

Radionica 2.

Digitalni marketing nauči, 5.000,00 kn odnesi kući!



Što smo do sada naučili?

Google Trends



Google Ads
KEYWORD PLANNER



Google



page speed

Market Finder

Think with Google



Google

Consumer Barometer

Što ćemo danas raditi?



Google Ads



Search ads

Google Display Network



facebook

Audience Insights



Facebook
Business
Manager



facebook Ads



Google Ads



Google Ads - Platforme



Video
ads



Banner
ads



Search
ads



Google Ads - Vrste kampanja

Select a campaign type ?

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 installs across Google's networks

Google Ads - Struktura računa



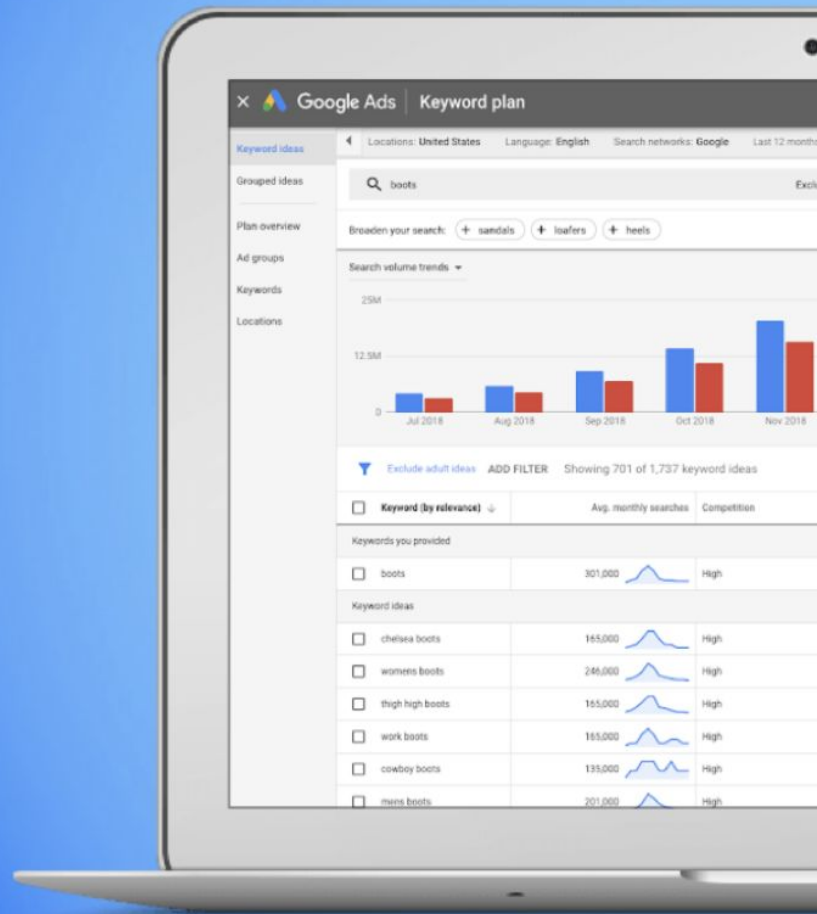
ODJAVITE SE IZ GOOGLE RAČUNA



[https://ads.google.com/home
/tools/manager-accounts/](https://ads.google.com/home/tools/manager-accounts/)



Google Ads Account



Zadatak:

Prijavite se u Google Ads račun:

Email: foiradionica2@gmail.com

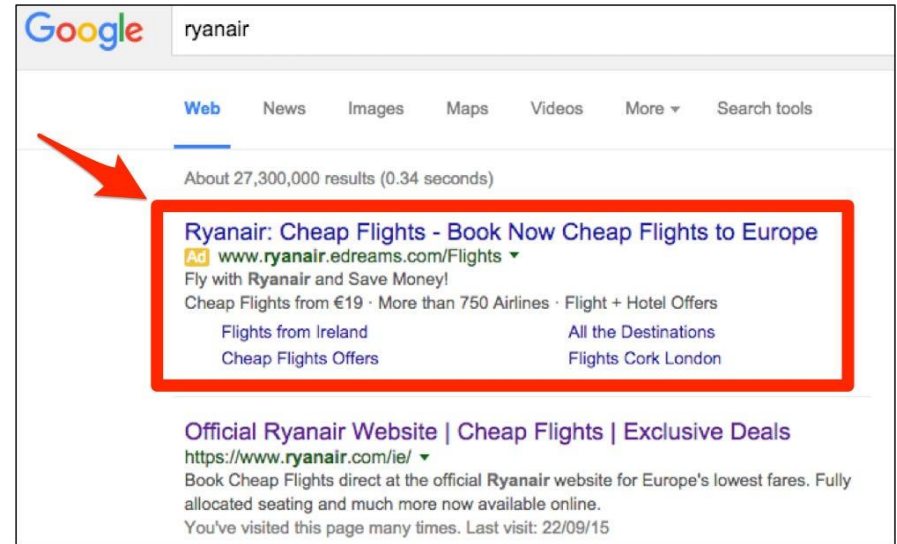
Pass: foiradionica2019

Upotrijebite Google Ads kao: Nikolina Mišak 509-892-0715

<https://ads.google.com/home/tools/manager-accounts/>

Google Ads Search

- Google tražilica
- Ključne riječi
- Cilj kampanje
- Lokacija - Jezik - Ad schedule
- Budget - Bidding



The screenshot shows a Google search for 'ryanair'. The search bar contains 'ryanair' and the Google logo is on the left. Below the search bar are navigation tabs for 'Web', 'News', 'Images', 'Maps', 'Videos', 'More', and 'Search tools'. The search results show 'About 27,300,000 results (0.34 seconds)'. A red arrow points to a search result box that is highlighted with a red border. The search result is an advertisement for Ryanair, titled 'Ryanair: Cheap Flights - Book Now Cheap Flights to Europe'. The ad includes the URL 'www.ryanair.edreams.com/Flights', the text 'Fly with Ryanair and Save Money!', and 'Cheap Flights from €19 - More than 750 Airlines - Flight + Hotel Offers'. Below the main text are two columns of links: 'Flights from Ireland' and 'All the Destinations' on the left, and 'Cheap Flights Offers' and 'Flights Cork London' on the right. Below the ad is the text 'Official Ryanair Website | Cheap Flights | Exclusive Deals' followed by the URL 'https://www.ryanair.com/ie/' and a description: 'Book Cheap Flights direct at the official Ryanair website for Europe's lowest fares. Fully allocated seating and much more now available online. You've visited this page many times. Last visit: 22/09/15'.

Zadatak:

Kreiranje Search kampanje za HiPP
Hrvatska pod nazivom: HR_Search_Ime i
Prezime

www.hipp.hr/

Zadatak:

Kreiranje ETA i responsive oglasa za dječje kašice.

www.hipp.hr/

Google Ads Search - proširenje oglasa

The image shows a Google search result for "fat freezing memphis". The search bar at the top contains the text "fat freezing memphis" and the Google logo. Below the search bar, there are tabs for "All", "Shopping", "Images", "News", "Videos", and "More", along with "Settings" and "Tools". The search results show "About 467,000 results (0.49 seconds)".

The first search result is for "Freeze Fat - #1 For Memphis CoolSculpting". This result is annotated with several red callouts:

- Callouts**: Points to the main title of the ad.
- Structured Snippets**: Points to the text "5 Star Rated, Board-Certified, Top Rated Facility" which is highlighted in a red box.
- Sitelinks**: Points to the navigation links "About Us - Contact Us - Blog" which are highlighted in a red box.
- Location**: Points to the address "1125 Schilling Blvd E #105, Collierville, TN - Open today - 8:00 AM - 5:00 PM" which is highlighted in a red box.

The second search result is for "SculpSure: First In Charleston | Non-Surgical Body Contouring". The third search result is for "Does CoolSculpting Work - Local Plastic Surgeon Expert".



