

# Project:GOOGLE ADS

Brand Name:KalamElectronics

Category:Electronics brand

Email: kalam.electronics2015@gmail.com

Target Audience:Men/Women/All

Target Location:Chennai,Tamilnadu,India

Documentation :

← → ↻ ads.google.com/aw/campaigns/new/express?campaignId=20649679896&ocid=1478463498&step=cgl&euclid=1007590467&\_u=7990741483&uscid=1478463498...

Google Ads | New campaign

Help 177-517-0845 KalamElectronics dhivya.balakrishnan2003@gm...

What's your main advertising goal?

- Get more calls
- Get more website sales or leads ✓
- Get more visits to your physical location
- Get more views and engagement on YouTube

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Go to Settings to activate Windows.

← → ↻ ads.google.com/aw/campaigns/new/express?campaignId=20649679896&ocid=1478463498&step=cgl&euclid=1007590467&\_u=7990741483&uscid=1478463498...

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Help 177-517-0845 KalamElectronics dhivya.balakrishnan2003@gm...

Add Page

Enter the webpage where customers can add items to their shopping carts, such as a 'Shopping cart' page.

www.canva.com/design/DAFwdvju954/1X5xh301fLC7x3G7-QmmtQ/edit

❓ Trouble finding the best page? Try purchasing a product yourself and copy the URL. Or go back to the next closest action, such as 'Add to cart'.

Cancel Apply

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dhivya.balakrishnan2003@gm...



## What customer action should your campaign be optimised to deliver?

I want sales

I want leads



Customers complete a purchase ⓘ

Success will be measured on this page:

www.canva.com/design/DAFwdvju954/1X5xh301f...



Google Ads will optimize your campaign for this action and report how often it is taken. You can add more actions later. [Learn more about tracking your Google Ads Smart Campaign](#)



Customers begin checkout ⓘ



Customers add items to their cart ⓘ

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## Now it's time to write your ad

The more headlines and description lines you provide, the more combinations will be tested to learn which perform the best over time

### Headlines

Adding 3 headlines or more will help your ad performance

Headline 1

Electronic gadgets

18 / 30

Headline 2

QualityProducts

15 / 30

Headline 3

All brands

10 / 30

[Add headline](#)

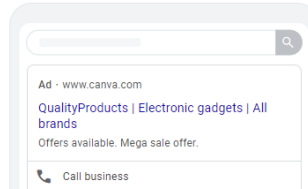
### Descriptions

Adding 2 descriptions or more will help your ad performance

Description 1

Offers available

### Ad Preview



Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.

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Add images to reach more customers

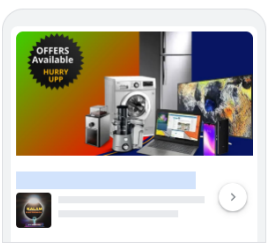
With images, your ads can run across Google's network at no additional cost

Images

Use images to engage people who are interested in your product or service (one square, one horizontal image required)



+ Images



See more ad formats with images

Logos

Use logos to help people recognise your business or brand (1 square image required)



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Choose the terms your customers are searching for on Google

Selected terms:

electrical and electronics stores X Mobile phone

Advertise in English

Your ads will reach people who had previously searched for these and similar terms on Google Search during subsequent visits to other Google properties such as Gmail and YouTube. On other sites not owned by Google, the terms will be used as interests or purchase intentions.

Back

Next

Activate Windows  
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## Up next, show your ad in the right places

- ☐ Advertise near an address
- ☒ Advertise in specific postcodes, cities or regions
- ☒ India

Add a postcode, city, county or country



Your ad shows to people in the locations you set up, and to people interested in these locations. [Learn more](#)

<https://maps.google.com/maps?ll=21.95838,82.868752&z=3&t=m&hl=en-GB&gl=IN&mapclient=apiw3>

Activate Windows  
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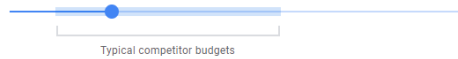
## Set a budget to get the results that you want

- ☐ Select a budget option
- ☒ Enter your own budget

Currency: Indian Rupee (₹)

₹1000

daily average · ₹30,400 monthly max  
Get an estimated 3,250 – 5,920 ad clicks each month



You only pay for clicks on your ad. Some days you might spend less than your daily average, and on others you might spend more. But over the month you won't pay more than your monthly max. [Learn more about costs and payment details.](#)

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## Review your campaign to be sure it's right

### Campaign name

Electronic gadgets



### Campaign goal

Website traffic

### Your website

<https://www.canva.com/design/DAFwdvjy954/1X5xh301fLC7x3G7-QmmtQ/edit>

### Business name

KalamElectronics

### Ad text



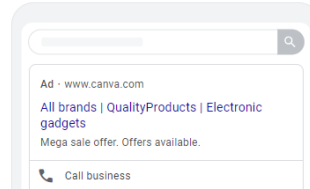
#### Headlines

Electronic gadgets | QualityProducts | All brands

#### Descriptions

Offers available | Mega sale offer

### Ad Preview



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