

Project Design Phase-I
Proposed Solution Template

Date	02.11.2023
Team ID	NM2023TMID02803
Project Name	How To Create A Google Ads Campaign For Your Brand

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In the digital age, establishing a strong online presence is paramount for brand success. Creating a Google Ads campaign offers a powerful means to achieve this goal.
2.	Idea / Solution description	By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research, you can ensure your ads reach the right people at the right time.
3.	Novelty / Uniqueness	Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign's objectives.
4.	Social Impact / Customer Satisfaction	<p>Target Audience Relevance: Ensure that your ad campaign is designed to provide value to your target audience. Irrelevant or intrusive ads can negatively affect the user experience and brand perception.</p> <p>Ad Content: Create ad content that is respectful, inclusive, and culturally sensitive. Avoid using offensive or controversial content that may harm your brand's image.</p>
5.	Business Model (Revenue Model)	Revenue Generation: Google Ads campaign contributes to your overall business revenue model. Consider whether your goal is to sell products directly, generate leads, increase website traffic, or achieve some other revenue-related objective.
6.	Scalability of the Solution	<p>Google Ads automation features and third-party tools to manage and optimize large-scale campaigns efficiently.</p> <p>Testing and Optimization is easy.</p>