

OPTIMIZING DIGITAL VISIBILITY: A COMPREHENSIVE ANALYSIS AND IMPLEMENTATION OF PAID GOOGLE ADS

Mengoptimalkan Visibilitas Digital: Analisis Komprehensif dan Implementasi Iklan Google Berbayar

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Abstract

Google AdWords, commonly referred to as paid Google Ads, is a pay-per-click advertising platform that enables businesses to promote their offerings through ads seen on the Google search engine and affiliated websites. The objective of employing the paid GoogleAds strategy is to enhance the online prominence of United Tractors' products by leveraging the paid GoogleAds approach to optimize visibility. This approach starts by analyzing the existing digital landscape. This audit encompasses an assessment of the company's website, social media presence, and existing online advertising endeavors. Subsequently, the research will give priority to the development of a thorough strategy for sponsored Google Ads. This assignment entails the identification of the most optimal keywords and ad formats for United Tractor's products. This strategy will include a complete framework of methodologies for monitoring and assessing the efficacy of advertising, enabling ongoing refinement and enhancement. Upon deploying the paid Google Ads package, we will evaluate its influence on United Tractors online presence. In the end, this approach will lead to a complete plan to enhance United Tractor's online presence by leveraging sponsored Google Ads. Enhancing online visibility enables United Tractors to enhance brand awareness, attract a larger pool of prospective clients, and eventually boost sales growth.

Abstrak

Google Ads berbayar, juga dikenal sebagai Google AdWords, adalah sistem pemasaran berbasis klik yang memungkinkan perusahaan untuk mempromosikan produk atau layanan mereka melalui iklan yang ditampilkan di mesin pencarian Google dan jaringan situs web lainnya. Tujuan dari menggunakan strategi paid Google Ads ini adalah untuk meningkatkan visibilitas digital produk United Tractors dengan memanfaatkan metode Google Ads berbayar untuk memaksimalkan eksposur. Strategi ini dimulai dengan memeriksa lingkungan digital saat ini. Audit ini mencakup evaluasi situs web perusahaan, kehadiran media sosial, dan upaya periklanan online saat ini. Selanjutnya, penelitian akan memprioritaskan pengembangan pendekatan menyeluruh untuk Google Ads berbayar. Tugas ini akan memerlukan identifikasi kata kunci dan format iklan yang paling efisien untuk produk United Tractors. Pendekatan ini akan menggabungkan metode kerangka kerja yang komprehensif untuk memantau dan mengevaluasi efektivitas iklan, sehingga memungkinkan penyempurnaan dan peningkatan yang berkelanjutan. Setelah mengimplementasikan paket Google Ads berbayar, kami akan menilai pengaruhnya terhadap visibilitas digital PT United Tractors. Pada akhirnya, strategi ini akan menghasilkan strategi yang komprehensif untuk meningkatkan visibilitas digital United Tractor dengan memanfaatkan Google Ads berbayar. Meningkatkan eksposur online memungkinkan United Tractors untuk meningkatkan pengenalan merek, menghasilkan lebih banyak pelanggan potensial, dan pada akhirnya mendorong ekspansi penjualan.



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INTRODUCTION

The University of Padjadjaran's mandatory internship program aims to develop students into potential human resources and professionals. Internships provide hands-on experience and allow students to apply their academic skills to real-world job scenarios, benefiting their future professional endeavors. PT United Tractors (UT) supports the internship program, as it helps develop interns and provide knowledge to the younger generation. The company uses various marketing strategies, including event marketing, printed materials, sponsorships, souvenirs, and digital marketing, specifically paid Google Ads.

United Tractors faces challenges in expanding its client base, as competitors often have established distributors and use the word "subscription." One strategy to broaden the scope of target audiences is optimizing promotions on digital platforms to enhance online exposure of their products. Digital visibility refers to the extent to which a product, service, or brand is visible and accessible in the digital realm. Google ads can help improve digital visibility for United Tractors products by ensuring prominent placement, enabling targeted advertising, utilizing ad extensions, integrating with SEO strategies, and offering a cost-effective marketing solution.

United Tractors has conducted many digital marketing programs from 2019 to 2023, including social media marketing, SEO, and collaboration with influencers. Paid Google ads have significantly enhanced product recognition at a faster rate than other digital marketing tactics, as seen by the greatest levels of interaction. From April to September 2023, the campaign analysis reached more than 60,000 impressions, indicating that paid Google ads can increase the digital visibility of United Tractors products, especially the use of microsite websites for product information. There are several concepts to support the purpose of this research: Marketing strategy is an essential component of corporate success, serving as a roadmap that outlines how a company should operate to achieve its objectives. It encompasses a logical framework that companies can use to align their marketing initiatives with overarching organizational goals. By focusing on consumer requirements, marketing strategy helps ensure that all marketing efforts are directed towards meeting business objectives, whether they are short-, medium-, or long-term.

