

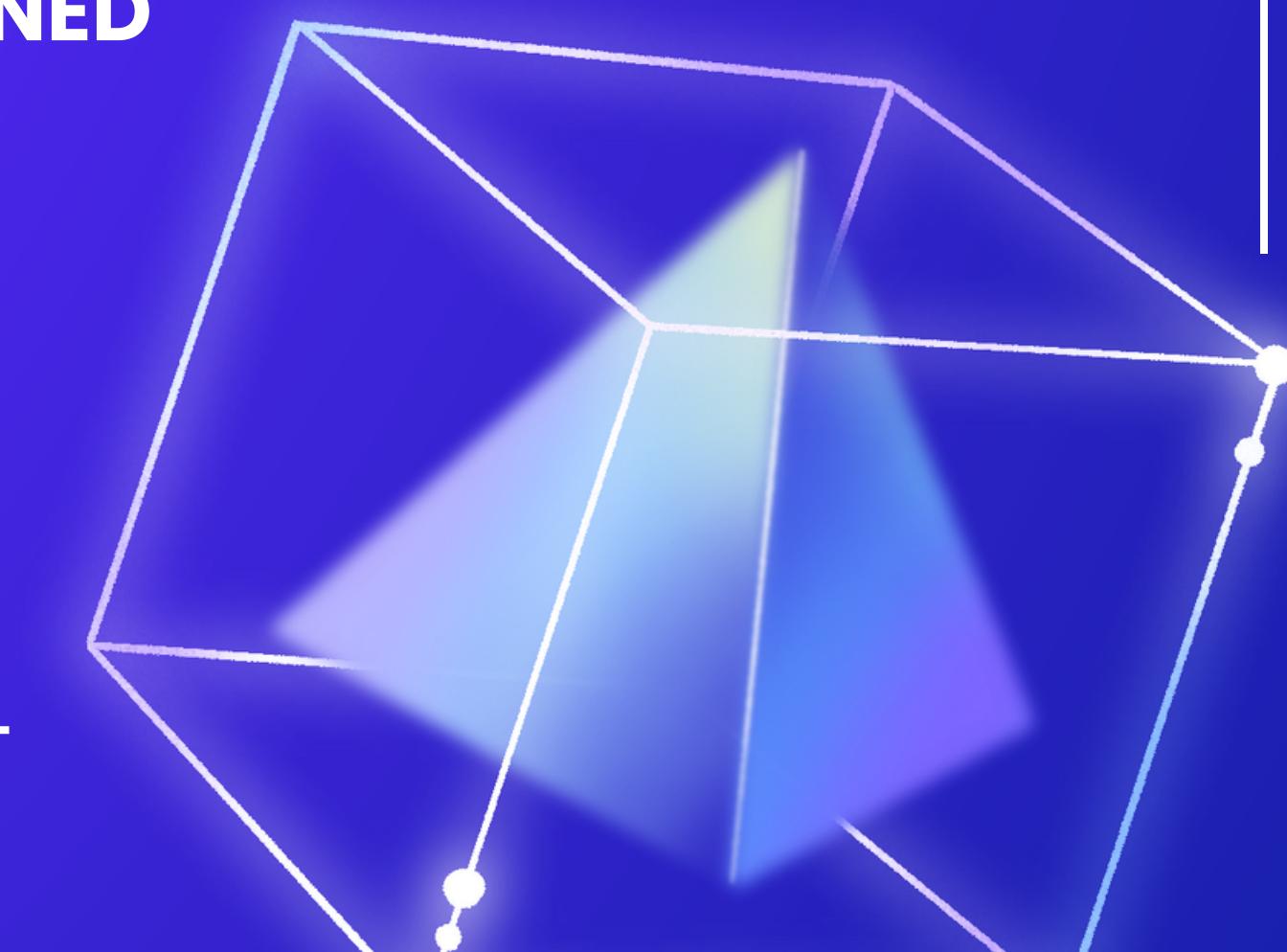


MAJOR PROJECT SEARCH ENGINE MARKETING

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SCREENSHOTS OF CAMPAIGN RESULTS

Overview

Custom Nov 27 – Dec 24, 2023

Clicks	Impressions	Avg. CPC	Cost
0	0	₹0.00	₹0.00

Nov 27, 2023 – Dec 24, 2023

Overview

Custom Nov 27 – Dec 24, 2023

Keywords

Cost	Clicks	CTR
₹0.00	0	0.00%
₹0.00	0	0.00%
₹0.00	0	0.00%
₹0.00	0	0.00%
₹0.00	0	0.00%

Ads

Hair fall control oil | onion hair oil | sulphate free shampoo
[Ad mamaearth.in/blog/stop_hair_fall](#)
 Bestsellers To Incorporate Into Your Hair Care Routine To Combat Hair Fall. 5 Reasons you are experiencing hair fall.
 contact us
 Reviews
 shop now

Checkout Newly Launched Hair Products

Ad Status Impressions Clicks CTR

All ads All assets

Search keywords

Custom Nov 27 – Dec 24, 2023

Search keywords **Negative search keywords**

Keyword	Match type	Status	Final URL	Impr.	CTR	Cost	Quality Score	Exp. CTR	Landing page exp.	Ad relevance	Clicks	Conv. rate
natural hair oil	Broad match	Not eligible Campaign pending	-	0	-	₹0.00	-	-	-	-	0	0.00%
mild shampoo for hair loss	Broad match	Not eligible Campaign pending	-	0	-	₹0.00	-	-	-	-	0	0.00%
best shampoo to stop hair fall	Broad match	Not eligible Campaign pending	-	0	-	₹0.00	-	-	-	-	0	0.00%
hair fall shampoo for men	Broad match	Not eligible Campaign pending	-	0	-	₹0.00	-	-	-	-	0	0.00%
best shampoo and conditioner for hair fall	Broad match	Not eligible Campaign pending	-	0	-	₹0.00	-	-	-	-	0	0.00%

My name is Biswajit Swain



The name of my blog is “ Hair Care ”

The theme of my blog - “ 5 Lesser-Known Causes of Hair Fall in Men and Women ”

Link provided for the landing page of mamaearth’s blog

<https://mamaearth.in/blog/how-much-hair-fall-is-normal/>



My campaign objective is to “create brand awareness, more reach & more sale on mamaearth’s hair care products such as Onion Hair Oil, Onion Hair Shampoo, Onion Hair Conditioner etc” for helping target customers with hairfall issues”.

Budget for Brand Awareness

We can set budget accordingly campaigns targeting high-impression keywords

Budget for Product Sales

We can set budget accordingly search ads with strong purchase intent keywords, display ads on specific product and remarketing campaigns targeting users who have visited the website.

Slide 3

There are some keywords which are used & the reason behind choosing these keywords are-

- Best shampoo to stop hairfall
- sulphate free shampoo
- best hair oil in market
- natural hair oil
- hairfall control oil
- hair serum

The reason behind choosing keywords like "hairfall control oil" may see increased searches during seasons or times when people experience more hair fall issues.

Some keywords, such as "sulfate-free shampoo" and "natural hair oil," suggest a focus on educating consumers about product ingredients and promoting products that are perceived as healthier or more natural.

Keywords such as the "best hair oil in the market," "sulfate-free shampoo," and "natural hair oil." This approach targets users who are actively looking for particular types of hair care products.

So, as of customer need and keywords they enter for search we should provide that relevant keyword in our ads for their search query and our ads shows off to the right customer and we can generate leads.

Slide 4

Quality Score is a metric used by Google Ads to measure the relevance of keywords, ad copy, and landing pages.

Two steps can be taken to increase the Quality Score of low-performing keywords:

Keyword Relevance and Targeting:

Keyword Selection: Targeting keywords which is highly relevant to the products. Using more specific and long-tail keywords that directly match the intent of users searching for Mamaearth's hair products. For example, "natural hair care products" or "Mamaearth hair serum."

Negative Keywords: Identifying irrelevant or low-performing keywords that might be negatively impacting on Quality Score. Use negative keywords to exclude irrelevant search queries. This helps in refining the targeting and ensuring the ads are shown to users actively seeking Mamaearth's specific hair products.

Ad Relevance and Quality:

Ad Copy Optimization: Reviewing and enhancing ad copies to make more relevant to the targeted keywords. Including main benefits and unique selling propositions of Mamaearth's hair products in ad copy. Use compelling language that matches with the target audience, and highlighting any promotions or special offers.

Landing Page Experience: The landing page ads lead to is highly relevant to the users' search intent. The landing page should provide a seamless and informative experience, that directly addressing the advertised products. Optimize the landing page for mobile devices and incorporate relevant keywords. A positive user experience on the landing page can contribute significantly to a higher Quality Score.

Slide 5

The screenshot of the search campaign summary

The screenshot displays the Google Ads interface for a search campaign named "Mamaearth reduce Hair fall campaign".

Overview: The campaign has a 90.1% optimization score. It is set to Maximize clicks and is Enabled with a Pending status. The Ad group is "Mamaearth Onion Hair oil". The date range is Nov 27 – Dec 24, 2023.

Bidding: Maximize clicks.

Campaign settings: Networks: Google Search Network, Search partners; Locations: Ahmedabad, Gujarat, India (city) + 13 more; Languages: English and Hindi; Audiences: No segments.

Broad match keywords: Off: Use keyword match types.

Keywords and ads: 35 keywords and 1 ad.

Budget: ₹20,755.90/day.

Performance Summary:

Clicks	Impressions	Avg. CPC	Cost
0	0	₹0.00	₹0.00

Keywords Performance:

Keyword	Cost	Clicks	CTR
natural hair oil	₹0.00	0	0.00%
mild shampoo for hair loss	₹0.00	0	0.00%
best shampoo and conditioner for hair fall	₹0.00	0	0.00%
Triggered Google searches:	₹0.00	0	0.00%
Match type: Broad match	₹0.00	0	0.00%
best shampoo and conditioner for hair fall	₹0.00	0	0.00%

Ads:

Ad	Status	Impressions	Clicks	CTR
Under Review	Not eligible	0	0	0.00%

All ads: 1 asset.

Slide 6

The screenshot of the search ad

The image displays two side-by-side screenshots of a digital advertising platform's search results page. Both screenshots show a single search result for the query "Hair fall control oil | onion hair oil | sulphate free shampoo". The URL in the result is mamaearth.in/blog/stop_hair_fall. The content of the ad includes a heading "Bestsellers To Incorporate Into Your Hair Care Routine To Combat Hair Fall. 5 Reasons you are experiencing hair fall.", a "contact us" link, and two calls-to-action: "Reviews shop now" and "Checkout Newly Launched Hair Products".

Screenshot 1 (Left): The ad status is listed as "Not eligible". The performance metrics are all zero: 0 impressions, 0 clicks, and 0.00% CTR.

Ad	Status	Impressions	Clicks	CTR
Enabled	Not eligible	0	0	0.00%

Screenshot 2 (Right): The ad status is listed as "Eligible (Limited)". The performance metrics are also all zero: 0 impressions, 0 clicks, and 0.00% CTR.

Ad	Status	Impressions	Clicks	CTR
Enabled	Eligible (Limited)	0	0	0.00%

Slide 7

The areas that require improvement and areas which fared well are as follows-

Areas for Improvement:

- If CTR is below industry benchmarks, it indicates that your ads may not be resonating well with the audience. So, improving ad relevance, testing different ad creatives, and ensuring that the ad copy aligns with user intent.
- If the CPC is higher than target, it may be necessary to review bidding strategy. Consider adjusting keyword targeting, refining ad groups, and improving Quality Scores to potentially reduce costs.
- Evaluating the performance of ads in different locations. If there are areas with low CTR or high CPC, assess the relevance of your products or services in those locations. Adjust bids or exclude locations that are not performing well.

Bid Adjustments for Optimization:

- Analyzing performance on different devices. If mobile users show higher engagement, consider increasing bids for mobile devices. similarly, if desktop users perform better, adjust bids accordingly.

Areas that Have Fared Well:

- If CTR is below industry benchmarks, it indicates that your ads may not be resonating well with the audience. So, improving ad relevance, testing different ad creatives, and ensuring that the ad copy aligns with user intent.
- Consider allocating more budget to segments that perform well and adjusting bids downward for less effective segments.
- Reviewing demographic data for gender and age groups. If a specific demographic segment performs exceptionally well, adjust bids to increase visibility for that segment.
- Examine performance by location. Increase bids for locations with high conversion rates and lower bids for underperforming locations.
- Analyzing performance based on the time of day and days of the week. Adjust bids to optimize visibility during peak conversion times. Also using decreasing bids during periods with lower conversion rates.

Slide 8

The screenshot of the display campaign summary

Campaign Review

Publish campaign

Campaign name: Display ad for mamaearth

Campaign type: Display

Goal: Downloads, Page views

Final URL: <https://mamaearth.in/blog/how-much-hair-fall-is-normal/>

Campaign settings

Locations: Ahmedabad, Gujarat, India (city) + 15 more

Languages: English and Hindi

Budget and bidding

Budget: ₹1,200.00/day

Bidding: Viewable CPM

Onion hair products for hair fall

Bidding

Viewable CPM bid: ₹200.00

Targeting

Demographics: Age (18 - 24 + 4 more)

Keywords: amazon + 10 more

Topics: Beauty & Fitness + 7 more

Optimized targeting: On

Ads

Ad creation: 1 responsive display ad

Weekly estimates

Available impressions: Based on your targeting and settings but not your budget or bid. Impressions: 530M since last update.

Your estimated performance: Based on your targeting, settings, daily budget of ₹1,200.00 and a bid of ₹200.00. Average CPM: ₹0.00. Impressions: 0 - 10.

Leave feedback

Back to All campaigns View (3 filters) Campaign Ad group Onion hair products for hair fall

Enabled Status: Pending Type: Display Max. CPM: ₹200.00 (viewable)

More details

Custom Nov 27 – Dec 24, 2023 Show last 30 days

Overview

Clicks: 0 Impressions: 0 Avg. CPC: ₹0.00 Cost: ₹0.00

Day & hour

Ads

Mamaearth Hair Care Range

Under Review Not eligible 0 0 0.00%

Day & hour

Day & Hour

Your performance by day of week and time of day

Day Day & Hour Hour

S M T W T F S

12AM 6AM 12PM 6PM 12AM

Ad schedule

Back to All campaigns View (3 filters) Campaign Ad group Onion hair products for hair fall

Enabled Status: Not eligible Type: Display Max. CPM: ₹200.00 (viewable)

More details

Custom Nov 27 – Dec 24, 2023 Show last 30 days

Ads

Cost: ₹0.00 Clicks: 0

Campaigns

Summary of how your campaigns are performing

Cost: ₹0.00 Clicks: 0

Display ad for mamaearth

All campaigns

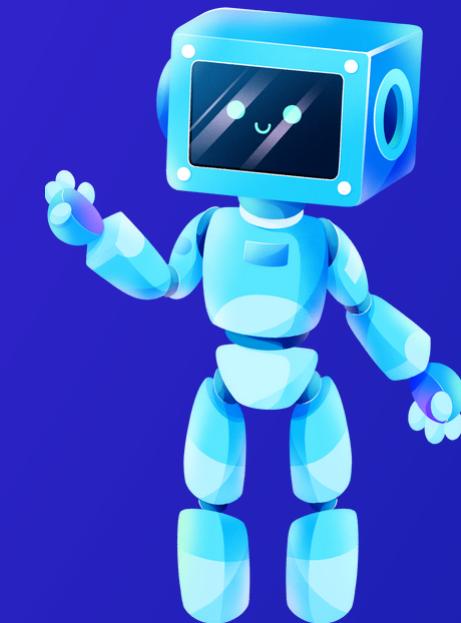
Slide 9

The screenshot of the display ad

The screenshot shows a digital advertising interface. At the top, there's a header with a 'Ads' icon, a 'Sort by: Impressions ▾' dropdown, and a three-dot menu icon. Below the header is a preview of a display ad for 'Mamaearth Hair Care Range'. The ad features a product image of a bottle of Onion Conditioner and several onions. Below the image, the text 'Mamaearth Hair Care Range' is displayed. To the left of the text is the 'mamaearth' logo. To the right is a blue circular button with a right-pointing arrow. Underneath the preview, there's a table with the following data:

Ad	Status	Impressions	Clicks ▾	CTR ▾
Under Review	Not eligible	0	0	0.00%

At the bottom of the interface, there are two tabs: 'Ads' and 'Assets', and a page navigation indicator '< 1 / 1 >'.



The areas that fared well are -

- CTR measures how often people who see your ad end up clicking on it and is a key indicator of ad engagement. So if the CTR value is higher in percentage then it's good that your ad campaign is doing well.
- The percentage of clicks that result in a desired action, such as a purchase, sign-up, or download. It indicates the effectiveness of an ad in driving meaningful user actions it should be higher for your sales or objectives.
- The cost for one thousand impressions. CPM is commonly used when the primary goal is to increase brand visibility rather than drive clicks or conversions. So, it's very much important to have a good CPM numbers.
- The percentage of users who navigate away from the site after viewing only one page. A high bounce rate may indicate that the landing page is not meeting user expectations. So, it should be clarified for better user experience.

Bid Adjustments for Optimization:

- If your analytics show that your target audience engages more on mobile devices, consider increasing bids for mobile placements. For example, you might find that tablet users have a higher conversion rate, so you may increase bids for tablet placements. Accordingly do it for all devices.
- Analyzing conversion rates by gender. If one gender consistently shows higher engagement or conversion rates, adjust bids accordingly. Same for age group if certain age groups have a higher propensity to convert, consider adjusting bids to prioritize those groups.
- Examine the performance of your ads in different locations. Increase bids for high-performing regions and decrease bids for regions where the performance is below expectations. performance varies place to place.
- If you have specific promotions or sales events, adjust bids to allocate more budget during these periods. Increase bids during peak hours when your target audience is more active and likely to convert.

Slide 11

The possible actions should be taken to increase the CTR are -

1. Analyze and optimize ad copy:

- Headline:
 - Use strong verbs and keywords to grab attention.
 - Highlight unique selling points or benefits.
 - Use keywords relevant to the targeted search terms.
- Description:
 - Expand on the headline, adding details and urgency.
 - Use a clear call to action (CTA) telling users what to do next.
 - Emphasize any special offers or limited-time promotions.
- Display URL:
 - Make it relevant to the ad copy and search query.
 - Include relevant keywords to boost ad relevance.
 - Use path extensions to show deeper website links.

2. Target the right audience:

- Keywords:
 - Analyze the current keywords and identify low-performing ones.
 - Research and incorporate high-intent keywords based on user intent.
- Demographics and interests:
 - Refine the audience targeting based on age, location, interests.
 - Exclude audiences unlikely to convert.

Even if the CTR is above 2% -

- A/B test different variations of your ad:
 - Experiment with different headlines, descriptions, images, and CTAs.
 - Use Google Ads experiments or similar tools to track performance.
- Utilize ad extensions:
 - Add extensions like call extensions, sitelink extensions etc.
 - These provide additional information and can increase ad visibility and click-throughs.

Slide 12

There are some possible websites where my display ad should perform well are -

E-commerce Platforms like "**Amazon**" or "**Nykaa**"- Visitors to e-commerce platforms are actively looking for products to buy. Placing ads on platforms like Amazon or Nykaa can capture users' attention when they are in a shopping mindset, potentially leading to conversions.

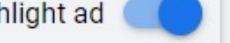
“Curly Hair Love” - If the blog targets specific hair types or concerns, such as curly hair, considering niche websites like Curly Hair Love. This online community caters specifically to people with curly hair, who are actively seeking tips and solutions for hair care. My blog content can offer valuable insights and connect with a highly engaged audience interested in Mamaearth's natural hair care solutions.

Slide 13

Sitelink Extension promoting the product features

Ad strength  Good

- Add more headlines [View ideas](#)
- Include popular keywords in your headlines [View ideas](#)
- Make your headlines more unique [View ideas](#)
- Make your descriptions more unique [View ideas](#)

Preview   

Mobile preview

Sponsored

 www.mamaearth.in/blog/stop_hair_fall

hair growth shampoo for women - mild shampoo for hair fall

5 Reasons you are experiencing hair fall. here are some methods how to stop your hair fall by using onion oil. contact us.

[Product Features](#) · [Hair Products](#) · [Reviews](#) · [shop now](#)

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Sitelink text 16 / 25

Description line 1 (recommended) 35 / 35

Description line 2 (recommended) 35 / 35

Final URL 35 / 35

Preview   

Sponsored

 https://www.mamaearth.in/blog/how-much-hair-fall-is-best

Hair fall control oil - onion hair oil

Bestsellers To Incorporate Into Your Hair Care Routine
To Combat Hair Fall. 5 Reasons you are experiencing hair fall.

[Product Features](#) [Sitelink text](#)

This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Slide 14

Callout Extension promoting credibility and building trust

The image displays two side-by-side screenshots from a digital marketing platform, likely Facebook Ads Manager, illustrating the use of callout extensions to promote credibility and build trust.

Left Screenshot: Callout Preview

This screenshot shows a preview of a mobile ad. The ad is for "Hair fall control oil - onion hair oil" and includes a callout button labeled "contact us". The preview message states: "Bestsellers To Incorporate Into Your Hair Care Routine To Combat Hair Fall. 5 Reasons you are experiencing hair fall. contact us." A note at the bottom of the preview says: "This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)".

Right Screenshot: Campaign-level callouts

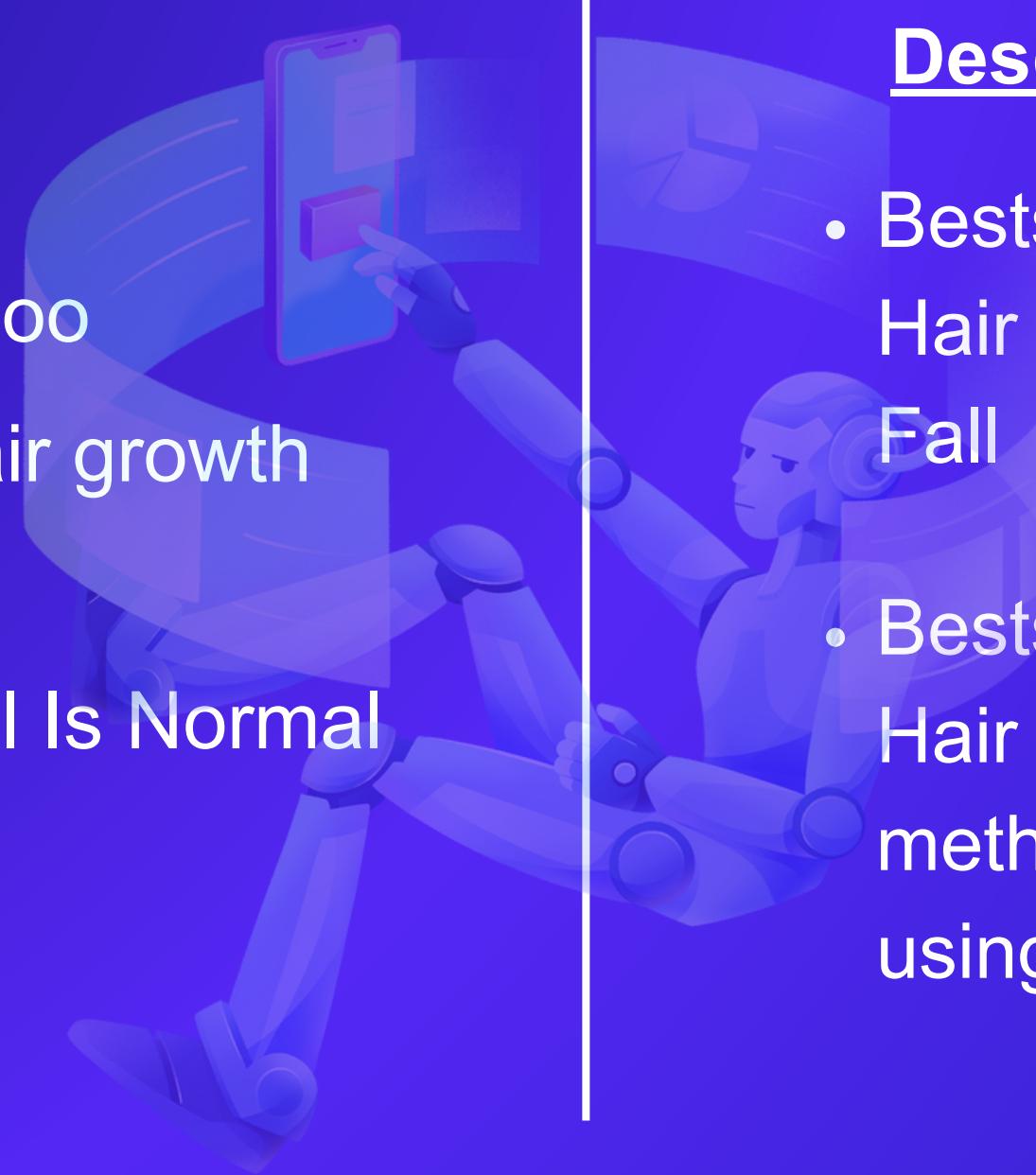
This screenshot shows the configuration of campaign-level callouts. It includes a note: "Changes made here will apply to all ads within this campaign". The "Edit callout" section shows a callout text input field containing "contact us". Below it, under "Advanced options", there are fields for "Asset scheduling", "Start date" (set to "None"), "End date" (set to "None"), and "Days and hours" (set to "All days" from "9:30 AM" to "10:00 PM"). A preview window on the right shows the same ad structure as the left screenshot, with the "contact us" callout button.

Slide 15

Some of 5 headlines and 2 descriptions for both campaigns

Headlines-

- Hair fall control oil
- sulphate free shampoo
- best shampoo for hair growth
- natural hair oil
- How Much Hair Fall Is Normal



Descriptions-

- Bestsellers To Incorporate Into Your Hair Care Routine To Combat Hair Fall
- Bestsellers To Incorporate Into Your Hair Care Routine There are some methods how to stop your hair fall by using onion oil. Combat Hair Fall

Slide 16

Blog and location which are targeted is “Hair Care” and theme is “ 5 Lesser-Known Causes of Hair Fall in Men and Women” & the locations are Mumbai, Bengaluru, Chennai, Delhi, Kolkata, Bhubaneswar, Jaipur, Hyderabad etc. are some major metro cities and some smart cities which are emerging right and has a good population density to get a higher reach of the mamaearth products. So, the target audience which are targeted by me are the of age ranging from 18 to 45 years both men & women who needs a better hair care product and for the landing page I have used to drive them is a blog page that provides them information on “5 Reasons you are experiencing hair fall” so they can read and know what are the mistakes they are making and to combat that it is provided with the products by mamaearth which can deal with the hair fall issues like Onion hair oil for nourishment, shampoo for better scalp health, condition for not getting hair frizzy for tangle and loss of hair & lastly hair serum for making root strong and prevents it to fall without having any kind of hard chemicals and harmful materials. I think it is a better approach for the marketing of products by using this landing page.

Now the reason for doing this because lots of peoples are suffering from hair loss now a days due to season change, bad life styles and work loads. So they come across different websites, search engines and social media and any where in internet for searching for better product for hair care and every day lakhs of people search for different products for different hair problems. So here we can place our ad called Onion hair oil, hair shampoo, hair conditioner & hair serum to get more clicks & conversions to get our business higher in this competitive market. So, by advertising in particular platforms and for relevant search queries we can show our ads to perfect audience for getting leads and to make our campaign successfull. Also we need to know what the costumer's keywords targeting so that we can reach to right costumer in right time.



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THANK YOU !



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