

# **How to Create a Google Ads Campaign for your brand**

## **A PROJECT REPORT**

**Submitted by**

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# **Project Report**

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## **1. INTRODUCTION**

### **1.1 PROJECT OVERVIEW**

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. Creating a Google Ads campaign involves defining clear objectives, conducting keyword research, crafting compelling ad copy, optimizing landing pages, setting budgets and bids, organizing ads into ad groups, utilizing ad extensions, targeting specific audiences, scheduling ad display times, implementing conversion tracking, and continuously monitoring and optimizing campaign performance through A/B testing and regular review to achieve the desired results efficiently.

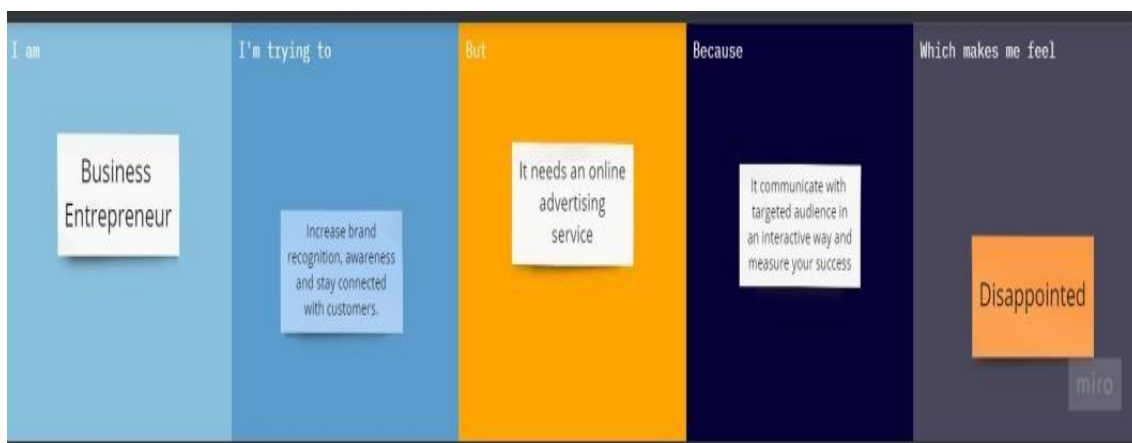
### **1.2 PURPOSE**

Creating a Google Ads campaign offers a powerful means to achieve this goal. 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. Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign's objectives. Regular monitoring and optimization of your campaign are essential to maximize ROI. A well-executed Google Ads campaign can significantly enhance brand visibility, attract quality traffic, and drive conversions, helping your brand thrive in the competitive online landscape.

