

AGENDA

- THE VALUE OF ONLINE ADVERTISING
- INTRODUCTION TO SEARCH AND DISPLAY ADVERTISING
- CREATE EFFECTIVE ONLINE ADS
- TRACK PERFORMANCE OF YOUR AD CAMPAIGNS



The Value of Online Advertising



TODAY'S DIGITAL CONSUMER

6 in 10

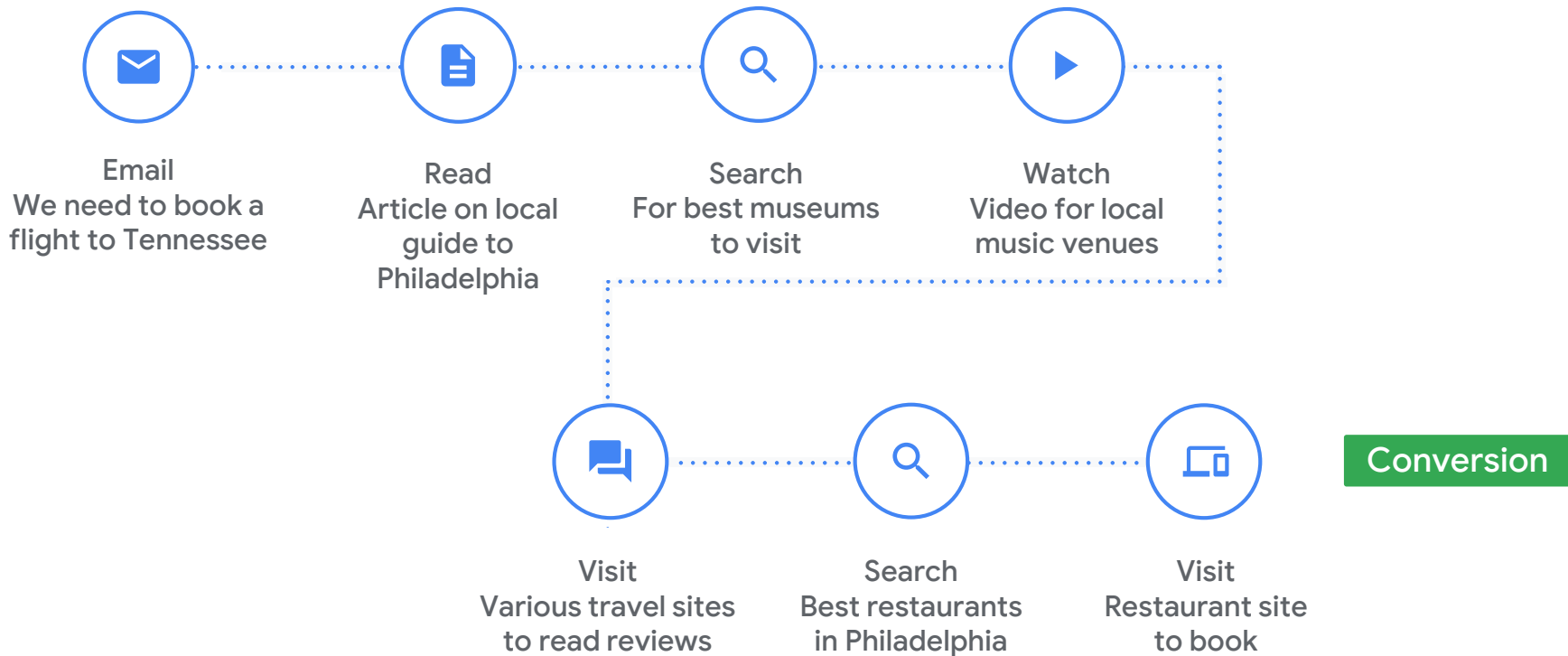
internet users check whether a product is available in a local store before visiting.¹

