

# Digital Marketing with Google Tools

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**10 POUND gorilla**



Web Development | Internet Marketing | SEO & Adwords | Social Media | Graphic Design

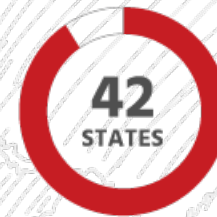


RECOGNIZED BY  
**Clutch**  
FIRMS THAT DELIVER

*Top Digital Agency*

*Top Web Designers*

*Top SEO Firm*



&



Serving Customers World-Wide  
Since 2003



# MARKETING



Marketing is the process by which a firm profitably translates customer **needs** into **revenue**.



## THE CUSTOMER'S JOURNEY



GENERATE  
MARKETING

ACQUIRE

# GOAL



Increase ROI



# STEP 1



Present Expected Information



# LANDING PAGE 101



The image shows a landing page for WebDAM with several annotations. The header is blue with the WebDAM logo and phone number 877-408-4888. The main content area has a light gray background with a central graphic titled 'How to Select a DAM' and a 'CHECKLIST' overlay. To the right is a lead form with fields for First Name, Last Name, Company, Work Email, and Phone, followed by a 'DOWNLOAD GUIDE' button. Below the form is a privacy statement. The bottom section features three columns of content with icons and titles: 'Centralize in the Cloud', 'Find Creative Files Fast', and 'Security You Can Trust'. A large red 'g' logo is in the bottom right corner. Annotations are placed around the page: 'CTA with Graphic' points to the central graphic, 'No Navigation' points to the top navigation area, 'Phone #' points to the phone number, 'Lead Form Above Fold' points to the lead form, and 'Simplified Content with Bullets' points to the bottom section.

WebDAM® 877-408-4888

**Download the complete guide to selecting DAM software**

Understand key differences & find the right fit for your business.

**How to Select a DAM**

**CHECKLIST**

First Name

Last Name

Company

Work Email

Phone

**DOWNLOAD GUIDE**

Your privacy is important to us. We'll never share your information with anyone.

**Centralize in the Cloud**

Photos, graphics, videos, presentations, logos, sales materials, documents and more. No hardware to buy or software to install. Enjoy digital asset management in the cloud. Work anytime, anywhere.

**Find Creative Files Fast**

Search by file type, within documents, use filters or customizable metadata fields. WebDAM is designed to quickly search across millions of files and terabytes of data. Time sensitive projects? No problem.

**Security You Can Trust**

Enjoy role-based permissions, SSL encryption, redundant storage and more. Enterprise-level security is our top priority. Ensure brand protection and control with WebDAM.

**Manage Your Brand**

**Distribute Files Quickly**

**Streamline Collaboration**

**g**

CTA with Graphic

No Navigation

Phone #

Lead Form Above Fold

Simplified Content with Bullets

materials, documents and more. No hardware to buy or software to install. Enjoy digital asset management in the cloud. Work anytime, anywhere.

customizable metadata fields. WebDAM is designed to quickly search across millions of files and terabytes of data. Time sensitive projects? No problem.

more. Enterprise level security is our top priority. Ensure brand protection and control with WebDAM.



### Manage Your Brand

Have a consistent brand around the world with a branded look-and-feel. Invite customers, media and partners to use your DAM. Control how and when they use your brand assets.



### Distribute Files Quickly

Easily share and distribute assets to your channels, teams and stakeholders. Fulfill requests with one click. No more FTP or emailing large files.



### Streamline Collaboration

Work fast and easy. Enjoy real-time alerts, notifications, commenting, Lightboxes for projects, batch conversion and more. WebDAM increases team productivity.



3<sup>rd</sup> Party Validation

YAKIMA



LAQUINTA  
INNS & SUITES

htc



## Don't Take Our Word For It...



Real Testimonials



**"WebDAM meets our needs perfectly.** For file sharing, we have found that organization and security are simple to manage." -New Balance



**"Our visual team creates a lot of graphics. With WebDAM, we now have a central repository for managing, accessing, and controlling our assets."** -Symantec



**"Ease-of-use and flexibility is a reason to buy WebDAM. If you need a DAM, get this one."** -Cal State L.A.





# COPY 101

## Know Your Audience



Active Voice

Short, Simple  
Sentences

What Are You Looking to Improve?