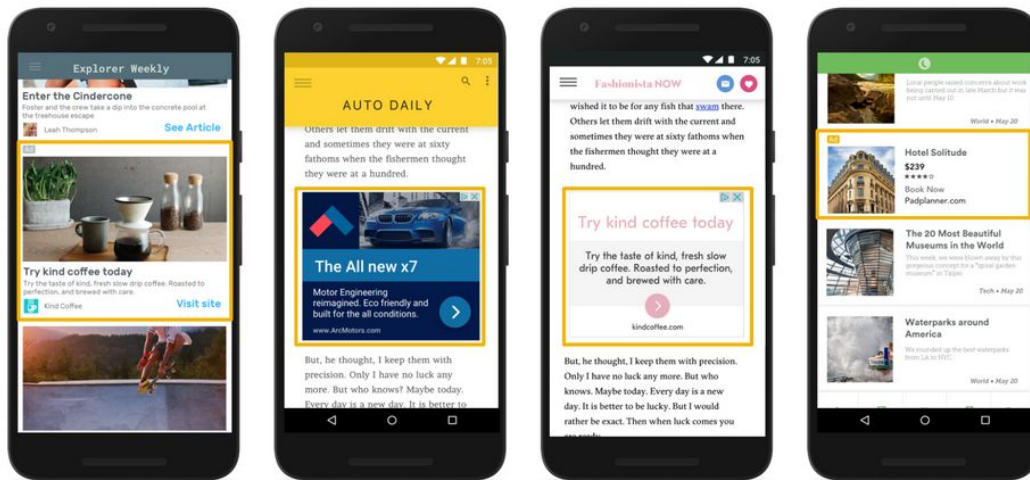
Zadatak:

Kreirajte Sitelink & Callout & Structured
snippet & Call extension

ads.google.com/aw/adextensions

Google Ads Display - kampanja

→ web-lokacije, videozapis na YouTubeu, Gmail račun ili mobilne aplikacije



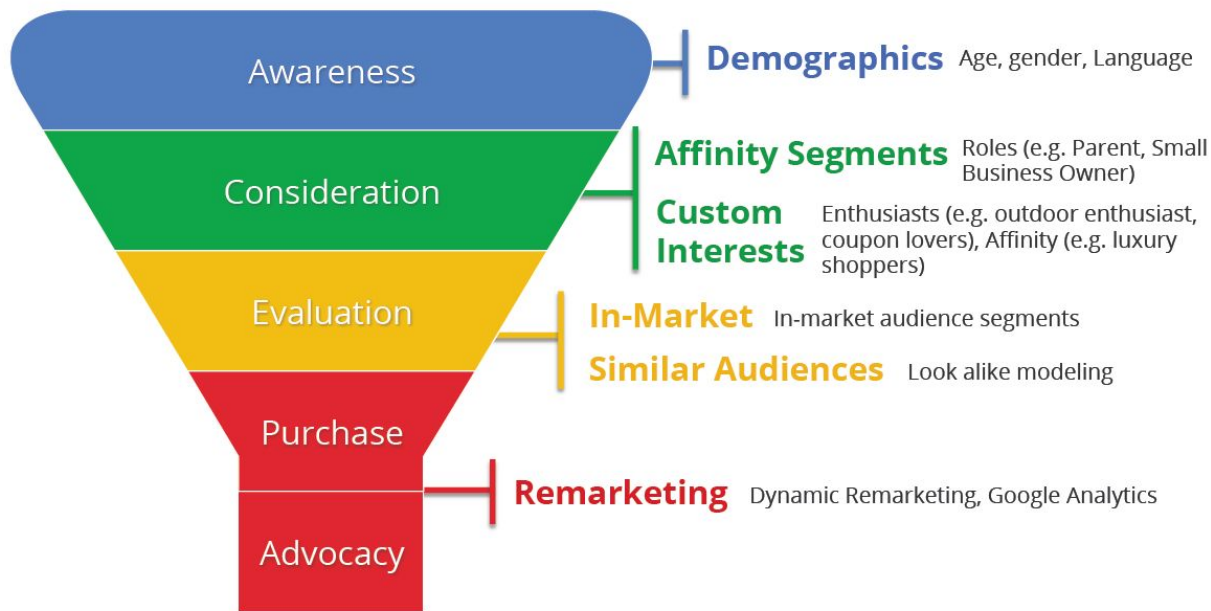
Zadatak:

Kreiranje Display kampanje za auto gume
na području Hrvatske pod nazivom:
HR_Display_Ime i Prezime

