

The Marketing Strategy of Google

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Abstract. The form of advertisements has evolved drastically these past few decades, from printing ads in newspapers and getting flyers to having personalized advertisements being displayed to people on a convenient screen. People nowadays rarely look at any flyers or newspaper, without something that they are interested in capturing their eye, they would most likely just look past any kind advertisement. However, Google has been able to progress and lead the industry with their innovative use of advertisement, capturing the attention of many. This paper explains how Google is able to captivate their users with advertising whenever a user goes online onto Google's search engine. Google uses a marketing strategy that one of the aspects they focus heavily on is advertising. Google uses their user data and uses different formats of advertising to their advantage. They constantly find innovative ways to reach new audiences along different platforms. Through their wide reach of networks and platforms, Google allows businesses of all sorts to have access to their advertising platform. Google, through selling their own advertisement space and having a heavily populated platform allows them to continue to dominate the field of marketing.

Keywords: Advertisement; business; users.

1. Introduction

Most companies desire to create a future where every customer's question is answered instantly, where marketers can target their perfect audience accurately, and user experience is a constant priority. This is the realm of Google, which has revolutionized digital marketing and the digital landscape. With the revolutionary idea of democratizing advertising through Google AdWords, Google launched its ascent to marketing domination. When Google introduced AdWords in 2000, the program changed how businesses addressed their customers in 2000. Google unleashed the potential of pay-per-click (PPC) advertising and exposed businesses of all sizes by letting them bid on keywords and display personalized adverts alongside search results. Pay-per-click advertising was Google's mainstay, serving small and large businesses, building a diverse customer base. As Google expanded its horizons, so did its advertising strategies. The advent of the Google Display Network (GDN) marked a pivotal moment, enabling advertisers to extend their reach beyond search results to partnered websites. This expansion exponentially increased exposure, drawing more users to the products and services being advertised. Furthermore, Google's proficiency in harnessing user data emerged as a driving force behind its advertising strategy. By analyzing user search patterns, browsing behavior, and interactions with ads, Google created a sophisticated algorithm that tracked intent and behavior, facilitating the delivery of personalized and compelling ads at the optimal moment. The precision of this analysis not only enhanced the user experience and empowered advertisers to tailor their messages to attract specific audiences, thereby enhancing engagement. One of Google's greatest innovations was its capacity to provide marketers with flexible targeting choices. Advertisers could fine-tune their campaigns based on demographics, interests, devices, and locations, creating personalized advertisements for distinct user segments. This approach, coupled with the concept of remarketing, solidified Google Ads as a versatile and user-friendly platform. Remarketing allowed advertisers to re-engage users who had previously interacted with their websites, fostering brand loyalty and customer retention. Central to Google's advertising ecosystem, the Quality Score evaluates ad relevancy and quality to improve user experience. A higher Quality Score translates to lower costs per click and premium ad placement, incentivizing advertisers to create high-quality, engaging ads that align with user intent. This strategy underscores Google's commitment to user satisfaction and reinforces its status as a platform that values accessibility and relevance. Google's

marketing power extends beyond specific platforms, reaching across a range of channels with ease. Incorporating advertisements into platforms like YouTube showcases Google's dedication to a seamless customer experience. By strategically placing advertising within videos, Google boosts brand recognition and draws viewers' attention, generating traffic. Moreover, the company's usage of interactive and immersive advertising, augmented reality, and virtual reality shows its innovative thinking. These cutting-edge formats create memorable experiences that captivate users, enhancing brand recall and fostering positive associations. In the pursuit of excellence, Google values strategic relationships and cooperation. By aligning with diverse brands and companies, Google gains access to invaluable user data, enriching its understanding of trends and consumer behavior. This data-driven strategy helps Google optimize its advertising campaigns. Collaborations increase Google's audience and allow it to test new technologies, making it a frontrunner in innovation. For instance, Google's collaboration with Android smartphone manufacturers exemplifies its strategic approach. By pre-installing popular Google apps on manufactured phones, Google creates an immersive user experience that showcases its diverse services, such as Google Maps and Gmail. This partnership strengthens Google's market position and widens its reach. Google's marketing philosophy is based on customer pleasure. Simplicity, accessibility, and user input show Google's focus on meaningful connections with its audience. Google provides compatibility with voice search and screen reader to make its goods and services accessible to various users. Google wants user input to involve consumers in the development and boost their value. Therefore, through an intricate interplay of innovative advertising platforms like AdWords, personalized targeting through data analysis, cross-platform integration, strategic collaborations, and unwavering user-centricity, Google has established an unparalleled marketing strategy that amplifies brand exposure and engagement and also fosters a symbiotic relationship between businesses and users in the ever-evolving digital landscape.

