

PROJECT TITLE:

How to create a Google Ads Campaign for your brand

Project Report submitted by:

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1. INTRODUCTION

1.1 Overview:

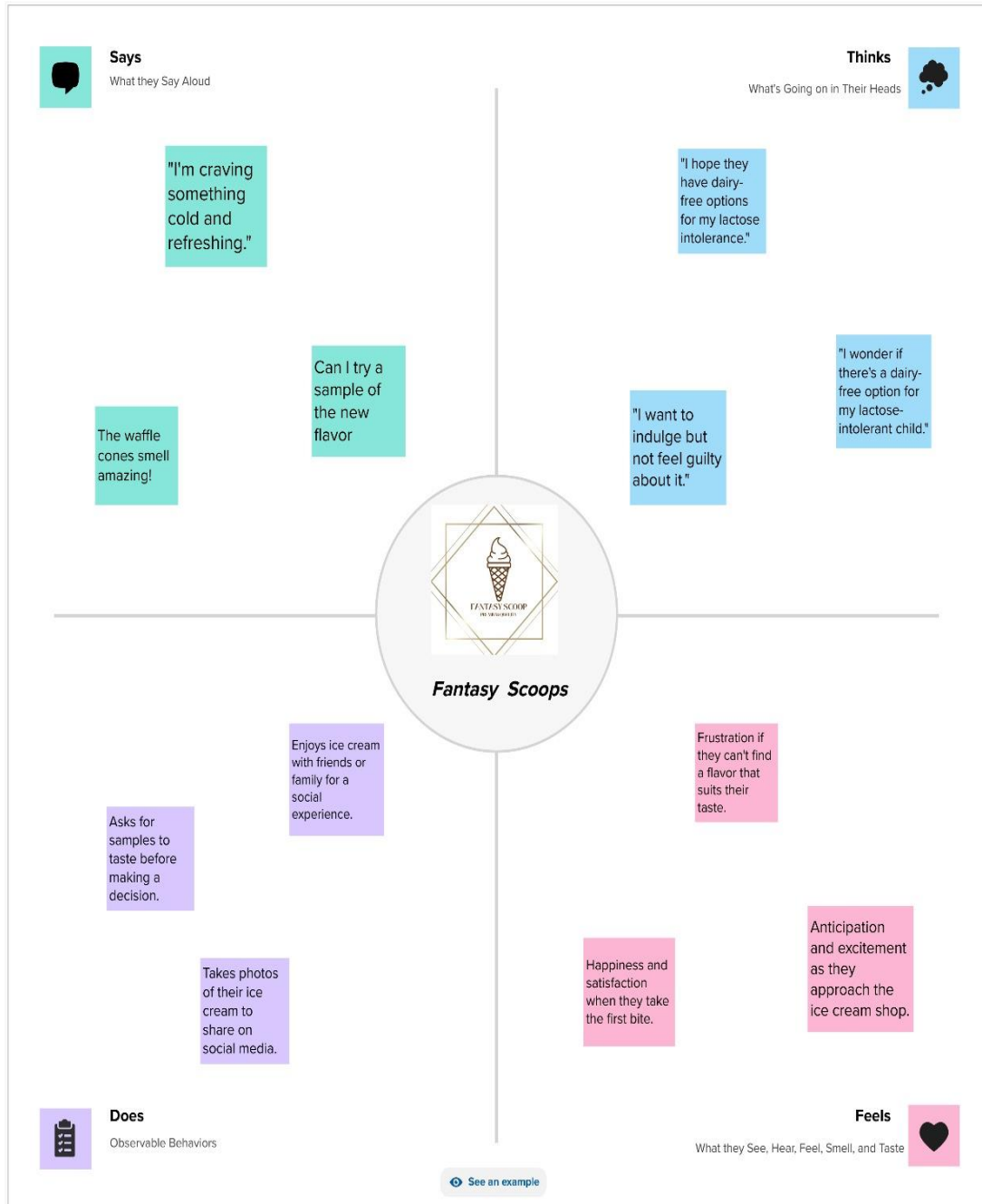
A Google Ad campaign is a paid advertising strategy that businesses and individuals use to promote their products, services, or content on Google's various advertising platforms. The primary platform for Google Ads is Google Search, where ads appear at the top and bottom of search engine results pages, but Google Ads also extend to other Google properties, such as YouTube, the Google Display Network, and Google Maps.

