## Google



Marketing
Mastery

## Search Overview

Marketing Mastery Session 2

Erin Sagin \& Giuli Domingues, August 2018

Giuli

## Today's agenda

Deep dive on Search campaigns
Build your own Search campaign
AMA with Melissa Mackey

How comfortable do you feel understanding Google's search campaigns?


# Deep dive on Search advertising 

Erin


Erin

## Side by side comparison of networks

## Search

Targets a user who is actively searching for something and is interested in visiting a site.

| ice cream online |  |  | 3. | a |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| All | Shopping | Nows | images | Naps | More | Settings | Tools |

Aboun 434,000,000 resuits (0.68 seconds)
Buy Jeni's Ice Cream Online | Shipped Right To Their Door I jenis.com
(1a0) shopjenis. com/ice Cream/Home Delivery ${ }^{7}$.

FlotRate Shipping, Gift Cards Available. New Fllovors Added. Typees: lee Cream, Frozen Yogurt. Sorbeit
Cookes in Cream Pint- $\$ 12.00$ - Clessic ice Cream Flavor - More -
Get Flat-Rate Shipping Shop Jeni's Collections
Ship Your roded Anymiere in The our Most Popular \& seasonal flavers
Combined For Easy Oifing Shop Now
The Sweet Gift of Ice Cream I Send Ice Cream Gifts | ecreamery.com Whar unuecreamery.com/ice_Crear/Delivery- as much fun as roceiving We Leve lee Croum

Jeni's Splendid Ice Creams
https://shop.jenis.com/ *
Jenis Splendid lee Creams dolivered perfectly frozen tight to your doorstion. Yees. this is real lifo. Now with flatrate shipping and guaranteed frozen delivery.

The 10 Best Places to Order Ice Cream Online - Spoon University
https://spoonuniversity.com, Litestyle of taste, texture, and avelibbic flevours.


Erin

## The nuts and bolts of Search campaigns

## Imagine you own a bakery that specializes in birthday cakes

When would you want your ad to show on the SERP? Imagine the searches for which you'd want your ad to appear.

Devise a list of these keywords in your account.
Examples:

- Birthday cakes
- Bakery near me birthday cakes
- Funfetti birthday cakes in SF
- Birthday cake delivery SF


Erin

## Assign a bid to each of these keywords



Erin


Erin

For every search, we hold a split-second, silent auction

- Google's auction is anything but traditional. Rather than solely considering your keyword's bid, we also consider it's Quality Score
- Each keyword has a Quality Score from 1-10, it's determined by a top secret formula (combo of landing page experience, ad relevance and expected click-through rate)
- Ad Rank = Bid x Quality Score


Erin

## Showing an ad is free. If the user clicks on it, you're charged

How do we decide how much you should pay? Let's think back to the auction:

Your price = Ad rank of the person below you / your Quality Score + \$0.01

* Pro-Tip | Save some serious cash and boost ad |
| :--- |
| visibility by focusing on Quality Score! |



Erin

## What happens after the click?

Once a customer clicks through to your ad, Google's work is done.

Now the work is in your hands. Make sure your landing page:

- Has content that is reflective of what you've been advertising
- Is simple to read and easy to navigate
- Provides an easy path to conversion and has conversion tracking code implemented, so all conversions are registered in Google Ads
*Don't forget to optimize your mobile website, too!

Erin

# 3 tips to build optimal Search campaigns 

\#1 Map your account structure to your website/targeting needs


Campaign
mpaign

Giuli

## \#2 Build strong ad creative assets



- Be a marketer! Build ads with strong USPs that are highly relevant to the keywords in the ad group you're building them for.
- Write at least three distinct ad creatives within the same ad group, which will help you test and understand the specifics of well-written ads.

What can you gain from writing three ads in the same ad group?

When you rotate your ads to optimize for clicks or conversions, ad groups with three or more highquality ads may receive up to $15 \%$ more clicks or conversions*, compared to ad groups with only one or two ads.

## \#3 Use negative keywords

Negative keywords are terms that you explicitly do not want your ads to show for. These may be items you don't sell or concepts you don't want associated with your brand.

For example, a broad keyword like vanilla cake could cause you to show for:

- Vanilla cake recipes
- Cake wars episode 3
- Naughty bachelorette vanilla cakes
...you get the picture. Setting negative keywords is important!
Review your Search Query Report regularly to
develop a good understanding of what your ads
are currently showing for that may not be a good
fit for you!


Giuli

## HOLD UP

Erin
How do advertisers met customers' growing needs?


Erin

## Smart campaigns, helping small businesses do more



# Build your own <br> Search <br> campaign 

Giuli

## Team breakdowns

| Team 1 | Team 2 | Team 3 | Team 4 | Team 5 | Team 6 | Team 7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Kasia | Kwee | Kristin | Henry | Amy | Brynna | Chew Wee |
| Susi | Jorge | Jackie | Pavel | Ally | Nicole | Anubha |
| David | Reshma | Cece | Kira | Bess | Tabitha | Dinesh |
| Hannah | Ko | Alex | Davang | Shirley | Renata |  |
| Iris | Jake | Amaury | Rodrigo | Gabrielle | Jessica (mat leave) |  |
|  | Vanessa | Madison |  |  |  |  |

## Today's mission

- Open your sandbox account
- Draft up a campaign structure for madhippie.com
- Think through Campaigns, Ad Groups and Keywords ( 6 min)
- Present (1 min each)


Erin

AMA with Melissa Mackey

Erin


Erin $(20+m i n)$

## Guest introduction Melissa Mackey

- Years in digital marketing: 22
- Experience: Has worn every hat in the marketing department, most notably SEM and SEO
- Hobbies: Writing for Search Engine Watch, speaking at industry events like SMX Advanced, participating in \#PPCchat, rooting for Michigan State Football (and their band!)
- Twitter handle: @Mel66


Melissa Mackey
Search Supervisor at gyro

Erin

## Q\&A

Erin

## Thank You!

To learn more, head to go/marketingmastery.

# TRASH 



Earmuffs if you dont give a shit

