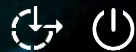




Selina Gough

DEJAN Marketing

Head of PPC

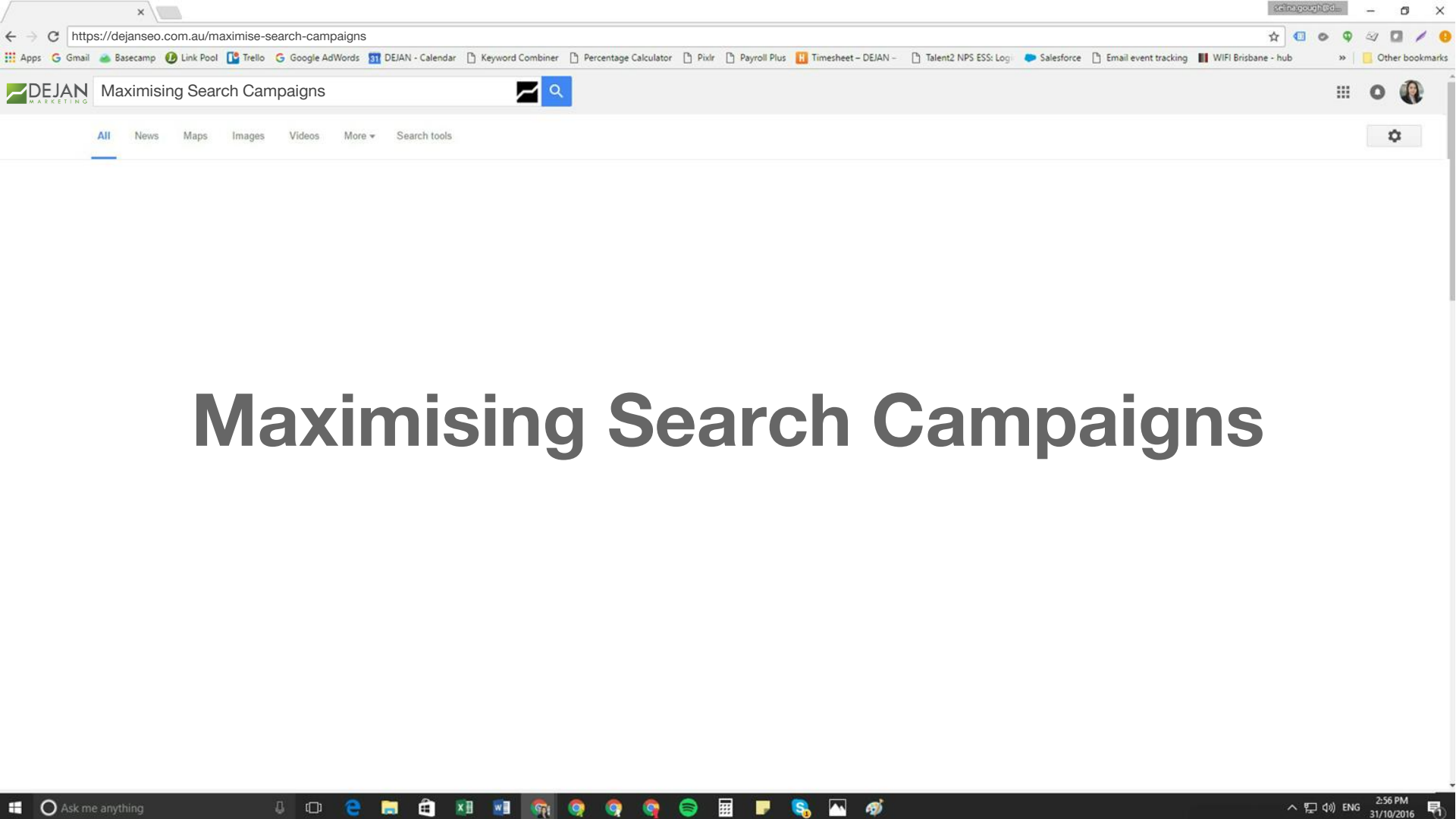




| Digital Lead Generation Myths, Debunked. 

DEJAN Search

I'm Feeling Lucky



https://dejanseo.com.au/maximise-search-campaigns



Maximising Search Campaigns



All News Maps Images Videos More Search tools

Maximising Search Campaigns

Maximising Search Campaigns

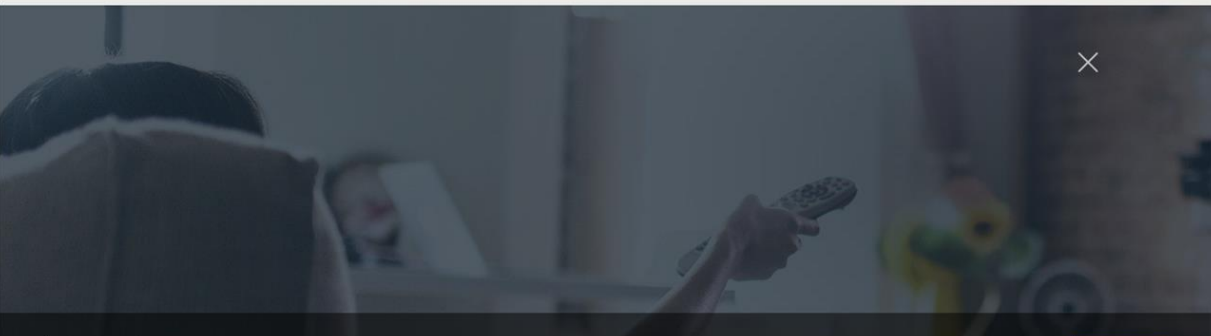
- Focus on Quality and Relevance
- Account Structure
- Track your performance
- Be smart with your investment

