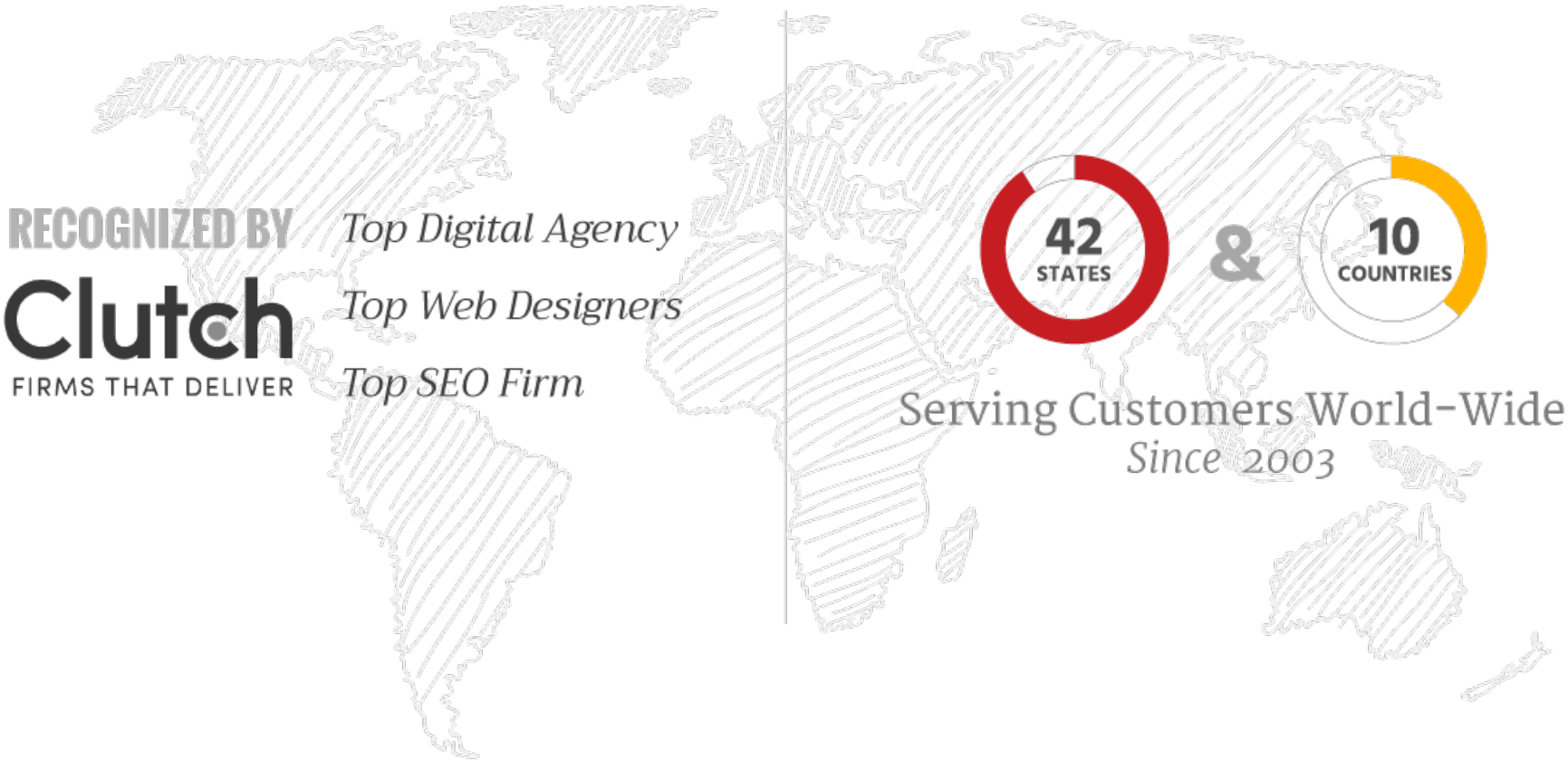
# Digital Marketing with Google Tools

10 POUND gorilla

Google Partner

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
42
STATES
&
10
COUNTRIES
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