1.2 Purpose:

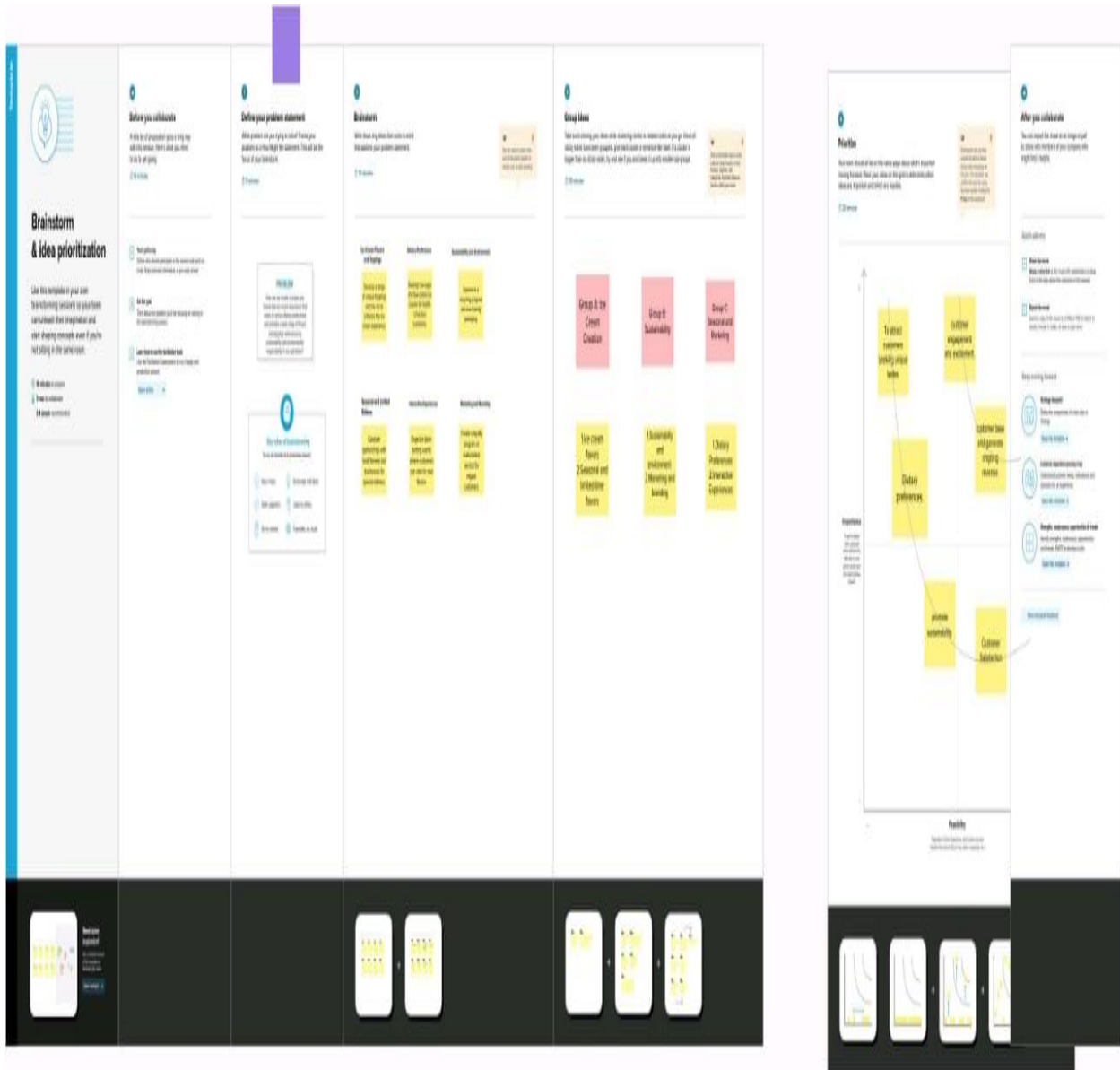
The purpose of a Google Ad campaign is to achieve specific marketing and advertising objectives using Google's advertising platform. Google Ads is a powerful tool that allows businesses and individuals to reach a wide audience online and promote their products, services, or content.

2. PROBLEM SOLVING AND DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3. RESULT

ads.google.com/aw/campaigns/new/express?campaignId=20714976852&ocid=1500192405&subid=in-en-awhp-g-aw-c-home-top%21o2-adshp-hv-q4-22&step=cre...

