Google

Marketing Mastery

Search Overview

Marketing Mastery Session 2

Erin Sagin & Giuli Domingues, August 2018

Giuli

Ex. No.
UPX0842
1:20-cv-03010-APM

Today's agenda

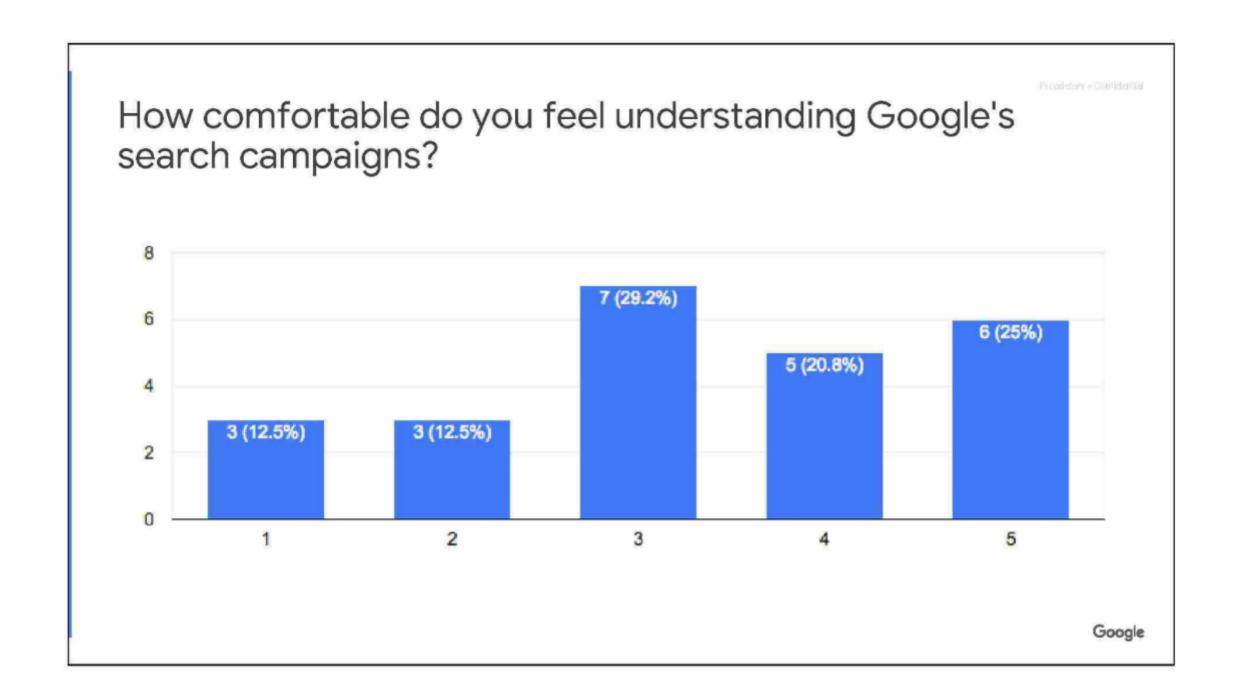Deep dive on Search campaigns
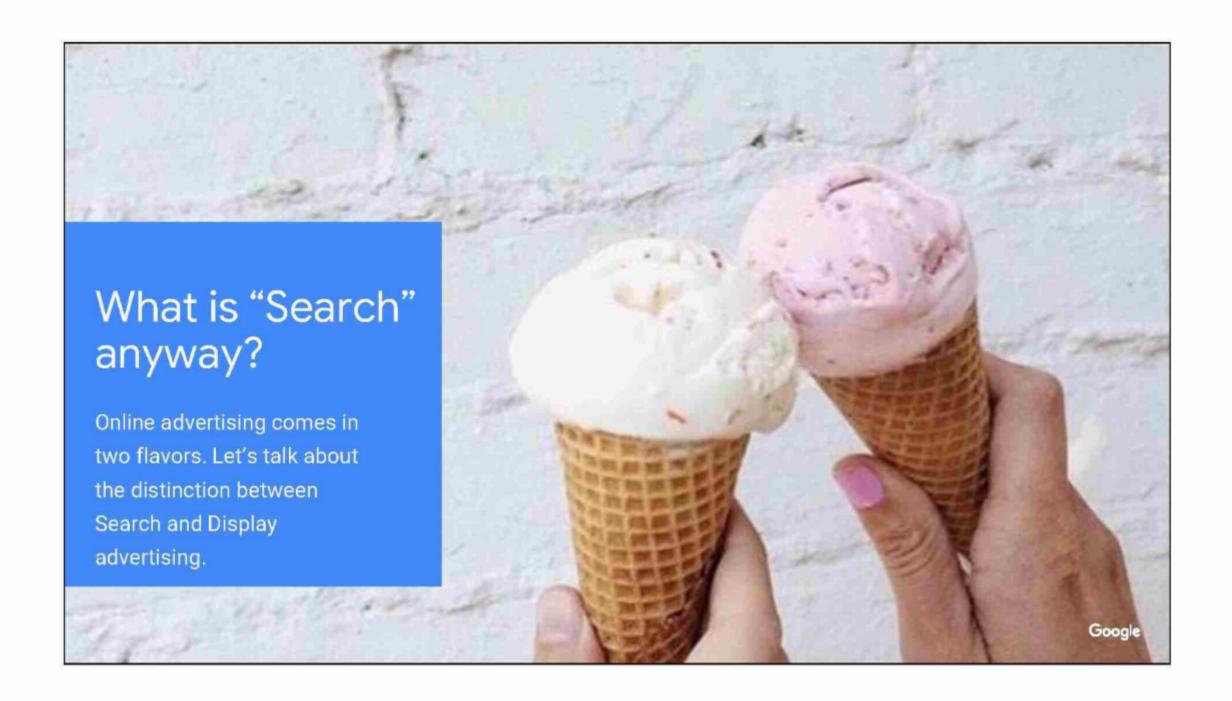
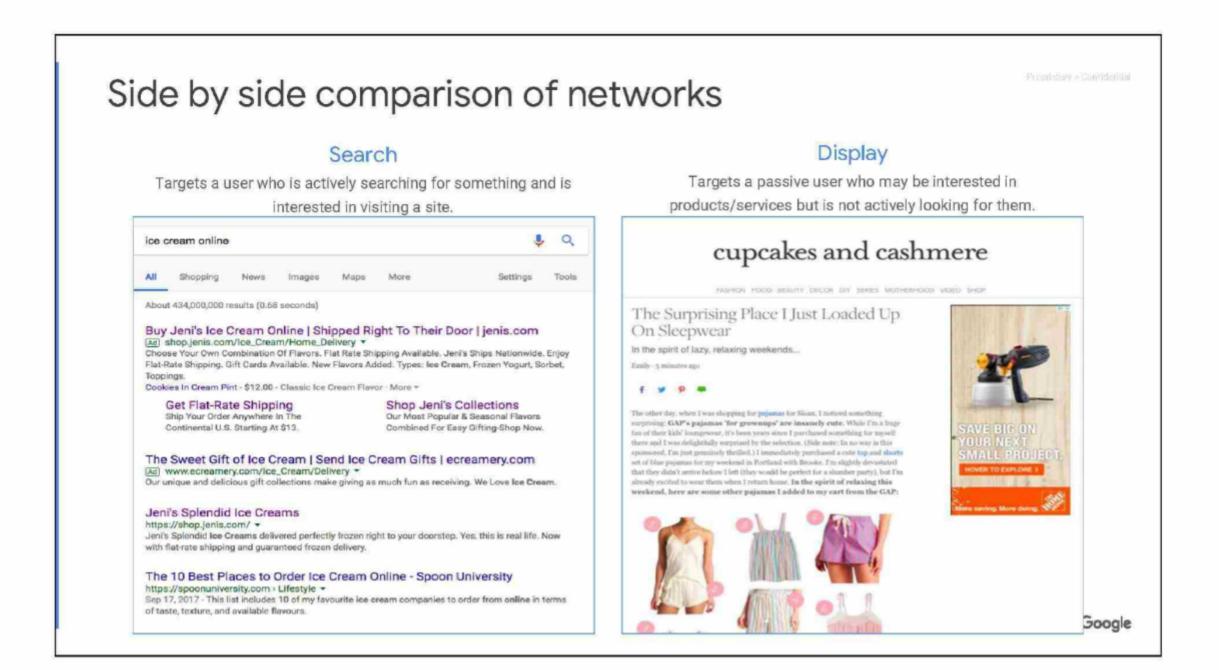Build your own Search campaign