88%

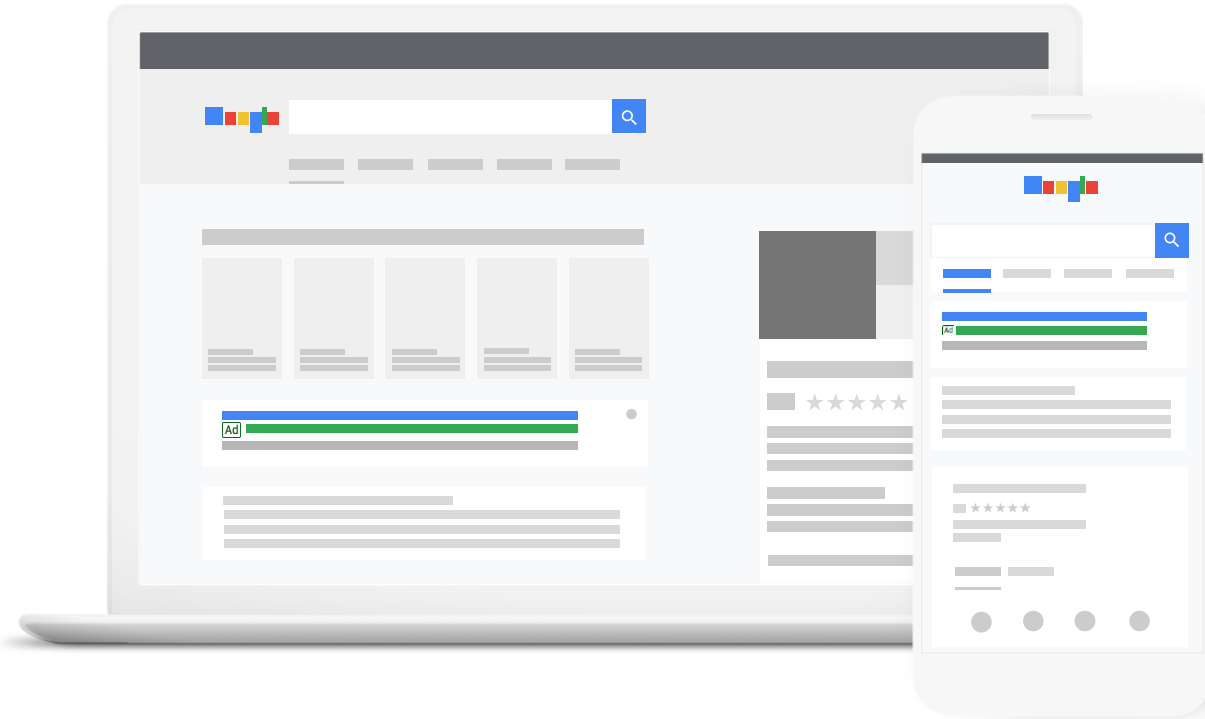
of people who conduct a local search on a smartphone visit a related store within a week.²

Source: 1,2 Google/Ipsos Connect, GPS omnibus, U.S. online respondents 18+, n=2,013, Mar. 2016.