## **2. IDEATION AND PROPOSED SOLUTION**

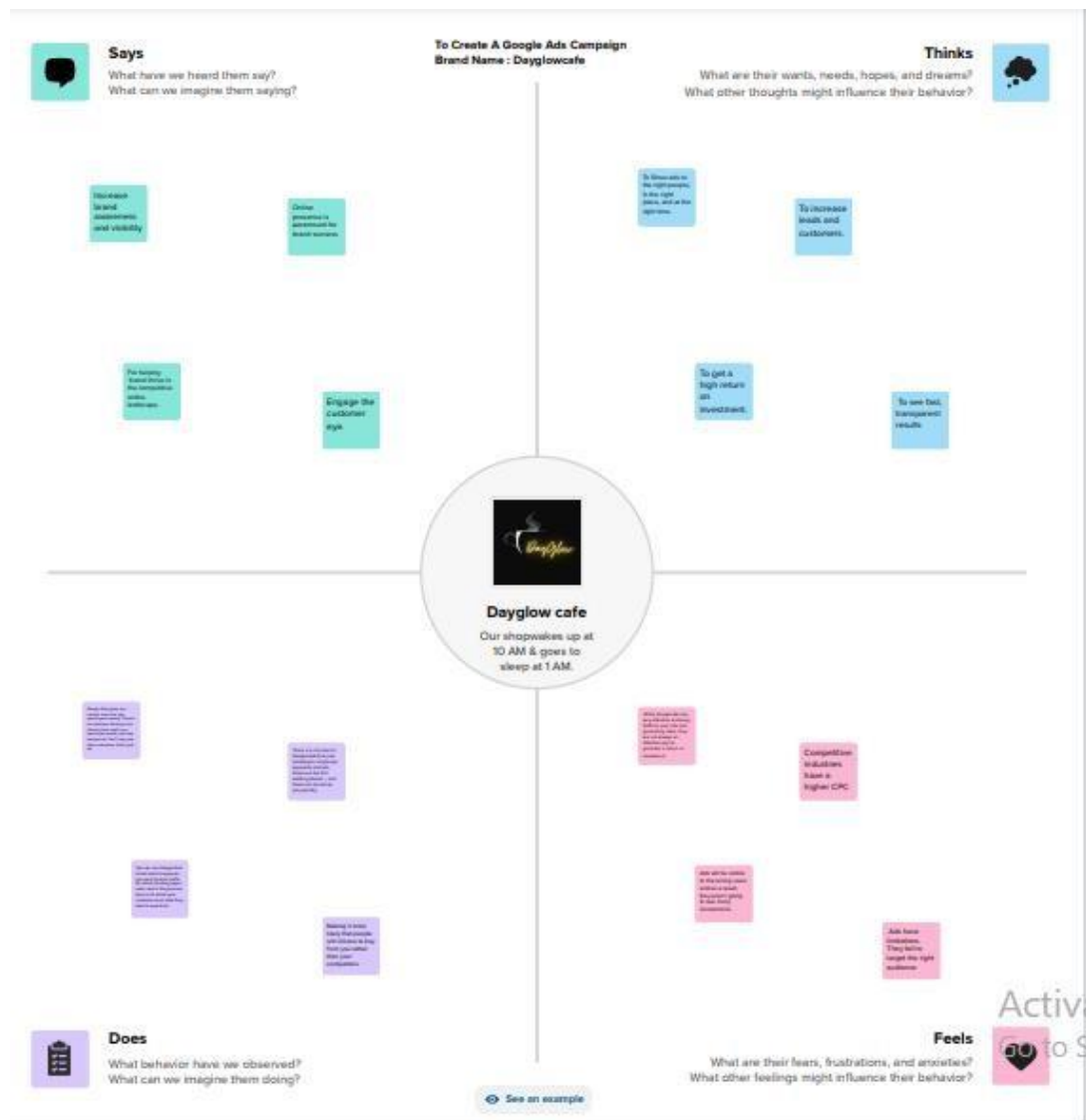
### **2.1 PROBLEM STATEMENT DEFINITION**

Many businesses struggle to effectively create Google Ads campaigns that drive meaningful results. They face challenges in defining clear objectives, conducting accurate keyword research, crafting engaging ad copy, optimizing landing pages, setting appropriate budgets and bids, organizing ads into efficient ad groups, utilizing ad extensions, targeting specific audiences, and continually monitoring and optimizing campaign performance. This project aims to address these issues and provide a solution to create Google Ads campaigns that align with business.




## 2.2 EMPATHY MAP

Creating a Google Ads campaign offers a powerful means to achieve this goal. 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. Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign's objectives. Regular monitoring and optimization of your campaign are essential to maximize ROI. A well-executed Google Ads campaign can significantly enhance brand visibility, attract quality traffic, and drive conversions, helping your brand thrive in the competitive online landscape."



## **2.3 IDEATION & BRAINSTORMING**



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

**10 minutes to prepare**  
**1 hour to collaborate**  
**3-8 people recommended**

**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

**10 minutes**

- Team gathering**  
 Gather who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
 Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
 Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

**1**

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

**5 minutes**

**Facilitator**

Create a Google Ads Campaign For Your Brand

**Key rules of brainstorming**

- Stay in topic.
- Defier judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

