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Adwords Workbook 2017 Edition Advertising

AdWords Workbook: Advertising on Google AdWords, YouTube, and the Display Network Paperback – April 12, 2017 by Jason McDonald Ph.D. (Author) 4.7 out of 5 stars 66 ratings See all formats and editions

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Reviewed in the United States on June 1, 2017. Verified Purchase. The author obviously knows how to use Google AdWords for successful marketing. This workbook walks the reader through the process of placing ads on the Search Network, the Display Network, and YouTube, with screenshots illustrating every step of the way.

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San Jose, California (PRWEB) August 02, 2017 -- The JM Internet Group is a leader in online training, including training for Internet advertising. The company is releasing an update to its popular list of the best books on Google AdWords for 2017.

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The book also links to the updated 2018, AdWords Toolbook, a cornucopia of zero cost tools for digital marketers. The book can be pre-ordered on Amazon at <https://goo.gl/e7uDMm>. Persons interested in the book are cautioned, however, to pre-order (and not order) the book as third-party sellers still have the 2017 edition available.

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Covering the latest breaking news in Google AdWords, the fifth edition introduces revised, expanded and new chapters covering Enhanced Campaigns, Google AdWord's Express, Google's Product Listing Ads, and the introduction to Google's Universal Analytics. Nuances in Big Data advertising are also revealed and expanded sections and necessary updates have been added throughout. Updates specific to this edition include: Powerful bidding strategies using remarketing lists for search ads New ad extension features Automation capabilities using AdWords scripts Bonus Online Content that includes links to dozens of resources and tutorials covering: registering a domain name, setting up a website, selecting an email service, choosing a shopping cart service, finding products to sell, and starting up an Google AdWords account Readers are given the latest information paired with current screenshots, fresh examples, and new techniques. Coached by AdWords experts Perry Marshall, Mike Rhodes, and Bryan Todd advertisers learn how to build an aggressive, streamlined AdWords campaign proven to increase their search engine visibility, consistently capture clicks, double their website traffic, and increase their sales. Whether a current advertiser or new to AdWords, this guide is a necessary handbook.

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Offers techniques and tips for effectively using Google AdWords and Google Analytics to run digital marketing campaigns.

"Covering the latest and breaking news in Facebook advertising, this updated edition introduces revised, expanded, and new chapters covering fundamentals, Newsfeed ads, sidebar ads, and BIG data. In addition, advertisers are taken farther than just Facebook itself. Marshall and coauthors provide priceless insight into the audience, exploring what was happening before the visitor clicked on an ad and what needs to happen after - ten seconds later, ten minutes later, and in the following days and weeks. Presented in the same step-by-step format that made Marshall's Ultimate Guide to Google AdWords a top seller, this book guides online marketers with a potential audience of 1.11 billion people via a completely different, unbelievably powerful online advertising channel. Facebook presents enhanced tools and exciting opportunities to capture clicks and create brand-loyal customers"--

Learn how to increase web traffic and sales using Google AdWords. Google's AdWords platform enables you to create pay-per-click advertisements that appear as 'sponsored links' when someone searches for content related to your product or service. You bid for the position to place your ad, and you only pay when someone clicks. It's that simple. If used correctly, AdWords can garner higher targeted traffic, which in turn will increase your conversion rates and profits. So, AdWords will definitely help your business, but you have no idea how to utilize them. What should you do? Take a couple of hours to read this book. Google AdWords for Beginners is designed to teach you the fundamentals of AdWords, how it works, why it works, and the proven techniques that you can use to make it work for you and your business. Additionally, this book details an eight-step blueprint that has consistently delivered positive results for companies. Upon completion, you'll be armed with the knowledge to launch profitable campaigns or drastically improve an existing one.

In this radically conservative book, the authors advocate a back-to-basics approach to marketing that replaces the relentless quest for differentiation with a relentless focus on these types of basic customer needs The authors' research shows that most companies have been ignoring the basics for too long. At the heart of the authors' approach is a view of why customers buy what they do. Barwise and Meehan argue that marketers must understand what customers want from the entire product or service category. So rather than focus on new luxury attributes for a specific car —marketers need to understand what basic needs customers have for automobiles in general (ie: safety, handling, etc). Once they figure that out—they need to deliver on those basic needs better than everyone else.

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