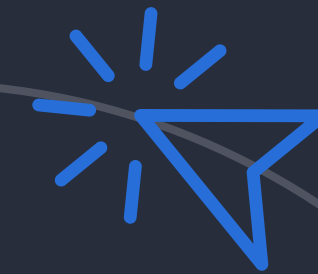
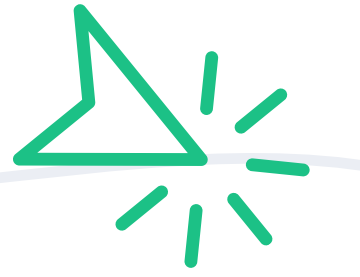


# How to Create **Highly Effective Search Ads** with eLama Platform



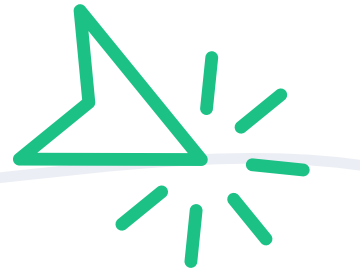
Richard Mc Grath

eLama PPC Marketing  
Specialist, Dublin



# Webinar agenda

- About my expertise
- About eLama as a company
- What is PPC advertising (search ads)
- How make a highly effective ad with all the extensions in eLama
- What you need to do before starting advertising online
- How to create campaigns in eLamas automation software

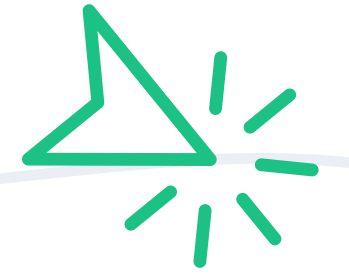


Estimated duration: **40 min**

Q&A session at the end

We'll send you the recording afterwards

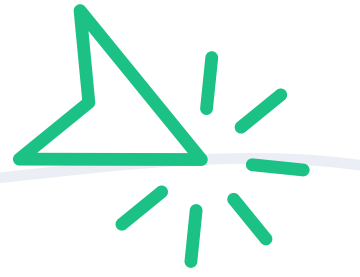
# About me



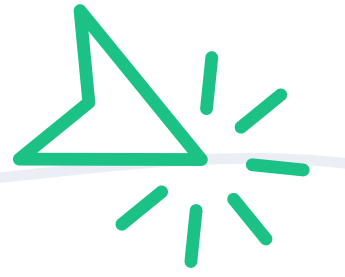
## My expertise

- I have been working in Pay per click (PPC) since 2014, when I started working with Google Adwords. Within my time I worked with Adidas and lad bible.
- I have also worked for Facebook as a marketing expert helping a portfolio of clients to get the most value from the Facebook advertising platform.
- In terms of SMB success I have helped numerous SMBs use the right campaigns which has saved them 10,000s of Euro, Showed them how to get more value for money by focusing on relevancy and Quality score rather than just increasing their budgets.

For me working with small companies and watching them grow through using PPC is the most gratifying part of being a PPC expert.



# Company overview

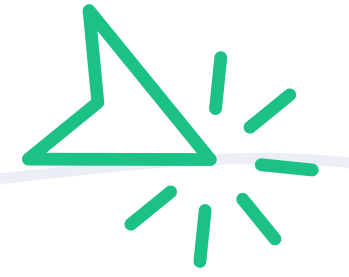


# What is eLama and how is it useful?

- eLama is a PPC automation platform. It enables campaigns to be set up easily and efficiently.
- Our tools guide you through the ad creation process for all platforms such as **Google Ads, Facebook Ads and Tiktok Ads.**
- eLamas tools give you all the insights you need and make you the expert.

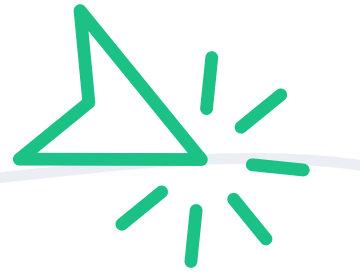
- **There isnt a steep learning curve** with eLama compared to other PPC platforms.
- The system can **save a lot of time and money,** when developing PPC ads.

# eLama Global



We create tools to help businesses and agencies to grow through digital marketing

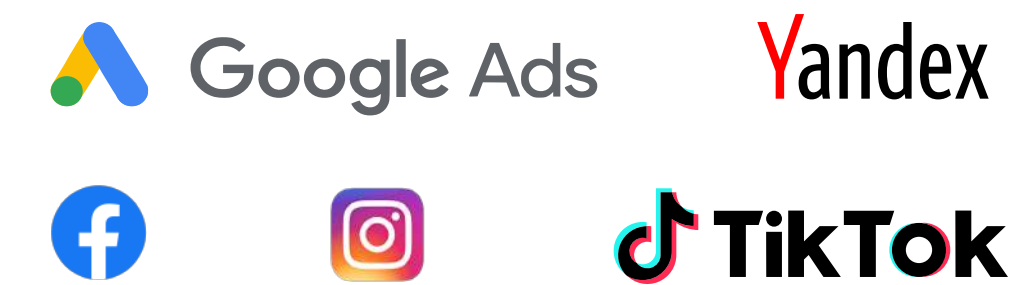
- 10+ years experience with advertisers in 20+ countries
- We helped over 30,000 customers to boost sales and increase revenue
- English speaking version based out of Dublin office in Ireland



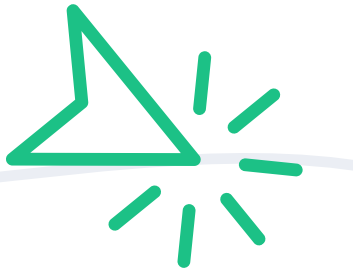
We help online advertisers grow their business through the eLama Platform which stands on these main pillars:

