

Search

Display

Video

Shopping

By Janardhan Nagaiahgari

Janardhan Nagaiahgari

8+ Years Exp. Certified Growth Marketing Professional



Worked for 150+ Global &
Domestic Brands



1550+ Students
Trained



50+ CR Budget Handled



16,000+ Leads
generated



5X ROAS So far



2M+ App Downloads

Who Can Learn?



Students or Beginners

Business
Owners/Entrepreneurs

Web Developers & Designers

Content Creators Writers

Marketing Professionals

Work from Home Enthusiasts

Job Opportunities/Month



4000+ Jobs

Bangalore

5000+ Jobs

Hyderabad

4000+ Jobs

Chennai

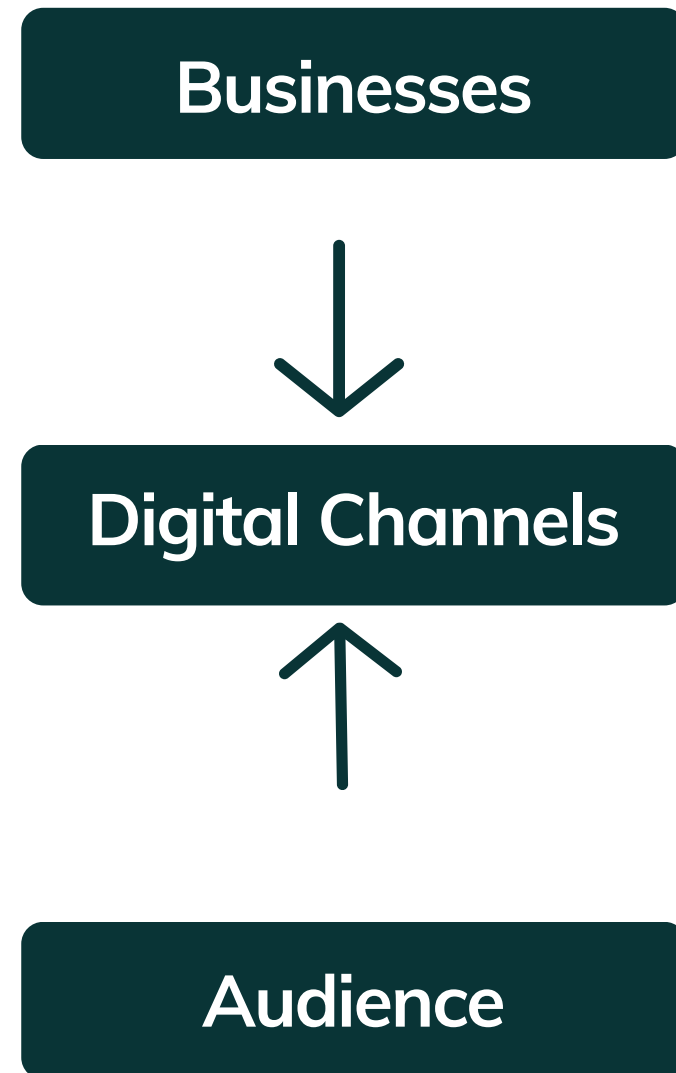
8000+ Jobs

Mumbai

~Rs. 2,40,000/-
Fresher Avg. Salary

~Rs. 30,00,000/-
Social Media Head Avg. Salary

Digital Marketing



01

Existing Business Owner or
New startup Plans

Looking for Customers
or Sales

02

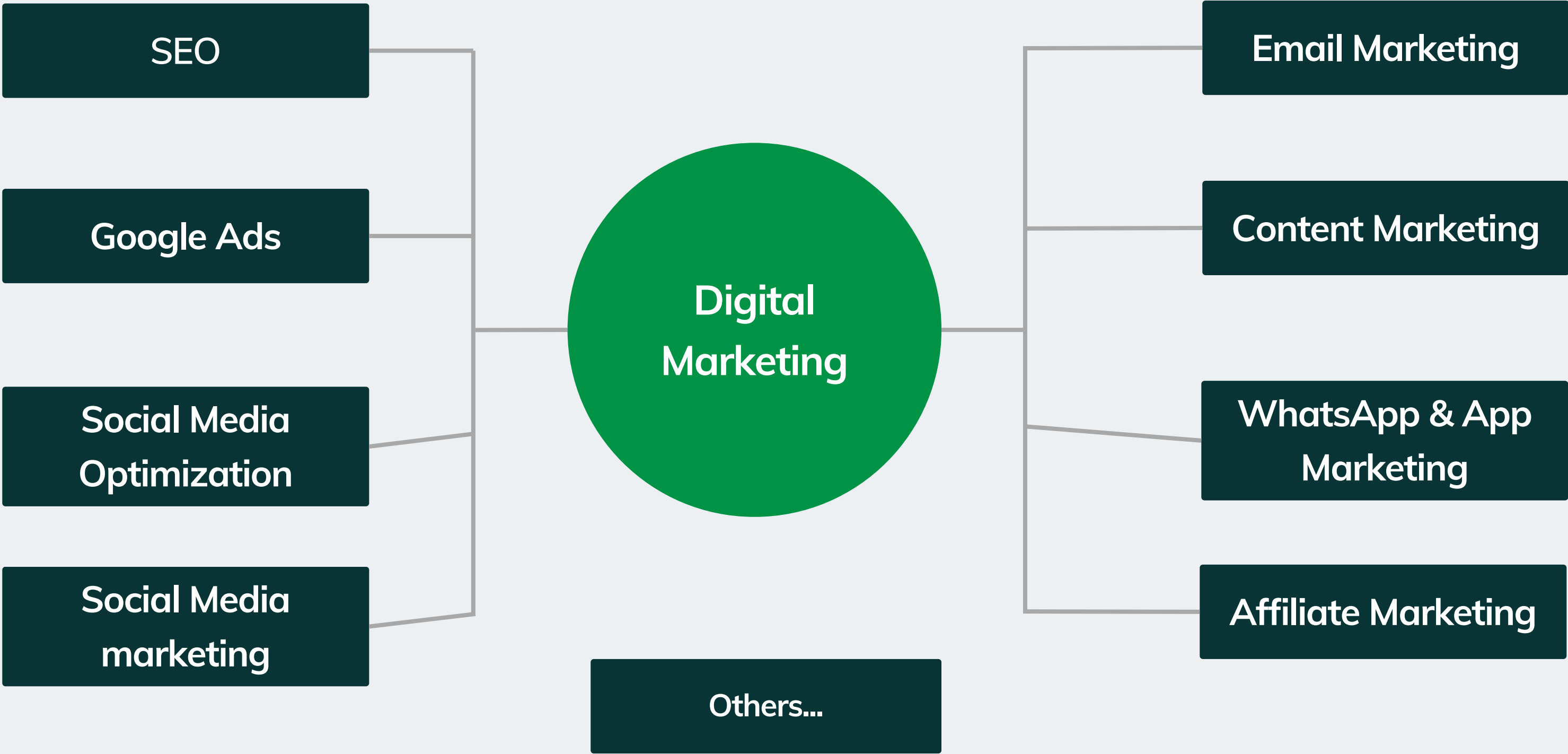
03

Digital Channels Such as
Google, social media & others

Leads or Sales

04

Digital Marketing Universe




Digital Media Universe




1,500,000,000+ Active Users

Search + Video + Discovery + other products



2,000,000,000+ Active Users

Photo and video-sharing platform where users can post content & Engage




