

Who is Sotiris Pantazis

Sotiris is a **keen analytics** and **performance hacker**,

who loves analyzing data and constantly furthering his knowledge!

Sotiris uses his skills in **Data Science**, **SEO** and **PPC** to grow and optimize killer marketing campaigns.

He leads the data and optimization teams for all GrowthRocks' clients, including **NESCAFÉ Dolce Gusto Greece**.



Why do we use Online Advertising?

- Precise targeting
- Better Insights
- Increase brand awareness
- Increase engagement
- Increase sales/bookings

The Buyer's Journey



Facebook Ads



Expedia

Sponsored · 

Get big discounts on hotels. Deals end soon!

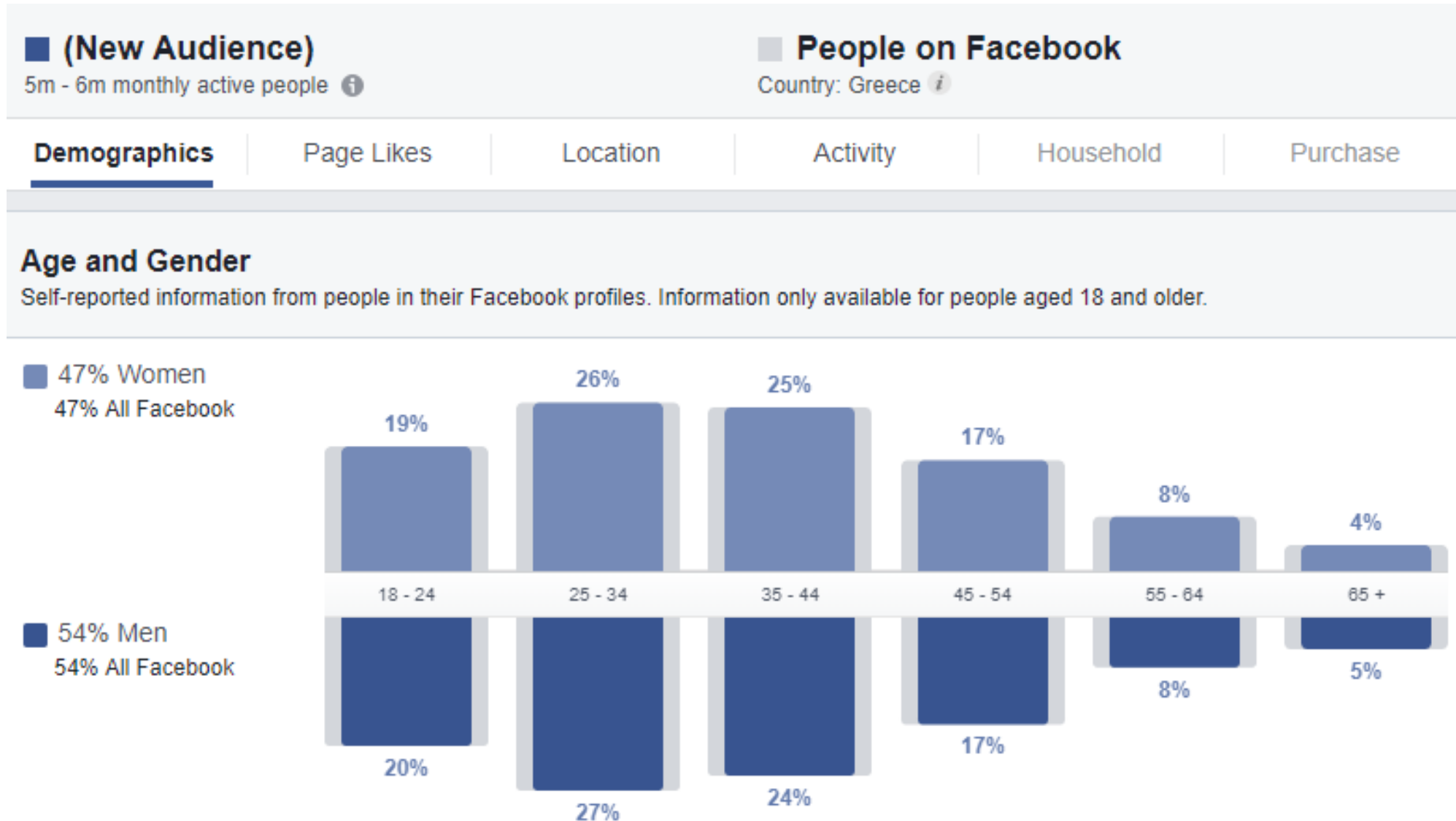


Top Hotel Deals













Get discounts on hotels in many destinations. Book today for the best deals.

