



DIGITAL MARKETING PROJECT

HOW TO CREATE A GOOGLE ADS CAMPAIGN FOR YOUR BRAND

Submitted By:

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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 :

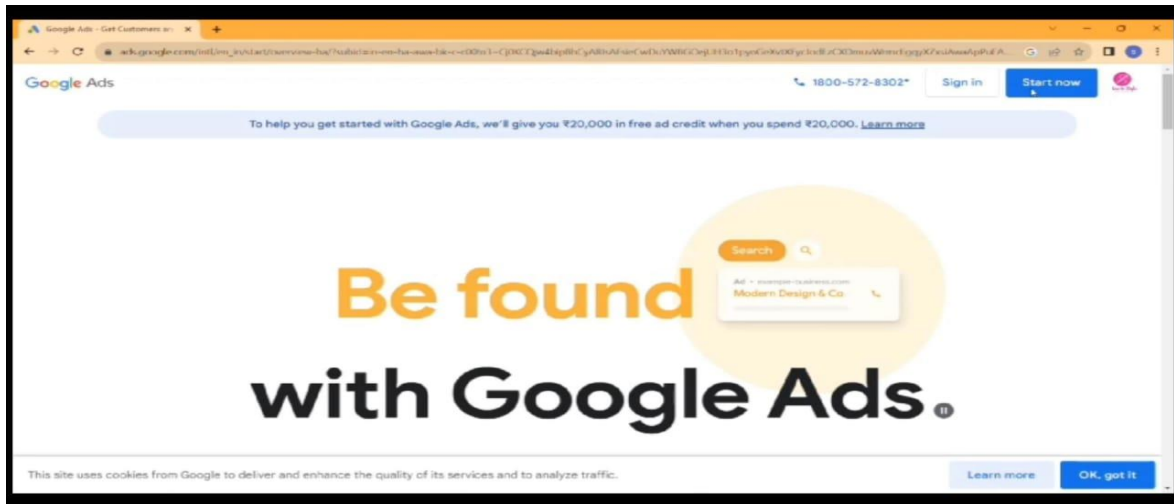
Coimbatore , Tamil Nadu, India

7. WEBSITE FOR BRAND :

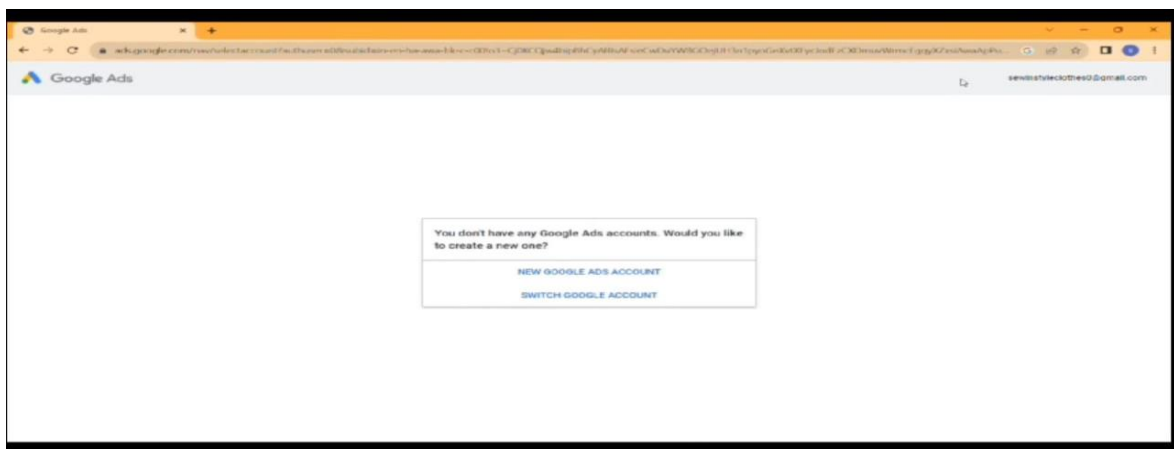
<https://fashionistafinds9.blogspot.com>