Using Display Advertising + Remarketing



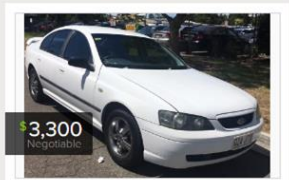
Gumtree Sign In Register My Gumtree Post an ad

Cars & Vehicles Home & Garden Jobs Real Estate Services For Hire Electronics & Computer Sport & Fitness More categories...



I'm looking for... Brisbane Region, QLD 20km

Homepage Gallery Recently Viewed Watchlist Saved Searches



URGENT SALE 2004 FORD FALCO... Forest Lake

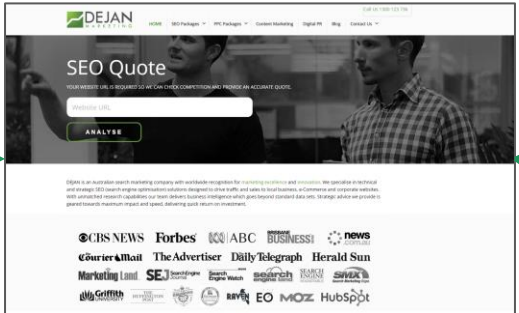
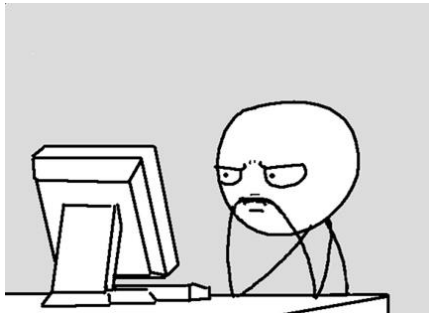
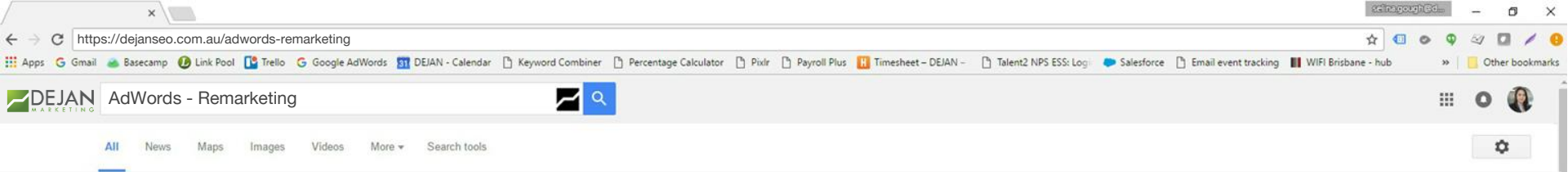


2009 BMW X3 Wagon Moorooka



Floor stripping - Tile Removal - Dia... Nundah





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[Ad www.example.com](#)
If You're Still Looking For Expert SEO Advice, Let Us Help You!



Browser address bar: <https://dejanseo.com.au/display-remarketing-tips>

Browser tabs: Apps, Gmail, Basecamp, Link Pool, Trello, Google AdWords, DEJAN - Calendar, Keyword Combiner, Percentage Calculator, Pixlr, Payroll Plus, Timesheet - DEJAN, Talent2 NPS ESS: Log, Salesforce, Email event tracking, WIFI Brisbane - hub, Other bookmarks

Page header: DEJAN MARKETING Display + Remarketing Campaign Tips

Navigation: All, News, Maps, Images, Videos, More, Search tools

DISPLAY CAMPAIGN

- Define your audience
- Utilise targeting methods with audience in mind e.g. interests, contextual targeting
- Review placements for best performing websites
- Continuously improve image ads

REMARKETING CAMPAIGN

- Segment website collected audience
- Different ad messaging based on audience segment
- Utilise targeting methods with audience in mind e.g. interests, contextual targeting
- Review placements for best performing websites
- Continuously improve image ads

Extract The Best ROI From Google AdWords

Get Your Bang For Buck

- Track your performance
- Focus on what's making you money
- Remove any wastage
- Distribute budget to the greatest ROI regions
- Continuously optimise and improve

Browser window showing the URL <https://dejanseo.com.au/facebook-advertising>. The page title is "Facebook Advertising" and the DEJAN MARKETING logo is visible in the top left. The browser's address bar and search bar are visible, along with various navigation and utility icons.

Is Facebook Worth Your Time?

Why Facebook Advertising Is Great

- Push marketing VS Pull
- Advertising to humans, not search terms
- Visual benefits
- Different ad formats e.g. carousel, static images, video etc.

Thank You!