INTRODUCTION TO
GOOGLE ADS

by #eatPOPcorn Agency

**#eat POP corn**
DIGITAL MARKETING

What is Google Ads?

Google Ads is a versatile **online advertising platform developed by Google**, designed to help businesses of all sizes reach their target audiences and achieve various marketing objectives. Launched in 2000, it has since become a cornerstone of digital advertising, offering a wide array of advertising formats and targeting options that enable businesses to connect with potential customers in a highly effective manner.

With its user-friendly interface and comprehensive suite of tools, Google Ads empowers advertisers to create, manage, and optimize ad campaigns with precision and flexibility. It provides a powerful ecosystem for businesses to promote their products, services, or brand, whether they operate locally, nationally, or internationally.

Where are Ads displayed? Ads are shown on Google Search, YouTube, and other websites with Google Ads. Advertisers only pay when someone clicks on their ad.
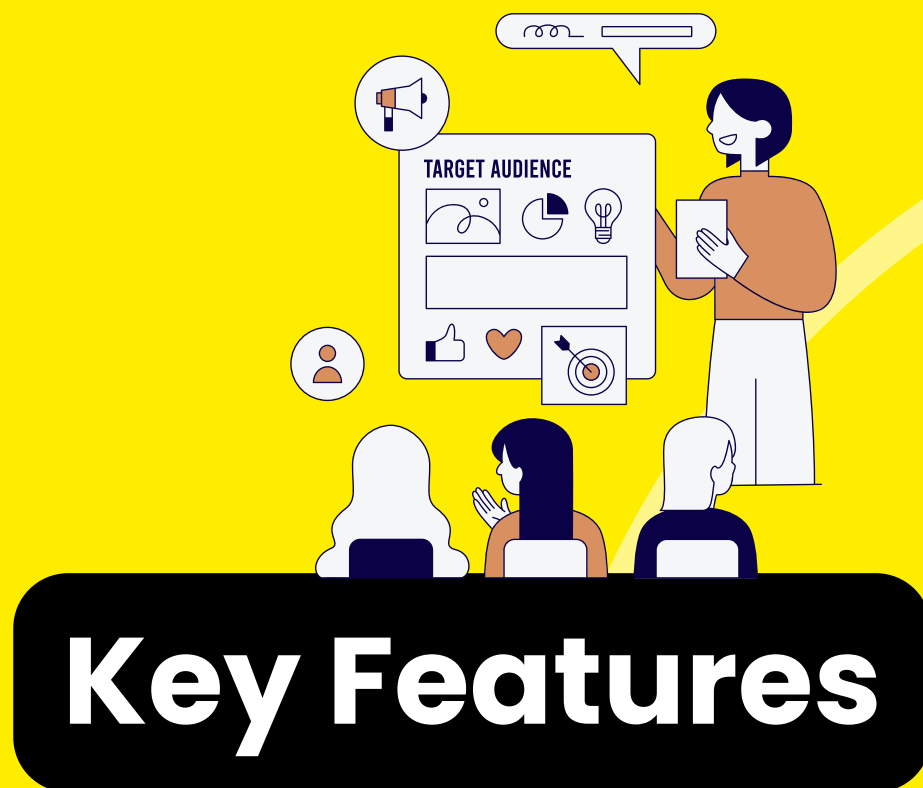
Key Features

Various Ad Formats

Text ads, image ads, video ads, responsive ads, and more to cater to diverse advertising needs.

Performance Tracking

Detailed analytics to track ad performance, measure conversions, and optimize campaigns.

Budget Flexibility

Control spending with options like cost-per-click (CPC), cost-per-thousand-impressions (CPM), and cost-per-acquisition (CPA) bidding.

Extensive Reach

Advertise on Google's search engine, partner websites, and mobile apps to reach a vast audience.

Targeted Advertising

Reach specific audiences based on keywords, location, interests, and demographics

