

**Temitayo Oyinyemi**  
Marketing Director  
PrimeClick Marketing

# Digital Marketing Tools for successful business positioning - *Google Advertising*

## Company Profile


Age: 4 years


Type of Agency: Specialist agency


Expertise: Digital Advertising, Analytics & conversion rate optimization

Company Mission: Help African businesses grow their revenues using digital advertising.

## Find Us

 [info@primeclickmarketing.com](mailto:info@primeclickmarketing.com)

 @primeclickng

 0907 823 5373

 55a Lafiaji Way, Dolphin Estate Ikoyi, Lagos.

## Clients we have worked with:

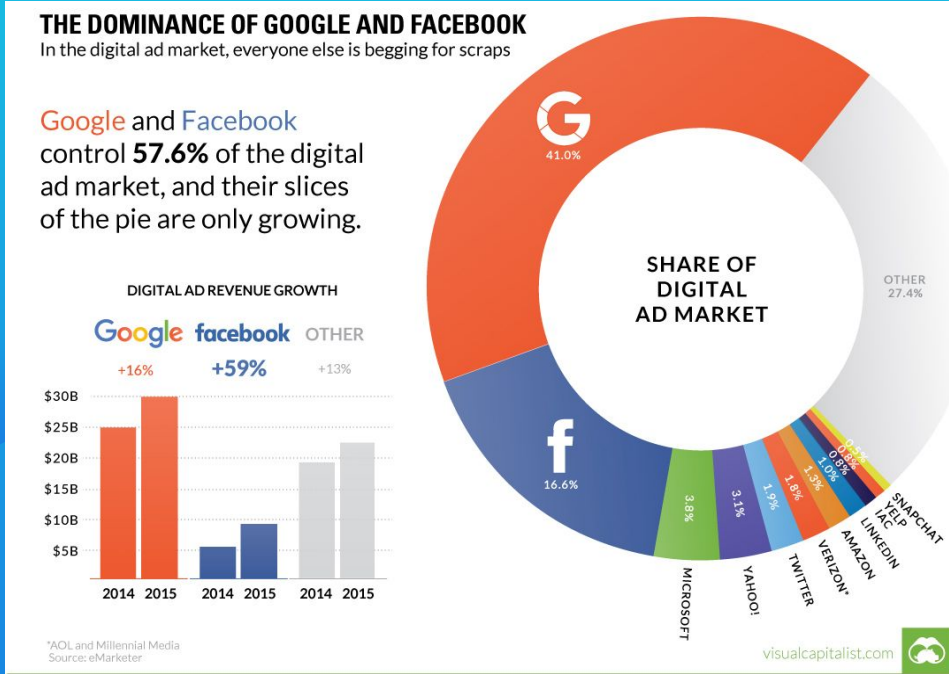


## Expertise



# Why Google Advertising?

# Global and Local Online Spend Statistics



Nearly \$0.60 of every \$1.00 spent on digital advertising goes to Google and Facebook.

Some of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads.

Plan name: — Locations: Nigeria Language: English Search networks: Google Custom: Sep 2015 - Aug 2019

buy, purchase Including brand names

DOWNLOAD KEYWORD PLAN

Broaden your search: + best + real estate + home

Search volume trends



# Using Google Advertising for successful brand positioning

# 1. DECIDE ON YOUR STRATEGY





# Direct Response Ads



**BUY 1 GET 1 FREE**  
Mar. 23rd & 24th

Available Online & Instore

Order Now

The advertisement features two pizzas: a large whole pizza on the left and a smaller pizza on the right. A grater with cheese and a red pepper are also visible. The Domino's logo is in the top right corner.



GSMarena

Domino's Pizza

45% OFF

₹2000

ORDER NOW

PHONE FINDER

SAMSUNG	MI	ASUS	INFINIX
APPLE	GOOGLE	ALCATEL	VERIZON
HONOR	HONOR	ZTE	TECNO
HUAWEI	OPPO	MICROSOFT	BLU
SONY	REALME	VERIZON	ACER
LG	ONEPLUS	ENERGIZER	WUO
HTC	VIVO	EXIT	PANASONIC
HTC	HUWEI	SHARP	REPOKOL
LENOVO	BLACKBERRY	WICKONAK	PIEM

ALL BRANDS

SEARCH

vivo U20 hands-on review

5 HOURS AGO

31 HOURS AGO

SAMSUNG GALAXY NOTE10 REVIEW

Mi Note 10 vs. Galaxy Note10 - Do you really need 108MP in a phone?