Leave Them  
Wanting More

Bullets



### NUTRITION & WELLNESS

Diabetes • Cholesterol • Weight

Nutrition and fitness programs that focus on disease risk management and overall



### FOOD SENSITIVITY

Intolerances • Allergies • Gluten

Food training and menu planning with an emphasis on choosing foods and plans that



### Athletic Performance

Training • Competition • Recovery

Nutrition programs for both recreational and competitive athletes complete with



# COPY 102

## The Golden Pyramid



# Simple

## CLEAR MESSAGES

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People don't like to read  
when on the web. Engage them  
in the reading process.



# STEP 2



Drive Traffic

# Google PPC Products



# PPC Advantages



Web Images Videos Maps News Shopping Gmail more ▾ Web History | Search settings | Sign in

Google holiday villa spain Search

About 7,480,000 results (0.15 seconds) Advanced search

Everything  
More ▾

The web  
Pages from the UK  
More search tools ▾

**Villa in Spain** ★  
Holiday-Rentals.co.uk/Spain Availability for Spanish Villas for Your 2010 Holiday. Enquire Now!

**Spain Holiday Villa** ★  
holidaylettings.co.uk/spain Advertise your villa in Spain on UK's busiest website - sign up today

**Self Catering Holiday Villas in Spain - Apartments in Spain** ★  
Find bed and breakfasts, self catering holiday apartments and villas in Spain. Cottages, farmhouses, apartments, and villas for holiday rental direct.  
Del Sol - Blanca North - Calida / Murcia - Blanca South  
www.ownersdirect.co.uk/spain.htm - Cached

**Holiday rentals in Spain - Vacation in Spanish holiday homes ...** ★  
Who wouldn't trade a small hotel room with a beautiful and cosy holiday villa in Spain, where friends and family all can be together. ...  
Cesta del Sol - Alicante - Andalucia - Malaga  
www.spain-holiday.com/ - Cached - Similar

**HomeAway Holiday-Rentals, UK's No. 1 for self catering villas ...** ★  
To see what we offer to holiday-makers, browse through our advertised holiday villas and apartments in Spain, France, Italy, Portugal, Florida, Greece or ...  
Spain - France - United Kingdom - Portugal  
www.holiday-rentals.co.uk/ - Cached - Similar

**Rustical Travel: Hand-picked Holiday Villas across Spain** ★  
Handpicked self catering villas, cottages and holiday apartments with character in rural Spain. All approved by us, all with something special to offer.  
www.rusticaltravel.com/ - Cached - Similar

**Self catering holiday villas, villa holidays and apartments** ★

**Sponsored links**

**Villa Holidays** ★  
Save up to £2,360 on Villas in September & October. Book online now  
www.meonvillas.co.uk

**Villas with Private Pools** ★  
Handpicked in Portugal, France, Italy, Spain, Greece, Croatia, Turkey  
www.vintagetravel.co.uk

**Villas in Spain** ★  
Book a Hosesons villa in Spain from just £38 pppw! Don't miss out.  
hosesons.co.uk/spain

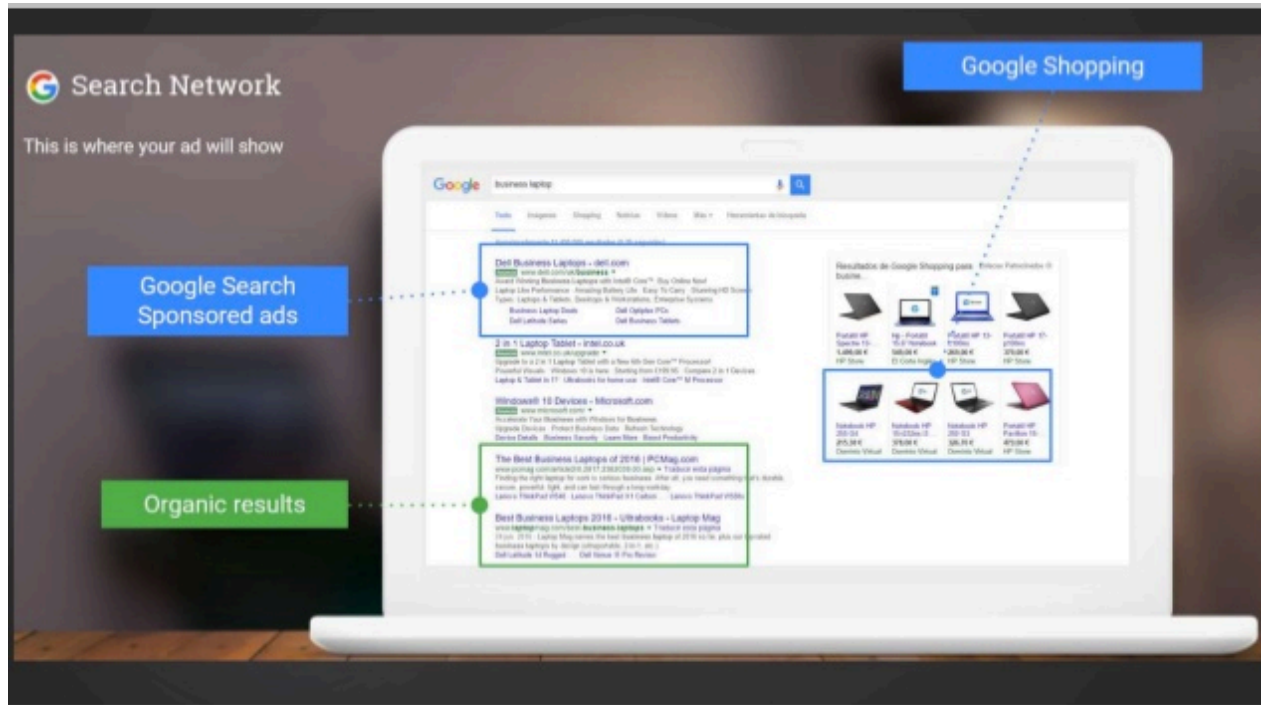
**Spain Villas** ★  
Fantastic villas with heated pools. ATOL protected. Book with confidence  
www.VillaPlus.com/Spain

