DIGITAL MARKETING PROJECT

HOW TO CREATE A GOOGLE ADS CAMPAIGN FOR YOUR BRAND

Submitted By:

1. JOTHIKA N   AU613020104031
2. KARUNYADEVI C   AU613020104033
3. KEERTHANA S   AU613020104038
4. KIRUTHIKA A   AU613020104040

BE – Computer Science and Engineering

Vivekananda College of Technology for Women

Namakkal - 637205

1. **BRAND NAME :**

    Fashionista finds

2. **LOGO :**

3. **CATEGORY :**

    Clothing brand

4. **EMAIL :**

    Fashionistafinds9@gmail.com

5. **TARGET AUDIENCE :**

    Exclusive for Womens
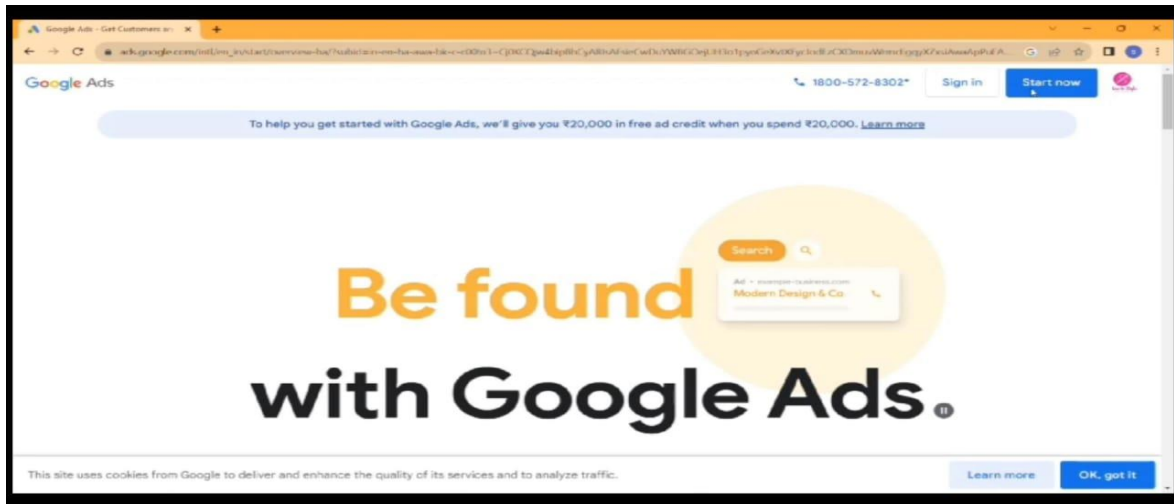
6. **TARGET LOCATION :**

    Coimbatore , Tamil Nadu, India
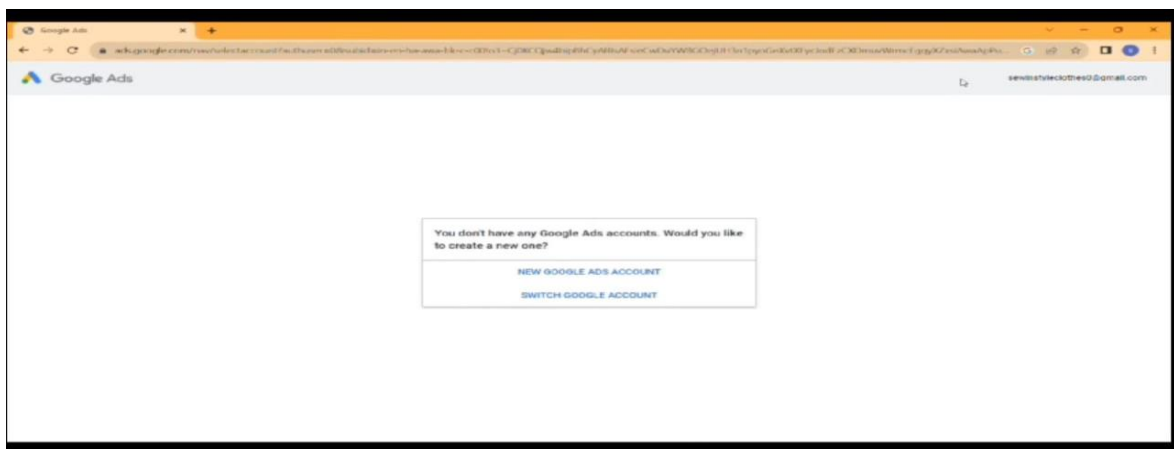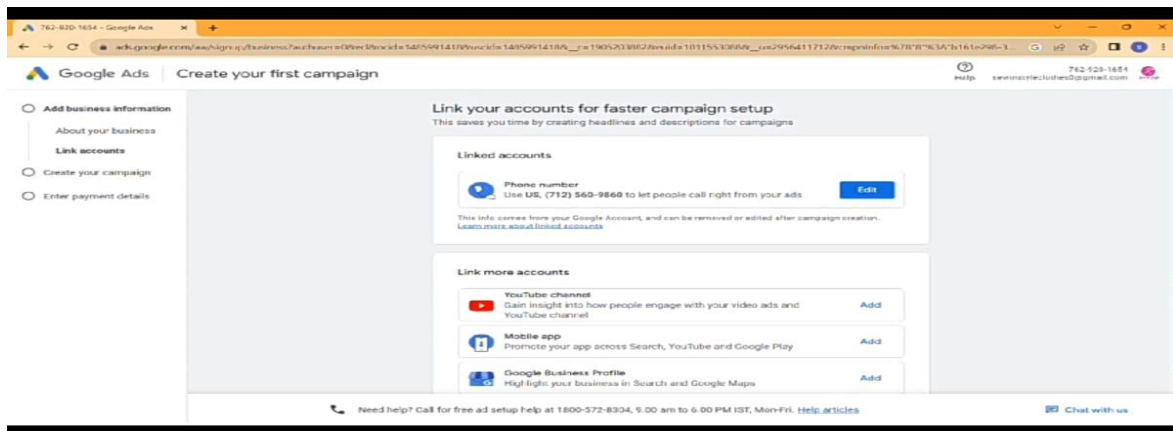
7. **WEBSITE FOR BRAND :**

