Project Development Phase

Exception Handling

Step 1: Define Your Goals and Budget
- Determine the objectives of your campaign, such as increasing website traffic, generating leads, or driving sales.
- Set a budget for your campaign and decide how much you're willing to spend.

Step 2: Keyword Research
- Research relevant keywords that potential customers might use to search for travel services related to AS Travels.
- Consider using tools like Google's Keyword Planner to find popular keywords.

Step 3: Campaign Structure
- Organize your campaign into ad groups based on themes or services you offer, e.g., "Flight Booking," "Hotel Reservations," "Vacation Packages," etc.

Step 4: Ad Copy and Creative
- Create compelling ad copy and visuals that highlight the unique features and benefits of AS Travels.
- Ensure that your ad copy includes a call to action (CTA).
- Be ready to handle exceptions by having different ad variations for A/B testing to see which performs best.

Step 5: Landing Pages
- Design and optimize landing pages that align with your ad groups.
- Make sure your landing pages load quickly and are mobile-friendly.
- Have a backup plan for technical issues with your landing pages.

Step 6: Bidding and Budget Optimization
- Set your bidding strategy based on your campaign goals (e.g., manual bidding, automated bidding, or target CPA).
- Continuously monitor and adjust your budget based on campaign performance.

Step 7: Ad Extensions
- Use ad extensions to provide additional information, such as site links, callout extensions, and location extensions.

Step 8: Targeting

- Define your target audience based on demographics, interests, and geographic location.
- Implement exception handling by periodically reviewing and adjusting your targeting options to improve performance.

Step 9: Monitoring and Analytics

- Regularly monitor your campaign's performance using Google Ads Analytics.
- Be prepared to identify and address exceptions, such as sudden spikes in ad spend or underperforming ad groups.

Step 10: A/B Testing

- Continuously run A/B tests to optimize ad copy, visuals, and landing pages.
- Make data-driven decisions to handle exceptions, such as low click-through rates or conversion rates.

Step 11: Conversion Tracking

- Set up conversion tracking to measure the success of your campaigns.
- Be prepared to address discrepancies or issues with tracking.

Step 12: Review and Refine

- Regularly review your campaign's performance and refine your strategies based on the data you collect.
- Create exception handling protocols to address sudden changes in performance, such as a sudden drop in click-through rate or quality score.