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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Google Adwords Ad Automator: The Next Big Thing

By AdPro

Google is beta testing a new product which allows website owners and AdWords advertisers to

automatically generate their AdWords campaigns by submitting a list of their product details via data feeds. The search engine uses the information from the feeds to determine the best keywords for those pages and automatically creates ads that link to them. This is brilliant news for any site owners who have a large database of products as they can now upload the whole lot at once.

The new Google ad automator feature is initially only being offered to select Froogle merchants who also advertise on the AdWords platform. The tool allows you to manage large, scalable campaigns without investing much time and effort. The ad automator dynamically generates accurate AdWords ads targeted to search queries. The content for these ads comes from the data feeds (that you submit as often as you like) containing your product descriptions, specifications, and information. These data feeds are simply tab delimited text files. You can in fact use your existing Froogle data feed with some extra columns.

The AdWords system then generates ads from the content in your data feed (or from information you submit through the AdWords interface). This means that you can either let Google create your ad copy for you or you can set it yourself. It then continually analyzes all search queries to see whether they're relevant to any of your products. When it finds a relevant match, it shows your ads on the search page results.

Once setup, you can set daily campaign budget much like a normal adwords campaign. The CPC is set in one of three places. You can either specify your maximum CPC in the data feed, in the AdWords interface, or you can allow Google to determine it for you. The later method automatically sets your max CPC by using the average CPC of the competing ads. As with normal AdWords campaigns, you can have your ads displayed on both the Search Network or the Content Network, and geo-target them.

Some benefits of Ad Automator are that ads are dynamically targeted to queries. They are also automatically compliant with AdWords policies; once your data feed is approved, ads don't need to be reviewed again. You don't need to create new ad text. You can leverage existing product descriptions

that are likely already on your website. (However, you may submit customized ad text in your data feed or through the AdWords interface if you like.) You can supplement existing marketing efforts without much additional effort.

All in all I think this is set to be a big improvement when it is fully launched. It will compete with Yahoo's Search Submit product whereby advertisers can pay to have their pages included in the search results.

For more information see

<http://www.ad-automator.com>

Affiliate Marketing With Google Adwords

By Christoph Puetz

One of the best kept secrets in today's affiliate marketing world is the pay per click advertising version with Google AdWords. Adwords allows advertisers to place small ads on websites or on Google.com search result pages. You probably noticed the little advertisements to the right on Google.com.

In Affiliate Marketing you are promoting 3rd party products and in return you earn a share of a sale generated from your marketing efforts. We all have seen those little Amazon.com banners on different websites. These would be a very simple form of affiliate marketing. More sophisticated versions are complete stores build around Amazon.com or based on data feeds from other vendors. In some cases the affiliate has to build his own website and store – in others there are white label website templates or pages available for the affiliate to work with. Only when it comes to the actual sale the customer is redirected to the 3rd party vendor who carries the actual product.

Not a new variant but a not very well-known version of affiliate marketing is the promotion of affiliate product links/websites via Google AdWords. The power of advertising on Google.com is combined with the affiliate link. The affiliate partner does not need a website anymore, he directly links the customer to the 3rd party. With Google AdWords very targeted marketing is possible and well-written ads equipped with the right keywords can bring in big bucks. All the affiliate has to do is to figure out which keywords are affordable to promote. And that's where secret to success is. Everyone can buy the expensive and obvious keywords to promote products but when it comes to affiliate success via PPC advertising (aka Google AdWords) the inexperienced marketing folks are being weeded out or are left with big holes in their pockets. Finding the right combination of keywords, target group, ad copy is the critical piece of the puzzle.

Overall – affiliate marketing via PPC on Google or via Overture (competitor of Google AdWords) can be very lucrative and quite a few people are making a living of it. It sounds easy to do but to break into this field a new affiliate needs a lot of luck, big bucks or patience and knowledge.

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