8. PROJECT STEPS :

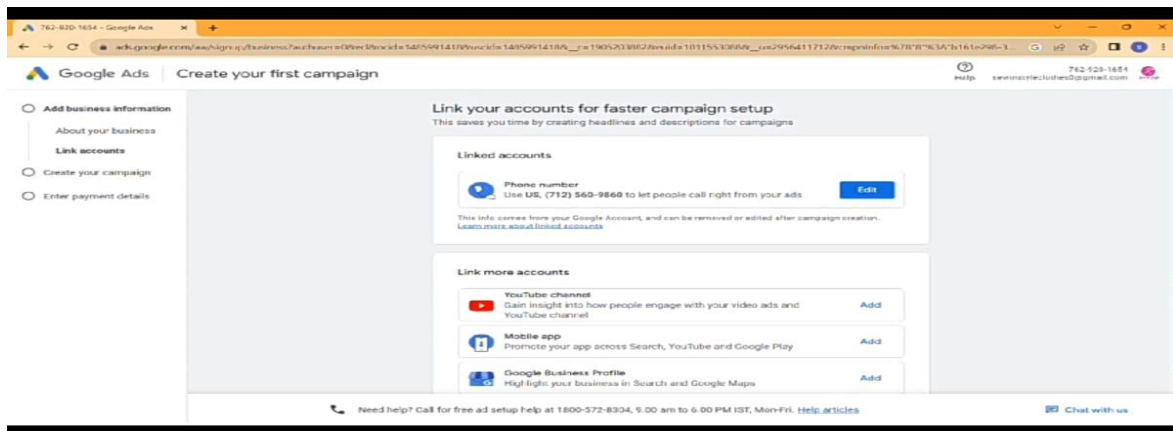
Step 1: SIGNUP GOOGLE ADS ACCOUNT



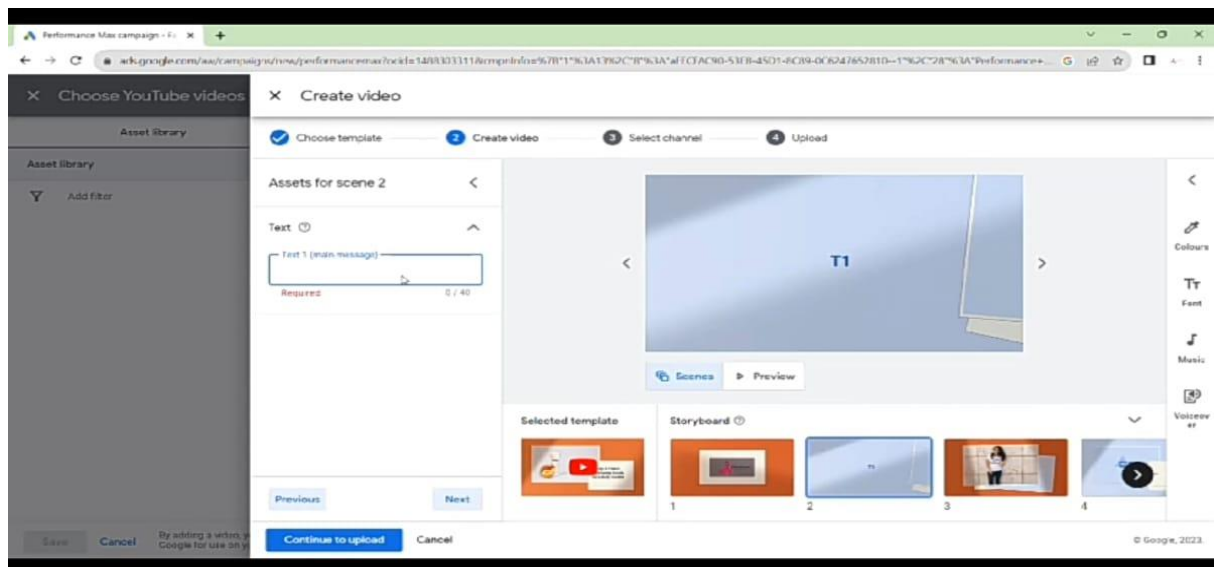
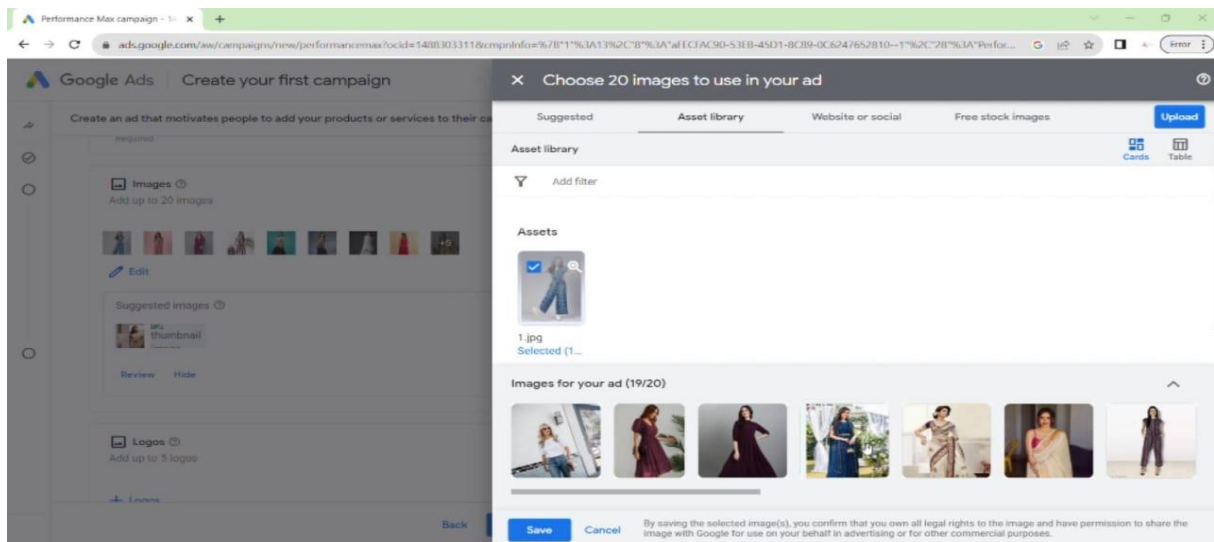
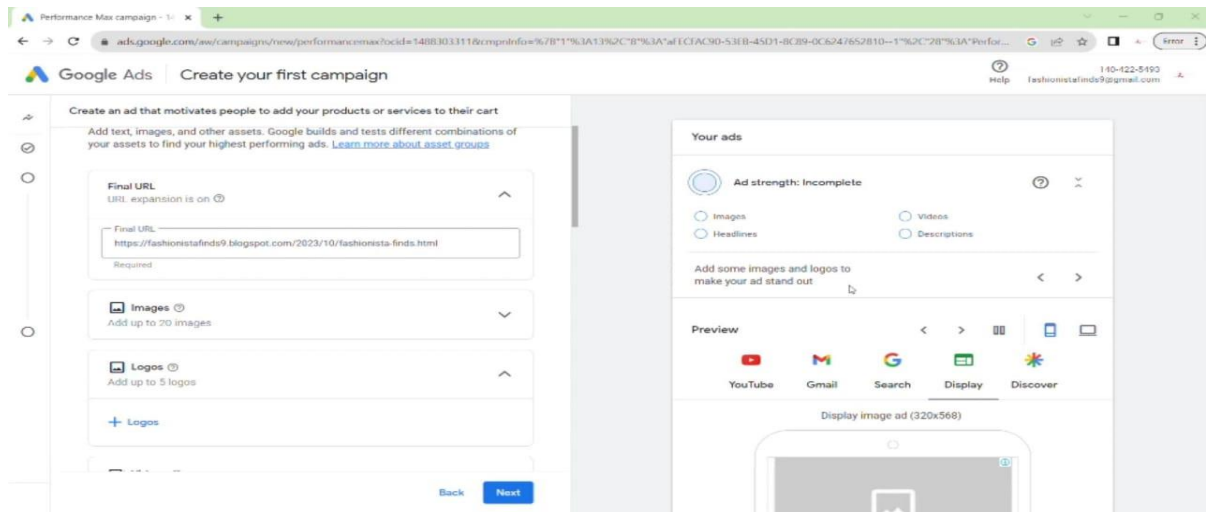
Step 2: CREATE NEW GOOGLE ADS ACCOUNT