    https://fashionistafinds9.blogspot.com

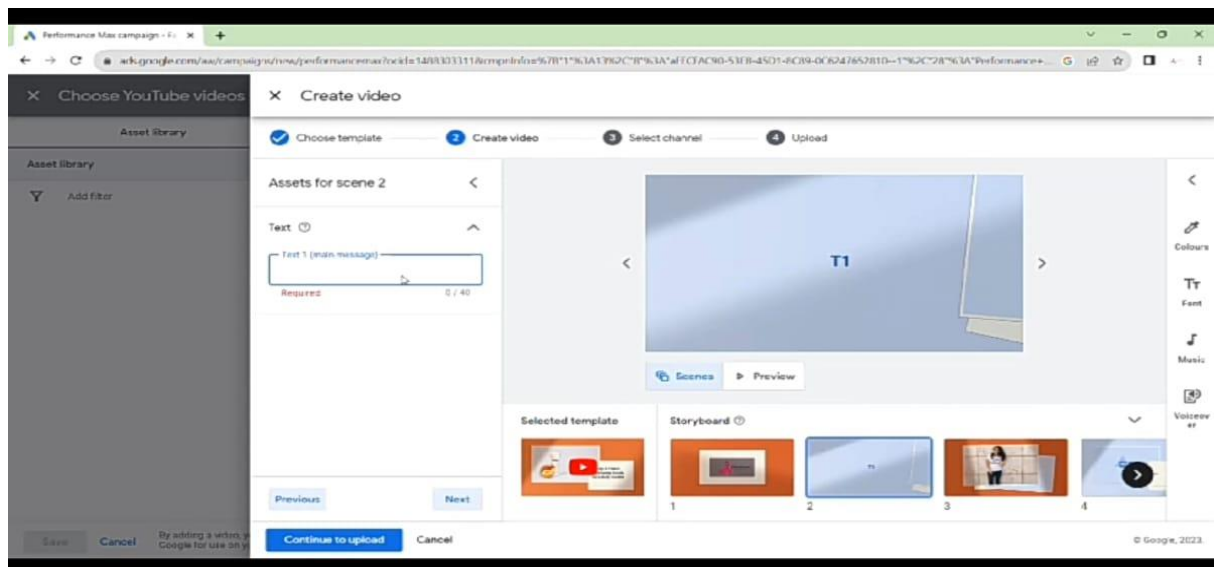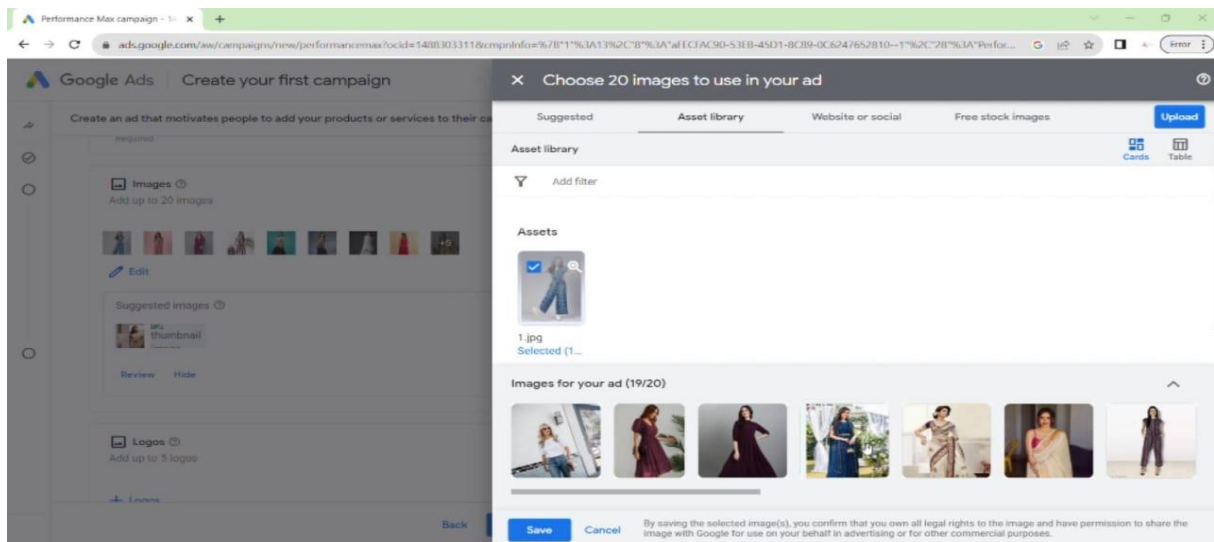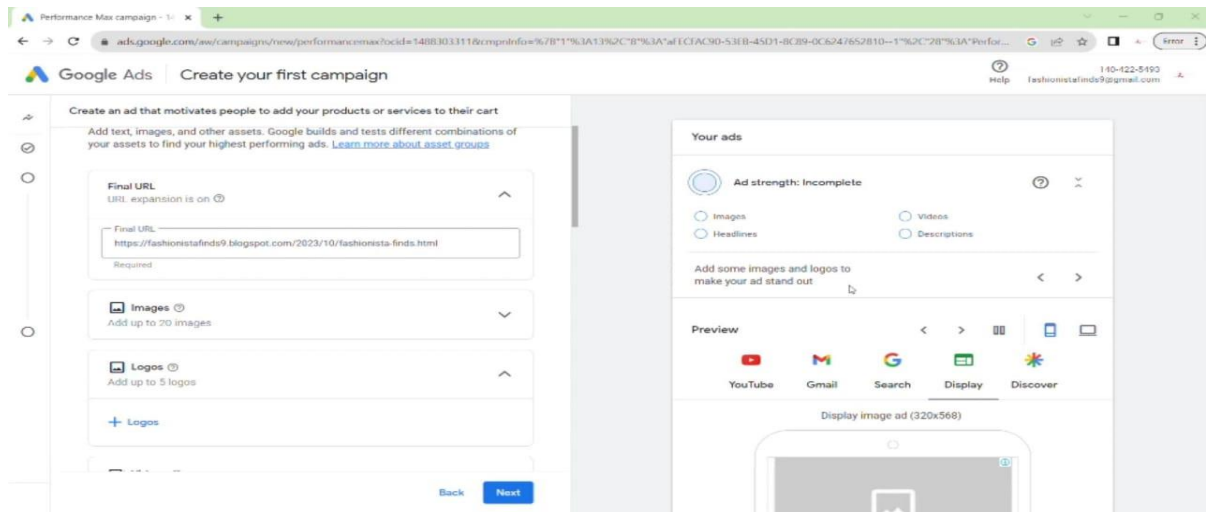# 8. PROJECT STEPS :

