

# Study Session 9

## Introduction to digital marketing, search engine optimization (seo) and google ads

### Study Session Outline

#### Introduction to Digital Marketing

- What is digital marketing?
- Examples of digital marketing platforms
- Features of the digital world.
- Does digital marketing work?

#### Study Session

#### Duration

This Study Session requires a 2 hours of formal study time.

You may spend an additional 2-3 hours for revision

### Introduction

This Study Unit explores the concepts of digital marketing, how digital marketing has revolutionized the way individuals, businesses and organizations operate their businesses on digital platform. The students should be able to explain how SEO works, apply SEO strategies, and run digital campaigns with Google Ads.

### Learning Outcomes of Study Session 9

Upon completion of this study unit, you should be able to:

9.1 Define digital marketing and analyze the various domains of digital marketing.

9.2 Explain how SEO works and demonstrate how to use keywords to get discovered by people on search engines.

9.3 Apply SEO strategies in website management.

9.4 State Google Ads Campaign types and relate their areas of application.

9.5 Demonstrate how to create winning Google Ads

### Terminologies

Digital Marketing	Search Engine Optimization
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Search Engine Marketing	Google Adwords
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## 9.0 What is Digital Marketing



*Figure 1: What is Digital Marketing*

Digital marketing or marketing in a digital world has changed the way we see advertising in the business world, education and learning, commerce, international trade, and other

areas that have been revolutionized by the digital revolution. These innovations were made possible by the radical changes brought about by the digital economy.

So, what is the digital economy? According to Deloitte, digital economy is the economic activity that results from billions of everyday online connections among people, businesses, devices, data, and processes. The keyword here is interconnectedness, everyone around the world is connected through the digital world. All the communication barriers have been broken.

A teacher in Somalia can connect with students in Germany through various digital platforms like Facebook, Twitter, Websites. A musician in Eritrea can post his music videos on YouTube for the whole world to listen to. The digital economy has created a world without borders. An activist in South Sudan can post about the issues in his country on a website for the whole world to see. His posts are not limited to his audience in South Sudan, but to the whole world.

Therefore, marketing in a digital world involves using various digital platforms to promote goods and services, an individual, an organization, a school, a nation, an issue, a crisis, a business idea, an accomplishment by someone. The focus is to create awareness and build an audience.

In this course we are going to explore how various digital media/platform can be used in raising awareness, promotion of products and services, connecting with a global audience and generating useful conversations when necessary.

## 9.1 Examples of Digital Marketing Platforms



Figure 2: Digital Marketing Platforms (Image Credit: <https://www.lyfemarketing.com/>)

- Search Engines e.g., Google, Bing, Yahoo
- Websites - educational websites, online forum and comm
- Social media platforms - Facebook, Twitter, Instagram, LinkedIn
- Apps – Snapchats.
- Video Streaming platforms - YouTube



**Which of these digital platforms are you familiar with?  
You can list minimum of one and maximum of three.**

## 9.2 Features of The Digital World

- **Collapse of time and space** - a user in Ethiopia can make a post about any topic on a website or on any social platforms and another person from Switzerland comments in real-time. This is not possible in a newspaper; the newspaper has to reach the person in Switzerland maybe in 2 weeks for response. The digital world has broken down all these barriers.
- **Interconnected world** - because of the collapse of space and time, everyone can know what is happening in another country. No restrictions, no delay. This makes ethics in communication an important discussion. Some people have published

falsified information on the internet that misled others. Although the discussion on fake news is not the focus of this course, it is paramount to be highlighted.

- **Intercultural communication** - the digital world has made it possible for someone in Uganda to sell to an interested buyer in Eritrea. Tools like Google Translate help in the translation of language. For instance, you want to communicate with an interested buyer of your product in France, but you cannot speak French. Google Translate will allow you to communicate seamlessly with the person without barriers.
- **Cross-border communication** - The prevalence of intercultural communication has led to cross-border communication through the internet. Do not limit yourself to your local environment, community, and country. With emails, WhatsApp, Instagram, Twitter, Website, you can connect and build meaningful professional relationships with people around the world.

### 9.2.1 Domains of Digital Marketing

Digital marketing is very wide and multi-dimensional. It is important for us to explore the various angles to digital marketing in this module. These are the various domains of digital marketing.

- **Search Engine Optimization (SEO)** - SEO involves search engines discovering your content on the internet.
- **Search Engine Marketing (SEM)** - helps you to promote anything on search engines e.g., Google Ads.
- **Email Marketing** - using emails to reach out to people.
- **Content Marketing** - developing contents (article, videos, images, journals) people might be interested in.
- **Social Media Marketing** - marketing through social media channels like Facebook, Twitter, Instagram, LinkedIn, Pinterest, WhatsApp and other social media platforms.
- **Web Analytics** - using tools such as Google Analytics and Facebook Pixel to monitor how people interact with your content. E.g., how many web visitors read my article over the past one week, number of video views.

## **9.2.2 Making Money as a Digital Marketer**

The world has gone digital, therefore marketing in a digital world or rather digital marketing is here to stay. This means there is a career and future for anyone with digital marketing skills. We hope everyone that comes across this course will consider pitching their tent with digital marketing.

Digital marketing offers many career paths. The various domains of digital marketing are a start. We want to explore areas you can earn an income in digital marketing.

### **Work as a Freelancer**

Freelancing is when a skilled worker provides services to several clients and organizations. Normally, professionals work for a single company by going to the office every day. Freelancers are not tied to the daily routine of a company, rather they work from the comfort of their homes.

As a digital marketer, you work with various clients from the comfort of your home as a social media manager, Facebook and Google Advertiser, Content Marketer or any other role demanded by a client.

Freelancers can earn \$50 to \$500 per month. There are platforms offer jobs (or gigs) for freelancers. Examples are Upwork, Fiverr, Freelancer, TorchLite and other platforms.

### **Blogging**

Blogging initially was about writing on specific topics. For example, there are sports blog, fashion blog, lifestyle blog. Today we have more bloggers that write about many topics on a single blog. As an upcoming blogger, it is particularly important to develop a niche (an area of interest you will be identified with). If you are in South Sudan, Juba Chronicles can be a perfect name (a suggestion).

Twitter is an example of what is called microblogging. Users post their contents as tweets. Also, interested audiences follow Twitter accounts of their choice for more contents. As a successful blogger, you have the opportunity of becoming an influencer or brand ambassador for a company.



A blogger is into blogging. Influencers have a wide following because of their knowledge and expertise on a specific topic. Some influencer has from 10,000 to more than a million followers on social media channels. Any post made by an influencer has the potentials of reaching millions of audiences.

