

DESIGN PHASE PART 2

Determine The Requirements (Customer Journey Maps)

How to create google ads campaign



Creating a Google Ads campaign for your brand involves a series of steps, and understanding the customer journey is crucial to its success. Customer Journey Maps (CJMs) help you visualize the path your customers take from initial awareness to conversion and beyond. Here are the requirements for creating CJMs for a Google Ads campaign:

1. Define Personas:

- Identify the different types of customers who might be interested in your brand.
- Create detailed personas for each customer segment, including demographics, interests, pain points, and goals.

2. Identify Touchpoints:

- List all the potential touchpoints or interaction points that a customer may have with your brand.

- This can include website visits, social media, email marketing, online reviews, and more.

3. Map the Customer Journey Stages:

- Break down the customer journey into key stages, such as awareness, consideration, conversion, and retention.
- Define what the customer's goals and expectations are at each stage.

4. Customer Goals and Pain Points:

- Identify the specific goals and pain points your customers may have at each stage of the journey.
- This helps you tailor your Google Ads campaign to address these needs.

5. Content and Messaging:

- Determine what type of content and messaging is relevant at each stage of the journey.
- Align your Google Ads campaign content with the customer's current stage.

6. Customer Actions:

- List the actions customers are likely to take at each stage, such as clicking on an ad, signing up for a newsletter, making a purchase, or leaving a review.

7. User Data and Behavior Analysis:

- Collect and analyze data related to user behavior on your website and interactions with your ads.
- Use tools like Google Analytics and Google Ads reporting to gain insights.

8. Customer Feedback and Surveys:

- Gather customer feedback through surveys, reviews, and direct interactions.
- Use this feedback to understand customer sentiment and preferences.

9. Competitor Analysis:

- Analyze the online presence and ad campaigns of your competitors.
- Identify gaps in your strategy and opportunities for differentiation.

10. Keyword Research:

- Conduct keyword research to determine the most relevant search terms and phrases for your ads.
- Group keywords by stage of the customer journey and create ad groups accordingly.

11. Ad Copy and Creative Elements:

- Develop ad copy and creative elements that resonate with your target audience.
- Ensure consistency with the customer's journey stage and messaging.

12. Landing Pages:

- Create and optimize landing pages that align with your ad campaigns and the customer's expectations.
- Consider A/B testing to improve conversion rates.

13. Budget and Bidding Strategy:

- Determine your budget allocation and bidding strategy based on the customer journey stage.
- Allocate more resources to high-conversion stages.

14. Measurement and Analytics:

- Set up tracking and analytics to measure the success of your Google Ads campaigns.
- Monitor key performance indicators (KPIs) such as click-through rates, conversion rates, and return on ad spend (ROAS).

15. Iteration and Optimization:

- Continuously review and refine your Google Ads campaign based on the data and feedback you receive.
- Adapt your strategy to better meet the needs of customers at different stages of the journey.

Creating detailed Customer Journey Maps for your Google Ads campaign is essential for delivering a personalized and effective advertising experience that drives conversions and brand loyalty. These maps will serve as a roadmap for your marketing efforts and help you tailor your campaigns to the specific needs and expectations of your target audience at each stage of their journey.