AMA with Melissa Mackey

Google

Giuli

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

Giuli

Deep dive on Search advertising

Google

Erin

Erin

Erin

The nuts and bolts of Search campaigns

Google

Imagine you own a
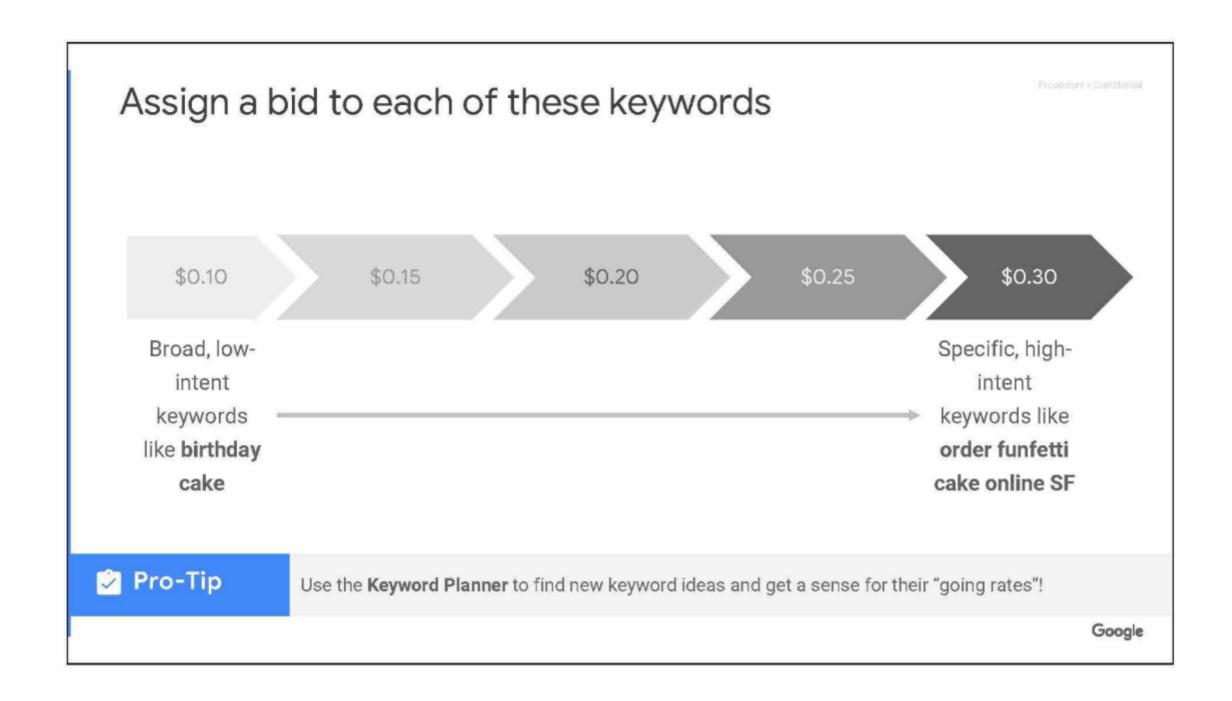bakery that specializes
in birthday cakes

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

Erin

How does Google decide whose ad to show?