### **Social Media Manager**

As a social media manager, you have the opportunity manage the image of individuals and business organizations on social media channels. It involves posting contents regularly on Twitter, Facebook, Instagram, LinkedIn, and other social media platforms the company choose to be active. As a social media manager, you can work in-house (inside the office) or remotely. In addition to the company you work for, you can also work as a freelancer for brands that are interested in your services.

### **SEO Manager**

A SEO manager helps to develop an effective search engine optimization strategy for a business. Your job as SEO manager involves developing keywords that will increase the visibility of your company website on search engines, optimizing the website, link building, and part of the content strategy team of the company.

### **Content Writer/Content Creator/Content Marketer**

As a content writer or content marketer, you will work closely with the SEO manager to synchronize the SEO strategy into the content marketing strategy. Content marketing and SEO goes hand in hand. In some companies, part of your job as the content marketer is to develop the SEO strategy and content strategy.

As a content creator your job involves creating audio, images, and video contents. The contents can be used by content marketers, social media managers, advertising team and brand influencers of your company. You can also work as a copy writer.



*Copywriting is the process of writing persuasive marketing and promotional materials that motivate people to take some form of action, such as make a purchase, click on a link, donate to a cause, or schedule a consultation.*

### **Google Ads Specialist**

Google Ads or Search Engine Marketing services is needed by organizations that want to have proper visibility on search engines. Your job is to use Google advertising platform to promote contents. The contents can be text, display, video, mobile, local, hotels etc.

### **Facebook Ads Specialist**

If you want to have small and medium businesses as clients, the knowledge of Facebook Ads is a priority. These days many people spend their time on Facebook and Instagram, many brands are willing to pay to connect with these people. As a Facebook Ads Specialist, your job is to help businesses to reach to these people.

While this skill, you can work from home, or as a freelancer. This will enable you work for several clients at the same time.

### **Online Reputation Manager**

As an online reputation manager, you must ensure negative issues surrounding your company are addressed as quickly as possible. When issues are allowed to fester, it becomes a crisis. Your job involves making sure controversial posts are not made on the company's digital platforms. Only contents that align with the business' goals should be shared on digital platforms. Complaints should be attended to as quickly as possible.

### **Email Marketer**

Email marketing involves engaging your clients through email. It is a great way to connect with your customers. New products, new services, new company policies and achievements can be communicated through email. You can work with the public relations unit of the company for dissemination of important information. Most times email marketing is done with other digital marketing services.

## **9.2.3 Does Digital Marketing Work?**

Yeah, digital marketing works, that is why we are studying it. Acquiring digital marketing skills is particularly important in this digital world.



*Advantages of digital marketing over traditional media (Group work)*

Getting ready to participate in a digital world- are you ready to explore the wonders of digital marketing? Let us dive in

## 9.3 Introduction to Search Engine Optimization?



“Who is the president of Somalia?”, “Which year did Eritrea attained her independence?”, “What is the distance between Ethiopia and South Sudan?”, “What is happening in the Congo Democratic Republic?”

These are some questions people can ask whenever they visit search engines e.g., Google Search, Bing, Yahoo, and other search engines. We are going to explore how search engines work and try to answer millions of questions every day. Pay attention to every information we are sharing with you. You are now in the world of SEO.

### 9.3.1 What is Search Engine Optimization?

1. Improving your website to increase its visibility on Search Engine Result Pages (SERP). (searchengineland.com)
2. The process of optimizing your web contents so users can discover them using relevant keywords.

3. The steps taken to make contents on the WWW accessible, seen and displayed by search engines.
4. The process of increasing visitors to your website through search engines.



*White hat, grey hat, and black hat are terms used to describe the type of SEO tactics used. White hat SEOs follow the guidelines of Google and other search engines. Grey hat SEOs are not afraid to bend the rules a bit, while black hat SEOs blatantly break the rules.*

### 9.3.2 How SEO Works: Crawling, Indexing and Ranking

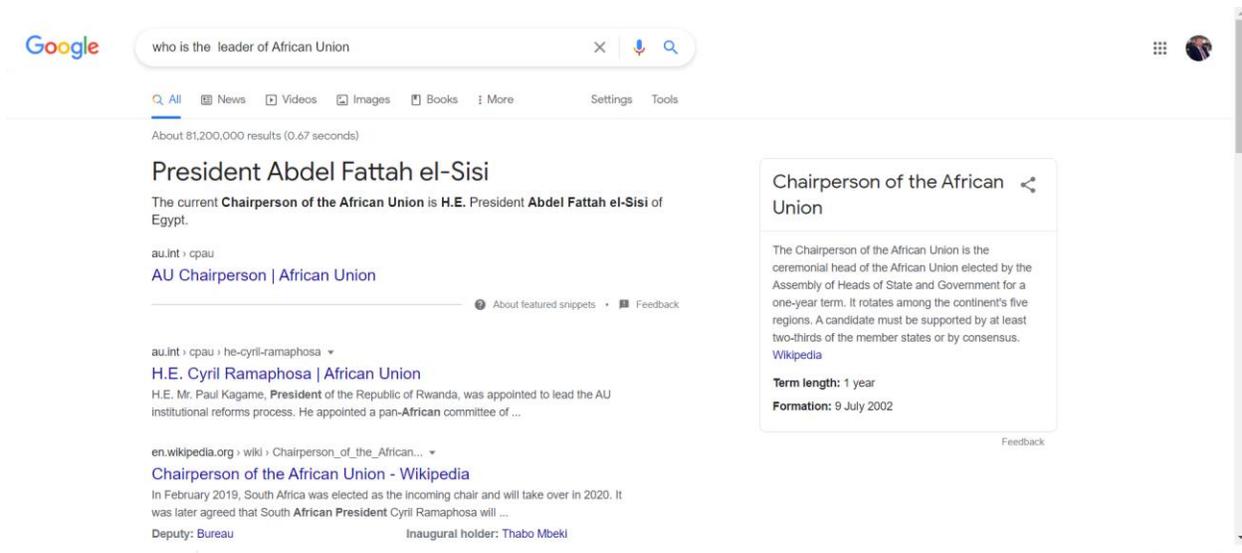


*Figure 3: How SEO Works*

There are millions of webpages on the World Wide Web (WWW). Millions of websites with information on various topics. These websites have contents (texts, image, video, voice) that are relevant to you, while other contents are not relevant.

**Note:** Since Google search engine is the most popular and the most used search engine, the information we are sharing will focus on Google search engine. This information also applies to other search engines.

