

Advanced methods of managing an AdWords campaign

Justyna Matysiewicz



Education and Culture DG

Lifelong Learning Programme



Organizing Your Account

- Organization gives your account a solid framework, making it easier to determine which of your ads, campaigns, and keywords are working, and which aren't, so you can alter or add campaigns as necessary.
- There are two main components to your
- AdWords account: campaigns and ad
- groups.



Plan your campaigns around your business needs

- Before you start building your campaigns, it's important to develop a plan for your AdWords advertising.
- Think hard about your business and what you want to accomplish with your ads.



Plan your campaigns around your business needs

- For every campaign you create, you get to choose a budget, pick where your ads appear geographically (within a specific country, city, or within a custom-created area that you specify), and select where your ads appear online (on search pages, content pages, or both)



Stick to one goal per campaign.

- Once you know what you want to do with your AdWords campaigns, it's time to put your plan into action.
- Structure each campaign around just one goal – like increasing signups or selling more coffee beans.



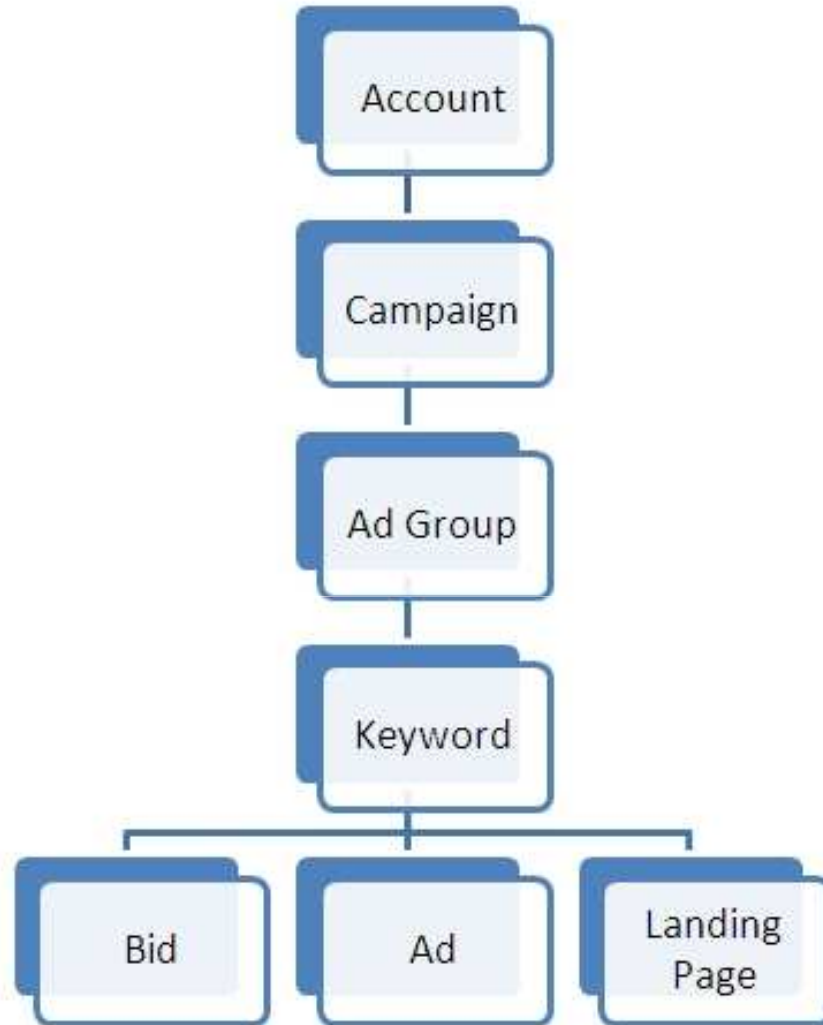
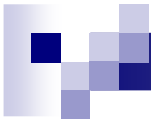
Split each campaign into ad groups.