2,900,000,000+ Active Users

Users to connect with friends, share updates, photos, and videos.




900,000,000+ Active Users

Professional networking platform for career development, business connections, & industry networking



528300000+ Active Users

Microblogging platform where users share short messages (tweets) & Engage



3,030,000,000+ Active Users

Multimedia messaging app known for its disappearing messages and short-lived photo and video Stories.

An Online Ad Platform

Run ads on Google's search engine results pages (SERPs), on YouTube, and on other partner websites within the Google Display Network.



[Ads.google.com](https://ads.google.com)

Text Based Search Ads

Display & Discovery Ads

Video Ads

Shopping

Poster/Banner

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Ad Account

Create, manage, and run Advertisements on the Ad platform.



[Ads.google.com](https://ads.google.com)

Ownership

Integration

Access Levels

Analytics and Insights

Billing

Ad Reporting

Campaign Structure

Commerce Manager

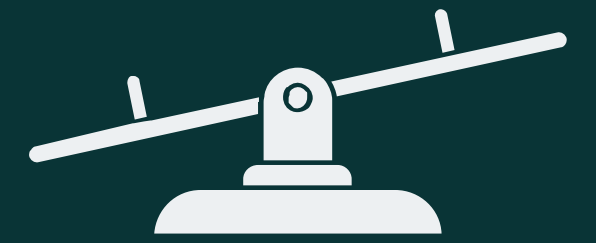
Audience Targeting

Brand Advocacy

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Personal Vs Organization Account

