



# Google Ads Training 20<sup>th</sup> May 2020

# Take your business online with Google Ads

# AFRICA 118

WHO ARE WE?



# WHO ARE WE?

- Africa 118 Inc. was established in 2010.
- It's a leader in Digital Marketing and Location Management Services (most advanced location management platform in Africa) – over 100 employees in 5 countries.
- Africa 118 is a Featured Google My Business Partner in Africa.
- Africa 118 is a strategic Google partner on Google Ads with direct support from Google Product and Technical teams.
- Africa 118 is a Google Digital Skills partner in Kenya, Uganda, Tanzania, Ghana and Ethiopia.

# OUR PARTNERS



# Google Ads can help you grow your business

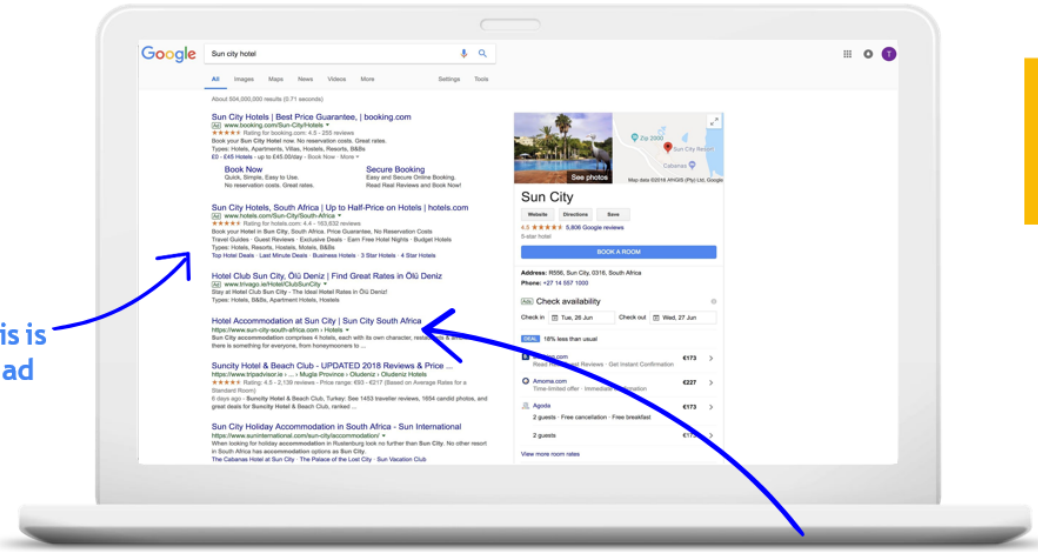
## What

An online advertising product that can help you attract people to your website and grow your organisation

## How

You create ads for your organisation and Google Ads displays them to people searching for products or services like yours at the exact moment they're looking for them

# Google Ads let's you connect with consumers when they're searching for you



This is an ad

This is an organic search result

High intent makes Google a powerful advertising platform

Google

Confidential & Proprietary

# Google helps you strategically target consumers

*Search users organized into 24 top-level categories and 500+ segments*





# Google helps you drive sales with action-centred ads

Click to website.



**Orvis.com Dog Collars**

**Ad** [www.orvis.com/Dog-Collars](http://www.orvis.com/Dog-Collars) ▼

4.6 ★★★★★ rating for orvis.com

Shop Orvis **Dog Collars** Online Now. View Our Latest Collections Today!

Dog Collars & Leashes · High Quality Dog Beds · Dog Supplies On Sale

📍 489 5th Ave, New York, NY - (212) 867-0212 - Open today · 9:00 AM – 7:00 PM ▼

Call the store.



Navigate to store (GftB link)



Only pay when people click!

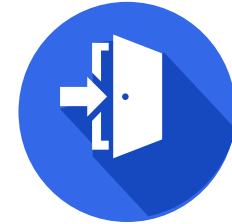
# Why Google Ads?