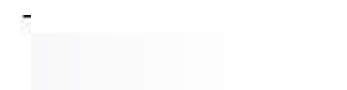
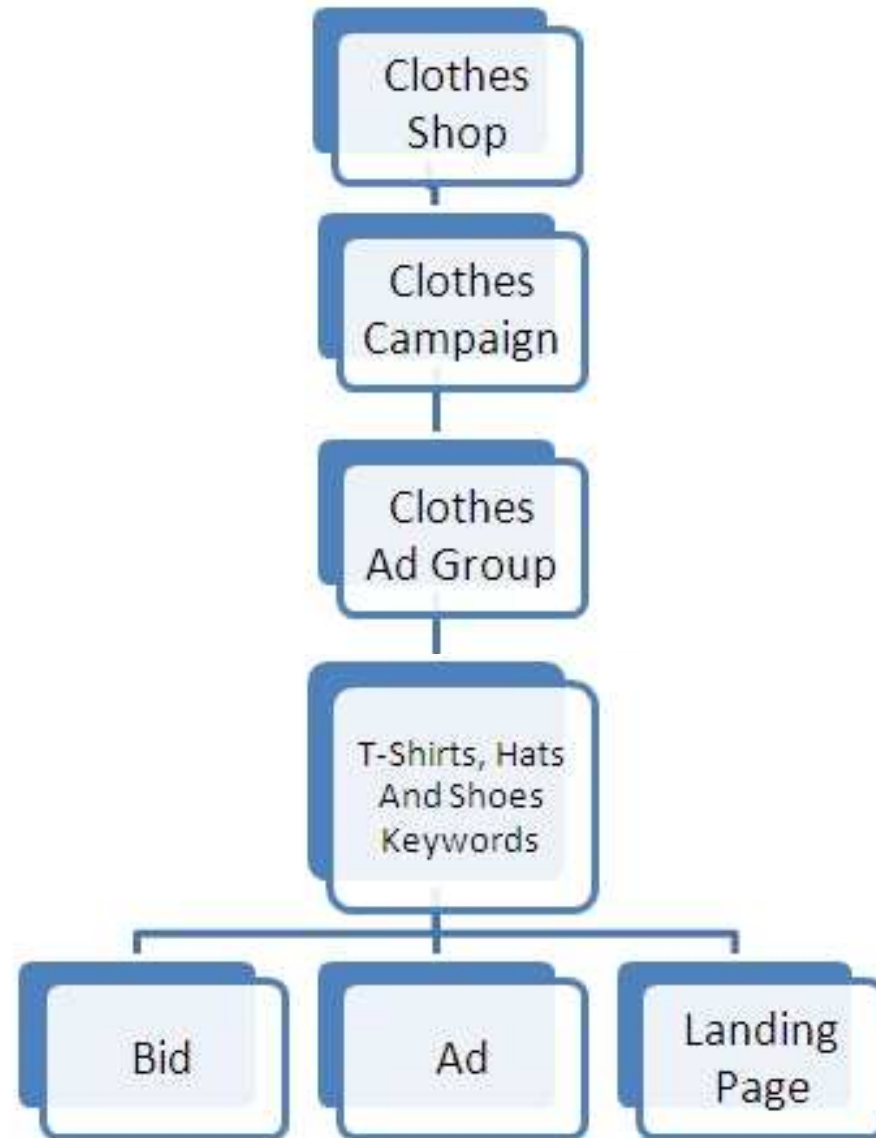
- Ad groups let you segment your campaigns into multiple parts to achieve even greater focus and simplicity.
- Just like campaigns, each ad group should have one common theme – for instance, focusing on a single product or service that you offer