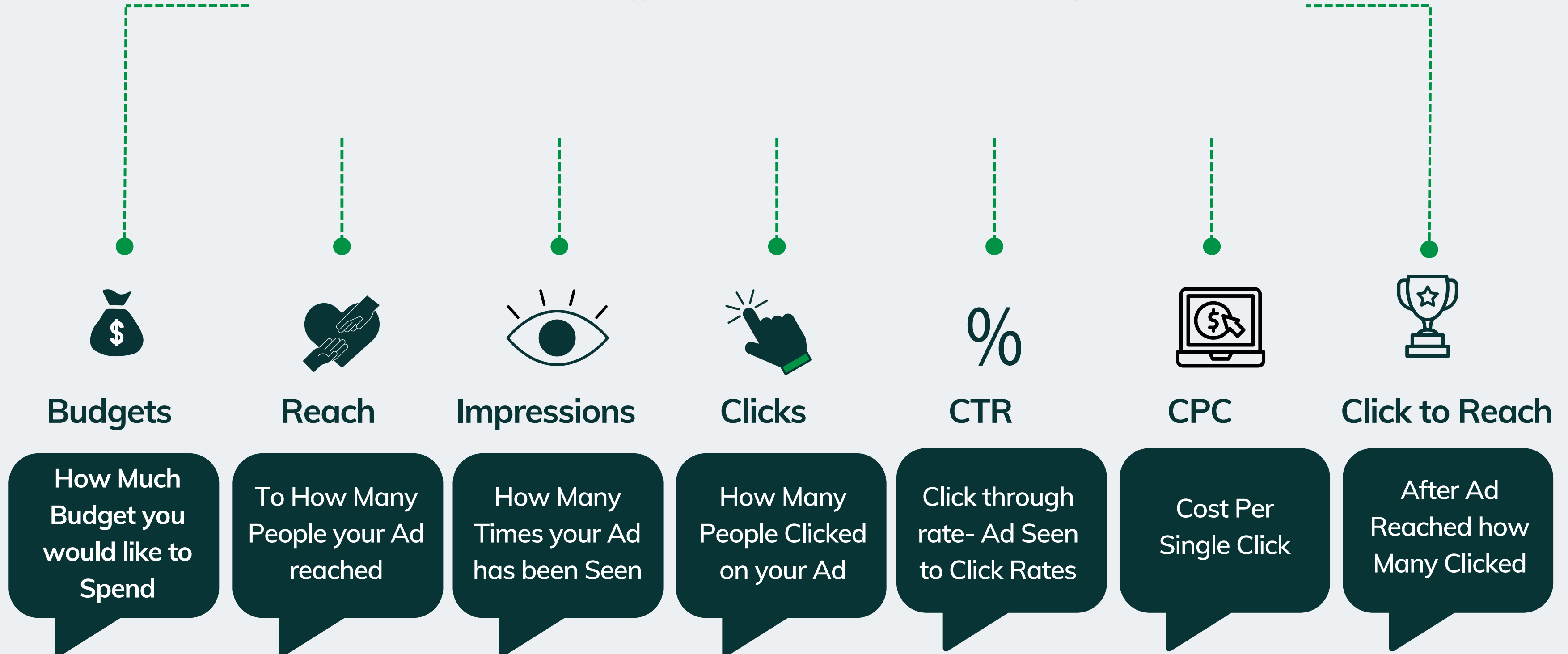
Key Differences between them



	Feature 1	Feature 2	Feature 3	Feature 4
Personal	Intended for Individuals	Issued by and used with your Personal email ID	Easy to Access & No Verification Required	Ownership Transfer is Not Possible
Organizational	Intended for Organizations	Issued by and used with your corporate email ID	Advertiser Verification is required	Multi User can Access

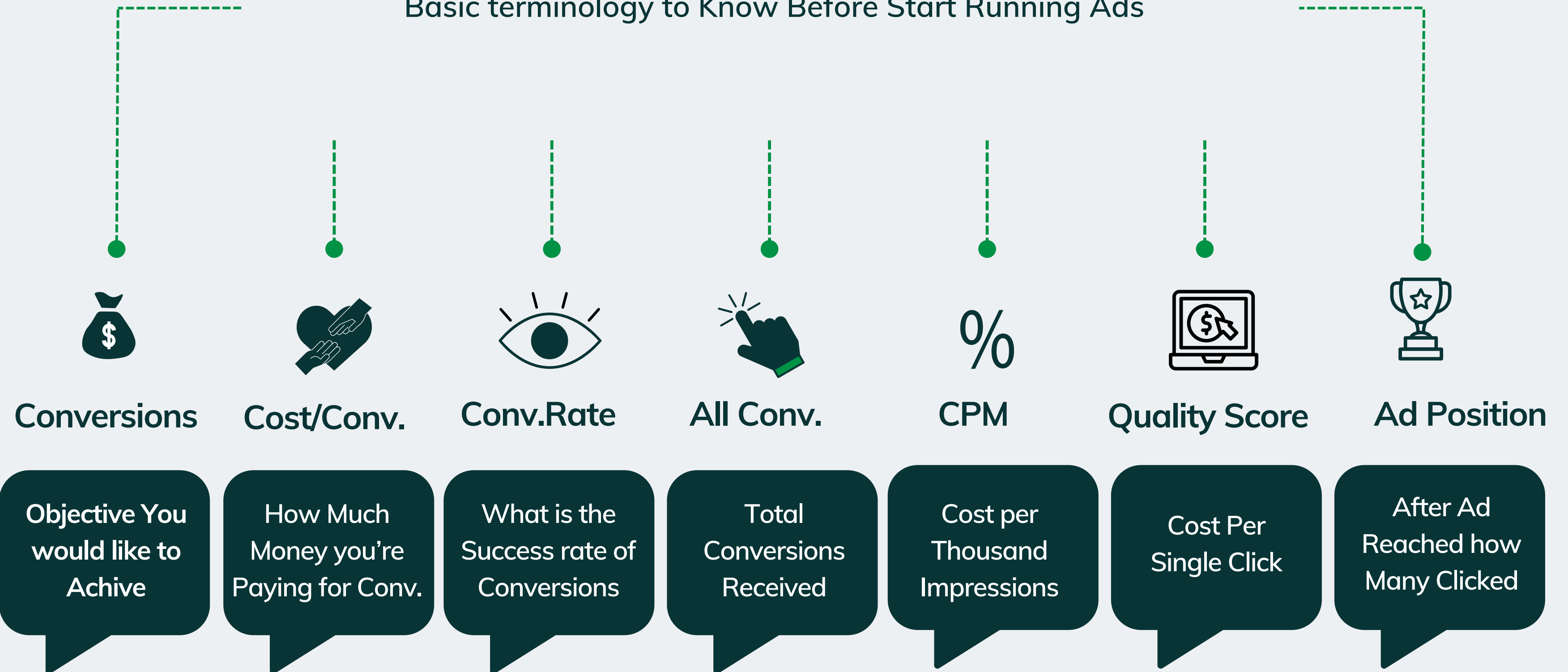
Fundamentals of Ads

Basic terminology to Know Before Start Running Ads



Fundamentals of Ads

Basic terminology to Know Before Start Running Ads



Google Ad Account Structure



- Budget
- Bidding Strategies
- Special Categories
- Auctions
- Scheduling
- A/B testing