Step 1: SIGNUP GOOGLE ADS ACCOUNT
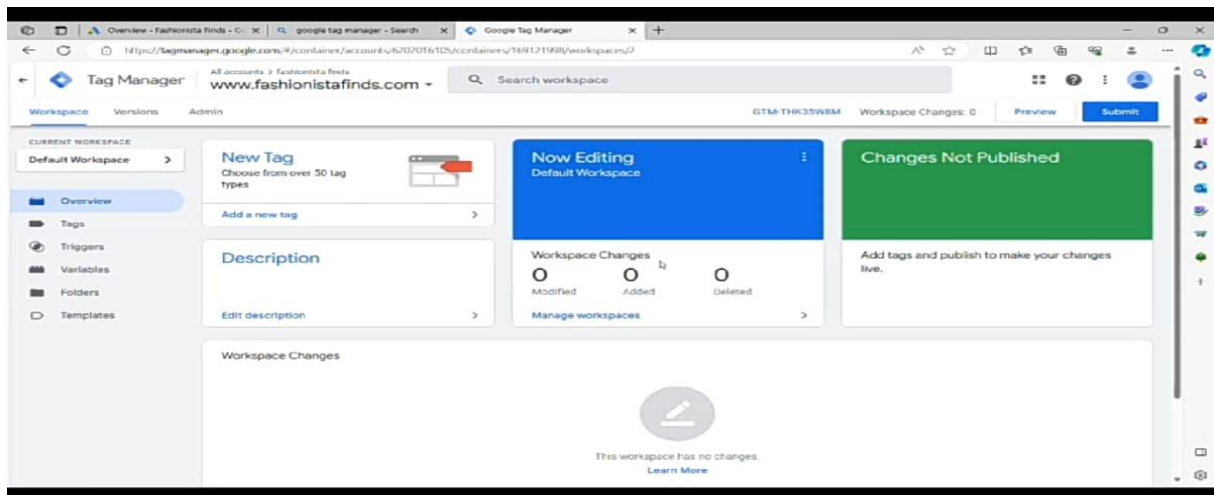

Step 2: CREATE NEW GOOGLE ADS ACCOUNT
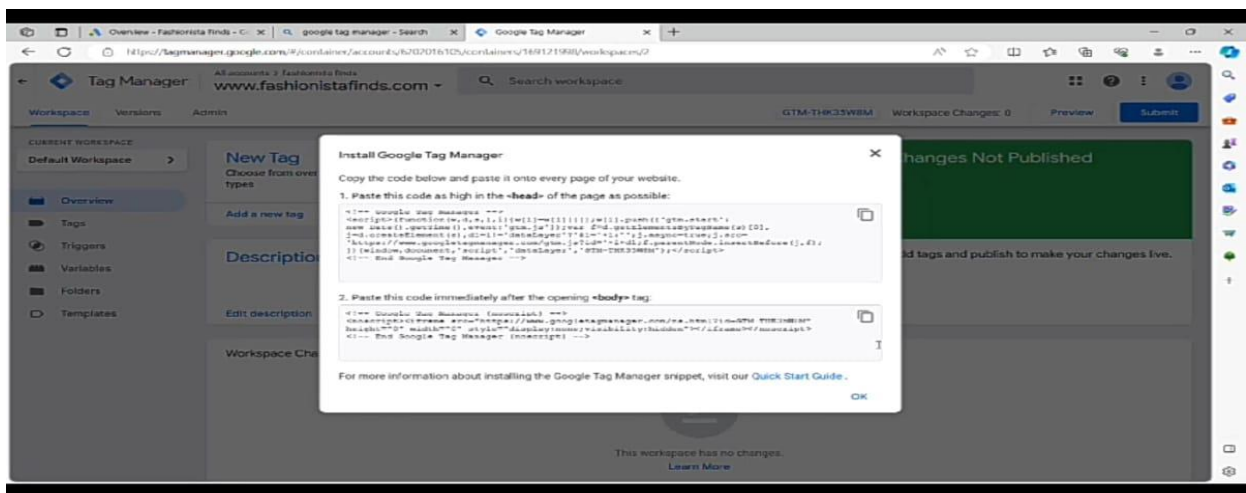

Step 3: LINKING ACCOUNT FOR FASTER SETUP

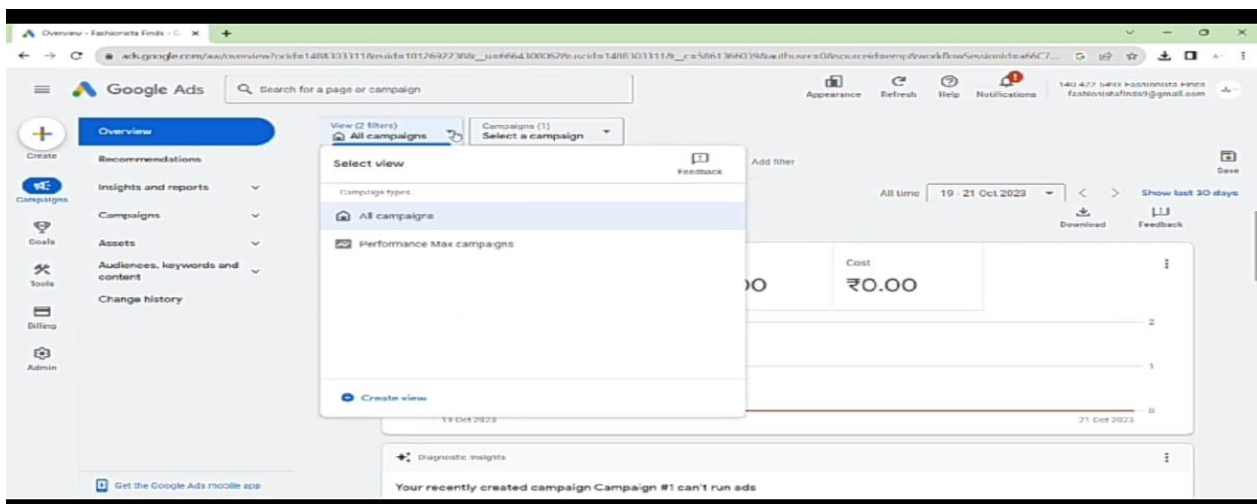**Step 4:** CREATE