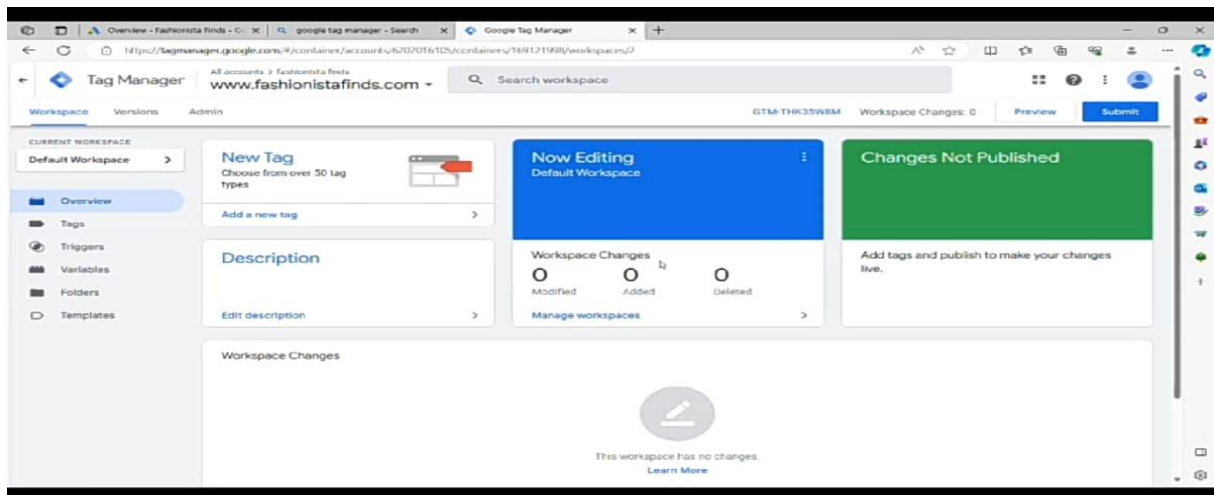
Step 3: LINKING ACCOUNT FOR FASTER SETUP



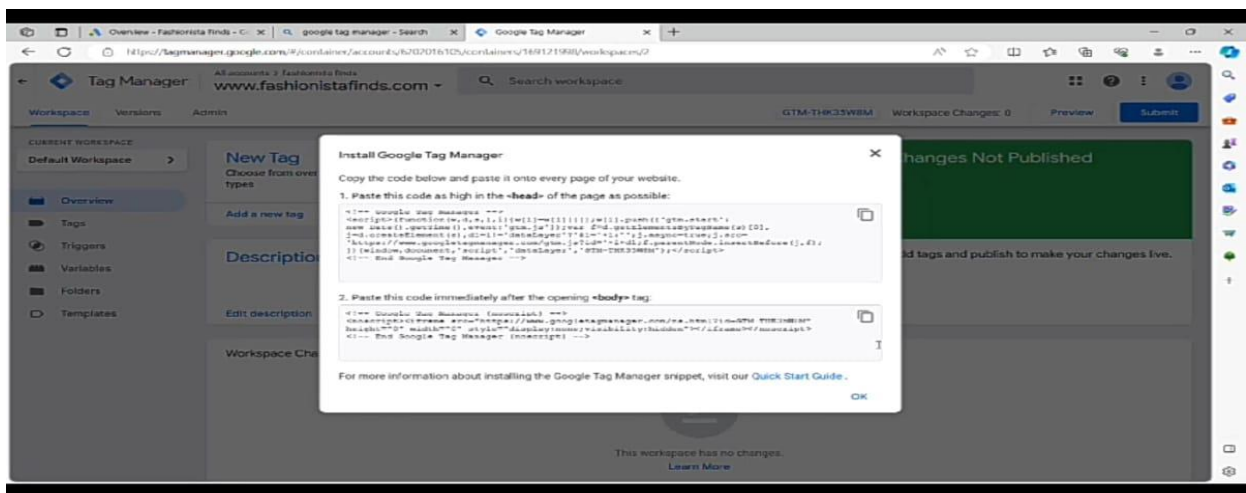
Step 4: CREATE YOUR ADS CAMPAIGN BY ADDING IMAGES, LOGOS, VIDEOS, DESCRIPTION, HEADLINES, LINKS ETC.,



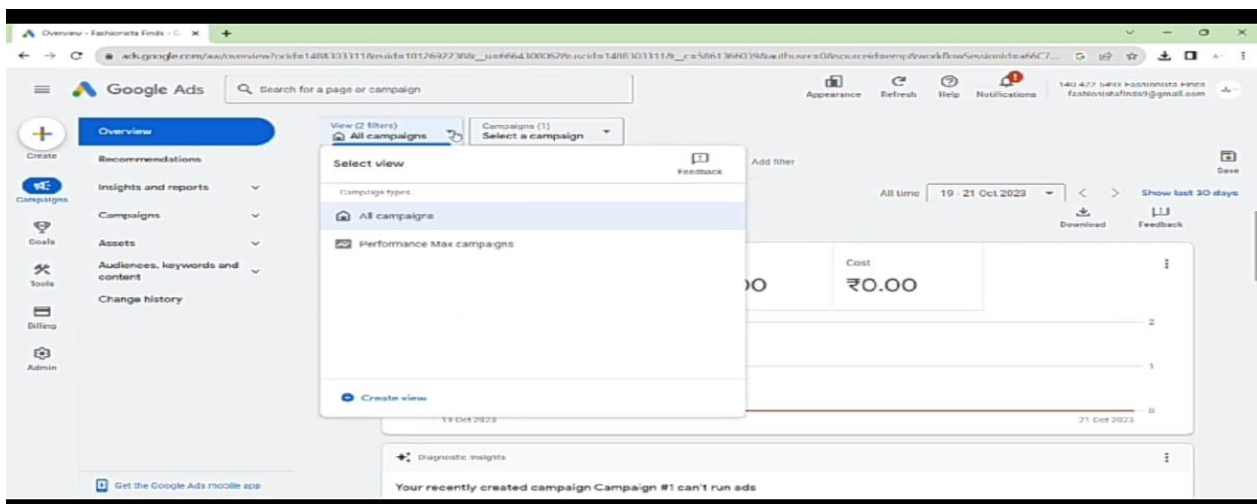
STEP 5: NEXT APPEARS A TAG MANAGER IN WHICH TAG NAME AND DESCRIPTION SHOULD BE FILLED.



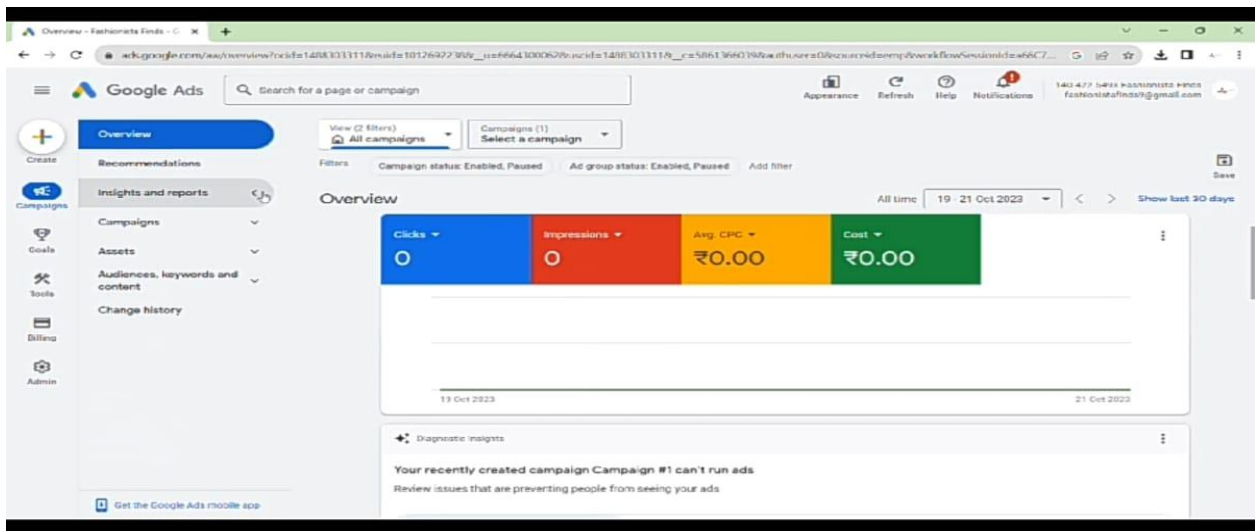
Step 6: INSTALLING GOOGLE TAG MANAGER



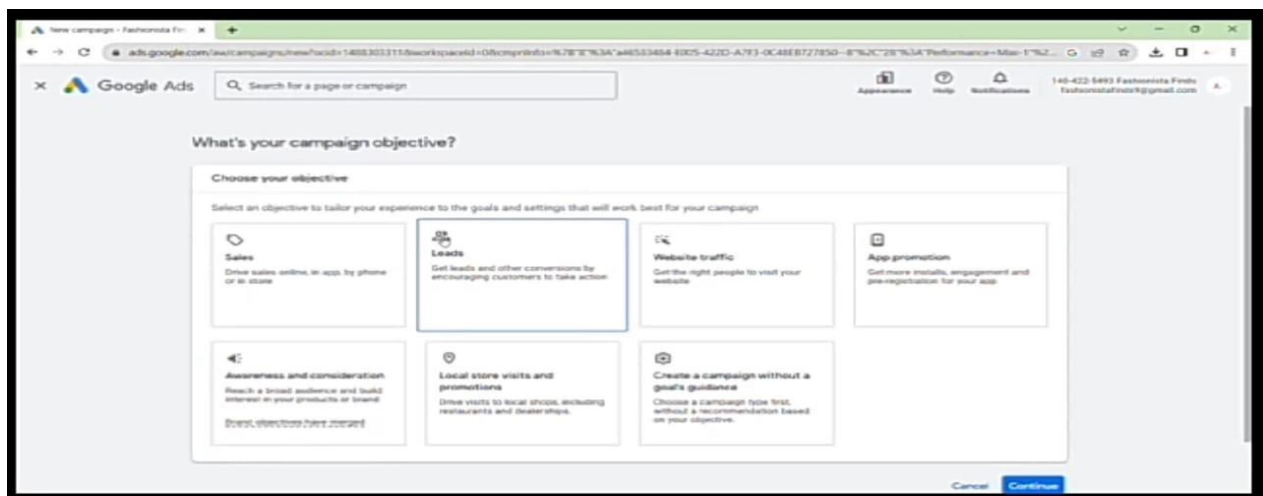
Step 7: HERE COMES AN NEW CAMPAIGN OVERVIEW PAGE



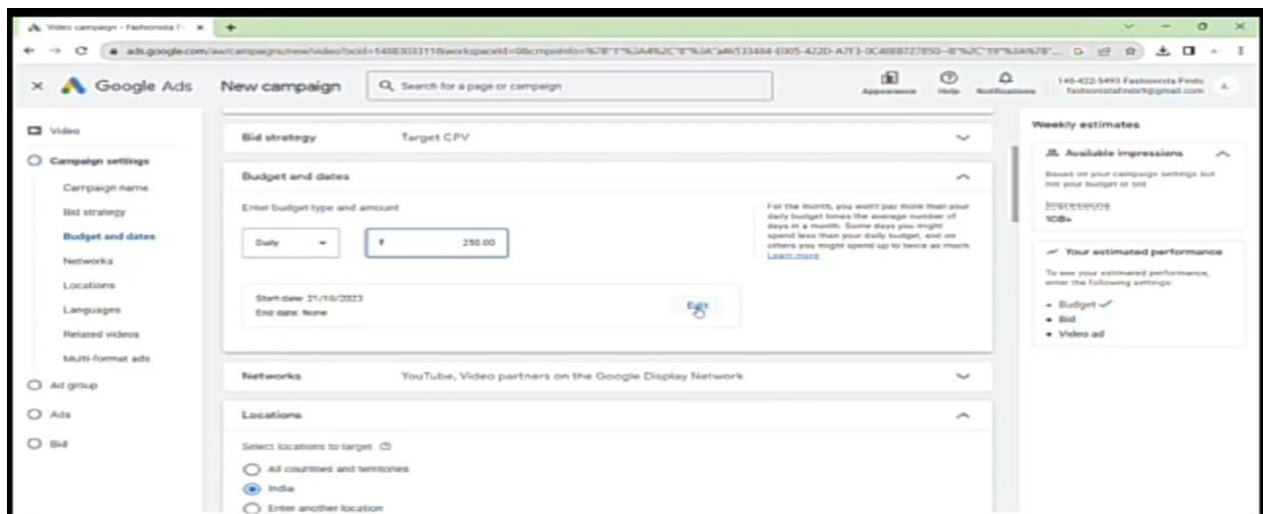
Step 8: CAMPAIGN PAGE TO VIEW COST OF CLICK, IMPRESSIONS AND TOTAL COST.



