

PROJECT REPORT

Project title	Digital Marketing (How to create a Youtube ad campaign)
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INTRODUCTION:

OVERVIEW:

The objective of this project is to develop and execute a Youtube advertising campaign to effectively promote Demkash Incinerators to a targeted audience. You Tube is a powerful platform for reaching potential customers through video advertising. This project aims to increase brand visibility, engage viewers, and drive traffic or conversions, ultimately enhancing the brand's online presence.

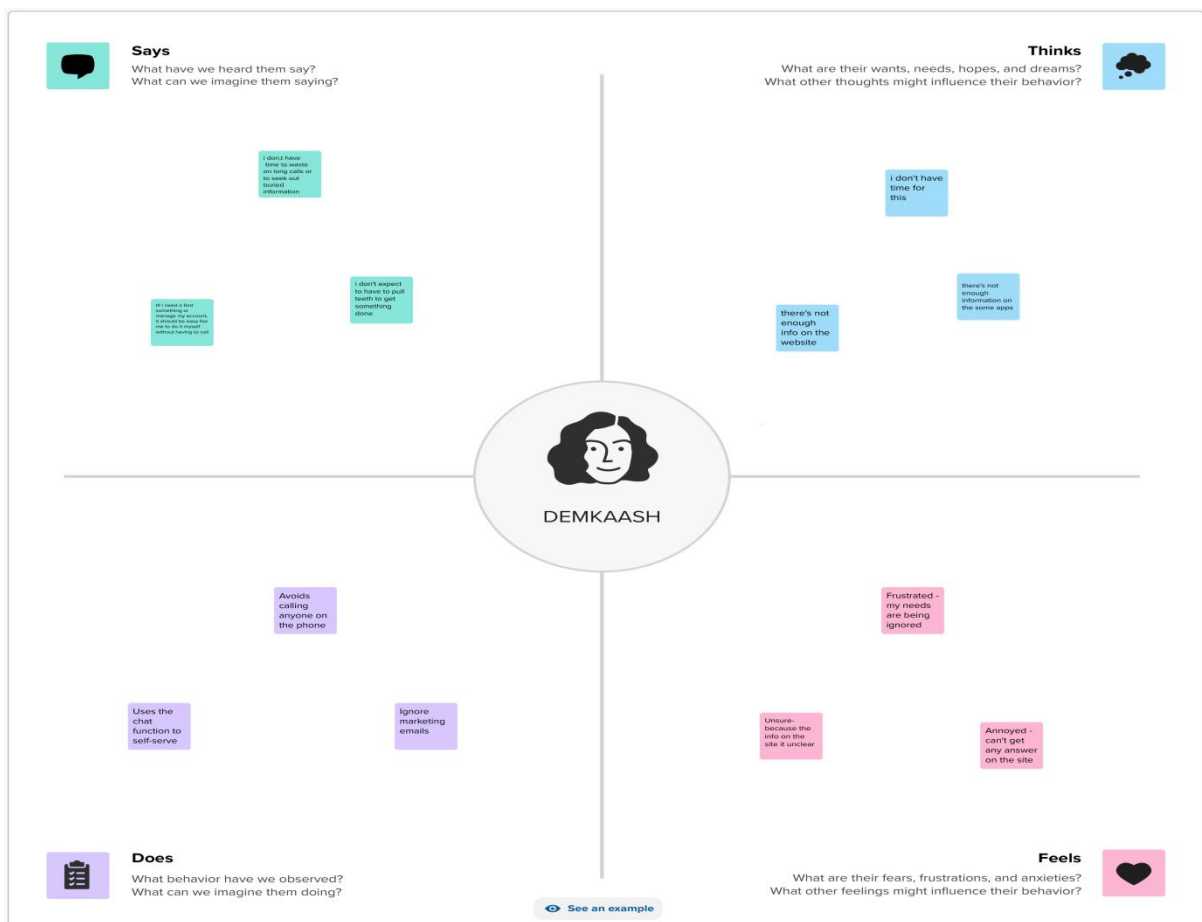
PURPOSE:

- Plan campaign objectives, budget, and target audience.
- Create captivating video content, compelling ad copy, and visuals.