**2**

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

**10 minutes**

**Person 1**

Define the problem  
Generate 3 ideas  
Share 1 idea

**Person 2**

Define the problem  
Generate 3 ideas  
Share 1 idea

**Person 3**

Define the problem  
Generate 3 ideas  
Share 1 idea

**Person 4**

Define the problem  
Generate 3 ideas  
Share 1 idea

**Person 5**

Define the problem  
Generate 3 ideas  
Share 1 idea

**Person 6**

Define the problem  
Generate 3 ideas  
Share 1 idea

**Person 7**

Define the problem  
Generate 3 ideas  
Share 1 idea

**Person 8**

Define the problem  
Generate 3 ideas  
Share 1 idea

**TIP**  
 You can select a sticky note and fill the pencil (click) to select from a color library.

### 1 Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

**Tip**

Ask participants how to bring notes to make a cluster to find themes, categories, and designate important ones as themes within your topic.

### 2 Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**Tip**

Participants can use their markers to point at where they think should go on the grid. The facilitator can confirm the spots by asking the team further building the story on the hypothesis.

## **2.4 PROPOSED SOLUTION**

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>

### **3. REQUIREMENT ANALYSIS**

#### **3.1 FUNCTIONAL REQUIREMENTS:**

Following are the functional requirements of the proposed solution.

<b>FR No.</b>	<b>Functional Requirement (Epic)</b>	<b>Sub Requirement (Story / Sub-Task)</b>
FR-1	Creating a Google Ads	Establishing a strong online presence is paramount for brand success.
FR-2	Creating Campaign	Creating a Google Ads campaign offers a powerful means to achieve this goal
FR-3	Campaign Type	By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research,
FR-4	Website And Campaign Name	Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign's objectives.
FR-3	Regular monitoring	Regular monitoring and optimization of your campaign are essential to maximize ROI

#### **3.2 NON-FUNCTIONAL REQUIREMENTS:**

Following are the non-functional requirements of the proposed solution.

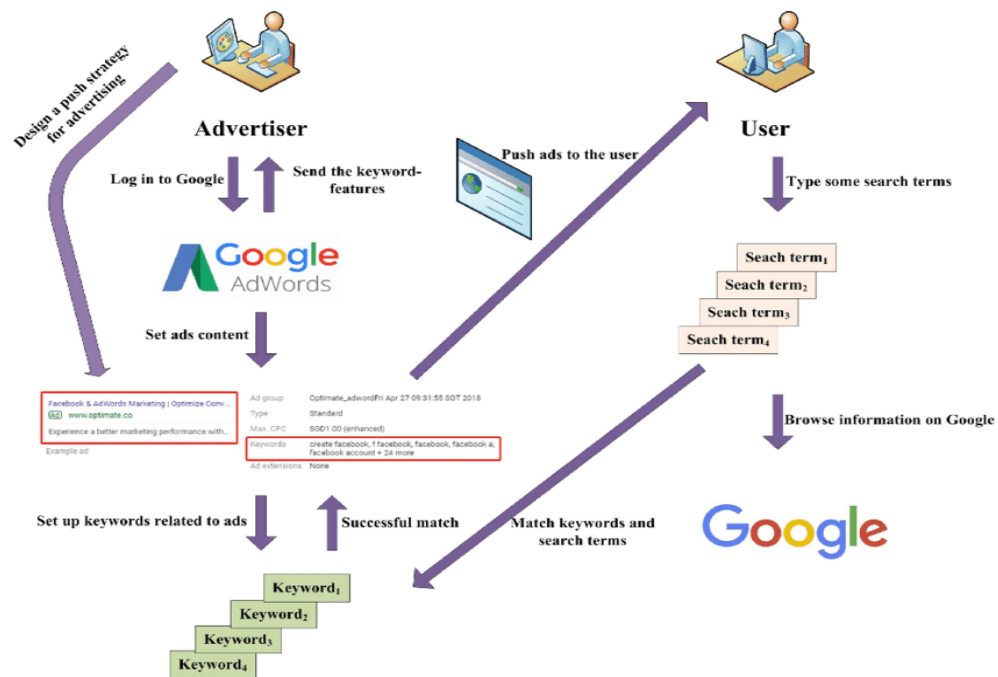
<b>FR No.</b>	<b>Non-Functional Requirement</b>	<b>Description</b>
NFR-1	Usability	Online advertising lets you target your ads to the type of customers you want, and filter out those you don't. When you advertise online with Google Ads, you can use different targeting methods to reach potential customers right when

