



Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview



Campaign Approach

Description, Marketing Objective & KPI

1. Approach Description

The I39312-Deborah campaign which is centered around the course: Intro to the Design of Everyday Things, has a marketing objective of 50 website visits in January 2018. It's KPI, is the number of website visits in January 2018. The location of this campaign is India.

In this campaign, the ad group structure targeted customers who were in the awareness and interest stages in the customer journey. Also, the choice of keywords here are keywords which is related to the customers' respective journey. In the ad copy, words are chosen carefully so as to be able to attract the customers to click on the ad. In the headline, a keyword(Design) which is gotten from the course title was included so it can be found easily by the web crawlers which will lead to the ad being shown at the first page of the search engine result page. The course which the campaign is centered on is Intro to the Design of Everyday Things and the location is India.



2. Marketing Objective & KPI

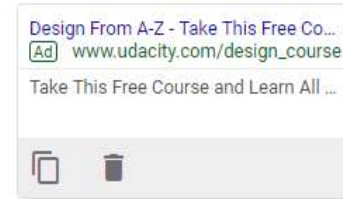
1. What marketing objective do you aim to achieve with your campaign? The I39312-Deborah campaign has a marketing objective of 50 website visits January 2018.
2. What primary KPI are you going to track in your campaign? The primary KPI of I39312-Deborah campaign is the number of website visits gotten in January 2018.



Ad Groups

Ads and Keywords

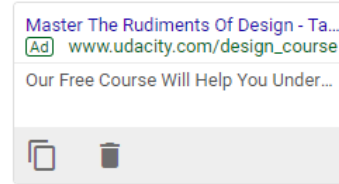
Ad Group #1: Ads and Keywords List.



Keyword List:

- | | | |
|-------------------------------|-----------------------------------|----------------------------------|
| 1. Basics of userinterface. | 9. Design terms | 18. Webdesign terms |
| 2. Basics of webdesign. | 10. Design words | 19. What does design of everyday |
| 3. Design definition. | 11. How to design everyday things | things entail |
| 4. Design ebook. | 12. Terminologies of webdesign | 20. What is webdesign |
| 5. Design of everyday things. | 13. Userinterface definition | |
| 6. Design skill. | 14. Userinterface overview | |
| 7. Design skills. | 15. Webdesign definition | |
| 8. Design terminologies. | 16. Webdesign ebook | |
| | 17. Webdesign overview | |

Ad Group #2: Ads and Keywords List.



Keyword List:

- | | | |
|---|--|------------------------------------|
| 1. A-Z of digital design lecture | 7. graphics class, | 15. Online design e-learning, |
| 2. All about graphic design, | 8. interior design courses online free, | 16. web design school, |
| 3. Design webinar, | 9. Intro to design of everyday things, | 17. web design school online, |
| 4. Free e-learning for design for everyday thing, | 10. Intro to everything design training, | 18. Web design class, |
| 5. graphic and web design courses, | 11. introduction to graphic design, | 19. Web design webinar, |
| 6. graphic design courses near me, | 12. learning graphic design for beginners, | 20. website design classes online. |
| | 13. logo design course, | |
| | 14. Master web design, | |



Appendix

Screenshots for Reference

Review your campaign

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

Congratulations! Your campaign is ready.

Review your daily estimates and campaign settings ⓘ

Clicks

10

Daily estimate

Cost

US\$8.31

Daily estimate



17 Jan 2018 – No end date

Campaign budget

US\$10.00/day

Bid strategy

CPC (enhanced)



India

Campaign goal

Leads



English

2

Ad

Groups

40

Keywords

4

Ads

CONTINUE TO CAMPAIGN



Campaign Summary

All campaigns > I39312-Deborah

GO TO

Overview

Paused Type: Search Budget: US\$10.00/day More details

Opportunities

AD GROUPS AUCTION INSIGHTS

Ad Groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Settings

Locations

Ad schedule

Devices

Last 7 days
Jan 11 - 17, 2018

11 Jan 2018

17 Jan 2018

Find ad groups

Ad group status: All but removed

	Ad group	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj.
	Awareness(Course)	Campaign paused	US\$3.00 (enhanced)	0	0	0.00%	US\$0.00	US\$0.00	Standard	None
	Interest(Course)	Campaign paused	US\$3.00 (enhanced)	0	0	0.00%	US\$0.00	US\$0.00	Standard	None
Total: Ad groups				0	0	0.00%	US\$0.00	US\$0.00		
Total: Campaign				0	0	0.00%	US\$0.00	US\$0.00		