Marketing communication involves the various methods businesses use to inform, persuade, and remind customers about their brands and products. This includes advertising, public relations, sales promotions, direct mail, product sampling, and publicity. Marketing communication is considered the "voice" of a product, facilitating conversations and maintaining consumer attention. It aims to convey the value of products and services through different mediums, ensuring that customers perceive and remember the brand.

Digital visibility pertains to a brand's capacity to be noticed and recognized by its online audience. It includes the brand's presence in search engine results, social media feeds, and other digital platforms. Enhancing digital visibility is crucial for building brand recognition, attracting potential customers, and increasing sales. Effective digital visibility strategies, such as search engine optimization (SEO), social media marketing, online advertising, and content marketing, enable businesses to engage with their target audience, improve customer service, and optimize user experiences. Digital marketing encompasses the promotion and marketing of products and services using digital channels and electronic technologies. It involves leveraging online platforms, including search engines, social media, email, and websites, to connect with current and prospective clients. Digital marketing allows for measurable results in real-time, enabling marketers to track and optimize their performance. The primary goal is to enhance brand recognition, generate leads, increase website traffic, and drive sales and business growth. Strategies within digital marketing include email marketing, social media marketing, SEO, content marketing, and online advertising. Google Ads plays a significant role in all these aspects. It enhances marketing strategy by providing precise targeting options, ensuring that marketing efforts are aligned with business objectives. As a marketing communication tool, Google Ads helps convey the value of products and services through targeted advertisements. It boosts digital

visibility by ensuring that ads appear in relevant search results and across the Google Display Network. Google Ads is a critical component of digital marketing as it allows businesses to reach potential customers efficiently, track campaign performance, and adjust strategies in real-time to maximize return on investment. By integrating Google Ads into their marketing strategy, companies can leverage its advanced targeting and analytics capabilities to achieve their marketing goals more effectively. This synergy between marketing strategy, communication, digital visibility, and digital marketing is essential for driving business success in the digital age.

METHODOLOGY

The implementation of internship activities at PT United Tractors TBK was carried out fully offline for 5 months. The method used during the internship was qualitative. The qualitative method is done by making observations in looking for problems that exist in the marketing communication department. In addition to observation, interviews were also conducted with employees involved in the paid Google Ads program process. In carrying out the research process, the author was given the opportunity to join a company, namely United Tractors, as a Marketing Communication intern. The internship activity at United Tractors was carried out for 4,5 months, starting from 14 August 2023 to 31 December 2023. The process of implementing internship activities was carried out in a full offline manner at the United Tractors head office that is located in Cakung, East Jakarta.

Primary and secondary sources of information were utilized during this research. This research makes use of primary data in the form of observations made during the internship program, materials supplied by mentors, and interviews with several workers engaged in activities connected to the program that is now being carried out. The type of data that is utilized for secondary data is information obtained from the website of United Tractors, the Annual report, or a literature evaluation of papers that are linked to the topic.

The data source used in this internship report is primary data and secondary data. Primary data is initial data gathered firsthand by the researcher through personal experiences or proof, specifically for study purposes. Raw data or primary information is expensive to get and necessitates human resources and financial expenditure. Primary data is gathered using methods such as observations, physical tests, postal questionnaires, surveys, personal interviews, telephone interviews, case studies, and focus groups. Secondary data is data that sources obtained from second sources or sources that do not directly provide data to data collectors, such as documents, confessions, or the results of interviews with second parties.

For this study, data were gathered through literature studies and direct observation. The literature review method looks at secondary data sources that are important to the investigation and tries to understand them. A method of gathering information by making notes and writing down what you see or how the item acts is called observation. And the information in this research is also gathered from primary data, through interviews with the staff and personal experiences throughout the internship program.

RESULT AND DISCUSSION

Company Profile

United Tractors, a subsidiary of PT Astra International Tbk, is a prominent company in Indonesia, with a diverse presence in various sectors. The company is a key player in the construction machinery, mining contracting, mining, construction industry, and energy sectors. It is involved in the sales, rental, and remanufacturing of heavy equipment, as well as coal mining and mining contracting. Additionally, United Tractors distributes and leases construction machinery, trades and assembles heavy equipment, and provides contract mining services. The company was established in 1989 and has been listed on the Indonesia Stock Exchange since then. As of now, Astra owns 59.5% of the company's shares, with the remaining shares held by the public.