ads.google.com

Google Ads Display - ad grupe

→ Targetiranje korisnika



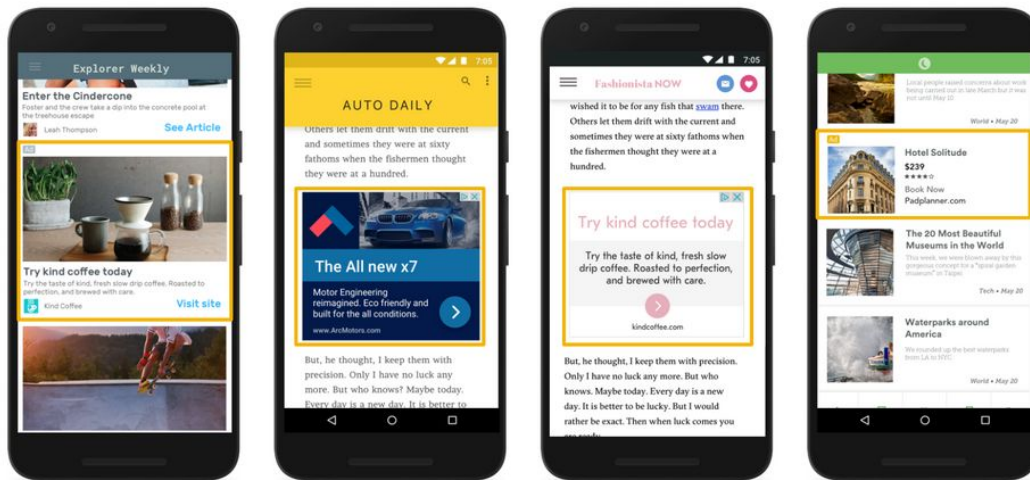
Zadatak:

Kreiranje 2 Display Ad grupe za auto gume -
2 načina targetiranja korisnika - Affinity i
Topics.

ads.google.com

Google Ads Display - oglasi

→ Responsive Ads & Display banner








Zadatak:

Kreiranje Responsive Display oglasa za auto gume.

ads.google.com

Google Ad Preview Tool

→ Alat za pregled i dijagnostiku oglasa

 PLANNING	 SHARED LIBRARY	 BULK ACTIONS	 MEASUREMENT	 SETUP	 BILLING
Performance Planner	Audience manager	All bulk actions	Conversions	Business data	Billing summary
Keyword Planner	Bid strategies	Rules	Google Analytics	Policy manager	Billing documents
Reach Planner	Negative keyword lists	Scripts	Search attribution	Account access	Billing settings
Ad Preview and Diagnosis	Shared budgets	Uploads		Linked accounts	
	Placement exclusion lists			Preferences	
				Google Merchant Center	



Zadatak:

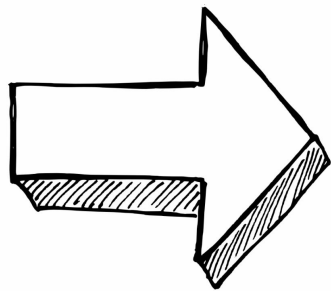
Provjerite prikazivanje oglasa za sljedeće pojmove:

- Zimske gume - Slovenija - slovenski jezik - mobile
 - Hoteli u Zagrebu - Hrvatska - hrvatski jezik - desktop
- Hotels in Rab - Njemačka - njemački jezik -mobile

ads.google.com/aw/diagnostic/AdPreview

Facebook Business manager

Facebook Business Manager



Facebook Ads Manager

Facebook Campaigns

Facebook Ad Sets

Facebook Ads



Facebook Ads manager

Facebook profil

Facebook stranica














Zadatak:

1. Kreirajte Facebook stranicu za restoran u Varaždinu.
2. Otvorite Facebook Ads Manager.

facebook.com/adsmanager

Facebook Campaign

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

Facebook Ads

Sadržaj Facebook oglasa

1. Naslov

2. Post tekst

3. Vizual

4. Call to Action button

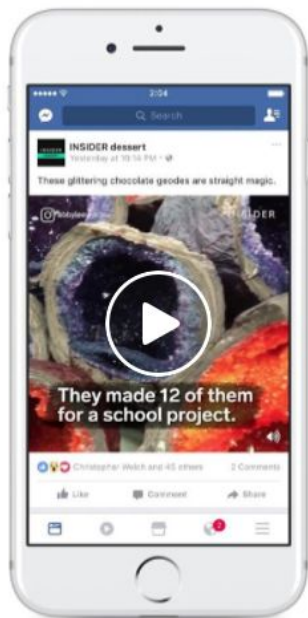
5. Link

The image shows a Facebook advertisement for Gap. The ad features a woman in winter clothing and a red banner with promotional text. Red arrows and labels point to various parts of the ad:

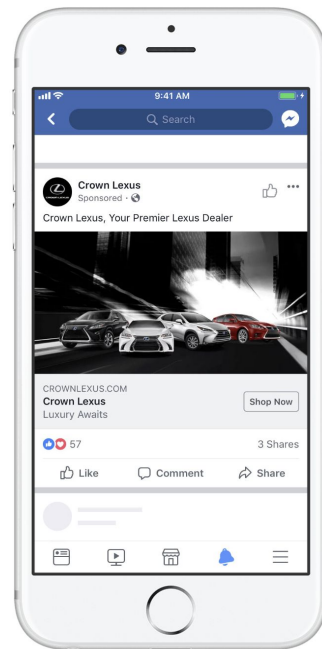
- Text:** Points to the main text of the ad: "Two unbeatable deals in one merry place."
- Image:** Points to the main visual content of the ad.
- Headline:** Points to the headline text: "beat the holiday rush".
- Description:** Points to the description text: "Shop the styles at Gap now."
- CTA:** Points to the "Shop Now" button.

Other visible elements include the Gap logo, "about 12 months ago", "GAP.COM", and engagement icons (likes, comments, shares).

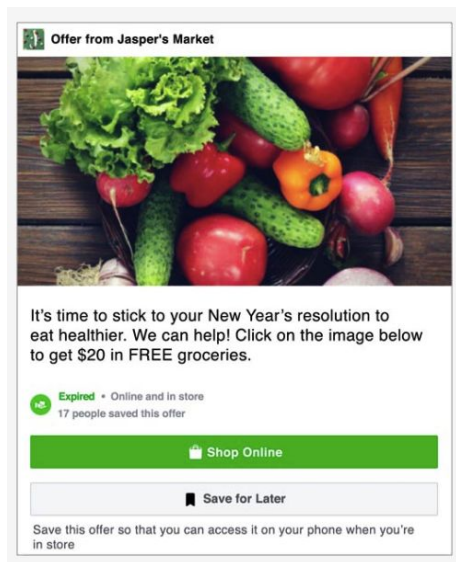
Facebook Ads



Video & Slika



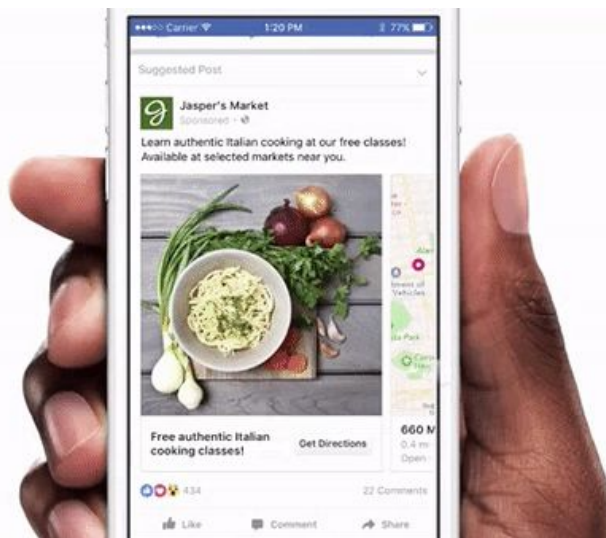
Facebook Ads



Offer Ads



Event responses ads

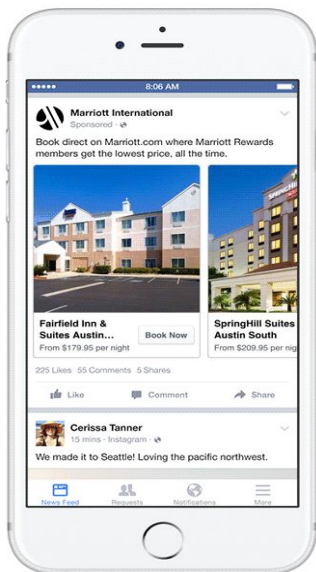


Carousel Ads

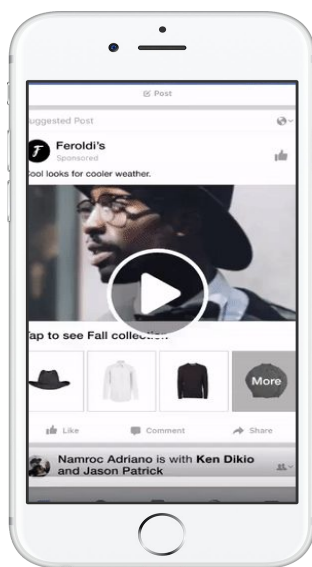


Facebook Ads

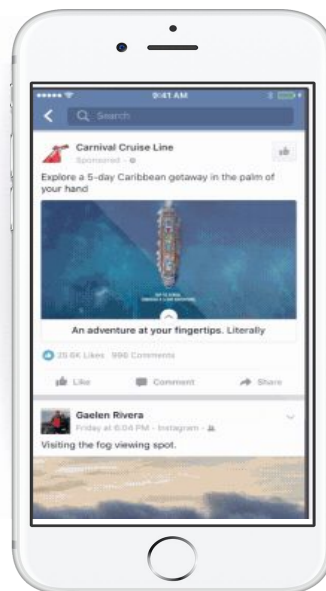
Dynamic Product Ads



Collections ad



Instant Experience

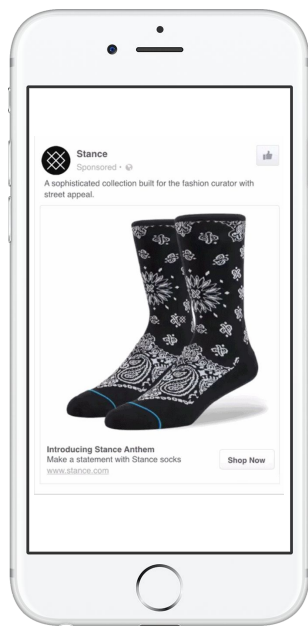


Playables

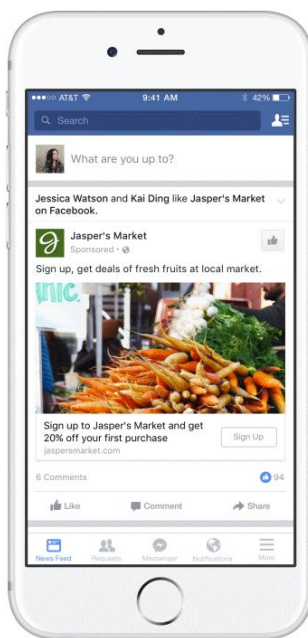


Facebook Ads

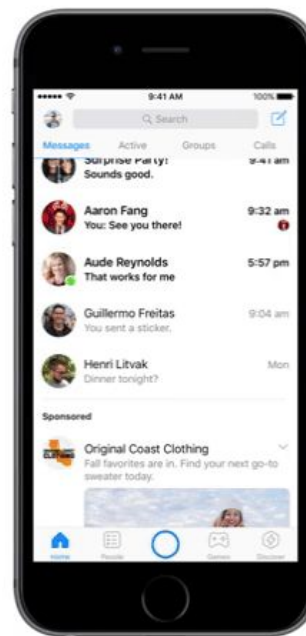
Slideshow
ads



Lead generation
Ads



Messenger
Ads



Zadatak:

Kreirajte Traffic kampanju za restoran u Varaždinu s jednim Ad Setom i 2 oglasa - Single image i Carousel Ads.

www.facebook.com

Facebook Audience insights