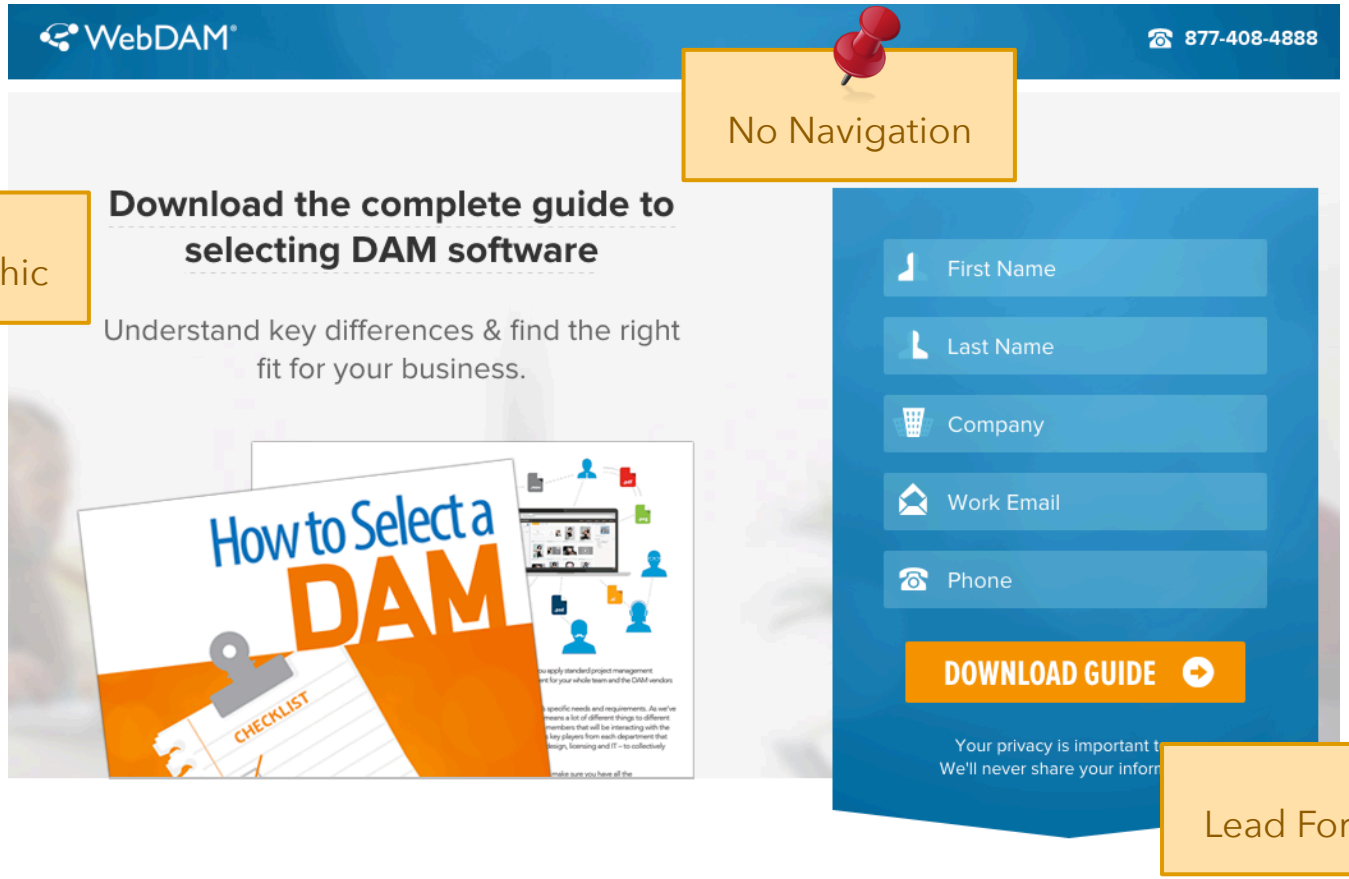
# GOAL

Increase ROI

# STEP 1

Present Expected Information

# LANDING PAGE 101




No Navigation

Phone #

CTA with Graphic

Lead Form Above Fold

Simplified Content with Bullets

### 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.

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

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.