- Marketing automation and optimisation tools which simplify routine advertising tasks
- Educational Material to empower businesses with industry best practices
- Customer Support to ensure working with advertising systems is trouble-free

We work with the leading advertising systems

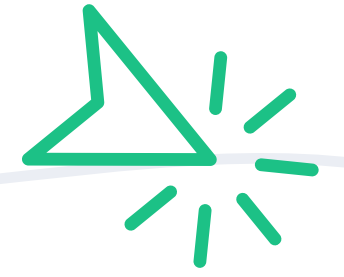






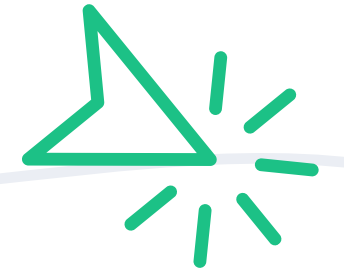
# What is Pay per click advertising (PPC)?

# What is PPC advertising?



- Everytime a customer clicks on your ad then you pay the advertising platform (Google Ads, Facebook Ads etc).
- It is very different to traditional marketing ie radio, TV, billboards etc.
- PPC has many advantages over traditional marketing.
- There's no large fixed costs such as radio fees, creating tv ads or billboards.
- They can be set up in minutes from anywhere.
- There are two types of PPC, search and display. For this presentation we will focus on search ads.
- PPC is trackable and measurable and puts the power in the advertisers hands.

# What is search advertising



advertising software

**Ad** · [www.getapp.com/advertising/view-list](http://www.getapp.com/advertising/view-list) ▾

## Top 10 Advertising Software - See a Free List of Software

Choose Your **Advertising Software** from the Premier Resource for Businesses! Save Time & Money. Free Trials. Over 1,000,000 Reviews. 10+ Years of Experience. Browse over 7,000 Apps. Increase Productivity. 800k Businesses Served. Compare Top Business Apps.  
[Marketing Analytics](#) · [Email Marketing Software](#) · [Affiliate Marketing](#) · [Content Marketing](#)

<https://www.g2.com/categories/display-advertising> ▾

## Best Display Advertising Software 2020: Compare Reviews on ...

Display **advertising software** helps companies advertise on a wide range of websites. ...  
Display **advertising** products are paralleled by publisher ad management products, including publisher ad servers and supply side platforms (SSP), that allow website owners to create and sell ad inventory on their websites.

Everytime someone types a query in google or any other platform they will usually see an ad close to the top of the search results.

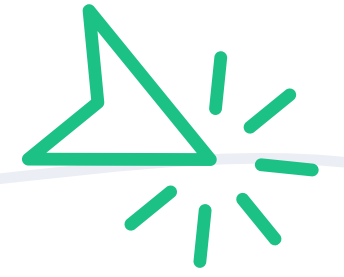
Search engine optimisation (SEO) is when your company appears in the organic section of Google ads, underneath the ads. It can take months for SEO to show tangible rewards. PPC can have sales within the first day.

**Search advertising is perfect for small business as**

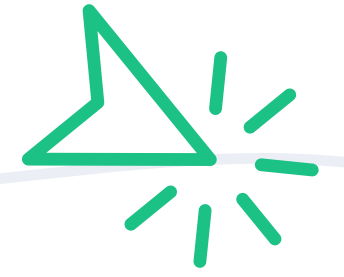
- Dont need to hire someone to run the ads
- A small budget can go a long way with search

Ads can target the local area to targeting other countries

# Keyword Advice



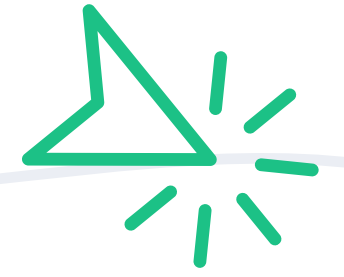
- Generally 10-15 keywords is all you need for a campaign
- Anything over 15 you risk repeating core aspects of your business unnecessarily
- Keywords are very flexible to very strict in terms of which searches trigger the ads. So with flexible broad match keywords, a wide array of searches terms are covered



# Keyword Match types

- Keyword match types are very important as they determine the type of search terms that potential customers use to see your ads
- Match types also filter out unnecessary clicks, which save our campaigns money
- We can also how specific we want the searches to be, to find our product

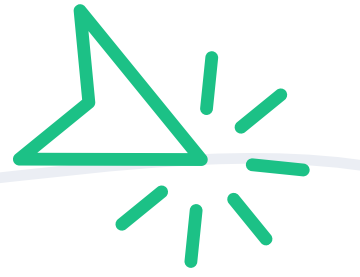
# Keyword Match types



Broad match: **cheap car**

- Applied to all keywords by default
- Allows for most type of keyword variations
- Can get alot of irrelevant search terms
- Can get words before, after or in the middle of the term

For example, cheap car = really cheap car, cheap car today, cheap black car



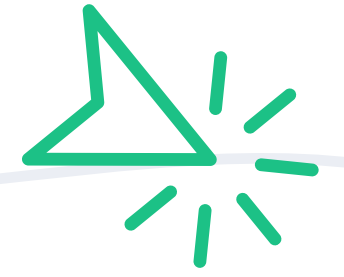
# Keyword Match types

Broad match modified: **+cheap +car** Vs. **cheap +car**

Allows for less variations than broad match

- Additional words may appear in the search before, after, or in between your “+” terms
- For the example of +cheap +car we are allowing for close variations for each term, ie inexpensive automobile can trigger a click
- cheap +car. allows for variations of the word car so its more restrictive that + cheap +car