CONSUMER JOURNEYS HAVE BECOME MORE COMPLEX



CONSUMERS WANT RELEVANT SEARCH RESULTS



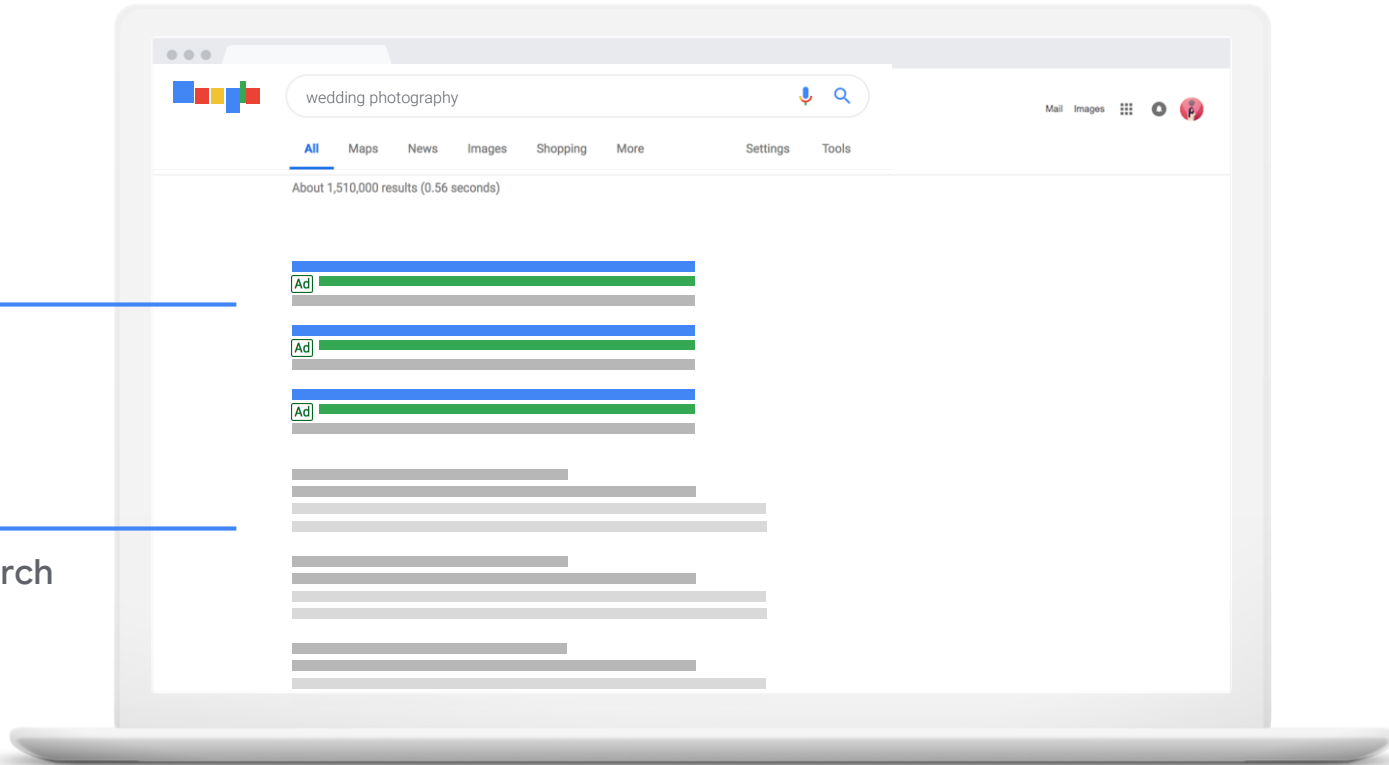
Search Engine Marketing



WHAT IS SEARCH ENGINE MARKETING?