- Controllability (costs)
- Measurability (cpc, conversions)



- Reach
- Targetability



- Scalability
- Accessibility  
(no entry barriers and timely)

# Advertising Objectives

**Determine online business objectives**

⋮

- Increase Sales
- Improve Brand Recognition
- Increase Brand Awareness

**What website actions indicate success**

⋮

- Online/Website/App purchases
- Increase in Brand Searches, Calls, Requests
- Repeat purchases

**What website actions contribute to success**

⋮








- Email Sign Ups
- Video views
- Shopping behaviour

# Introduction to Smart Campaigns







**Managing a business is already a full-time job, but advertising your business online doesn't have to be.**

Let's get your business set up

Select the goal that would make this campaign successful to you <sup>Ⓜ</sup>

 Sales	 Leads	 Website traffic	 Product and brand consideration
 Brand awareness and reach	 App promotion	 Create a campaign without a goal's guidance	

Select a campaign type <sup>Ⓜ</sup>

 Search Reach customers interested in your product or service with text ads	 Display Run different kinds of ads across the web	 Shopping Promote your products with Shopping ads	 Video Reach and engage viewers on YouTube and across the web
 App Drive app promotion across Google's networks	 Smart Reach your business goals with automated ads on Google and across the web		

What action do you most want customers to take?


- Calls to your business
- Visits to your storefront
- Actions on your website

**CONTINUE** CANCEL

Select the goal that would make this campaign successful to you

Select "Smart Campaign" as the campaign type

Specify the action you'd like your customers to take

 Google Ads | New campaign

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

### Describe your business

This info will be used to create an ad that reaches the right customers

**Business name**

\_\_\_\_\_ 0 / 120

**Business website**


Example: www.example.com


\_\_\_\_\_

**BACK** **NEXT**

*Enter your Business Name & Website*

*If you don't have a website, you can create a free one with Google My Business*

 **Need help?**  
Call for free ad setup help at **0801 415 163**  
8:30am to 5:30pm, Mon-Fri  
[More help options](#)


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Google Ads | New campaign


### Where are your customers?

Find new customers in the areas you serve

 Set up a radius around your business


 Set up specific areas

Where do you want your ad to appear?


Nairobi 

+ Add location (city, state, or country)

**Potential audience size**

 **4,990,420**  
people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.



Enter the locations where you would like to showcase your ads

See the estimated number of people on Google search in your targeted location

BACK NEXT

- 1 Your business & audience
- 2 Your ad
- 3 Budget and review
- 4 Set up billing

### Set up keyword themes

Keyword themes help match your ads to Google searches. Enter the products and services you offer, and we'll show your ads for related searches.

Add themes

Keywords

#### Your keyword themes

- creating a website
- web design
- how to create a website
- how to make a website
- create a website
- ADD KEYWORD THEME

#### More suggestions

- + make your own website
- + making a website
- + create new website
- + building a website
- + website maker
- + make a website
- + how to build a website

Advertise in English

BACK

NEXT

#### Potential audience size

230,082 people per month

This is an estimate of how many people search for businesses like yours in your selected locations. Audience size doesn't affect your cost.



**Need help?**  
Call for free ad setup help at 0801 415 163  
8:30am to 5:30pm, Mon-Fri  
[More help options](#)



Google Ads | New campaign

### Let's write your ad

Highlight the products and services you offer, and what makes your business unique

*Describing your products or services, or include a special offer for customers*

**Ad #1**

Headline 1 0 / 30

Headline 2 0 / 30


Headline 3 0 / 30

Description 1 0 / 90

Description 2 0 / 90

**Your ad preview**


Headline 1 | Headline 2 | Headline 3

 [www.localbusiness.co.za](http://www.localbusiness.co.za)

Description1 Description2


[SEE MORE AD LAYOUTS](#)

[WRITE ANOTHER AD](#)

Clicks on your ad go to 

<http://www.localbusiness.co.za>

[BACK](#) [NEXT](#)



Google Ads | New campaign

✓ Your business & audience — ✓ Your ad — **3** Budget and review — 4 Set up billing

### Set your budget

Select the option that works best for your business and the results you want. You can make updates any time.