Whenever a user types in a “**search query**” or “**search keyword**” e.g. “Who is the first person to lead African Union?” on Google search. The search engine checks from its *database of indexed web pages* to discover web pages that have information about the first person to lead African Union and display these *relevant information* on the Search Engine Result Pages (SERP)



The screenshot shows a Google search result for the query "who is the leader of African Union". The search bar at the top contains the query. Below the search bar, there are navigation tabs for "All", "News", "Videos", "Images", "Books", and "More". The search results show "About 81,200,000 results (0.67 seconds)". The main result is "President Abdel Fattah el-Sisi" with a snippet: "The current Chairperson of the African Union is H.E. President Abdel Fattah el-Sisi of Egypt." Below this, there are links for "au.int > cpau" and "AU Chairperson | African Union". There are also links for "About featured snippets" and "Feedback". Another result is "H.E. Cyril Ramaphosa | African Union" with a snippet: "H.E. Mr. Paul Kagame, President of the Republic of Rwanda, was appointed to lead the AU Institutional reforms process. He appointed a pan-African committee of ...". Below this, there are links for "au.int > cpau > he-cyril-ramaphosa" and "Chairperson of the African Union - Wikipedia". The Wikipedia snippet says: "In February 2019, South Africa was elected as the incoming chair and will take over in 2020. It was later agreed that South African President Cyril Ramaphosa will ...". Below the Wikipedia snippet, there are links for "en.wikipedia.org > wiki > Chairperson\_of\_the\_African..." and "Chairperson of the African Union - Wikipedia". The Wikipedia snippet also includes "Deputy: Bureau" and "Inaugural holder: Thabo Mbeki". On the right side of the search results, there is a "Knowledge Panel" for "Chairperson of the African Union". The panel includes a description: "The Chairperson of the African Union is the ceremonial head of the African Union elected by the Assembly of Heads of State and Government for a one-year term. It rotates among the continent's five regions. A candidate must be supported by at least two-thirds of the member states or by consensus." Below the description, there are links for "Wikipedia", "Term length: 1 year", and "Formation: 9 July 2002". There is also a "Feedback" link at the bottom of the panel.

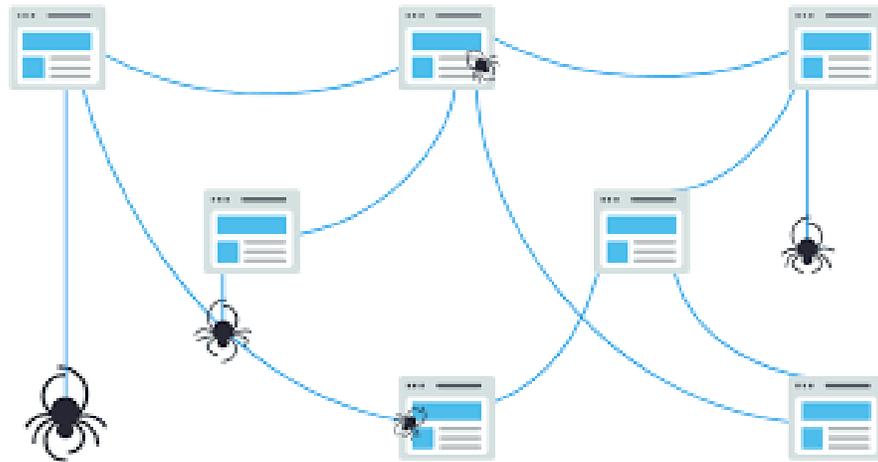


***Proceed to Google Search or Bing and find out who is the first leader of African Union***

### **So how do search engines create a database of indexed web pages?**

1. Google and other search engines use a computer program called Crawler to discover web pages on the WWW. A website is a set of related web pages that are connected by hyperlinks. The crawler which is also known as the Spider crawls from one page to another and adds them to its database of

indexed web pages. Once a crawler discovers a webpage, that page has been indexed.



*Figure 4: How Google Crawler Works (Image Credit: [www.moz.com](http://www.moz.com))*

2. After discovering a web page, the crawler extracts relevant information from the web page, and adds them to a database. This is called ***indexing***. These information are - page title, meta description, headings, links to other pages, data the page was created, and other details that might be important to the search engine. Periodically, the crawler moves through the entire WWW to look for fresh web pages to index.
3. Whenever you type in a search phrase in search engines, the search engine checks through its database of indexed pages and gives you results that are relevant to your search keyword.



But first, let's address a rookie way of thinking that many small business owners have.

## Actionable Digital Marketing Tips for Your Business

### 1. Eggs In Too Many Baskets

This is a mistake that many rookie business owners make – trying to do everything at once with little prior experience.



**10 Tips Media Deliver**  
1K Total SI



**The Im Media**  
1K Total SI

is a recipe for disaster.

As a business owner, your aim should be to [find your place on social media](#). At the beginning of your marketing efforts should focus only on, at the most, two social media platforms that you're already feeling comfortable with.



**10 Tips for Successful Social Media Marketing that Delivers 10X ROI**  
1K Total Shares



**The Importance of Social Media in Business**  
1K Total Shares



**15 Reasons Why Marketing Through Social Media is a Must For Every Small Business**  
1K Total Shares

Figure 5: Page information



From the lyfemarketing.com image above, identify the following part of the webpage.

**Page title**

**Heading**

**Links to other pages**

**Page creation date**

## On page and off page SEO

SEO can be on-page optimization or off-page optimization. On-page optimization are processes taken to attract traffic to your website through search engines. Off-page optimization are links in other websites that direct users to your website. They are called backlinks.

## How to be Discovered Through Search Engines

Developing contents is not enough, however developing discoverable content is the goal of SEO. Yes, the goal is to make search engines discover the contents on your website. The first step to getting discovered on search engines is by using relevant keywords. Keywords are search phrases that people type on search engines. Search phrases can be “The best hotel in Mogadishu”, “Top ten universities in Ethiopia”, “The tallest man in South Sudan” etc. We are going to explore how to discover keywords that users frequently use so you can be discoverable on search engines.

### 9.3.3 Keyword Research

This is the process of finding search phrases or rather keywords your audience frequently use to search for information, products or services or services that are related to you. The key question is - what are people searching for?

The screenshot shows a Microsoft Bing search results page for the query "what is keyword research". The search bar at the top contains the query and a search icon. Below the search bar, there are tabs for "ALL", "IMAGES", "VIDEOS", and "NEWS". The search results are displayed in a grid layout. The first result is a featured snippet from Moz titled "Keyword Research [Beginner's Guide to SEO] - Moz" with a URL of "moz.com/beginners-guide-to-seo/keyword-research". The snippet includes a list of questions: "What are people searching for?", "How many people are searching for it?", and "In what format do they want that information?". Below the snippet is a "PEOPLE ALSO ASK" section with four questions: "What is the power of keyword research?", "What is keyword research in Seo?", "What are the benefits of keyword research?", and "What is the best way to start keyword research?". The second result is a Wikipedia entry titled "Keyword research" with a search engine icon. The snippet includes a description: "Keyword research is a practice search engine optimization professionals use to find and research search terms that users enter into search engines when looking for products, services or general information. Search engine optimization professionals first research keywords, and then align web pages with these keywords to achieve better rankings in search engines." Below the snippet is a "See results for" section with a link to "Search Engine Optimization" and a list of authors: "Matt Cutts · Danny Sullivan · Daniel B. Anton · Charles Floate · Josh Bachynski · James Brewster · sunny ujjawal · Matthew Woodward · Noa...".