		they're searching for your products or services..
NFR-2	<b>Security</b>	User and advertiser data is securely stored and transmitted, adhering to privacy regulations. Implement robust authentication and authorization mechanisms to prevent unauthorized access to sensitive information or settings.
NFR-3	<b>Reliability</b>	Google Ads have a high level of availability and reliability to minimize downtime and ensure that advertisers can access their campaigns and data consistently. Implement disaster recovery plans to mitigate the impact of system failures, data loss, or other unexpected incidents.
NFR-4	<b>Performance</b>	Google Ads are responsive and load quickly to provide a smooth user experience. Slow-loading ads can frustrate users and lead to high bounce rates. The ads are rendered correctly on various devices and browsers to maintain consistency in performance and appearance. The platform efficiently handles a large number of ad campaigns, ad groups, and keywords without performance degradation.
NFR-5	<b>Availability</b>	Google Ads platform is accessible to users with disabilities, complying with accessibility standards.

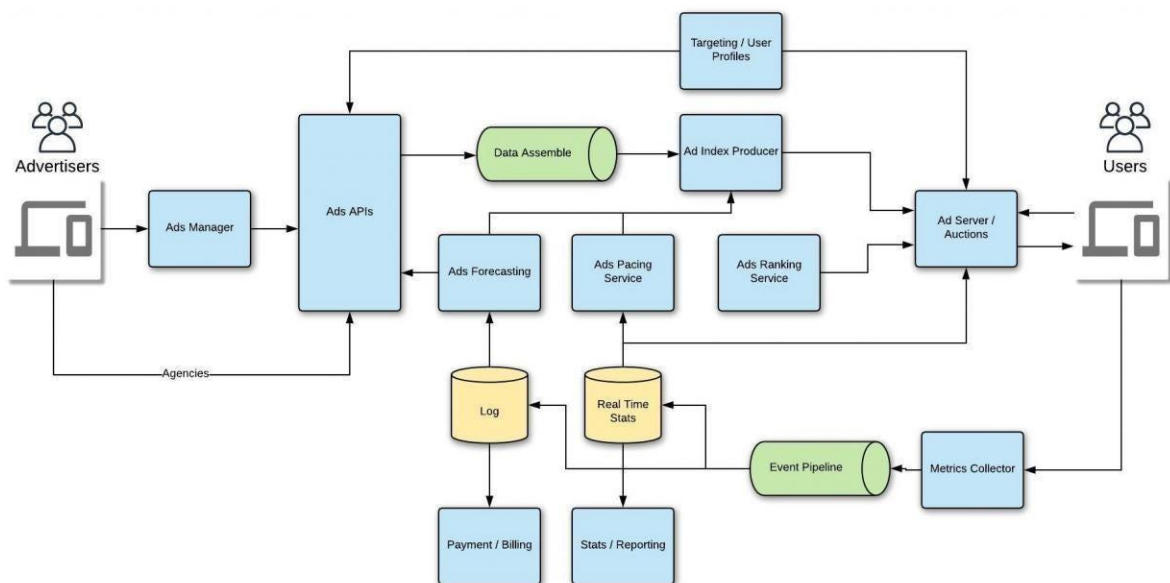


## 4. PROJECT DESIGN

### 4.1 DATA FLOW DIAGRAM



### 4.2 SOLUTION & TECHNICAL ARCHITECTURE:



### 4.3 User Stories

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Customer (Business Entrepreneur)	Creating a Google Ads	USN-1	Business entrepreneur,I can create online ads to reach people exactly when they're interested in the products and services that offer. Google Ads is a product that I can use to promote my business, help sell products or services, raise awareness in website.	Establishing a strong online presence is paramount for brand success.	High	Gokulpriya. G
	Creating Campaign	USN-2	An ad campaign is designed around a specific and unique theme to create brand awareness about the company's product or service and advertising campaigns to reach potential customers. A campaign allows to promote my products.	Creating a Google Ads campaign offers a powerful means to achieve this goal	High	Akila M
	Campaign Type	USN-3	Campaign Type determines ads will be watched by audiences. It includes: Search Network with Display Select. It make up all the places where ads can appear, including Google sites, websites that show relevant Google ads, and other placements (such as mobile apps). It allows services on Google's vast network of search results, websites, videos, mobile apps, maps, shopping listings, and more.	By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research,	High	Kirupa. M
	Website And Campaign Name	USN-4	Google Ads enters a default campaign name or choose a name that clearly describes the theme of the campaign to find account in easier way. campaign name isn't visible to your customers.	Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaigns objectives.	High	Jeya rudhra B