**2nd week half price** ★  
Choose from the finest collection of villas in northern Mallorca  
www.sealandvillas.com

**Holiday Villas in Spain** ★  
Spend Your Next Holiday in Spain. See Our Selection of Holiday Villas  
www.EIsoVillas.com/spain

**Thomson Holidays** ★  
View Couples, Family, Luxury Breaks

# Search Network



# Display Network

The image shows a laptop displaying the Google Display Network interface. The interface includes the Google Display Network logo and a description: "Your ads will show on YouTube and over 2 million other websites—reaching 90% of all internet users worldwide." The laptop screen shows the Men's Health website with several ad placements. A blue box labeled "Leaderboard text ad" points to a text ad at the top of the page. Another blue box labeled "Medium rectangle display ad" points to a medium rectangle ad on the right side of the page. The laptop screen also shows a "SUBSCRIBE FOR AS LOW AS \$1.49" ad and a "Your ad here" placeholder.

Google Display Network

Your ads will show on YouTube and over 2 million other websites—reaching 90% of all internet users worldwide.

SEE YOUR ADS ON GOOGLE  
In just minutes. Immediate posting. Instant Traffic. Instant results.

**Men's Health** [Sign Up](#) [Facebook](#) [Twitter](#) [Google+](#) [LinkedIn](#) [Pinterest](#) [Instagram](#) [Snapchat](#) [YouTube](#) [RSS](#) [Email](#) [Print](#) [Share](#) [More](#)

**Subscriptions** [Fitness](#) [Sex & Women](#) [Health](#) [Nutrition](#) [Weight Loss](#) [Style](#) [More](#)

**All the Best Parts from Godzilla, in Less Than 8 Minutes**  
Don't have time to watch this summer's Godzilla reboot? No problem.  
[Watch Now](#)

