



Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview

By

Chamok Biswas



Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

- I have chosen option 1 where i was assigned for the following criteria:
 - **Course:** Differential Equations in Action
 - (<https://www.udacity.com/course/differential-equations-in-action--cs222>).
-
- I will run the ads for 5 days. The total campaign budget will be \$75 with a daily budget of \$15. I intent to get at least 25 enrollments to the course.
 - I will target people who are in the Interest and Desire state of their customer journeys.
 - I will 2 Ad groups, 1 each for the potential candidates in the Interest and the Desire stages. For each of the ad groups, I will create 2 ads matching the stage of the customer journey.
 - I will use the appropriate keywords including a mix of Generic terms, Brand terms, Related terms and Competitor terms.

2. Marketing Objective & KPI

What marketing objective do you aim to achieve with your campaign?

Ans: The objective is to help Udacity to spread free education worldwide.

Specifically, through my campaign, I intent to collect at least 25 enrollments from interested students from United States and Canada to Udacity's landing page for Free courses. By running the campaign for 5 days with a total budget of \$75, and a daily budget of \$15.

What primary KPI are you going to track in your campaign?

Ans: The primary KPI is I will be tracking the leads conversions, i.e: the number of enrollments for the Differential Equations in Action courses.

Setting Up Campaign's

×

Google Ads

New campaign

SEARCH

REPORTS

TOOLS & SETTINGS

?

873-789-3111 DMND Udacity
arjunbiswas070@gmail.com

25 campaigns ending soon

52 ads disapproved

×

1 Select campaign settings

2 Set up ad groups

3 Create ads

4 Review

Type: Search Goal: Leads

Campaign name ChaBisMay-20

Networks

Search Network
Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords
☒ Include Google search partners

Display Network
Expand your reach by showing ads to relevant customers as they browse sites, videos, and apps across the Internet
☒ Include Google Display Network

×

Google Ads

New campaign

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Locations

Select locations to target

☐ All countries and territories

☒ United States and Canada

☐ United States

☐ Enter another location

Location options

Languages

Select the languages your customers speak

Your ads show to customers with these language preferences, or on sites with these languages.

Q

Enter a language

English

French

To show ads to people with Spanish as a language preference, select Spanish as your campaign language and use Spanish ad text and keywords.
[Learn more](#)

Setting Up Campaign's

Google Ads


New campaign


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52 ads disapproved

1 Select campaign settings

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Budget

Enter the average you want to spend each day
\$ 15.00

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Bidding

[Back to previous bidding options](#)

Select your bid strategy [?](#)
Manual CPC

☒ Help increase conversions with Enhanced CPC [?](#)
☒ Optimize for conversions
☐ Optimize for conversion value

With "Manual CPC" bidding, you set your own maximum cost-per-click (CPC) for your ads.
[Learn more](#)

[Show more settings](#)



Ad Groups

Ads and Keywords

Ad Group #1: Ad #1

✓ Select campaign settings

✓ Set up ad groups

● Create ads

4 Review

New text ad

Final URL

https://www.udacity.com/course/differential-equations-in-action-cs222

Headline 1

Learn Differential Equations

Headline 2

Free Python Training

Headline 3

Udacity

Display path

www.udacity.com / Path 1 / Path 2

Description 1

Write Python code to find numerical solutions to systems of differential equations.

Description 2

Ad URL options

1 of 3 previews

Mobile

Learn Differential Equations | Free Python Training | Udacity

Ad www.udacity.com

Write Python code to find numerical solutions to systems of differential equations.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

DONE AND CREATE NEXT AD

CANCEL

Ad Group #1: Ad #2

Google Ads

New ad

SEARCH

REPORTS

TOOLS & SETTINGS

? !

873-789-3111 DMND Udacity arjunbiswas070@gmail.com

Select campaign settings

Set up ad groups

Create ads

Review

New text ad

Final URL
<https://www.udacity.com/course/differential-equations-in-action--cs222>

Headline 1
Python Online Course

Headline 2
Learn Differential Equations

Headline 3
Udacity

Display path
[www.udacity.com](#) / Path 1 / Path 2

Description 1
Write Python code to find numerical solutions to systems of differential equations.

Description 2

Ad URL options

1 of 3 previews

Mobile

Python Online Course | Learn Differential Equations | Udacity

Ad [www.udacity.com](#)

Write Python code to find numerical solutions to systems of differential equations.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

DONE AND CREATE NEXT AD CANCEL

Ad Group #1: Keyword List

Keyword List:

online classes free
python training
learn python
python tutorial
differential equations online course
online programming courses
programming courses
udacity nanodegree
python programming tutorial
online training courses
online studies
learn python online
python course
python online course
python programming for beginners
ordinary differential equations online course
online certificate courses
online learning courses
differential equations online course credit
best python course

Ad Group #2: Ad #1

Google Ads

ChaBisMay-20 >
New ad group

SEARCHREPORTSTOOLS & SETTINGS

873-789-3111 DMND Udacity
arjunbiswas070@gmail.com

Set up ad group — 2 Create ads

IN PROGRESS

PENDING

PENDING

New text ad

Final URL
<https://www.udacity.com/course/differential-equations-in-action--cs222>

Headline 1
Free Online Python Course

Headline 2
Udacity Free Course

Headline 3

Display path
[www.udacity.com](#) / Path 1 / Path 2

Description 1
Write Python code to find numerical solutions to systems of differential equations.

Description 2

1 of 3 previews

Mobile

Free Online Python Course | Udacity Free Course

Ad [www.udacity.com](#)

Write Python code to find numerical solutions to systems of differential equations.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

Ad Group #2: Ad #2

×

Google Ads

Edit text ad

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Ad group: Chamok Biswas Ad group #2 (Interest)
ChaBisMay-20

Keywords: best online courses, free online learning courses, python training courses, python programming certification, free online python course, free online computer courses with certificate, learn python free + 3 more [Show more](#)

Edit text ad

Final URL
<https://www.udacity.com/course/differential-equations-in-action--cs222>

Headline 1
Free Python Training

Headline 2
Udacity Free Courses

Headline 3

Display path
www.udacity.com / Path 1 / Path 2

Description 1
Write Python code to find numerical solutions to systems of differential equations.

Description 2

Ad URL options
Saving the ad updates it to a new version and sends it for review. Metrics for previous versions will still be visible. [Learn more](#)

1 of 3 previews

Mobile

Free Python Training | Udacity Free Courses

[Ad](#) www.udacity.com

Write Python code to find numerical solutions to systems of differential equations.

Your ad might not always include all your text. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)

DIGITAL MARKETING
NANO DEGREE PROGRAM

Ad Group #2: Keyword List

Keyword List: python certification online

differential equations online course

free online python course

python training courses

free distance learning courses

free university courses

python lessons

free online degree courses with certificates

python programming certification

free online learning courses

differential equations online course credit

free online computer courses with certificate

free online python course

best online python course

udacity free courses

online differential equations class

learn python free

best online courses

udacity python

python language tutorial



Appendix

Screenshots for Reference

Campaign Summary

Google Ads

All campaigns > ChaBisMay-20

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TOOLS & SETTINGS

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All campaigns

Search campaigns

Display campaigns

Video campaigns

App campaigns

Enabled, Paused, and Removed

A456790865

A456790865

A456790865

A456791829

A456791829 La

A456791829a

A456791829b

B38038

E42840-Luiz

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

More

Paused

Type: Search

Budget: \$15.00/day

Close

Ad groups

2 Standard · 0 Dynamic

Ad · www.udacity.com

Learn Differential Equations | Free Python...

Write Python code to find numerical sol...

Example ad

< Ad 1 of 2 >

Ad group

Type

Max. CPC

Keywords

Ad extensions

Ad group #1

Standard

\$3.00 (enhanced)

best python course, differential equations online course + 18 more

Dynamic structured snippet, Dynamic callout

Ad · www.udacity.com

Free Online Python Course | Udacity Fre...

Write Python code to find numerical sol...

Example ad

< Ad 1 of 2 >

Ad group

Type

Max. CPC

Keywords

Ad extensions

Ad group #2

Standard

\$3.00 (enhanced)

best online courses, best online python course + 16 more

Dynamic structured snippet, Dynamic callout

Cost

Conversions

Cost / conv.

Cost

Clicks

CTR

Google Ads

All campaigns > ChaBisMay-20

SEARCH

REPORTS

TOOLS & SETTINGS

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All campaigns

Search campaigns

Display campaigns

Video campaigns

App campaigns

Enabled, Paused, and Removed

A456790865

A456790865

A456790865

A456791829

A456791829 La

A456791829a

A456791829b

B38038

E42840-Luiz

M116424-Artur

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Less

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

Drafts & experiments

Paused

Type: Search

Budget: \$15.00/day

More details

Ad group status: All; Campaign: ChaBisMay-20

ADD FILTER

0

May 2, 2020

0.00

May 8, 2020

Ad groups

Cost

Conversions

Cost / conv.

Chamok Biswas Ad group #1 (Awareness)

\$0.00

0.00

\$0.00

Chamok Biswas Ad group #2 (Interest)

\$0.00

0.00

\$0.00

ALL AD GROUPS >

Page 1 of 1

Keywords

Cost

Clicks

CTR

online studies

\$0.00

0

0.00%

online training courses

\$0.00

0

0.00%

online programming courses

\$0.00

0

0.00%

programming courses

\$0.00

0

0.00%

python tutorial

\$0.00

0

0.00%

ALL KEYWORDS >

Page 1 of 8

Ads

Chamok Biswas Ad group #1 (Awareness)

Python Online Course | Learn Differential Equations | Udacity

Ad · www.udacity.com

Write Python code to find numerical solutions to systems of differential equations

Locations

Targeting Canada, United ... (2)

Impressio...

https://ads.google.com/ew/overview?campaignid=10040524794&ocid=201513514&authuser=0&_u=6973250414&