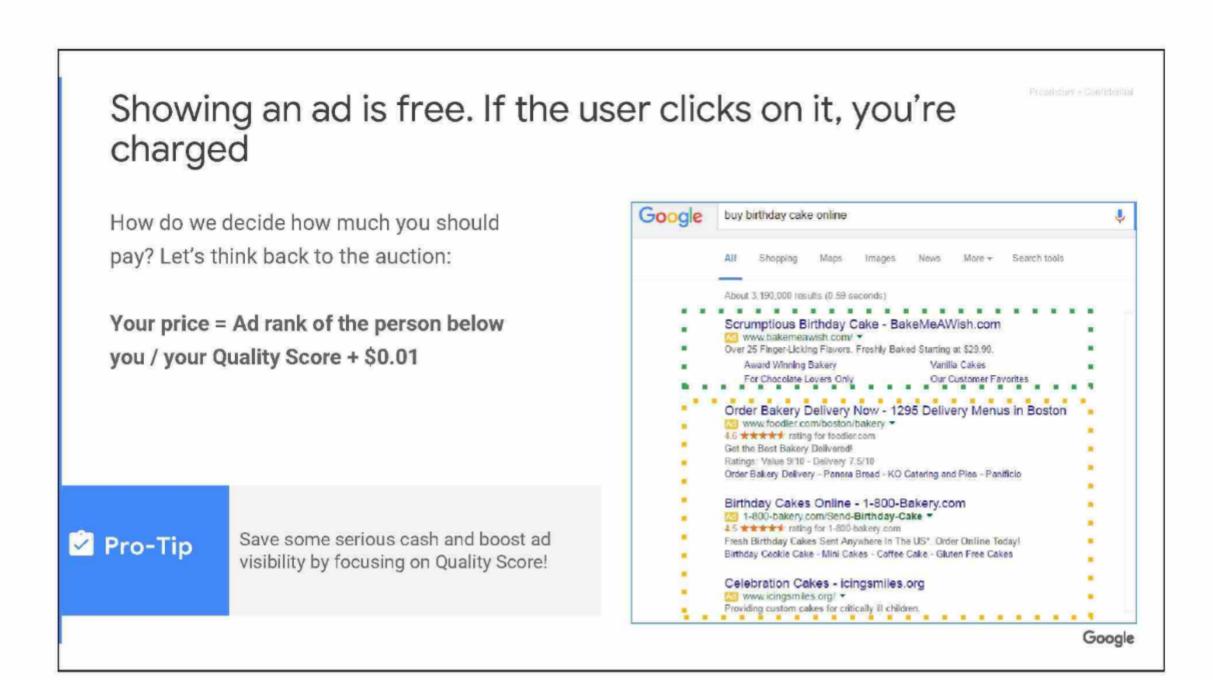There are TONS of cake bakeries out there!

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

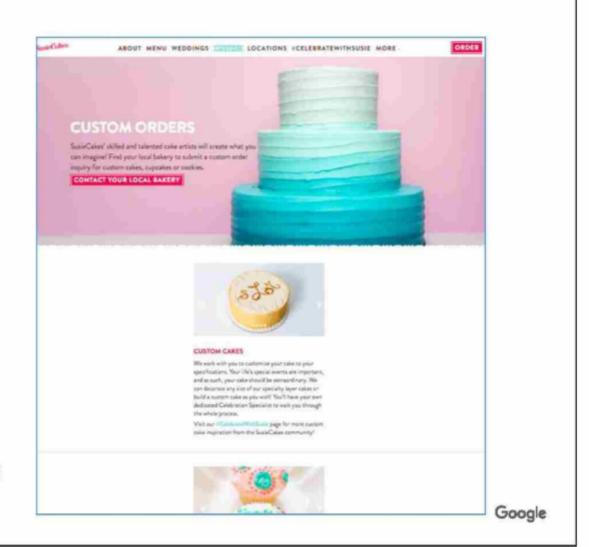| ☑ Pro-Tip | Save some serious cash and boost ad visibility by focusing on Quality Score! |