WWW.EXPEDIA.COM

Why Facebook?



Why Facebook?

Awareness		Consideration	Conversion
 Brand awareness		 Traffic	 Conversions
 Reach		 Engagement	 Catalog sales
		 App installs	 Store visits
		 Video views	
		 Lead generation	
		 Messages	

Facebook Targeting

- Fans, FOF, Website visitors etc.
- Locations
- Age
- Gender
- Interests / Behaviour

Facebook Types - Page Likes

Suggested Page



Crown Reef Resort

Sponsored

Myrtle Beach Family Fun Awaits! On-Site Arcade, Oceanfront Waterpark, & So Much More.



Crown Reef Resort

Hotel

86,798 people like this.

👍 Like Page

Suggested Page



Captain's Quarters Resort

Sponsored

Captain's Quarters Oceanfront Resort is a Family Paradise. Water Park, Bowling, & More!




Captain's Quarters Resort

Restaurant

128,477 people like this.

👍 Like Page

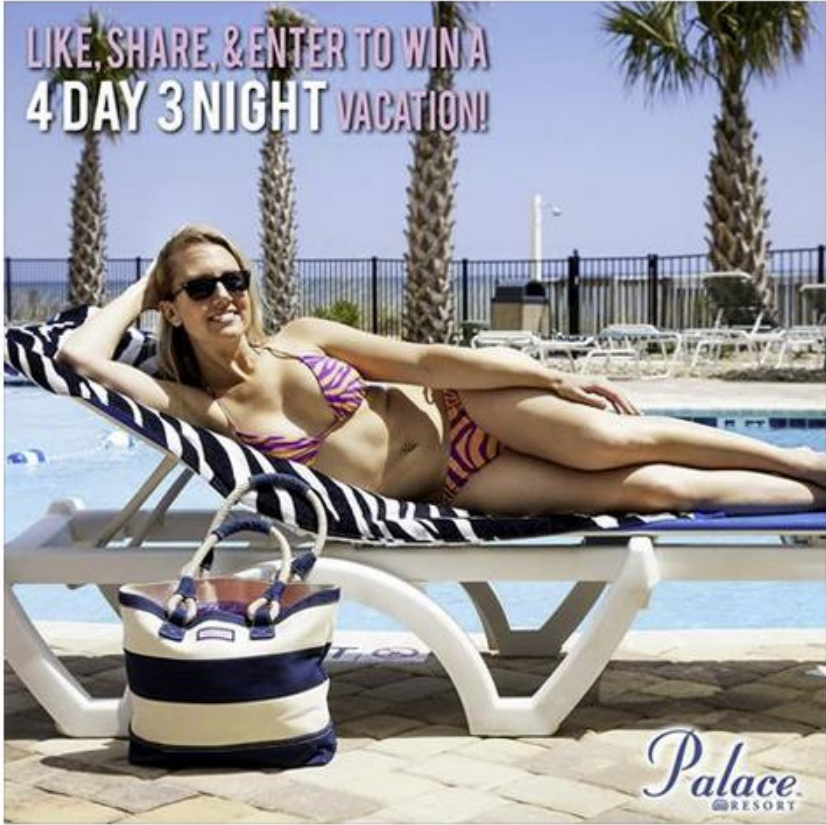
Facebook Types - Promoted Posts

**Palace Oceanfront Resort**
Sponsored · 🌐


Like Page

Enter our contest to win a 4 Day 3 Night Stay in our Oceanfront Sun Suite here <http://bit.ly/1KWuJm>, then like and share each day for more chances to win.

You only need to enter the contest once and your entry is valid for the entire contest.




Like · Comment · Share · 👍 326 💬 32 📩 266

**Beach Colony Resort**
Sponsored · 🌐

Like Page

Time to reveal our Cyber Weekend Specials!
Click here <http://bit.ly/1F4DZ6K> for our best winter rates
Click here <http://bit.ly/1BNPeCm> for our best spring rates
Click here <http://bit.ly/14N9SE3> for our best summer rates
Don't miss out! Specials will be gone after Monday!



Like · Comment · Share · 👍 248 💬 3 📩 3

Facebook Types - Lead Generation Ads



Crown Reef Beach Resort and Waterpark

Sponsored · 🌐

👍 Like Page

Happy Kids - Happy Parents! Sign Up For Resort E-Deals & Save On Your Next Beach Vacation.



Crown Reef Resort Deals

Sign Up To Save Big!

[HTTP://WWW.CROWNREEF.COM/](http://www.crownreef.com/)

Sign Up

481 Reactions 21 Comments



Captain's Quarters Resort

Sponsored · 🌐

👍 Like Page

The Best Family Amenities In Myrtle Beach! Join Our E-Deals Club To Save Big.



