

Google Ad Campaigns explained



These campaigns exclude budget cap set, which is paid directly to Google

Search

Search campaigns let you reach people while they're searching on Google for the products and services you offer.

It's great for driving sales, leads, or traffic to your website, as you can show your ads to customers actively searching for your products and services.

coffee shop near me



Display

The Google Display Network can help you reach people with targeted Display ads while they're browsing their favorite websites, showing a friend a YouTube video, checking their Gmail account, or using mobile devices and apps.

Remarketing

Remarketing is a way to connect with people who previously interacted with your website or mobile app. It allows you to strategically position your ads in front of these audiences as they browse Google or its partner websites, thus helping you increase your brand awareness or remind those audiences to make a purchase.

Shopping

Shopping campaigns are ideal if you're a retailer looking to sell your product inventory. Shopping ads appear on search results and the Google Shopping tab. Store owners can also use local inventory ads to promote products available at your physical locations.

Local search

Ads on Google can feature your business locations and lead users to call or visit your locations. When people search for nearby businesses on Google.com or Google Maps (for example, "coffee near me"), they may see local search ads that feature your business locations.

Full set display ads

The Google Display Network can help you reach people with targeted Display ads while they're browsing their favorite websites, showing a friend a YouTube video, checking their Gmail account, or using mobile devices and apps.

Ad combinations

- Display & remarketing
- Search & remarketing
- Search & shopping
- Search, display & remarketing

Steps taken

1. Set a goal
2. Decide where to advertise
3. Create your message
4. Set your budget cap
5. Go live



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