

How to: Promote your business



Types of online advertising

- › **Paid search marketing** - Most common form of Paid Per Click (PPC) advertising where you get search engines to display your ads to users who search certain keywords. (e.g. [Google AdWords](#) and [Bing Network](#))
- › **Social media advertising** - advertise on social media platforms with PPC to reach more people and generate clicks through to your website.
- › **Retargeting advertising** - display personalised ads to users on other websites or social media channels based on their previous browsing history.

(Paid Search) Using Google Ads

- › **Sign up for Google Ads** - the main platform for PPC search ad campaigns.
- › **Other paid search marketing platforms:** Bing Ads, Facebook Ads, Twitter Ads, Promoted Pinterest.
- › **Pins, LinkedIn Ads, Quora Ads.**

Understanding your Google Ads account

- › **Campaigns** - this is the top-level organisational structure of your account. It's usually organised to reflect a specific theme related to your business. You can have one or more campaigns within your account. Guidelines can be set within each campaign for budget, location and distribution for Google Network.
- › **Ad groups** - the next level of organisation. You can have more than one ad group within a campaign.

- › **Within ad groups**, you can get specific about a theme for your business.
- › **Keywords** - this is where you select which terms your audience will search for to display these ads.
- › **Ads** - Make up the actual content and copy that users will see in search engines when they search for the target keywords (terms) you chose.

Platforms for social media advertisements

- › **LinkedIn:** for B2B sales.
- › **Facebook:** for display and top of funnel marketing.
- › **Instagram:** for video and Instagram story ads.
- › **Other platforms:** Twitter, Pinterest, Tumblr, Reddit, StumbleUpon.

Sprout Social has a comprehensive guide to social media advertising:

<https://sproutsocial.com/insights/topics/social-media-advertising/>

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