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

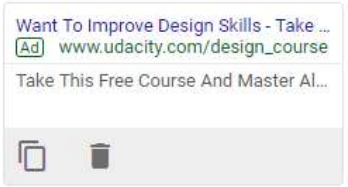
Ad Group #1: Ads and Keywords List.

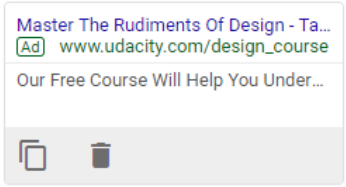
Keyword List:

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

DIGITAL MARKETING
NANODEGREE PROGRAM

Ad Group #2: Ads and Keywords List.





Keyword List:

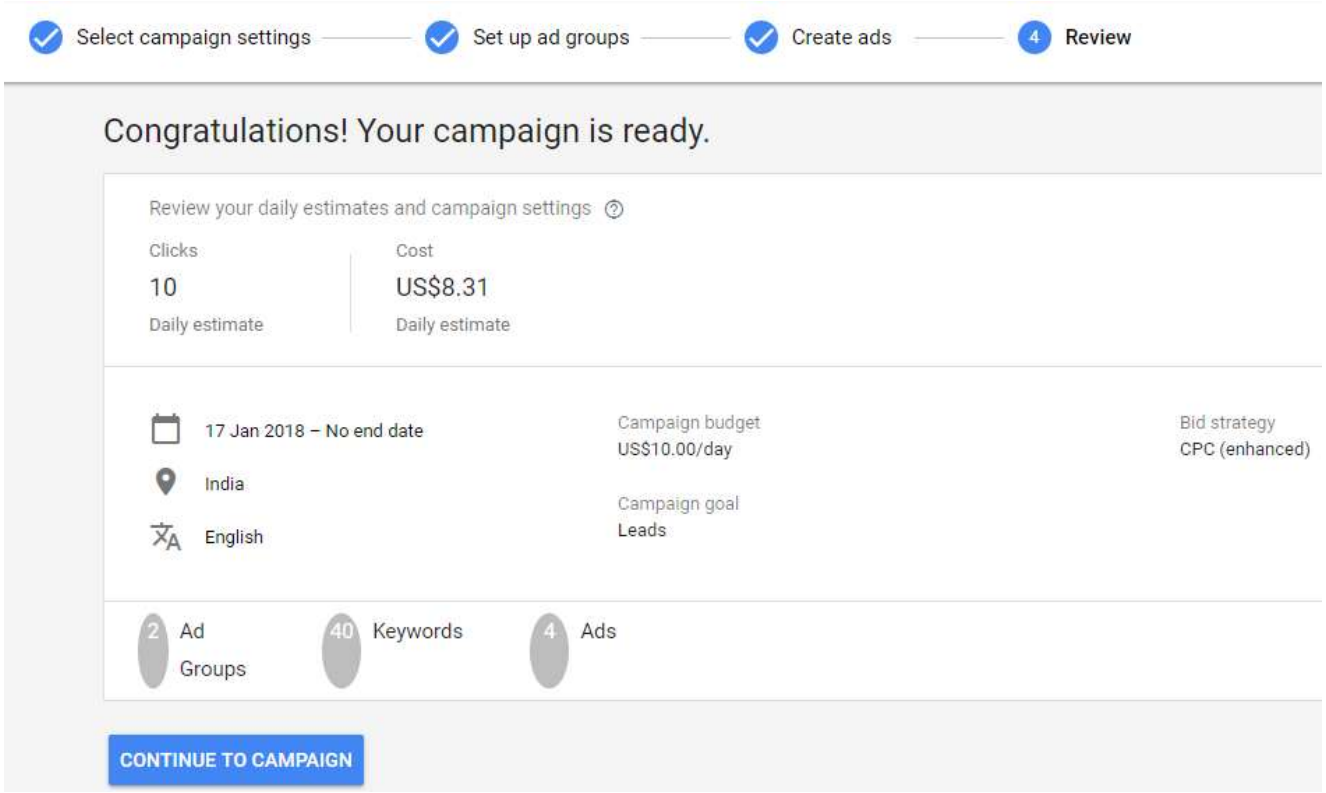
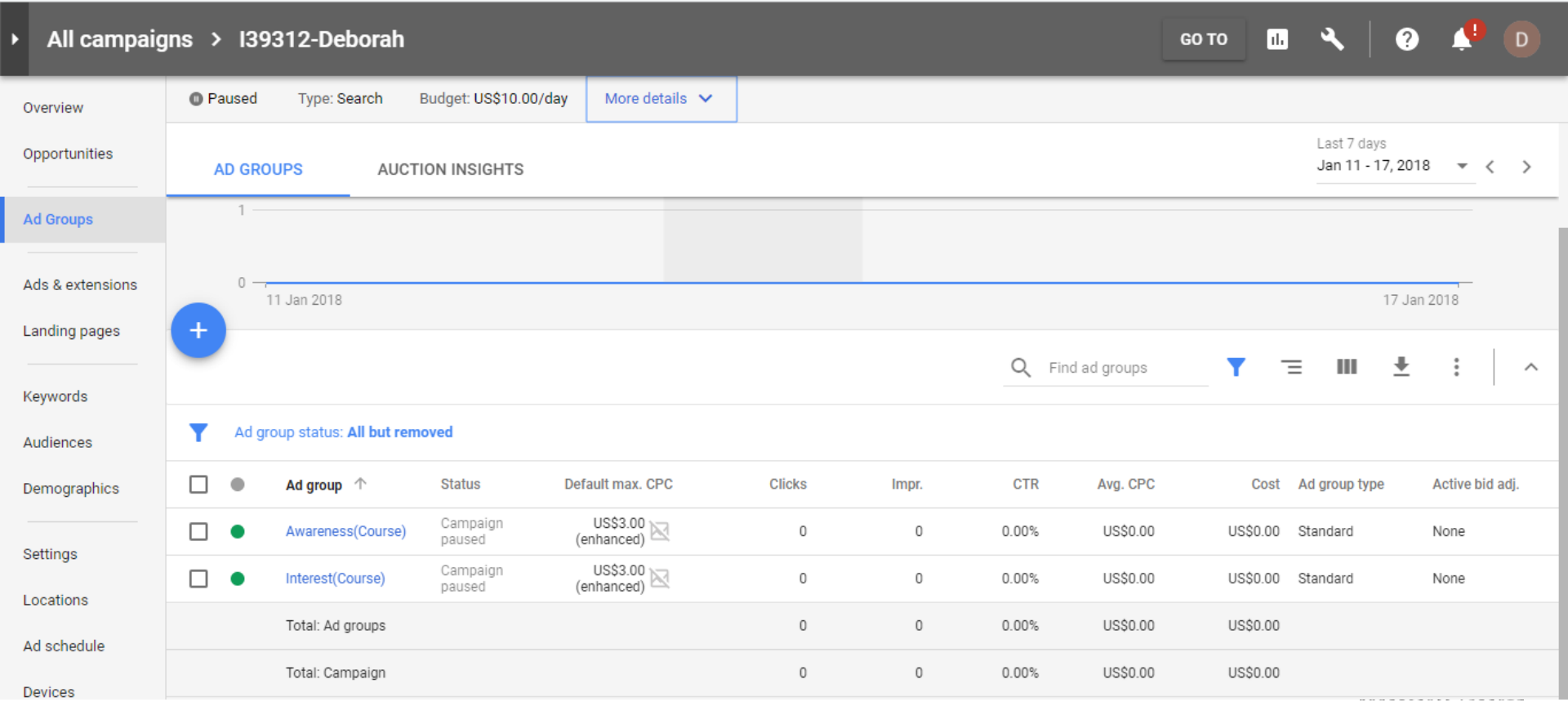
1. A-Z of digital design lecture
2. All about graphic design,
3. Design webinar,
4. Free e-learning for design for everyday thing,
5. graphic and web design courses,
6. graphic design courses near me,
7. graphics class,
8. interior design courses online free,
9. Intro to design of everyday things,
10.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

DIGITAL MARKETING
NANODEGREE PROGRAM

Appendix

Screenshots for Reference

Review your campaign



Campaign Summary