Paid
advertising

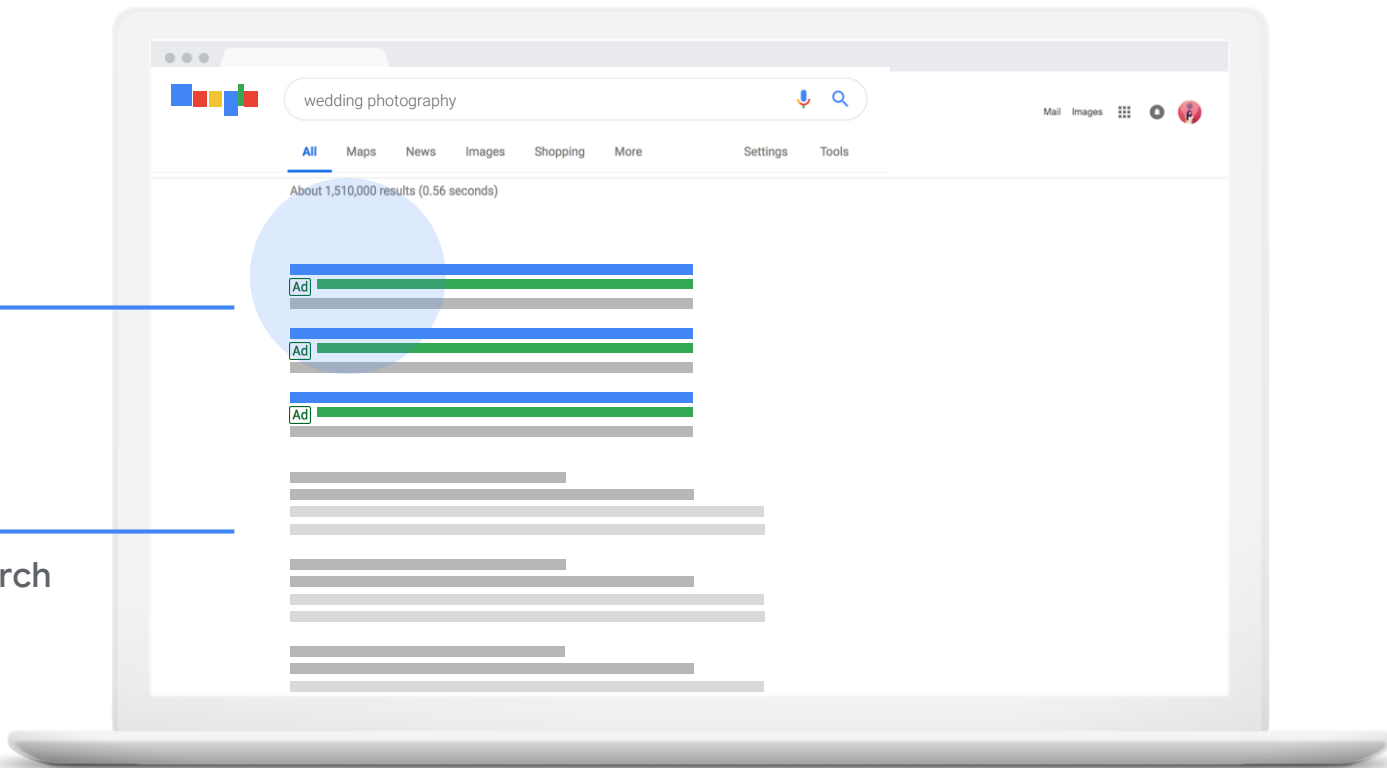
Organic search
results



HOW SEARCH ENGINE MARKETING WORKS

Paid
advertising

Organic search
results