Improving Digital Visibility in United Tractors

United Tractors is adapting to the digital world by incorporating digital marketing strategies alongside traditional marketing methods such as magazine adverts, sponsorships, and billboards. As mentioned in chapter 2, United Tractors implements a range of digital marketing strategies including social media marketing, video marketing, and search engine marketing. This chapter will provide a comprehensive analysis of United Tractors' search engine marketing approach, specifically focusing on how they enhanced their digital presence, particularly for their product microsite. The purpose of the United Tractors microsite is to provide information on the items they offer for sale. United Tractors sells five distinct brands. The UT microsite provides comprehensive details on the characteristics, specs, and functionalities of the tools available for sale. This material is categorized under each brand. In addition to providing product information, this microsite also offers UT Connect, a digital tool designed for United Tractors (UT) clients to facilitate the maintenance and servicing of heavy equipment. This program serves as a digital interface for customers to connect with UT. Additionally, it allows users to conveniently buy spare parts and check the performance of heavy equipment from any location and at any time. United Tractors adopted a paid Google Ads approach to enhance the online presence of their products. The objective is to attain the top position in Google search results for specific keywords, particularly those associated with heavy machinery. The process of developing a Google Ads campaign for a product involves many sequential phases. The campaign creation and analysis process include the following steps:

1. *Designing a poster for a GDN campaign.*

During the initial phase, a design is created for a GDN (Google Display Network) campaign. The design is optimized to maximize its attractiveness, therefore capturing the audience's attention, and encouraging them to click on the ad when it shows in their browser. One of the team members, who is a specialist in graphic design, will be responsible for carrying out the design in this part.



Figure 1. GDN Campaign
Source: Personal Documentation

2. *Create product link*

This step is carried out to determine the link that will connect directly to the specific product on the United Tractors microsite.

3. *Determine Keywords that suit the target market*

The next phase involves identifying keywords that are appropriate for the intended audience. Identifying pertinent keywords, such as SEO optimization, target audience, and search engine ranking, is crucial as it facilitates achieving the top rank in search engine marketing. The marketing communications team collaborates with the strategy team to determine keywords, leveraging their expertise in the product and its target market. The identified keywords will be examined and employed in the upcoming campaign.

SEO optimization refers to the process of improving the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. Target audience defines the specific group of consumers most likely to be interested in a product or service, and hence, the group that should see the advertising efforts. Search engine ranking is the position at which a particular site appears in the results of a search engine query. Higher ranking indicates greater visibility and likelihood of attracting traffic.

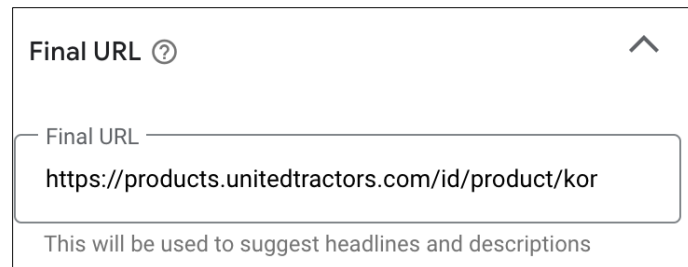


Figure 2. Product Link
Source: Personal Documentation

4. *Specify an attractive product description*

The description plays a crucial role in the GDN campaign as it has the potential to enhance curiosity and encourage users to click on the United Tractors microsite. The task of determining the description is performed by a copywriting expert who possesses a deep understanding of how to effectively promote a product or service via compelling writing. The description will be tailored to suit each product promotion.

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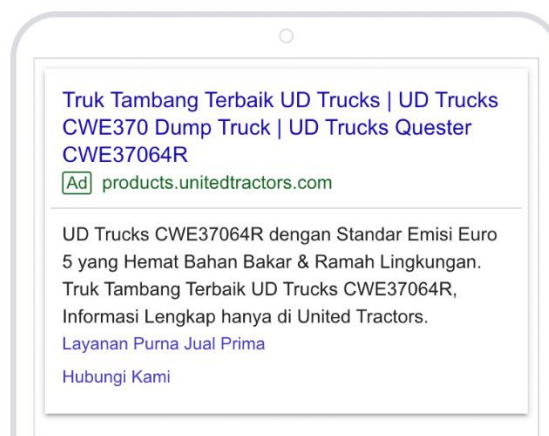