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

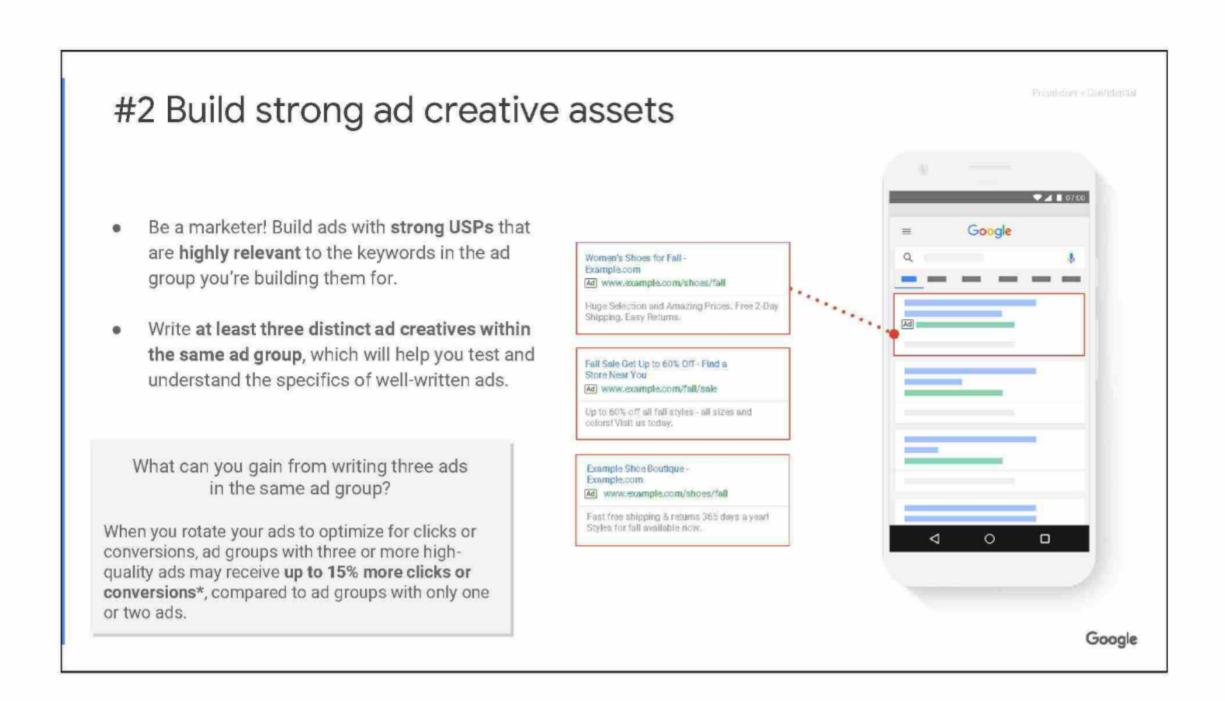*Don't forget to optimize your mobile website, too!

Google

Erin

3 tips to build optimal Search campaigns

Google

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#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 high-quality ads may receive **up to 15% more clicks or conversions***, compared to ad groups with only one or two ads.

Women's Shoes for Fall -
Example.com
Ad www.example.com/shoes/fall

Huge Selection and Amazing Prices. Free 2-Day Shipping. Easy Returns.

Fall Sale Get Up to 60% Off - Find a
Store Near You
Ad www.example.com/fall/sale

Up to 60% off all fall styles - all sizes and colors! Visit us today.

Example Shoe Boutique -
Example.com
Ad www.example.com/shoes/fall

Fast free shipping & returns 365 days a year! Styles for fall available now.

Google
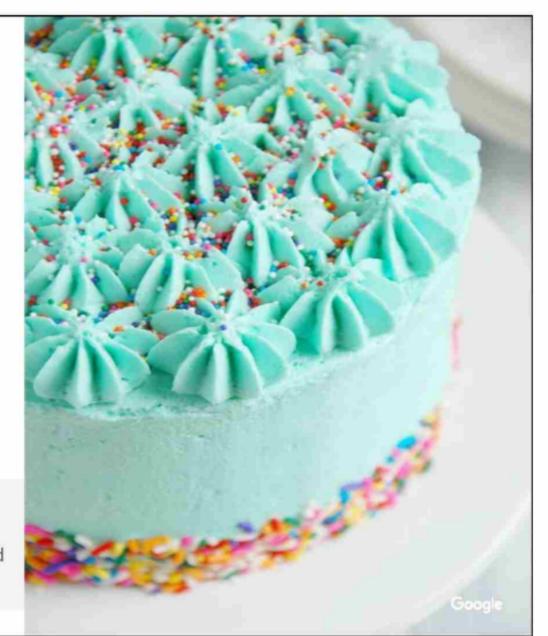
Giuli

#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!

