



Project 5: Run an AdWords Campaign (Part 1)

Campaign Overview



Campaign Approach

Description, Marketing Objective &
KPI

1. Approach Description

I have chosen the project option 1 to help Udacity education

In this project I will be setting up a search campaign using Google AdWords to bring more students from the UK to the landing page for Udacity

<https://www.udacity.com/course/data-structures-and-algorithms-in-python--ud513>

I will run this ad for 5 days with a daily budget of \$7 and a total budget of \$35. I will target people who are interested in online courses and programming.

I will add 2 groups: 1 for the potential candidates in the interest and in the

Desire segment. I targeted more specific audience through brand and technical keywords who are looking for programming and

algorithm courses. I used Google Keyword Planner to undergo my keyword research based on my potential customer.

Primary objective of this

free course is to promote React Nano degree so I have used few keywords related to this Nano degree Program. Based on the ads, I discovered

my headline and ad copy to target people who are specifically looking for the network Structures and algorithms course

2. Marketing Objective & KPI

Marketing objective

Gather 20 leads and 7 conversation with life time budget 35\$ and daily budget 7\$ I have selected the CPC default of 3\$

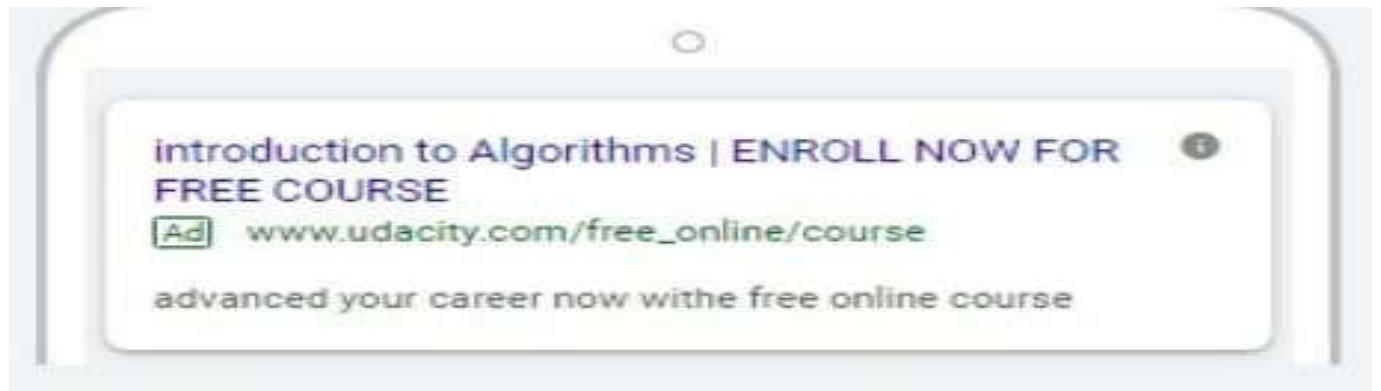
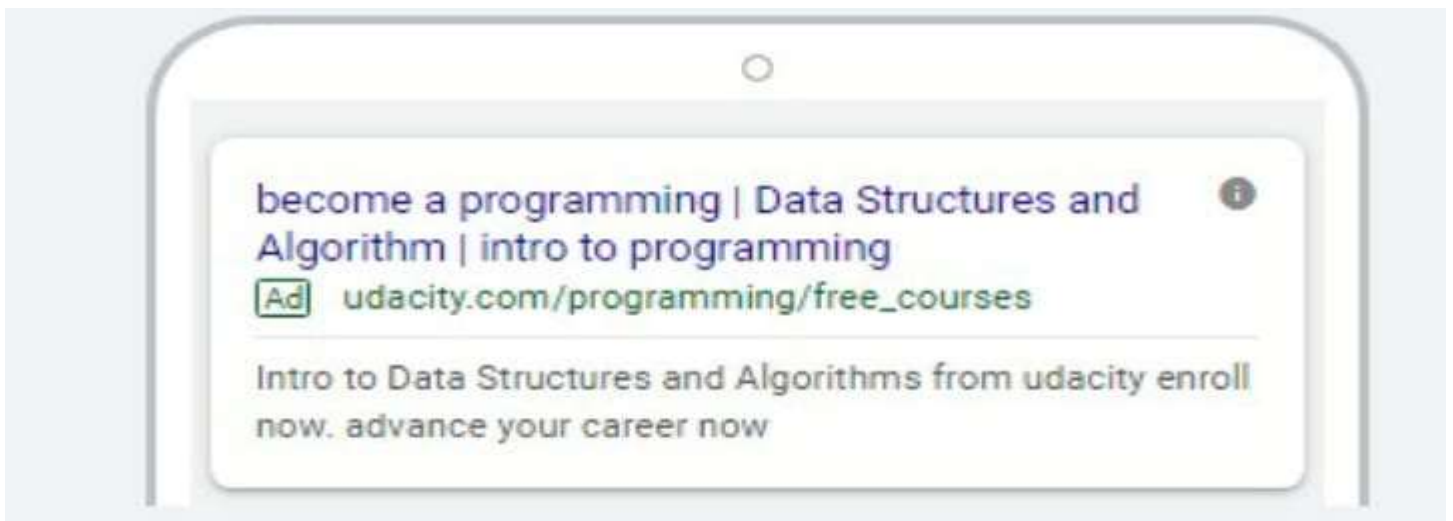
KPI

