

IDEATION PHASE

DEFINING THE PROBLEM STATEMENT :

"Despite having a compelling product and an online presence, our company is struggling to reach and engage our target audience effectively. We need to create a YouTube ad campaign that not only boosts brand awareness but also drives traffic to our website and ultimately converts viewers into customers. The challenge is to develop a cost-effective and results-driven ad campaign that addresses this issue and maximizes our return on investment."

"In today's competitive digital landscape, our company faces the challenge of achieving meaningful online visibility and customer engagement. While we have a quality product and a strong online presence, we struggle to connect with our target audience effectively. This challenge extends to building brand awareness, driving relevant traffic to our website, and converting viewers into loyal customers. Despite having valuable content and services, we are not optimizing our online marketing efforts.

Our specific issues include:

Low brand recognition: Our brand remains relatively unknown among our target demographic, hindering our growth potential.

Inefficient lead generation: We are not effectively capturing leads and converting website visitors into prospects and customers.

Limited customer acquisition: We need to expand our customer base and reach new markets to boost sales and revenue.

Poor engagement metrics: Our current online marketing efforts fail to generate sufficient engagement and interaction with our audience.

Unclear ROI: We lack a clear understanding of how our current advertising spending relates to results and revenue.