Exclusive Deals Just For You

Join Now & Start Saving!

[WWW.CAPTAINSQUARTERS.COM](http://www.captainsquarters.com)

Sign Up

603 Reactions 28 Comments

Facebook Types - Website clicks / Conversions



Landmark Resort

Sponsored · 🌐

👍 Like Page

What Are You Waiting For? Free Waterpark & Putt-Putt + Resort Deals - Great Savings!



Summer Deal-Up To 30% Off

WWW.LANDMARKRESORT.COM

Book Now

Like · Comment · Share · 👍 197 💬 11 📄 40



Crown Reef Resort

Sponsored · 🌐

4-Stories of Oceanfront Fun at The Crown Reef Resort Waterpark!



Twister Body Slide

302-Foot Long Body Slide



Salty's Splash House

Dump Buckets, Slide, & More!



Oceanfront

Waterslides

Like · Comment · Share · 👍 144 💬 14 📄 16

Facebook Retargeting



Like Page

Κάντε κράτηση στο τέλειο δωμάτιο με την Booking.com! Θα σας πάρει μόλις 2 λεπτά.



La Maison di Sant'Anna

€72.47

Book Now



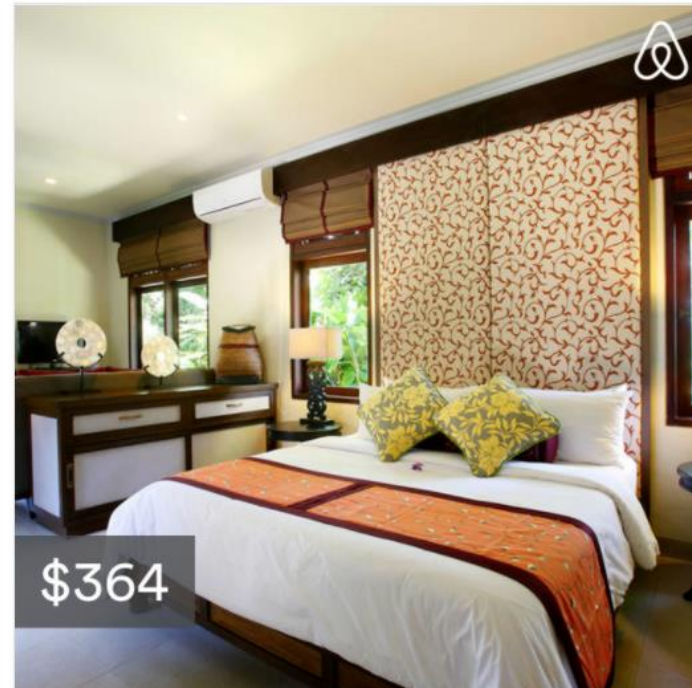
Bed&BikeRome Suite

€46.75



Like Page

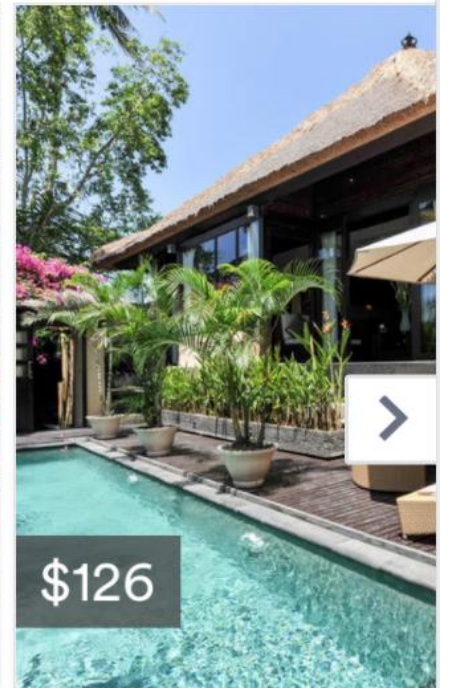
Time for a vacation? Choose from private rooms, apartments or even your own villa - Airbnb has it all!



\$364

Ubud, Entire home/apt, 3 beds, 6 guests




Book Now



\$126

Ubud, Entire home/apt, 3 beds, 6 guests

Google Ads - Search Network



No search volume

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Περίπου 9.700.000 αποτελέσματα (0,82 δευτερόλεπτα)

720 Ξενοδοχεία στην Αθήνα | Πληρώνετε μόνο στο ξενοδοχείο.