☑ Pro-Tip — 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!

Google

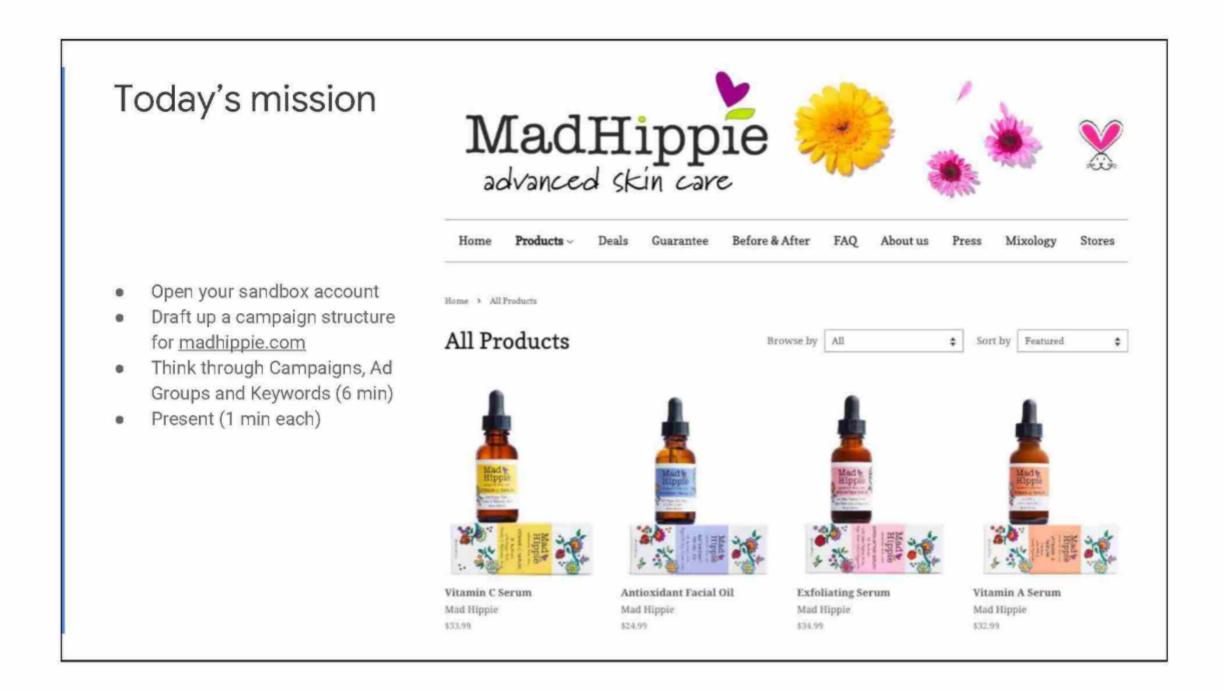