3rd Party Validation

YAKIMA ELMER'S LA QUINTA INNS & SUITES htc lyft

## 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

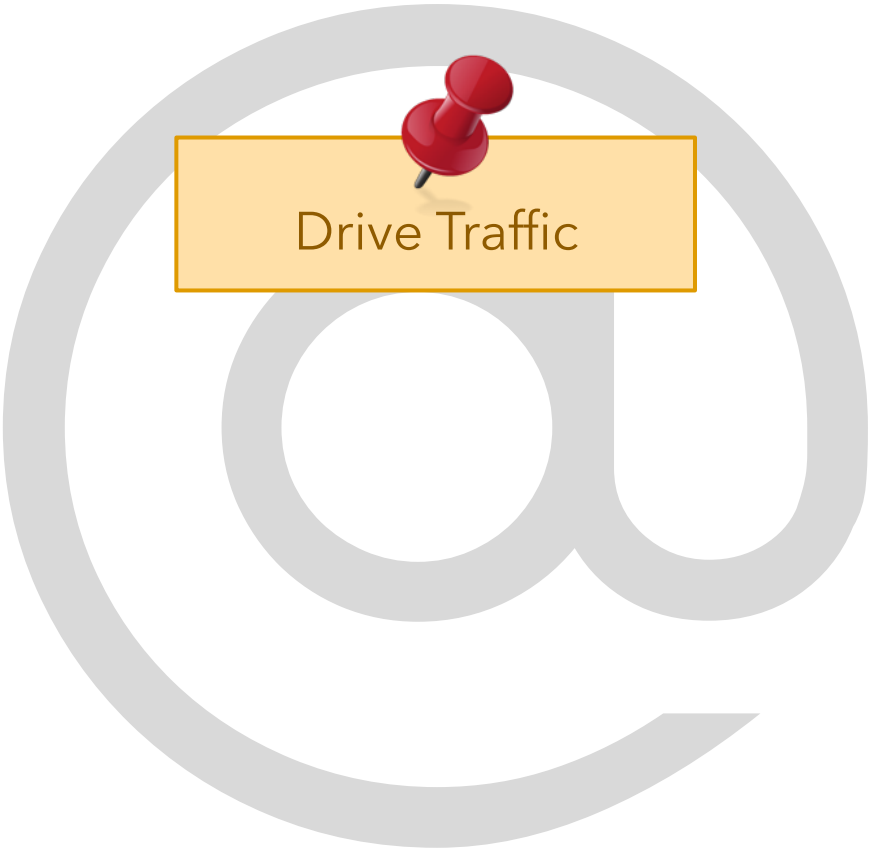
Bullets

Leave Them Wanting More

# COPY 102

## The Golden Pyramid

# STEP 2

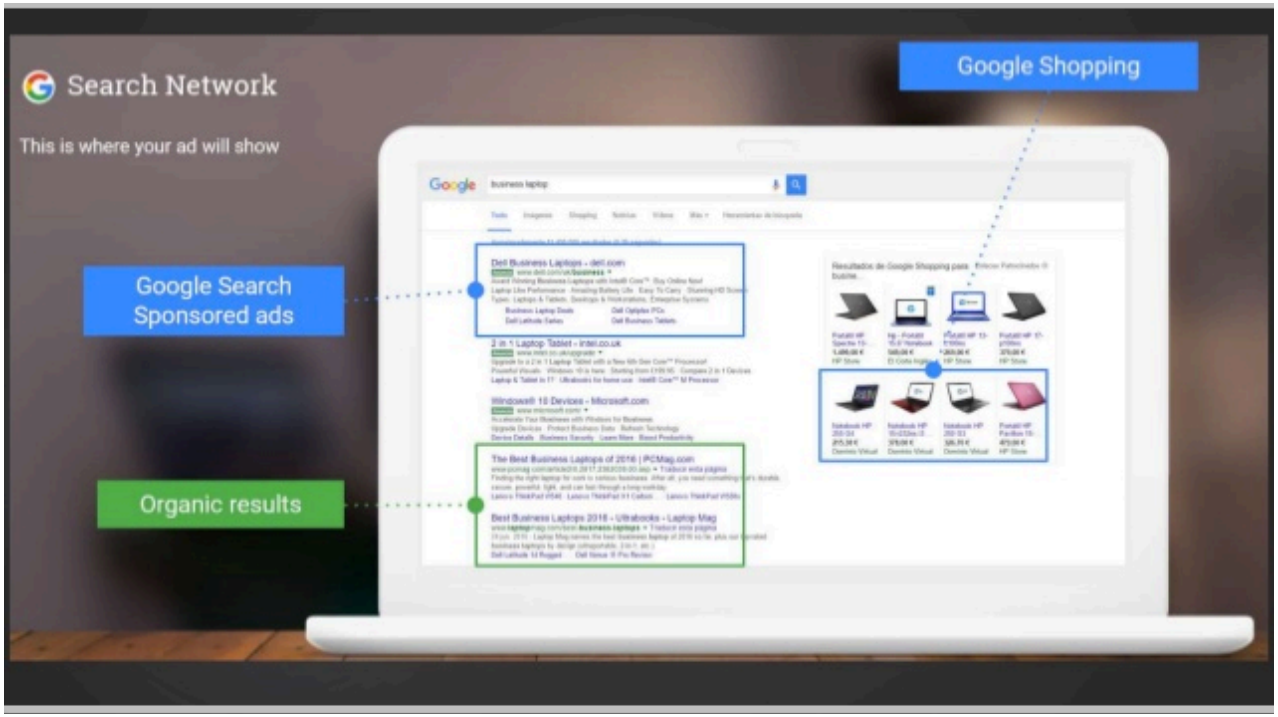


# Google PPC Products

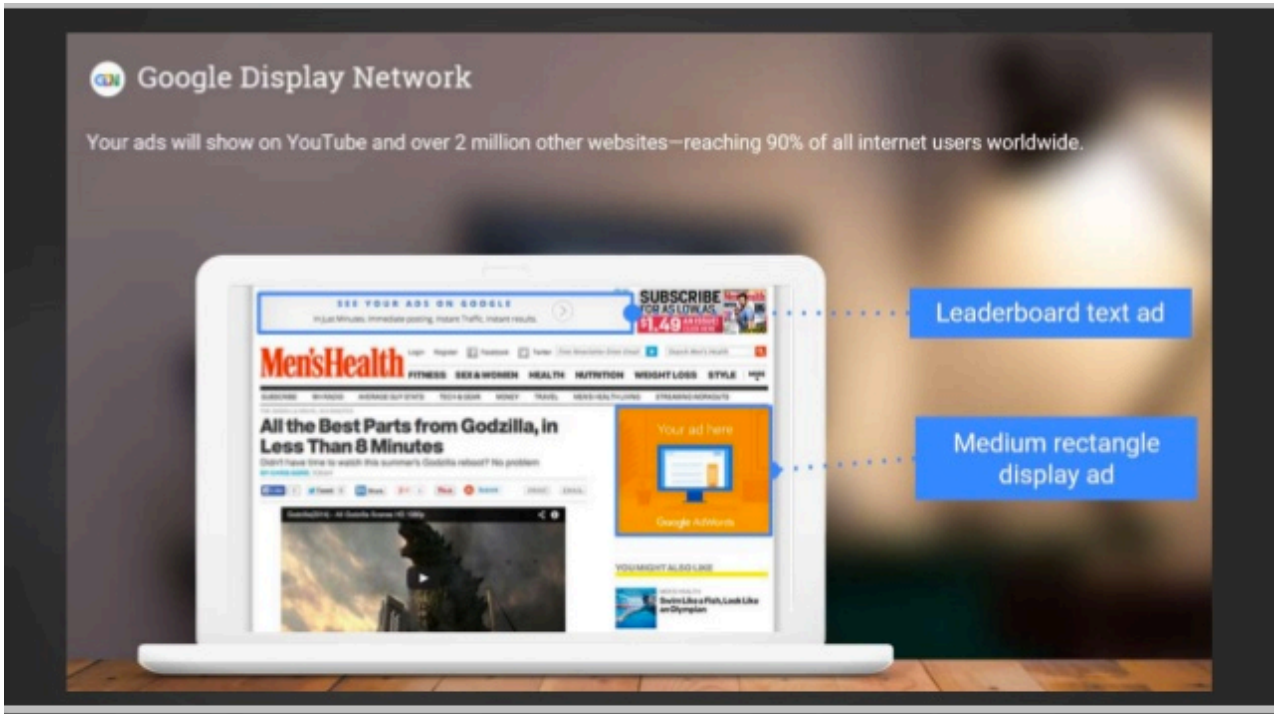
# PPC Advantages

Web Images Videos Maps News Shopping Gmail more ▾
Web History | Search settings | Sign in
Google
holiday villa spain
Search
About 7,460,000 results (0.15 seconds)
Advanced search
Everything
More
The web
Pages from the UK
More search tools
Sponsored links
Villa in Spain
Holiday-Rentals.co.uk/Spain
Availability for Spainish Villas for Your 2010 Holiday.
Enquire Now!
Spain Holiday Villa
holidaylettings.co.uk/spain
Advertise your villa in Spain on UKs 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. ...
Costa 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 Hoseasons villa in Spain from just £38 pppw! Don't miss out.
hoseasons.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.ElSolVillas.com/spain
Thomson Holidays
View Couples, Family, Luxury Breaks