Step 9: SELECTING CAMPAIGN OBJECTIVE



Step 10: THEN NEXT SELECTING NEW CAMPAIGN



Step 11: AFTER ADDING CAMPAIGN NAME COMPLETE CAMPAIGN SETTINGS

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar has 'Campaign settings' selected. The main area is divided into three sections: 'Bid strategy' (Target CPV), 'Budget and dates' (Daily budget of ₹ 250.00, Start date 21/10/2023), and 'Networks' (YouTube, Video partners on the Google Display Network). The 'Locations' section shows 'India' selected. The right sidebar shows 'Weekly estimates' with 'Available impressions' and 'Your estimated performance'.

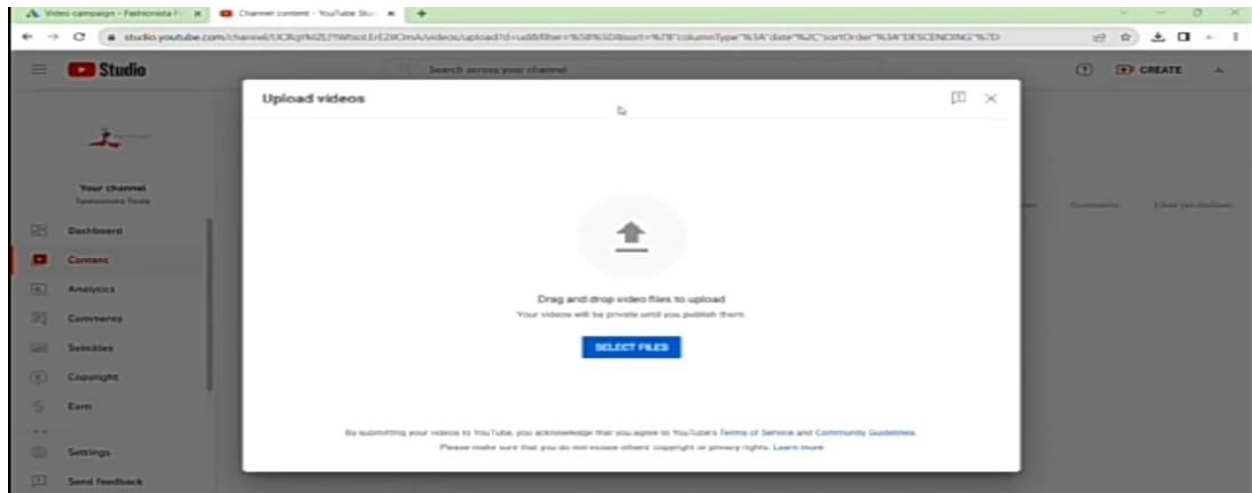
Step 12: NEXT MOVE ON TO THE AD GROUP

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar has 'Ad group' selected. The main area is divided into three sections: 'People: Who you want to reach' (Demographics: Any age, Any gender, Any parental status, Any household income; Audience segments: Any audience segment), 'Content: where you want your ads to show' (Keywords: Any keyword; Topics: Add topics; Placements: Any placement), and 'Create your video ads' (Add up to five videos, improve your campaign performance by using videos with different orientations). The right sidebar shows 'Weekly estimates' with 'Available impressions' and 'Your estimated performance'.

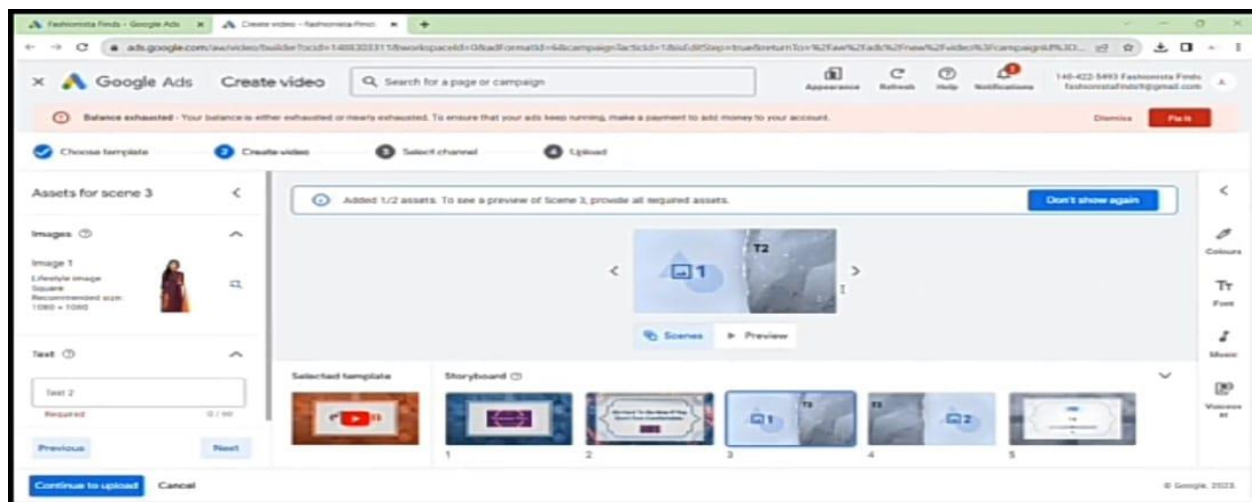
Step 13: BROWSE THE VIDEOS IN YOUTUBE TO DISPLAY THE ADS

The screenshot shows the 'New campaign' setup page in Google Ads. The left sidebar has 'Placements' selected. The main area is divided into two sections: 'Placements' (Select your placement targeting) and 'Create your video ads'. The 'Placements' section shows a list of YouTube channels: 'OOLAH', 'ODISHA SANSKRUTI' (29 videos • 1.51K subscribers), and 'Kishna Creations' (21 videos • 5.12K subscribers). The right sidebar shows 'Weekly estimates' with 'Available impressions' and 'Your estimated performance'.