Redmi Note 8 Pro vs. Realme X2. Showdown

Honor Sport Pro review

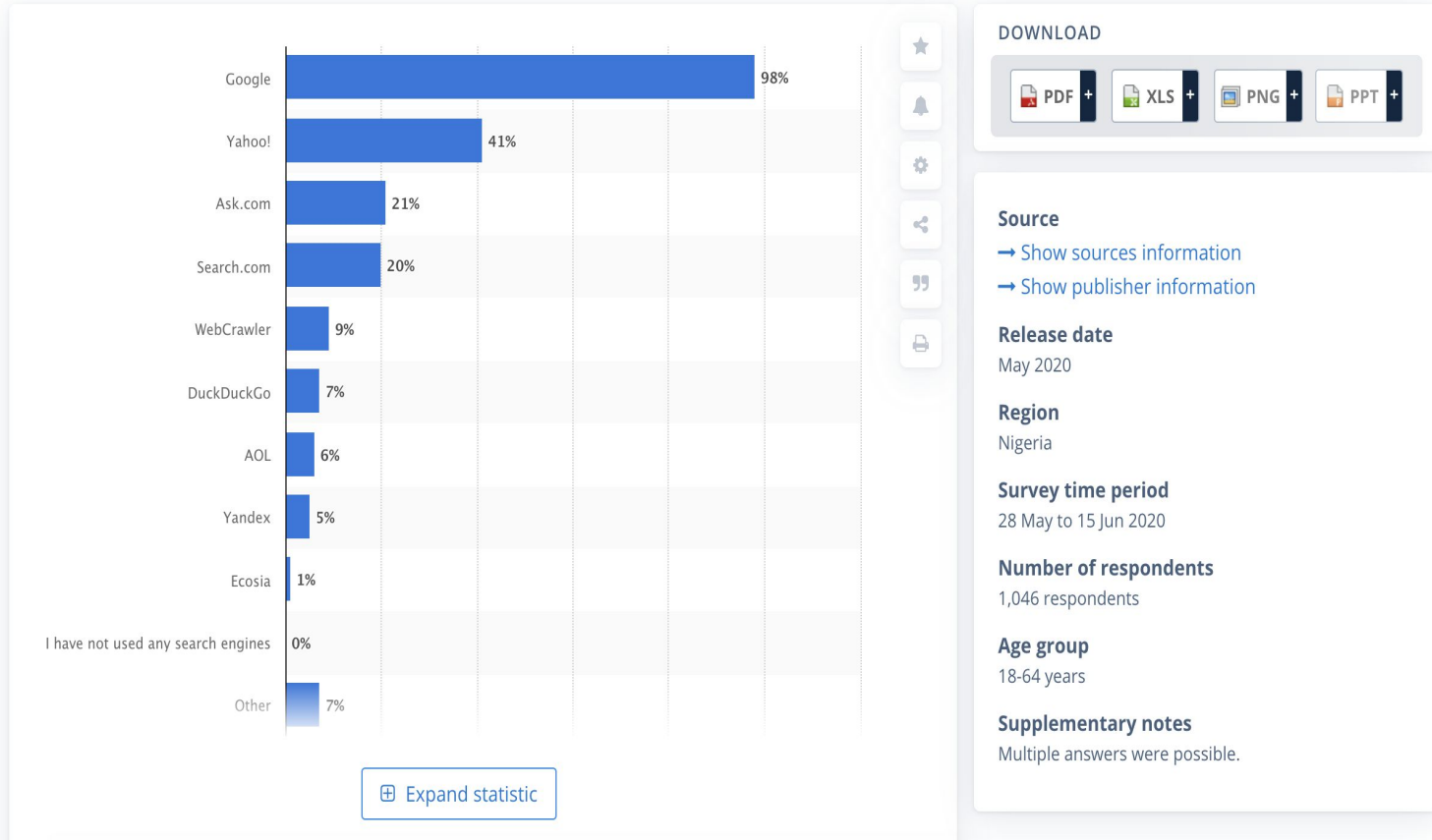
The screenshot shows the GSMarena website interface. A red box highlights a Domino's Pizza advertisement at the top. Below it is a 'PHONE FINDER' section with a grid of phone brands. A large article preview for 'vivo U20 hands-on review' is visible, along with other article thumbnails on the right side of the page.

## **2. BE VISIBLE ON GOOGLE WHEN THEY SEARCH FOR YOUR PRODUCT & SERVICES**

And according to [statista.com](https://www.statista.com), Google has a 98% share of the search engine market.