# Keyword Match types



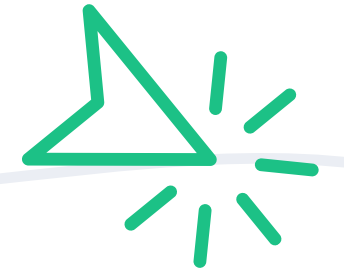
## Phrase match:

- Denoted terms has quotation marks "cheap car"
- Close variations allowed ie inexpensive car. New google policy
- Words before or after the term, but not in the middle. black "cheap car"

[More info about phrase match](#)



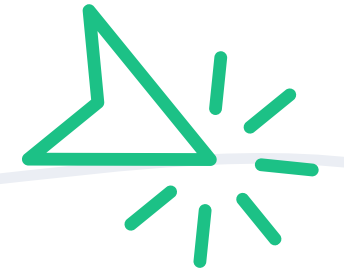
# Keyword Match types



## Exact match:

- Keywords in square brackets denote exact match.
- The search term has to exactly match what's in the bracket [cheap car]
- Google have changed their policy so now close variants are allowed
- There cannot be words before, after or in the middle of the terms

# What is Search advertising made up of ?



- **Negative keywords**

are words we do not want associated with our business ie free, job, cheap, info etc. negative keywords can show your ads to different customers based on intent to buy. If we mark "info" as negative keyword then customers who are looking for information about the product are excluded from the ad which can save money.

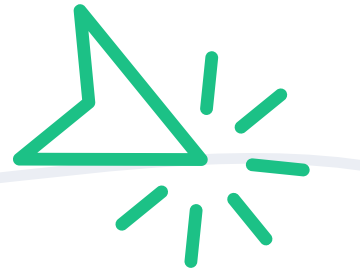
**Example:** A business is selling laptops and there are a lot of inaccurate searches, which are costing money. For example cheap desktop computer. If you use computer as a negative kw it will block your other kw whereas if you use desktop computer it will not block the keyword laptop computer

- **Quality score**

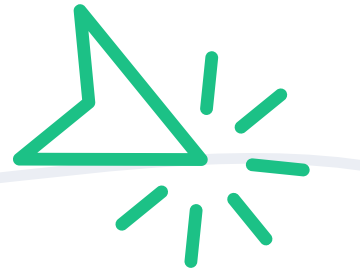
Quality score is of vital importance as it ensures the ad is highly appealing to customers and if quality score is high it reduces the price per click on your ad. Building ads around (QS) is the foundation of having effective ads and using your budget as effectively as possible.

In order to make highly effective ads the keyword ideally matches the headline of the ad, which goes to a very specific and related page.

**Example:** If I was a seller of red gucci heels, I would want that as a keyword, I would also want that as the headline of the ad, once customers click on the ad, I want them to land on a very specific page which mainly contains information about the heels.



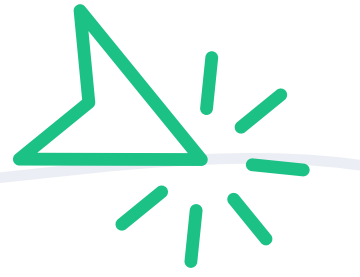
# Creating highly effective ads with Elama software



# What you need to do to set up campaigns

- Prepare landing pages
- Set up Google Analytics
- Set up Goals and events on the website
- Track all lead generation buttons on the page (ie Contact support team button)
- Google Analytics linked with Google Ads
- Conversions and remarketing audiences exported from Google Analytics
- Set up KPI (ie, cost of conversion)

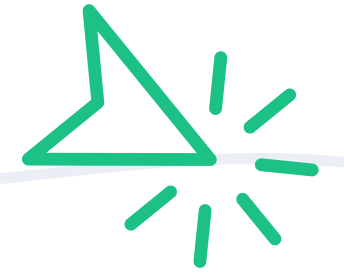
Elama can help you set up all of the above apart from landing page creation [click here](#) for more details



# Elama product demo

## Tools

# Core Features



- **Ad Campaign Creation and Launch**

Our advertisers have an opportunity to create and launch Google Ads and Facebook Ads campaigns directly in eLama.

- **Automated rules**

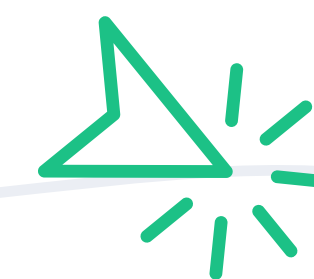
Rule-based automation enables advertisers to stop ad campaigns or get a notification when the specified conditions are met.

- **Dashboards**

This tool enables advertisers to get a comprehensive view of what is happening in their ad accounts. Dashboards display all the significant metrics as well as campaigns, ads, or targeting you should pay attention to.

- **Advisor**

Google Ads and Facebook Ads campaigns health check for advertisers who want to improve their ads' performance.



# Campaign creation tool

## Google Ads Campaign Creation

01

Start



Audience and keywords



Keyword grouping



Ad creation



Budget

06

Export

### Campaign type



#### Google Search Network

Ads will be shown on Google search, Google services, and Google search partners.

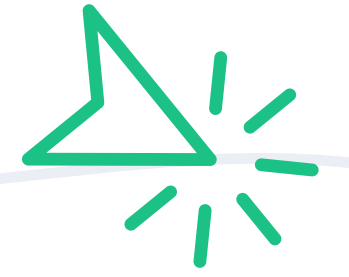


#### Responsive ads / responsive + expanded ads





Responsive ads contain more text fields. This helps you quickly test different text variations. In order to get more reach and pass the test faster, we automatically add expanded ads to responsive ads.

