

Exploring the Effectiveness of Google Ads in Digital Marketing

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Abstract: In the contemporary business landscape, digital marketing has become one of the most significant approaches for companies to promote their products and services. As of 2025, Google continues to dominate global digital advertising expenditure, emphasizing the critical role of Google Ads within the digital marketing framework. A key benefit consistently highlighted in Google Ads case studies is the ability of businesses to generate quality leads, which remains a top marketing priority. This research paper explores the role of Google Ads as a central tool in digital marketing, examining both theoretical concepts and practical applications. The study is based on a review of relevant literature and an analysis of success stories from Indian and global companies that have effectively implemented Google Ads. The findings reveal substantial improvements in website traffic, customer acquisition, sales growth, and even overall business expansion. It is therefore concluded that Google Ads serves as a highly effective digital marketing channel. The study recommends its adoption for enhancing brand visibility and sales performance, while also encouraging future researchers to expand on these insights for further academic and practical contributions in the field.

Keywords: Digital Marketing, Google Ads, SEO (Search Engine Optimization), PPC (Pay Per Click), Voice Search, AR/VR, IoT.

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I. INTRODUCTION

The year 2025 has marked a significant shift in consumer behavior, with millions of people increasingly embracing the digital space. What began as a necessity during earlier years has now evolved into a conscious preference, as users actively choose online platforms for shopping and services. Factors such as speed, convenience, affordability, and variety have made digital-first lifestyles more appealing. India, in particular, has shown remarkable growth in digital adoption, surpassing regions like the U.S., China, and the E.U. Even with offline channels becoming fully operational again, nearly 65% of Indian shoppers report that they will continue to prefer online platforms due to their comfort and benefits.

The advantages offered by digital channels—ranging from time and cost savings to multiple payment options, wider product availability, and efficient delivery systems—are driving this consumer shift. Currently, India has over 600 million smartphone users, and this figure continues to rise by approximately 25 million every quarter. As more users come online, businesses are rapidly adapting their strategies to align with this digital transformation. Search trends reflect a growing interest in digital marketing practices, online inventory management, and customer engagement strategies.

Meanwhile, new online shoppers are developing habits that reshape the way they interact with brands. With marketing budgets under increasing pressure since the pandemic, organizations are now prioritizing innovative and cost-effective methods to stay competitive in the digital marketplace.

II. LITERATURE REVIEW

Marketing as a discipline has undergone a major shift with the onset of what is often referred to as the digital transformation. The rise of digital advertising, e-commerce platforms, and mobile-based services has redefined how businesses engage with customers and deliver products and services. As the digital landscape continues to evolve, organizations must consistently update their approaches to effectively influence, connect, and communicate with consumers through well-structured digital marketing strategies. The global pandemic further accelerated this transition, particularly highlighting the importance of social media and mobile marketing as primary channels for consumer engagement.

Incorporating digital marketing strategies into a company's broader marketing framework has become an essential practice for ensuring long-term competitiveness and

profitability. Over the past decade, one tool that has played a particularly significant role in this evolution is Google Ads. Previously known as Google AdWords, this pay-per-click (PPC) platform enables businesses and marketers to promote their offerings across digital touchpoints. Google Ads provides extensive opportunities by leveraging a massive user base—over 259 million unique visitors, 4.8 billion daily interactions, and more than 5 billion search queries per day. Given its vast reach and measurable outcomes, Google Ads has emerged as a powerful instrument to achieve marketing objectives, from increasing visibility and generating leads to driving conversions.

This review focuses on assessing existing knowledge and analyzing the impact of Google Ads as a crucial component of digital marketing in the modern era.

III. RESEARCH GAP – LIMITATIONS OF GOOGLE ADS

Although existing studies emphasize the strong role of Google Ads in boosting sales, generating leads, and improving ROI for businesses in India, there is limited focus on the challenges and drawbacks associated with its usage. A comprehensive evaluation of digital marketing tools requires not only highlighting the advantages but also addressing the barriers that can hinder their effectiveness. Some of the key limitations that need deeper exploration include:

- Rising Advertising Costs
- High Market Competition
- Click Fraud and Budget Leakage
- Data Privacy and User Concerns
- Over-Reliance on Algorithms
- Short-term vs. Long-term ROI

• Objectives of the Study

- ✓ To evaluate the impact of Google Ads on shaping digital marketing practices and business outcomes.
- ✓ To highlight the benefits and strategic advantages that organizations can gain through the use of Google Ads.
- ✓ To investigate how Indian businesses have achieved sales growth and improved performance through Google Ads campaigns.
- ✓ To explore the different types of Google Ads campaigns and assess their suitability for various business needs and marketing contexts.

