

AN INDUSTRY GUIDE TO

GOOGLE MEDIA

Education and Skills For The Professional Advertiser

MODULE 1



American Advertising Federation

The Unifying Voice of Advertising

OVERVIEW



LEARNING OBJECTIVES

- Have students embrace full scope of world’s largest digital advertising vendor
- Create first-hand understanding of individual Google advertising mediums
- Begin to develop a global platform strategy focus for digital media

Why You Need to Know This

It is advertising—with accountability.

How You Will Use It

Google, like most digital media can amplify a traditional advertising media plan or become the entire media effort. Everything you can do in traditional broadcast, print and out-of-home advertising is possible online with Google Media.

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GOOGLE MEDIA TOOLKIT



VISUALIZE

- Google Maps Engine
- Google Maps API
- Google Crisis Map
- Google Earth
- Google Earth Engine Time lapse
- Google Fusion Tables
- Google Charts



PUBLISH

- Google News
- Google Images
- Webmaster Central
- Google Analytics
- Custom Search Engine



GATHER AND ORGANIZE

- Advanced Search
- Google Trends and Analytics
- Google Consumer Surveys
- Google Drive



ENGAGE

- Google+ and Hangouts
- YouTube



DEVELOP

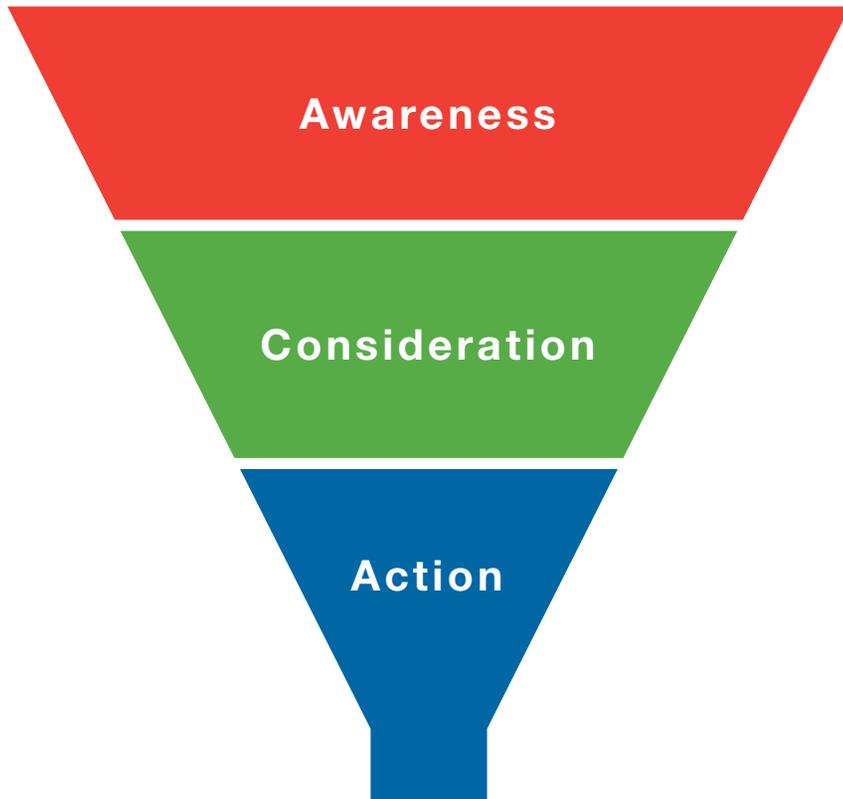
- Google Web Toolkit
- Google App Engine
- Android developers
- YouTube Partnerships



ADDITIONAL RESOURCES

- Google Politics & Elections
- Transparency Report
- Google Crisis Response

THE MARKETING FUNNEL



The very first step is to look at the task. You can instruct students through the entire marketing funnel. Or keep it simple. Awareness. Consideration. Action(or Purchase). This will keep their eyes on target—the Objectives.

A strategic grid will be discussed later in this module. For now, keep it straightforward. Focus energies on the goal; what is to be accomplished.

Build an Attribution Model

Does it begin with AdWords? Budget. Words. Writing an ad. Key word search.

Perhaps it's display. Maybe even sexier; Lightbox ads.

And just how will you track results? Metrics. Google Analytics. Key performance indicators.

Display

Mastheads. Rich media. Search. YouTube. Google Preferred. Used in lieu of TV (lower budget brands) OR Used as extra TV for established brands (extra reach) OR used to augment TV play.

THE THREE GOOGLE

- **Search**
- **Display Network**
- **YouTube**

LEARNING OBJECTIVES

Google, like most digital media can amplify a traditional advertising media plan or become the entire media effort. Everything you can do in traditional broadcast, print and out-of-home advertising is possible online with Google Media.

Most believe Google is simply “that search engine.” At this point make the distinction of the three main ways search items occur.

Earned. Owned. Paid. The third, paid will surprise.

Earned

Earned is organic search. It is exactly as the name implies. It is earned placement on a search through proper website construction with all those words that may intimidate called meta tags and code. Make it simple. Just say it is earned through three initials SEO (search engine optimization) that they should associate with web site construction.

Owned

Owned is a website, a social media account, a Twitter tag, a mobile site, a blog– it is as the name implies; something in the digital space possessed by an individual or organization.