[Διαφ.](#) www.booking.com/Αθήνα/Ξενοδοχεία ▼

Εξοικονομήστε μέχρι 50% στην Αθήνα. Χαμηλές τιμές. Online κρατήσεις

Ασφαλής Κράτηση · 24ωρη Εξυπηρέτηση Πελατών · Εγγύηση Καλύτερης Τιμής · Δωρεάν Ακύρωση

Τύποι: Ξενοδοχεία, Διαμερίσματα, Βίλες, Hostel, Θέρετρα, B&Bs

Κάντε Κράτηση Τώρα

Γρήγορο, απλό, εύχρηστο.

Χαμηλές τιμές. Online κρατήσεις

Κάντε Κράτηση για Απόψε

Άμεση επιβεβαίωση της κράτησής σας

Εξυπηρέτηση πελατών όλο το 24ωρο

Αθήνα: Τα 10 τοπ ξενοδοχεία | Hotels in athens | TripAdvisor.com.gr

[Διαφ.](#) www.tripadvisor.com.gr/ ▼

TripAdvisor: Εξοικονομήστε κάνοντας κράτηση στον μεγαλύτερο ταξιδιωτικό ιστότοπο

Εύκολη σύγκριση τιμών · Εκατομμύρια κριτικές · Γνήσιες φωτο ταξιδιωτών

Cheap Hotels in Athens Centre | 727 hotels from 21€ | trivago.gr

[Διαφ.](#) www.trivago.gr/Hotels/Athens ▼

Wake up in the city centre and enjoy Athens from 39€ for a room. hotel? trivago!

Destinations: Athens, Thessaloniki, Rome, London, Crete, Arachova, Berlin, Budapest

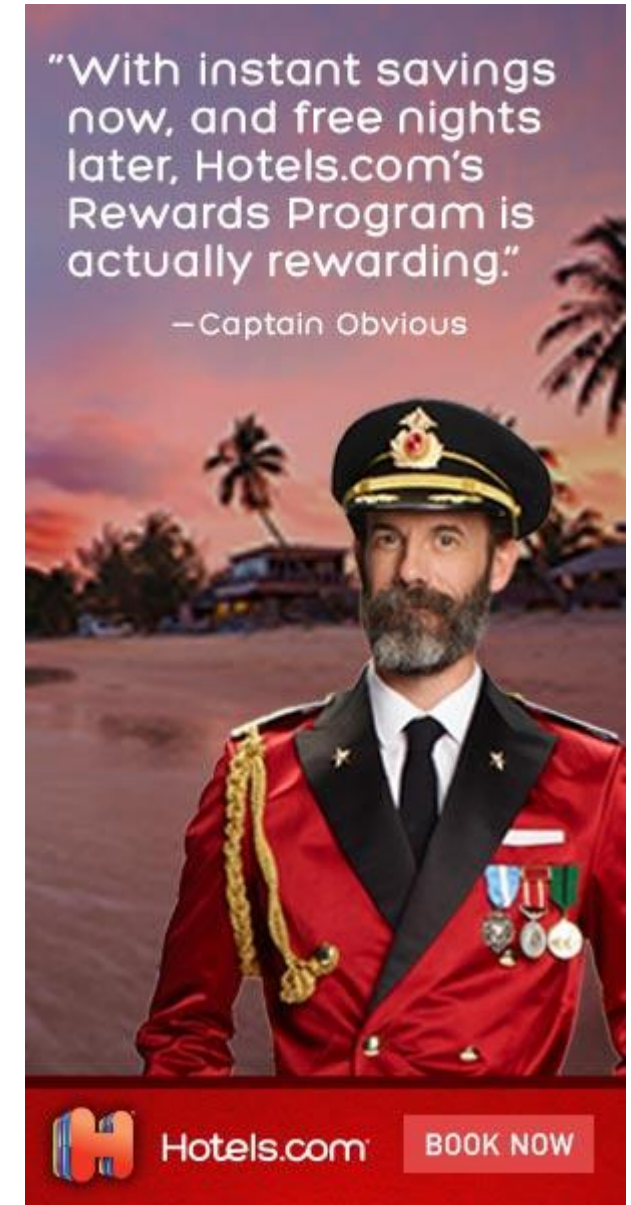
Amenities: Wi Fi, Spa, A/C, Restaurant, Parking, TV, Swimming Pool, Breakfast

5* Ξενοδοχεία · 4* Ξενοδοχεία · Δες τα Top Deals εδώ · Διαμονή με δωρεάν WiFi

Why Google Search?

- Targeted traffic
- Conversions / Bookings
- AdWords is measurable
- AdWords is flexible
- AdWords is faster than SEO
- AdWords is taking over the SERPs

Google Ads - Display Network



Why Google Display?

- Target specific websites
- Target specific topics
- Keywords
- Awareness
- Retargeting

Thank you!

Do you have any questions?



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