IV. THEORETICAL FRAMEWORK

➤ The Development of Technology and the Digital Market

The internet was born at the end of the 1960's. That is one of the technological advancements which mark the starting point of Digital Marketing. However, wider use of the internet began only around the late 1980's when the World Wide Web (www) and the first graphic browsers entered the market. The actual practice of marketing digitally emerged around the mid 1990's as the early digital services such as online banking, first search engines and when the first e-commerce stores launched. At the time of this so-called "first wave" or phase of Digital Marketing, the industry struggled especially with the uncertain factors with technology, for example, online payments, delivery, and other involved risks.[5] Some notable steps in the early years of the evolution of Digital Marketing include: the launch of the first search engine Archie in 1990, first e-commerce sale through Netmarket in 1994, the launch of Google in 1998 and birth of Facebook in 2004, accompanied by a wave of new social platforms in the early 2000's.

➤ The Evolution of Digital Marketing can be Divided into Three Phases.

PHASE I

Web 1.0 Era (1990s – Early 2000s) → The Beginning

- Introduction of the Internet and basic websites.
- Businesses used websites as online brochures – mainly static, one-way communication.
 - Email marketing became one of the first digital tools.
- Search engines (like Yahoo, AltaVista, and later Google) started influencing visibility.
 - Focus: Information sharing, not interaction.

PHASE II

Web 2.0 Era (2000s – Early 2010s) → Social & Interactive Marketing

- Rise of social media platforms (Facebook, LinkedIn, YouTube, Twitter).
- Marketing shifted from one-way to two-way communication – engagement with customers.
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM) grew rapidly.
- E-commerce platforms (Amazon, Flipkart, eBay) expanded online shopping.
- Content marketing, blogs, and customer reviews became powerful tools.
 - Focus: Engagement, interaction, and personalization.

PHASE III

Web 3.0 Era (2010s – Present) → Data-Driven & AI-Powered Marketing

- Explosion of smartphones and apps → mobile-first strategies.
- Growth of data analytics, AI, and automation (personalized ads, chatbots, recommendation engines).
- Social media evolved into influencer marketing and short-form video content (Instagram, TikTok, Reels).
 - Voice search, AR/VR, AI, and IoT are shaping immersive experiences.
 - Emphasis on customer journey mapping and hyper-personalization.
- Focus: Predictive, data-driven, immersive, and customer-centric marketing.

➤ *Strengths of Digital Marketing*

The rise of Digital Marketing has significantly transformed traditional marketing, requiring businesses to adapt their strategies to the fast-evolving technological landscape. Digital Marketing offers several distinct strengths that enhance brand visibility, customer engagement, and business growth:

- **Search Engine Optimization (SEO):** SEO involves optimizing a website to achieve higher rankings on search engine results pages, thereby attracting more organic (free) traffic. Key channels benefiting from SEO include websites, blogs, and infographics.
- **Social Media Marketing:** This strategy promotes a brand and its content across social media platforms to boost awareness, drive traffic, and generate leads. Common platforms include Facebook, Twitter, LinkedIn, Instagram, Snapchat, Pinterest, and Google+.
- **Content Marketing:** Content marketing focuses on creating and distributing valuable content to generate brand awareness, attract traffic, and nurture leads. Effective channels include blog posts, eBooks, whitepapers, infographics, online brochures, and lookbooks.
- **Affiliate Marketing:** Affiliate marketing is performance-based advertising where a business earns a commission for promoting another company's products or services. Channels include video ads via the YouTube Partner Program and affiliate links shared on social media platforms.
- **Native Advertising:** Native advertising refers to content-driven ads that blend seamlessly with non-paid content on a platform. Examples include sponsored posts on BuzzFeed or paid advertisements on social media platforms like Facebook and Instagram.
- **Marketing Automation:** Marketing automation uses software to automate routine marketing tasks such as email newsletters, social media scheduling, contact management, lead promotion, and campaign tracking and reporting.