	Regular monitoring	USN-5	It is essential for achieving business goals. User and advertiser data is securely stored and transmitted, adhering to privacy regulations. Implement robust authentication and authorization mechanisms to prevent unauthorized access to sensitive information or settings.	Regular monitoring and optimization of your campaign are essential to maximize ROI.	Medium	Maha vidhya V
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## 5 RESULTS

The screenshot displays the Google Ads interface for a campaign named 'dayglowcafe'. The left sidebar shows navigation options: Create, Campaigns, Goals, Tools, Billing, and Admin. The main content area is titled 'Settings' and shows the 'Keyword themes' report. The report indicates that ads show when people search for keyword themes and related phrases. The following keyword themes are listed:

- coffee shop
- breakfast cafe
- cafe espresso
- cafe tea menu
- cold coffee
- filter coffee

An 'Edit' button is visible below the list of keyword themes. The interface also shows a search bar at the top, a date range selector set to 'Oct 3 - 30, 2023', and a 'Show last 30 days' link.

Campaign details - Daysglowcafe x Campaign details - Daysglowcafe x +

ads.google.com/aw/express/dashboard?campaignId=20465036339&channel=88&ocid=1406032457&workspaceId=-756836128&euid=965039411&\_u=2320814939&uscid=1406032457&\_c... G ☆ □

Google Ads Search for a page or campaign Appearance Refresh Help Notifications 894-747-7923 Daysglowcafe dayglowcafe18@gmail.com

Create Overview Insights and reports Campaigns Experiments Goals Tools Billing Admin

Back to All campaigns View (3 filters) Smart campaigns Campaign dayglowcafe

Custom Oct 3 - 30, 2023 Show last 30 days

Overview

dayglowcafe

Pending All ads go through a quick policy check. This usually takes one business day.

Oct 3 - 30, 2023

₹0.00 Spend

Impressions 0 How often your ads were shown

Clicks 0 Actions on your ads

Get the Google Ads mobile app

26°C Partly cloudy Search 2018 30-10-2023

Campaign details - Daysglowcafe x Campaign details - Daysglowcafe x

ads.google.com/aw/express/settings?campaignId=20465036339&channel=8&ocid=1406032457&workspaceId=-756836128&tab=nkt&eid=965039411&\_u=2320814939&uscid=14060324...

Google Ads Search for a page or campaign

Appearance Refresh Help Notifications 894-747-7923 Daysglowcafe dayglowcafe18@gmail.com

Overview Back to All campaigns View (3 filters) Smart campaigns Campaign dayglowcafe

Insights and reports Overview

Campaigns Settings

Experiments

Goals

Tools

Billing

Admin

Custom Oct 3 - 30, 2023 Show last 30 days

Search terms report Keyword themes Negative keyword themes

Your ads don't show when people search for your negative keyword themes. [Learn more](#)

Parlour X

+ New negative keyword theme

Cancel Save

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Campaign details - Daysglowcafe x Campaign details - Daysglowcafe x

ads.google.com/aw/express/settings?campaignId=20465036339&channel=8&ocid=1406032457&workspaceId=-756836128&tab=txt&eid=965039411&\_u=2320814939&uscid=14060324...