Paid

Paid is Google Search–specifically AdWords. Certainly it is other engines as well. This will be an “ah hah!” moment for some. “You really pay for those,” will be the immediate response from students.

Take them immediately through overhead screen or visual to a Google screen.

Bugatti are the quintessential automobiles (next page). Google them and the right hand side lights up with the Bugatti corporate site. Click on that and Bugatti gets charged a small fee (maybe 50cents). Explain that to students here is PAID MEDIA. It is how Google makes money. And, Owen Wilson and Vince Vaughn made a movie one of their favorites.

Search

Paid Search

The right hand side (Bugatti square) is an example of Paid search. This will open students' eyes. You will have an entire module on Google AdWords. Suffice it to say at this point you should introduce the medium. Indicate to students that every time they type "digital camera" into a Google engine AND THEN click on a right hand 1st, 2nd or 3rd listing, that the entity (manufacturer or company) will be charged an amount based on a "bid."

Now, introduce the guts of Paid search. Take students to:



The screenshot shows a Google search for "used toyota trucks". The search results page includes organic listings and two highlighted paid search advertisements. The first highlighted ad is for "Used Toyota Trucks - ToyotaCertified.com" with a URL of "www.toyotacertified.com/". The second highlighted ad is for "Quality Used Cars Moscow" with a URL of "www.universityautomoscow.com/".

Google used toyota trucks

Web Shopping News Images Maps More Search tools

About 12,700,000 results (0.30 seconds)

www.inlandempire.buytoyota.com/en/
9 Different TOYOTA Models with 0% APR for 60 months.

Used Toyota Trucks - ToyotaCertified.com
www.toyotacertified.com/
Get 2.9% APR for Up to 60 Months On a Certified Used Toyota Truck.
Vehicle History Report - Warranty Coverage - 160-Point Inspection
Visitenos en español - Find a Dealer - Local Specials - Certified Benefits
98683 SR-270, Pullman, WA - (509) 872-3600

Used Toyota For Sale - CarGurus.com
www.cargurus.com/Toyota
3.5 ★★★★★ rating for cargurus.com
Shop with CarGurus to Find Great Used Toyota Deals!

Find New, Certified or Used Toyota - AutoTrader.com
www.autotrader.com/.../Toyota-cars-for-sale.html - AutoTrader.com, Inc.
Find new, certified or used cars from Toyota for sale on Autotrader. Browse the most ...
Find new, certified and used Toyota cars or trucks for sale. Find Toyota ...
Toyota Camry - Toyota Corolla - Toyota Tacoma - Toyota Avalon Cars

Certified Used Toyota Vehicles | Pre-Owned Cars, Trucks ...
www.toyotacertified.com/
Certified Pre-Owned Toyotas - Find the best deals on used Toyota cars, trucks, SUVs & hybrids and discover the advantages of choosing Toyota pre-owned ...
Search Inventory - Used Toyota Corolla - Used Toyota Camry - Used Toyota Tacoma

Certified Used Toyota Vehicles | Pre-Owned Cars, Trucks ...
touch.toyota.com/touch/ - Toyota

Quality Used Cars Moscow
www.universityautomoscow.com/
University Auto Sales
See our inventory online Now

Best TOYOTA Offers
www.toyotaofend.com/
9 Different TOYOTA Models with 0% APR for 60 months.

Certified Ford® Truck
www.ford.com/Certified-Pre-Owned
Search Dealer Inventory For The Certified Pre-Owned Truck You Need.

Used Toyota Manual Trucks
www.com/Used+Toyota+Manual+Trucks
Search for Used Toyota Manual Trucks
Look Up Quick Results Now!

More Truck For Your Buck
www.hillcountrytruckstore.com/
Diesels, 4x4, Lifted Trucks
Free Light Bar With Truck Purchase

4WD Trucks for Sale
www.auto.com/
Find The Perfect Used Car in Your Budget at Auto.com™. Shop now!

<https://www.Google.com/AdWords/>

Display Network

Google, like most digital media can amplify a traditional advertising plan through a variety of formats and sizes with text ads, static and animated image ads, rich media and video ads.

Walk your students through the various formats: Text Ads, Image Ads, Rich Media Ads and Video Ads. A good exercise for interactive lab classes is to have students search for and show examples of each on demand. This will also heighten their awareness of actual advertising in action on Google as well as other search engines.