**Leaderboard text ad**

**Medium rectangle display ad**

**YOUR AD HERE**

**YOU MIGHT ALSO LIKE**

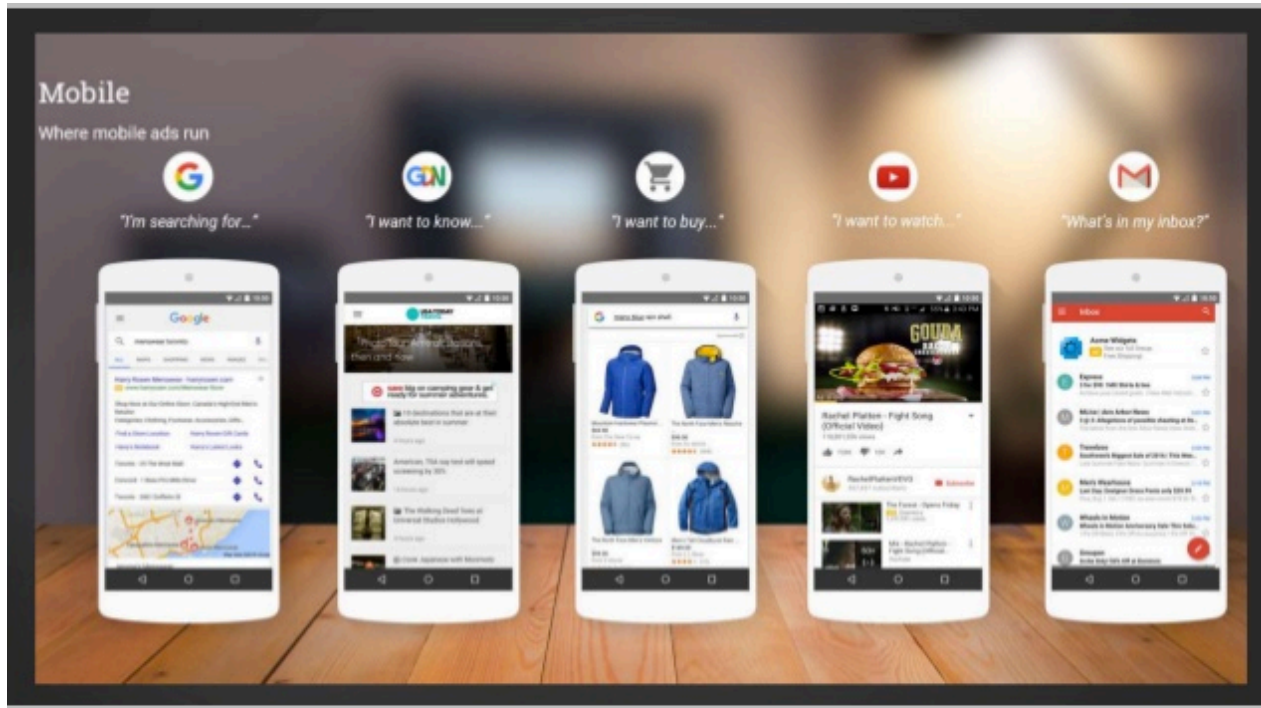
**YOU MIGHT ALSO LIKE**

**YOU MIGHT ALSO LIKE**

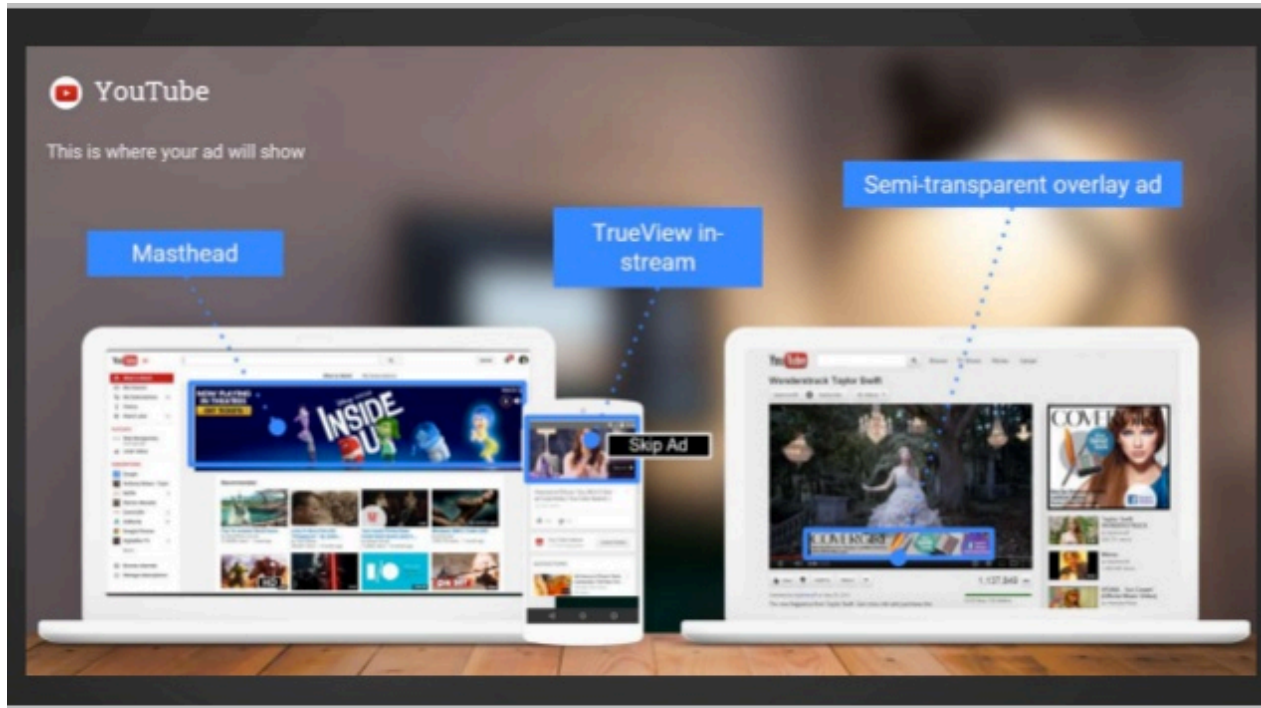




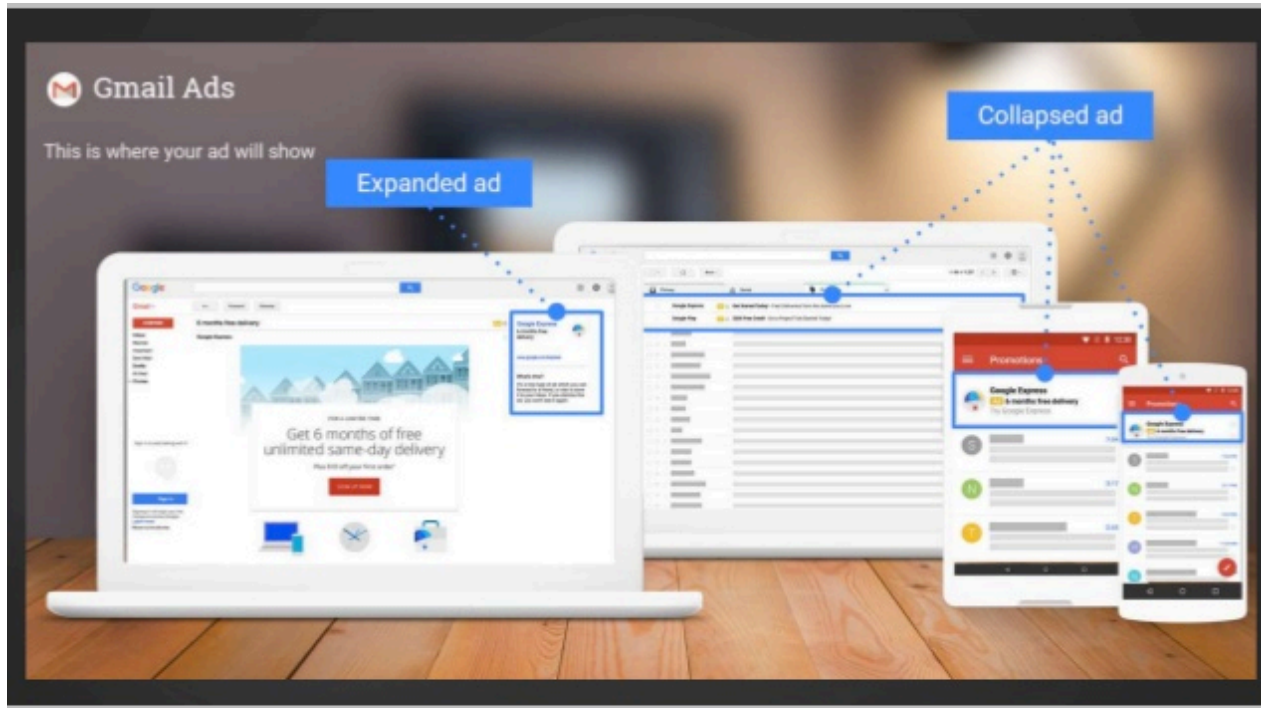
# Mobile



# YouTube

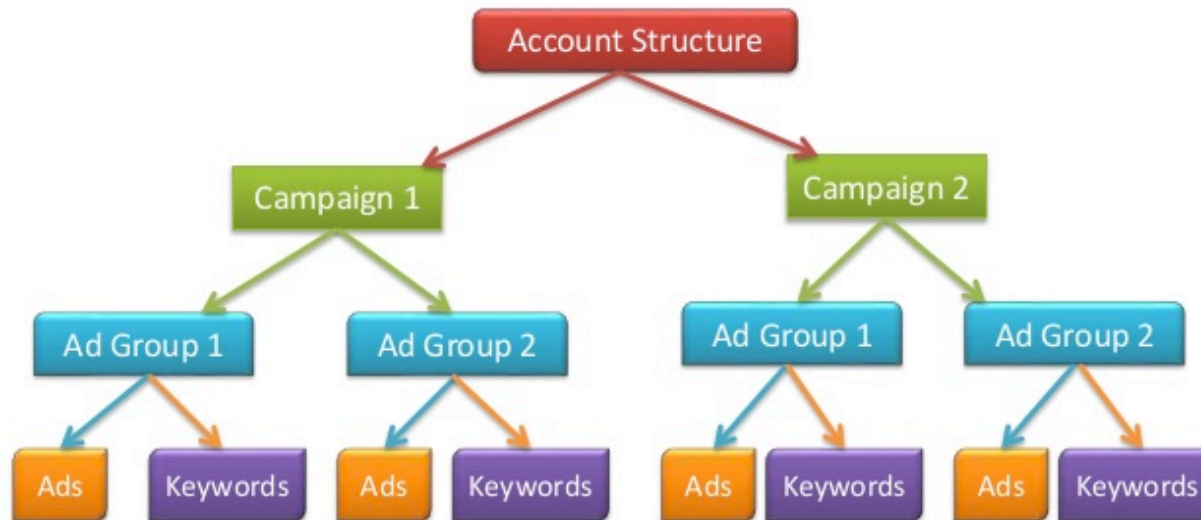


# Gmail



# Account Setup

- ✓ Your **account** is associated with a unique email address, password, and billing information.



# Ad Groups

- ✓ Your **ad group** contains a set of similar ads and the words and phrases, known as **keywords**
- ✓ An AdGroup contains one or more ads which target a shared set of keywords.
- ✓ Each of your campaigns is made up of one or more ad groups.