Internet > Online Search

## Which search engines have you used in the past 4 weeks?





best water



All

Images

News

Videos

More

Settings

Tools

About 20,000,000 results (0.77 seconds)

Ad · [www.nisbets.co.uk/](http://www.nisbets.co.uk/)

## Water Coolers & Water Dispensers - Buy Online UK | Nisbets

Shop Our Selection Of Catering Appliances Online Now

**Deal:** Up to 12% off Water Boilers

### Monthly Special Offers

Save Up To 25% This Month On Refrigeration, Appliances & More!

### Appliances Special Offers

Save Now On Lincat, Falcon, Dualit, Waring & Other Top Brands

### Get Ready To Reopen

With Our Range Of Furniture, Food Display, Cleaning Supplies & More.

### Hot Food Display

Keep Your Food At The Right Temperature Until Ready To Serve.

[www.thewatercoolercompany.com](http://www.thewatercoolercompany.com) › high-quality-water... ▾

Traf/mo (us): 0/35 - Kw (us): 0/111

## High-Quality Water Dispensers In The UK

13 Nov 2017 — What you will find. The Archway **Water Cooler**. The Apex **Water Cooler**. Wall Mounted Drinking Fountain. Stainless Steel Outdoor Floor Standing Fountain. Oasis Floor Standing **Water** Fountain. 9oz Blue Tint plastic cups. Stainless Steel Cup **Dispenser**.

# SEO Vs Paid Google Advertising

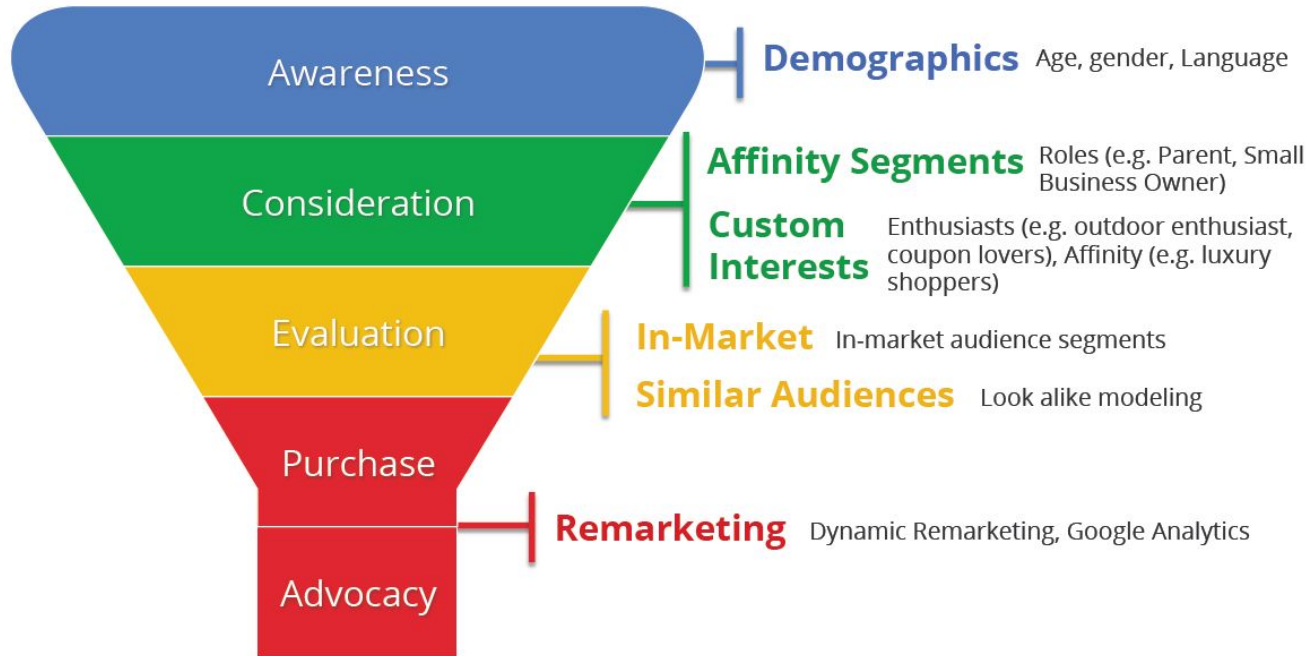


- Free but slow & unreliable
- Difficult to predict your result
- No control whatsoever
- HOPE IS NOT A STRATEGY!!!!
- Requires Financial Investment
- Consistent & Immediate impact
- Right person + right moment + right message = Precision
- Absolute control
- Scalable Results
- Start with as low as \$5 per day.



