

DESIGN PHASE PART 2

Open source frameworks

How to create google ads campaign

When creating a Google Ads campaign for your brand, you can leverage various open-source frameworks and tools to streamline the process and enhance your campaign management. Here are some open-source frameworks and software that can be valuable for your project:

1. Open Web Analytics (OWA):

- Website analytics tool that can provide insights into user behavior on your website, helping you make data-driven decisions for your Google Ads campaign.

2. Google Ads API Client Libraries:

- Google provides client libraries for various programming languages (e.g., Python, Java, PHP) to interact with the Google Ads API. These libraries are open-source and enable programmatic campaign management.

3. Open Web Ads:

- An open-source ad server and management platform that can help you manage your ad inventory and target ads more effectively.

4. Matomo (formerly Piwik):

- An open-source alternative to Google Analytics that provides comprehensive website tracking and analytics capabilities while allowing you to maintain data ownership.

5. Huginn:

- A tool for creating agents that can monitor websites, extract data, and automate actions. You can use it to track competitor ads and gather market intelligence.

6. A/B Testing Tools (e.g., Split.io, Apache JMeter):

- A/B testing frameworks can help you optimize your landing pages, ad copy, and creatives to improve campaign performance.

7. Open-source Content Management Systems (CMS) and Landing Page Builders:

- CMS like WordPress and open-source landing page builders like Bootstrap can help you create and manage landing pages for your Google Ads campaign.

8. Open-source Marketing Automation (e.g., Mautic):

- Marketing automation software can assist in lead generation, nurturing, and segmentation to improve the overall performance of your campaign.

9. Ad Fraud Detection (e.g., Tadabase):

- Open-source ad fraud detection tools can help protect your campaign from fraudulent clicks and impressions.

10. Content Management and Collaboration (e.g., Drupal, Joomla, Trello):

- These tools can help you manage content creation and collaboration among team members working on your campaign.

11. Email Marketing (e.g., OpenEMM, phpList):

- Open-source email marketing platforms can be integrated into your campaign to nurture leads and keep your audience engaged.

12. Database and Data Warehousing (e.g., MySQL, PostgreSQL):

- Open-source databases can be used to store and analyze campaign data, including user interactions and conversions.

13. Version Control (e.g., Git):

- Use Git to manage your ad copy and creatives, allowing for collaboration and version control.

14. Data Visualization (e.g., Grafana, Metabase):

- Data visualization tools can help you create dashboards and reports for monitoring campaign performance.

15. Search Engine Optimization (SEO) Tools (e.g., Screaming Frog, SEO Panel):

- Open-source SEO tools can assist in optimizing your website for better ad performance.

It's important to choose the tools that best align with your specific project requirements and technical stack. Combining these open-source frameworks and software can help you build a cost-effective and efficient Google Ads campaign for your brand while maintaining control and flexibility over your advertising processes.