Campaign



- Target Audience
- Placements
- Timelines
- Frequency Capping
- Biddings

Ad Groups/Sets



- Page Selection
- Ad Copies
- Call to Actions
- Lead forms
- Conversion Tracking
- CRM

Ads

Ad Campaigns

Promotional Activity with some objective to be achieved



Objective Selection

Conversion Actions

Bidding

Location

Audience Manager

Scheduling

Campaign types

Placement Selection

Networks

languages

Ad Rotation

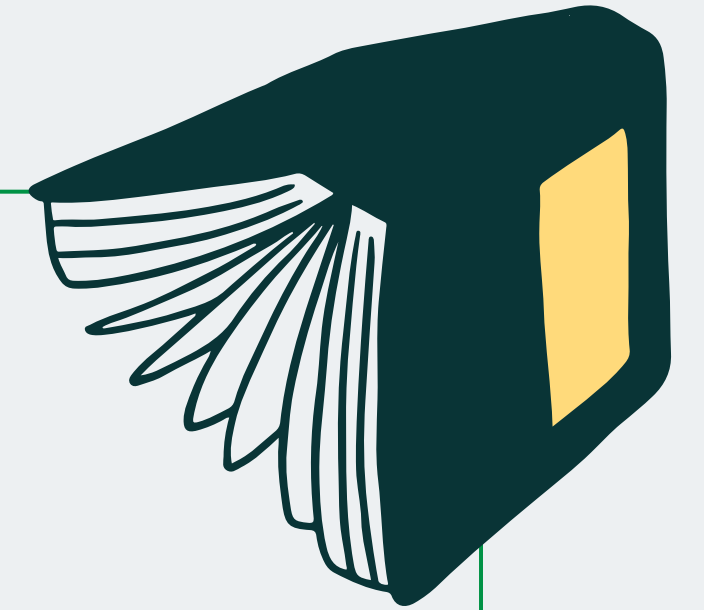
Campaign URL's

Google Ads Campaign Objectives

01	Online Sales	Aimed to Get More Online Sales for Commerce Businesses
02	Website Traffic	Aimed to Get More Qualified targeted Users to website
03	App Promotion	Helps Businesses to get More App Installs & App Conversions
04	Awareness	Businesses Can reach wide range of audience with Minimal Budget
05	Product & Brand Consideration	Can showcase newly launch products to right audience and explore
06	Campaign without Goal	No Objective in mind, launching campaign with No Goal

Google Ads Campaign Types

01	Performance max	Run ads on Google Search, YouTube, Display, and more
02	Search	Drive Traffic from Google Search with Text Ads
03	Display	Reach potential customers across 3 million sites and apps with your creative
04	Shopping	Promote your products on Google Search with your Google Merchant Center data
05	Video	Drive website traffic from YouTube with your video ads
06	Demand Gen	Drive demand and conversions on YouTube, Discover, and Gmail with image and video ads



Bidding Strategies in Google Ads

Automatic Bidding

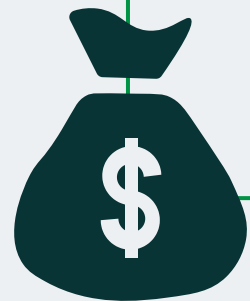
Automatically adjust bidding to Deliver expected conversions

Manual Bidding

Manually adjust bidding to Deliver expected conversions

Portfolio Bidding

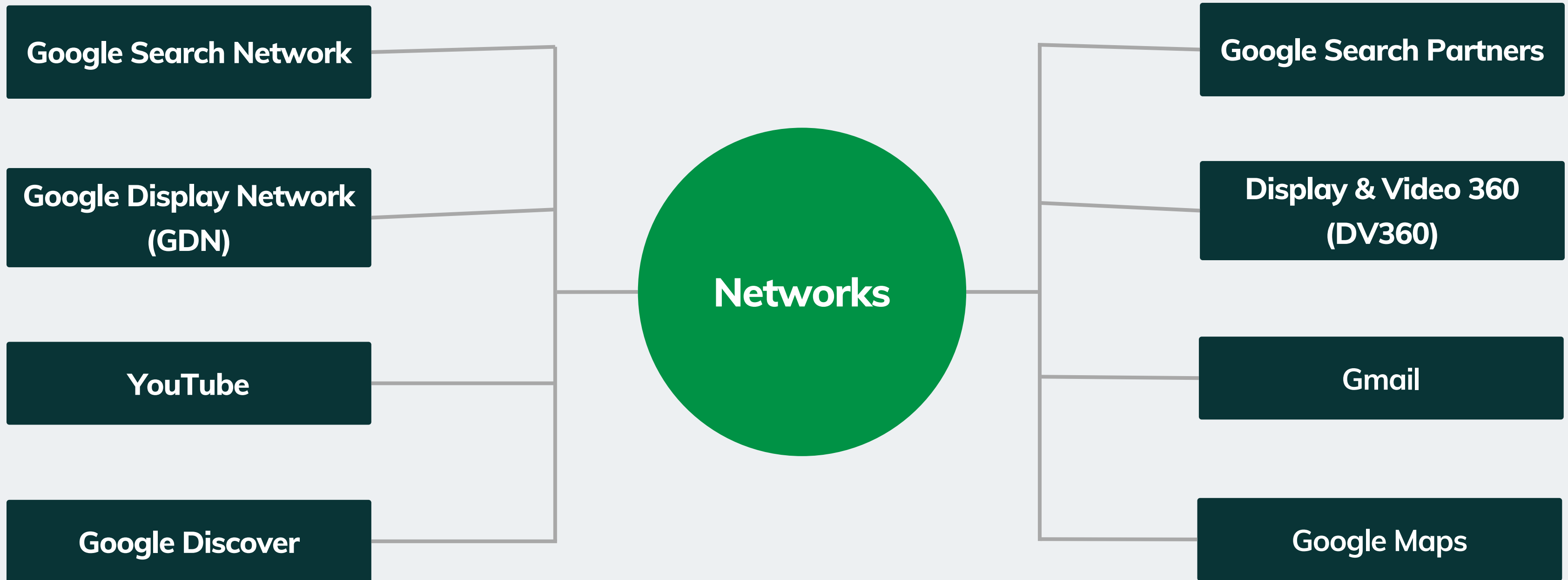
An AI-powered, goal-driven bid strategy that groups together multiple campaigns, ad groups, and keywords.