2. Google's Beginning

Google's launch of their first advertising platform, Google AdWords began in 2000. The platform focused on allowing advertisers to reach their target audience first without a payment. They had advertisers bid on particular keywords that allowed them to display a certain ad along with the search results [1]. The platform's primary focus on the pay per click (PPC) model allowed them to have a wide customer base from small businesses to larger businesses. The platform soon became a hit to many advertisers that hoped to get a cost effective and accessible way to promote and gain traction on their products and services. As Google's company expanded, their advertising strategies and offerings also expanded. They expanded to video advertising, mobile advertising, remarketing, and display advertising. They soon then announced a new advertising model that not only allowed them to display advertisements in the search engine itself, but to extend beyond to partnered websites. The system was called Google Display Network (GDN) [2]. The GDN allowed advertisers to gain access to a platform that allowed them to reach millions more people, which significantly increased their exposure, drawing more people to the advertised product and service. Additionally, Google values their user's data and uses the data to use as a determining factor for their advertisement strategy. They focus on collecting the user's data through searches, browsing behavior, and interactions they make with the ads targeted towards them through the use of the Google services [3]. This analysis of the user's data allows advertisers to use that data to their advantage and to modify ads for the user's specific likings. They are able to tailor their ads to attract specific audiences through the use of user data, increasing their engagement. Google uses an algorithm that allows the tracking of the user's behavior and search intentions. They track a user's usage to deliver personalized and convincing ads to an individual at the right timing, ensuring the most engagement. The precision of the analysis that Google does on their users allows them to enhance a person's experience when using Google's search engine. Furthermore, Google Ads offers an advertising strategy to advertisers allowing them to make specific targeting options. They allow advertisers to target audiences based on the demographics, races, interests, devices, and locations. Advertisers are able to make criteria for their target audience

to make a custom audience and personalize each advertisement to each user and individual. This also allowed advertisers to remarket to audiences that had interacted with their website before in hopes of not only reinforcing the brand but also creating a repeating customer base. Google Ads is a key component of Google's advertising strategy. The efficiency of managing advertising campaigns for businesses of all sizes makes it a simple and user-friendly platform. It provides multiple tools and resources, allowing marketers and advertisers to customize advertisements and campaigns that best fit their budgets, goals for performance, and company brand. Furthermore, Google has a system that determines the cost of pay per click (PPC) and the placement of the advertisement for each ad for the company. Google's Quality Score ensures a better user experience by rating advertisements from 1 to 10 based on relevance and quality[4]. The higher the score, the lower the advertisement company pays for the cost per click and the better the placement of the advertisement. This strategy entices advertisement companies to create higher quality advertisements for better user experience. This strategy highlights the importance of accessibility towards users and allows Google to continue to be a platform that focuses on user satisfaction.

3. Customer Involvement

Moreover, Google's values on user satisfaction expands into their seamless incorporation of advertisement in various platforms. The integration of advertisements through different platforms gives users a cohesive and consistent experience [5]. For example, Google Ads uses YouTube Ads as a source to reach an extensive audience. Throughout multiple points in a video, they display advertisements allowing the repetition of the brand to be ingrained into a user's mind, therefore increasing interest in the product, creating more traffic and interest for the brand. This cross-platform integration is also incorporated during a user's daily use of their device. Google displays multiple advertisements for similar products across their multiple platforms, creating a wide coverage of what the user views throughout their day. The reinforcement of the presence of the brand becomes apparent to users, creating more interest in the brand for users. Google also experiments through a variety of advertising formats. They have created interactive and immersive advertising which allows users to encounter a memorable experience. The innovative use of interactive and immersive advertising allows advertisers to create an interesting advertisement that would become a memorable experience. The engagement of users through games related to the brand, virtual try ons for products, and exploring features of the product provide customers with a valuable and long-lasting image of a brand, creating a positive outlook of the brand. [6] Similarly, Google's approach on using augmented reality and virtual reality as advertising tools allows advertisers to captivate users through a new and unique method. This modernized advertisement form also displays Google's commitment to innovate and advance their marketing strategy through advertisement.

4. Collaborations

Another marketing strategy that Google values as an element to the company's success is their collaboration and partnerships with other brands and companies. Google creates partnerships with brands and companies that allow Google to access these companies' user data. They are able to gain valuable insights on trends and consumer behavior. Google is then able to analyze the shared data from companies to improve their advertising strategies, overall product, and user experience. They are able to improve on their algorithm with every source of new data. Moreover, Google's collaborations with different brands and companies allow them to expand their reach of audience. They are able to diversify their audience through different types of companies and target a different audience and market with each collaboration. Collaborations not only allow opportunities to diversify their audience, but it also allows them access to experiment with new technological advancements provided by the companies they work with. This access to experimentation for various technologies allows Google to invest in the ventures and allows Google to maintain a lead in technological