Bids + Relevance = Success

MAXIMUM COST PER CLICK



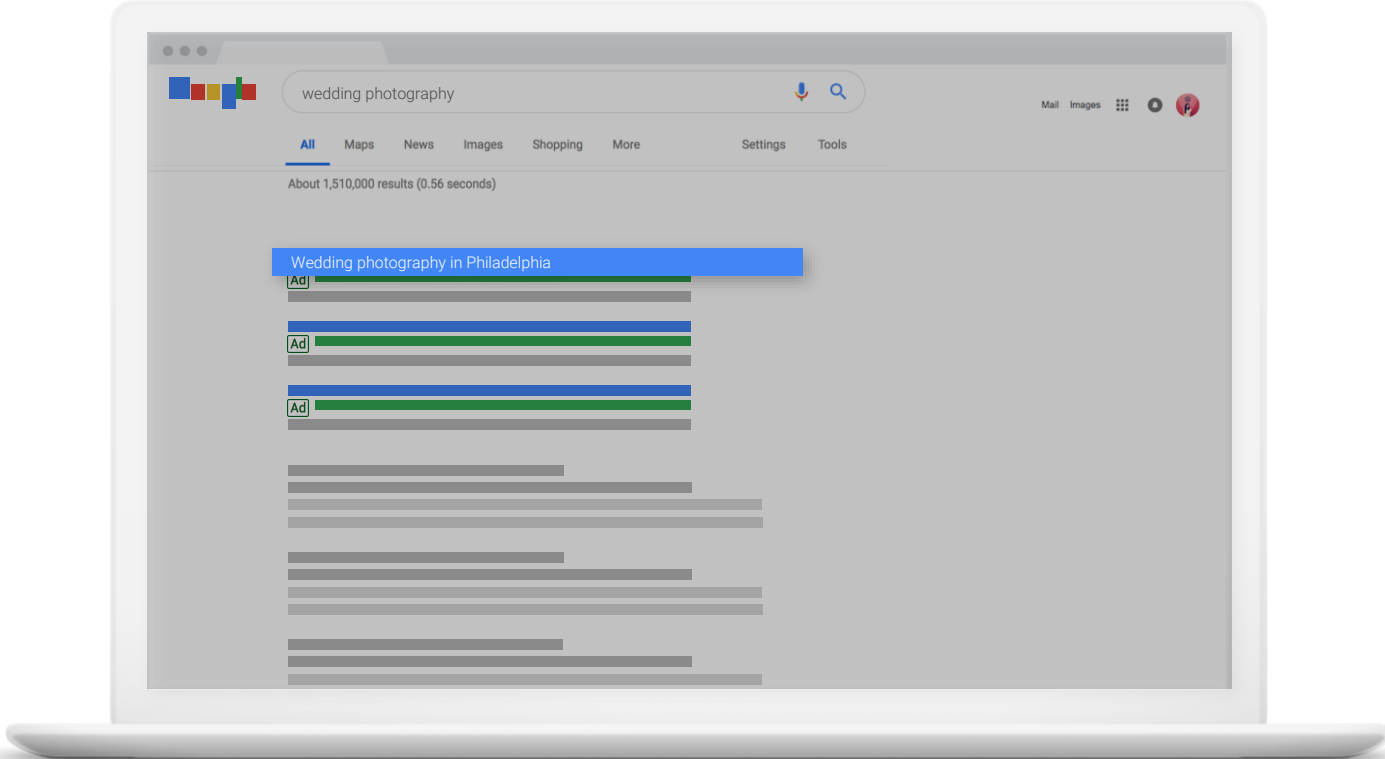
\$4

Your Maximum
Cost Per Click

\$2

Competitors Max
Cost Per Click