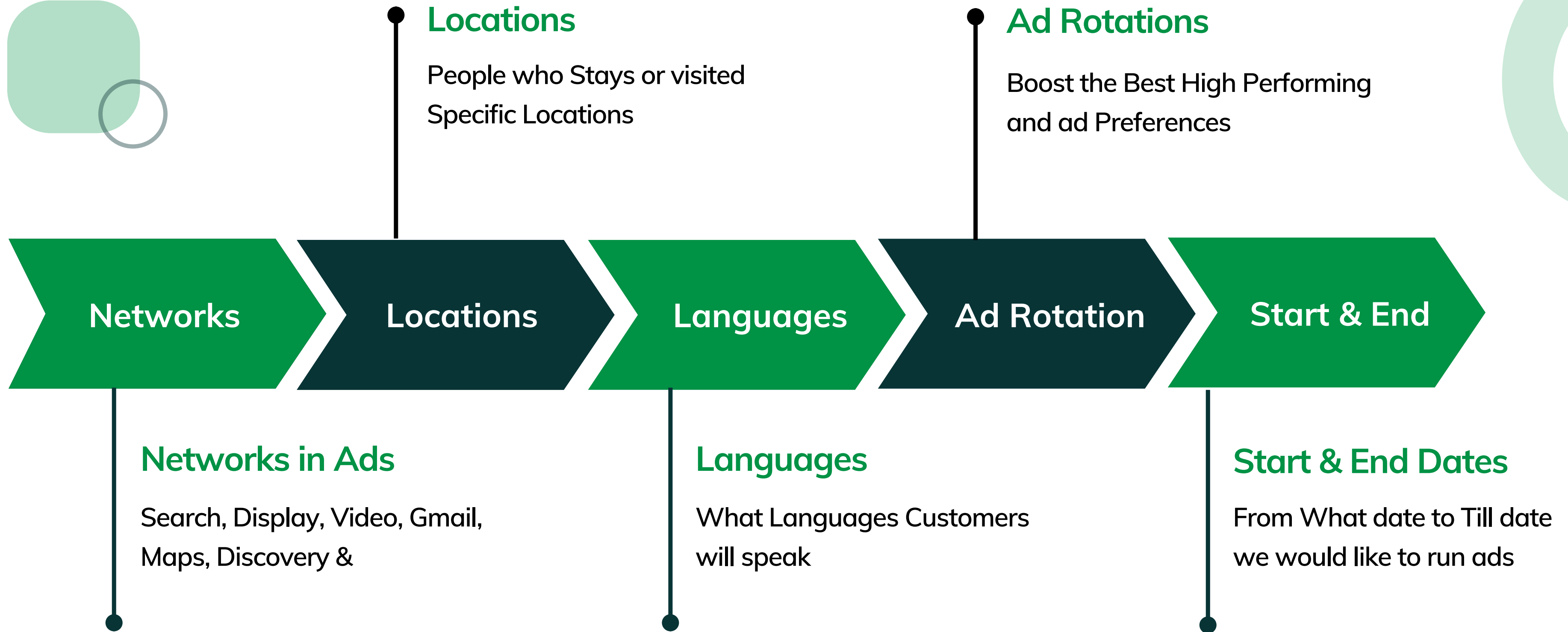
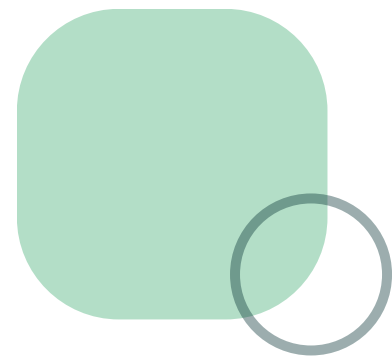
Bidding Strategies on Google Ads

Non Automated	Semi Automated	Fullu Automated	
Manual CPC	Enhanced CPC	Maximize Clicks	Maximize Conversions
--	--	Maximize Conv.Value	Target Impression Share
--	--	Target CPA	Viewable CPM
--	--	Target ROAS	Cost Per View