- ✓ Use ad groups to organize your ads by a common theme.



# Keyword Types

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
<b>Broad match</b>	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
<b>Broad match modifier</b>	+keyword	+women's hats	contain the modified term (or close variations, but not synonyms), in any order	<i>woman's hats</i>
<b>Phrase match</b>	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
<b>Exact match</b>	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
<b>Negative match</b>	-keyword	-baseball	are searches without the term	<i>baseball hats</i>



# Bidding Types

Mainly Three kinds of bidding types. Namely

- ✓ **CPM**(Cost-per-thousand impressions):
- ✓ **CPC**(Cost-per-click ) :
- ✓ **CPA**(Cost-per-acquisition) :



# Ad Rank | Quality Score

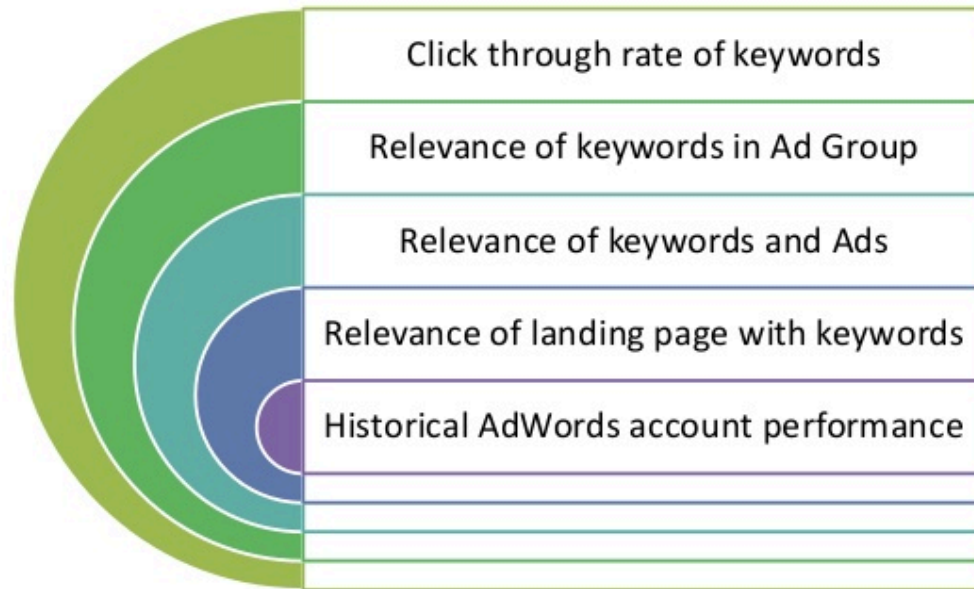
- ✓ Ad Rank determines your ad Position where your ad shows on the page in relation to other ads and whether your ads are eligible to show at all.
- ✓ The main components of your Ad Rank are your bids and the quality of your ads and website.

$$\text{AdRank} = \text{Max. CPC} * \text{Quality Score(QS)}$$





# Quality Score Factors



**& Google Page Speed Score**

<https://developers.google.com/speed/pagespeed/>



# Extensions

- ✓ Ad extensions are a type of ad format that show extra information about your business. Some can be added manually and others are automated.