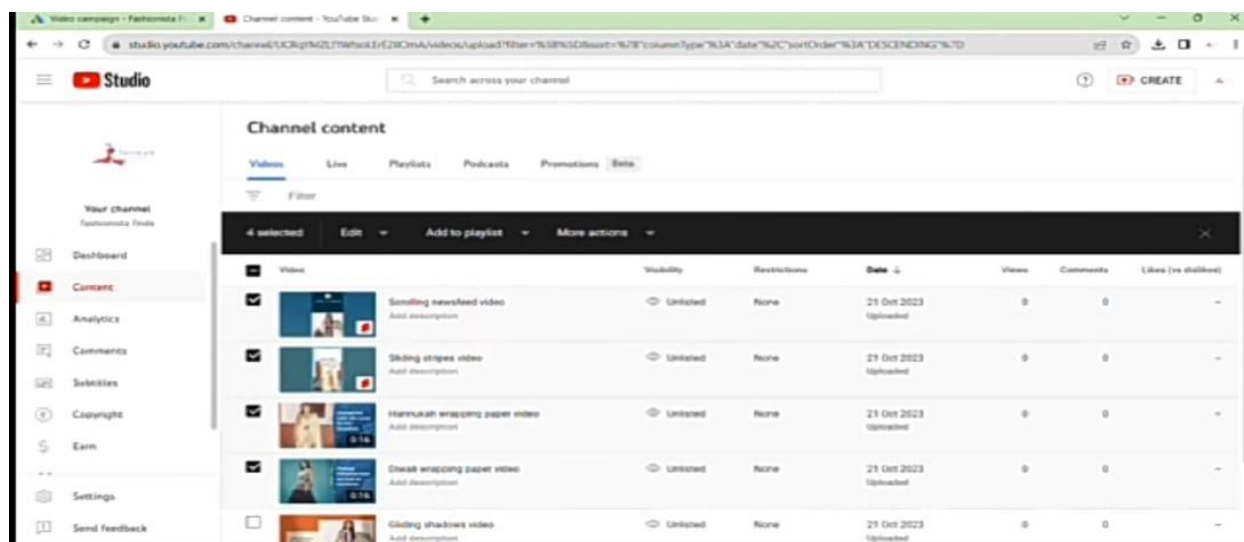
Step 14: UPLOAD VIDEOS IN PLACEMENTS OPTION



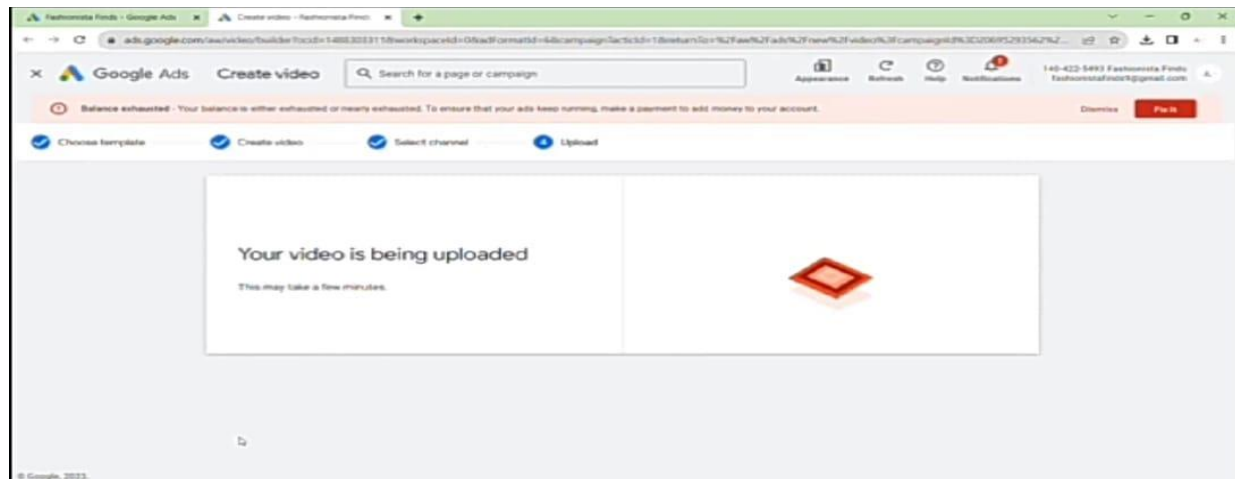
Step 15: CREATING VIDEO USING THE TEMPLATE