YOUR ADS CAMPAIGN BY ADDING IMAGES, LOGOS, VIDEOS, DESCRIPTION, HEADLINES, LINKS ETC.,

STEP 5: NEXT APPEARS A TAG MANAGER IN WHICH TAG NAME AND DESCRIPTION SHOULD BE FILLED.
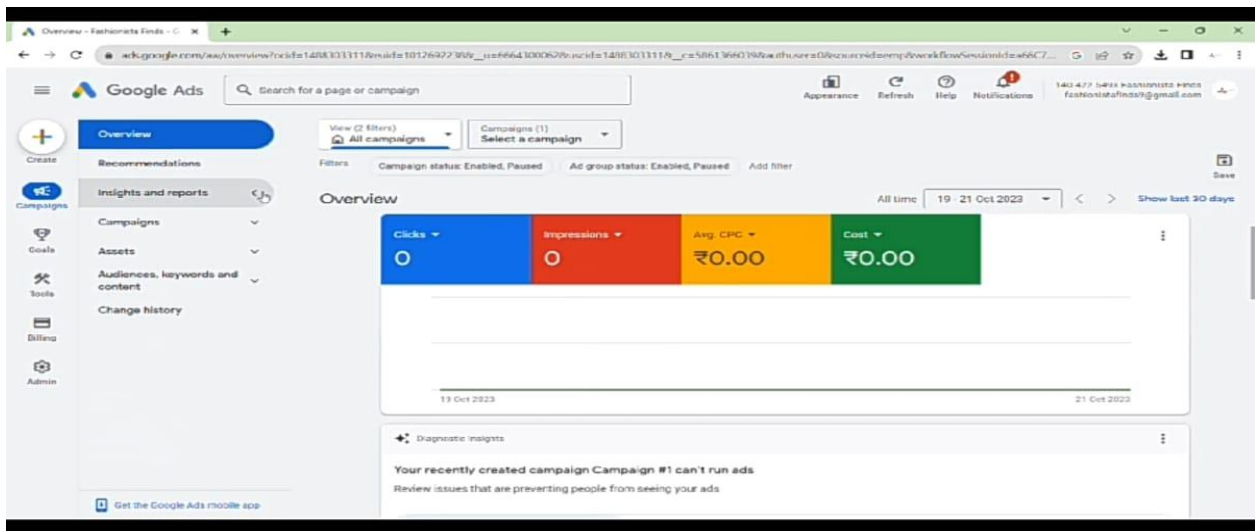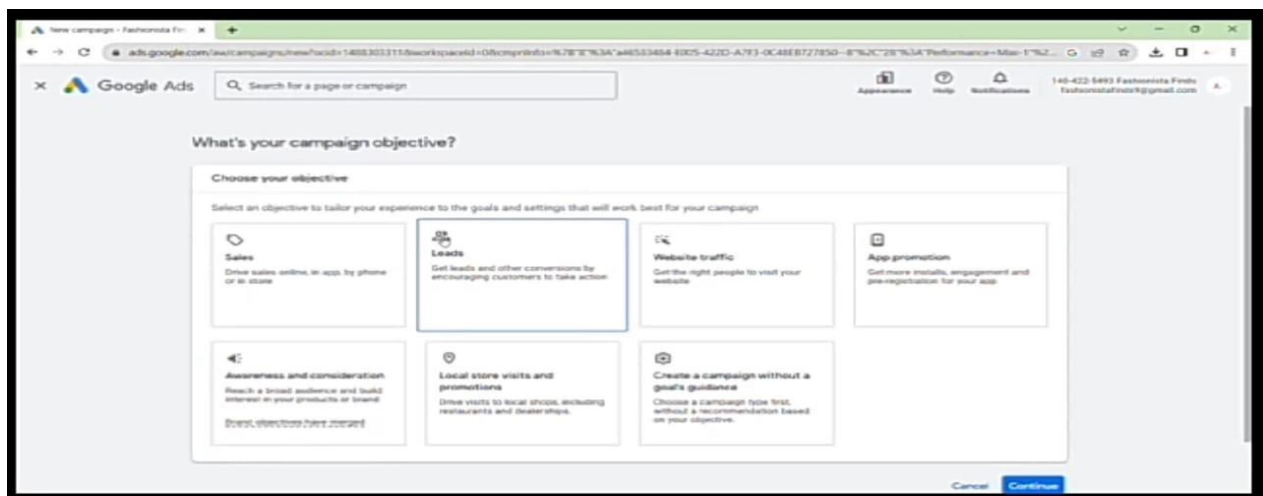