Google Ads Search for a page or campaign

Appearance Refresh Help Notifications 894-747-7923 Daysglowcafe dayglowcafe18@gmail.com

Overview

Insights and reports

Campaigns

Experiments

Goals

Tools

Billing

Admin

Custom Oct 3 - 30, 2023 Show last 30 days

Edit ad text

Reach more people by writing high-performing ad text. [Learn more how to write an effective ad for Smart campaigns](#)

Headlines

Adding 3 headlines or more will help your ad performance

Headline 1 Our shopwakes up at 10 AM 25 / 30

Headline 2 goes to sleep at 1 AM. 22 / 30

Headline 3 Stay for the Glow 17 / 30

Add headline

Ad Preview

Ad - Business profile

goes to sleep at 1 AM. | Our shopwakes up at 10 AM | Stay for the Glow

come for the Coffee. Stay for the Glow. Our shop wakes up at 10 AM.

Get directions

Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad. [Learn more about text ads in Smart](#)

Cancel Save

Reporting is not real time. Time zone for all dates and times: (GMT+05:30) India Standard Time. [Learn more](#)

Some inventory may be provided through third party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Get the Google Ads mobile app

26°C Partly cloudy Search 20:20 30-10-2023

The screenshot shows the Google Ads interface for a campaign named 'dayglowcafe'. The left sidebar contains navigation links: Create, Overview (selected), Insights and reports, Campaigns, Experiments, Goals, Tools, Billing, and Admin. The main content area is titled 'Settings' and includes a 'Back to All campaigns' link, a 'View (3 filters)' dropdown set to 'Smart campaigns', and a 'Campaign' dropdown set to 'dayglowcafe'. A date range selector shows 'Oct 3 - 30, 2023' with a 'Show last 30 days' link. The 'Settings' section has a '+ New image' button and two categories: 'Square images' (Required to show images in your ads. Add up to 3.) and 'Logos' (Optional. Add up to 3.). Each category shows a preview of a coffee shop logo with a '+' button to add more. The bottom of the screen shows a Windows taskbar with various application icons and system status information (20°C, Partly cloudy, 20:21, 30-10-2023).

This screenshot shows the 'Landing page' section of the Google Ads 'Settings' page for the 'dayglowcafe' campaign. The interface is similar to the previous one, but the 'Landing page' section is expanded. It includes a description: 'Your landing page is where people go after they click your ad. Your landing page is shared across all ads in this campaign.' Below this, there is a 'Landing page' text input field containing the word 'Cafeteria' and an 'Edit' button. To the right, there is a preview of a mobile app interface for 'Cafeteria', showing a coffee shop location in RAJAPALAYAM with options for 'Directions' and 'Location'. The bottom of the screen shows the same Windows taskbar as the first screenshot.

2

Campaign details - Daysglowcafe | Campaign details - Daysglowcafe | +

ads.google.com/aw/express/settings?campaignId=20465036339&channel=8&ocid=1406032457&workspaceId=756836128&tab=bsi&euid=9650394118\_u=2320814939&uscid=14060324...

Google Ads Search for a page or campaign

Appearance Refresh Help Notifications 894-747-7923 Daysglowcafe daysglowcafe18@gmail.com

Create Overview Insights and reports Campaigns Experiments Goals Tools Billing Admin

Back to All campaigns View (3 filters) Smart campaigns Campaign daysglowcafe

Custom Oct 3 - 30, 2023 Show last 30 days

Ad text Images Landing page Business info

Bring in more customers by including your business info in your ads. This info is shared across all ads in this campaign. [Learn more](#)

Show your business name in your ads

Ads can include your business name to boost performance. To update your business name, go to your [Business Profile](#).

Cafeteria

☒ Show your location in your ad

To update your address, go to your [Business Profile](#)

1/2 NORTH STREET, RAJAPALAYAM, Tamil Nadu

☐ Show a call button in your ad

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Campaign details - Daysglowcafe | Campaign details - Daysglowcafe | +

ads.google.com/aw/express/settings?campaignId=20465036339&channel=8&ocid=1406032457&workspaceId=756836128&tab=geo&euid=9650394118\_u=2320814939&uscid=14060324...