# Advisor tool

specific campaign recommendations

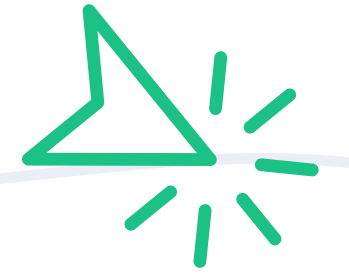


All accounts ▾

|   |  |           |  |
|---|--|-----------|--|
|    | <b>Launch a campaign with "Conversion" objective</b><br>Show ads to those users who are ready to buy. First, <a href="#">install a Facebook pixel on the site</a> .  | 1 account | <a href="#">View recommendations →</a>   |
|  | <b>Show ads to people who are similar to your clients</b><br>Create a <a href="#">Lookalike Audience</a> to get more conversions.  | 1 account | <a href="#">View recommendations →</a>   |
|  | <b>Show your ads to people who have visited your website previously</b><br>Create a <a href="#">retargeting campaign</a> to remind people about the products they've browsed on your website. This audience is more likely to convert. | 1 account | <a href="#">View recommendations →</a>  |



# Automated rules



**Add conditions** 02

**Conditions**

Cost per result > \$ P

[Add condition](#)

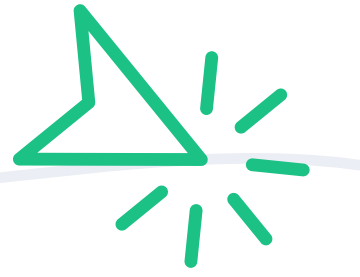
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**Actions**

Stop ad impressions

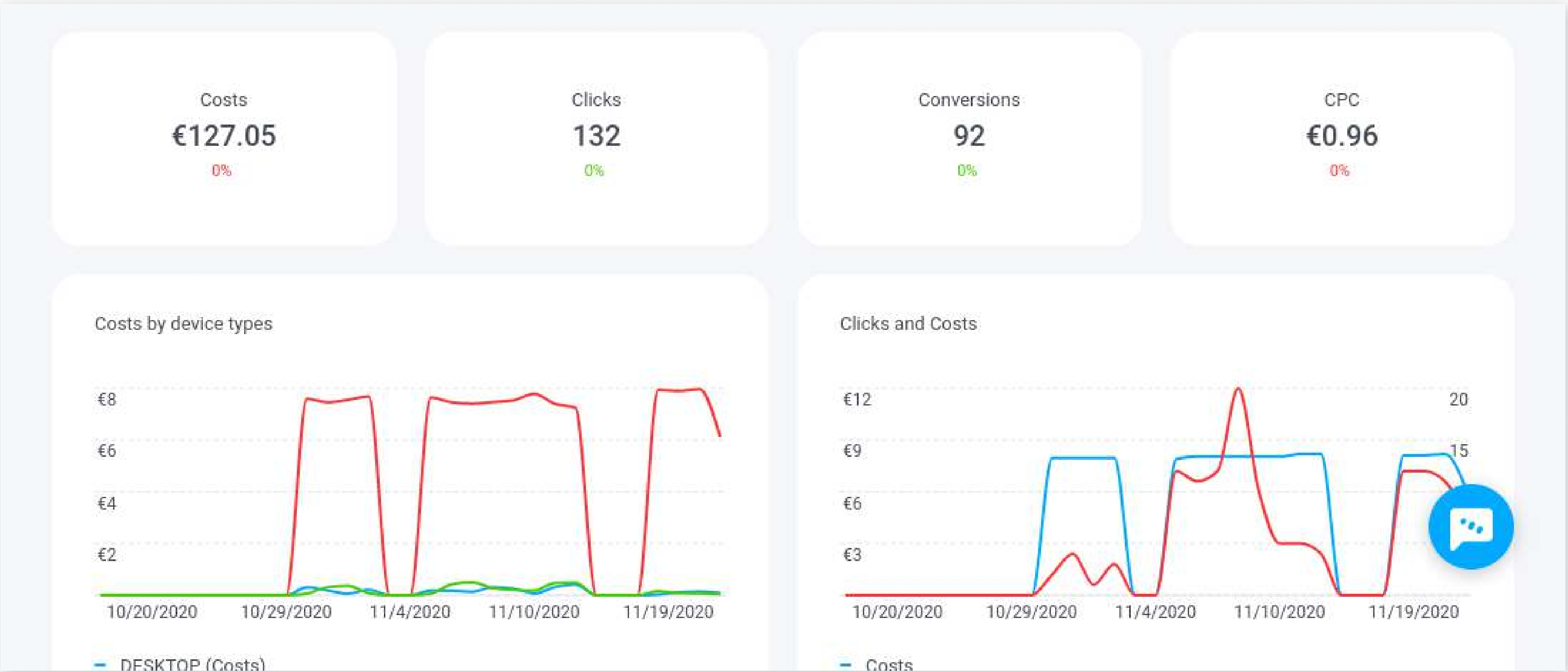
Receive notification via email hello@elama.global

Let rule save  
you hassle



# Dashboard

see all you data  
in an understandable way



# Gclid vs Utm tracking

Both of these terms refer to ad tracking

- **What is UTM tracking?**

UTM tracking allows Google Analytics to identify traffic to a certain website

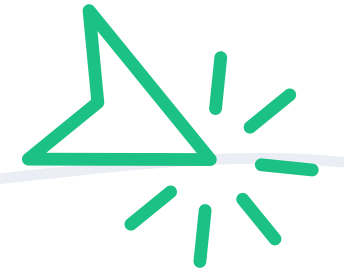
There is automatic UTM tagging with elama software that can be toggled on or off

- **What is a Gclid?**

It enables traffic from Google ads to be counted and it enables auto tagging of urls.