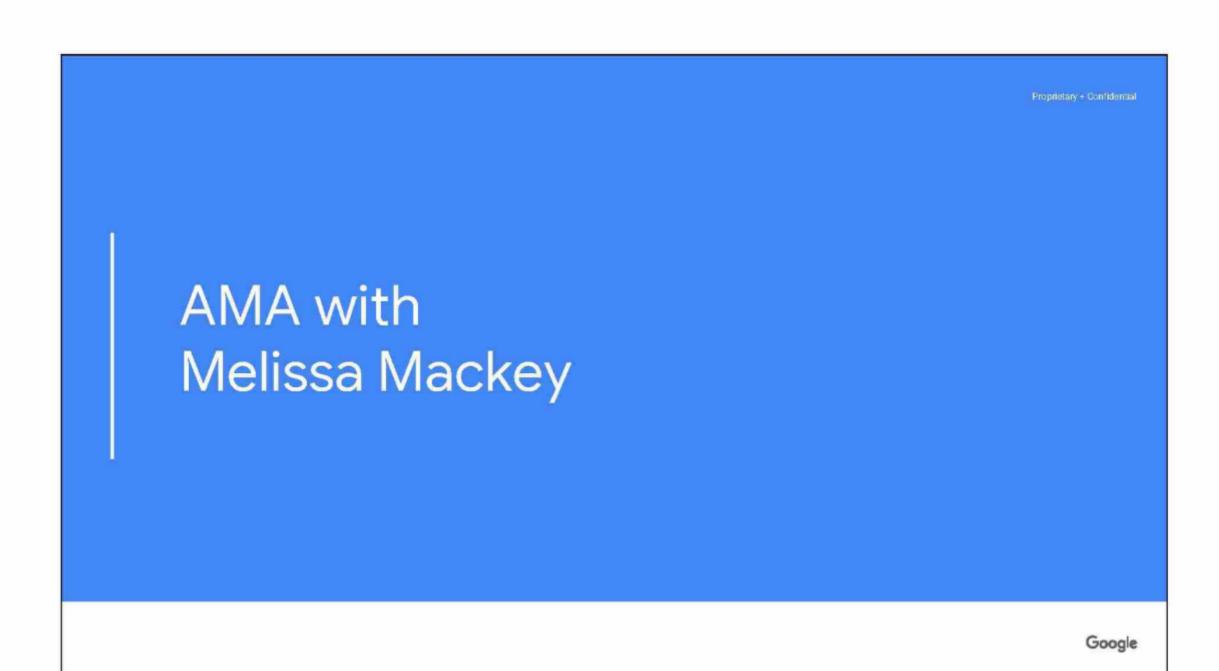Giuli
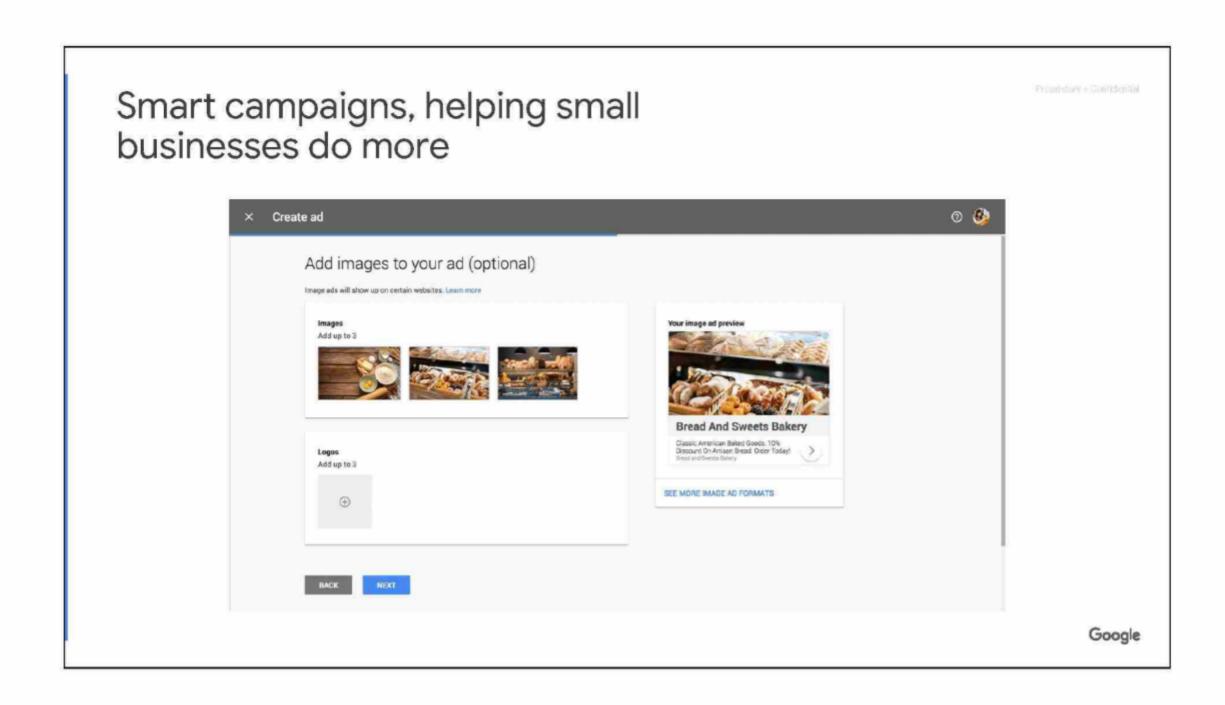
Erin
How do advertisers met customers' growing needs?