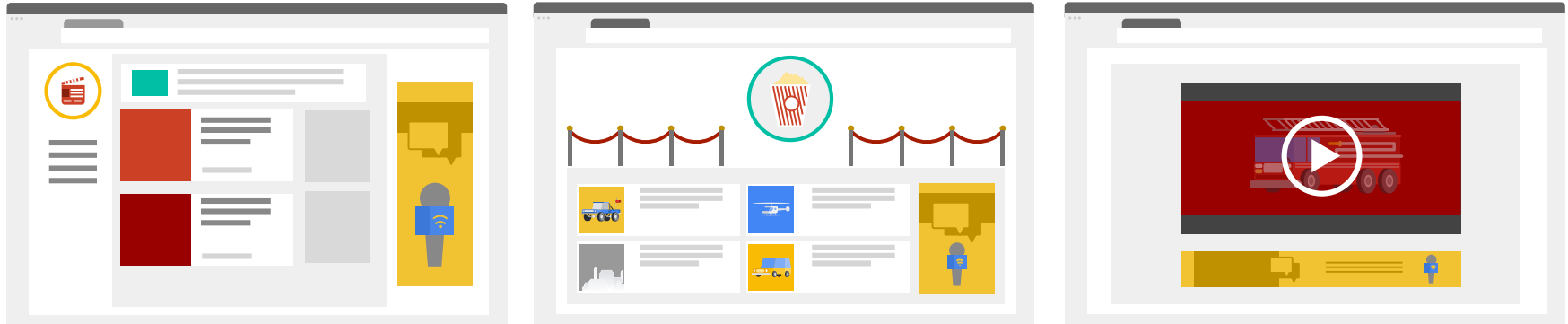
AD RELEVANCE



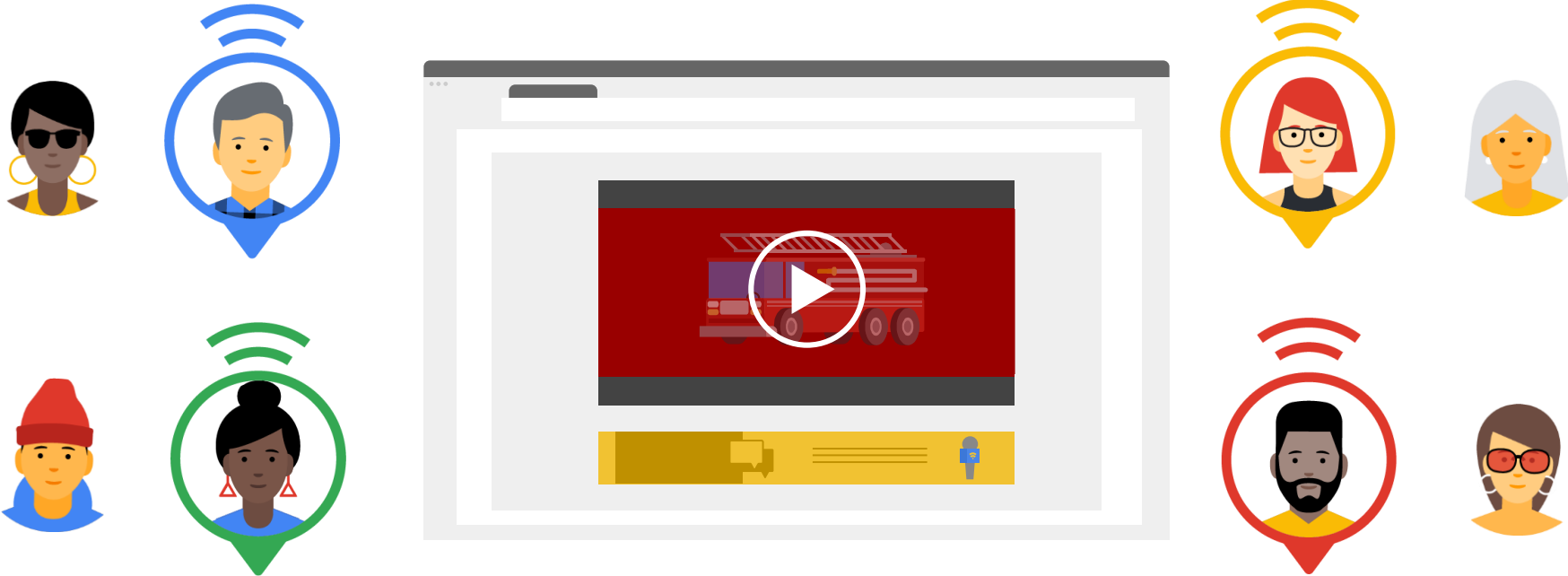
Display Advertising



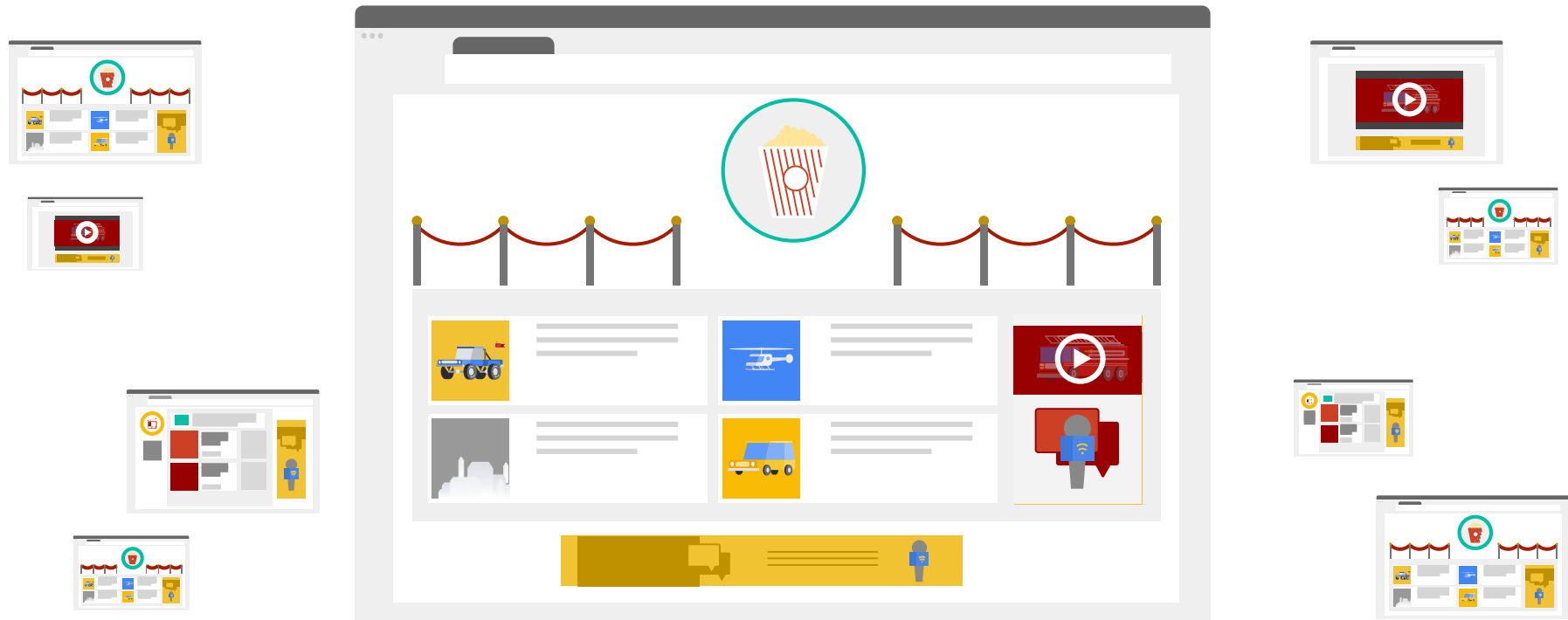
WHAT IS DISPLAY ADVERTISING?