Figure 3. Campaign Description
Source: Personal Documentation

5. *Setting paid google ads budget*

During this stage of budget determination, the allocation of funds for each month of the full campaign is established. The budget allocation is determined by empirical testing and analysis of past campaign outcomes. Empirical testing refers to using data collected from actual experiments or observations to make informed decisions. In setting a Google Ads budget, this involves analyzing historical campaign data and competitor analysis to gather insights on industry benchmarks. Various experiments, such as A/B testing on ad creatives and targeting options, as well as testing different budget levels, are conducted to observe their impact on key performance metrics like click-through rate (CTR), conversion rate, cost per click (CPC), and return on ad spend (ROAS). The results are then statistically analyzed to identify significant patterns and correlations, allowing for budget adjustments to maximize performance. Continuous improvement through iterative testing and feedback

loops ensures the budget remains optimized, adapting to changes in market conditions and consumer behavior. By relying on empirical testing, data-driven decisions can be made to effectively allocate the Google Ads budget and achieve the best possible return on investment.

6. *Uploading campaign*

This is the last stage in the process, following the completion of all previous phases. In this step, you just need to input all the necessary information, including the website URL, keywords, description, budget, and campaign length. Prior to uploading the campaign, it is imperative to verify that all data aligns with the predetermined specifications.

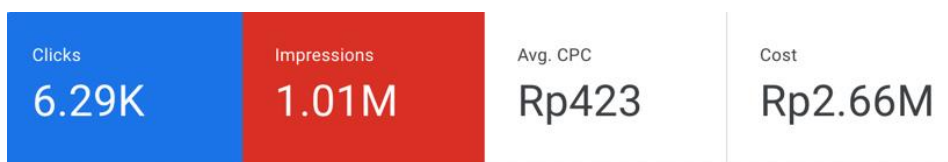
7. *Monitor and track ongoing SEM/GDN through google analytics*

Once the campaign has been published, it will be tracked for a duration of one month to track the progress of impressions, clicks, and the Click Through Rate (CTR). Once the advertising time concludes, the results will be reviewed with Google Analytics. On average, a presentation discussing the campaign report published during the month will take place at the conclusion of the month.

The effectiveness of Paid GoogleAds

Paid GoogleAds are a compelling choice for companies trying to increase their online presence because of their many advantages. One of the main benefits is its cost-efficiency. Google Ads operates on a pay-per-click model, where you are only charged when someone interacts with your ad by clicking on it. This allows you to establish a certain budget and have full control over your expenses. This adaptability is especially advantageous for organizations with constrained marketing resources. Moreover, Google Ads offer quantifiable outcomes, enabling you to monitor and evaluate the effectiveness of your campaigns using important data on metrics such as click-through rate and conversion rate. This data enables firms to make informed decisions based on data analysis in order to optimize their campaigns for improved outcomes. Moreover, Google Ads have advanced targeting features that allow businesses to effectively reach their specific target group and enhance brand recognition. The platform also offers capabilities for efficient campaign management, including the capability to pause or make adjustments to campaigns as necessary. In summary, the advantages of utilizing paid Google Ads encompass heightened prominence and website visits, economical advertising, focused targeting, quantifiable outcomes, and improved brand awareness. Consequently, they serve as a beneficial instrument for firms aiming to expand their online exposure.

Using paid GoogleAds is very effective in increasing product awareness on the google search engine. The following are the results of the Paid GoogleAds strategy carried out by UT:



The provided data presents key performance indicators for an advertising campaign. "Clicks" refer to the number of times users clicked on the ad, totaling 6.29K clicks, which indicates that 6,290 users interacted with the ad. "Impressions" represent the number of times the ad was displayed, reaching 1.01M impressions, meaning the ad was shown 1,010,000 times. The "Avg CPC" (Average Cost Per Click) metric calculates the average amount paid for each click on the ad, helping to understand the cost efficiency of the campaign. "Cost" refers to the total amount spent on the ad campaign, encompassing all expenses incurred for the clicks received. The data reveals that the interaction reached

1.01M with a click count of 6.29K. These findings demonstrate that there is a current audience of 10,000 individuals who have viewed this product, and 20 individuals who have expressed interest in it. This approach is very efficient and comparatively cost-effective in enhancing product visibility.

CONCLUSION

The most effective digital marketing to do is Paid GoogleAds, namely SEM and GDN, because it is easier, effective, efficient and can reach the appropriate target market. This report also explains the stages carried out in the process of creating SEM and GDN campaigns. The issue in the ongoing project is to the efficacy of utilizing paid Google ads to enhance the digital exposure of United Tractors' products. Based on the findings of prior campaign research, the campaign engagement data from United Tractors consistently shows a continuous growth. In addition, analysis is conducted by comparing it with other forms of digital marketing. It can be concluded that utilizing paid Google Ads is a marketing strategy that is both convenient and cost-effective, while also having the ability to reach a substantial audience.

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