- **Pay-Per-Click (PPC) Advertising:** PPC drives traffic to websites by paying a publisher each time an ad is clicked. Google Ads is a widely used PPC platform, while other channels include paid Facebook ads, promoted tweets on Twitter, and sponsored messages on LinkedIn.
- **Email Marketing:** Email marketing allows companies to communicate directly with their audience by promoting content, offers, and events. Common types of email campaigns include blog subscription newsletters, welcome emails, follow-ups, holiday promotions, and tips or nurturing series emails.
- **Mobile Marketing:** Mobile marketing focuses on reaching audiences via mobile devices through apps, SMS campaigns, push notifications, and mobile-optimized websites.
- **Voice Search:** Voice search enables users to find information online by speaking to AI assistants such as Google Assistant, Siri, Alexa, or Cortana. For instance, instead of typing, "best restaurants near me," users can simply say, "Hey Google, show me the best restaurants nearby."
- **Augmented Reality (AR) & Virtual Reality (VR):**
 - ✓ **AR (Augmented Reality):** Integrates digital elements into the real world through devices like smartphones or smart glasses. Example: Using IKEA's app to visualize furniture in your living room or trying on spectacles virtually via Lenskart.
 - ✓ **VR (Virtual Reality):** Creates a fully immersive virtual environment using VR headsets. Example: Exploring properties through a 360° virtual tour or playing VR games.
- **Artificial Intelligence (AI):**

AI in digital marketing enables machines to think, learn, and make decisions. Applications include personalized advertisements, chatbots for customer support, and recommendation systems (e.g., Netflix suggesting movies or Amazon recommending products).

➤ This Research Focuses Particularly on Advertising Through the Google Ads.



Fig 1 Google Ads

The above figure explains that “Google Ads was selected as the theoretical framework for this study because Google remains the leading search engine in modern digital marketing, with an extensive market reach. As of March 2025, Google commanded approximately 89.6% of global search engine traffic across all devices—its lowest share in over 20 years—surpassing competitors by a wide margin.

➤ Google Ads Campaign Types:-

- Search Campaigns

✓ Description: These ads appear as text-based results on Google Search when users enter relevant keywords.

- ✓ Best For: Driving leads, website traffic, and conversions.
- ✓ Example: A user searching “best digital marketing course” sees your ad at the top of Google results.

- Display Campaigns

- ✓ Description: Visual banner or image ads shown across Google’s Display Network (over 2 million websites and apps).
- ✓ Best For: Brand awareness, remarketing, and reaching users while they browse content.
- ✓ Example: Your clothing brand ad appears as a banner on a fashion blog.

- *Shopping Campaigns*

- ✓ Description: Product-based ads with an image, price, and store name—displayed on Google Shopping, Search, and YouTube.
- ✓ Best For: E-commerce businesses aiming to increase sales.
- ✓ Example: Searching “wireless headphones” shows product ads with price comparisons.

- *Video Campaigns*

- ✓ Description: Ads displayed on YouTube and across Google video partners, in formats like skippable, non-skippable, or bumper ads.
- ✓ Best For: Storytelling, brand engagement, and product demonstrations.
- ✓ Example: A 15-second skippable ad before a YouTube music video.

- *App Campaigns*

- ✓ Description: Designed to promote mobile apps across Google Play, YouTube, Google Search, and Display Network.
- ✓ Best For: Increasing app downloads and user engagement.
- ✓ Example: An ad for a new fitness app shown to Android users searching for “workout apps.”

- *Performance Max Campaigns*

- ✓ Description: A new AI-driven campaign type that runs ads across all Google platforms (Search, Display, YouTube, Gmail, Discover) using automation.
- ✓ Best For: Maximizing performance with minimal manual effort.
- ✓ Example: A local store using one campaign to appear across Search, YouTube, and Maps.

- *Local Campaigns (Now integrated with Performance Max)*

- ✓ Description: Previously focused on driving foot traffic to physical stores using Maps, YouTube, and Search.
- ✓ Best For: Businesses wanting customers to visit their store in person.
- ✓ Example: A restaurant ad showing on Google Maps when users search “restaurants near me.”

V. RESEARCH METHOD

This is a qualitative research study which aims to analysis and explain the use of Google Ads in enhancing digital marketing. This study purely focused on Secondary data only. Data analysis was done by comparing increase in percentage of sale by use of Google Ads platform for digital marketing in Indian context. Data was collected from success stories of Indian companies.