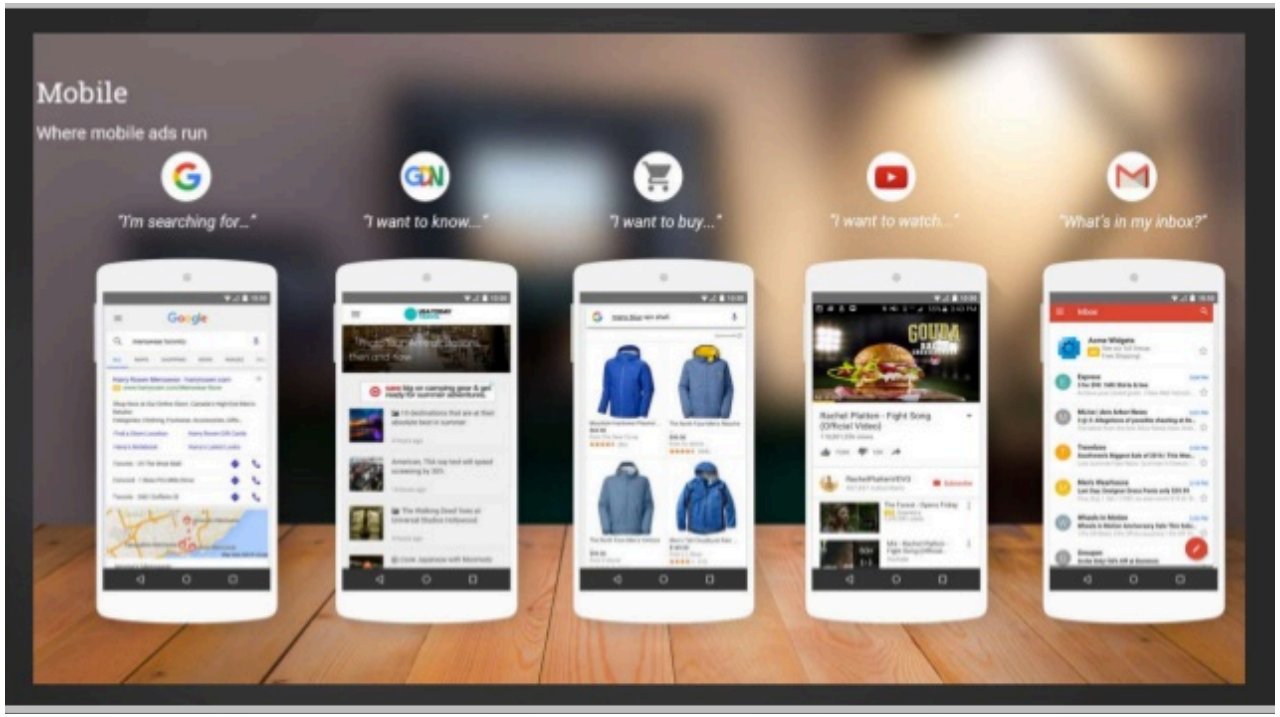
# Search Network



# Display Network



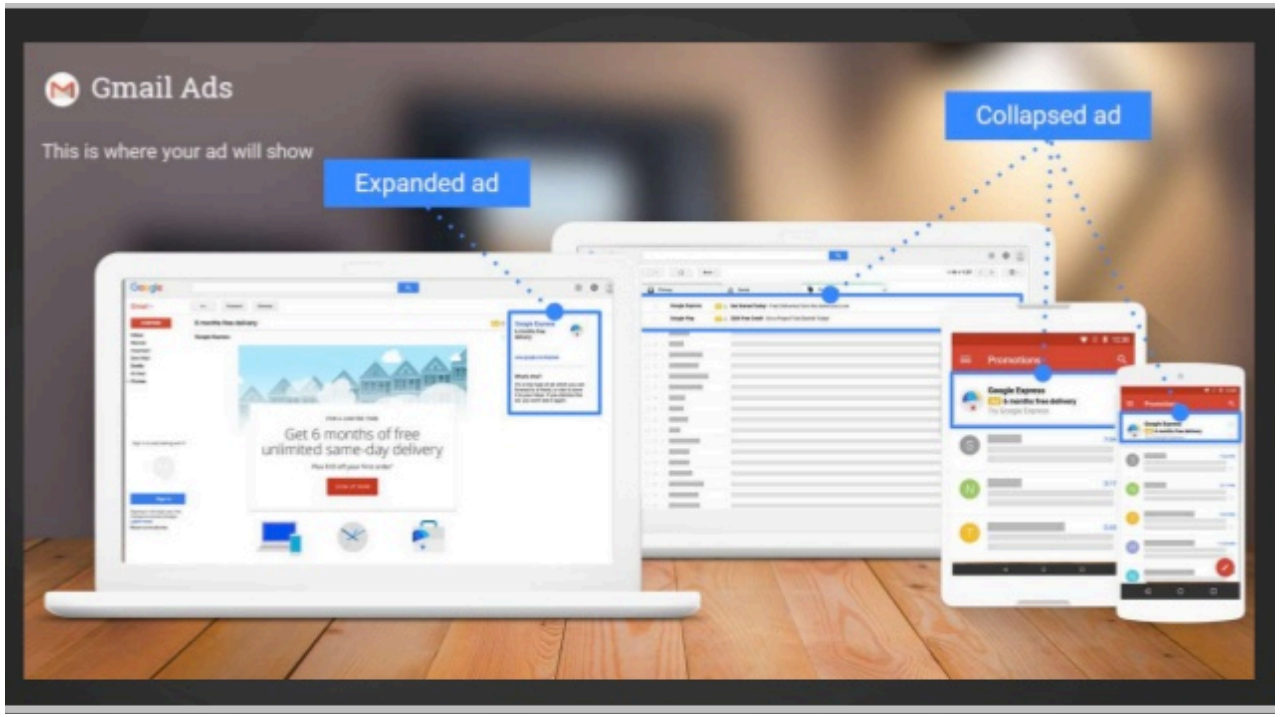
# Mobile


Mobile
Where mobile ads run
"I'm searching for..."
"I want to know..."
"I want to buy..."
"I want to watch..."
"What's in my inbox?"

# YouTube

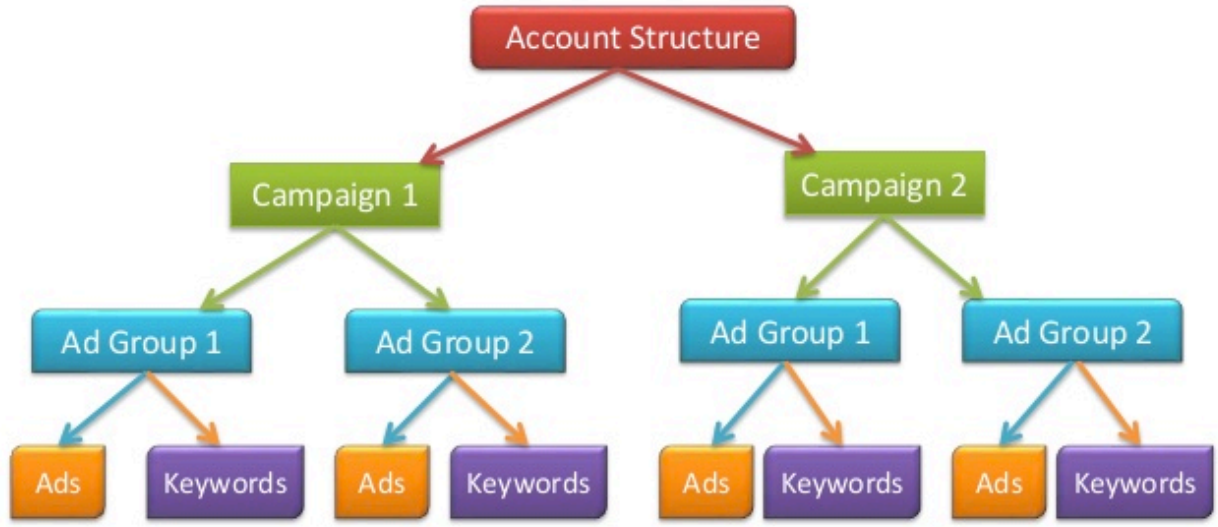
YouTube
This is where your ad will show
Masthead
TrueView in-stream
Semi-transparent overlay ad
Skip Ad

# Gmail


Gmail Ads
This is where your ad will show
Expanded ad
Collapsed ad
Get 6 months of free
unlimited same-day delivery
Promotions

# 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 |
|---|---|---|---|---|
| **Broad match** | none | women's hats | include misspellings, synonyms, related searches, and other relevant variations | *buy ladies hats* |
| **Broad match modifier** | +keyword | +women's +hats | contain the modified term (or close variations, but not synonyms), in any order | *woman's hats* |
| **Phrase match** | "keyword" | "women's hats" | are a phrase, and close variations of that phrase | *buy women's hats* |
| **Exact match** | [keyword] | [women's hats] | are an exact term and close variations of that exact term | *women's hats* |
| **Negative match** | -keyword | -baseball | are searches without the term | *baseball hats* |