For instance, you have a beauty salon in Juba, what kind of questions do people ask Google when they search for beauty salons in Juba. This is important because you cannot afford to put up contents people are not interested in.

Let us assume some possible keywords.

- Best beauty salons in Juba
- Where is the best place to make hair in Juba?
- Hair designers in Juba



*Use Google Search, Microsoft Bing, or any other search engine to search for the following using the biggest city in your country/Region.*

*The best beauty salon in that city.*

*The best place to make hair in that city.*

*List of popular hair designers in the city.*

Each possible keyword has a potential traffic it can bring to your website. There are keywords people do not use at all. Do not bother yourself with them, creating contents with them is a waste of time because nobody searches for information using those keywords.

### **Keyword research helps you to answer these questions**

- Will people visit my website if I develop content with these keywords?
- How can I make those searching for information with these keywords become my customers?
- How can I develop content that will engage visitors that came to my website using these keywords?



### ***Tutor Marked Assessment***

Choose a topic of your choice e.g., politics, women in leadership, African Football.

Choose possible keywords people can use to search for your selected topic e.g., what team is the best in African Football.

## Keyword Research Tools

These keyword research tools help you to know the value of a particular keyword in an area e.g., country, city etc. These tools also help to suggest other keywords that are related to you and are frequently used. You can use these tools (e.g., Ahrefs) to know the keywords that your competitors are using to drive traffic to their website.

## Functions of Keyword Research Tools

- Show you the search volume of a particular keyword.
- Keyword trend - some keywords are seasonal. This will help you to know when to develop some contents.
- Number of clicks per keyword - some keywords have more clicks than others.
- Traffic potential
- Keyword difficulty – some keywords are extremely competitive than others. It is necessary to know the possibility of appearing on search engines.
- Search volume – the number of times keywords are searched for in a month.

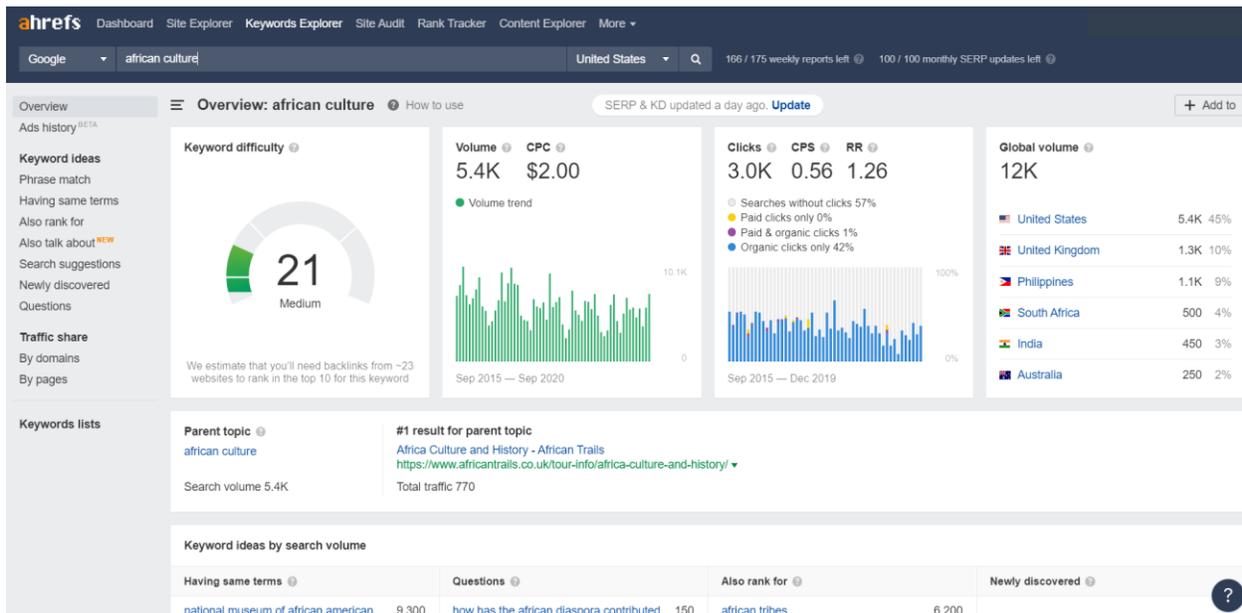


Figure 6: Ahrefs Keyword Explorer Tool

## Examples of keyword research tools

- Ahrefs Keyword Explorer
- Google Keyword Planner

- Google Search Console
- Google Trends
- Alexa keyword tool

## **Content Optimization**

Content optimization is the process of developing contents on your websites so they can rank higher on Google search results page. Whenever you are developing contents on the website, ask yourself this question - will the search engine consider this content relevant for people looking for answers? Well, these questions have been answered during keyword research.

### **How to optimize your contents**

1. **Use your selected keyword in your content title and headings** - the title of your content should contain, let us say “beauty salon”. e.g., ***Kuda Trims is the best beauty salon in Juba.*** Aha! We are getting there. Make sure your headings and subheadings reflect the keywords. Do not limit yourself to a single title, try as many titles as possible.



*Some people use titles that are not relevant to the body of the content. Therefore, search engines algorithms now make sure the body of the content is related to the title. You title cannot say beauty salon, while the body is talking about dog food.*

## Salons in Juba South Sudan

### Athiei Beauty Salon

Located behind the ministries on main road

Juba, South Sudan

Athiei Beauty Salon is the best and most well stocked Salon in Juba. It has a reception, a waiting room, the lounge, a barber shop, a gym, a sauna, massage room, wash rooms and the hair salon itself which hosts beauty room with two beds for facials, a barber shop with eight stations, changing rooms and toilets.

All around the salon there are several cabinets of perfumes, cosmetics, lotions, hair products and nail polishes and more.