The screenshot shows a Google search for "goa tour packages". The search results include several ads with various extensions. Red arrows point from labels to specific parts of the ads:

- Callout Extension**: Points to the "Upto 70% Off Goa Tour Packages. Hot Deals on Daily @ Luxury Escapes" text in the first ad.
- Sitelink Extension**: Points to the "View All Deals" and "Join for Free Exclusive Member Offers" links in the first ad.
- Phone Extension**: Points to the "1800 3000 9266" phone number in the second ad.

The search results also show other ads like "OYO's Goa Tour Package - oyorooms.com" and "Goa Tour Packages @ 5999 - colorfulvacationsindia.com".



# Targeting



Location

Affinity

Remarketing Lists

Email Lists

Similar to Remarketing or Email Lists

## Custom Affinity

### Custom affinity audience

Describe the people you're trying to reach in as much detail as possible. We'll then create a custom audience that tends to view websites about as well as the demographics they fall into. This will be limited to just the

Name

PPC Marketers

Description (optional)

People who are into PPC

Enter interests and websites with content your audience likes ?

ppc (Interest) X

sem (Interest) X

adwords (Interest) X

search engine marketing (Interest) X

marketingland (Interest) X

marketingland.com (URL) X

pay per click (Interest) X

google adwords (Interest) X

adwords.blogspot.com (URL) X

ppchero.com (URL) X

## Location

Search | Radius targeting | Bulk locations

Paste or type one location per line, up to 1000 locations at a time, then click **Search** to find locations available for targeting. ?

Country code for this set of locations (required): **US** ?

06830  
90210  
60045  
06880  
10022  
60093  
07901

98 of 1000 locations

Search

Add all matched locations

Exclude all matched locations

Remove all matched locations

All matched results (98)

Show all

Reach ?

Add all

10708, New York, United States - postal code	14,000	Add   Exclude
11530, New York, United States - postal code	22,000	Add   Exclude
95120, California, United States - postal code	5,000	Add   Exclude
75205, Texas, United States - postal code	16,000	Add   Exclude
60047, Illinois, United States - postal code	20,000	Add   Exclude
94024, California, United States - postal code	--	Add   Exclude
⚠ Limited reach ?		
60049, Illinois, United States - postal code	33,000	Add   Exclude

## Affinity / Interests

### Interests & remarketing ?

Interest categories ?

Remarketing lists ?

Custom combinations ?

Search by list name

Categories: 2,133

List size ?

[-] Affinity categories (reach)

Art & Theater Aficionados

[+] Auto Enthusiasts

Avid Investors

Beauty Mavens

[+] Cooking Enthusiasts

Do-It-Yourselfers

Fashionistas

Fast Food Cravers

Foodies

[+] Gamers

Green Living Enthusiasts

# Remarketing



# Remarketing

Search, Display, Mobile, Gmail & YouTube





## HOW

- Install Adwords Tag on your website or in Google Tag manager
- Create remarketing audience in Adwords control panel
  - Shared Library > Audiences > + Remarketing List
- Create target in Adwords ad campaign
  - Click on ad campaign
  - Click Audiences tab
  - Click + Targeting
  - Select Interests & remarketing



# Negative Keywords

Home Campaigns Opportunities Tools 

**All online campaigns** All time: Jan 30, 2013 - Sep 30, 2013

**All online campaigns**

- Campaign #1
- Campaign #13
- Campaign #14
- Campaign #15
- Campaign #18

Campaigns

Ad groups

Settings

Ads

Keywords

Audiences

Ad extensions

Dimensions

Display Network

All enabled keywords

Segment

Filter

Columns

Clicks

 vs 

None

Daily

[View Change History](#)

1

0

Wednesday, January 30, 2...

Monday, September 30, 2...