Text Ads

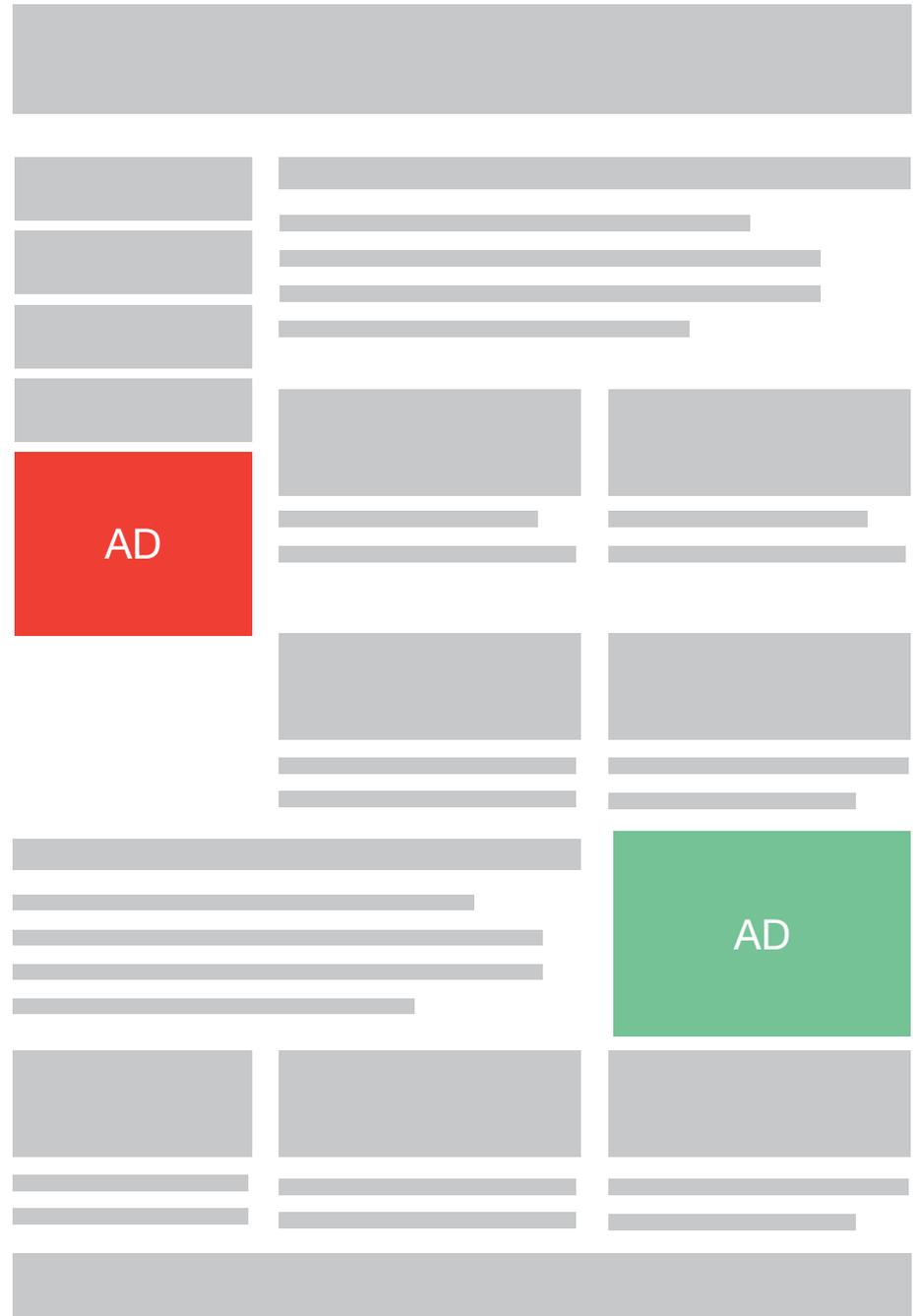
- Same as an ad on Google Search
- Includes headline, two lines of text (35 characters each) and URL
- Create a range of text ads to test which copy works best

Image Ads

These ads more closely parallel traditional print advertisements, only, in the digital space. These ads let you include relevant images, customized layouts, and background colors.

Rich Media Ads

Rich media ads are essentially image ads that have interactive elements, animations, or other aspects that can change depending on who is looking at the ad and how they interact with the ad.



Examples of rich media ads include: an ad with a carousel of products that moves; or an ad with animated layers that move into place.