Depending on which information you want to track you need to choose between Gclid and UTM tracking.

Which ones best really depends on your business. For more info [click here.](#)



# eLama Support

Our support team has more than 10 years of experience working with the world's leading advertising platforms.

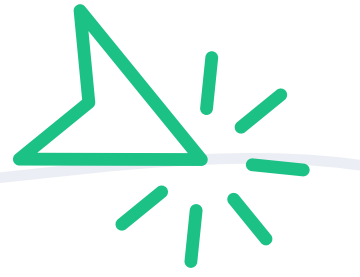
We provide certificated support on any issues concerning platforms like Google Ads or Facebook Ads themselves.



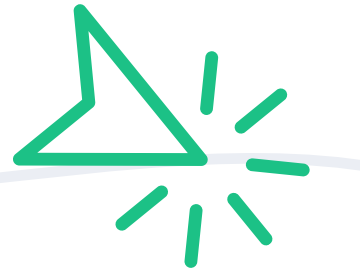
Our specialists are always in touch

We can help you with any questions on ad platforms

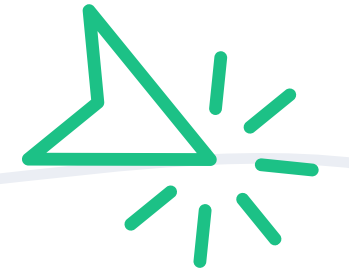
Free premium experience



**Q+A time !**



**Thank you!**



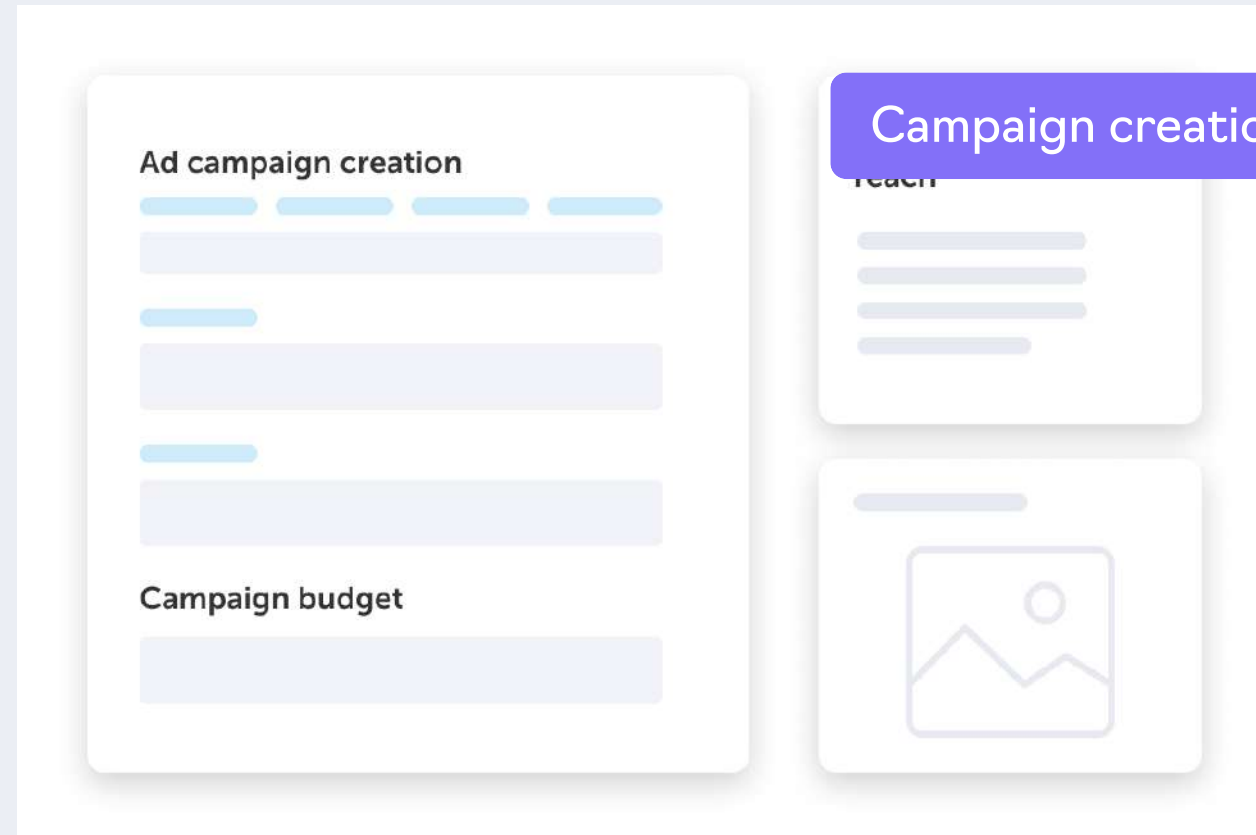
# Helpful links to get started!

