**Google Advertising**

Google advertising is an extremely important and valuable tool when it comes to Paid marketing options. It caters to both new and already well-established businesses and helps enterprises to accomplish a wide variety of goals they desire.

Google advertising is available in three different forms: Search, Display and Shopping.

**Search:** Google Search network includes ads that are displayed on Google when other people search for your product/service.

**Display:** Google Display network includes videos and images and is displayed on Google and Google-partnered website. It can be very effective when you wish to feature a visual appeal to your customers.

**Shopping:** Google Shopping is an ideal platform for e-commerce businesses trying to improve conversion rate and drive sales through their website.

All three can be incredibly effective for different businesses and purposes. Google allows you to set budget, start and end dates, target your desired segment and areas, sort your campaign by keywords, get insights in the real-time and much more.