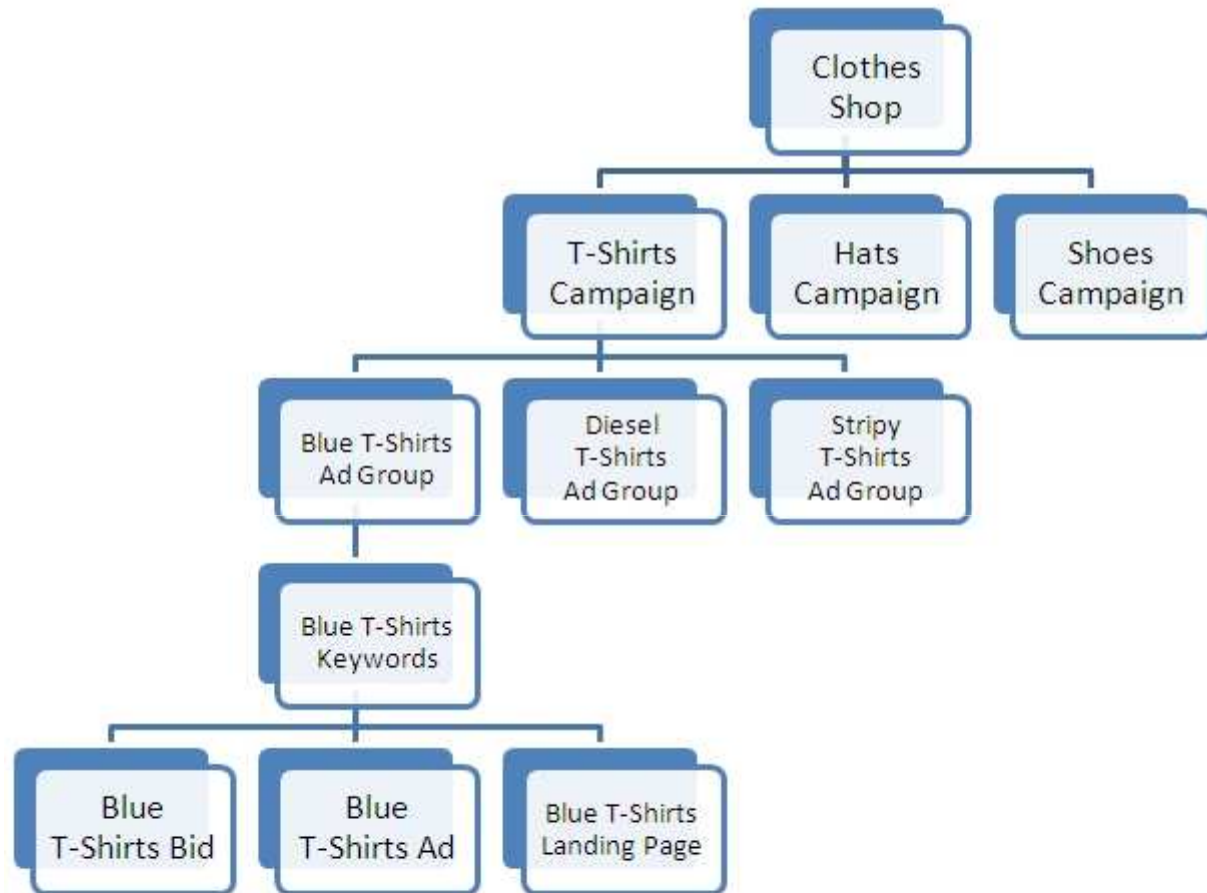


- Campaign Goal:

Sell More Coffee Beans Relevant Ad
Groups









10 Worst AdWords Campaign Management Mistakes

- Long list of less than targeted keywords
- Not identifying unique aspects of your product or service
- Lack of keywords in your ad text
- Directing users solely to your home page
- Creation of single Ad Groups
- Utilizing single campaigns
- Using broad match only
- Failure to optimize Ad Serving for your ads
- Not tracking results
- Entering the content network without modifying bids



What is a promotion?

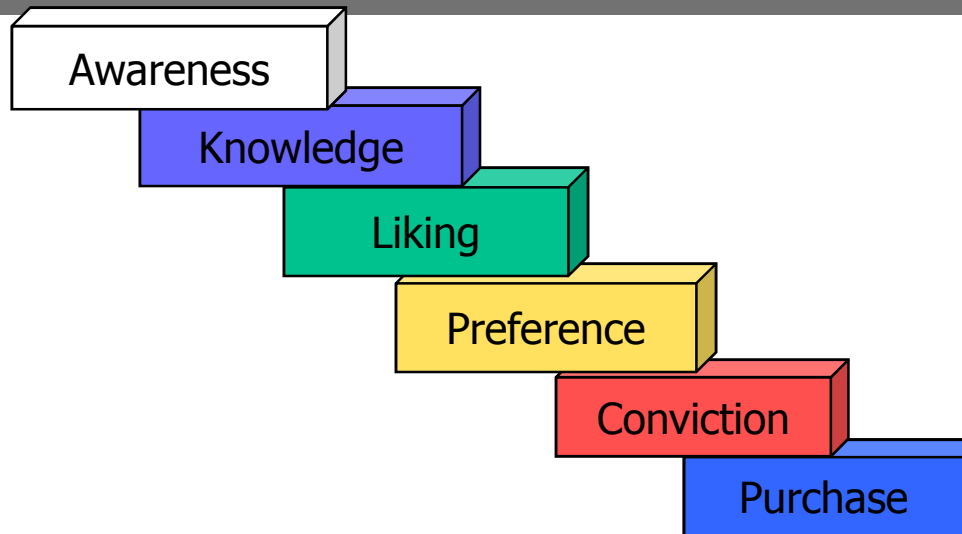
- Companies must communicate with present and potential stake holders and the general public,
- Always,
- What to say, to whom, how often

