

Using Google Ads for Business Development

05 August 2023 02:00 PM - 05 August 2023 05:00 PM

Brief Overview:

The Introduction to Google Ads module provides an overview of the Google Ads platform, its key features, and the benefits it offers for online advertising campaigns. This module serves as a foundation for understanding how to create, manage, and optimize effective Google Ads campaigns. Google Ads is an online advertising platform developed by Google, which allows businesses and marketers to create and manage advertisements that appear on Google's search engine results pages, as well as on various websites, mobile apps, and other online platforms that are part of the Google Display Network. Google Ads operates on a pay-per-click (PPC) model, where advertisers only pay when users click on their ads

Here are some key components and features of Google Ads

Ad Campaigns Ad Formats Keywords and Targeting Bidding and Budgeting Ad Extensions Performance Tracking and Analytics Remarketing Google Ads is widely used by businesses of all sizes to reach their target audience, increase brand visibility, drive website traffic, and generate leads or sales. It offers a powerful and flexible platform for online advertising, with a range of targeting options, ad formats, and performance tracking tools to optimize campaigns and maximize results.

Session content:

- Introduction to Google Ads What is Google Ads? Benefits of using Google Ads for online advertising Google Ads ecosystem and network Google Ads Account Setup Creating a Google Ads account Account structure: Campaigns, ad groups, and keywords Billing and payment options Google Ads Interface Navigating the Google Ads dashboard Overview of campaign performance metrics Tools and settings in Google Ads Campaign Types and Objectives Search campaigns Display campaigns Video campaigns Shopping campaigns App campaigns Campaign objectives and goal setting Targeting and Audience Segmentation

Location targeting Language targeting Device targeting Audience targeting options Custom audience creation Keyword Research and Selection Importance of keywords in Google Ads Keyword research tools and techniques Keyword match types and bidding options Ad Formats and Ad Creation Text ads Image ads Responsive ads Video ads Ad policies and best practices Conversion Tracking and Measurement Setting up conversion tracking Tracking website conversions Tracking app installations and in-app actions Measuring campaign performance Campaign Optimization

Quality Score and its impact on ad performance Ad scheduling and bid adjustments Ad rotation and testing Landing page optimization Bidding Strategies Manual bidding Automated bidding options Target CPA (Cost-Per-Acquisition) Target ROAS (Return on Ad Spend) Reporting and Analysis Campaign reports and performance metrics Google Analytics integration A/B testing and experimentation Module Resources: Step-by-step guides Case studies and examples Quizzes and assessments

For Whom:

- Business owners & Entrepreneurs

Website owners who are striving to get traffic and sales

Business development officials

Advertisement professionals

Sales and marketing professionals

College Students

Key Takeaways:

Understand the basic concepts and terminology used in Google Ads.

Learn about the different types of Google Ads campaigns and their objectives.

Familiarize yourself with the Google Ads interface and navigation.

Gain knowledge of targeting options and audience segmentation in Google Ads.

Explore the importance of keywords and how to conduct keyword research.

Understand ad formats and best practices for creating compelling ads.

Learn how to set up conversion tracking to measure campaign performance.

Discover campaign optimization techniques to improve ad performance and ROI.

Understand the bidding strategies available in Google Ads.

Explore the reporting and analysis capabilities in Google Ads.

Facilitator profile:

Fee Details:

- **Fee Details**
- Member amount : Rs 0.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :