DESIGN PHASE PART 2

REQUIREMENT ANALYSIS

How to create google ads campaign

Creating a Google Ads campaign for your brand involves various functional, operational, and technical requirements. Additionally, visual flowcharts can help illustrate the process. Below are these requirements and flowcharts:

Functional Requirements:

1. Campaign Strategy Development:

   - Identify campaign objectives (e.g., brand awareness, lead generation, sales).

   - Define target audience and demographics.

   - Select keywords and bidding strategy.

2. Ad Creation:

   - Create compelling ad copy and creatives.

   - Develop responsive and attractive landing pages.

3. Budget Management:

   - Set campaign budgets.

   - Allocate budgets to ad groups and keywords.

4. Keyword Research:

   - Conduct in-depth keyword research.

- Identify high-performing and relevant keywords.

5. Ad Scheduling:

   - Define ad scheduling and timing.

   - Optimize ad display hours.

6. Bid Management:

   - Determine bid amounts for keywords.

   - Use bid strategies (e.g., manual, automated).

7. Ad Extensions:

   - Utilize ad extensions for additional information (e.g., site links, callouts, location).

Operational Requirements:

1. Campaign Setup:

   - Configure a Google Ads account.

   - Define campaign settings (e.g., location targeting, language).

2. Keyword Grouping:

   - Organize keywords into relevant ad groups.

   - Create distinct ad sets for different product or service categories.

3. Ad Schedule Management:

   - Schedule ads based on customer activity.

   - Set specific time zones for ad display.

4. Monitoring and Optimization:

   - Regularly review campaign performance.

   - Adjust bids, ad copy, and targeting based on data.

5. Ad Budget Allocation:

   - Allocate budgets based on performance.

   - Adjust daily budgets to maximize ROI.

6. Conversion Tracking:

   - Implement conversion tracking codes.

   - Monitor and analyze conversion data.

Technical Requirements:

1. Google Ads Account:

   - Create or access a Google Ads account.

2. Keyword Management Tools:

   - Use keyword research tools.

   - Implement keyword lists within Google Ads.

3. Ad Creation Tools:

   - Use Google Ads ad builder.

   - Integrate with image and video editing tools.

4. Analytics and Reporting:

   - Implement Google Analytics for tracking.

   - Generate performance reports within Google Ads.

5. Ad Bidding Tools:

   - Utilize bid management software.

   - Implement automated bidding strategies.

6. Ad Scheduling:

   - Configure ad scheduling settings within Google Ads.

Flowcharts:

Here are simplified flowcharts for the process of creating a Google Ads campaign for your brand:

Campaign Setup and Configuration:


```

[Start]

   ↓

[Create Google Ads Account]

   ↓

[Define Campaign Settings]

   ↓

[Configure Ad Groups]

   ↓

[Set Budget and Bidding]

　↓

[Ad Creation]

　↓

[Keyword Research and Selection]

　↓

[Ad Extensions]

　↓

[Conversion Tracking]

　↓

[Review and Launch]

　↓

[End]
```

Operational and Optimization Flow:

```
[Start]

　↓

[Monitor Campaign Performance]

　↓

[Analyze Data]

　↓

[Optimize Keywords and Bids]

　↓

[Adjust Ad Copy]

  ↓

[Ad Budget Reallocation]

  ↓

[Conversion Tracking Analysis]

  ↓

[Regular Review]

  ↓

[End]
```


These flowcharts represent the key steps involved in creating and managing a Google Ads campaign for your brand, illustrating the flow of tasks and decisions throughout the campaign's lifecycle.