Step 6: INSTALLING GOOGLE TAG MANAGER
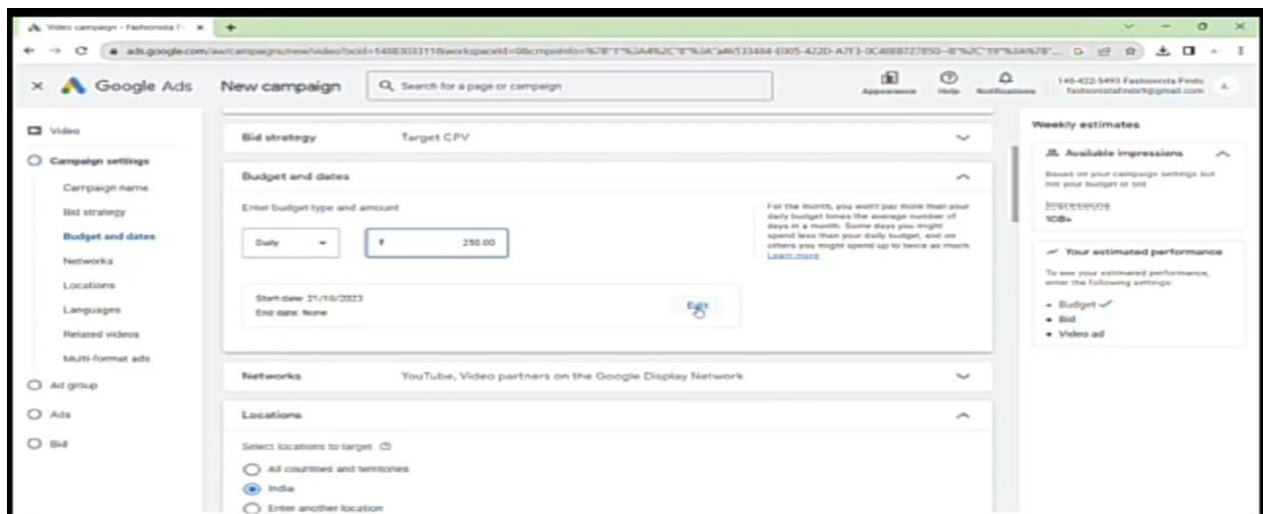

Step 7: HERE COMES AN NEW CAMPAIGN OVERVIEW PAGE

Step 8: CAMPAIGN PAGE TO VIEW COST OF CLICK, IMPRESSIONS AND TOTAL COST.

Step 9: SELECTING CAMPAIGN OBJECTIVE

Step 10: THEN NEXT SELECTING NEW CAMPAIGN

Step 11: AFTER ADDING CAMPAIGN NAME COMPLETE CAMPAIGN SETTINGS

Step 12: NEXT MOVE ON TO THE AD GROUP

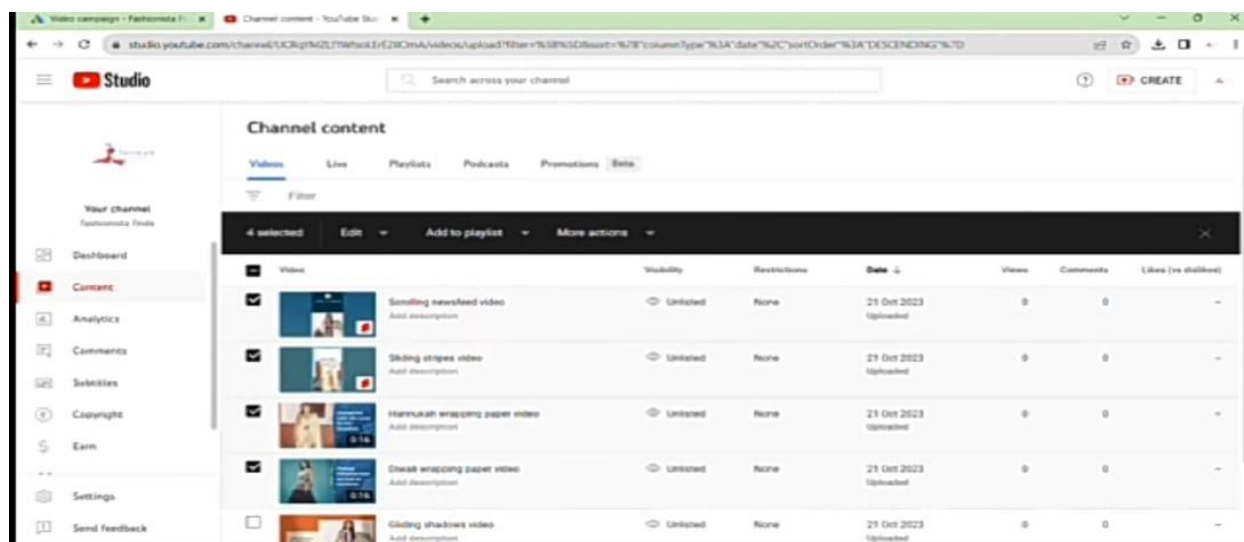**Step 13:** BROWSE THE VIDEOS IN YOUTUBE TO DISPLAY THE ADS

Step 14: UPLOAD VIDEOS IN PLACEMENTS OPTION
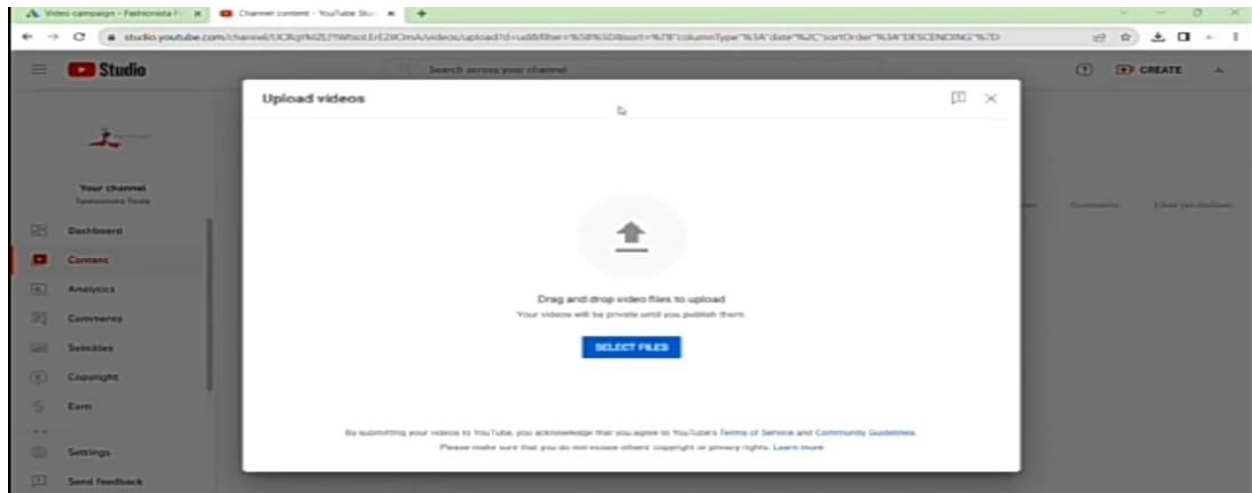
Step 15: CREATING VIDEO USING THE TEMPLATE
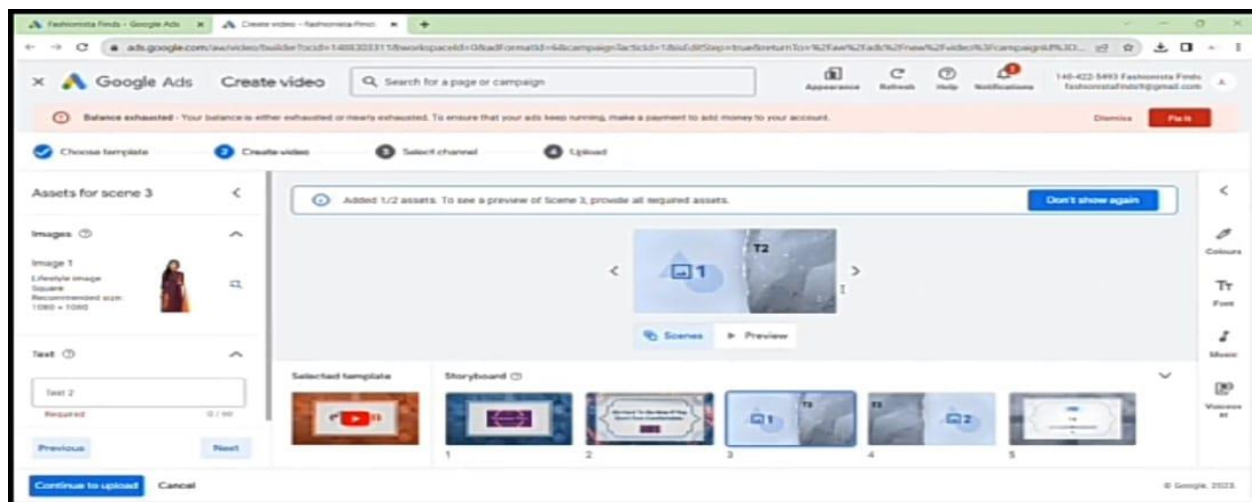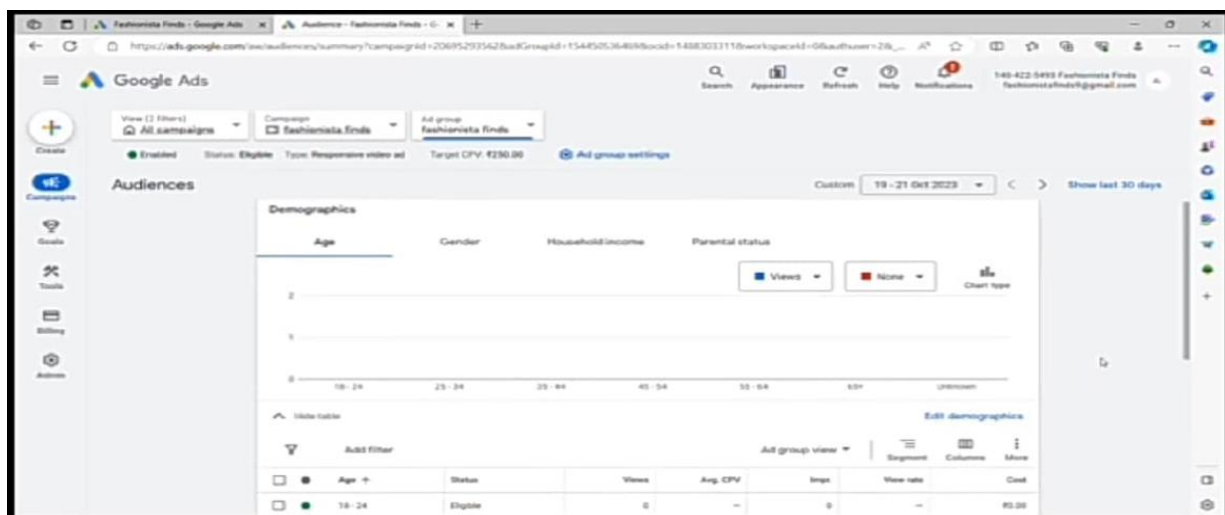

