



UDACITY

DIGITAL MARKETING NANODEGREE PROGRAM

PROJECT-5-part-1 CREATE AN ADWORDS CAMPAIGN

APPROACH DESCRIPTION

For the AdWords project, I have chosen to take part in Udacity's mission in democratizing students, offering HTML5 Canvas free course (<https://www.udacity.com/course/html5-canvas--ud292>). I was assigned to target India, setting English as the preferred language. However, AdWords didn't recognize the language choice and marked "all languages" in the review section (see the screenshots slides at the end). The campaign is set to run for five days with a daily budget of \$10.

I divided my campaign into two ad groups targeting audiences based on the customer journey naming them Awareness and Interest ad group.

I used Google keyword planner for identifying keywords based on my landing page. For the Awareness group, I focused more on broad and generic terms connected to general searches about programming. For the Interest group, I chose more specific words focusing on descriptions of the HTML5 Canvas course landing page.

I decided to go with short and clear content for my headlines and descriptions, believing this will result in more clicks. I kept URL paths as simple as possible, showing that clicking on the ad will take my audience to the HTML5 Canvas course.

MARKETING OBJECTIVE:

To increase 10 new enrollments for the free course HTML5 Canvas within 5 days, with daily budget of \$10 and the default CPC \$3.

PRIMARY KPI:

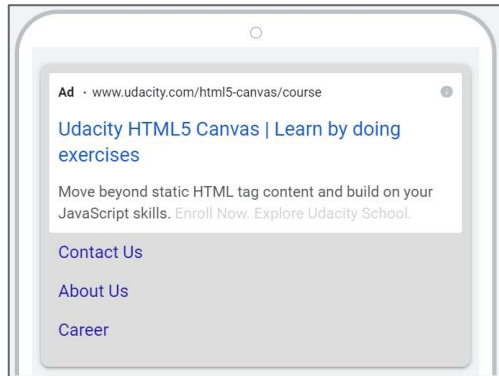
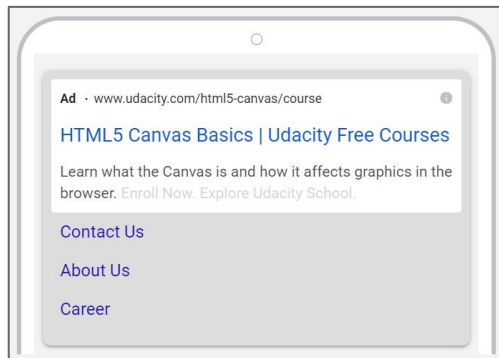
The number of conversions (course signups).

AD GROUPS

Ads and Keywords

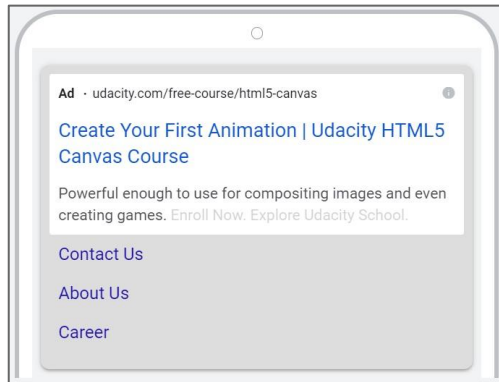
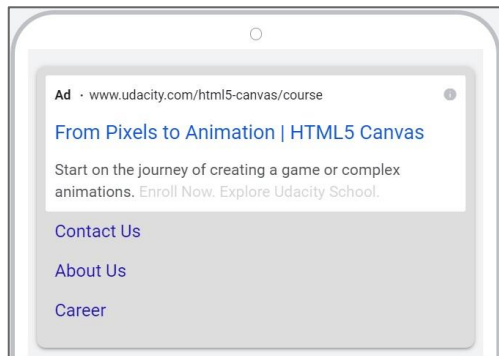


AD GROUP #1: AWARENESS



Keyword list: best language for machine learning, best way to learn coding, best coding websites, best programming language for beginners, best programming language for web development, fundamentals of programming, learn programming, learn to code, learn java, learn html, coding for beginners, best way to learn java, free online computer courses with certificate, learn html5, best programming language to learn, ai, programming for beginners, machine learning, data science, artificial intelligence, learn java online, learn code online, coding classes, computer programming courses, online programming courses

AD GROUP #2: INTEREST





Keyword list: app development, java course, coding courses, learn ai, html5 canvas, canvas2d, create animation, free coding classes, mobile app development, machine learning online course, learn android app development, html course, learn to code for free, online coding courses, programming courses, java online course, machine learning algorithms, mobile application development, artificial intelligence and machine learning, javascript api, learn html5, ai programming, web development courses, java programming for beginners

Appendix


Screenshots for Reference





REVIEW YOUR CAMPAIGN 1


  **Google Ads**


New campaign

 SEARCH


 REPORTS


 TOOLS & SETTINGS


 ?





873-789-3111 DMND Udacity
borisfilipovac1@gmail.com



 Select campaign settings


 Set up ad groups

 Create ads

 **4 Review**


Your campaign is ready to be published

Clicks	Cost
9	\$10.00
Daily estimate	Daily estimate


 Dec 2, 2020 – No end date


Campaign budget
\$10.00/day


Bid strategy
CPC (enhanced)


 India


Campaign goal
Leads

 All languages

 **2** Ad Groups

 **49** Keywords

 **4** Ads



REVIEW YOUR CAMPAIGN 1- COMMENT: I set up English as the language my customer speak, but it didn't show it under the review

✓ Select campaign settings ——— ✓ Set up ad groups ——— ✓ Create ads ——— 4 Review

Targeted locations (1)

India country

Reach ?

358,000,000



Enter a location to target or exclude

[Advanced search](#)

For example, a country, city, region, or postal code

✓ [Location options](#)

Languages

Select the languages your customers speak.

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



english

English





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](#)





REVIEW YOUR CAMPAIGN 2


  **Google Ads**


New campaign

 SEARCH


 REPORTS


 TOOLS & SETTINGS


 ?





873-789-3111 DMND Udacity
borisfilipovac1@gmail.com



 Select campaign settings

 Set up ad groups

 Create ads


 **4 Review**

Ad • [www.udacity.com/html5-canvas/c...](#)
[HTML5 Canvas Basics | Udacity Free Co...](#)
Learn what the Canvas is and how it aff...

Ad Group: Awareness
Default bid: \$3.00
Keywords: artificial intelligence, learn programming, machine learning, ai, learn java, online programming courses, learn html, computer programming courses, programming for beginners, coding for beginners, learn to code, data science, best programming language to learn, coding classes, learn html5, free online computer courses with certificate, best language for machine learning, best way to learn coding, learn code online, best way to learn java, best programming language for beginners, fundamentals of programming, best coding websites, best programming language for web development, learn java online

Ad • [udacity.com/free-course/html5-can...](#)
[Create Your First Animation | Udacity H...](#)
Powerful enough to use for compositin...

Ad Group: Interest
Default bid: \$3.00
Keywords: mobile application development, web development courses, java course, html course, programming courses, app development, java online course, create animation, online coding courses, mobile app development, coding courses, free coding classes, html5 canvas, learn html5, learn android app development, javascript api, java programming for beginners, learn to code for free, ai programming, machine learning algorithms, machine learning online course, artificial intelligence and machine learning, learn ai, canvas2d



CAMPAIGN SUMMARY