What you need to do to set up campaigns

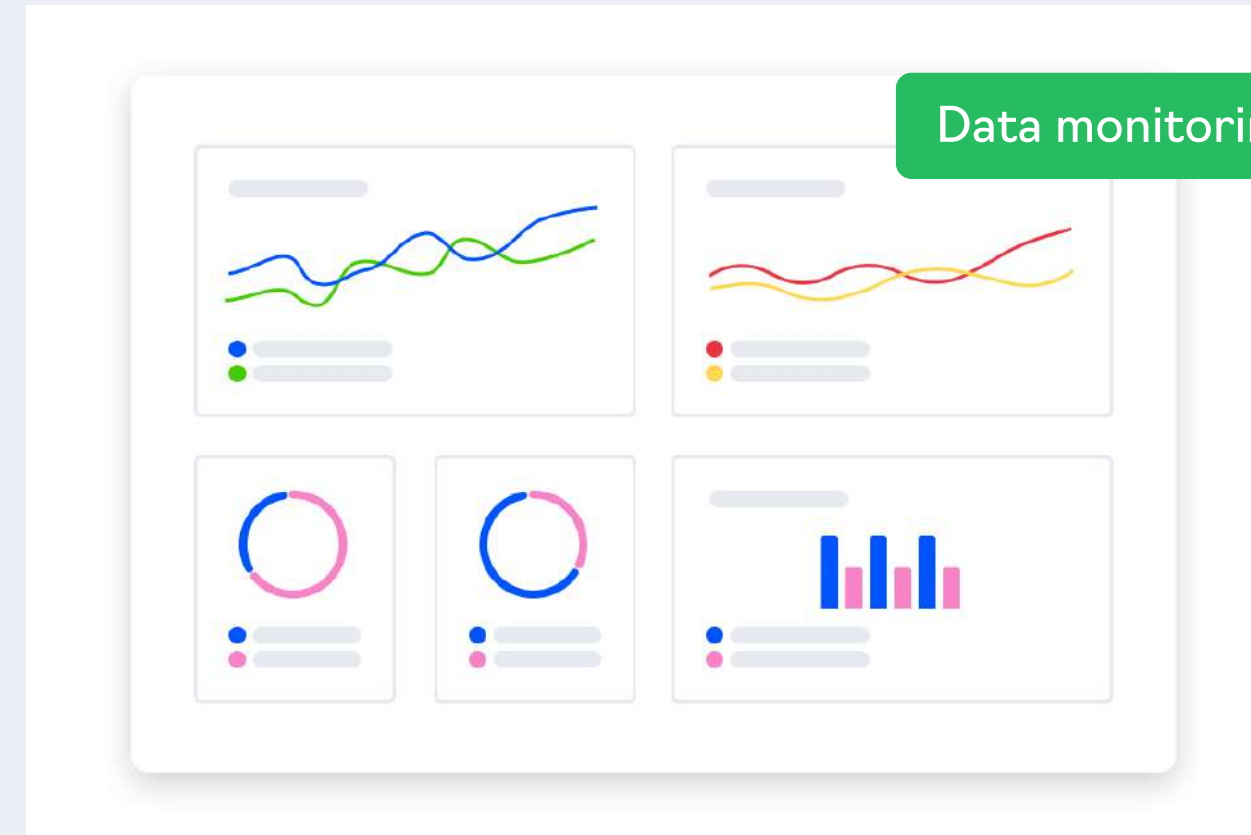
- [Prepare landing pages](#)
- [Set up Google Analytics](#)
- [Set up Goals and events on the website](#)
- [Track all lead generation buttons on the page \(ie Contact support team button\)](#)
- [Google Analytics linked with Google Ads](#)
- [Conversions and remarketing audiences exported from Google Analytics](#)
- [Set up KPI \(ie, cost of conversion\)](#)

