



Google Ads

GOOGLE ADS
THE BEST WAY TO
ADVERTISE YOUR
BRAND ON THE WEB



CONTENIDO

INBOUND MARKETING

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INTRODUCTION

INBOUND MARKETING

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The fact of being able to highlight a website in front of those of the competition has always been of concern for entrepreneurs who know the importance of a good marketing strategy through digital media. And is that in itself, what would be a business that does not have a solid advertising strategy to help it grow by attracting new customers? Advertising is something that has always been present in one form or another since the commerce was created.

In fact a type of advertising "similar" to the one we know today belongs to a historical period belonging to approximately 2000 years before Christ, belonging to the city of Thebes (in present-day Egypt); It is a papyrus that is housed in the British Museum in London, and could well be one of the oldest written advertising records in the world.

I bring this up to illustrate how it is that advertising has always occupied a position as a fundamental pillar in the growth and expansion of any business.

However, due to the passage of time and the arrival of new technologies in our lives, today we have advertising strategies that may well prove to be much more effective than any other traditional, such as digital advertising strategies, whose success lies in adapting to a reality and style of consumption that characterize the modern buyer.

In this sense, it is impossible to talk about digital advertising without talking about Google Ads, a program that is the central motive of this writing; and precisely so that you can know this type of strategy and because it is potentially so positive for your business that I am going to tell you everything you need to know so that you can start your own company as soon as possible.





What is Google Ads?



If you already have some time developing in the world of digital marketing you probably know Google Ads by its old name "Google Adwords", but since mid-2018, the platform has undergone an update that brought with it a new way of handling advertising through the most famous search engine.

In this sense it can be said that Google Ads, is a tool offered by Google for the creation and development of advertising campaigns, through websites associated with the program, as well as the results page of the same search engine.

The ads located on the Google results page are reflected in the first places of the "ranking", but can also appear at the bottom of the page, likewise, the advertised sites have a badge that says "Announce-

ment" green and next to url of said page. The importance of appearing as a first result to a surfer, is that it greatly increases the likelihood that it enters your website and may become a prospective client in the future.

This reality is due to the fact that normally, when surfing the net, people do not usually download the results page a lot, and it may even happen that if your site is not among the first 5 places, they immediately discard and prefer to opt for Some other brand that you have seen first.

This does not mean that all those websites that only have an organic positioning (those sites that do not have paid advertising, only with SEO strategies), are useless, none of that; What I want to tell you is that one of the best ways to guarantee traffic for your website is to develop a paid advertising campaign.

Similarly, as I mentioned earlier this advertising is not only based on getting a good position within the results page, since the programs offered by Google also allow you to paint your brand through different websites associated with google, the which show your advertising content, being images, videos, photographs, texts or others, in order to capture the attention of a potential buyer and redirect them to your website.

Now, knowing in broad strokes what google ads is, it is time to go deeper into the working mode of this type of advertising programs, so read on because I will tell you more about it later.

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How do the Google ads?

On the main page of Google Ads we are offered a wide range of services offered, that is, various advertising strategies by which you can contact your potential customers in the way that seems most convenient. These announcements are summarized in the following points:

Advertisements in the search engine: One of the best known, and which I mentioned earlier. This is the program that allows the advertisement of your website to appear as the first result to an Internet user who is searching for certain content within the network.

This type of campaign works in three steps: 1. Generating the advertisement, 2. Choosing the correct keyword and 3. Defining the budget that you want to invest per day in your advertising. This type of campaign is characterized in the same way by work-

ing with the PPC (Pay Per Click) method, which I will delve into later.

Graphic ads: Graphic ads also mentioned above are all those ads that appear on news sites, blog and other places on the Internet that refer to the services or products offered by your company, thus ensuring that potential buyers are interested in what have your brand to offer Similarly, this type of campaign is paid per click.

Video ads: this type of campaign allows you to contact your customers from a more visual platform and that opens up the possibility of giving you an idea of what your brand could achieve for your clients. These ads that according to the description offered by Google Ads, should always be "short and shocking", are usually placed along other Youtube videos or next to the results of the searches.

