

Google, Facebook & Instagram Ads

How to attract more customers with **Online Advertising**



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What is Online Advertising?

Reach the right people

Online advertising means paying to show your content, service or destination to a specific audience.

Unlike traditional advertising, you can control who sees your ads, where they are located, how much you invest and what results your campaign generates.

Online advertising allows you to actively reach potential customers instead of waiting for them to discover you.

Example:

Promote a Mediterranean shore excursion specifically to travellers interested in cruises and Mediterranean destinations.

Reach the right people, with the right message, at the right moment.

What is Google Ads?

Google Ads allows your business to appear when someone searches for specific products, services or experiences.

A traveller searches in Google:
“Shore excursions in Palermo”

A tourism company offering excursions in Palermo
can create an advertisement linked to this search.

Google Ads connects you with
people who are already
searching.



How does a basic Google Ads campaign work?

1

DEFINE YOUR OBJECTIVE

Decide what you want to promote: an excursion, destination, event or service.

2

CHOOSE YOUR KEYWORDS

Think about what your potential customers may search for on Google.

3

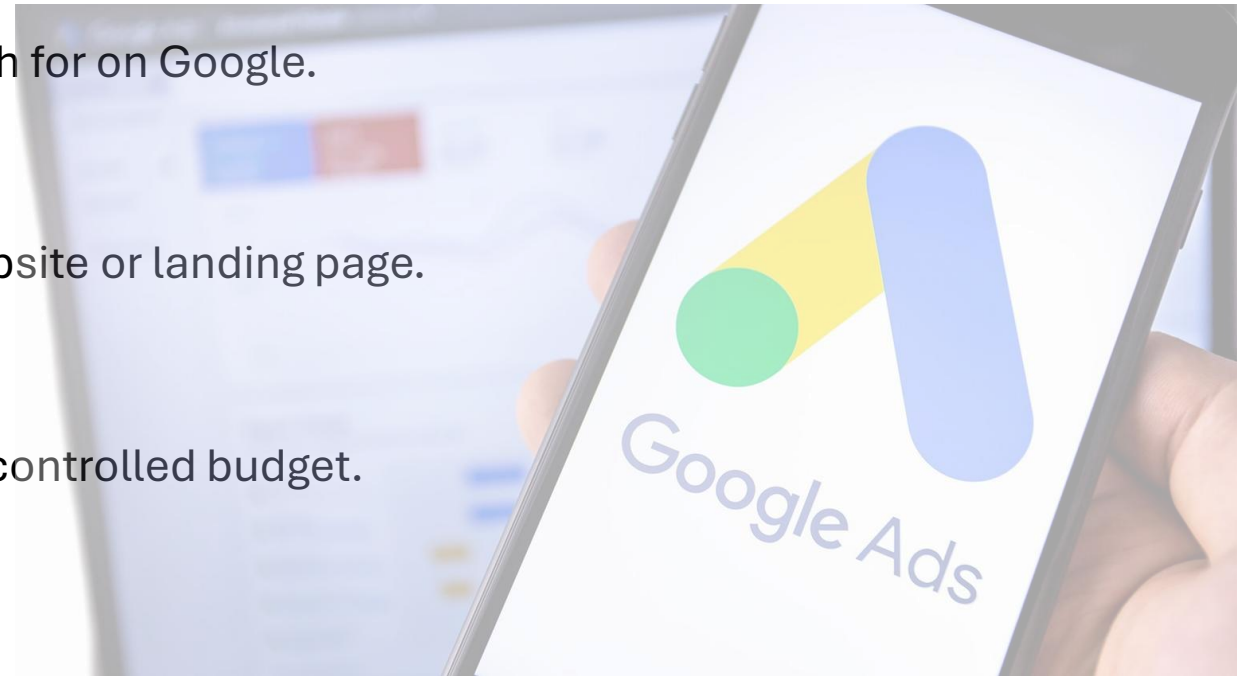
CREATE YOUR ADVERTISEMENT

Explain your offer clearly and include a link to your website or landing page.

4

DEFINE YOUR BUDGET

Decide how much you want to invest and start with a controlled budget.



Measure, learn and improve

Digital advertising allows you to understand how your campaign is performing.

You can measure

- ✓ **Impressions:** How many times your advertisement was shown.
- ✓ **Clicks:** How many people clicked on your advertisement.
- ✓ **Conversions:** How many users completed an important action, such as filling in a form or making a booking.

Use this information to
adjust your message,
audience or budget.

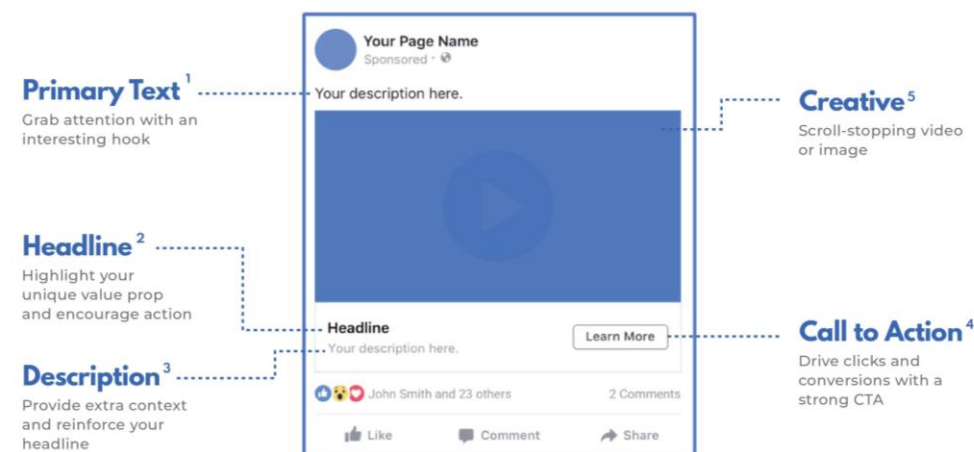
What are Facebook & Instagram Ads?

Facebook and Instagram Ads allow you to show visual advertisements to specific audiences.

Unlike Google, users are not necessarily searching for your service. Your advertisement helps them discover a destination, experience or service.

A traveller interested in cruises sees an Instagram advertisement promoting a Mediterranean food experience during a port call.

Inspire people before they start searching.



Create visual ads that attract attention

People see hundreds of digital messages every day.
Your advertisement needs to be simple and easy to understand.

Use an attractive image or short video, with a clear message and include a direct call to action.

Discover the experience!

Lear more!

Contact us!

Book now!



Choose the right audience

**You do not need to show your advertisement to everyone.
Digital platforms allow you to select audiences based on:**

- ✓ **Location:** Where are your potential customers?
- ✓ **Interests:** Cruises, travel, gastronomy or cultural tourism.
- ✓ **Language:** Adapt your message to your target market.
- ✓ **Profile:** Reach audiences that may be interested in your offer.



Key Takeaways

- Use Google, Facebook and Instagram Ads to connect with people who are more likely to be interested in your destination, service or experience.
- Guide users to a website, landing page or form and transform their interest into a lead.
- Track your results, understand what works and continuously optimize your campaigns to generate more opportunities.





The Association of Mediterranean Cruise Ports