

Digital Marketing MASTERCLASSES

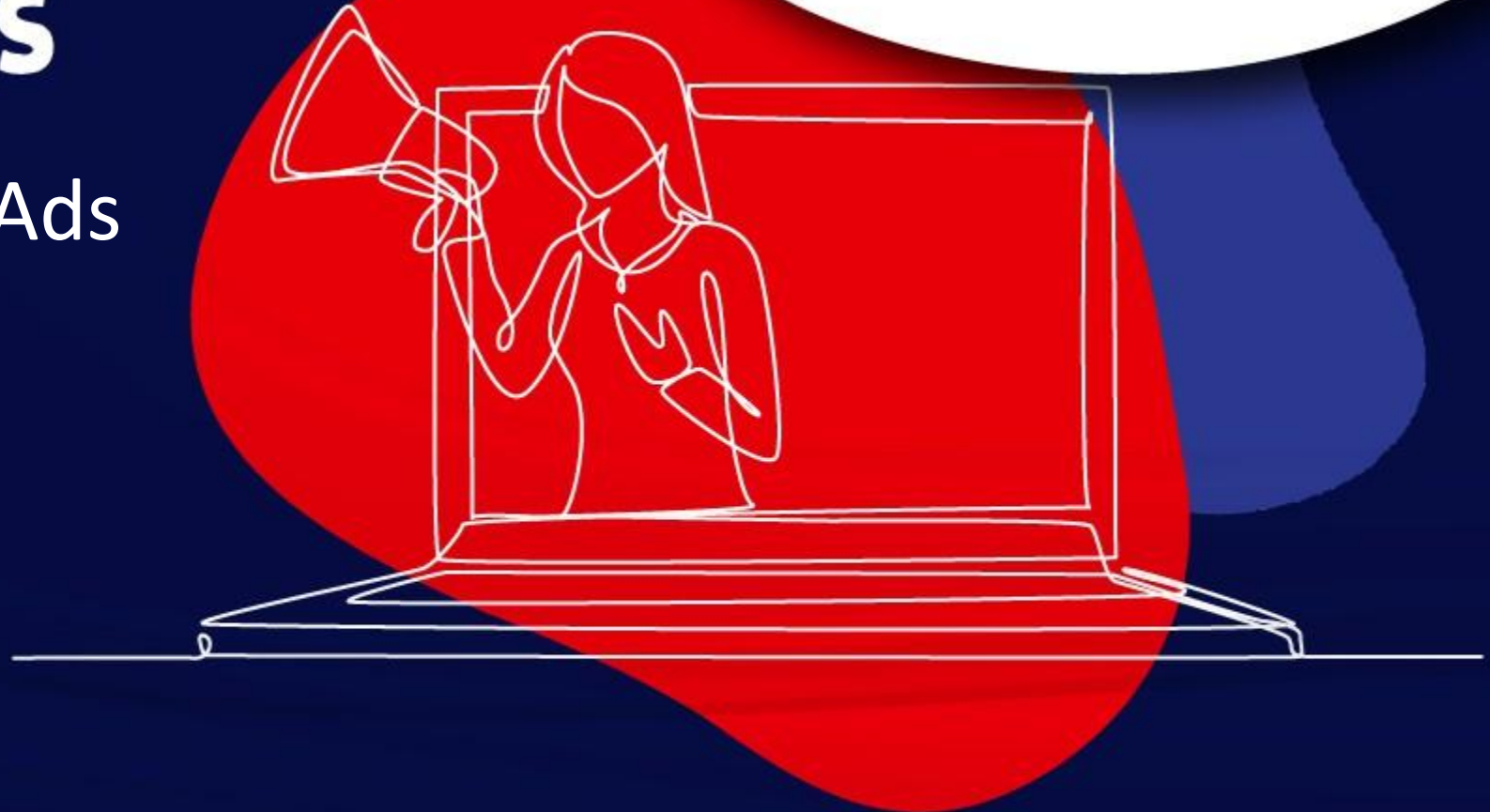
AI-Enhanced Google Ads and Paid Search Campaigns

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INTRODUCTION

- **Who We Are:** www.hotmustard.co.za
- **Our Goal:** To help connect you with your customers.
- **Why This Matters:** Paid search is a powerful tool, and AI makes it even more effective for SMMEs.