<http://www.richmediagallery.com>

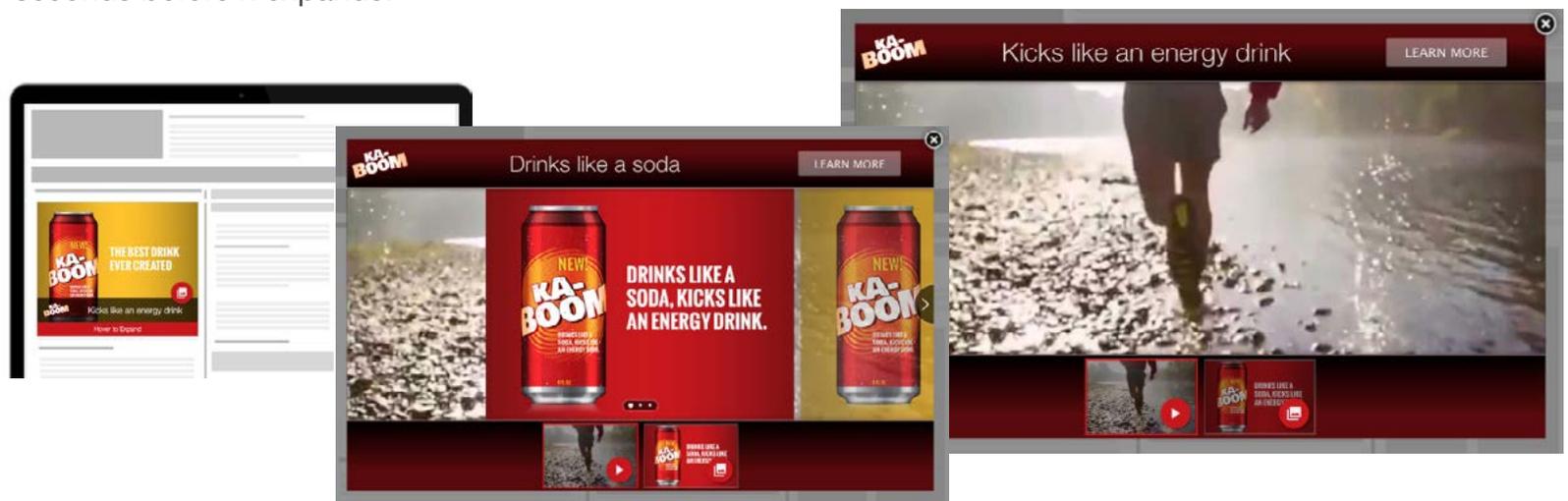
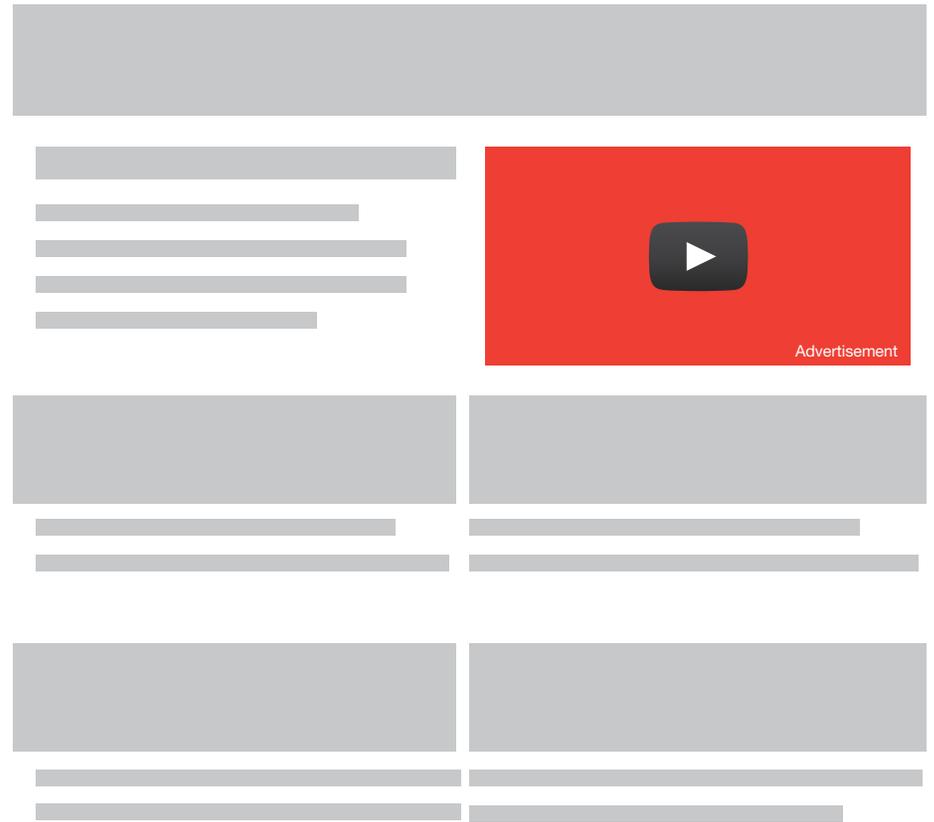
Video Ads

These are ads where you embed a video that plays directly within. Because YouTube is included on the Display Network, you can use AdWords to place your ads next to YouTube videos.

Specialty Video/Lightbox Ads

Lightbox Ads are high-impact ad experiences that let you embed a stunning piece of content—such as a video, catalog or game—into a standard, scalable ad unit. When a user chooses to engage by hovering the cursor over the ad for two seconds, the ad then expands into a near full-screen canvas. Your ad expands in the forefront with a dimming effect on the page underneath, making your content stand out as a viewing experience.

Embed a YouTube video, game or shopping experience in a Lightbox Ad to grab your customer's attention. User engagement is qualified by letting users hover their cursors over the ad unit for two seconds before it expands.



