

Search Engine And Adwords Optimization For Campaign Management

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ABSTRACT

Digital marketing is a term used for promoting products and services using some form of electronic media to reach consumers at the right time through their preferred channel. Digital Marketing is used by the Organizations to implement a wide range of digital channels to engage customers. Search Engine Marketing (SEM) / Search Engine Optimization (SEO) plays a major role in suggesting the relevant keywords for products by category. In this paper, we propose the independent advertiser's methodology series of campaign operation creation module that automatically suggest keywords with corresponding advert-messages. The campaigns, upload to the auctioneer's platform of the vendor and then it starts processing.

Keywords: Digital Marketing, Search Engine Optimization, Social media.

INTRODUCTION

Digital marketing is a term used for promoting products and services using some

form of electronic media to reach consumers at the right time through their preferred channel[1]. Digital Marketing is used by the Organizations to implement a wide range of digital channels to engage customers.

1. Digital Marketing Trends

Organizations use digital marketing to implement a wide range of digital channels to engage customers in a more personalized way.

- Social media

Social media use social media marketing to gain website traffic and attention through some social media sites. Organizations use social media, mainly to focus and engage the customers through some social media to have a real-time interactions[1].

- Personalized Content marketing

Customers are engaged through some digital channels. Email is one of the most

preferred digital marketing channels used to broadcast targeted messages and campaigns to existing customers.

- Advanced analytics

Digital channels are generating a large volumes of customer data. These data can be stored and accessed through a google analytics tool.

- Search Engine Marketing (SEM)

It is the process of increasing the number of visitors to a particular website that makes the site appear on the top list of results returned by a search engine. Organizations focuses on SEO efforts and paid search advertising campaigns for enhancing the visibility of their products and services [2]

2. The key building blocks of digital marketing are listed below.

- Digital Channels

It is the most commonly used Communication medium to reach customers and promote brands and bring

brand awareness to the customers through web, mobile, email, social media, video, online games etc[4].

- Digital functions

Digital functions are the part of digital marketing services that includes email marketing, campaign management, detailing, eCommerce etc.. Campaign management includes campaign services, adgroup services, campaign extension setting services etc[4].

- Digital services

Services which are needed for execution uses digital functions that includes registration services, workflows, security, reporting etc[6].

- Integration services

Integration services include social media networks such as Facebook, Twitter, PatientsLikeMe etc., and Internal integration includes Customer Relationship Management, Master Data Management etc.

- Enterprise data

The services offered for customer, product, employee, vendor, etc., includes enterprise data Warehouse, Customer Relationship Management, Master Data Management etc.

3. Adwords API

The Google AdWords API is the main source for Google. It offers pay-per-click advertising, cost-per-thousand advertising, and site-targeted advertising for text and image ad. The API lets developers build applications that interact directly with the AdWords platform[3].

With the help of these applications, advertisers and third parties can create campaigns and ad groups more efficiently to attract the customers. Developers can automatically generate keywords, ad text, and destination URLs etc., to manage campaigns based on stock and these applications help you manage accounts.

3. AdWords API services

- Campaign data management

It includes CampaignService, Adgroup services, Extension services, etc.. It creates, updates, and removes campaigns and ad groups. A campaign organizes one or more ad groups together by setting budgets, bidding strategy and targeting settings[5].

- Optimization

The optimal services are used to retrieve performance statistics and to get ideas for new criteria.

- Account Management

The account management services are used to track the account activity. It uses CustomerService to retrieve details about a client account.

CustomerSyncService are used to fetch a record of campaign data. Managed CustomerService links between manager and client accounts[7].

4. Proposed System

In this paper, we propose a graphical user interface where one can easily create an account to perform operations such as add, delete, and update campaigns, adgroups. The budget can be set for every campaign. The Google API is the only one which is used to access the Google AdWords account. Now all the data can be stored in a database in phpmyadmin. The campaigns are uploaded to the auctioneer's platform of the vendor and then it begins processing[2]. The fig 1 shows the overall architecture of the proposed system.

The major issue in Google AdWords is to reduce the time, cost, and increase effectiveness while managing campaigns for different product categories.

- The principal objectives of Advertising, marketing movements, and online advertisement campaigns need to be monitored, analyzed, and optimized for cost effectiveness and ad effectiveness.

- Prices can change very dynamically; the creative's, the landing pages, and the targeting profiles that modify frequently to improve the strength of a campaign.

- Likewise, the effectiveness can be measured almost instantly, usually in terms of click through rate and/or the acquisition/conversion rate.

CONCLUSIONS

Digital marketing takes on a major role used in promoting products and services employing some configuration of electronic media to touch consumers at the right time through their preferred channel. The present work is confined and restricted to manual operation, time consuming. In recent days, existing work is hard and demanding to create the most eye catching ads within all the constraints.

The major issue faced in Google Adwords is that time, cost and increasing effectiveness while managing campaigns for different product categories so we have designed a user interface where one can easily create account to perform the operations such as add, delete and update campaigns, Ad-groups. The budget can be set for every campaign. The Google API is the only one which is used to access the Google adword account. Now all the data's can be stored in a database in phpmyadmin. The campaigns, upload to the auctioneer's platform of the vendor and then it begins processing.

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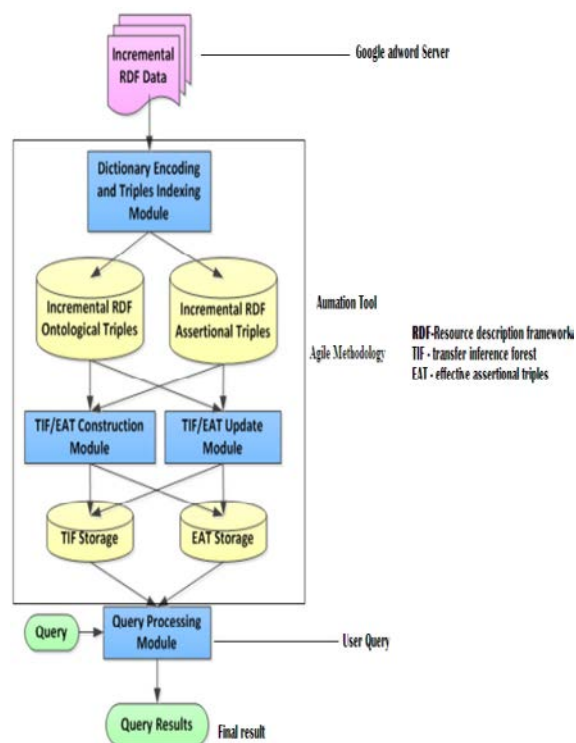


Fig 1: Architecture using Agile Methodology