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2017 Vinay KARWASRA,2017-09-12 CONTENTSModule 1 Understanding the value of online advertising Benefits of online advertising and AdWords Google s advertising networks Where your ads can appear The quality of your ads What you payModule 2 Setting up an AdWords campaign Choosing a campaign type Structuring your campaign Targeting your audience Setting bids and budgets Creating ad groups Tools to plan a campaignModule 3 Measuring and optimizing performance Measure your results Tools to measure your performance Evaluate metrics relevant to your goals Optimize your campaign **Advanced Digital Marketing Strategies in a Data-Driven Era**

Saura, Jose Ramon,2021-06-25 In the last decade the use of data sciences in the digital marketing environment has increased Digital marketing has transformed how companies communicate with their customers around the world The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users Digital marketing new business models data driven approaches online advertising campaigns and other digital strategies have gathered user opinions and comments through this new online channel In this way companies are beginning to see the digital ecosystem as not only the present but also the future However despite these advances relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce Advanced Digital Marketing Strategies in a Data Driven Era contains high quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies The book analyzes how companies are adopting these new data driven methods and how these strategies influence digital marketing Discussing topics such as digital strategies social media marketing big data marketing analytics and data sciences this book is essential for marketers digital marketers advertisers brand managers managers executives social media analysts IT specialists data scientists students researchers and academicians in the field **Google AdWords Certification**

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