# Bidding Types

Mainly Three kinds of bidding types. Namely

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

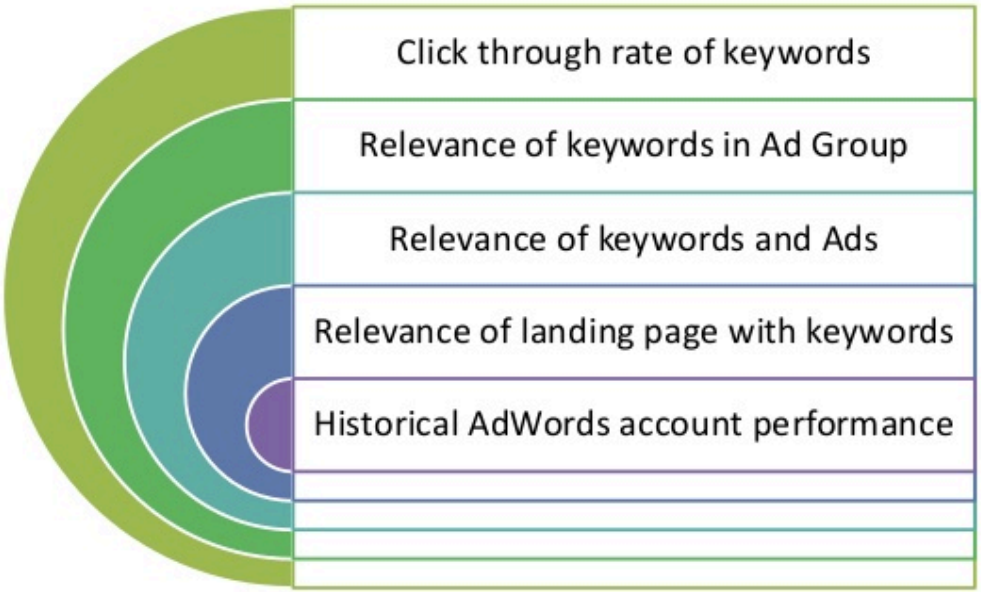
# Ad Rank | Quality Score

- ✓ 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.

AdRank  = Max. CPC * Quality Score(QS)

# Quality Score Factors

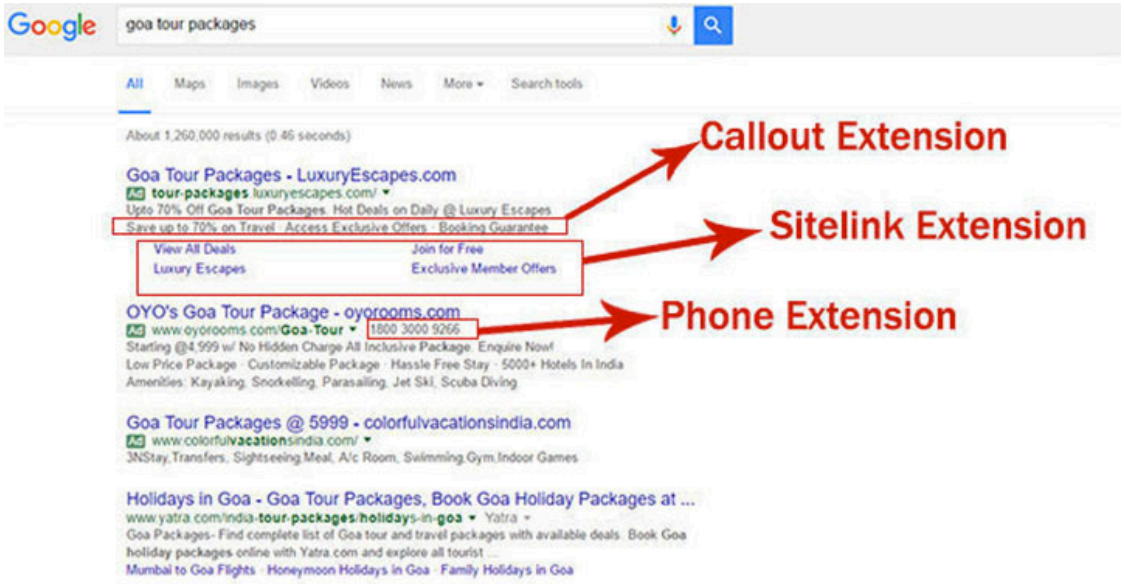



## & Google Page Speed Score

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

# Extensions

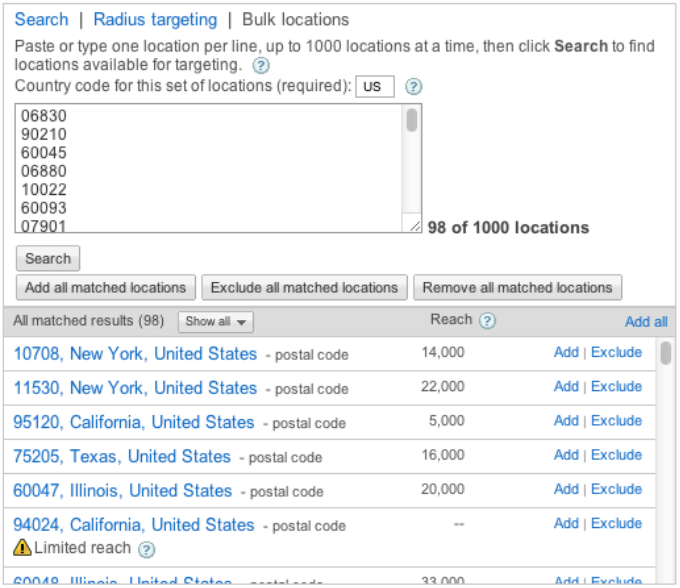
- ✓ Ad extensions are a type of ad format that show extra information about your business. Some can be added manually and others are automated.