<b>\$6</b> daily average • \$182 monthly max Reach an estimated 5,130 - 8,580 people and get 460 - 780 ad clicks per month
<b>RECOMMENDED FOR YOU</b> ⓘ <b>\$10</b> daily average • \$304 monthly max Reach an estimated 8,560 - 14,290 people and get 770 - 1,300 ad clicks per month
<b>\$17</b> daily average • \$517 monthly max Reach an estimated 14,560 - 24,280 people and get 1,310 - 2,200 ad clicks per month

ENTER YOUR OWN BUDGET Currency: US Dollar (\$) ▾

BACK NEXT

#### How your budget works

**What you pay for**  
You only pay for ad clicks or calls to your business.

**Your daily average**  
Some days you might spend less than your daily average, and on others you might spend up to 4 times as much. But over the month you won't pay more than your monthly max.

**If you change your mind**  
Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.

Google Ads | New campaign

1 Your business & audience 2 Your ad 3 Budget and review 4 Set up billing

### Review your campaign settings

Campaign name: Local Business

Estimated performance ⓘ

14,560 - 24,271 impressions per month


1,318 - 2,197 clicks per month

Campaign goal

Take an action on your website

Locations

Show ad to people interested in your products or services, in Nairobi.



EDIT

Budget

\$17.00 daily average ⓘ

\$517.00 monthly maximum

EDIT

Your ad

Local Business | Create Websites | Love Our Clients

www.localbusiness.co.ke

Request a Quote Now Special Offer

EDIT

Keyword themes

create a website how to create a website


how to make a website web design creating a website

make your own website how to build a website

make a website web page design

EDIT

Google Ads | New campaign



EDIT

**Budget**  
\$17.00 daily average <sup>Ⓣ</sup>  
\$517.00 monthly maximum

EDIT

BACK NEXT

Keyword themes

- create a website
- how to create a website
- how to make a website
- web design
- creating a website
- make your own website
- how to build a website
- make a website
- web page design

EDIT

*If available, add phone number & link Google My Business as these are tracked as verified calls & map events*



- ✓ Your business and audience
- ✓ Your ad
- ✓ Budget and review
- 4 Set up billing

### Confirm payment info

📍 Kenya

🏷️ Promotional code APPLY

Send me performance tips, promotional offers, surveys, and invitations to try new features

#### Payments profile ⓘ

Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.

➕ Create payments profile

#### Account type ✎

Business

Only Business accounts can have multiple users. You cannot change the account type after signing up. In some countries, this selection affects your tax options. [Learn more](#)

📄 Business name

#### Payment method

# Card details

📍 Billing address

📅 Automatic payments

After you add or select a payment method it's charged automatically, typically monthly. [Learn more](#)

By continuing, you agree to the [Google Ads Terms](#).

BACK SUBMIT


Congrats! You're all done.

We'll review your campaign, usually within an hour.  
After it's approved, you can edit your campaign and check its progress.

[EXPLORE YOUR CAMPAIGN](#)