### Sahara Hotel Salon

Located at Sahara Hotel

Juba, South Sudan

Sahara Hotel Salon has four sections for hair, barber, beauty and massage full body massage is 70 pounds for ladies and 100 for men. They also have massage machines as well as Swedish massage. Pedicure and manicure are offered at 30 to 50 pounds. Sahara Hotel salon also offers expert skin consultation with hi frequency facial machine. There is

### *Figure 7: Content Optimization*

1. **Use related words in your content** - for instance, there are words related to beauty salons like hairdressing saloon, beauty shop, manicure, beautician, pedicure. Etc. Using these words in your content will inform the search engine that the body of your content is relevant to the title.
2. **Use Alt tags for your images** - make sure the images related to your contents are named appropriately. If the image is not named correctly, the search engine will consider it irrelevant to searchers. Google has an image search engine, only images that are named correctly can appear on search results.

3. **Do not write too much** – in as much as some contents require too many details like research journals and scientific publications that are for specific audiences. If you are not writing such, keep it simple and straight (KISS). We live in a time of tremendous information overload, too many details get readers bored. Go straight to the point.



*Note: when users do not stay long in your website, it increases your bounce rate which is the percentage of visitors on your website that left without taking any action.*

### **Other Content Optimization Tactics**

- **Check your site speed** - the speed of your website matters a lot. Having great content that can be seen on search engines is not enough. Make sure your website loads fast. Some people use slow internet connections. Research has shown that visitors to a website leave once the website takes time to load. 3-7 seconds is optimal for loading time. Use <https://testmysite.io/> to check the speed of any website of your choice.
- **Be authentic** - there are a lot of copy and paste going on right now on the internet. Your contents and writing style should be unique. It will pay you in the long run.

## **9.4 Search Engine Marketing (Google Advertising)**

Google advertising allows you to promote your contents, products and services on Google's wide network of websites, videos, images, apps, search results, maps, shop listing and many more. Google advertising is an example of Search Engine Marketing (SEM).

*Note: when you generate traffic to your website without paying for it, it is called organic traffic, when you spend money, it is called paid traffic.*

When you run an advert on digital platforms like Google, LinkedIn, Twitter, Facebook, Instagram, it is called an advertising campaign. Before you start your campaign on Google

platform, you must know what you want to achieve. This is called campaign objective. Also, your content type will determine where Google will place your campaign. Let us explore different types of Google advertising campaigns.

### 9.4.1 Google Campaign Types

Google advertising has different campaign types. These campaign types are designed to help digital marketers achieve various objectives and goals. It does not matter what you want to achieve with Google ads, it might be search, display or video, you can reach your target audience.

#### Search Campaigns

These are ads that appear on Google search results and other websites on Google Search Network. Search ads also appear on Google Play, Google Maps, Google Images. Search ads results have **Ad** written beside it. See circled text.

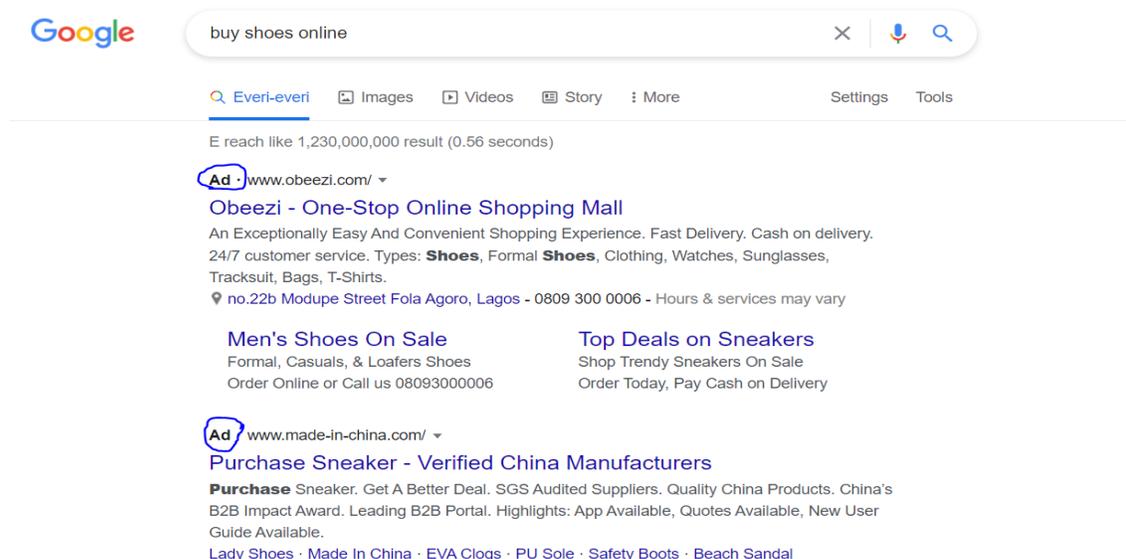


Figure 8: Search Campaign

#### Display Campaigns

Google Display Ads (highlighted with red line) helps you to target your audience while they are visiting websites, YouTube, Gmail, and Mobile Apps. Display Ads also allow you to target people who are most likely to be interested in your contents, products, and services, helping you find new prospective customers.

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## ‘A Pivotal Moment’: U.K. Rolls Out Oxford-AstraZeneca Vaccine Amid Covid-19 Surge

**Robert Hart** Forbes Staff  
 Business  
*I cover breaking news.*

**Figure 9: Google Display Campaign**

## Video Campaigns

Google video campaigns allow you to run video Ads on their own, YouTube and other partner platforms on Google Video Network. Google has different video Ads formats. They include skippable in-stream ads, non-skippable in-stream ads, video discovery ads, outstream ads, and bumper ads.

YouTube Search

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**WIX** Create an Online Store That Stands Out | Wix eCommerce  
 Wix.com ➔

**WIX** Sell Online Wix.com [Start Now](#)

Ad 1 of 2 · 1:04 · wix.com

0:03 / 1:08 ⏏ ⚙ 📱 🖥

**Figure 10: A sample video campaign**

- **Skippable in-stream ads** - play before, during, or after other videos. After this type of ad plays for 5 seconds, the viewer is given the option to skip it
- **Non-skippable in-stream ads** - designed to allow you to reach customers with your entire message and are 15 seconds or less.
- **Video discovery ads** - appear only on YouTube and reach people in places where they are discovering content.
- **Outstream ads** - show on partner sites. These ads are only available on mobile and tablet and are designed to help make it easier for users to tap to play your video
- **Bumper ads** - short video ad format, designed to allow you reach customers broadly and increase awareness of your brand by using a short, memorable message. Bumper ads are just 6 seconds or less, and viewers cannot skip the ad.

### **App Campaign**

App Ads help you promote your apps on Google Search, Google Play, YouTube, AdMob and Google Display Network (Gmail, Websites). The advertising campaign prompts users to download the app.

### **Discovery Campaigns**

This campaign type helps you deliver highly visual, inspiring personalized ad experiences to people who are ready to discover and engage with your brand — all through a single Google Ads campaign. It helps you to reach new customers and reconnect with your most valuable customers.

