



ADVERTISING  
BRANDING  
MARKETING

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SKYAD.COM

# The Childrens Village Google Ads Presentation

# Google AdWords

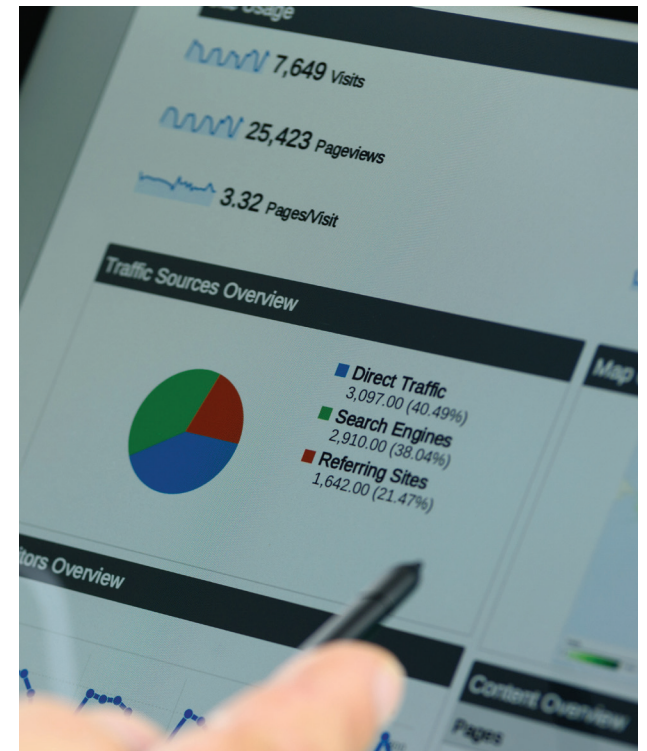
With Google's online advertising program, you can reach people exactly when they're interested in the career opportunities you offer. Target candidates who are qualified and active in your job market, when they are searching and motivated to take action. No other medium can target as effectively. Pay only when people click through to your job posting or website.



## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

- Keyword Research
- Keyword List Set Up
- Campaign and Ad Group Implementation
- Monitor and Implement Urgent Search Terms
- Run Fresh Estimates for New Keywords
- Write/Edit Ad Copy
- Ensure Tracking is in Place
- Set Bids and Allocate/Pace Budgets
- Optimize Geotargeting, Audience Targeting, Demographics, and Ad Schedule
- Periodical Campaign Reviews
- Campaign Adjustments
- Monthly Performance Reporting
- Custom Reporting Dashboard



# Google AdWords

## GEOTARGETING

- New York City
- New York City Metro

## AUDIENCES & DEMOGRAPHICS

- Employment
- Government & Public Sector
- Government & Public Sector Jobs
- Bachelor's Degree
- Master's Degree

## GOOGLE ADS CUSTOM SEARCH:

- Get in front of qualified candidates at the right time and place using audience targeting and geo-targeting
- Improves placement on Google's search engine results page
- Bid on relevant keywords to show ads to people actively searching for career opportunities in your area

## KEYWORD SAMPLE:

- "childcare job openings near me"
- "social work position hiring near me"
- "youth clinician work new york"
- "non-profit program director job"