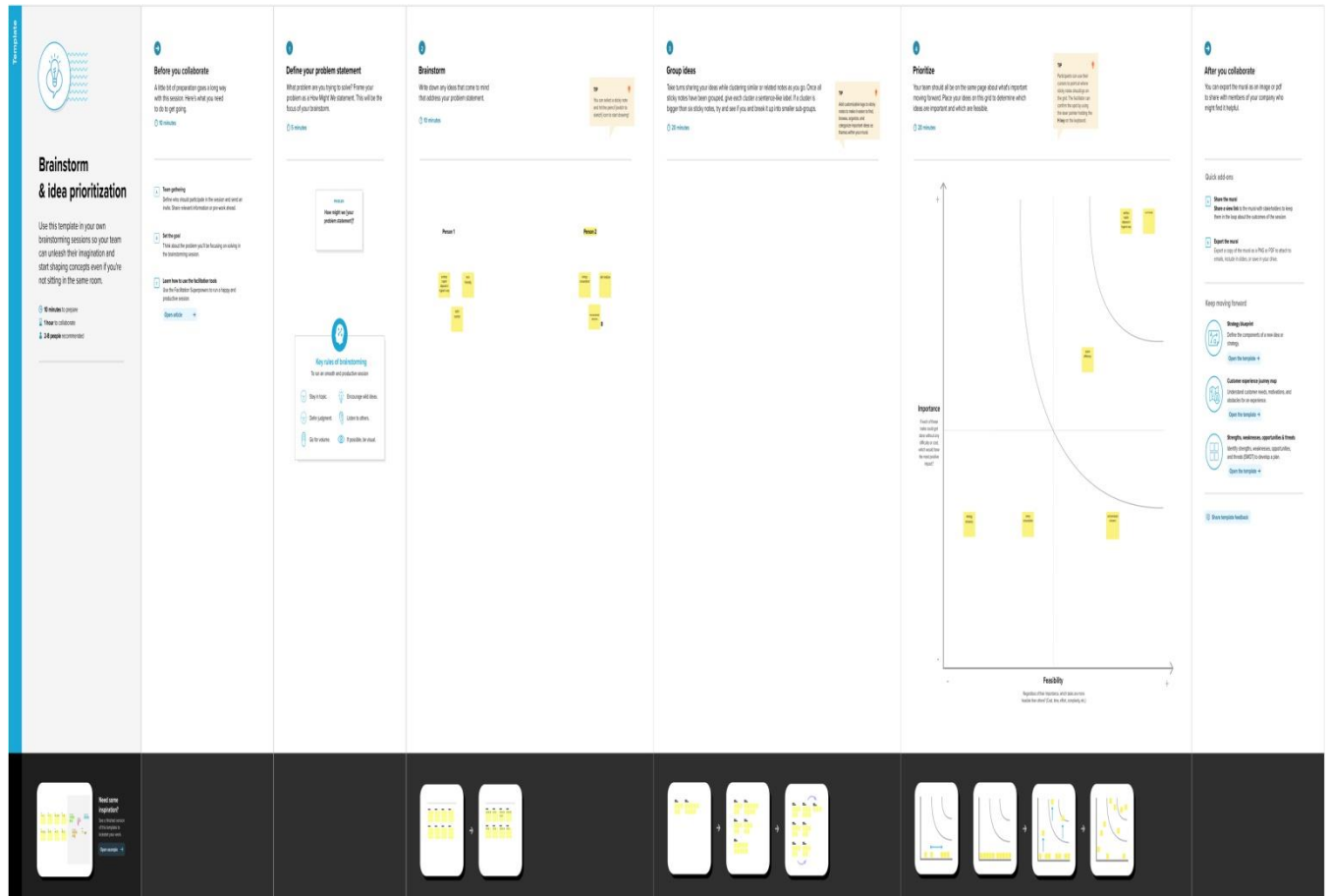
- Set up the campaign on YouTube ads, define ad settings, and implement tracking tools.
- Launch the campaign and monitor performance, optimizing as needed.
- Ongoing optimization, A/B testing, and communication with stakeholders.
- Report on key performance metrics and provide insights for future campaigns.