HOW DISPLAY ADVERTISING WORKS



DIFFERENCES BETWEEN SEARCH AND DISPLAY ADS



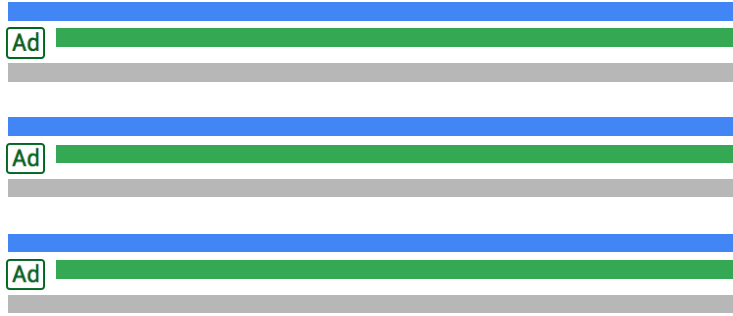
Let's Recap...

Create Effective Online Ads





hire wedding photographer



TIPS FOR CREATING AN EFFECTIVE AD

1

Relevance

Hire Wedding Photographer |

Ad www.example.com

TIPS FOR CREATING AN EFFECTIVE AD

1 Relevance

2 Showcase a unique offer


Hire Wedding Photographer | Get 25% Off Your Photo Collage

 www.example.com

TIPS FOR CREATING AN EFFECTIVE AD

- 1 Relevance
- 2 Showcase a unique offer
- 3 Provide a clear call to action

Hire Wedding Photographer | Get 25% Off Your Photo Collage

 www.example.com

The Best Philadelphia Wedding Photographer - **View our Wedding Photo Gallery** and see why.

REVIEWING OUR AD

Relevant
headline

Hire Wedding Photographer | Get 25% Off Your Photo Collage

 www.example.com

The Best Philadelphia Wedding Photographer - **View our Wedding Photo Gallery** and see why.

Unique or
Special offer

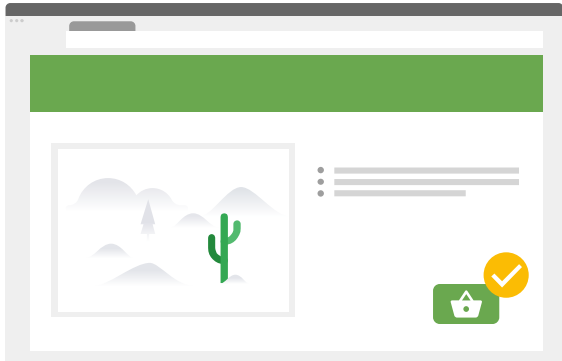
Clear **call-to-action**

Let's Recap...

