



**SNS COLLEGE OF
TECHNOLOGY**
(An Autonomous Institution)
COIMBATORE- 641 035



Department of Computer Science and Engineering

19CSO404 – Fundamentals of Digital Marketing

INTRODUCTION

- ▶ Search-engine advertising (SEA) is a branch of online marketing.
- ▶ Advertisements in the form of a text or images are posted on search engines such as [Google](#) or [Bing](#). These ads then appear prominently in the [SERPs](#).
- ▶ Search engine advertising is a cost-effective way to improve businesses and brands, as appearing high up in the SERPs makes brands and products more visible.
- ▶ Another definition: Search engine advertising is a range of paid-for ads that are mostly displayed on the results pages of search engines like Google.

Need of pay for search engine

- ▶ Paid search allows you to track your campaigns, their success and the users who click on the ads.
- ▶ A few reasons why one should consider paid search advertisements:

CAPTURE INTENT:

- Your Advertisement is shown to people who are searching for terms that are relevant to your business.
- They are interested in either finding out more information about the

product or service or buying it.

Ease of Action:

- Search Engine ads are clickable.
- The web page has easy navigation links to various parts of the website, phone call options, integration with maps to locate the business easily.

Controlled cost:

- Search Engines charge a marketer only if a person clicks on your ad(Pay per click) ppc.
- You are not charged for impressions.(ie number of times your ad is shown in search results.

Analytics:

- Search engines allow you to create and download reports about the performance of your ads.

You can view statistics such as average cost per click (CPC).

the no of clicks for each ad.

The total amount spent.

The click through rate

The no of impressions.

COMPETITION:

- If the company does not bid for the ad, then competition will bid and win it.
- One must **bid for top ad slots** and **not for visibility alone**.

E.g. When flipcart ran the campaign “ **Big Billion Day**” during Diwali, Amazon

Showed against the keyword. It also purchased the “big billion day” domain name, which was redirected to the amazon website.

When users clicked on “**big billion day**” domain name which was redirected to the amazon website. – this way amazon ambushed Flipkart in online marketing.