YOUTUBE

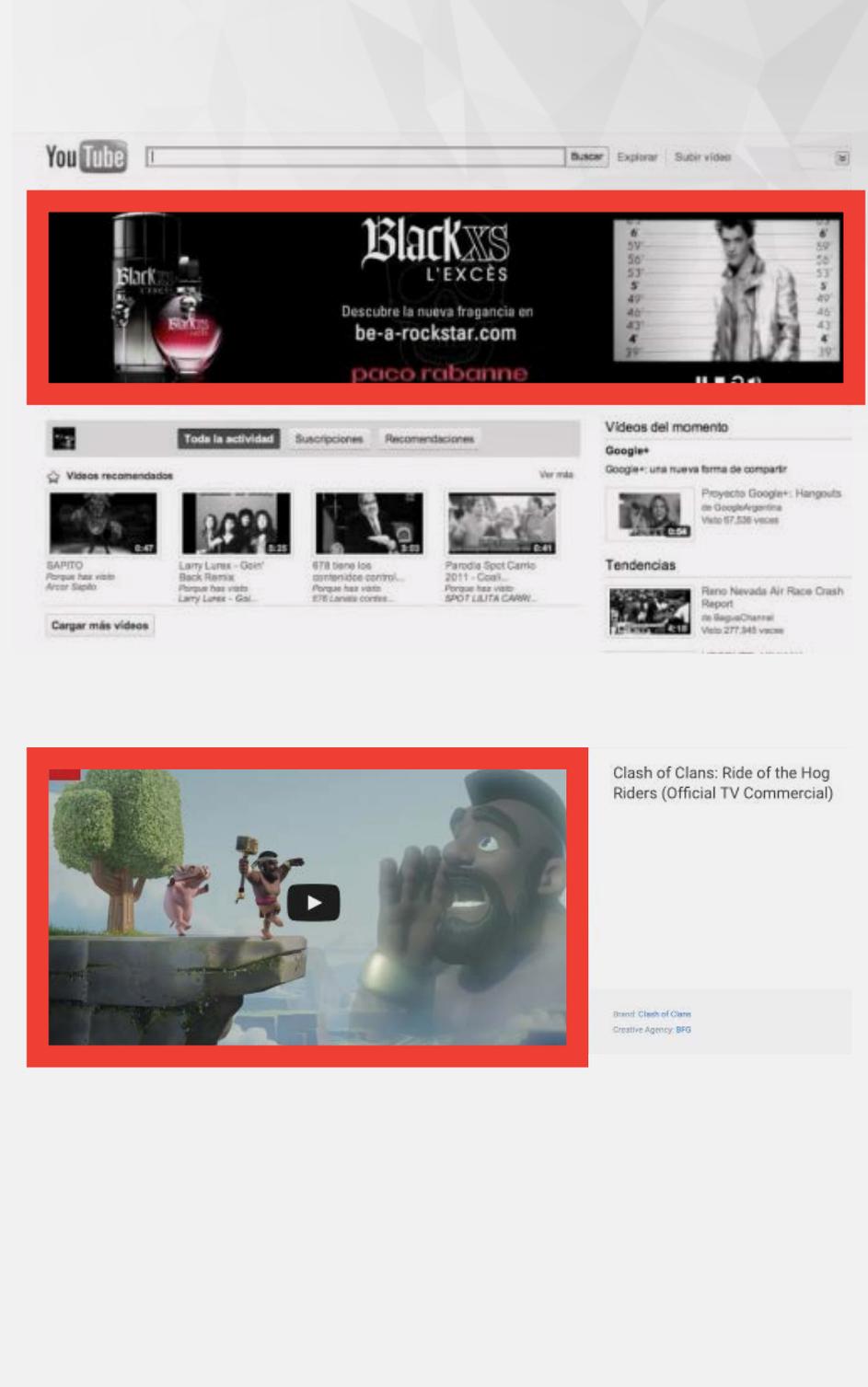
YouTube is a Google Entity

It is important for students to understand, that despite similarities to Video Ads in Google Display network (that may even link to YouTube through AdWords), YouTube is a video property unto itself.

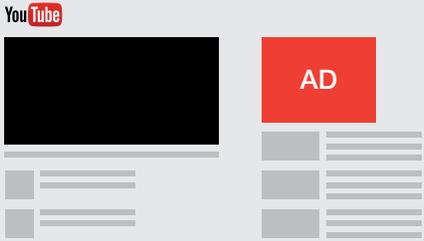
YouTube ads are both video and static. To the right are the formats. In addition a YouTube “masthead” takeover is format option.



<https://www.youtube.com>



ADVERTISING ON YOUTUBE

Ad Format	Placement	Platform	Space (px)
	<p>Appears to the right of the feature video and above the video suggestion list. May appear below on larger players</p>	<p>Desktop</p>	<p>300x250, 300x60</p>
	<p>Semi-transparent overlay ads that appear on the lower 20% of the displayed video</p>	<p>Desktop</p>	<p>480x70 (Flash or Text)</p>
	<p>Skippable video ads allow viewers to skip ads after five seconds, if they choose. Show before, during or after video</p>		<p>Plays in video player</p>
	<p>Non-skippable video ads that must be watched before your video can be viewed. These ads appear before, during or after the main video.</p>	<p>Desktop, Mobile</p>	<p>Plays in video player Length: 15–20 seconds (regional standards may apply) Long, non-skippable ads can be up to 30 seconds</p>

REVIEW

CHALLENGE 1: MARKETING FUNNEL

Get students to think first of their objective. Use the Marketing Funnel. What is the goal? Awareness. Consideration. Action (or Purchase).

CHALLENGE 2: GOOGLE THREE

Focus on the three basic tools of Google.

Search

Display Network

Video (YouTube)

Students should grasp that each are individual approaches that also may work in tandem, as well as total integration of all three. At this point, strive purely for a basic understanding of the tools. Actual details of the use, creation, pricing and specifications will be detailed in future learning modules.

CHALLENGE 3: SEARCH

A firm understanding of: **Earned, Owned and Paid.**

Search is necessary. Paid search is the focus. The basic understanding is that every “click” costs an advertiser. Introduce “cost per click” to their vernacular. Provide an example. Talk briefly about “bidding” for position. Direct students to the AdWords link for first hand set up experience.

CHALLENGE 4: DISPLAY NETWORK

Develop a firm understanding of the four flavors, so to speak, of Google Media: **Text Ads, Image Ads, Rich Media Ads and Video Ads**

Give students the opportunity to “discover” each through online experiences. Use interactive classroom resources to amplify the experience if possible.