Track Performance of Your Ad Campaign

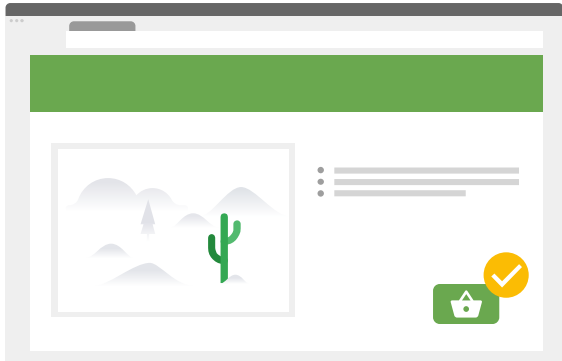


TRACKING CONVERSIONS

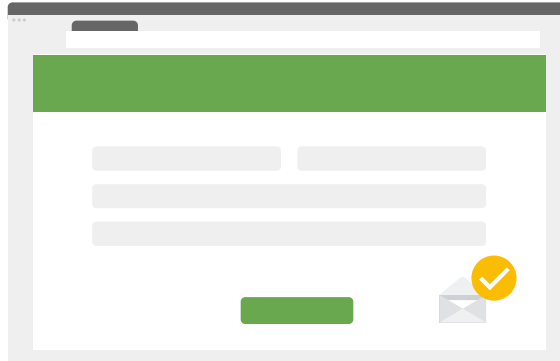


Placing an order

TRACKING CONVERSIONS

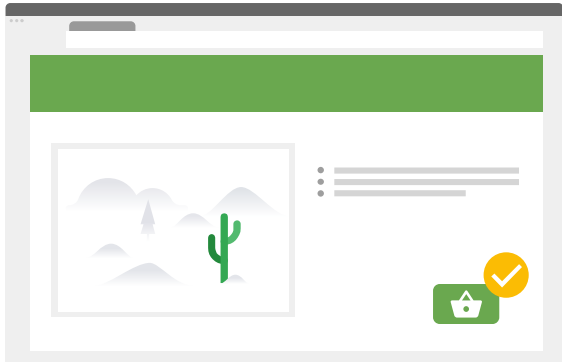


Placing an order

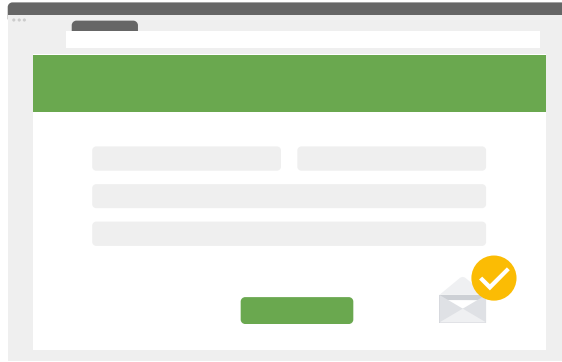


Contact request

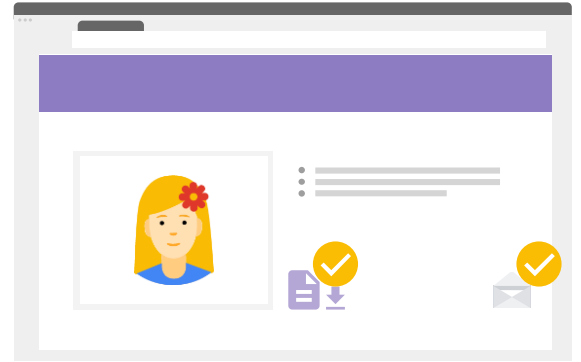
TRACKING CONVERSIONS



Placing an order

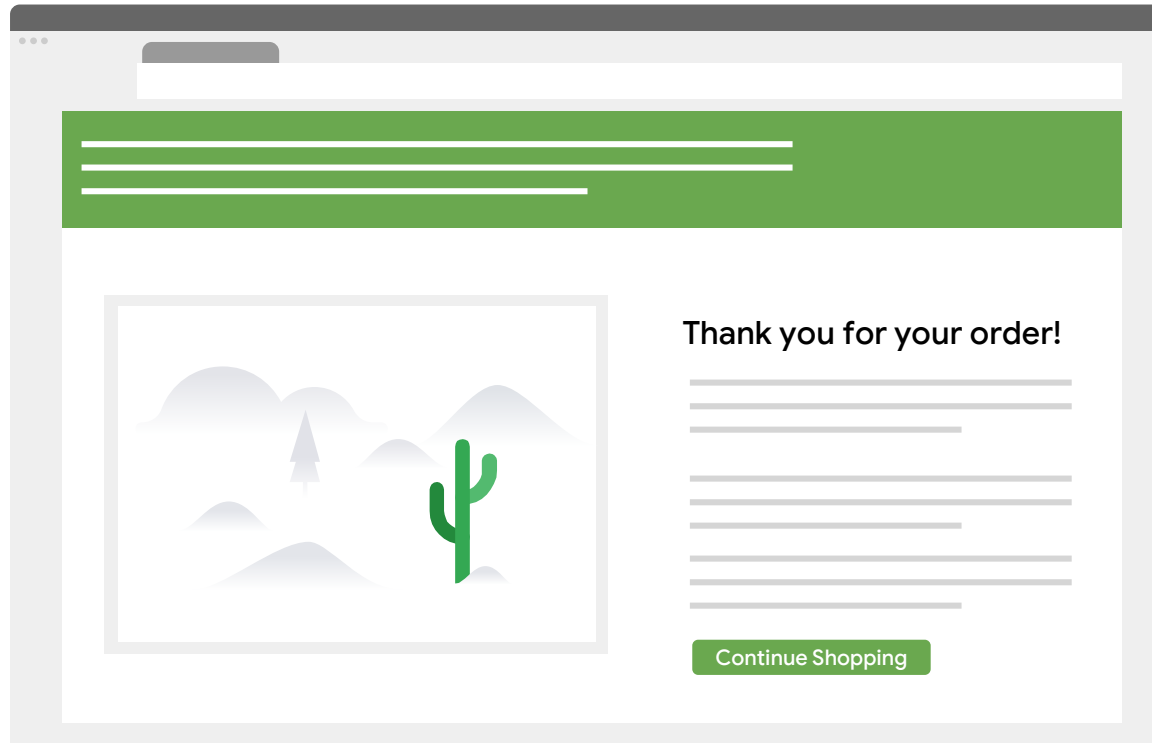


Contact request



Downloads & Quotes

TRACKING CONVERSIONS



LET'S RECAP

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