Ads in applications: Last but not least we have ads in applications, which are what, as the name implies, are those that allow potential consumers to see more easily an application that you have developed, thus increasing the possibility of it being downloaded, by contacting the right users, all through the correct use of the keywords.

Now, this last one is important since it will be an essential factor so that Google can show your content to the correct netizens, but let me explain you more thoroughly in the following point

Advisory

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The keywords

It is practically impossible for almost any person to say that he has never gone to the Internet in search of answers for a certain topic, and in most cases, with just writing two or three words we already achieve what we are looking for. In this sense, the keywords are all those terms that we use to be able to find content within the network, or in other words, what we write in the search bar.

These keywords are responsible in turn for Internet users can find your website when surfing the Internet, as they directly influence SEO strategies such as SEO, and also directly affect the ads published to through Google Ads campaigns.

It is for this reason that at the time of starting an advertising campaign of this type should select the right keyword to represent your company, as this will be responsible for the success or failure of your cam-

paign, in this sense the choice of the word The right key should be made taking into account how high the search index of the same, the relationship they have with the services offered by your company, and the number of companies that are disputing the use of a certain keyword.

The latter is important to take into account when choosing your Keyword, since many other companies will be, to put it in some way, competing to see who is the one who manages to capture the largest number of customers.

For this reason, other aspects of your marketing campaign should stand out from the competition and get potential buyers to get a good impression of your company (see attractive, friendly and functional web design, the relevance of the content, among other aspects plus).

Now, you may be thinking about how much it will cost to implement this type of advertising campaigns, since getting a good web visibility for your company at all times should not be at all economical; However, making this type of strategy is much more profitable than you think, but that's what I'm talking about in the next point.



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What is the CPC or PPC?

One of the best and most attractive aspect of starting your Google Ads advertising strategy is that you will only pay every time you click on your ads offered on Google. In other words, this means that the price to pay will correspond to the number of click your ad receives, this payment model is called cost per click (CPC or cost-per-click) or pay per click, (PPC)

In the same way you can choose the maximum amount of the offer and, if you choose the automatic option, Google chooses the amount of the offer for you within your budget and, in theory, offers you the most possible clicks within that budget.

There is also another less common option called cost per impression (CPM). This is where you pay the search engine for every 1,000 times your ad appears on the results page, without the need for the user to click.

How can I guarantee that my campaign Is it really being effective?

Something that is undoubtedly important for any entrepreneur is to be able to keep an exhaustive control of the progress of each and every one of their marketing strategies, since only through constant monitoring can the scope of the set goals be predicted, and the modification of the strategies according to the fulfillment of said objectives. And within the framework of this reality Google opens the possibility of seeing what is the progress of your strategies, and what results have been perceived so far.

With Google ads you can know at any time how many people have seen your ads how many people have entered and visited your page or even how many people called and communicated with your company; In addition to allowing you to direct your campaigns to a more specific group of consumers who can potentially be more interested in your brand.

In addition to this, the format in which you are presented with all this information in the form of graphs and reports of results that are extremely easy to understand allow you to streamline your analysis process and future decision making.

[Contacts](#)

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Conclusion

In advertising campaigns of Google Ads, since its inception (as old Google Adwords) have revolutionized the way in which entrepreneurs advertise their brands, making the process much more effective and faster, thus ensuring that the largest number of potential buyers can meet your business.

At the same time, the range of options you have to get your ads (either through graphics, videos, among others), provides an adaptable format to the needs of each company, being a viable option for any employer.

Finally, the fact of being able to manage and organize your budget according to the objectives you want to achieve and the fact of paying only when a user visits your website is quite attractive for anyone who does not have an unlimited budget and wants to obtain results without the need to spend all the money on it. Also, I invite you to get in touch with us at the [GPS agency](#), where we can give you more advice on this and many other topics of digital marketing.

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