Google Ads Search for a page or campaign

Appearance Refresh Help Notifications 894-747-7923 Daysglowcafe daysglowcafe18@gmail.com

Create Overview Insights and reports Campaigns Experiments Goals Tools Billing Admin

Back to All campaigns View (3 filters) Smart campaigns Campaign daysglowcafe

Custom Oct 3 - 30, 2023 Show last 30 days

Location settings Location report NEW

Your ads show to people in your locations, and people who search on Google for these locations. [Learn more](#)

Advertise near address

1, North St, Sundaranachiapuram, Tamil Nadu 626142, India

25 kilometers radius

Edit

Map showing the location and radius around 1, North St, Sundaranachiapuram, Tamil Nadu 626142, India. The map includes labels for various locations such as Chinnamanur, Tirumanga, Virudhunagar, Kovilo, Sankarankoil, Kadayanallur, Sabarimala, Kumby, Kartappana, Cumbum, and Krishnan Kovil. A blue circle indicates the 25 kilometers radius around the specified address.

Map data ©2023 Terms of Use Report a map error

26°C Party cloudy Search 20:22 30-10-2023



Campaign details - Daysglowcafe x Campaign details - Daysglowcafe x +

ads.google.com/aw/express/settings?campaignId=20465036339&channel=8&ocid=1406032457&workspaceId=-756836128&tab=bgt&euid=9650394118\_u=2320814939&uscid=14060324...

Google Ads Search for a page or campaign

Appearance Refresh Help Notifications 894-747-7923 Daysglowcafe daysglowcafe18@gmail.com

Create Overview Insights and reports Campaigns Experiments Goals Tools Billing Admin

Back to All campaigns View (3 filters) Smart campaigns Campaign daysglowcafe

Custom Oct 3 - 30, 2023 Show last 30 days

Settings

Budget Ad schedule

You only pay for clicks on your ad. Some days you might spend less than your daily average, and on others you might spend up to 2 times as much. But over the month you won't pay more than your monthly max. [Learn more](#)

Your budget

₹20 daily average · ₹608 monthly max

Get an estimated 90-150 ad clicks each month

Edit

Get the Google Ads mobile app

26°C Partly cloudy Search 2023 30-10-2023

Campaign details - Daysglowcafe x Campaign details - Daysglowcafe x +

ads.google.com/aw/express/settings?campaignId=20465036339&channel=8&ocid=1406032457&workspaceId=-756836128&tab=sch&euid=9650394118\_u=2320814939&uscid=14060324...

Google Ads Search for a page or campaign

Appearance Refresh Help Notifications 894-747-7923 Daysglowcafe daysglowcafe18@gmail.com

Create Overview Insights and reports Campaigns Experiments Goals Tools Billing Admin

Back to All campaigns View (3 filters) Smart campaigns Campaign daysglowcafe

Custom Oct 3 - 30, 2023 Show last 30 days

Settings

Budget Ad schedule

Schedule your ads to only show on certain days and times. Ad schedules don't affect your budget. [Learn more](#)

Anytime

Mondays	All day
Tuesdays	All day
Wednesdays	All day
Thursdays	All day
Fridays	All day
Saturdays	All day

Get the Google Ads mobile app

26°C Partly cloudy Search 2023 30-10-2023



## **6. Advantages:**

**Targeted Advertising:** Google Ads allows you to target specific keywords, demographics, locations, and devices. This precision targeting can help you reach a relevant audience for your brand.

**Immediate Results:** Unlike organic SEO, which can take time to yield results, Google Ads can generate traffic and leads quickly. As soon as your campaign is live, you can start getting clicks and conversions.

**Measurable ROI:** Google Ads provides detailed analytics, allowing you to track the performance of your campaigns in real-time. You can measure the return on investment (ROI) and make data-driven decisions to optimize your ads.

**Flexible Budget:** You have control over your budget, and you can set daily or monthly limits. This flexibility allows you to allocate your advertising budget according to your financial capabilities.

**Ad Extensions:** Google Ads offers ad extensions that provide additional information and call-to-action buttons, making your ads more appealing and informative.

**Competitive Advantage:** If your competitors are using Google Ads effectively, not using it may put you at a disadvantage. It's an opportunity to compete in the online marketplace.

