# Useful Links

Google account

Login: isom5320.hkust@gmail.com

Password: $Hkust2025WW

Link to ads account

<https://ads.google.com/aw/signup/aboutyourbusiness?ocid=6815723444&euid=1286664210&__u=7981964290&uscid=6815723444&__c=6727623956&authuser=2&subid=hk-en-awhp-g-aw-c-t-man-signin%21o2&sourceid=emp&currentStep=linking>

[**Useful Links 0**](#_z6de9qng6ztp)

[Landing Page Research 1](#_rvusjbb1nxlj)

[Audience 1](#_6n9u7y6tuqjc)

[Context 1](#_9f5hpqgyqved)

[Ad Extensions: 1](#_58uubhedssge)

[**English Campaign 2**](#_j1vto6nxnj28)

[EN Ad groups 2](#_ko0ivkil1n6s)

[Ad Group 1: In-Center Services 2](#_i9zvv9t19n6o)

[Ad Group 2: School-Based Services 2](#_i4aoay20piss)

[Ad Group 3: Community Engagement 3](#_imv2j1vp64wz)

[Generic Keywords: 3](#_amhnr7ox7fze)

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[ZH-CN Ad groups 4](#_x4qlm99ba2my)

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## Landing Page Research

## Audience

* Parents of children aged 3-8
* Kindergarten and primary school teachers
* School administrators
* Community members interested in storytelling and child development

## Context

### **Ad Extensions:**

* Sitelink Extensions: Link to specific pages for in-center services, school-based services, and community events.
* Callout Extensions: Highlight free sessions, over 2000 storybooks, and workshops.
* Location Extensions: Show the location of the Storyland service center.
* Call Extensions: Provide a phone number for inquiries and bookings.

## 

# English Campaign

Note: Please include 5-20 keywords for each ad group.

## EN Ad groups

### **Ad Group 1: In-Center Services**

|  |  |
| --- | --- |
| Keywords | Headlines & Descriptions for ad copies |
| Short, Broad Keywords (Awareness Stage):   * Storytelling sessions * Kids library * Children's books * Puppet workshops * Crafting activities   Long, Specific Keywords (Conversion Stage):   * Free storytelling sessions for kids * Library with storybooks for 3-8 years old * Puppet and 3D-book crafting workshops * Storytelling skill workshops for parents * Best storytelling experience for children | Headline 1: Discover Storyland - Free Storytelling Sessions!  Headline 2: Over 2000 Storybooks for Kids  Headline 3: Join Our Puppet & 3D-Book Workshops  Description 1: Visit Storyland for free storytelling sessions every Wednesday. Explore our library with over 2000 storybooks for kids aged 3-8.  Description 2: Enhance your child's imagination and learning with our storytelling activities, skill workshops, and crafting sessions. Join us today!  Call to Action: Learn More |

### **Ad Group 2: School-Based Services**

|  |  |
| --- | --- |
| Keywords | Headlines & Descriptions |
| Short, Broad Keywords (Awareness Stage):   * School storytelling * Storytelling programs * Teacher workshops * Parent workshops * School activities   Long, Specific Keywords (Conversion Stage):   * Storytelling activities for kindergarten students * Primary school storytelling programs * Storytelling skill workshops for teachers * Positive values storytelling in schools * School-based storytelling sessions | Headline 1: Storytelling Programs for Schools  Headline 2: Workshops for Teachers & Parents  Headline 3: Inspire Positive Values in Students  Description 1: Bring the magic of storytelling to your school! We offer storytelling activities and workshops for kindergarten and primary school students.  Description 2: Equip teachers and parents with storytelling skills. Foster a positive and resilient mindset in children through our engaging programs.  Call to Action: Book a Session |

### **Ad Group 3: Community Engagement**

|  |  |
| --- | --- |
| Keywords | Headlines & Descriptions |
| Short, Broad Keywords (Awareness Stage):   * Community storytelling * Intergenerational activities * Public storytelling events * Family workshops * Storytelling for all ages   Long, Specific Keywords (Conversion Stage):   * Free community storytelling events * Storytelling workshops for families * Intergenerational harmony through storytelling * Public storytelling sessions and workshops * Storytelling activities for mutual appreciation | Headline 1: Storytelling for All Ages  Headline 2: Foster Intergenerational Harmony  Headline 3: Free Storytelling Events  Description 1: Join our community storytelling events and workshops. Activities for all ages to foster mutual appreciation and harmony.  Description 2: Experience the power of stories to inspire and nurture curiosity. Participate in our free storytelling sessions and workshops.  Call to Action: Get Involved |

### **Generic Keywords:**

* Storytelling for kids
* Free storytelling sessions
* Storytelling workshops
* Puppet crafting workshops
* 3D book crafting
* Storytelling for schools
* Storytelling for parents
* Community storytelling events
* Positive values in children
* Intergenerational activities

## EN Ad copy

# Chinese Campaign

Note: Please include 5-20 keywords for each ad group.

## ZH-CN Ad groups

Generic ZH-CN keywords

* 孩子的故事讲述
* 免费故事讲述时段
* 故事讲述工作坊
* 木偶创作工作坊
* 3D书创作
* 学校的故事讲述
* 父母的故事讲述
* 社区故事讲述活动
* 孩子的正面价值观
* 代际活动

## ZH-CN Ad copy

## ZH-HK Ad groups

Generic ZH-HK Keywords

* 孩子的故事講述
* 免費故事講述時段
* 故事講述工作坊
* 木偶創作工作坊
* 3D書創作
* 學校的故事講述
* 父母的故事講述
* 社區故事講述活動
* 孩子的正面價值觀
* 代際活動

## ZH-HK Ad copy

# Bid strategy

# A/B Testing

### Field Experiments

### Ad Variations

From Chatgpt