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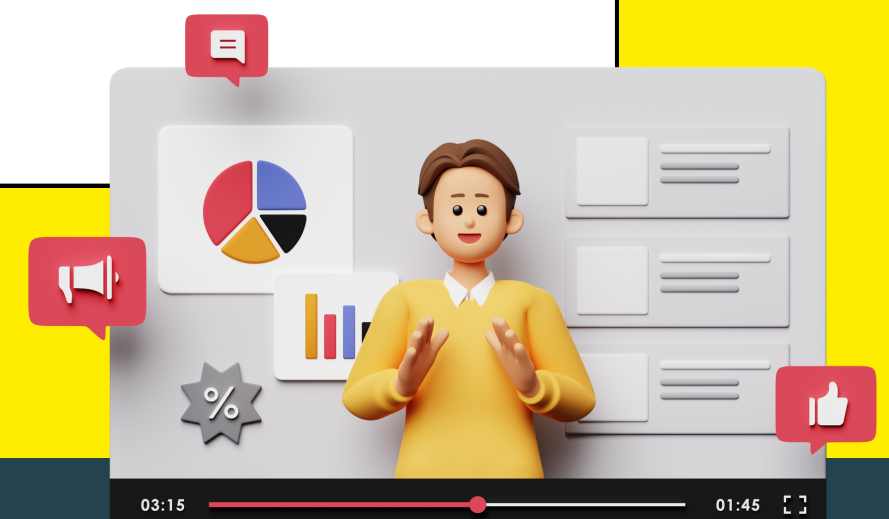
Types of Google Ads

Search Ads

These are text ads that appear at the top and bottom of Google search results when users search for specific keywords. They typically include a headline, a display URL, and a brief description, allowing advertisers to target users actively searching for products or services related to their business.

Display Ads

Display ads appear on a network of websites, blogs, and apps that are part of the Google Display Network (GDN). These ads can be in the form of images, interactive ads, video ads, or rich media ads, allowing businesses to reach a broader audience and increase brand visibility across various online platforms.

Discovery Ads

Discovery ads appear on various Google feeds, including the YouTube home feed, the Gmail promotions and social tabs, and the Discover feed. They aim to capture users' attention as they browse through content, providing a visually engaging and immersive advertising experience that promotes products, services, or content tailored to users' interests and preferences

Video Ads

Video ads are displayed on YouTube and other Google partner sites. They can appear before, during, or after videos, or as sponsored content within search results. Video ads offer a compelling way for businesses to engage with their target audience through visually appealing and engaging content.

Shopping Ads

Shopping ads, also known as product listing ads (PLAs), showcase products directly within the Google search results. These ads include an image, title, price, and store name, providing users with a convenient way to compare products and prices before making a purchase decision.

Ap Ads

These ads promote mobile apps across various Google networks, including the Search Network, Display Network, and YouTube. App ads can help increase app downloads and engagement by targeting users based on their interests, behavior, and app preferences.

Local Ads

Local ads are designed to help businesses promote their products and services to local customers. These ads often appear in Google Maps and other relevant local search results, providing location-specific information such as store hours, directions, and contact details to nearby potential customers.

Benefits to Business

Google Ads offers enhanced visibility, enabling businesses to reach potential customers actively seeking related products or services.

Its cost-effective approach, characterized by flexible budgeting options and a pay-per-click model, ensures efficient and optimized spending. Through **comprehensive and detailed performance metrics**, businesses can measure their return on investment (ROI) and make informed decisions to fine-tune their campaigns.

The platform's ***customizable targeting options*** empower advertisers to reach their desired audience with precision, thereby increasing the likelihood of conversions.

Furthermore, Google Ads facilitates **brand exposure by showcasing ads** to a vast user base across diverse digital platforms, thereby fostering heightened brand awareness and recognition.

Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read. – Leo Burnett

OUR SERVICES

Our PPC Management service provides industry-led *search engine marketing*, ensuring successful campaigns led by a team of seasoned Google-trained professionals.

We take care of **all campaign management,** allowing you to focus on your core business activities.

Tailoring ad campaigns to your specific business requirements, we employ targeted keywords and audience strategies for optimal results. With transparent pricing, you retain complete control over your monthly ad spending, simplifying budget management.

Our Google experts **guide you through setup and provide ongoing valuable advice**. We facilitate geo-targeting to ensure your ads reach relevant audiences near your business location.

Prioritizing **transparency**, we grant you access to comprehensive campaign performance metrics, expenditure details, and overall impact, empowering you to monitor the utilization of your advertising investment.

Through our **Pay-Per-Click (PPC) advertising service**, your business can achieve prominent placement on Google search rankings, ensuring strategic visibility to potential customers actively searching for products or services similar to what you offer.

AD WORDS PRICING
Once off setup cost: **R750-00 ex. VAT**
Monthly Google Adwords Management Cost: **R400-00 ex. VAT**
Your Budget/ Actual Spend on Google Ads (**min. R50 per day**)

Note: Additional charge may apply based on scope of project and type of Ad to be set up. Request a quote today for accurate costings on info@eat-popcorn.com

We are YOUR Digital Marketing Partner

We are all about producing **extraordinary outcomes**, whether you wish to work on branding and identity building, creating a custom website, or a cloud based platform.

Reach out to us today by following the easy links provided.

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