Number of leads and conversation gathering AND number of signups to udacity



Ad Groups

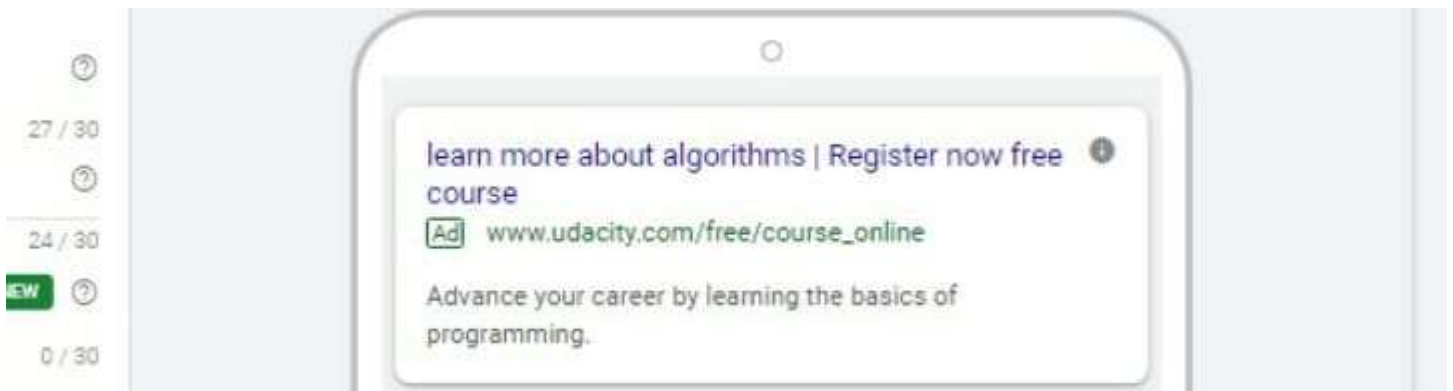
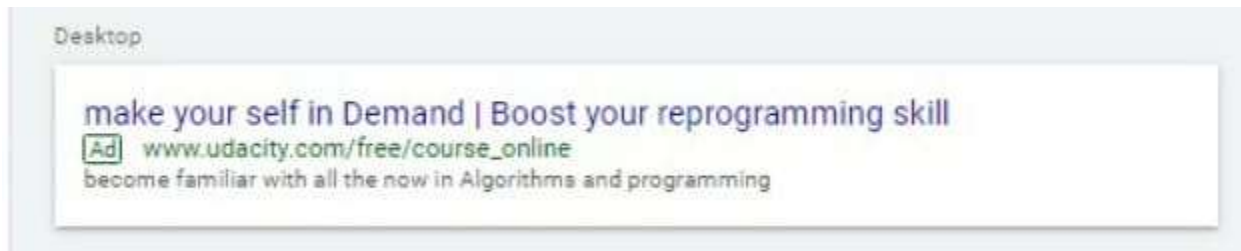
Ads and Keywords



learn python
data structures
data science course
coding courses
python course
data structures and algorithms
google structured data
python coding course
coding for dummies
is python free
python tutorial for beginners
python algorithms
python programming course
data science training
python online course
java struct
what is data structure

computer science data structures
python data structures
java programming for beginners
python struct
computer programming for beginner

Ad Group #2: Ads & Keyword List



free coding courses
c++ data structures
python online tutorial
udacity python
best python course
java basic programs
python free online course
coding algorithms
data structures and algorithms for dummies
learn python free
learn to code python
online programming courses
learn python for beginners
free online classes
best online python course
learn python online
best computer science books
learn python online free
data structures and algorithms in java
data structures and algorithms in python
algorithm in programming
study online for free
free python course
machine learning python course



Appendix

Screenshots for Reference

Example: Campaign Summary

Campaign name	mldoroshdy-NTL-EGY	▼
Campaign status	● Enabled	▼
Goal	Leads	▼
Networks	Google Search Network, Search partners	▼
Locations	United Kingdom (country)	▼
Languages	English	▼
Budget	\$7.00/day	▼
Bidding	CPC (enhanced)	▼
Start and end dates	Start date: December 17, 2019 End date: Not set	▼

make your self in Demand | Boost your r...
(Ad) www.udacity.com/programming/c...
become familiar with all the now in Algo...

Example ad

< Ad 1 of 3 >

Ad group	interest courses
Type	Standard
Max. CPC	\$3.00 (enhanced)
Keywords	basic computer programming, computer science books, data science online course + 16 more
Ad extensions	None

make your self in Demand | Boost your r...
(Ad) www.udacity.com/free/course_onl...
become familiar with all the now in Algo...


Example ad

Ad group	online free course
Type	Standard
Max. CPC	\$3.00 (enhanced)
Keywords	algorithm in programming, best computer science books, best online python course + 21 more
Ad extensions	None



 ADD FILTER

   
 TOOLS DOWNLOAD SHARE

<input type="checkbox"/> Interaction type	Bid adj	↓ Interactio	Imps	CTR	Avg. CPC	Cost	Conversions	Cost / conv	Conv. rate	Inter. coverage
<input type="checkbox"/> Cells	-  /	0	0	-	-	\$0.00	0.00	\$0.00	0.00%	-
Total Inter. ⓘ		0	0	-	-	\$0.00	0.00	\$0.00	0.00%	-
Total Cam. ⓘ		0	0	-	-	\$0.00	0.00	\$0.00	0.00%	-

1-1 of 1