What bakers actually have time to learn all of this BS?

Erin

Smart campaigns, helping small businesses do more

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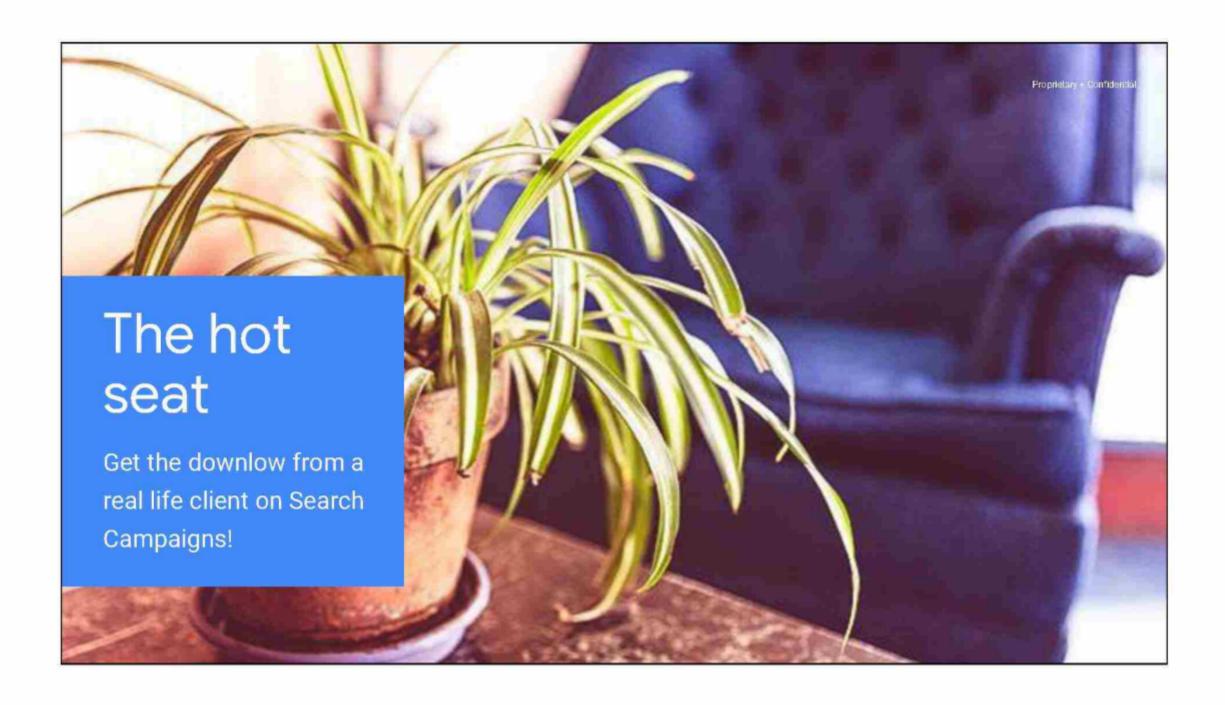
Build your own
Search
campaign

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				
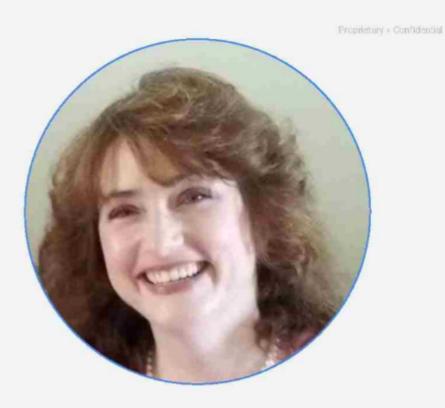
Google

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AMA with
Melissa Mackey

Google

Erin

Erin (20+ min)

Erin

Q&A

Google

Erin

Earmuffs if you dont give a shit