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UNDERSTANDING YOUR AUDIENCE

- **Who is your ideal customer?**
 - Age, location, interests, online behaviour.
- **What problem do they need solved?**
- **Where do they spend their time online?**



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DEFINING YOUR GOALS



**WHAT DO YOU WANT
TO ACHIEVE?**

More website traffic?
More leads? More
sales?



**WHERE WILL
CUSTOMERS GO AFTER
CLICKING AN AD?**

Website, landing
page, social media,
WhatsApp.



**THE IMPORTANCE OF A
CLEAR AND OPTIMISED
LANDING PAGE.**



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INTRODUCTION TO GOOGLE ADS AND PAID SEARCH

- **How Google Ads Works**
 - Keywords, bidding, and ad ranking.
- **Types of Ads**
 - Search Ads, Display Ads, Performance Max, Shopping Ads.
- **Common misconceptions about Google Ads.**



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EXPANDING BEYOND GOOGLE – OTHER PAID SEARCH PLATFORMS



META (FACEBOOK & INSTAGRAM ADS)

Paid search and display ads with ai-driven targeting.



LINKEDIN ADS

B2B paid campaigns targeting professionals.



TIKTOK & YOUTUBE ADS

Video-based paid search opportunities.



BANNER ADS & PROGRAMMATIC ADVERTISING

Automated bidding for display ad placements.



SIMILARITIES ACROSS PLATFORMS

Audience targeting, ai-enhanced bidding, and ad performance tracking.



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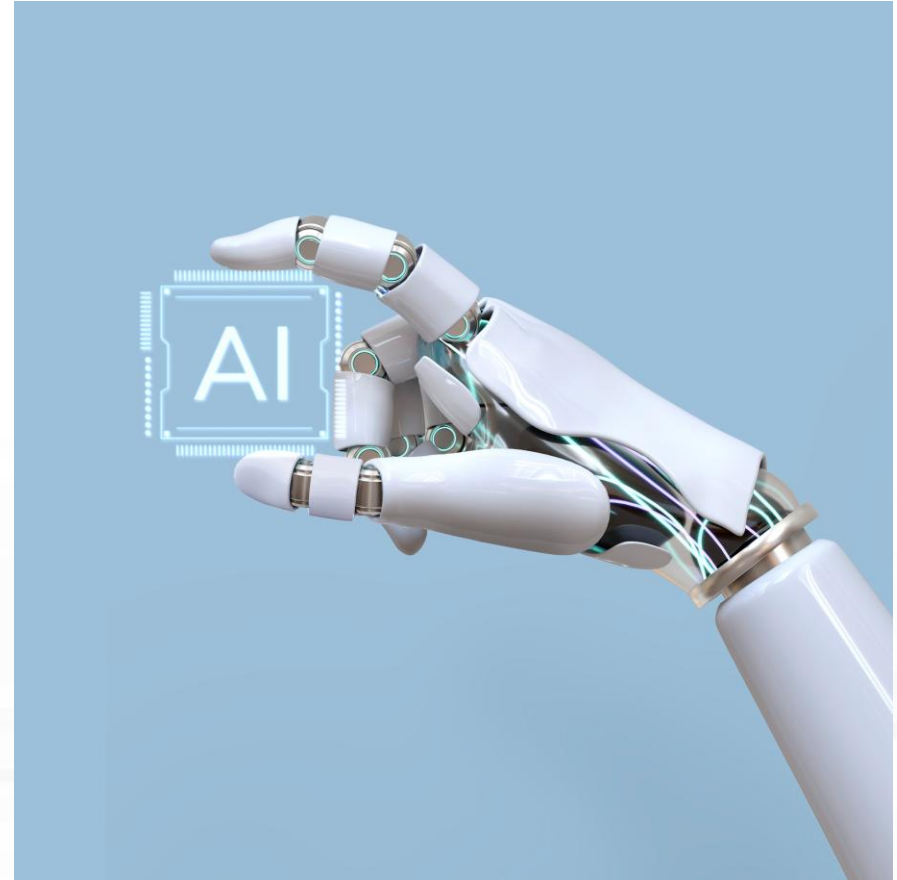
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HOW AI ENHANCES GOOGLE ADS & PAID SEARCH

- **AI in Keyword Research:** Google's Smart Bidding and automated suggestions.
- **AI for Ad Copy:** Responsive Search Ads optimise performance.
- **AI for Targeting:** Predictive analytics and audience segmentation.
- **AI in Budget Optimisation:** Smart Bidding adjusts based on goals.



EXPANDING BEYOND GOOGLE – OTHER PAID SEARCH PLATFORMS

Step 1: Choosing the right campaign type.