# elama

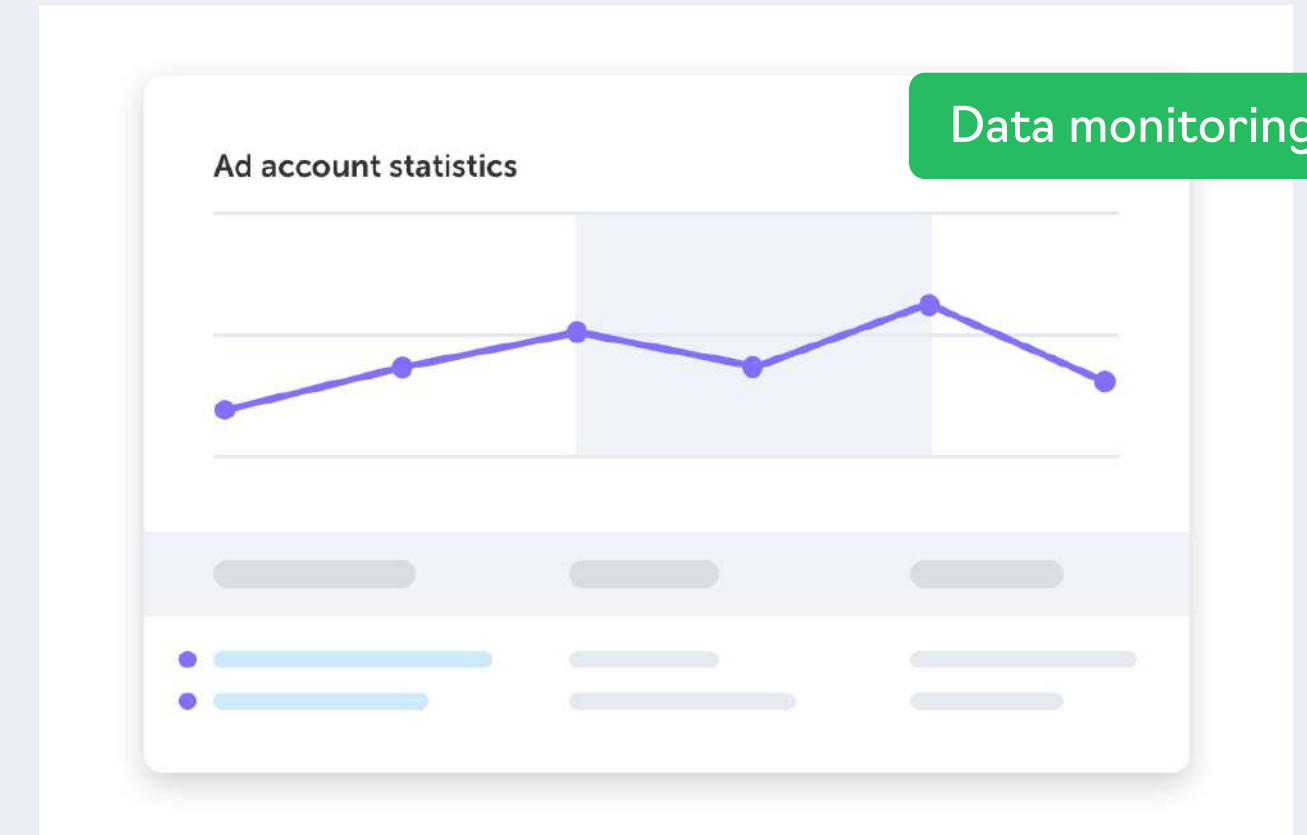
## All-in-one solution for paid ads



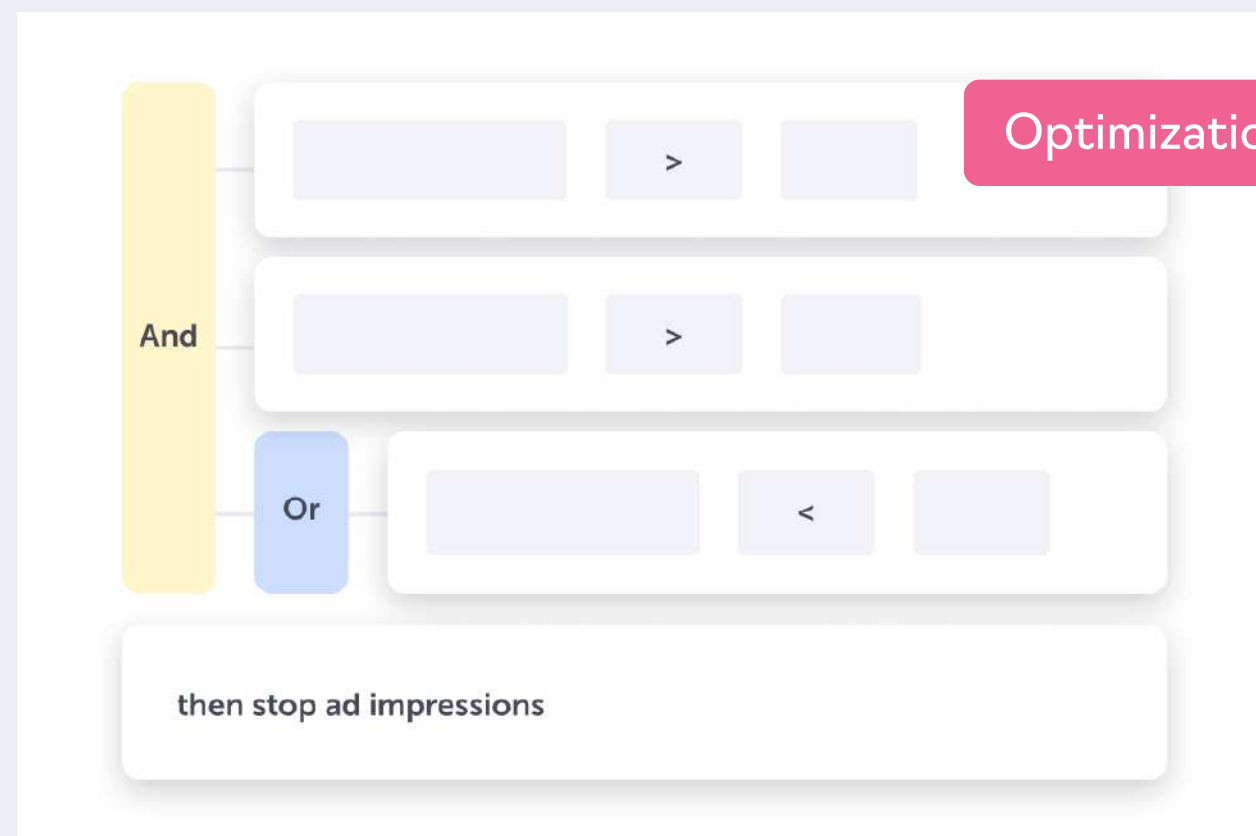
Campaign creation for Facebook Ads and Google Ads