### **Other Google Campaign Types**

- Smart Shopping Campaign
- Local Campaigns
- Hotel Campaigns
- Smart Campaigns

### **Summary of Campaign Types**

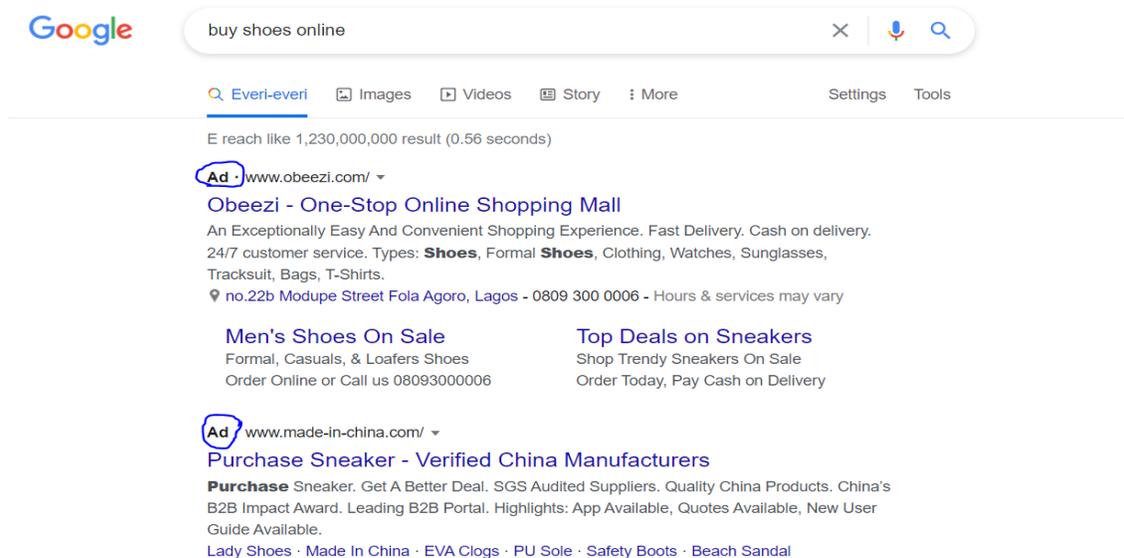
- **Search**: Text ads on search results.
- **Display**: Image ads on websites.
- **Video**: Video ads on YouTube.

- **Shopping**: Product listings on Google.
- **Discovery**: Advertise within online feeds.
- **App**: Promote your app on many channels.
- **Local**: Promote your locations on many channels.
- **Smart**: Simplify your campaigns.

## 9.4.2 Google Ad Formats

### Text Ads

**Text ads** - Each text ad has a headline, a description describing what your business offers, and a clickable link to your website. So, when your text ad appears next to search results and on other websites that partner with Google, customers can connect directly with your business.



### Display Ads

- **Display ads** - helps you to attract customers to your business by showing photos of your products or services in ads that run on the Google Display Network.

### Video Ads

- **Video ads** - allow you to run video Ads on their own, YouTube and other partner platforms on Google Video Network.

## Mobile Ads

- **Mobile ads** - Your ad can show on all sorts of mobile devices, including smartphones and feature phones.

## Shopping Ads

- **Shopping ads** - Product Shopping ads allow you to include an image, title, price, and your store or business name inside your ads, without the need for you to create unique ads for each product you sell. *NOTE it is not available in all countries.*

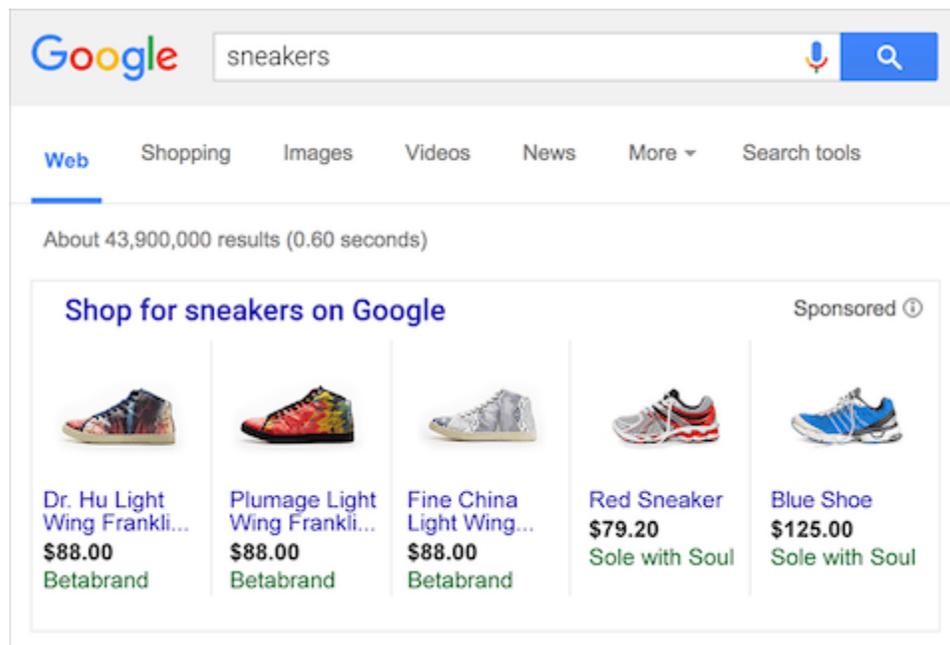
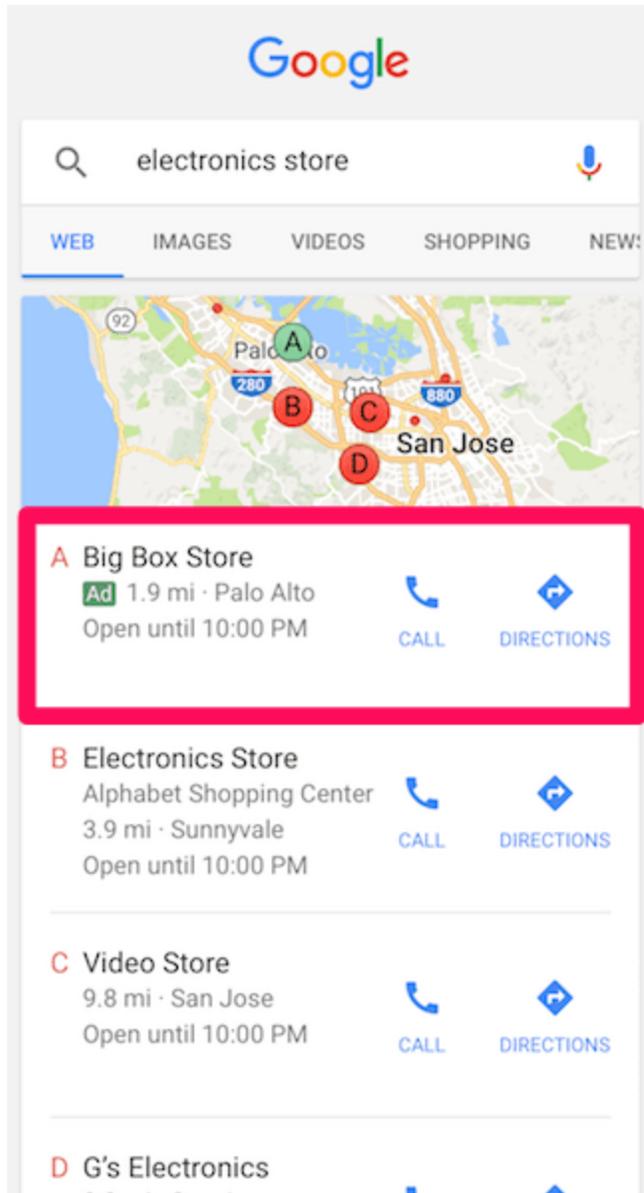