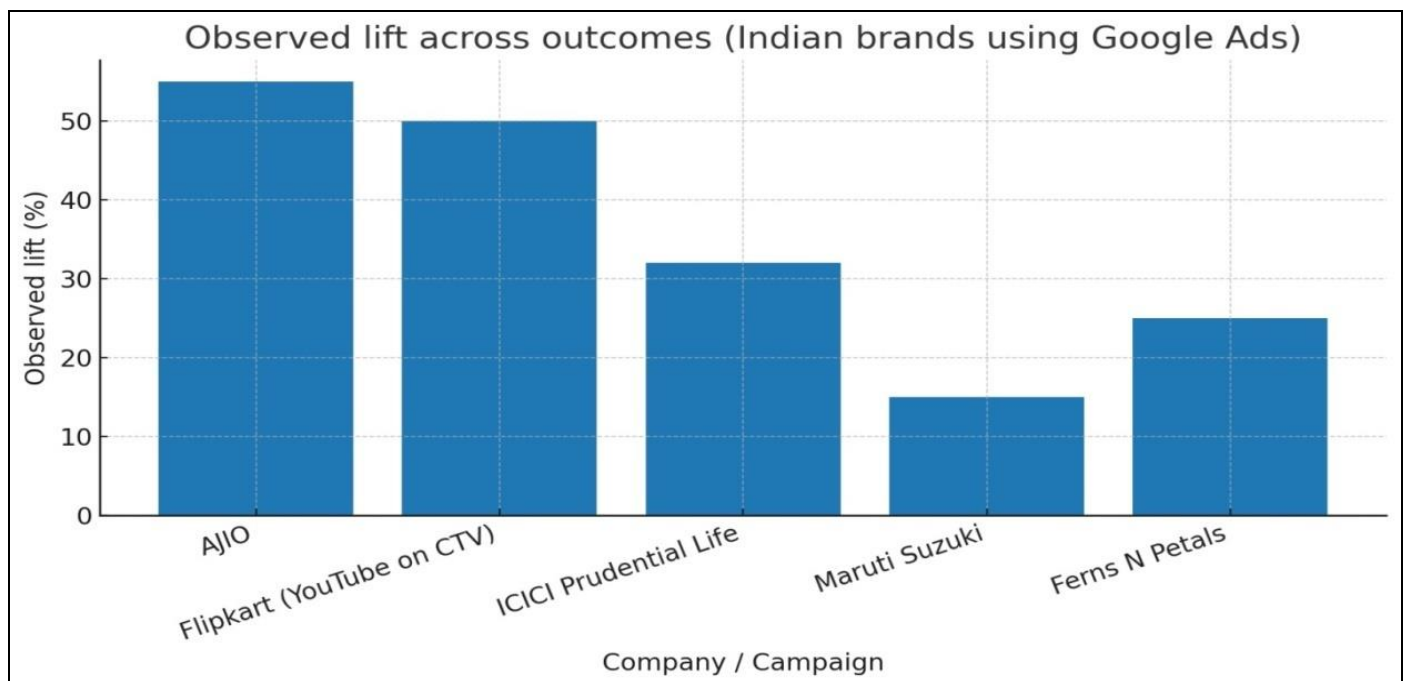


Fig 2 Observed Lift across Outcomes (Indian Brands using Google Ads)

➤ *AJIO (Reliance Retail) — Fashion E-Commerce*

- What changed: Measured impact of running brand + performance Google Ads together (via Ads Data Hub).

- Outcome: +55% higher conversion rate and +61% higher app open rate when users were exposed to both, vs performance alone.
- Why it matters: Blending upper-funnel YouTube/brand with Search/Performance Max can raise last-mile conversions, not just awareness.

➤ *Flipkart — YouTube on Connected TV (CTV)*

- What changed: Integrated YouTube on CTV into performance mix.
- Outcome: ~+50% more purchases per app session (1.5×) among customers engaged via YouTube CTV; also +12% incremental effective reach over TV.
- Why it matters: CTV can act as a sales driver (not only reach) when linked to the app or product feed.

➤ *ICICI Prudential Life — Insurance*

- What changed: First-party data + ML-scored leads, Similar Audiences, and Google Ads.
- Outcome: +32% incremental lead volume, 61% lower cost than prior campaign, and 18× ROAS.
- Why it matters: Proper audience modeling inside Google's stack can expand volume while improving unit economics.

