

IdeationPhase

Brainstorm&IdeaPrioritizationTemplat

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Team ID	NM2023TMID05866
ProjectName	Google AD campaign

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Define your problem statement

The Google ad campaign seeks to elevate brand awareness, drive targeted traffic, and improve the conversion rate by strategically positioning the product to the intended audience, ultimately boosting sales and market share within the competitive landscape



- Education Services:** "VW Learning Center is experiencing a decline in student enrollments, possibly due to increased competition and shifting educational preferences. The challenge is to attract more students and increase enrollments. The Google ad campaign aims to target parents and students, emphasizing the center's unique teaching methodologies, exceptional results, and exclusive scholarship opportunities to drive student enrollments."
- Health and Wellness Products:** "XYZ Wellness Products, despite having high-quality natural supplements, struggles to gain market traction due to limited brand awareness and trust among consumers. The challenge is to increase brand recognition and product sales. The Google ad campaign aims to target health-conscious individuals, focusing on the products' organic ingredients, testimonials, and limited-time introductory offers to boost sales and brand credibility."

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Brainstorm

Video Ads: <ul style="list-style-type: none">Create engaging and informative short videos showcasing the product's benefits or service's solutions.Consider storytelling or testimonials to connect emotionally with the audience.	Search Ads: <ul style="list-style-type: none">Develop compelling ad copy highlighting unique selling propositions.Utilize relevant keywords and ensure a strong call-to-action (CTA).	Display Ads: <ul style="list-style-type: none">Design visually appealing banners with strong, concise messages to attract attention.Use eye-catching graphics and vibrant colors to stand out on the display network.	Remarketing Ads: <ul style="list-style-type: none">Target users who previously visited the website but didn't make a purchase.Tailor ads to re-engage them with special offers or incentives.
Local Ads: <ul style="list-style-type: none">Tailor ads to specific regions or locations, especially if the product or service is location-dependent.Highlight local offers or events.	Ad Extensions: <ul style="list-style-type: none">Utilize sitelink extensions, callout extensions, and structured snippets to provide additional information in ads.Include pricing, promotions, or unique features.	Seasonal Campaigns: <ul style="list-style-type: none">Align ads with seasonal events or holidays.Create special offers or discounts for specific seasons or events.	Interactive Ads: <ul style="list-style-type: none">Incorporate interactive elements to engage users, like quizzes, polls, or mini-games within the ad itself.

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Group ideas

- Seasonal Campaigns:**
 - Holiday Specials:** Tailoring ads for specific holidays like Christmas, New Year, Valentine's Day, etc., with corresponding offers or promotions.
 - Summer/Winter Deals:** Creating seasonal promotions catering to different climates and seasons.
- Audience Targeting:**
 - Demographic Targeting:** Creating specific ad sets for different age groups, genders, or income levels.
 - Interest-Based Targeting:** Crafting ads tailored to specific interests or behaviors of the audience.
 - Location-Based Targeting:** Designing ads specific to different geographical locations.
- Product/Service Highlights:**
 - Feature-Based Ads:** Focusing on individual product features or service benefits.
 - Product Bundles/Service Packages:** Highlighting bundled offers or service packages for better value.
 - New Product/Service Launches:** Promoting the launch of new offerings with engaging ads.
- Remarketing Strategies:**
 - Abandoned Cart Reminders:** Targeting users who visited the site but did not complete a purchase.
 - Past Purchasers Offers:** Creating ads offering exclusive discounts or incentives for returning customers.
- Content Types:**
 - Video Campaign:** A series of short, engaging videos showcasing product use or service benefits.
 - Interactive Ads:** Creating interactive ad content like quizzes or polls to engage the audience.
- Lead Generation:**
 - Free Resource Offers:** Providing free eBooks, guides, or webinars in exchange for email sign-ups.
 - Newsletter Subscriptions:** Encouraging users to subscribe for regular updates or exclusive offers.
- Social Proof and Testimonials:**
 - Customer Testimonial Ads:** Showcasing satisfied customer testimonials to build trust.
 - Influencer Collaborations:** Partnering with influencers to endorse the product/service in ads.
- Localized Campaigns:**
 - City-Specific Ads:** Tailoring ads for different cities or regions with location-specific offers.
 - Cultural Events or Festivals:** Creating ads aligned with local events or festivities.
- Educational Approach:**
 - How-To Guides or Tutorials:** Offering educational content in ads showcasing product usage or service benefits.
 - Industry Insights:** Sharing industry insights or tips related to the product/service.
- Call-to-Action (CTA) Variations:**
 - Urgency-Based CTAs:** Creating ads with limited-time offers or urgent calls to action.
 - Value Proposition CTAs:** Emphasizing the value or unique selling proposition in the CTA.