Google Ads | Start reaching more people

215-764-3329 Fantasy Scoop
fantasyscoop27@gmail.com

Review your campaign to be sure it's right

Campaign name

Indulge In Creamy Delights

Campaign goal

Phone calls

Your website

https://fantasyscoop16.wordpress.com

Business name

Fantasy Scoop

Ad text

Headlines

Indulge in Creamy Delights | Create Your Perfect Sundae | Scoop Into Happiness

Descriptions

Our Ice Cream Shop - Where Memories Are Made | Find Your Flavor at Fantasy Scoop Ice Cream Shop

Phone number

6393240704

Locations

India

Keyword themes

Ad Preview

Ad - fantasyscoop16.wordpress.com

Scoop into Happiness | Create Your Perfect Sundae | Indulge in Creamy Delights

Our Ice Cream Shop - Where Memories Are Made. Find Your Flavor at Fantasy Scoop Ice Cream Shop.

Call business

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 campaigns](#)

Start reaching more people

215-764-3329 Fantasy Scoop
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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 campaigns](#)

Headlines

Indulge in Creamy Delights | Create Your Perfect Sundae | Scoop into Happiness

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Our Ice Cream Shop - Where Memories Are Made | Find Your Flavor at Fantasy Scoop Ice Cream Shop

Phone number

6383240704

Locations

India

Keyword themes

Digital Marketing, digital content marketing, digital marketing automotive, smm digital marketing, social media digital marketing, hospitality digital marketing

Budget

₹41 daily average - ₹1,246 monthly max

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4. ADVANTAGES & DISADVANTAGES

Advantages:

- ✓ **Targeted Advertising:** Google Ads allow you to reach a highly targeted audience. You can specify factors like location, demographics, interests, and online behavior, ensuring that your ads are seen by the right people.
- ✓ **Ad Scheduling:** Google Ads allows you to schedule when your ads are shown, enabling you to target your audience at the most relevant times.
- ✓ **Wide Reach:** Google is one of the world's largest search engines, and Google Ads extends to Google Search, YouTube, the Google Display Network, and Google Maps, giving you access to a vast and diverse audience.
- ✓ **Customization:** You can tailor your ad campaigns to your specific goals and budget, making it a versatile advertising platform.
- ✓ **Quick Results:** Google Ads can produce quick results compared to some other marketing channels, making it a valuable option for businesses seeking immediate impact.
- ✓ **App Promotion:** If you have a mobile app, Google Ad campaigns can help promote it to a relevant audience to increase app installations.

Disadvantages:

- ✓ **Cost:** Google Ads can be expensive, especially for highly competitive keywords and industries. The cost per click (CPC) can quickly add up, and if not managed properly, it can eat into your budget without yielding the desired results.
- ✓ **Competition:** In highly competitive markets, it can be challenging to stand out and achieve a high click-through rate. Competitors may also drive up the cost of advertising for popular keywords.
- ✓ **Ad Blockers:** Many internet users employ ad blockers, which can prevent your ads from being displayed to a portion of your target audience.
- ✓ **Click Fraud:** Click fraud is a significant concern in online advertising. Competitors or malicious actors may click on your ads with the intention of depleting your budget without any genuine interest in your products or services.
- ✓ **Inaccurate Targeting:** If your targeting parameters are not well-defined, you may end up showing your ads to the wrong audience, resulting in wasted ad spend.
- ✓ **Ad Policy Compliance:** Google has strict policies regarding the content of ads. If your ad violates these policies, it may be disapproved, and your account could be suspended.

5.APPLICATIONS

- ✓ **Promote Products and Services:** One of the primary applications of Google Ads is to promote and sell products or services. Businesses can create ad campaigns to target potential customers searching for specific keywords related to their offerings.
- ✓ **App Installations:** If you have a mobile app, you can use Google Ads to promote it and encourage users to download and install the app from Google Play or the Apple App Store.
- ✓ **A/B Testing:** You can use Google Ads to conduct A/B testing of ad copy, landing pages, and other elements. This helps you optimize your campaigns by identifying what resonates best with your audience.
- ✓ **Educational Institutions:** Schools and universities can use Google Ads to attract prospective students, promote open houses, or showcase academic programs.
- ✓ **Increase Brand Awareness:** Even if the primary goal is not direct sales, Google Ads can be used to increase brand visibility and awareness by displaying ads to a wide audience.
- ✓ **Recruitment:** Businesses can use Google Ads to find and attract potential employees by targeting job-related keywords and promoting job openings.
- ✓ **Education and Training:** Educational institutions and e-learning platforms can use Google Ads to promote courses, programs, and educational materials.
- ✓ **Online Surveys and Feedback:** You can use Google Ads to direct users to online surveys or feedback forms, gathering valuable information about customer preferences and opinions.

6. CONCLUSION

Google Ad campaigns are a versatile and powerful tool for businesses and individuals seeking to promote their products, services, and online presence. These campaigns offer numerous advantages, such as the ability to reach a vast and targeted audience, control over ad spending, and measurable results. However, there are also several challenges and considerations to keep in mind.