Get to know the people who matter to your business, so you can understand what matters to them. Learn about their locations, interests and behaviors, so you can create messages that will help your business grow.

www.facebook.com/ads/audience-insights



Zadatak:

Istražite Facebook publiku za stranicu sa fintess opremom za hrvatsko tržište.

1. Koliki postotak žena/muškaraca je zainteresiran za Fitness and wellness?
2. Koji Relationship Status prevladava kod korisnika zainteresovanih za Fitness and wellness?
3. Koji Education Level prevladava kod korisnika zainteresovanih za Fitness and wellness?
4. Koje Facebook stranice lajka publika zainteresirana za Fitness and wellness?
5. Koje uređaje koristi publika zainteresirana za Fitness and wellness?

www.facebook.com/ads/audience-insights

Facebook Pixel



Facebook
Conversion
Pixel Tracking



Zadatak:

Kreirajte Facebook Pixel Code.

business.facebook.com/events_manager



Rezime:

- Koji su ciljevi Google Ads kampanje.
- Iskoristite sve oglase i proširenja.
- Budite kreativni u stvaranju oglasa.
- Na kojim tržištima je potencijal.
- Pratite rezultate i stvarajte nove publike.
- Analizirajte publiku.
- **Konzultacije - 26.11.2019.**

Hvala na pozornosti!

Molimo vas da popunite anketu:

bit.ly/34WALEB