World of **Networks** in Google Ads



Components of Ad Campaigns



Networks

Networks in Ads

Search, Display, Video, Gmail, Maps, Discovery &

Locations

Locations

People who Stays or visited Specific Locations

Languages

Languages

What Languages Customers will speak

Ad Rotation

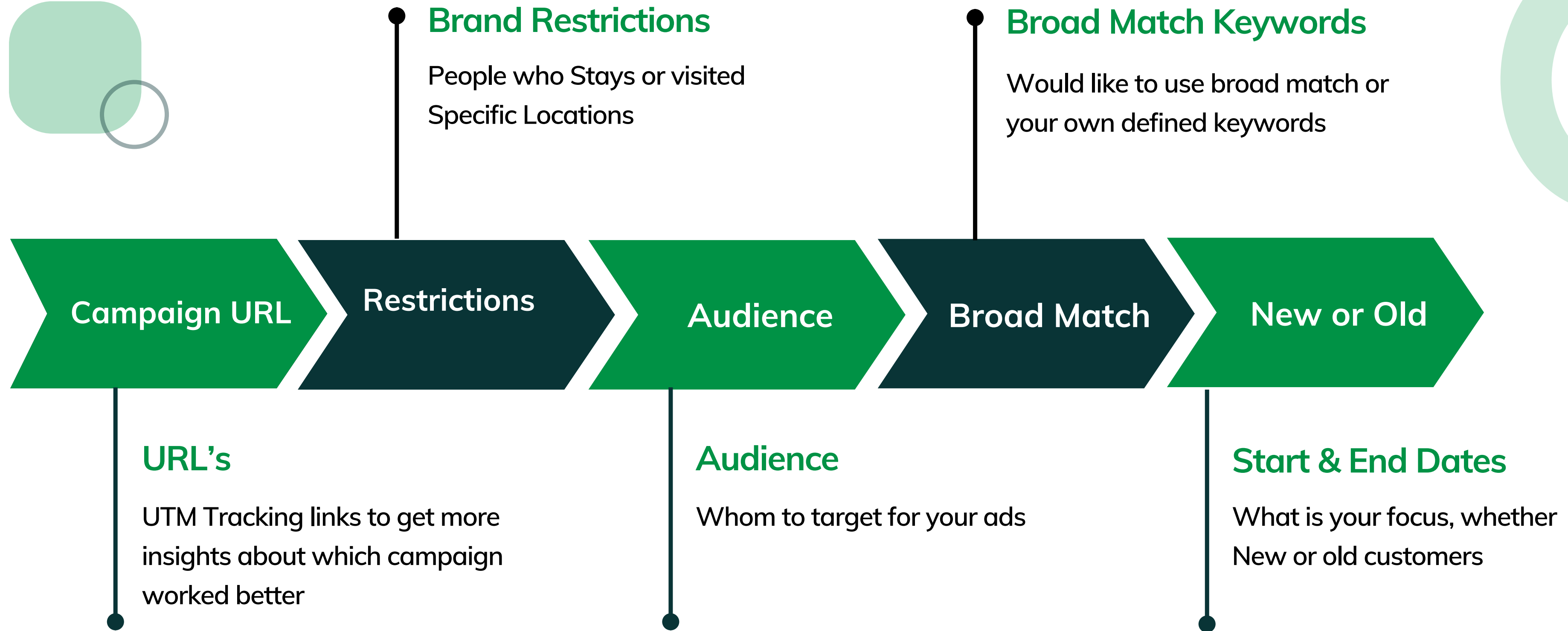
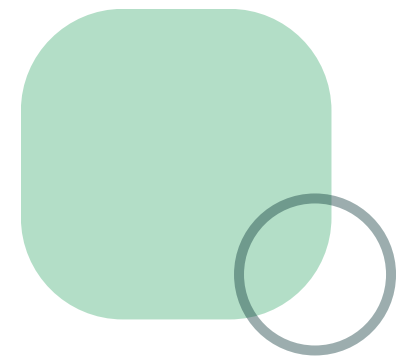
Ad Rotations

Boost the Best High Performing and ad Preferences

Start & End

Start & End Dates

From What date to Till date we would like to run ads



Audience Segments in Google Ads

Demographics



Education, Parental, Marital, Education, Homeownership & Employment

Custom Affinity



Target users based Interest & Behaviours

In Market Segments



What they are actively researching or planning

Your Data & Combined



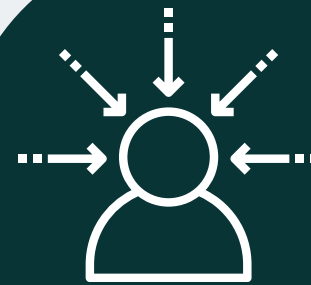
Your Data segments & Combined Segments

Audience Manager in Google Ads



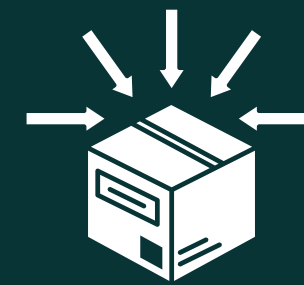
Collections of website visitors
or app users gathered by
snippets of code

Your Data Segments



People who search,
Browse and use apps

Custom Segments



Combined Audience of
Your data & Custom
Audience

Combined Segments

Your Data **Segments**

Data of users who used our digital products till date from various sources



Ads.google.com

Website Users

App Users

Youtube users

Customers List

Google Analytics

Lead Form

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Custom **Segments**

Search Terms, Sites Visited & Apps used



[Ads.google.com](https://ads.google.com)

Interest or Purchase Intentions

Search terms On Google

People who browse types of Websites

People who use types of Apps

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Ad Groups

An ad group contains one or more ads that share similar targets



Dynamic Search

Responsive Search

Broad Match Keywords

Phrase Match Keywords

Exact Match Keywords

Responsive Ads

Feature 1

Multiple Headlines,
Descriptions &
Copies

Feature 2

Compete in more
auctions & Match
More Queries

Feature 3

Adapt to device
widths with more
room to share your
message

Feature 4

Attract more clicks
and conversions

Dynamic Ads

Dynamically generate
an ad Copies Based
on Site

No more mapping
keywords, bids,
and ad text

Ads based on your
entire website, or
specific categories
or pages.