Figure 11: Shopping Ads

## Local Ads

- **Local ads** - Ads on Google can feature your business locations and lead users to call or visit your locations. When people search for nearby businesses on Google.com or Google Maps (for example, “coffee near me”), they may see local search ads that feature your business locations.



*Figure 12: Local Ads (Credit: Adespresso.com)*

## Hotel Ads

- **Hotel ads** - Hotel campaigns let you bid for dynamic ads that appear when a traveler searches for a hotel on Search, Maps, or the Assistant. These ads appear in a hotel booking module that can show photos of the hotel, amenities, prices, and a link to book the hotel.

*Use Google Map or Google Search to search for hotels in the biggest city in your region or country. Use any search phrase of your choice.*

## Responsive Ads

- **Responsive ads** - Responsive search ads let you create an ad that adapts to show more text—and more relevant messages—to your customers. Enter multiple headlines and descriptions when creating a responsive search ad, and over time, Google Ads will automatically test different combinations and learn which combinations perform best.

### 9.4.3 Setting Up Your Campaign Goals

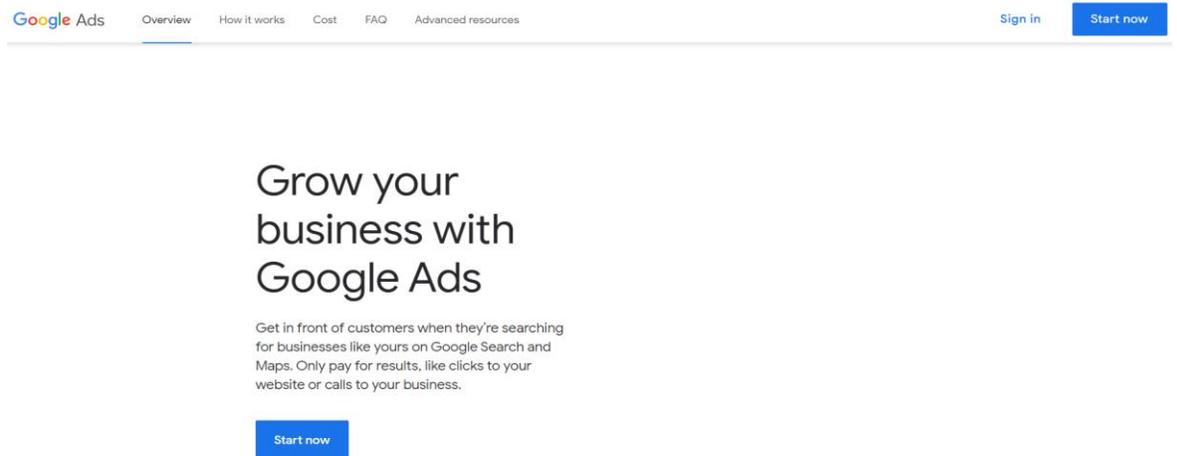
Each campaign type achieves ONLY one goal. The goal you choose should be the main thing you want to achieve. Examples of campaign goals include.

Campaign Goals	Campaign Types that use this goal	Campaign objectives
Sales	Search, display, smart, video, shopping, discovery	Drive sales online, in-app, by phone or in-store
Leads Generation	Search, display, smart, video, shopping, discovery	Get leads by encouraging customers and visitors to drop their information
Website traffic	Search, display, video, shopping, discovery	Get the right people to visit your website
Product and brand consideration	Display, video	Encourage people to explore your products and services
Brand awareness and reach	Display, video	Reach a broad audience and build awareness
App promotion	App	Get more install and interaction for your app
Local store visit and promotions	Local	Drive visit to local shops in your area