➤ *Maruti Suzuki — Automotive Retail*

- What changed: Data-driven creative with Google Ads.
- Outcome: +15% incremental leads; also documented CTR lifts (8.5–10.6%).
- Why it matters: Even for high-consideration categories, Search + creative iteration can move sales proxies (dealer leads).

➤ *Ferns N Petals — Gifting E-Commerce*

- What changed: YouTube + Google Ads mix.
- Outcome: +25% growth in site traffic and +230% brand uplift in study period.
- Why it matters: For seasonal retail, upper-funnel video paired with paid search can expand demand ahead of peak moments.

Notable Indian success stories that demonstrate how companies have effectively harnessed Google Ads to achieve substantial business outcomes:

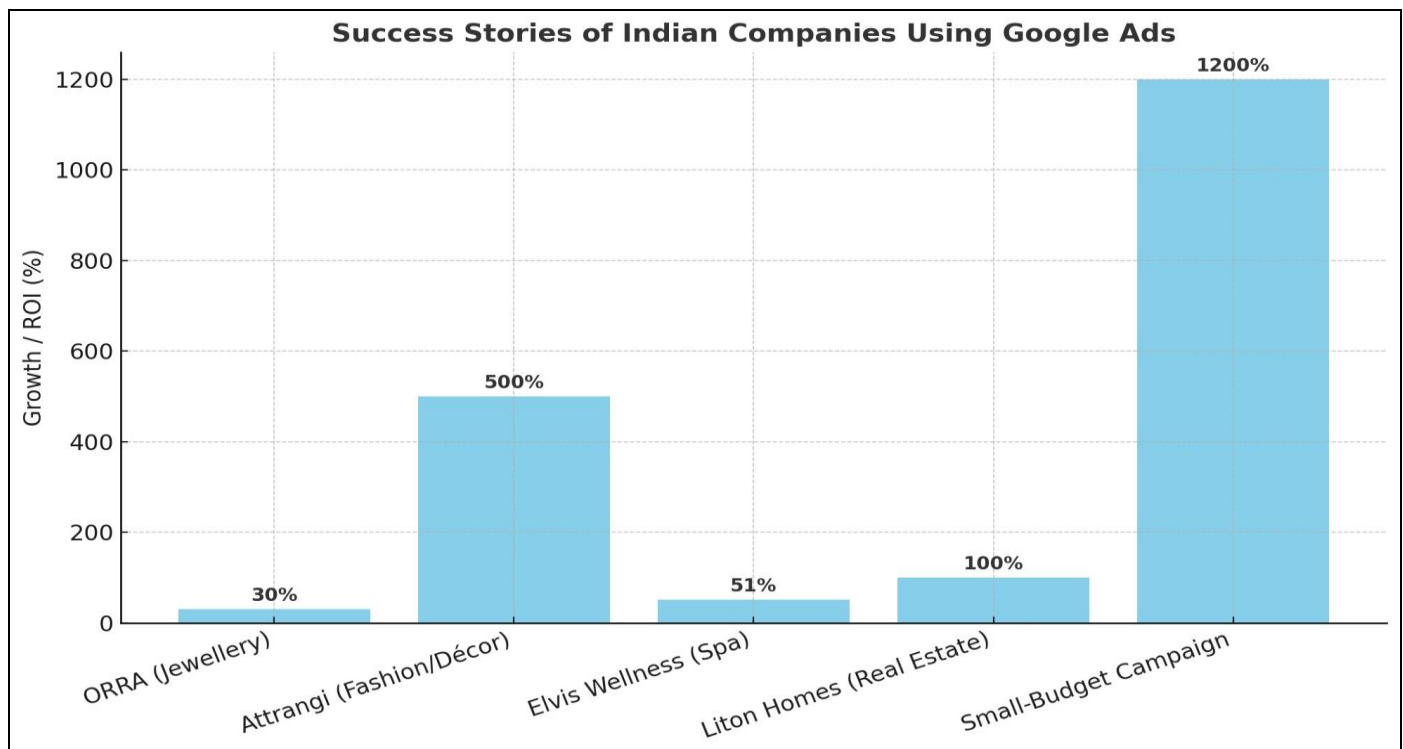


Fig 3 Success Stories of Indian Companies Using Google Ads

➤ *ORRA (Jewellery Retail)*

- What changed: Leveraged the Google Display Network with *region-specific creatives* and tailored offers targeting different communities.
- Outcome: Achieved a 30% increase in qualified leads, with a 15% rise in store visits, prompting them to increase their ad budget tenfold.
- Why it matters: Illustrates how localized creative tailoring via Display campaigns can drive both in-store and online conversions.