advancements. By keeping up to date with the latest technologies and tools, Google is able to continuously provide users with the best products and services while remaining competitive in the market. A successful example of one of Google's partnerships is the collaboration they have with Android smartphone manufacturer companies. Google has the manufacturers decide on a certain number of Google's most popular apps to be pre-installed into the manufactured phones, so when users first receive and open their phones, those are the first apps they encounter. Through this partnership, Google creates an experience that showcases their best and most useful apps to the users, allowing them to explore the variety of services offered by Google: Google Maps, Google Search, and Gmail [6]. This allows Google to expand their market presence into a diverse audience, further making Google a hard competitor compared to other companies and their lack of reach. Another notable collaboration Google had was with Apple. Despite the similar market Google and Apple compete in, Google and Apple were able to create a collaboration for the default search engine for Apple's web browser [7]. Even though Google had to pay a substantial payment towards Apple to become Safari's default search engine, Google was able to reach a significant number of search traffic of Apple users, who otherwise would have less opportunities to use the Google platform since they do not use Android systems, in which Google dominates. Moreover, Google has collaborated with a variety of industries, for example, car manufacturers, education, healthcare, and more.

Along with all the partnerships and collaborations Google creates, it is able to create a network among different companies and can obtain a reputation of being reliable and trustworthy. The credibility of Google from its reputation allows Google to not only continue to collaborate with well-established corporations but also allowing them to attract new and potential partners to further expand their network. Google through these strategic marketing with collaborations and partnerships has allowed Google to dominate the field of marketing, which will contribute to Google's future growth and success.

5. User Satisfaction

Furthermore, Google's fierce commitment towards providing users with the best experience of the digital space is another marketing strategy that Google puts a lot of effort into. Google's commitment to create the best experience gets translated onto the customer as a personal connection since it's as if the company cares for the individual customer. This care that the customer feels from Google creates a loyal and engaging audience. Google approaches the user experience with simplicity. The simplicity creates an easy to use yet satisfying experience for users. When a concept is simplified by Google, customers are more likely to be satisfied as they are able to easily grasp and apply the concept[8]. The cleanliness of the search experience allows customers to quickly find information they were looking for without distractions. Google also dedicates their resources to provide fast results. The fast results prevent a user from easily getting frustrated thus not giving the users enough time to create a negative opinion on Google. In addition, to allow easy use of the systems, Google prioritizes the accessibility of their products and services to a diverse audience with different needs and backgrounds[9]. They created features such as voice search and screen read that simplified the way individuals with disabilities and needs to search for information. Google success is also heavily credited to user feedback. Google actively puts in effort to receive user feedback on their products and services. They want customers to voice their concerns, report issues, and make suggestions for improvement. Google also offers beta testing programs to customers. Customers are able to try new features along with the newest product before they are launched. This allows Google to get valuable feedback from customers while identifying potential problems they may face with the product or service. The involvement of Google users allows them to feel valued and important from the company, enticing them to continue to stay loyal to the company [10]. For Google, the involvement and feedback from the customers allow them to ensure that the product or service aligns with user expectations while enhancing their overall experience while using products of Google. Google invests their time and money to understand user needs and struggles they face so they are able to innovate to

ensure that Google provides users with the best experience. This user centered value that Google values has allowed them to continue to stay a valuable source of not only being a search engine but also a source that simplifies a user's life. They have obtained a loyal and engaging audience through this value.

6. Conclusion

Ultimately, Google has advanced to the forefront of the digital environment thanks to its complex and dynamic marketing strategy. The AdWords platform launched in 2000 introduced the pay-per-click model, making it easy for businesses of all sizes to reach their desired audience. Google expanded into video, mobile, retargeting, and display advertising throughout time. The Google Display Network (GDN) expanded marketers' reach to linked websites, vastly enhancing visibility and user interaction. Google's prowess in harnessing user data and employing sophisticated algorithms has enabled personalized and compelling advertising. By analyzing user behaviors and intent, Google delivers tailored ads at the optimal moment, enhancing user experience and empowering advertisers to target specific audiences effectively. The platform's emphasis on Quality Score underscores Google's commitment to user satisfaction, promoting higher-quality ads and fostering a symbiotic relationship between businesses and users.

Moreover, Google's cross-platform integration, seamless incorporation of advertisements, and innovation in interactive and immersive formats have solidified its brand recognition and drawn users into memorable experiences. The company's strategic collaborations and partnerships with diverse brands enrich its understanding of consumer behavior and facilitate experimentation and technological advancements, keeping Google at the forefront of innovation. Google prioritizes customer pleasure in its marketing. Google has made people feel appreciated and involved through simplicity, accessibility, and user input. This devotion has led to devoted customers and an ever-changing range of goods and services that simplify and improve consumers' lives.

Google's marketing strategy stands as an exemplar of innovation, personalization, and user-centricity. Embracing the evolving digital terrain, integrating cutting-edge technologies, and forging strategic alliances, Google maintains its market dominance while fostering profound user engagements, seamless interactions, and unparalleled utility. Google's unwavering commitment to excellence ensures its ongoing influence in shaping the dynamic interplay between enterprises and individuals amid swiftly evolving times. In a landscape marked by rapid transformation, Google's adept approach reaffirms its role as a trendsetter in the realm of digital interactions.

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