CHALLENGE 5: VIDEO/YOUTUBE

Be sure to draw a solid line of distinction between YouTube and Display Network video formats. They may be employed simultaneously. However YouTube is an entity unto itself. And as such, it has static, video motion and combined format opportunities.

CONTINUE

MEDIA PLATFORMS



Set the Framework

Digital advertising messages are received on:

- Desktop & Tablets
- Mobiles
- Apps

The combination of any/all of the above is:

Multi-Platform

“Screen time” is now more than singular. And for certain demographics it is anything but the traditional medium of television. Millennials, Gen X’ers, Y’s and now Z’s are on desktop, connecting on their mobile device and possibly dropping images on a tablet with an app, all in the same place, at the same time, yet with different tasks on each.

This is an important consideration for students as they begin to create media plans that combine traditional with digital or are simply digital in scope. The user experience platform **MUST** become part of the strategy.

“What are they doing where” is a necessary consideration in digital media plan creation.

CASE STUDY:

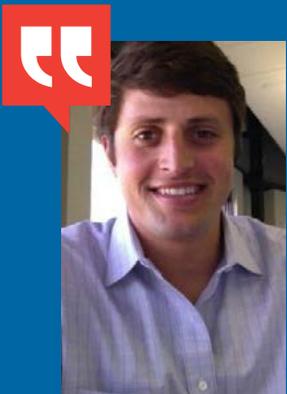
JCP OPTICAL

The JCP logo consists of the lowercase letters 'jcp' in white, set against a dark blue square background. This square is positioned at the top-left corner of a larger red square frame.

JCPenney Optical's In-Store Traffic and Brand Exposure Rockets 8x Higher With Google Advertising.

Results

- 830% more online exposure
- 8x jump in use of store locators
- 649.5% lift in store locators on mobile
- 285% rise in conversions
- Greater foot traffic to JCPenney stores



Google helped JCPenney Optical reach beyond expectations with a deliberate combination of digital mobile and video ad engagements. The ultimate result was a dramatic up-tick for in-store traffic, conversions and mobile store locators.

MIKE GAUDIO

About JCPenney Optical

- www.jcpennyoptical.com
- One-stop shop for family eyewear in JCPenney stores

About U.S. Vision



- www.usvision.com
- Optical products and services in U.S. and Canadian department stores



About SEER Interactive

- www.seerinteractive.com
- Digital-marketing agency with offices in Philadelphia and San Diego

Goals

- Drive foot traffic and in-store sales
- Extend reach and awareness of the JCPenney Optical brand

Approach

- Shifted traditional budgets to digital for their first online branding campaign
- Achieved greater search exposure on desktop and mobile
- Tested Engagement Ads to bring its offline catalogs online
- Ran targeting advertising across the Google Display Network using interest-based targeting
- Ran YouTube TrueView ads to broaden reach and engagement

JCPenney Optical is a retailer of optical products and services, operating licensed departments in almost 400 JCPenney stores across America. Historically an offline advertiser, it invested heavily in print and magazine advertising, as well as mailers. Its offline goal was to extend its customer reach. SEER Interactive is a Google Partner agency with a team of certified strategists, analysts and consultants who aim to maximize the use of the internet as a medium for building awareness and driving leads and sales for its clients.

JCPenney Optical requested that SEER develop a plan to decrease its offline marketing spend, shifting a greater portion of the budget to Google online ads while exploring new digital opportunities. JCPenney Optical's internal marketing team developed the ad content while SEER Interactive implemented and managed this effort within JCPenney Optical's AdWords account.

Goal to Drive In-store Traffic

JCPenney's main objective with this campaign was to drive in-store traffic through targeted digital impressions and conversions. For JCPenney Optical, conversions include customers who have made an online appointment, signed up for a newsletter, printed a coupon or offer, or used the store locator. Working with SEER Interactive, JCPenney Optical and partner U.S. Vision shifted funds from print to digital for the spring collection campaign in April 2014. The retailer launched a month-long test using the Google Display Network (GDN), YouTube TrueView and Lightbox Ads to determine how digital's targeting, reach and cost-effectiveness could help it find a new audience and provide new business opportunities.

Part of the Engagement Ads suite, Lightbox Ads help find new customers who are interested in your brand message, requiring advertisers to pay only when users engage. The format lets advertisers build interactive product catalogs instead of static printed versions, so customers can browse and take action. TrueView ads helped JCPenney Optical engage its audience through interest categories and remarketing. JCPenney Optical's combined TrueView and GDN campaign efficiently distributed its message across platforms, leading to much greater reach, traffic and engagement. JCPenney Optical also recognized the importance of mobile and adjusted its bids to ensure top positioning on smartphones and other mobile devices. With customers commonly searching while on the go, it wanted a strong mobile presence whenever anyone needed to locate a store.

Stronger, More Memorable" Brand Experience

To ensure that its ads reached the right audience, JCPenney Optical created a new digital campaign using targeting capabilities and more visually engaging ad formats. It ran its campaigns in cities with JCPenney Optical stores, focusing on reaching an audience of women and moms. Each campaign segment also focused on bargain hunters and value shoppers. The Lightbox campaign highlighted the spring collection, tying it into the Display and YouTube marketing efforts. These formats were efficient and cost-effective ways to distribute promotional video across multiple platforms, helping JCPenney Optical boost audience reach while increasing customer engagement with the brand.

