reach

If you have just started your business or website, then this is a goal that you have to set. It will increase awareness of your products or services and Introduce customers to what you offer when releasing a new product or expanding your business into a new area

App Promotion

There are millions of mobile apps both for android Phones and IOS Phones. ‘Google Ads’ provides you with a platform to promote mobile apps. This type of goal will help you to drive app installs and engagement with an automated campaign showing ads on the Google Search Network, the Display Network, Google Play, within other apps, and on YouTube.

So, this was a very brief introduction to the campaign goals in Google Ads. Just go through all the goals and decide which suits you the best.

There is another important point here, ‘Google Ads’ have different types of campaigns like search campaign, display campaigns, shopping campaigns etc.

These campaigns are again goals specific that means few types of campaigns are not available with a specific type of campaign goals, this is the reason that we should properly work on our campaign goals to achieve the better results.

PART -2

Hello, Welcome back,

I hope by the time you have an idea that in ‘Google Ads’, you have to set a BID Amount that you are ready to pay if someone clicks on your ad. Obviously, setting a right bid will increase the chances of your Ad to be selected for showing and it reduces your average cost per click. Actually, ‘Google Ad’ have various types of bidding strategies and you have to select the best one out the available strategies.

If we don’t have the knowledge to select a bid strategy, we are going to lose the battle here.

So, let us see, what type of bidding strategies we can choose in Google Ads.

In Google Ads, we have more than 10 types of bidding strategies; Don’t get afraid, we are going to discuss all of them. These types of strategies are

1. Target ROAS (Return on Ad Spend)
2. Target CPA (Cost Per Acquisition)
3. Maximize Conversions
4. Enhanced Cost Per Click (ECPC)
5. Maximize Clicks
6. Manual CPC Bidding
7. Maximum CPV
8. Target Impression Share Bidding
9. Target Search Page Location
10. CPM Bidding (Cost Per Thousand Impressions)
11. vCPM Bidding (Cost Per Viewable Thousand Impressions)

Let us discuss them one by one

First, we have **Target ROAS (Return on Ad Spend)**

This type of bidding strategy is used when you want a fixed rate of return on your ad spend. For Example, if you want Return on 'Ad spend' 200 %, It simply means that if you are spending 100 Rs on your ads then these ads must generate the revenue of Rs 200. What will be the bid amount that will be automatically set by Google?

Next, we have **Target CPA i.e. (Cost Per Acquisition)**

Here your focus is on conversions, you are ready to pay a specific amount for per conversion for your business. Conversion here means sales.

Then we have **Maximize Conversions:** Here you set a budget amount and Google will help you in maximum conversions within the budget limits. Suppose, you set a budget of Rs.10,000. Here Google will not spend more than 10,000 but try to maximums your conversions as many as possible

Enhanced Cost Per Click (eCPC) is similar to manual bids. However, Google may increase or decrease your bid amount to bring quality traffic to your site. Suppose my manual Maximum BID is 10. In the case of eCPC , it does not mean that your bid will always be under 10. Google can enhance your bid to make your ad eligible in Google search results.

All these four strategies discussed help in increasing the conversions, leads and sales

Next, we have **Maximum clicks:** As the name suggests this type of strategy will help you to earn maximum clicks within the budget set by you. What will be the bid amount, will be decided by Google.

Manual Bid: here Google has no say in the bidding strategy. The bidding amount is all set by the advertiser. Suppose, if am ready to Rs 10 for one click. this is manual bid.

Next, we have, **Maximum CPV:** that is Cost per view. This strategy is used for YouTube video ads. You set the amount, how much you are ready to pay for one view of YouTube video ad.

Target Impression Share Bidding: In this type of strategy, clicks do not matter, you are charged on the basis of impressions of your advertisements.

Target Search Page Location: As the name suggests, here you target the particular location in the web page and you are charged on that basis

CPM Bidding (Cost Per Thousand Impressions): This is a very basic strategy in-display campaign. You are charged on the basis of the impression of your ads.

vCPM Bidding (Cost Per Viewable Thousand Impressions): In this type of strategy, you are bidding for Viewable impressions. How many actual views are there for your ads?

So, this was a discussion on various bidding Strategies. At this point, things may not be very clear, but believe me, when actually we will start Google ads campaign, you will be able to compare various bidding strategies effectively. Thank you.

- E-Content Module: 21: Pay Per Click Advertising- Google Ads
- Additional Resources/ Videos : Module: 21: Pay Per Click Advertising: Google Ads
- Module: 22: Types of Campaign Goals and Bidding strategies -Part-1
- Module: 22: Types of Campaign Goals and Bidding strategies -Part-2
- E-Content Module: 22: Types of Campaign Goals and Bidding strategies

● Quiz: Quiz M20 (JAN 2024)

- Additional Resources/ Videos : Module: 22: Types of Campaign Goals and Bidding strategies

- Week Summary

Week: 9

Week:10

Week:11

Week:12

Week:13

Week:14

Week:15

Quiz M20 (JAN 2024)

Assignment submitted on 2024-04-20, 06:28 IST

Due date: 2024-04-

1) What is full form of PPC pages?

- Per Pay Click (A)
- Pay Per Click (B)
- Prize per click
- Both A and B

2) What are the following factors behind Successful PPC Advertising?

-
- Keyword Relevance
-
- Landing Page Quality
-
- Quality Score
- All of the above

3) PPC advertising offers a unique opportunity to _____.

-
- Generate Leads at High Costs (A)
-
- Grow Your Customer Base (B)
-
- Generate Leads at Low Costs (C)
- Both B and C

4) Showing your ads on Google SERP is called

- Search Engine Marketing
- Display Advertising
- Remarketing
- Shopping Ads

5) Suppose, I want to book an air ticket from Chandigarh to Goa through MakeMyTrip and yet not finalized the booking. It is very strange to notice that ads of MakeMyTrip start appearing on other websites as well where my purpose of visiting is altogether different. From Marketing perspective it is called

- Search Engine Marketing
- Display Advertising
- Remarketing
- Shopping Ads

You were allowed to submit this assignment only once.