Step 16: UPLOADING VIDEOS IN YOUTUBE

Step 17: VIDEOS UPLOADED SUCCESSFULLY
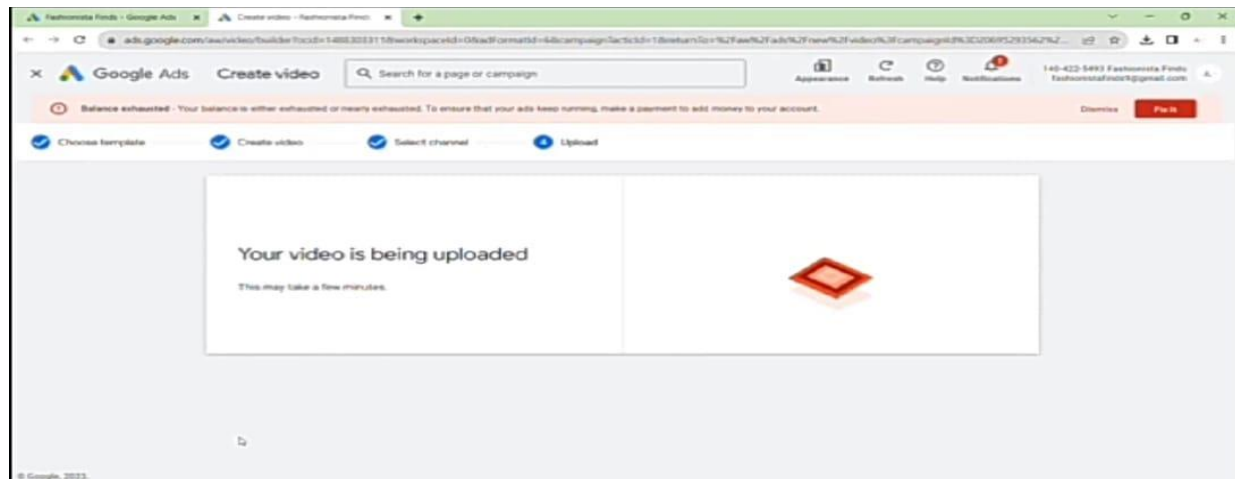
Step 18: CREATE NEW ADS
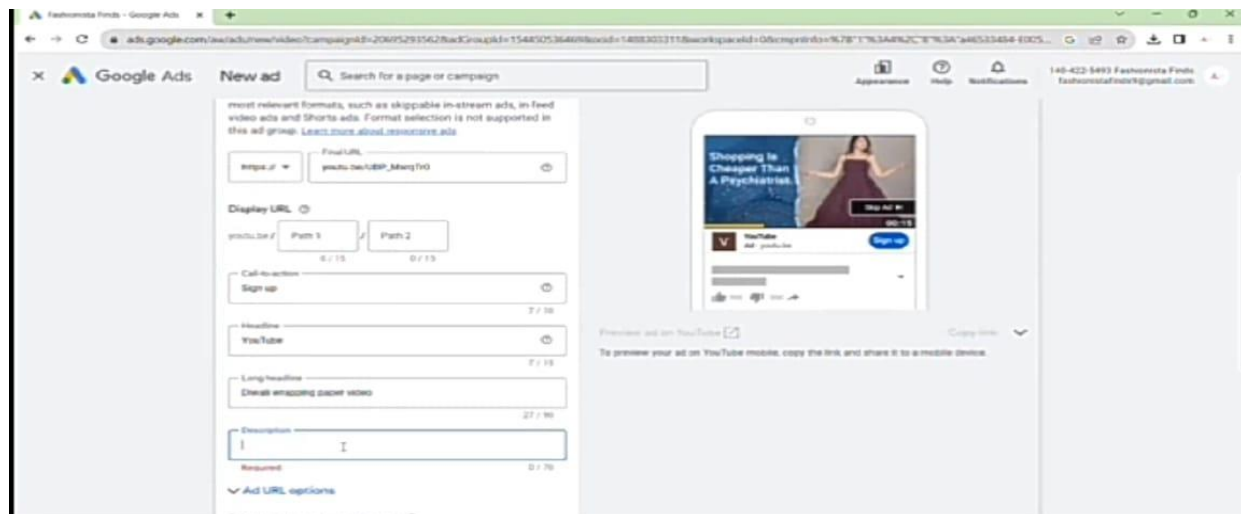
Step 19: DEMPGRAPHICS OF OUR ADS CAMPAIGN