Best way for
remarketing and
acquisition.

Keywords Types in Google Ads

Broad Match keywords



Example: SEO Course Free, SEO Course in Dubai,
Course Online Free

Phrase Match keywords



Example: SEO Course Free, SEO Course in Dubai,
Course Online Free

Exact Match keywords



Example: SEO Course Free, SEO Course in Dubai,
Course Online Free

Broad Match Modifiers



Example: SEO Course Free, SEO Course in Dubai,
Course Online Free

key Components of Responsive Ads

01	Final URL	Website Link that customer can visit and take actions
02	Display Path	Shorter version or Customized URL for users
03	Headlines	30 Character Brief about service/product we offer
04	Descriptions- S & L	90 Character Brief about service/product we offer
05	Business Info	Business Name & logo to Display in-front of customers
06	Mobile landing Page	Incase Mobile version Landing page available

UTM Tracking

Identify which marketing channel or campaign working for you.



Website URL

Campaign Content

Campaign ID

Device

Campaign Source

Placement

Campaign Medium

Campaign Terms

Example

```
{|purl}?campaignid={campaignid}&adgroupid={adgroupid}&creative={creative}&matchtype={matchtype}&network={network}&device={device}&keyword={keyword}
```

Extensions in Responsive Ads

SiteLinks Extension



Other Relevant Links to specific pages on your website.

Promotion Extension



They are specifically designed to promote special sale events,

Callouts Extension



Improve your ads by promoting unique offers to shoppers, like free shipping or 24-hour customer service

Pricing Extensions



Allow you to set different prices for different locations or currency

Extensions in Responsive Ads

Call Extension



Allow us to add phone number, where customer can call to the number directly.

Structured Snippets



Describe features of a specific product or describe the range of products or services their business offers

Lead Form



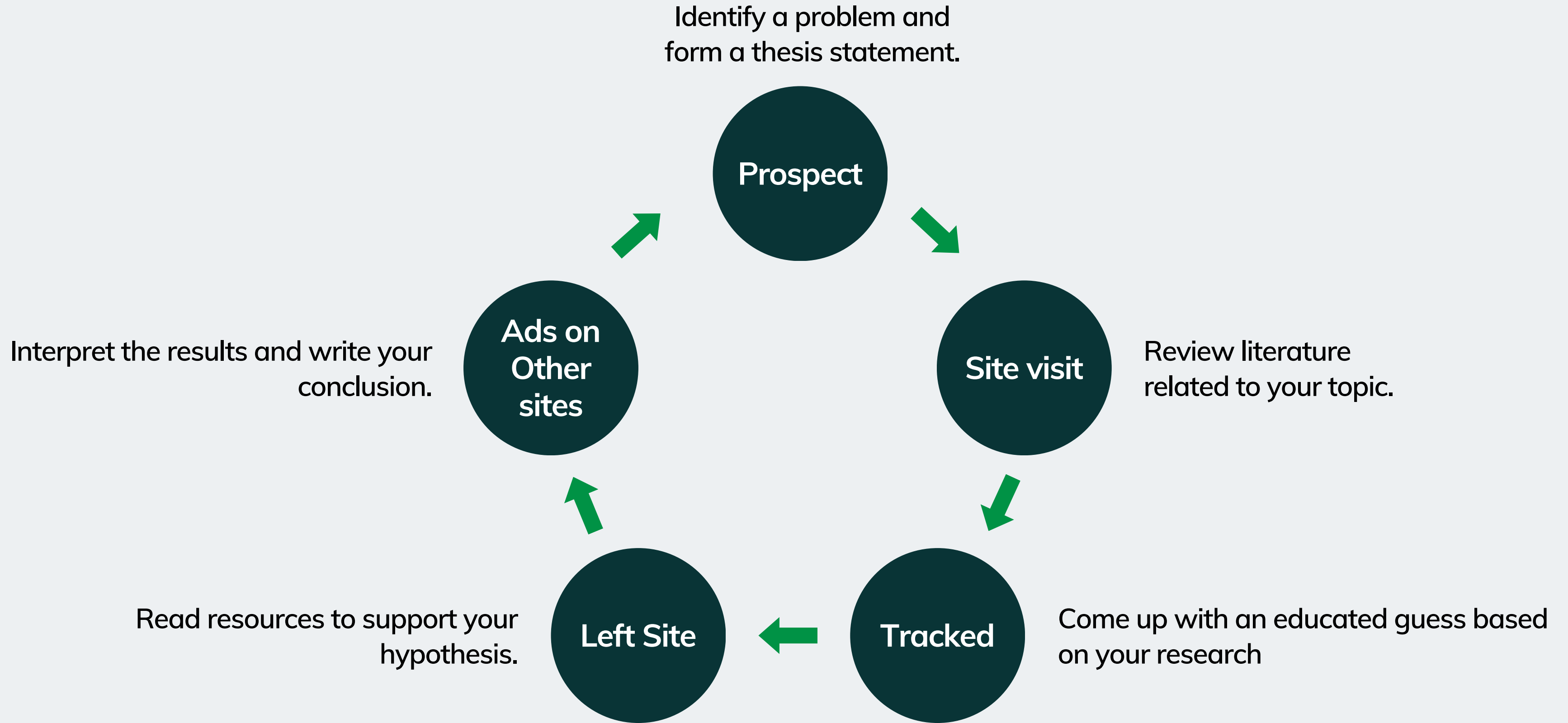
Allow advertisers to capture customer information such as Name, Phone number & Email

App Extensions



Allow us to attach Apps along with the Ad, so that customer can download the app

Remarketing in Google Ads



Features of Google Ads

SEO practices we do outside of our website to outrank your competitor in Search Results Page.