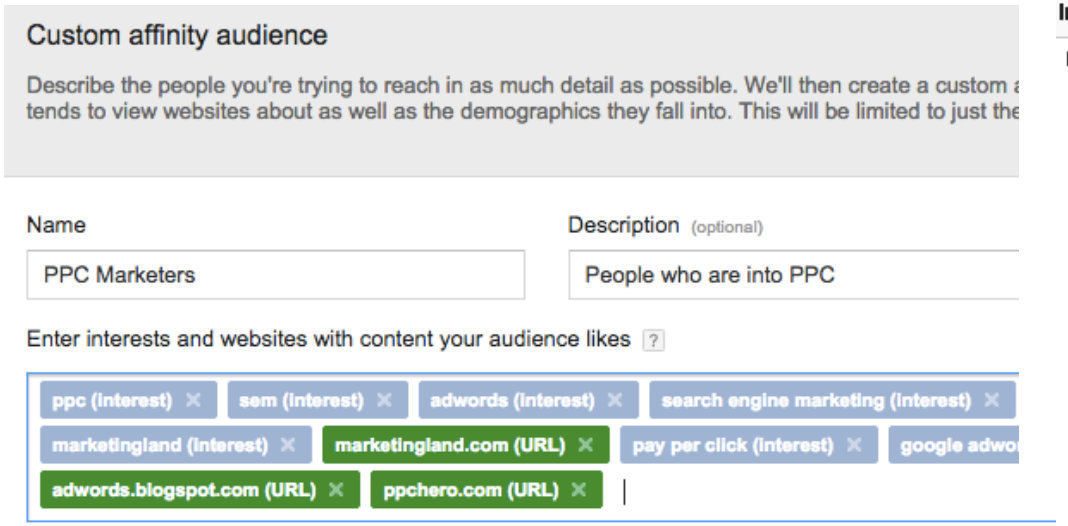
# Targeting

Location
Affinity
Remarketing Lists
Email Lists
Similar to Remarketing or Email Lists