➤ *Attrangi (Fashion Retail / Luxury Home Décor)*

- What changed: Scaled Google Ads during peak wedding and festive seasons using a structured performance-driven campaign.
- Outcome: Generated revenue of ₹1.5 crore+ in the first year on ad spend of ₹8.7 lakh—delivering over 5× ROAS.
- Why it matters: Highlights how cultural timing combined with optimized ad strategies can maximize profitability for lifestyle brands.

➤ *Elvis Wellness Spa & Salon (Mumbai/Pune)*

- What changed: Geo-targeted campaigns for each branch, highlighted special offers, and transitioned to smart bidding (Target CPA) based on call and form tracking.
- Outcome: Delivered an average 9.2% CTR, 51% increase in bookings, and 38% reduction in cost per lead within 60 days.
- Why it matters: Demonstrates effectiveness of local targeting, service-based ad copy, and smart bidding for brick-and-mortar service businesses.

➤ *Liton Homes (Real Estate, Pune)*

- What changed: Ran segmented Search campaigns by neighbourhood (e.g., Kharadi, Mundhwa), builder, and property configuration, using intent-driven keywords.
- Outcome: Generated high-intent, local homebuyer leads—though exact figures weren't disclosed, this setup drove targeted inquiries.
- Why it matters: Shows how micro-segmentation paired with localized keywords can boost ad precision and lead quality.

➤ *Small Budget Campaign (Unspecified Indian Client)*

- What changed: Ran a lean Google Ads campaign with intelligent keyword targeting and retargeting.
- Outcome (within 30 days): ₹10,000 ad spend → ₹1,20,000 revenue; 240 orders, ₹500 average order value, ₹41 CPA, and 12× ROI
- Why it matters: Proves that even modest budgets can yield significant returns through disciplined execution and low-cost, high-impact tactics.

VI. ANALYSIS

The analysis of this research reveals that Google Ads has emerged as a powerful catalyst for digital marketing growth across diverse Indian industries, ranging from retail and e-commerce to financial services, automotive, and niche service providers.

The success stories clearly highlight that businesses adopting a data-driven and integrated Google Ads strategy witnessed remarkable improvements in customer acquisition, conversions, and overall return on investment. For instance, AJIO experienced a significant surge in conversion and app engagement when brand campaigns were blended with performance ads, while Flipkart successfully leveraged YouTube on Connected TV to increase purchases per session. Similarly, ICICI Prudential Life achieved cost efficiency and an 18× ROAS through machine learning-driven audience modeling, and Maruti Suzuki demonstrated how high-value purchases can also be influenced by creative search strategies. Smaller businesses such as Ferns N Petals and Elvis Wellness Spa further illustrate that even moderate ad budgets can yield substantial gains if targeted effectively.

While these cases underscore the effectiveness of Google Ads, a critical gap lies in the limitations and challenges often overlooked in such success-driven narratives. The increasing cost-per-click poses a major concern for small and medium enterprises (SMEs), making sustained campaigns financially demanding. Additionally, high competition for popular keywords often results in visibility being dominated by large corporations, reducing opportunities for smaller players.

Privacy regulations and the gradual phase-out of third-party cookies also present challenges in data-driven targeting, which has been one of Google Ads' greatest strengths. Furthermore, issues such as click fraud and over-dependence on Google's advertising ecosystem introduce risks of wasted ad spend and strategic vulnerability.

While Google Ads often ensures short-term sales uplift, the lack of emphasis on long-term brand building and organic growth through SEO or content marketing suggests that businesses must complement ads with broader digital strategies.

The study demonstrates that Google Ads significantly enhances marketing performance when campaigns are intelligently designed, integrated across platforms, and optimized through data insights. Nevertheless, businesses must remain aware of the costs, competition, and regulatory environment, balancing paid advertising with long-term sustainable digital marketing practices to maximize effectiveness.

