

Digital Marketing Nanodegree

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Project 5 - Part 1

Create an AdWords Campaign



1. Approach Description

the campaign aims to capitalize on the potential of search engines to target the interested category, where text content and keywords are built according to the famous vocabulary used in a search in this area. Due to the intense demand in the recent period to learn this type of skill, especially in the countries of the developed world.

- **Course Name:** Front End Frameworks
- **Course Link:**
<https://www.udacity.com/course/front-end-frameworks--ud894>
- **Target Location:** United Kingdom
- **Daily Budget:** \$7
- **Total Budget:** \$35
- **Maximum Manual Bid per Keyword:** \$3

2. Marketing Objective & KPI

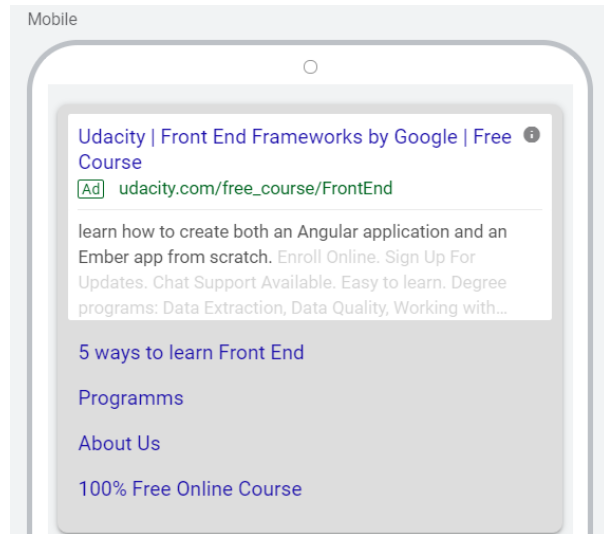
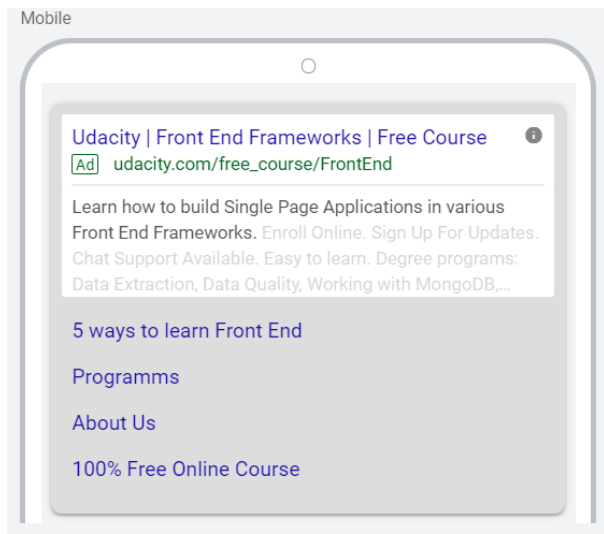
What marketing objective do you aim to achieve with your campaign?

To get 500 persons from the United Kingdom interested in this course with 7\$ daily budget per day for 5 days.

What primary KPI are you going to track in your campaign?

The number of new persons who are from the United Kingdom and interested in this course