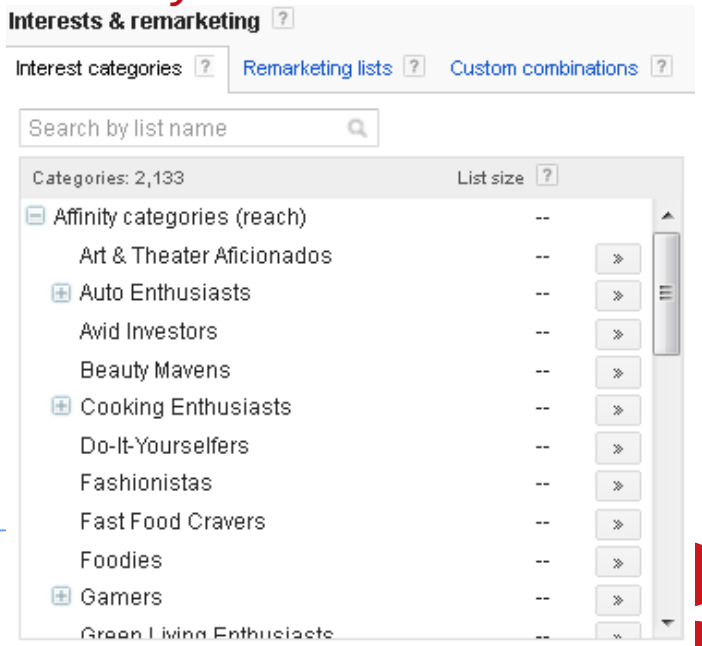
## Location




## Custom Affinity




## Affinity / Interests



# Remarketing

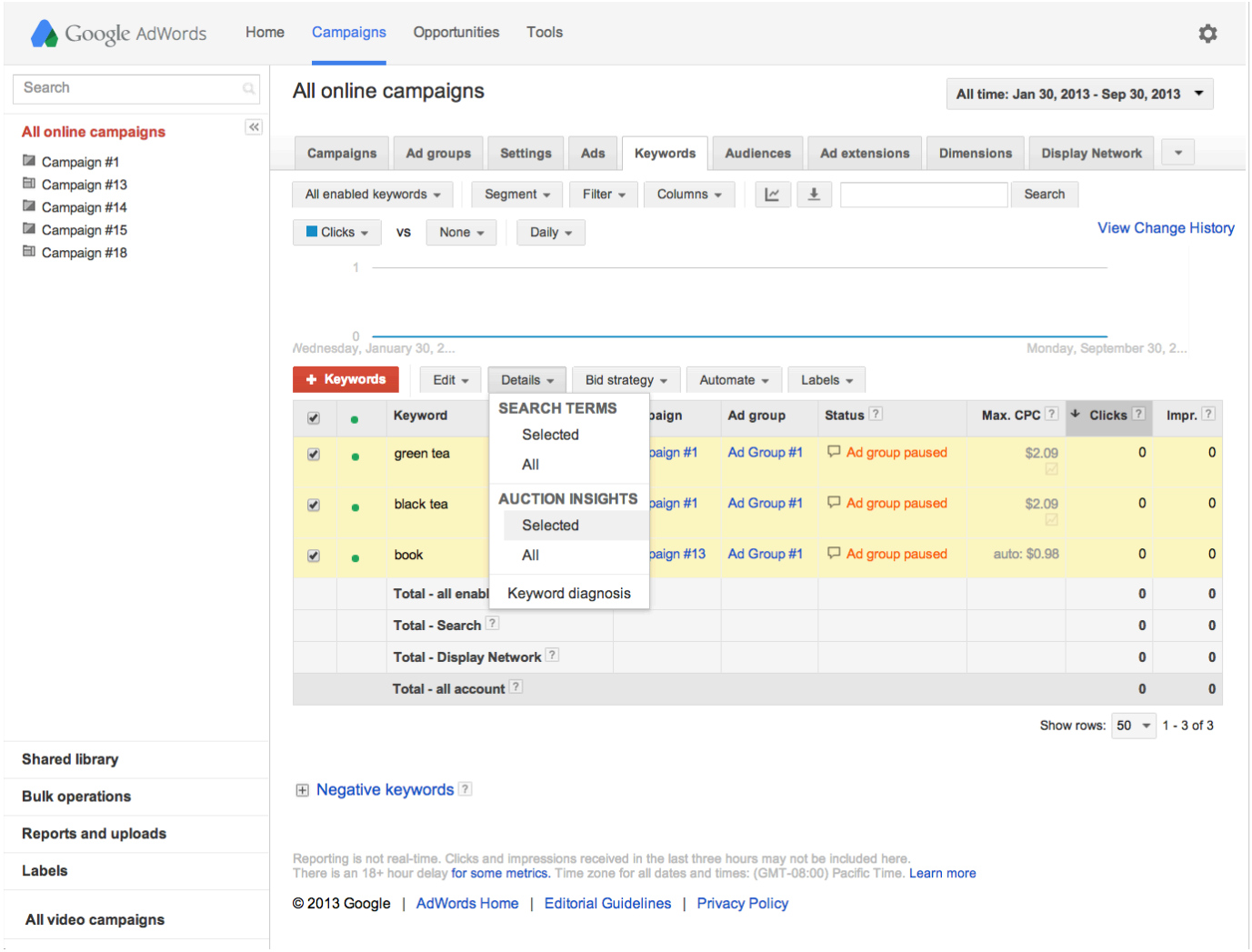
# Remarketing

## 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

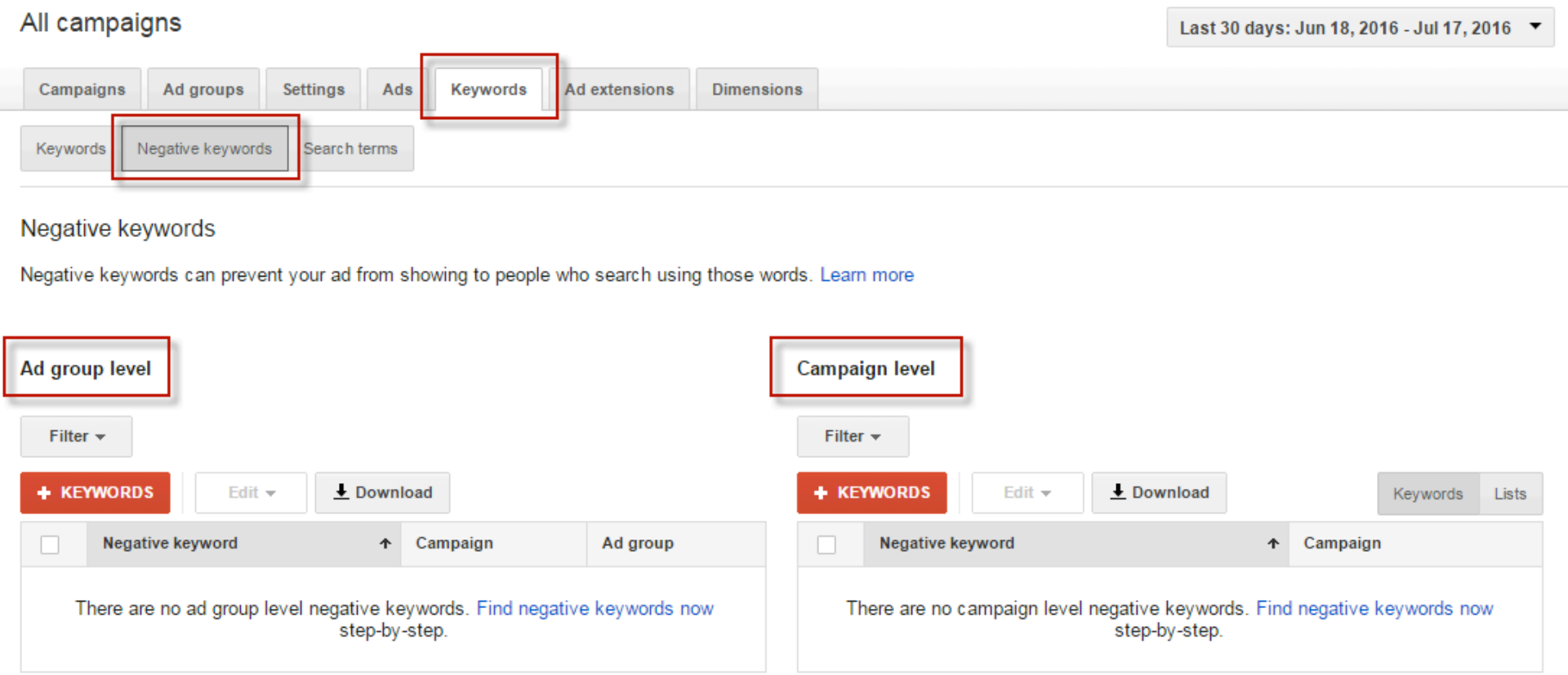


# Negative Keywords

Add as keyword | Add as negative keyword | Download

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

# Negative Keywords



# Questions