**3. REACH 90% OF THE  
ONLINE AUDIENCE WITH  
GOOGLE DISPLAY  
NETWORK.**

# You can target your audience specifically.



# Display Ads (NETWORKS)

The screenshot displays a website interface with a navigation bar at the top. The navigation bar includes a hamburger menu icon, the logo "BellaNaija", and a list of menu items: NEWS, MUSIC, WEDDINGS, STYLE, RELATIONSHIPS, NOLLYWOOD, EVENTS, and MORE. A search icon is located on the right side of the navigation bar.

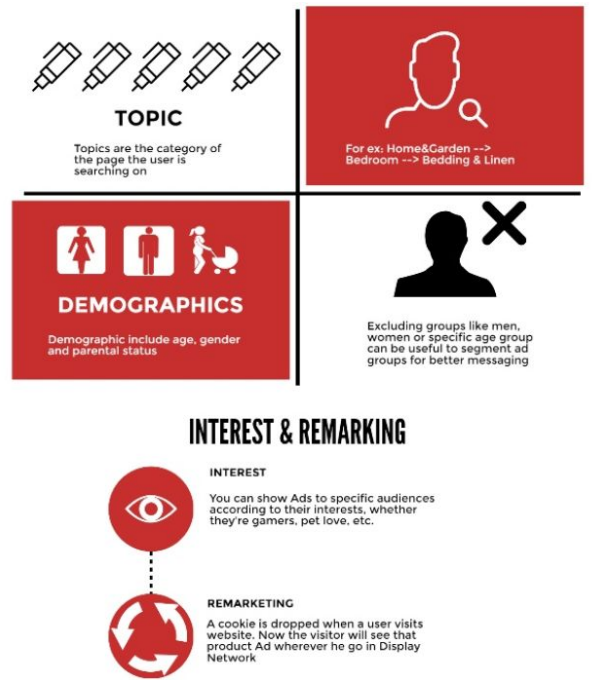
Below the navigation bar, there is a banner for "OneBank" with the tagline "Save. Borrow. Invest. Earn." and a "LEARN MORE" button. To the right of the banner is an image of a hand holding a smartphone displaying a banking app.

The main content area features a large article titled "Stephanie Linus Wants Everyone to Take Personal Hygiene Seriously & Make it a Habit". The article is marked as "BN TV" and includes a small profile picture of the author, Stephanie Linus. Below the title, it states "Published 2 days ago on May 25, 2020" and "By BellaNaija.com". There are social media sharing buttons for Facebook, Twitter, Pinterest, and Email.

On the right side of the main content area, there are two smaller ads. The top one is for "PrimeClick" and features a woman pointing at a whiteboard with the text "FREE Digital Advertising Masterclass - ONLINE WEBINAR". The bottom one is for "Your Design Assistant" and features a cartoon character with the text "Focus On The Work That Matters".



# Google Display Targeting capabilities



**4. SELL 24/7 WITH A  
WELL DESIGNED &  
FUNCTIONAL LANDING  
PAGE**

**5. REMIND YOUR  
AUDIENCE THEY NEED  
TO BUY YOUR  
PRODUCT/SERVICE  
USING REMARKETING**

# Your Landing Page

Your landing page is designed for a singular goal, get the customer to take a desired action.

It should help you qualify and convert visitors into customers.

## What's the Difference?

	Homepage	Landing Page
<b>Objective</b>	Direct visitor to other pages	Deliver specific content
<b>Visitor Intent</b>	Broad range	Specific, targeted
<b>Traffic Sources</b>	Varied	Specific campaign
<b>Navigation</b>	Full navigational menu	None (or minimal)
<b>Content</b>	Business info and messaging	Specific to call-to-action
<b>Desired Action</b>	Draw visitor deeper into site	Single call-to-action (subscribe or contact us)

**6. Make a  
MOUTH-WATERING OFFER  
They can't resist.**

# Examples Of Offers

## Products Based

- Buy One, Get One Free
- Free Delivery
- Gift Vouchers
- Discounts
- Demographic Based Discounts
- Free 'X' If You Buy Before 'Y'
- Free 'X' WHEN You Buy 'Y'
- Package/Bundle Deals
- Free Initial Report Or Consultation
- Better Payment Terms