Step 2: Setting your budget and bid strategy.

Step 3: Creating ai-powered ad copy.

Step 4: Selecting the right keywords.

Step 5: Tracking and optimising performance.



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CONNECTING WITH CUSTOMERS POST-CLICK



WHAT HAPPENS AFTER THEY CLICK?

Follow-ups, email automation,
WhatsApp chatbots.



RETARGETING WITH AI

Using Google's audience
insights to re-engage visitors.



LEAD NURTURING AND CONVERSION STRATEGIES.



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FINAL TAKEAWAYS & Q&A

- **Recap Key Learnings**

- Importance of audience understanding.
- How AI enhances Google Ads and paid search.
- Next steps for launching a campaign.

- **Resources & Tools**

- Free Google Ads Tools:
 - Google Keyword Planner (for researching keywords).
 - Google Trends (for tracking search trends).
 - Google Analytics (for analysing website traffic).
 - Google Ads Editor (for bulk campaign edits).



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FINAL TAKEAWAYS & Q&A

- **AI-Powered Marketing Assistants:**
 - Google's Smart Bidding (automatically adjusts bids for better conversions).
 - Performance Max (AI-driven campaign type that optimises ads across Google's platforms).
 - Chatbots & AI Assistants (e.g., ChatGPT for generating ad copy).
 - Third-party AI tools (such as SEMrush, Adzooma, or Phrasee for ad optimisation and copywriting).

Q&A – Open the floor for questions and discussions.



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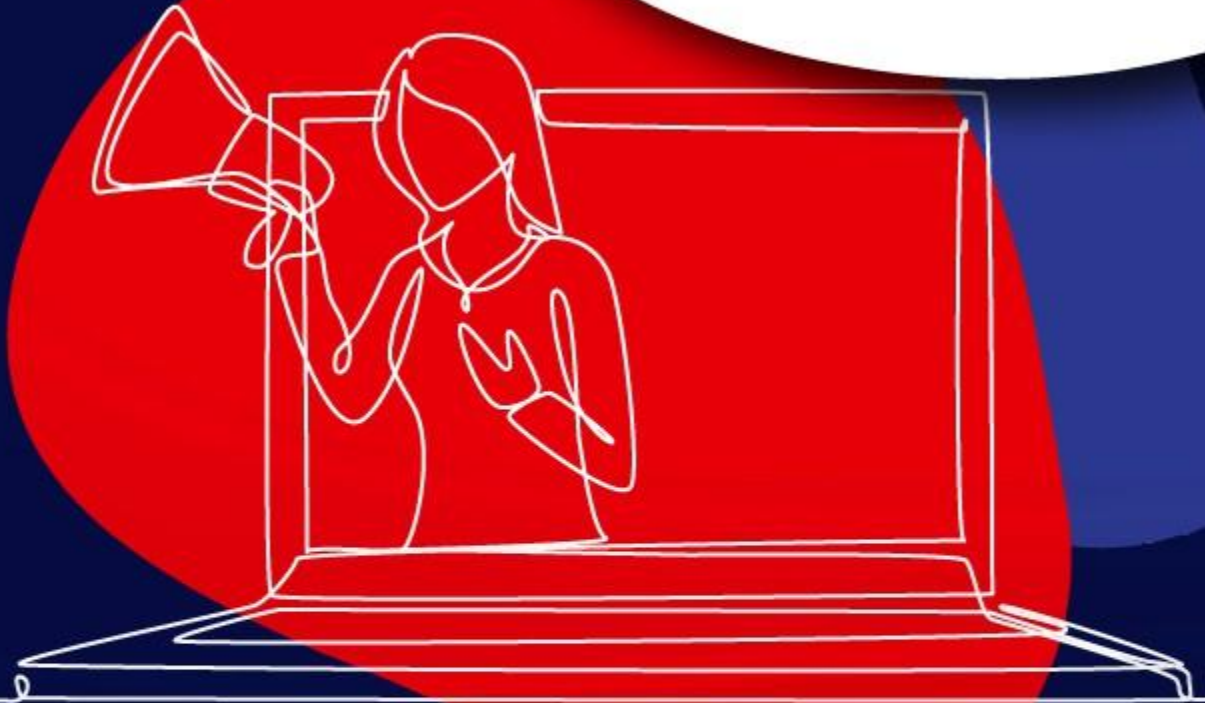


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Q&A



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Thank you!

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