

DIGITAL BRANDING & MARKETING (KOM 3820)

Lecture: Tri Nuraini

17 March 2020

E-LEARNING week 4 | Topic: PAID SEARCH

Instruction

- 1. Read the textbook Digital Marketing Strategy (Simon Kingsnorth, 2016):**
 - Chapter 05: Search Engine Optimization
 - Chapter 06: Paid search
- 2. Go through the PowerPoint material uploaded on BIG BAKRIE**
 - Topic 3: Search Engine Optimization
 - Topic 4: Paid Search
- 3. Topic 4 - Paid Search, notice that you are required to watch videos by Google ads:**
 - What is Google Ads: <https://www.youtube.com/watch?v=cOTMWqwUXPU>
 - Create your campaign: <https://www.youtube.com/watch?v=jQWrmxsQIM0>
 - Pick the right keywords: <https://www.youtube.com/watch?v=6hv5hl89RN4>
 - Create great text ad: https://www.youtube.com/watch?v=HsXhV5Nc_qk
- 4. For Homework (group work) - check Slide 21 in Topic 4 (Paid Search) material:**
 1. Continue working with your group on keyword research from previous week (Topic 3 – SEO)
 2. Prepare paid search strategy for your brand
 - Search ads from branded keywords:
 1. Brand keywords: headline + description – take as it is from Google search
 - Take 2 of your valuable keywords (from no.1) to create 2 search ads:
 1. Keywords 1: Headline + description

2. Keywords 2: Headline + description

3. Answer this:

- You have budget Rp 5,000,000 to advertise your brand resulting 5,000 website visit and 50 sales transactions.
- How much is the Cost per Click (CPC) and Cost per Conversion/ Acquisition (CPA) of your investment?

5. **Submit your homework in PDF or .PPT to my email: trinuraini@gmail.com no later than **Friday, 20 March 2020** at 12.30 pm.**