Step 20: HISTORY OF GOOGLE ADS CAMPAIGN

Step 21: SELECT LOCATION AND OTHER DETAILS

Step 22: INSIGHTS ABOUT THE PAGE

Step 23: DIAGNOSIS GOOGLE ADS CAMPAIGN

Step 24: ACTIVATING MEASUREMENT WITH GOOGLE TAG

Step 25: GOOGLE TAG SETUP MAIL CONFIRMATION
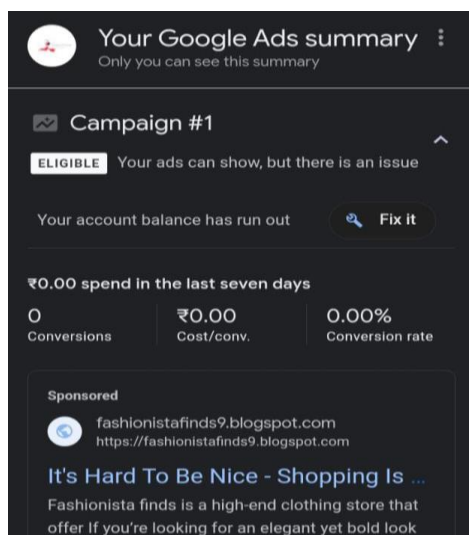
Step 26: WORDPRESS LOGIN MAIL
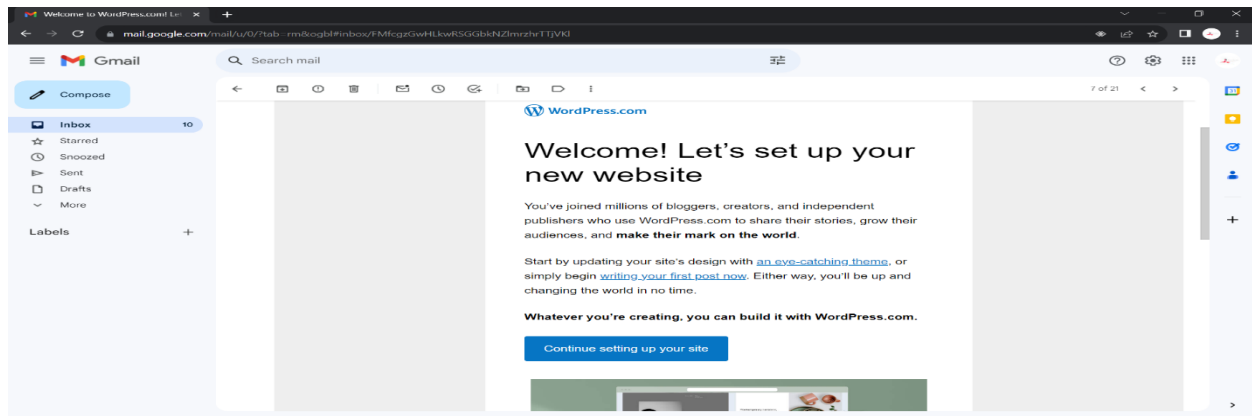
Step 27: SUCCESSFULLY CREATED THE CAMPAIGN
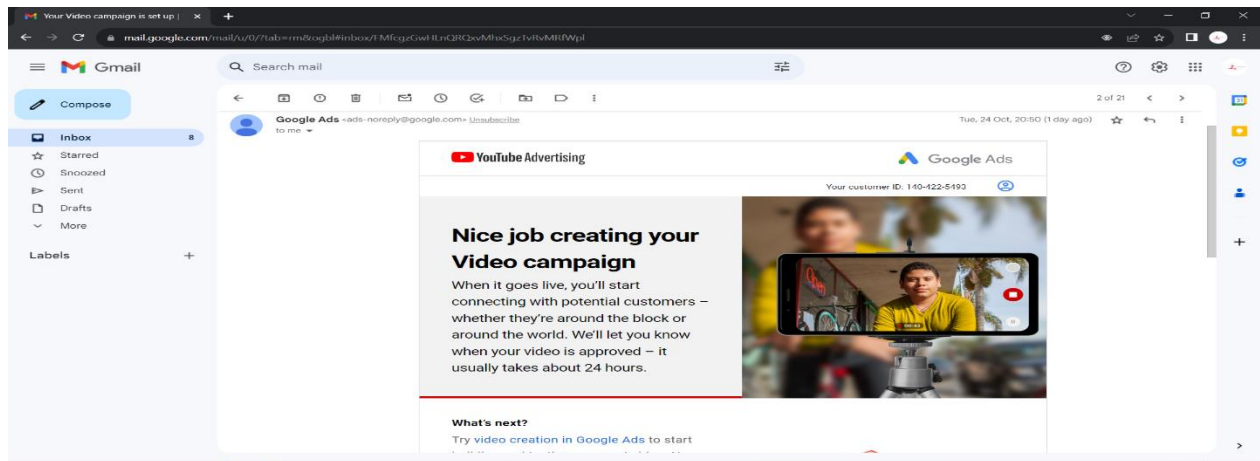
Step 28: GOOGLE ADS SUMMARY

9.VIDEO LINK: https://drive.google.com/file/d/11Tu0vrxcHb-fRSvWW1tTKuuMA0IGUcuJ/view?usp=drivesdk