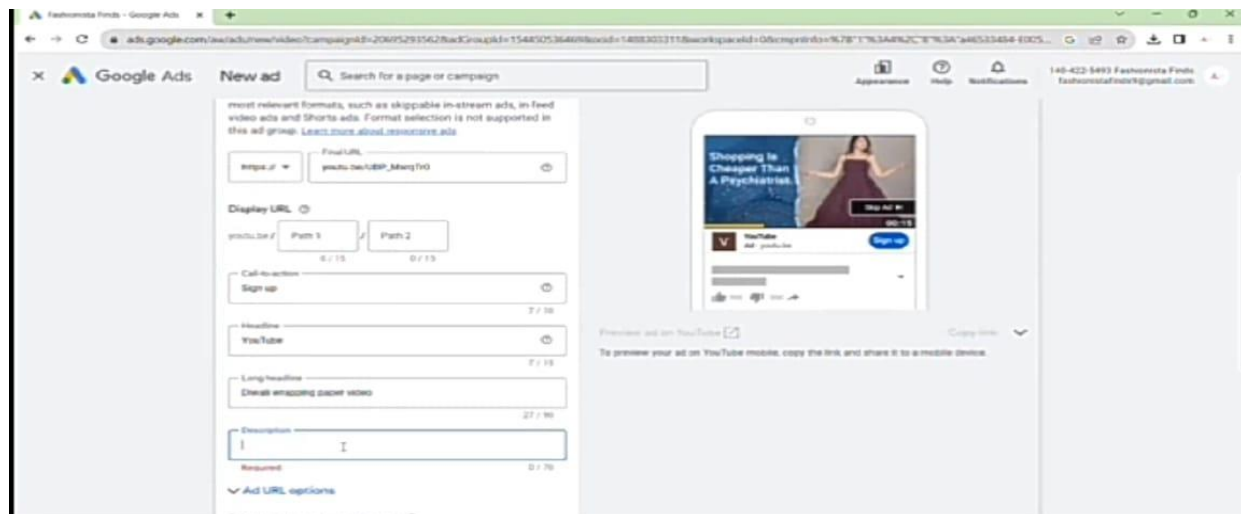
Step 16: UPLOADING VIDEOS IN YOUTUBE



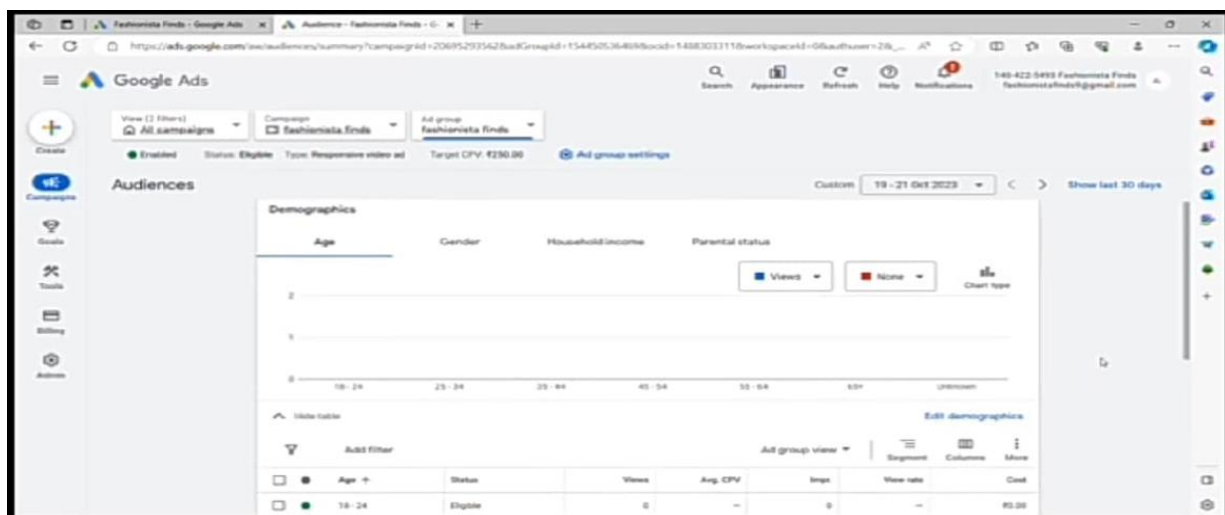
Step 17: VIDEOS UPLOADED SUCCESSFULLY



Step 18: CREATE NEW ADS



Step 19: DEMOGRAPHICS OF OUR ADS CAMPAIGN



Step 20: HISTORY OF GOOGLE ADS CAMPAIGN

The screenshot shows the 'Change history' page in Google Ads. The campaign is 'Fashionista Finds', which is 'Enabled' with a status of 'Eligible'. The type is 'Responsive video ad' and the target is 'CPV: ₹230.00'. The change history table shows several changes made on October 22, 2023, at 09:17:55 and 09:16:56. The changes include adding a Web client (manual), removing a 1st event, adding a 2nd custom in-market audience segment, changing the Ad Group, and adding a 1st event.

Change	Ad changes	Bidding changes	Keyword changes	Audience changes	Status changes	Targeting changes
1 Web client (manual)	0+	0+	0+	0+	0+	0+
1 1st event removed						
2 custom in-market audience segment added						
Ad Group changed						
1 1st event added						

Step 21: SELECT LOCATION AND OTHER DETAILS

The screenshot shows the 'Locations' page in Google Ads. The campaign is 'Fashionista Finds', which is 'Enabled' with a status of 'Eligible'. The type is 'Performance Max' and the budget is '₹1,000.00/day'. The locations are set to 'India'. The highlighted areas represent places advertisers can target or exclude with Google Ads location targeting.

Targeted location	Imps	CTR	Avg. CPC
India	0	0	0
Total Locations	0	0	0
Total Campaign	0	0	0

Step 22: INSIGHTS ABOUT THE PAGE

The screenshot shows the 'Auction insights' page in Google Ads. The campaign is 'Fashionista Finds', which is 'Enabled' with a status of 'Eligible'. The type is 'Performance Max' and the budget is '₹1,000.00/day'. The auction insights table shows several metrics: Display Ad share, Impression share, Overlap rate, Position above rate, Top of page rate, and Above the fold rate. The table is currently empty, indicating that there are no auction insights available for the selected date range or filters.

Display Ad share	Impression share	Overlap rate	Position above rate	Top of page rate	Above the fold rate
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Step 23: DIAGNOSIS GOOGLE ADS CAMPAIGN

The screenshot shows the Google Ads Overview page for a campaign. The left sidebar contains navigation links: Create, Campaigns, Goals, Tools, Billing, and Admin. The main content area is titled 'Overview' and shows campaign details: Status: Enabled, Type: Performance Max, Budget: ₹1,000.00/day, and Optimisation score: —. Below this, there's a section for 'All campaign diagnostics' with a list of status checks: Account Status: Active, Billing status: Active, Campaign policy review: Active, Conversion tracking: Inactive, Campaign budget: Active, Bid strategy target: Active, Campaign status: Eligible (Learning), and Ad strength: Excellent. A 'Setup' button is visible next to the 'Conversion tracking: Inactive' status. Below the diagnostics, there's a table for 'Asset performance' with columns: Asset, Asset type, Performance, and Policy status. The table lists four assets: 'It's Hard To Be Nice', 'Shopping Is Cheaper', 'Matching Style And Class', and 'Fashion, Stay', all with a 'Pending' performance status and 'Eligible' policy status.