## Service Based

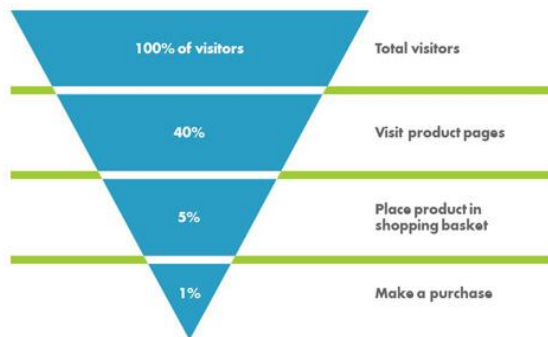
- Guide/Report
- Free Initial Report Or Consultation
- Better Payment Terms
- Software Download/Free Trial
- Assessment/Test
- Free 'X' If You Buy Before 'Y'
- Free 'X' WHEN You Buy 'Y'
- Free trial

# 7. TRACK & MEASURE

“If you cannot measure it, you cannot improve it” - Lord Kelvin

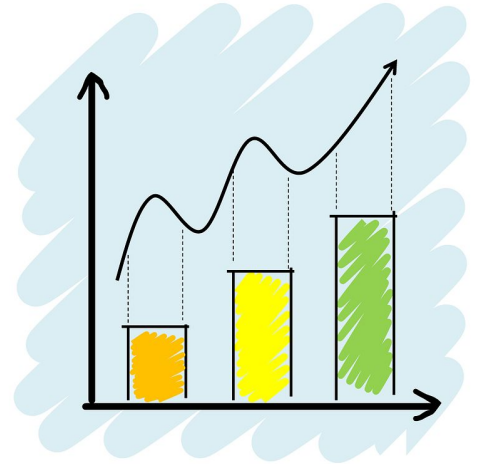


- Conversion tracking
- Funnel Tracking.
- Advertising dashboards.
- Google Analytics.