Steps in Developing Effective Communication

Step 1. Identifying the Target Audience



Step 2. Determining the Communication Objectives
Buyer Readiness Stages



Steps in Developing Effective Communication

Step 3. Designing a Message

Message Content

Rational Appeals
Emotional Appeals
Moral Appeals

Message Structure

Draw Conclusions
Argument Type
Argument Order

Message Format

Headline, Illustration,
Copy, & Color
Body Language

Attention

Interest

Desire

Action



Steps in Developing Effective Communication

Step 4. Select the Communication Channels

Personal Communication Channels
Face to Face, Telephone, Presentation

Non Personal Communication Channels
Print, Broadcast and Display Media

Step 5. Selecting the Message Source

Step 6. Measure the Communication's Results

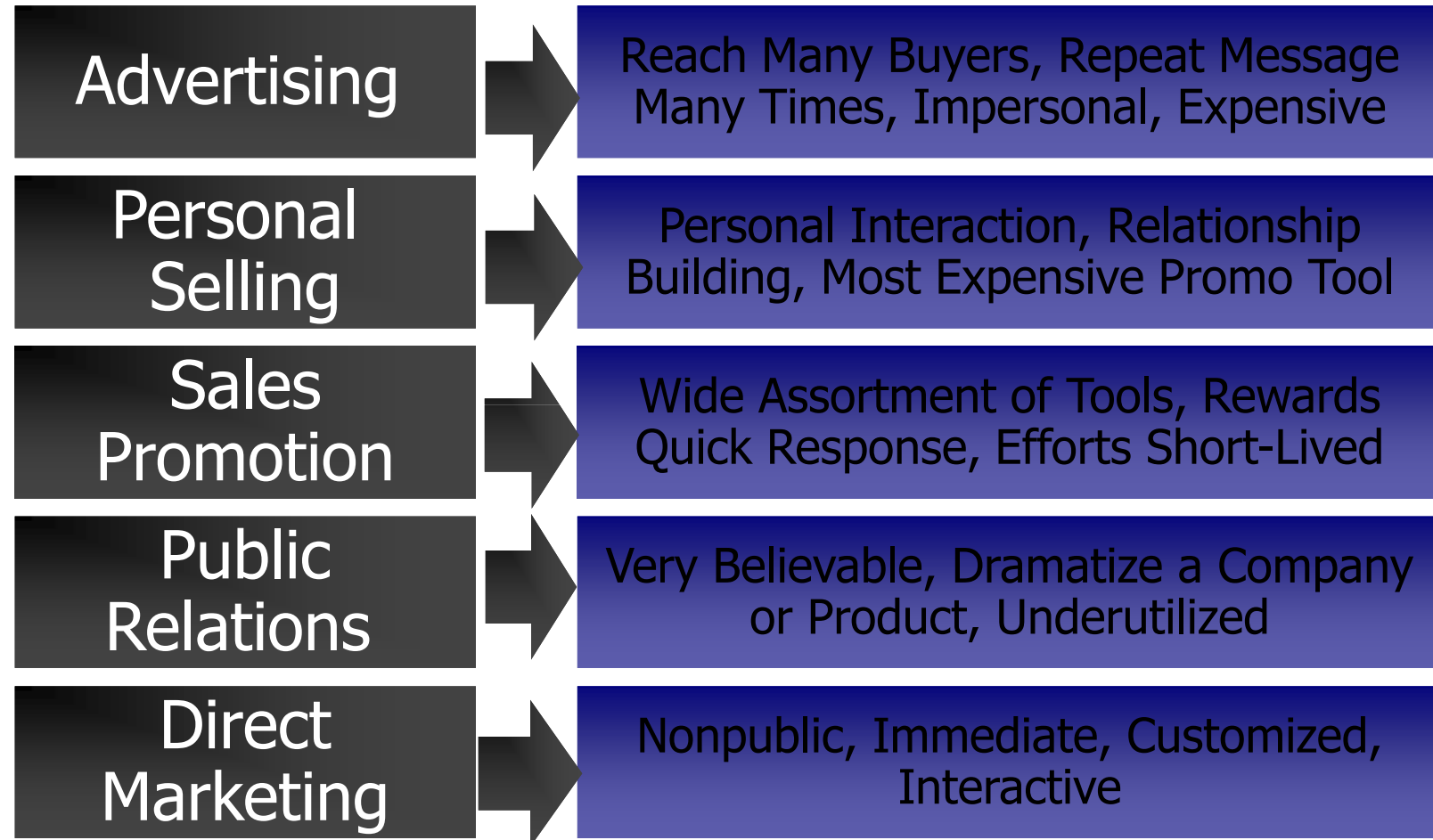


Setting the Total Promotion Budget

One of the Hardest Marketing Decisions Facing a Company is How Much to Spend on Promotion.

Affordable Based on What the Company Can Afford	Percentage of Sales Based on a Certain Percentage of Current or Forecasted Sales
Objective-and-Task Based on Determining Objectives & Tasks, Then Estimating Costs	Competitive-Parity Based on the Competitor's Promotion Budget

Setting the Promotion Mix





Customer's value

- The difference between what a customer gets from a product, and what he or she has to give in order to get it.

Customers Define Value (In Terms of Utility Not Product or Services)

Value is Opaque Even to the Customers

Value is Contextual – the End User, End Use Situation and Environment

Value is Multi-Dimensional – Functional, Emotional and Economic

Value is a Trade-Off Between Benefits and Costs

Value is Relative – Relative to the Next Best Alternative

Value is a Mindset – the Sole Purpose of the Firm is to Create Value Not Products or Services



Return on investment

- is one way of considering profits in relation to capital invested
- the purpose of the "return on investment" metric is to measure per period rates of return on dollars invested in an economic entity.



- Thank you very much