➤ *Challenges Faced by Indian Businesses in Using Google Ads*

- **Increasing Cost of Advertising:-** As more firms compete for visibility, the price of popular keywords has risen sharply. This makes it difficult for small and medium-sized enterprises to achieve a good return on investment.
- **Click Fraud and Fake Traffic:-** Many advertisers face issues with irrelevant or fraudulent clicks, often caused by bots or competitors. These consume ad budgets without delivering genuine customers.
- **Shortage of Skilled Professionals:-** A large number of SMEs lack trained digital marketers who can effectively manage keyword bidding, audience targeting, and ad optimization. This often results in underperforming campaigns.
- **Limited Reach in Regional Markets:-** Although internet penetration is growing, users in tier-2 and tier-3 cities still face connectivity issues. In addition, fewer ad campaigns are available in regional languages, restricting reach to non-English-speaking consumers.
- **Challenges in Measuring ROI:-** Many companies struggle to track the real impact of ads. Focusing only on surface-level metrics such as clicks or impressions often leads to poor understanding of actual customer value and profitability.
- **Privacy and Regulatory Concerns:-** With new data protection regulations in India, companies must handle

customer data responsibly. This adds compliance challenges for advertisers using tracking and targeting features.

- Overdependence on Paid Marketing:- Businesses that rely heavily on paid ads often overlook organic strategies like SEO, social media, and content marketing. This can lead to long-term sustainability issues due to rising ad costs.

VII. FINDINGS

- Google Ads delivers measurable results – Businesses across sectors witnessed notable improvements in conversions, lead generation, app engagement, and brand recognition when campaigns were strategically planned and executed.
- Multi-channel strategies outperform standalone efforts – The combination of YouTube, Search, Display, and Performance Max produced stronger business outcomes compared to using a single channel. For instance, AJIO and Flipkart recorded higher sales and engagement through such integrated approaches.
- Data-driven marketing boosts returns – Organizations that adopted tools like machine learning, first-party data, and advanced audience segmentation (such as ICICI Prudential and Maruti Suzuki) reported lower customer acquisition costs and higher returns, in some cases achieving up to 18× ROAS.
- Effectiveness across business scales – While large corporations like Flipkart, ICICI, and Maruti Suzuki used Google Ads to scale their reach and sales, small and medium enterprises including Ferns N Petals, Elvis Spa, and Liton Homes also achieved significant ROI despite operating on smaller budgets.
- Cross-platform campaigns strengthen both awareness and sales – Blending brand-oriented YouTube ads with conversion-focused search campaigns created a multiplier effect, helping firms like Ferns N Petals achieve a +230% lift in brand awareness and a +25% surge in website traffic.
- Localized targeting benefits smaller firms – Regional businesses that designed Google Ads campaigns around local customer preferences (e.g., Elvis Spa, Liton Homes) experienced improved lead quality and reduced acquisition costs.
- Event-driven and seasonal campaigns prove effective – Leveraging Google Ads during festivals or peak buying seasons enabled companies like Ferns N Petals to capture growing customer demand and expand market reach.
- Existing challenges remain underexplored – Despite the strong results, businesses still face hurdles such as increasing ad spend, stiff keyword competition, stricter data privacy rules, risks of click fraud, and heavy reliance on Google's ecosystem.

VIII. CONCLUSION

The study highlights that Google Ads has become a cornerstone of digital marketing, enabling Indian companies of all sizes and sectors to achieve measurable business outcomes. By integrating multiple ad formats such as Search,

Display, and YouTube, businesses were able to enhance visibility, generate quality leads, and drive higher conversions. Case studies of companies like AJIO, Flipkart, ICICI Prudential, Maruti Suzuki, and Ferns N Petals demonstrate that data-driven optimization, audience targeting, and creative ad strategies significantly improve return on investment. Importantly, even small and medium enterprises benefitted from well-planned campaigns, proving that impactful results are not limited to large corporations alone.

However, the research also underlines certain challenges such as rising ad costs, keyword competition, data privacy concerns, and over-reliance on a single platform. These limitations suggest that while Google Ads is highly effective in delivering short-term growth, businesses must adopt a balanced approach by combining paid advertising with long-term strategies like SEO, content marketing, and customer relationship building.

In conclusion, Google Ads is a powerful enabler of digital transformation in marketing. Its effectiveness lies in intelligent usage—leveraging data insights, creative integration, and cross-platform campaigns. Companies that align Google Ads with broader digital strategies are likely to sustain competitive advantage, build stronger brand equity, and achieve long-term growth in today's dynamic marketplace.

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