“JCPenney Optical had some great assets, including video and a PDF lookbook, that were a perfect fit for Lightbox Ads. With limited time to make an impact, we wanted to make sure we were using the most engaging ad formats to make a lasting impression,” says Jeffrey Pierson, director of digital strategy for U.S. Vision, which operates the retailer’s in-store optical centers.

“The striking Lightbox format held the attention of viewers and increased the odds of brand recognition and positive association,” he adds. “This replaced a printed version of the catalog and made it come to life online in an engaging format.” The YouTube ads also helped boost reach and brand-engagement rate.

Thanks to detailed reporting tools for evaluating customer interaction, such as expansion rate, site clicks and pages viewed, “we were able to draw conclusions about the impact these ads had on viewers,” Pierson says. “Going beyond impressions or even clicks and optimizing toward engagement allows a stronger, more memorable brand experience with our target demographic.”

Boosting Conversions and Driving store Visits

Overall, the spring collection campaign garnered 30M impressions. That was 8.3x more than in April 2013, on a budget that was only 6x higher—making the digital spring campaign 38% more efficient. Conversions (especially scheduling an eye exam online) increased by 285%.*

“The click-through rate (CTR) and level of engagement of the Display campaign greatly outperformed the other formats and our historical benchmarks,” Pierson says. “We were pleasantly surprised by the percentage of users who clicked to the website after watching—and the traffic driven by the ad following plays. This was among our most successful efforts.”

The use of the store locator jumped eightfold during the test period, compared with a month earlier. Altogether, JCPenney Optical and U.S. Vision found that the Spring Collection digital campaign was more effective in driving revenue than a print campaign alone. “More focused targeting and dynamic, engaging ad formats delivered a more relevant and memorable brand experience for customers exposed to these campaigns,” Pierson says.

Finally, JCPenney Optical’s mobile presence was key in driving store traffic. The use of store locators on mobile devices soared 649.5% proving the importance of having a strong mobile presence to capture on-the-go customers.

