



Analysis of the influence of using Google Ads for Digital Marketing

• Dr. Anita Soni¹

Abstract:

In the current trend, Digital Marketing has become one of the prominent ways to promote products and services for companies. In 2021, Google was the largest digital marketing provider in terms of digital advertisement expenditure which shows the importance of the Google Ads in the digital marketing channel. The ability of companies in generating more leads was identified as the top marketing priority of Google success stories. Hence, this research paper focuses on the concepts of Digital Marketing with Google Ads as the marketing channel. It includes the study of concepts of Digital Marketing and Google Ads search engine marketing. Information was collected, analysed, and structured with a literature review and study of success stories of Google AdWords. Based on the result of the research, there was an increase in number of visits to the websites, increasing number of new customers, increasing sales and even business expansion. It could be concluded that Google AdWords is a highly useful tool as a digital marketing channel. The study suggests the utilisation of Google AdWords to promote products and services. Future researchers are suggested to use the revealed data as the basis of further research in their relevant field.

Keywords:- Digital marketing, Google Adwords, SEO(Search Engine Optimization), PPC (Pay per Click)

¹Faculty, Department of New Media Technology, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, Email- anita@mcu.ac.in