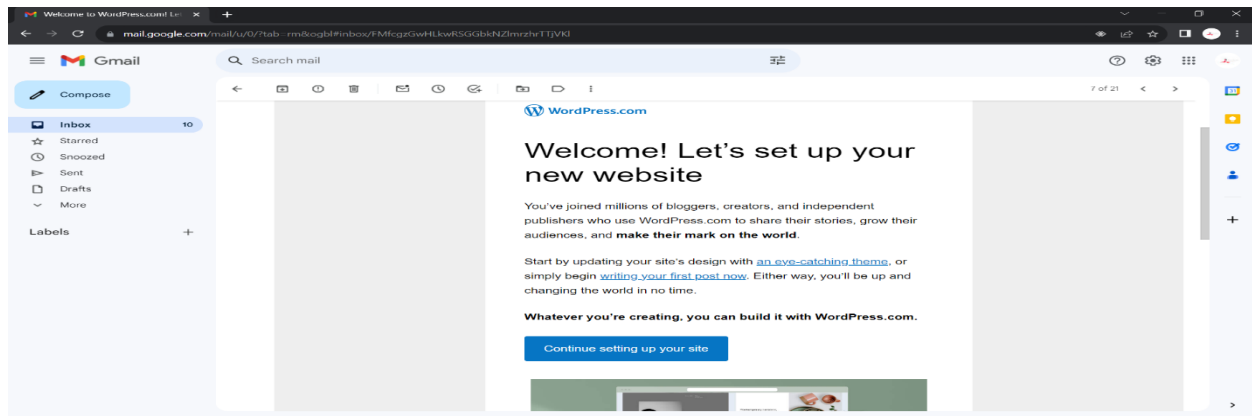
Step 24: ACTIVATING MEASUREMENT WITH GOOGLE TAG

The screenshot shows the Google Ads Overview page with a 'Diagnostic Insights' section. It states 'Your campaign can't run ads' and 'Review issues that are preventing people from seeing your ads'. Below this, there's a progress bar with four steps: 'Create campaign' (Completed), 'Policy review' (Assets approved), 'Impressions' (In progress: 1-2 days), and 'Conversions' (Upcoming). A 'Setup' button is visible next to the 'Impressions' step. Below the progress bar, there's a section for 'All campaign diagnostics' with a list of status checks: Account Status: Active, Billing status: Active, Campaign policy review: Active, and Conversion tracking: Inactive. A 'Setup' button is visible next to the 'Conversion tracking: Inactive' status.

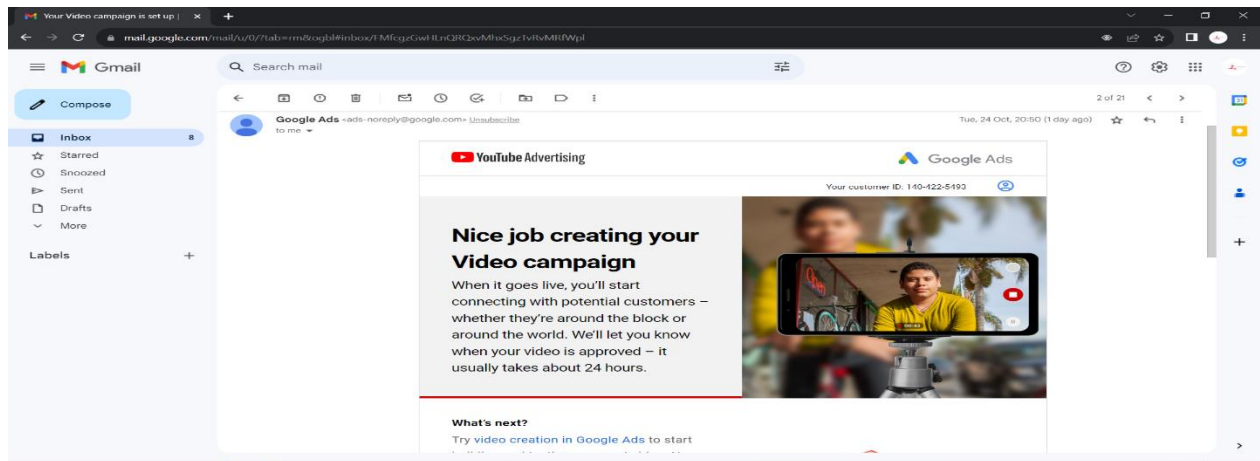
Step 25: GOOGLE TAG SETUP MAIL CONFIRMATION

The screenshot shows a Gmail inbox with a message from Google Ads. The message is titled 'Set up a Google tag on your website'. It contains instructions on how to set up a Google tag on a website. The message includes two options: 'Option 1: Install a tracking ID through your hosting service or commerce platform' and 'Option 2: Install a Google tag in your website code'. Option 1 involves signing in to the website builder, web hosting service, or commerce platform and pasting the tracking ID into the analytics section. Option 2 involves pasting the Google tag before the closing </head> tag on every page of the website that you want to track. The tracking ID is 'AW-11381579805'. The message also includes a code snippet for the Google tag setup.

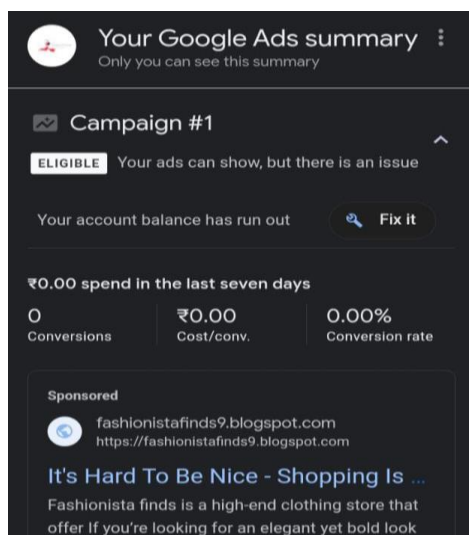
Step 26: WORDPRESS LOGIN MAIL



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>