



Several types of key ways of foreign trade marketing



The following and the big guys to talk about the Google advertising several types of key ways. Mention of Google, most people's first impression of Google's Baidu search engine, indeed, Google as the world's largest Baidu search engine, covering more than 200 countries and regions around the world, the data analysis, Google谷歌推广怎么做 accounted for 92.56% of the world search sales market share, more than 3.5 billion daily search, Google in Baidu search engine advertising campaign to show the purpose is to "on four under three" billboard show, that is, Baidu search engine on the upper side of four advertising column show, the lower side of three advertising column show.

Google has integrated more than 3 million high marketing platforms around the world, according to the company's promotion of our country, region, language expression, length, etc., Google wants to go to carry out intelligent and accurate pushing of advertising. In other words, collaborate with Google, it is equivalent to collaborate with more than 3 million high marketing platforms around the world.

YouTube is the world's largest video service platform, and at the same time it is the Google Group's industry chain. YouTube video advertising is more suitable for large machinery and equipment customer needs to carry out operational promotion, can be very accurate to help enterprises store customers.

Fourth, Gmail e-mail advertising. Gmail google 广告投放 e-mail is the world's largest number of users is the e-mail service platform, it is the Google Group's chain. If you promote Gmail email advertising, Google will carry out intelligent classification of the fields or commodities you operate, and recommend you to your potential customers according to the content of the email messages of the companies that have used Gmail email, and when the users carry out email communication with others, your advertising information will occur on the email. In addition, Google has many advertising campaigns.

In addition, Google also has many forms of advertising display, such as remarketing advertising, for example, people search for a product in Google, but did not submit orders to buy, and then click on other sites, will show the product advertising, this is remarketing promotion, but also can reasonably enhance the 谷歌搜索关键词user's first purchase and repurchase. In addition, there are also mobile games or the use of the Android software market advertising, for the C-end shopping advertising, in short, Google's advertising form a variety of companies to select their own advertising to complete the promotion, I can give you some advice.

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