PROBLEM DEFINITION AND DESIGN THINKING:

Empathy Map:



Brainstorming & Ideation Map:



RESULT:

Output:

Review your campaign to make sure that it's how you want it

Campaign name

October 22, 2023 #1

Your video

October 22, 2023
by Demkash • 13 views

How your ad shows

Placed as a thumbnail next to related videos or on the YouTube homepage

Headline

Demkash Incinerator

Description

#sanitary napkin disposal
#eco friendly

Locations

India, Coimbatore

Languages

English

Demographics

Any age, Any gender, Any parental status

Interests

Local Events, Frequently Attends Live Events, Event Tickets, Concert & Music Festival Tickets, Performing Arts Tickets

Daily budget

₹1.00

Estimated weekly performance

1K - 5.9K

Impressions

An impression is counted each time that your ad is shown. The amount of impressions won't affect your cost.

10 - 50

Views

A view is counted when someone chooses to watch your video ad by clicking the thumbnail.

₹0.15 - ₹0.60

Average cost per view (CPV)

The average amount that you'll pay every time that your ad gets a view.

Back

Start

Need help?

Call for free ad setup help at 1800-572-8304
9.00 am to 6.00 PM IST, Mon-Fri

[More help options](#)

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9:45 PM

VoLTE 4G 271 B/S 79



ads.google.com/aw/



19



All campaigns



Overview

Insights and reports

Campaigns

Campaigns

View (2 filters)

All campaigns

Campaign

Demkash Incinerator

Ad groups (0)

Select an ad group

Quickview

Campaign details

All time

22 - 27 Oct 2023

Show last 30 days

< All Campaigns

Demkash Incinerator

ACTIVE

Your campaign is active.

₹0.00 Spend all time



0

Impressions

How often your ads were shown



0

Views

How often people watched your video

[See performance details](#)

Interests

Your ads show to people with these specific interests

Event Tickets Performing Arts Tickets
Concert & Music Festival Tickets
Frequently Attends Live Events Local Events
SEO Analytics SEO WordPress and 1 more

[Manage](#)

Demographics

Your ads show to people in these demogr

Gender
Any gender
Age
Any age
Parental status
Any parental status

[Manage](#)

Ads

[Manage](#)

Locations and languages

Your ads show to people in India, C



Highlighted areas represent
advertisers can target or
Google Ads location targ
[more](#)

Your ads show to people that speak

[Manage](#)

Budget

\$ You only pay for views on your video ad. Over the month
you won't pay more than your monthly max.

₹1.00 Daily average
₹30.40 monthly max

[Manage](#)

Ad schedule

Your ads show anytime

[Manage](#)[Get the Google Ads mobile app](#)

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ADVANTAGES:

- Precise Targeting.
- Cost-Effective.
- Data-Driven Insights.
- Wide Audience Reach.
- Brand Awareness.
- Flexible Ad Formats.
- Competitive Advantages.
- Measurable ROI.
- Effective Storytelling.

DISADVANTAGES:

- High competition.
- Ad blockers.
- Ad Fatigue.
- Ad costs.
- Viewers Skip Ads.
- Brand Safety Concerns.
- Ad Blocking Software.

APPLICATIONS:

- Drive excitement and sales for a new product with compelling video ads.
- Attract local customers and increase brand recognition.
- Expand the reach of educational content to a global audience.
- Raise awareness and support for non-profit causes.
- Boost event attendance and registration through engaging video ads.

CONCLUSION:

At the end of the project, the team will wrap up by summarizing the campaign's achievements, challenges, and lessons learned. This phase will also involve proper archiving of campaign assets and data, finalizing project billing, and generating documentation to serve as a reference for future campaigns.