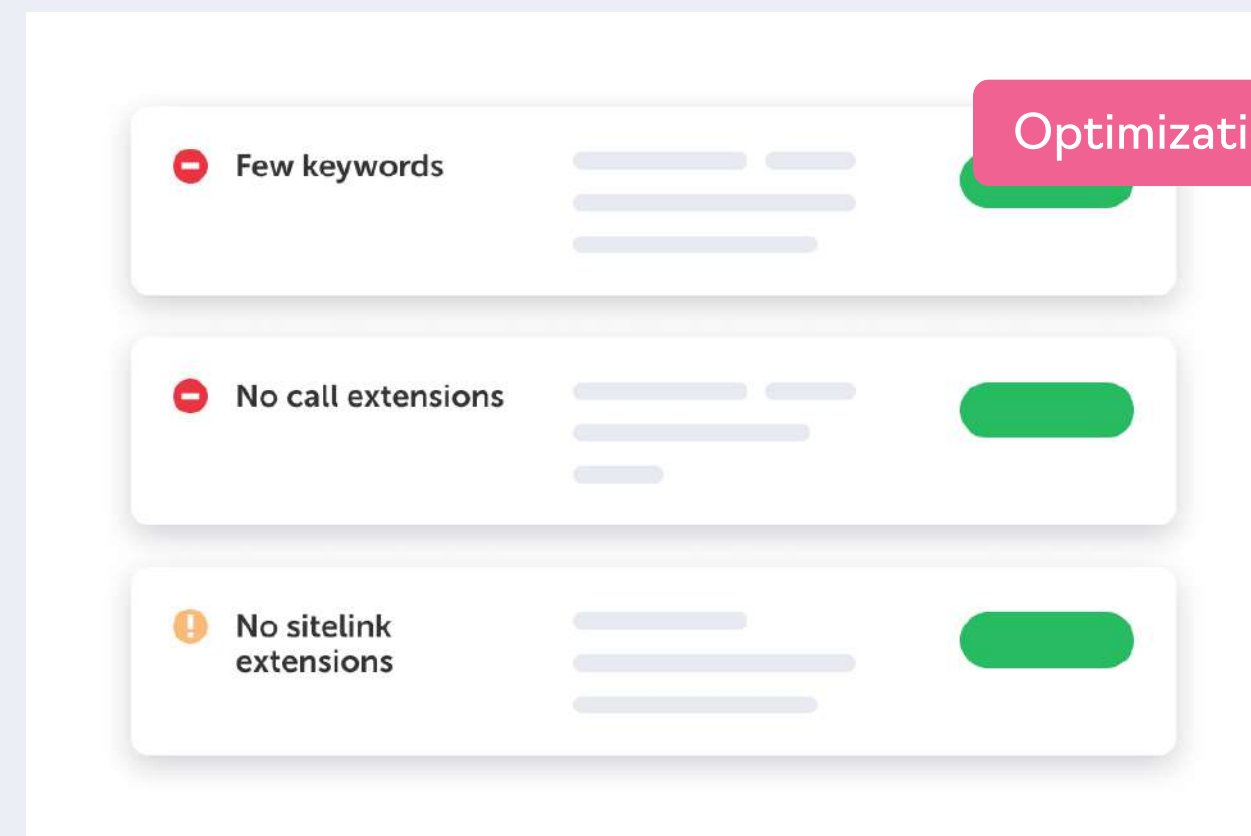
Dashboards



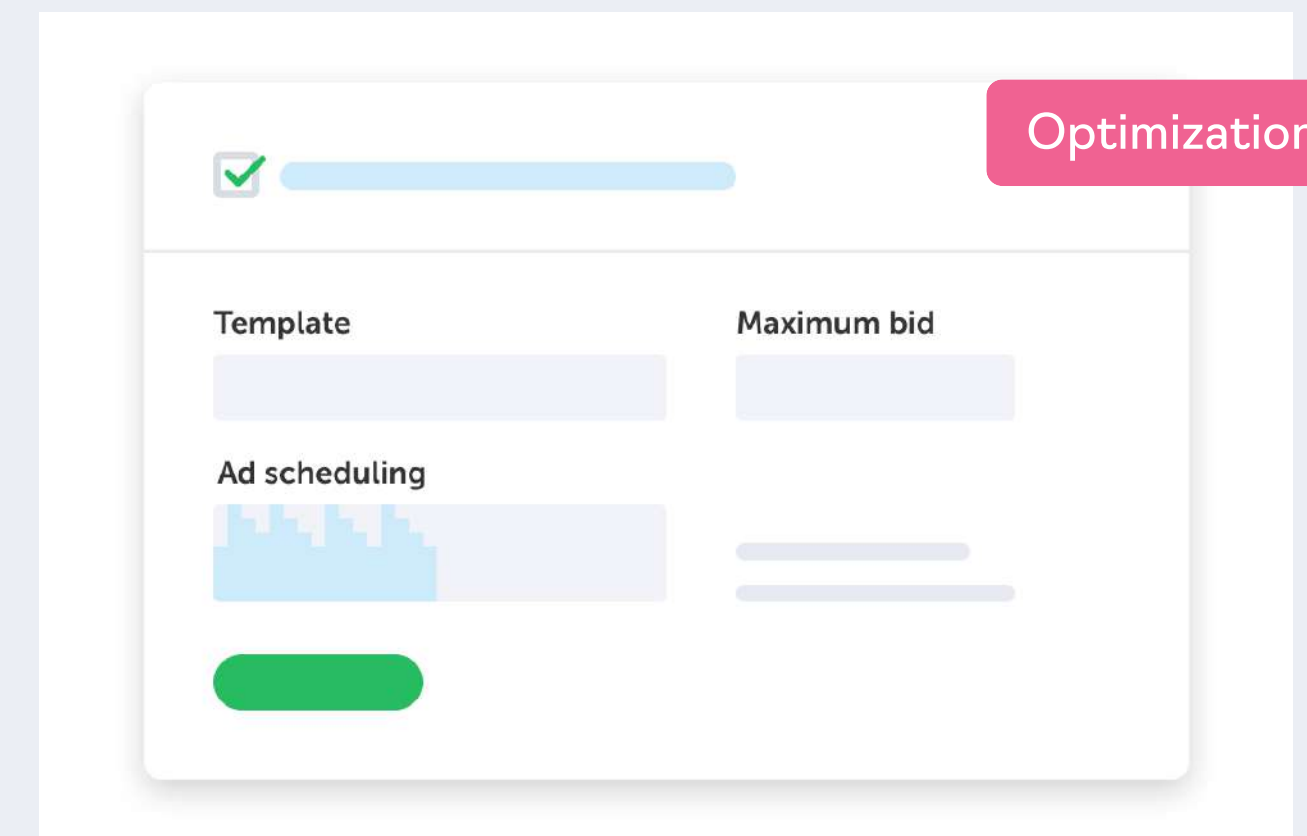
Performance Statistics



Automated rules



Advisor



Bid management