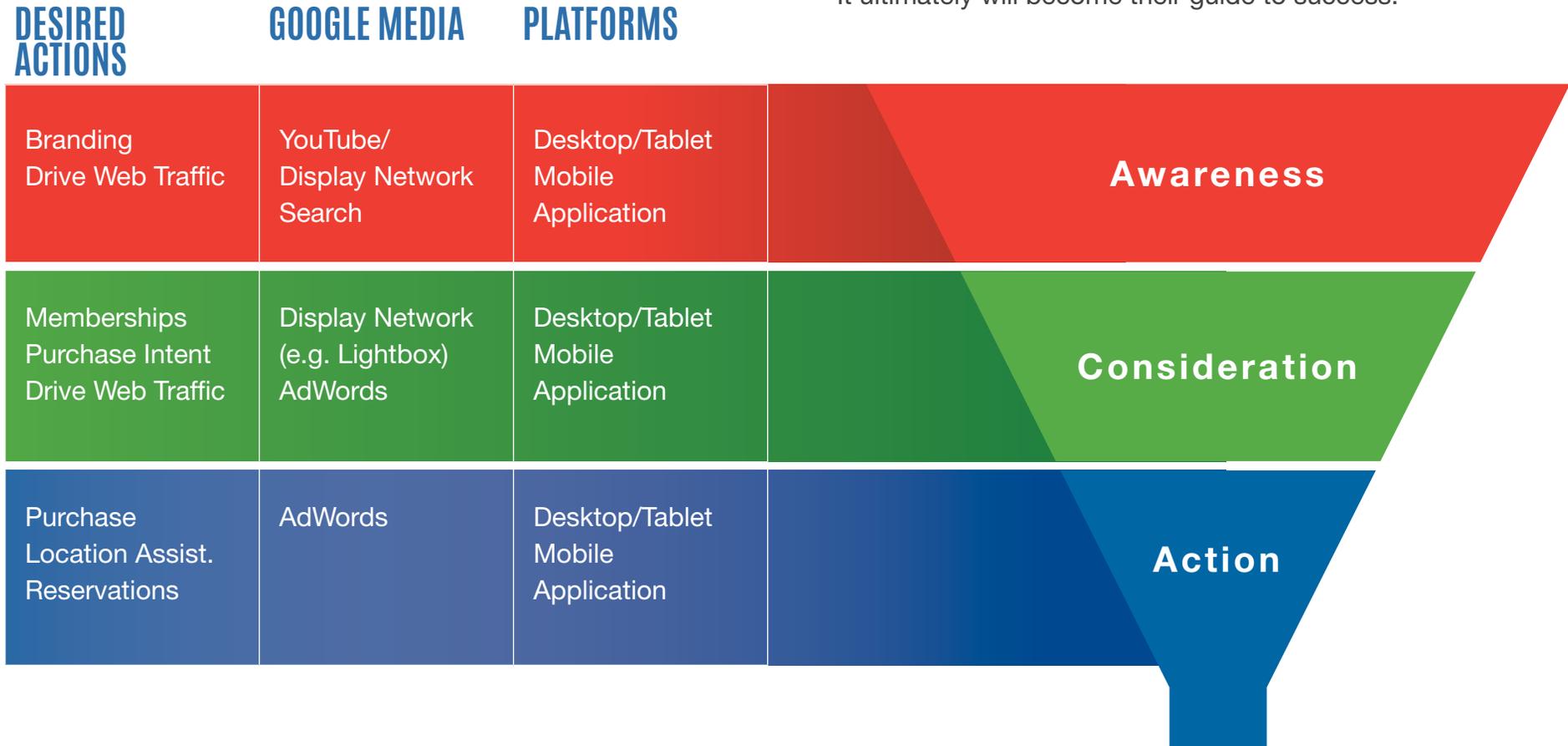
Future Investment in Digital

The very strong campaign results proved the value of Google online ads to JCPenney Optical. The company is now planning to invest much more in digital advertising as part of its total marketing strategy. “We’ll continue to push for seasonal fashion collections for shoppers,” Pierson says. “And we will run another digital push that replaces offline spend.”

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GOOGLE MEDIA STRATEGIES

Once a solid understanding of Google Media is attained, it is time to focus on strategy. Where in the marketing funnel will efforts be directed? Let students create their grid below. Get them thinking about just what they want to accomplish. Then, what Google Media do they deem most suitable for the task? And finally, which platform(s) to use? The grid is simple. It ultimately will become their guide to success.



DEFINING COSTS

COST PER CLICK

The cost-per-click (CPC) is the amount you earn each time a user clicks on your ad. The CPC for any is determined by the advertiser; some advertisers may be willing to pay more per click than others, depending on what they're advertising.

COST PER ACQUISITION

This form of bidding is a method that lets you tell AdWords the amount you're willing to pay for a conversation. CPA Bidding can help you reach customers who are likely to take action on your website. It's part of Conversion Optimizer. CPA bidding focuses on maximizing conversations, rather than clicks. You still pay per click, but AdWords automatically sets your bids to help you get more conversations.

ENHANCED COST PER CLICK

Bidding feature that raises your bid for clicks that seem more likely to lead to sale or conversion on your website. That helps you get more value from your ad budget. eCPC does a similar job for your AdWords ads. It looks for ad auctions more likely to become sales, then raises your max CPC +30%. eCPC double-checks itself by leaving ignoring some traffic to work with more regular max CPC bids, then compares the two sets and adjusts accordingly. Your conversion results will be better, or at least the same.

COST PER THOUSAND

The standard media measure of cost efficiency. It is the cost to reach one thousand people of a particular audience.

COST PER VIEW

Bid to set the price you'll pay for your TrueView video ads (when created with AdWords). While traditional display ads charge you for impressions, with CPV you pay when a viewer chooses to watch or engage with your video, whichever comes first. With traditional online text ads or image ads, customers on the web may see your ad, read its text and click your URL. This type of interaction doesn't take interactive content like video ads into account. You'll need to pay for video views and interactions, such as clicks on call-to-action overlays (CTAs), cards, or companion banners. With video ad reporting you evaluate how engaged views are with your content, where they watch your video, and when they stop.

CONTINUE

GOOGLE PRICING

	DESKTOP & TABLETS	MOBILE	APPLICATIONS
AdWords (Search)	Desktop & tablets Cost per click (CPC) Cost per acquisition (CPA) Enhanced cost per click (eCPC)	Desktop & tablets Cost per click (CPC) Cost per acquisition (CPA) Enhanced cost per click (eCPC)	Cost per download
Display Network	Cost per click (CPC) Cost per acquisition (CPA) Enhanced cost per click (eCPC) Cost per thousand (CPM)	Cost per click (CPC) Cost per acquisition (CPA) Enhanced cost per click (eCPC) Cost per thousand (CPM)	Remarketing: Cost per action
YouTube	Cost per day (Masthead) (approx. \$150K–\$800/day) vCPM (reserved 15/30 sec.) Cost per view (CPV)	Cost per day (Masthead) (approx. \$150K–\$800/day) vCPM (reserved 15/30 sec.) Cost per view (CPV)	Cost per download

* Depends on functionality

GOOGLE MEDIA

Complete the learning module with several commit-to-memory exercises

1. Name the three Google Media?
2. List the digital media advertising platforms available on Google.
3. Your client is an established brand in the ready to drink (RTD) category of the beverage industry. Brand awareness has dissipated over the years particularly among younger demographics. Your agency team has been charged with the task of reigniting the brand.
4. Your client is a manufacturer of a prescription drug used by men ages 40+. Many substitute and competing products have entered the market. You are the top-of-mind product brand. Your goal is to develop greater inquiry on the part of users so they will more actively compare your client's product to the competition, which will render it as the superior option. How should you use Google Media to successfully accomplish your goals.
5. Your client is a retail marketer of silkscreen garments (t-shirts, sweatshirts, caps, tanks). The primary purchasers are Millennials ages 18-30 years. The client sells through two brick and mortar retail stores and online. They want to sell more product "everywhere." Detail a Google Media plan complete with creative recommendations.

Provide an outline detail of your Google Media strategy. Take into account:

- Where in the Marketing Funnel?
- What is your primary objective?
- What platform(s) are utilized by target?

**Please send comments to www.aaf.org/learningmodules
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