Keyword **Planner Tool**

Keyword Opportunity Finding tool



Ads.google.com

Keyword Research

Ad Group Ideas

Historical Metrics

Location

Location targeting

Language Targeting

Traffic Forecasts

Placement Selection

Competitor Insights

Seasonal Trends

Google Partners

Others...

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Performance **Planner Tool**



Uses Historical campaign data to provide forecasts on how changes to their budget or bids

Forecasting Performance



Suggests optimal budget allocations across campaigns to help achieve these goals.

Budget Recommendations



How to adjust their bid strategy may impact their overall campaign performance.

Bid Recommendations

Rules in Google Ads



Features 1	Features 2	Features 3
Campaign Rules	Topic Rules	Parental Status Rules
Ad Group Rules	Placement Rule	Income Range Rule
Keyword Rules	Age Range Rule	Asset Group Rules
Display Rules	Gender Rule	Content Criterion Rule

A/B Testing Models

What can be Tested

1

Ad Copy

Try Different
Posters, Videos &
Headlines

2

Bidding
Strategies

Play Around Device,
Audience, Location,
Bidding strategies

3

Landing
Pages

Create multi version
pages with unique
features

4

Campaign
Objectives

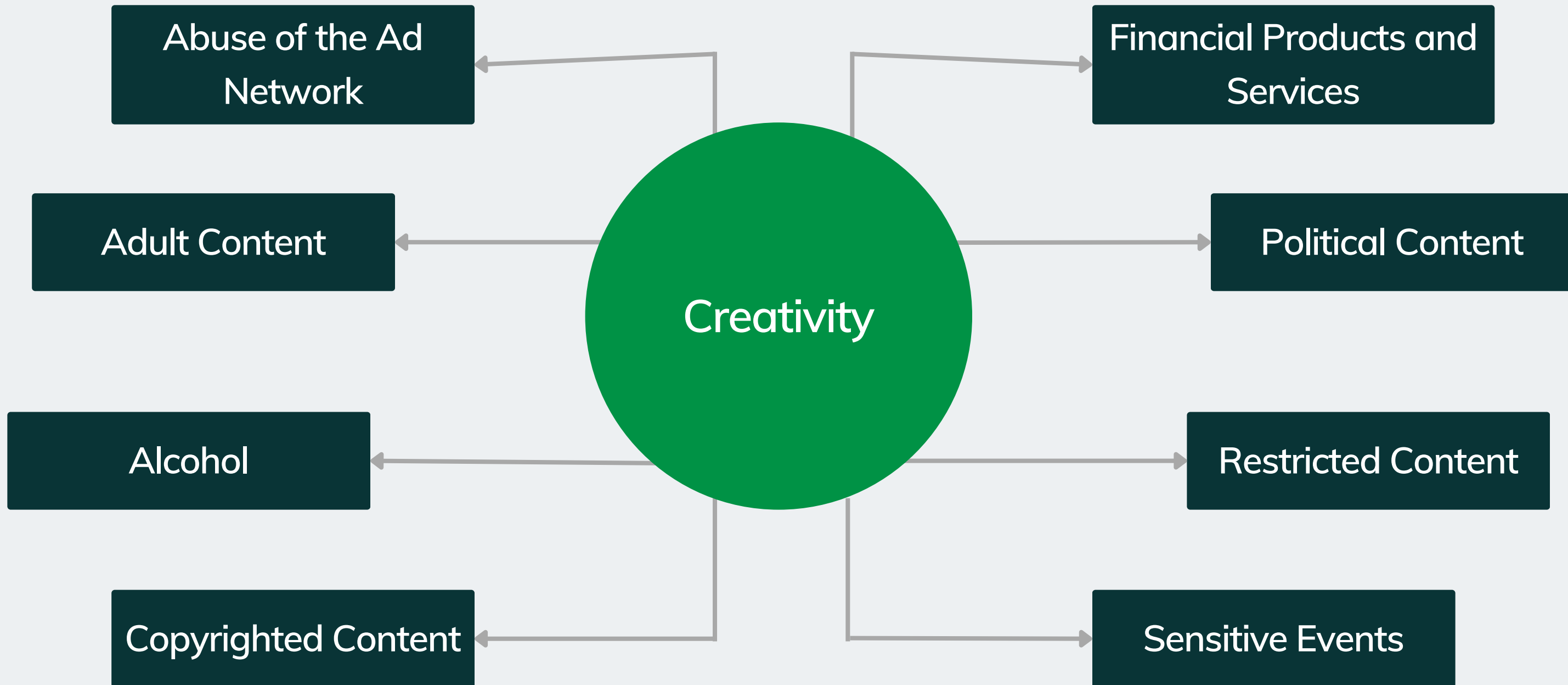
Try Different
Campaign
Objectives and
analyze

5

Ad Formats

Video vs poster vs
Text ads

Google Ads Policies



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Thank you

Janardhan Nagaiahgari