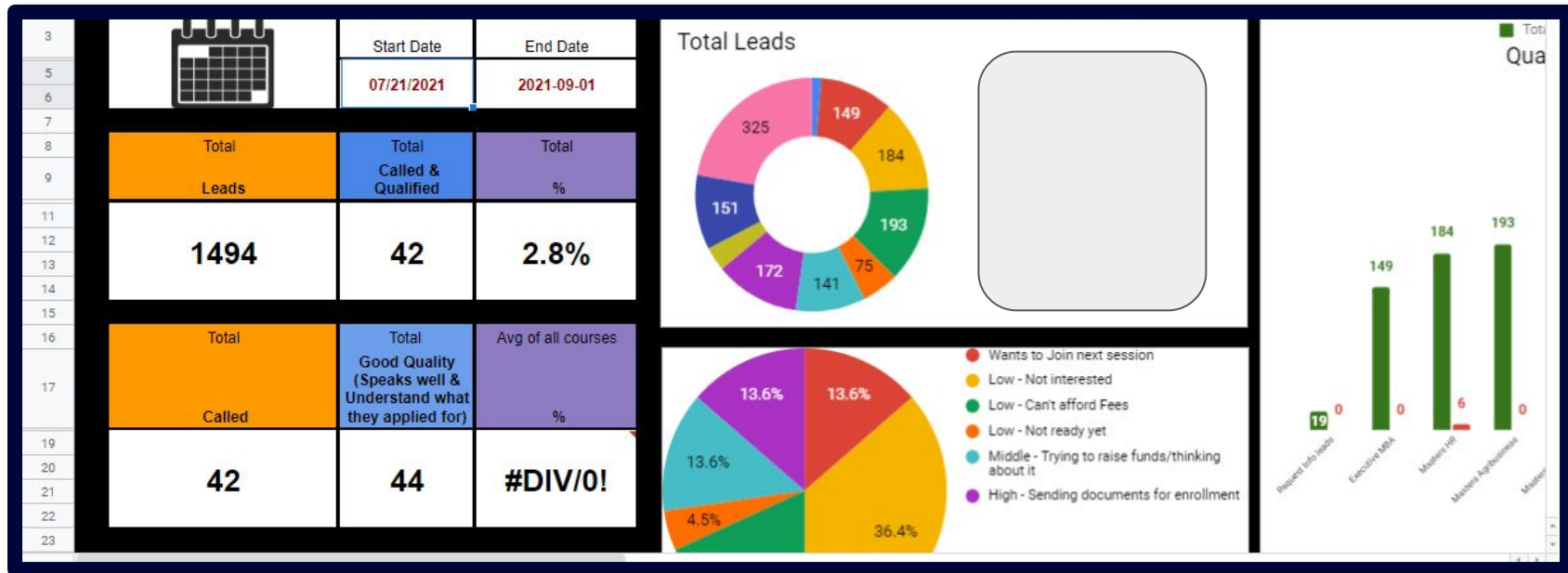


# Know your Numbers

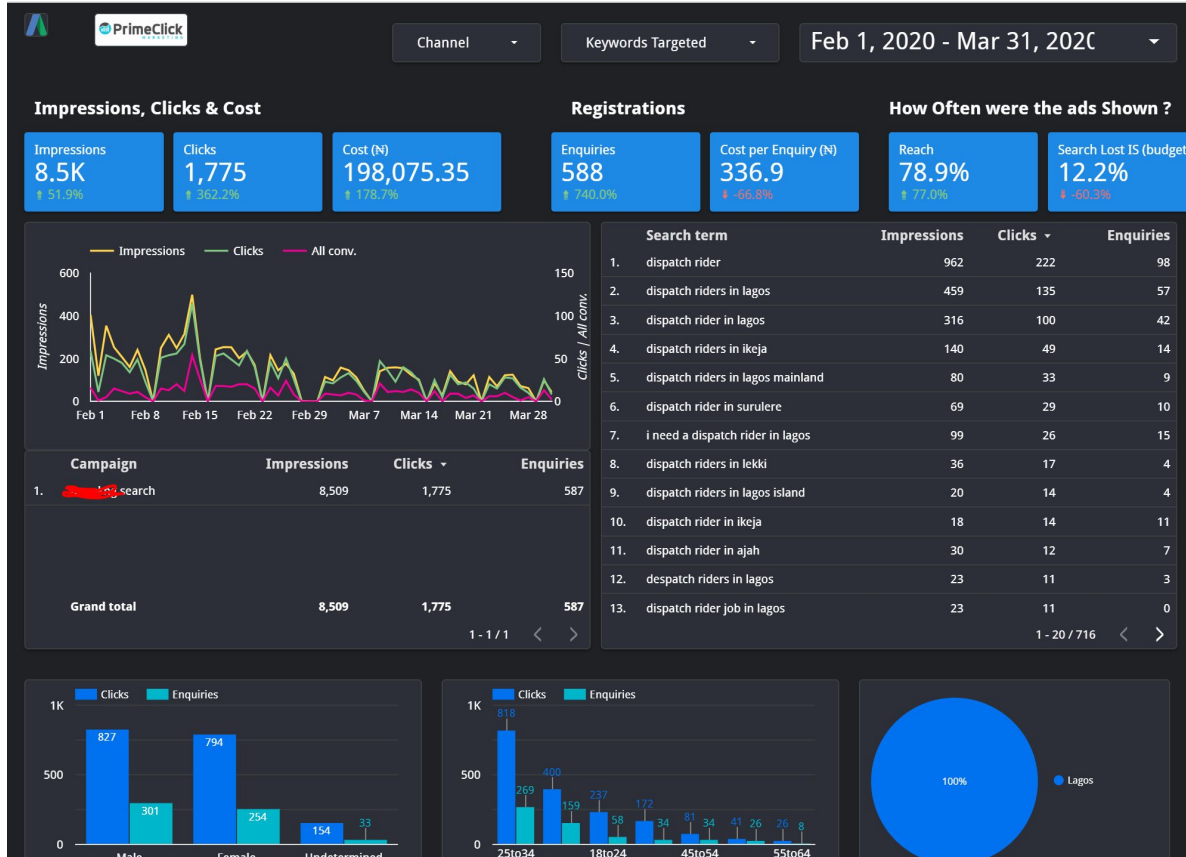
- Cost Per 1,000 Impressions (CPM)
- Cost per Click
- Cost Per Acquisition of Customer (CPA)
- Cost Per Lead (CPL)
- LTV (lifetime value)
- Conversion rates by channel
- ROAS (return on advertising spend) = total campaign revenue/total campaign cost



# Lead Generation Dashboard



# Sample Client Dashboard



**We'll refund 100% of  
your digital advertising  
budget already spent,  
if you don't deliver  
results in 1 month.**

**Primeclick**

T: +2348169927037

E: [info@primeclickmarketing.com](mailto:info@primeclickmarketing.com)


W: [www.primeclickmarketing.com](http://www.primeclickmarketing.com)

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 [Click here to chat with us on whatsapp](#)

# Thanks

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 **PrimeClick**  
MARKETING