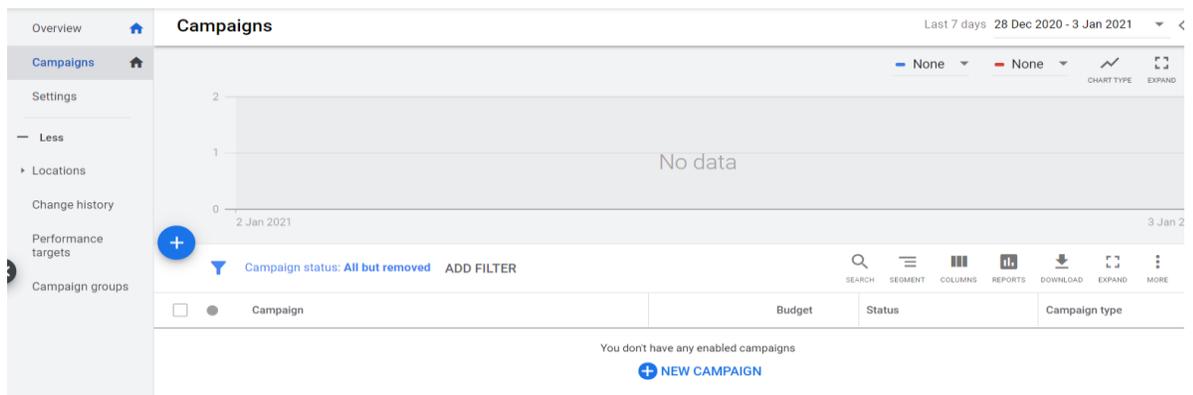
## 9.5 Creating a Google Campaign

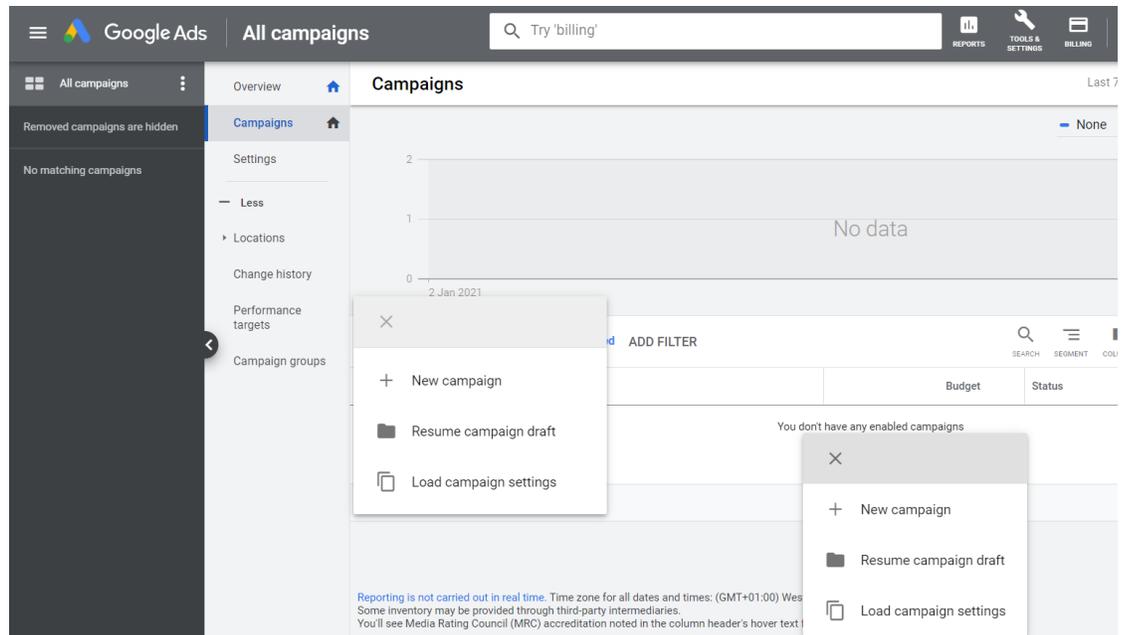
Creating a Google Campaign is easy; however, it is important to have your campaign assets ready before creating a campaign. These include - images, video, ad description, ad objectives, target audience (age, location, gender, interests).

1. Sign into ads.google.com or create an account if you have none.

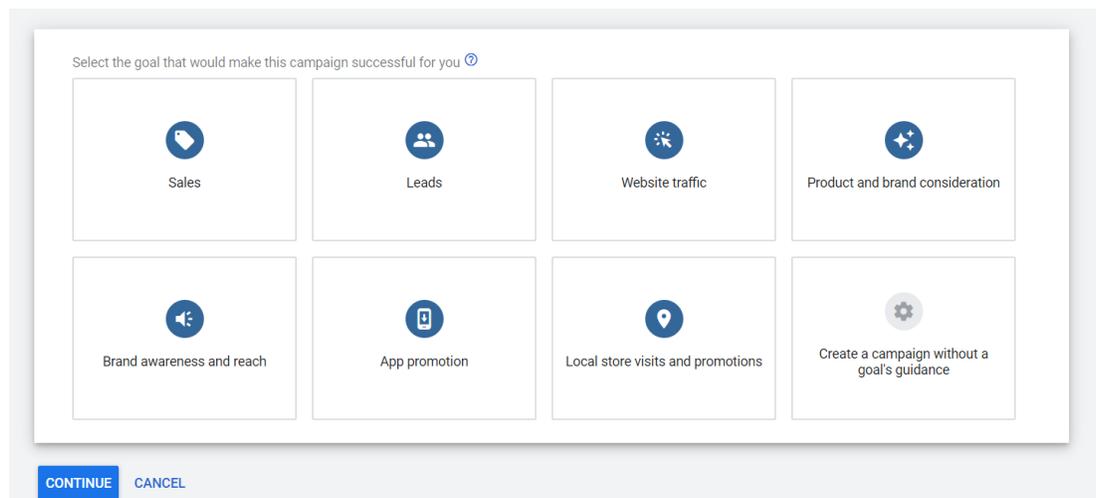


2. Click the plus button to create a new campaign.





3. Select the goals for your campaign. If none of the goals fit what you are looking for, select Create a campaign without a goal's guidance.



4. Select a campaign type after choosing your goals.

Select a campaign type 

**Search**



Reach customers interested in your product or service with text ads

**Display**



Run different kinds of ads across the web

**Shopping**



Promote your products with Shopping ads

**Video**



Reach and engage viewers on YouTube and across the web

**Smart**



Reach your business goals with automated ads on Google and across the web

**Discovery**



Run ads on YouTube, Gmail, Discover and more

CONTINUE
CANCEL

5. Enter your website, choose your location (countries, cities), language, audience.

Select the ways you'd like to reach your goal 

Website visits

 Your business's website

Phone calls

Shop visits

App downloads

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**Targeting and audiences**  
Choose who you want to reach

**Locations** Select locations to target 

All countries and territories

Nigeria

Enter another location

[Location options](#)

**Languages** Select the languages that your customers speak. 

English 

**Audiences** Select audiences to add to this campaign

6. Choose your campaign budget

Define how much you want to spend and how you want to spend it

<b>Budget</b>	Enter the average you want to spend each day US\$ <input type="text"/>	For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. <a href="#">Learn more</a>
<b>Bidding</b>	<b>Maximise clicks</b> <input type="checkbox"/> Set a maximum cost per click bid limit <a href="#">Change bid strategy</a> ⓘ	<b>Edit your Maximise clicks</b> ^ With 'Maximise clicks', Google Ads automatically sets your bids to help get as many clicks as possible within your budget  A maximum CPC bid limit caps each cost-per-click bid. This could limit the clicks on your ad. <a href="#">Learn more</a>

## 7. Add ad extensions

**Ad extensions**  
Get up to 15% higher clickthrough rate by showing additional information on your ads

Sitelink extensions	Add additional links to your ad	▼
Callout extensions	Add more business information to your ad	▼
Call extensions	Add a phone number to your ad	▼
<a href="#">+ Ad extension</a>		

## 8. Set up ad groups (ad name, enter products and services, keywords)

<b>Ad group name</b>	<input type="text" value="Ad group 1"/>
<b>Keywords</b>	Find relevant keywords by describing what you're advertising in this ad group <input type="text" value="Enter related web page URL"/> <input type="text" value="Enter products or services"/> <input type="button" value="GET KEYWORDS"/> Keywords are words or phrases that are used to match your ads with the terms people are searching for <input type="text" value="Enter or paste your keywords, one word or phrase per line"/>

## 9. Enter the display URL, headline and description (You can enter multiple headlines)