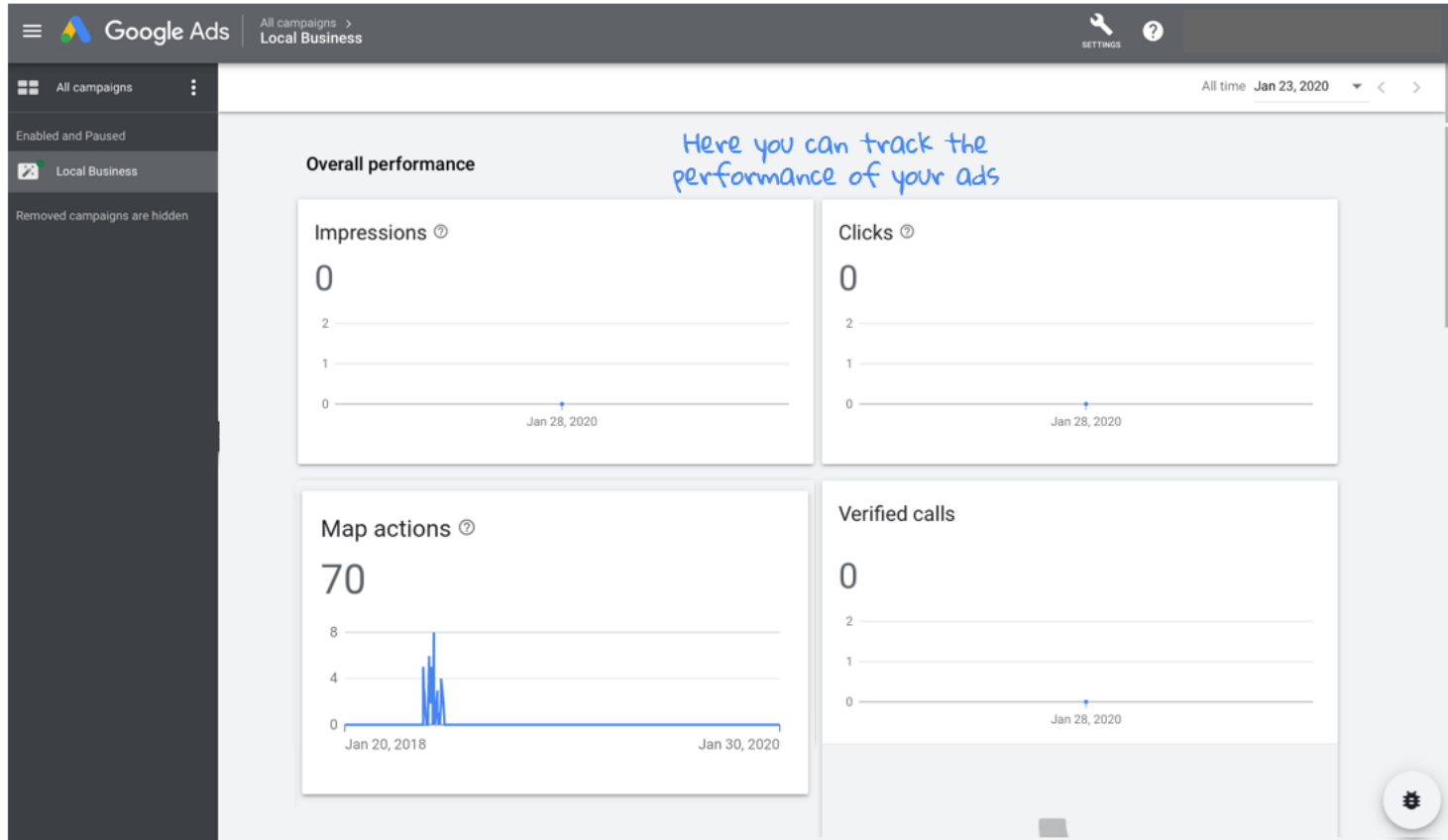
#### Resources

 **Download the mobile app**  
Manage ads while you're on the go  
[Android app](#) | [iOS app](#)

 **Learn more**  
Get answers to your questions  
[Visit the Help center](#)

 **Contact us**  
Monday - Friday: 9 AM to 9 PM  
1-866-246-6453





# Account Set-up & Campaign Management

Proprietary + Confidential

## Google My Business Featured Partner, Google Partner

Africa 118 is a [Google My Business Featured Partner](#) and helps you claim and verify your Business Profile on Google Search and Maps at no cost.

Africa 118 is a [Google Partner](#) that gets access to Google Premium support and learned advanced concepts for creating, managing, measuring, and optimizing Google Ads.

Starting with only \$40 per month with **Free account Set-up and Free Campaign Management**

CALL US

REQUEST A CALLBACK

[google.africa118.com](https://google.africa118.com)

Africa      
Africa's Information Services Solution

THANK YOU