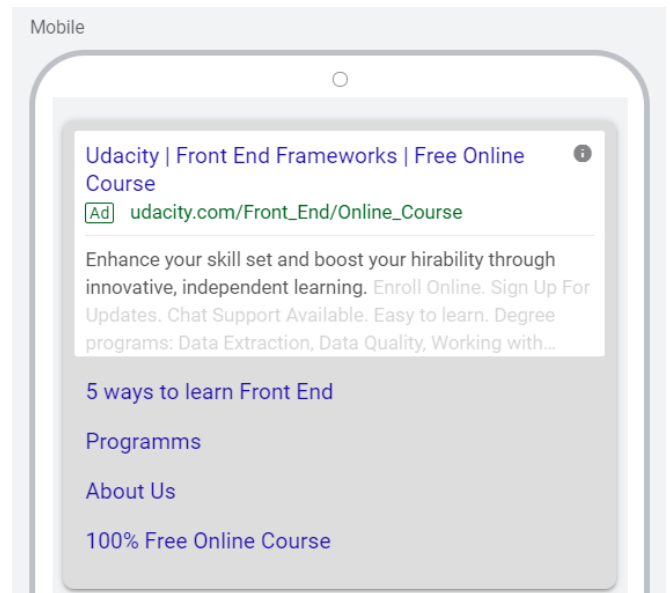
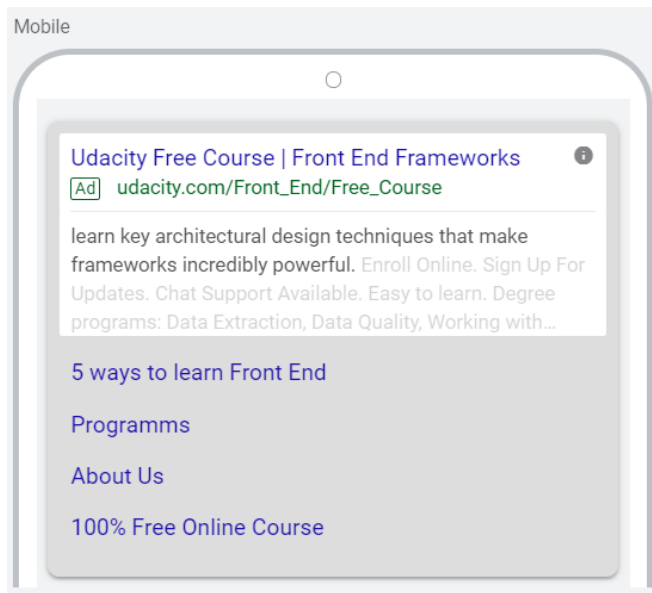
Ad Group #1: Front End Frameworks 1 Ads



Keyword Lists

front end design templates
front end web development online courses
framework for front end development
easy frontend framework
udacity free course
Building a Single Page Application
single page web development
google mobile framework
Angular application
Ember app from scratch
Angular
UI-Router module
Ember
Ember application
Ember's Templates
Front End Frameworks by Google
Backbone
key architectural design techniques
free course online
Front End Frameworks by Google online free course

Ad Group #1: Front End Frameworks 2 Ads



Keyword Lists

front end web development online courses
angular bootstrap tutorial
mobile front end framework
google application framework
single page web development
google front end
front end design templates
framework for front end development
easy frontend framework
Front End Frameworks in udacity
self-learning Front End Frameworks
learn ember
learn Angular
build Angular application
build Ember app
Underscore's template function
Framework's Source
Single Page Applications
udacity free course online
free course online

Example:

Review your campaign

Congratulations! Your campaign is ready.

Review your campaign summary ⓘ

Clicks


4

Daily estimate


Cost

\$7.00


Daily estimate



Feb 13, 2020 - Feb 17, 2020



United Kingdom



English

Campaign budget

\$7.00/day

Campaign goal

Leads

Bid strategy

Manual CPC

2 Ad Groups

40 Keywords

4 Ads

Example: Campaign Summary

All campaigns >
Laila-Misk-Hussain

SEARCHREPORTSTOOLS & SETTINGS

245-714-1391 Udacity Connect
laila.alqawain@gmail.com

Enable 2-Step Verification on your Google account - Protect your Google account against password theft.

GET STARTEDLEARN MOREDISMISS

Overview

Recommendations

Ad groups

Ad groups

Auction insights

Ads & extensions

Keywords

Audiences

Settings

More

PausedType: SearchBudget: \$7.00/dayMore details

Ad groupsLast 7 daysFeb 6 – 12, 2020

ClicksNoneEXPAND

Feb 6, 2020Feb 12, 2020

Ad group status: All but removedADD FILTER

	Ad group	Status	Default max. CPC	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
	Front End Frameworks 1	Eligible	\$3.00	Standard	0	0	—	—	\$0.00	0.00	\$0.00	0.00%
	Front End Frameworks 2	Eligible	\$3.00	Standard	0	0	—	—	\$0.00	0.00	\$0.00	0.00%