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

Department of Computer Science and Engineering

19CSO404 – Fundamentals of Digital Marketing

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.

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.