



# **SNS COLLEGE OF TECHNOLOGY**

**Coimbatore-37.**

**An Autonomous Institution**



**COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS**

**III YEAR/ VI SEMESTER**

**UNIT – 3 SEARCH ENGINE ADVERTISING**

**Topic: Google Ads Account**

**Ms.Narmada C**

**Assistant Professor**

**Department of Computer Science and Engineering**



## Google Ads Account

- Google Ads Account is **a system for online advertising of products and services on Google**. For such advertising, you need your online account and website to link. Sign up and creating an account with this system is free and easy, taking only couple of minutes.

### Campaign:

- A campaign allows you to promote your products or services on Google's vast network of search results, websites, videos, mobile apps, maps, shopping listings, and more.
- You'll choose a campaign type based on your advertising objective, brand strategy, and how much time you're able to invest.
- Each campaign type has its own set of targeting and ads. For example, a Search campaign lets you place text ads on search results, whereas a Video campaign lets you advertise video ads on YouTube



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Follow the guides below to complete these steps based on your campaign type:

- **Search**: Text ads on search results
- **Display**: Image ads on websites
- **Video**: Video ads on YouTube
- **Shopping**: Product listings on Google
- **Discovery**: Advertise within online feeds
- **App**: Promote your app on many channels
- **Local**: Promote your locations on many channels
- **Smart**: Simplify your campaigns
- **Performance Max**: Find high value customers across all channels



## Ad Groups

- An ad group **contains one or more ads that share similar targets**. Each of your campaigns is made up of one or more ad groups. Use ad groups to organize your ads by a common theme. For example, try separating ad groups into the different product or service types you offer.