## **Disadvantages:**

**Cost:** While Google Ads can be highly effective, it can also be expensive. The cost per click (CPC) for competitive keywords can quickly add up, especially for small businesses with limited budgets.

**Complexity:** Setting up and managing a Google Ads campaign can be complex, especially for beginners. It requires research, keyword selection, ad copy creation, and ongoing optimization.

**Click Fraud:** Click fraud can be an issue, where competitors or malicious users click on your ads to deplete your budget without any genuine interest in your products or services.

**Competition:** Depending on your industry, the competition for certain keywords can be fierce, driving up CPC and making it challenging to achieve a high ad position.

**Ad Blockers:** Some users employ ad blockers that can prevent your ads from being displayed to

them, reducing your potential reach.

**Ad Fatigue :** Over time, users may become accustomed to seeing your ads, leading to ad fatigue. This can result in lower click-through rates (CTR) and decreased campaign effectiveness.

## **7. Conclusion**

Google Ads can be a powerful tool for brand promotion and lead generation, but it's essential to weigh the advantages and disadvantages carefully. Success in Google Ads often requires a well-thought-out strategy, ongoing management, and a budget that aligns with your business goals. It may not be suitable for every brand, so it's important to consider your specific circumstances and objectives before committing to a Google Ads campaign.

## **8. Future scope**

The future scope of creating Google Ads campaigns for your brand remains promising, with several trends and developments that can impact its effectiveness and relevance. Here are some considerations for the future of Google Ads:

**AI and Automation:** Google is continually integrating artificial intelligence (AI) and machine learning into its advertising platform. This trend is likely to continue, making campaign management more efficient and effective. AI can help optimize bidding strategies, ad targeting, and ad copy to improve overall campaign performance.

**Audience Targeting:** As user data privacy regulations evolve, the way ads target users is changing. In the future, there will likely be a greater emphasis on first-party data and contextual targeting as alternatives to third-party cookies and other tracking methods. Brands will need to adapt to these changes.

**Video Advertising:** Video advertising, particularly on YouTube (a Google-owned platform), is becoming increasingly popular. Google Ads offers various video ad formats, and this trend is likely to continue as video content consumption grows.

**Local Advertising:** Local businesses can benefit from Google Ads by targeting local customers. As consumers continue to prioritize local shopping and services, the use of location-based ads will likely increase.

**Responsive Search Ads:** Google's responsive search ads allow advertisers to provide multiple ad headlines and descriptions, which are then dynamically mixed and matched by Google to optimize ad performance. This feature is expected to become more common and sophisticated in the future.

**Cross-Device and Cross-Platform Integration:** Users interact with brands on multiple devices and platforms. The future of Google Ads may involve improved cross-device and cross-platform tracking and attribution to provide a more holistic view of customer behavior.

**Sustainability and ESG (Environmental, Social, and Governance):** As societal values shift, brands that align their advertising campaigns with sustainability and ESG principles may gain a competitive edge. Google Ads can be used to promote environmentally friendly products and practices.

**Voice Search and Smart Devices:** The increasing use of voice-activated smart devices, such as Amazon Echo and Google Home, creates new opportunities for voice search advertising. Brands will need to adapt their campaigns to accommodate voice queries and responses.

**Ad Personalization:** Ad personalization will continue to evolve, delivering more tailored and relevant content to users. Brands that can create highly personalized ad experiences are likely to see better results.

**Regulations and Privacy:** Keeping up with data privacy regulations, such as GDPR and CCPA, is essential for advertisers. Google is likely to introduce more features and tools to help advertisers comply with these regulations while still effectively reaching their target audience.

## **DEMO LINK**

[https://drive.google.com/file/d/13igco2bHLIQ2s30oUuVvPMweIc9IfmL5/view?usp=drive\\_link](https://drive.google.com/file/d/13igco2bHLIQ2s30oUuVvPMweIc9IfmL5/view?usp=drive_link)

## **GITHUB LINK**

<https://github.com/Gokulpriya02/Naan-Mudhalvan-2023-Digital-Marketing->