**+ Keywords**

Edit

Details

Bid strategy

Automate

Labels

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	green tea	Campaign #1	Ad Group #1	Ad group paused	\$2.09	0	0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	black tea	Campaign #1	Ad Group #1	Ad group paused	\$2.09	0	0
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	book	Campaign #13	Ad Group #1	Ad group paused	auto: \$0.98	0	0
Total - all enabled							0	0
Total - Search							0	0
Total - Display Network							0	0
Total - all account							0	0

Show rows: 50 1 - 3 of 3

Shared library

Bulk operations

Reports and uploads

Labels

All video campaigns

SEARCH TERMS

Selected

All

AUCTION INSIGHTS

Selected

All

Keyword diagnosis

**+ Negative keywords**

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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# Negative Keywords

<input type="button" value="Add as keyword"/> <input type="button" value="Add as negative keyword"/> <input type="button" value="Download"/>										
<input type="checkbox"/>	Search term	Match type	Clicks <sup>?</sup>	Impr.	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost	Avg. Pos.	Conv. (1-per-click) <sup>?</sup>	Co
	<b>Total</b>		<b>226</b>	<b>7,032</b>	<b>3.21%</b>	<b>\$0.90</b>	<b>\$202.89</b>	<b>4.3</b>		<b>4</b>
<input checked="" type="checkbox"/>	baby birthday cake order	Broad (session-based)	1	1	100.00%	\$0.62	\$0.62	1		0
<input type="checkbox"/>	best cheesecake	Broad (session-based)	1	1	100.00%	\$1.11	\$1.11	3		0
<input type="checkbox"/>	best cheesecake delivery	Broad match	1	2	50.00%	\$0.99	\$0.99	6		0
<input type="checkbox"/>	best cheesecake mail order	Broad match	1	2	50.00%	\$0.99	\$0.99	3		0
<input type="checkbox"/>	best cheesecake order online	Broad match	1	1	100.00%	\$1.00	\$1.00	2		0
<input type="checkbox"/>	best mail order cheese cake	Broad match	1	1	100.00%	\$1.28	\$1.28	2		0
<input type="checkbox"/>	best mail order cheesecake	Broad match	1	4	25.00%	\$1.00	\$1.00	1.8		0
<input checked="" type="checkbox"/>	bite size cheesecake cupcakes order	Broad match	1	1	100.00%	\$0.78	\$0.78	2		0
<input type="checkbox"/>	blueberry cheesecake to buy	Broad match	1	1	100.00%	\$0.88	\$0.88	2		0
<input type="checkbox"/>	buy a cheesecake	Broad match	1	4	25.00%	\$0.89	\$0.89	2.8		0
<input checked="" type="checkbox"/>	buy a gluten free cheesecake	Broad match	1	1	100.00%	\$0.98	\$0.98	11		0
<input type="checkbox"/>	buy best cheesecake	Broad match	1	2	50.00%	\$0.93	\$0.93	2		0
<input type="checkbox"/>	buy best cheesecake ever	Broad match	1	1	100.00%	\$0.56	\$0.56	1		0
<input checked="" type="checkbox"/>	buy black forest cheesecake	Broad match	1	1	100.00%	\$0.72	\$0.72	1		0
<input checked="" type="checkbox"/>	buy cannoli cheesecake	Broad match	1	3	33.33%	\$0.98	\$0.98	2		0
<input checked="" type="checkbox"/>	buy caramel apple cheesecake	Broad match	1	1	100.00%	\$0.61	\$0.61	1		0
<input checked="" type="checkbox"/>	buy carrot cheesecake	Broad match	1	2	50.00%	\$0.68	\$0.68	1		0
<input checked="" type="checkbox"/>	buy chambord cheesecake	Broad match	1	1	100.00%	\$0.26	\$0.26	6		0



# Negative Keywords

All campaigns

Last 30 days: Jun 18, 2016 - Jul 17, 2016 ▼

Campaigns Ad groups Settings Ads **Keywords** Ad extensions Dimensions

Keywords **Negative keywords** Search terms

## Negative keywords

Negative keywords can prevent your ad from showing to people who search using those words. [Learn more](#)

### Ad group level

Filter ▼

+ KEYWORDS

Edit ▼

Download

<input type="checkbox"/>	Negative keyword	↑	Campaign	Ad group
--------------------------	------------------	---	----------	----------

There are no ad group level negative keywords. [Find negative keywords now step-by-step.](#)

### Campaign level

Filter ▼

+ KEYWORDS

Edit ▼

Download

Keywords Lists

<input type="checkbox"/>	Negative keyword	↑	Campaign
--------------------------	------------------	---	----------

There are no campaign level negative keywords. [Find negative keywords now step-by-step.](#)





# Questions

