



Says

What have we heard them say?
What can we imagine them saying?

To Create A Google Ads Campaign
Brand Name : Dayglowcafe



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example



Dayglow cafe

Our shopwakes up at 10 AM & goes to sleep at 1 AM.

Increase brand awareness and visibility

Online presence is paramount for brand success

For helping brand thrive in the competitive online landscape.

Engage the customer eye.

To Show ads to the right people, in the right place, and at the right time.

To increase leads and customers.

To get a high return on investment.

To see fast, transparent results

Google Ads gives you control over how you spend your money. There's no minimum. And you can choose how much you spend per month, per day, and per ad. You'll only pay when someone clicks your ad.

There is a lot more to Google Ads than just campaigns, ad groups, keywords and ads, these are the first building blocks – and these can be set up very quickly.

You can use Google Ads to test which keywords you want to drive traffic for, which landing pages work, and in the process learn a lot about your customers and what they tend to search for

Making it more likely that people will choose to buy from you rather than your competitors.

While Google Ads are very effective at driving traffic to your site and generating sales, they are not always an effective way to generate a return on investment.

Competitive industries have a higher CPC

Ads will be visible to the wrong users and as a result, they aren't going to see many conversions.

Ads have limitations. They fail to target the right audience