



AILP Capstone Pro

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Workflows - n8n

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Claude

With Branding (Ne

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Object Object

Index: 0

MESSAGE

Role: assistant

CONTENT

TIMELINE

WEEK 3: SCALING PHASE

Increase budget by 20% on top-performing ad groups

Launch remarketing to viewers who watch ≥50% of ads

Introduce urgency-driven creative variations (e.g., 'Last chance' edits)

WEEK 1: CAMPAIGN SETUP

Finalize targeting segments and locations

Structure campaigns and ad groups in Google Ads

Upload video creatives with recommended hooks

Configure CPA bidding at \$5-\$7

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WEEK 2: LEARNING PHASE

Monitor daily CPA, CTR, VTR

Adjust bids for underperforming demographics and placements

A/B test hooks and CTAs

Update negative keywords list

TRACKING SETUP

G A4 IMPLEMENTATION

Link Google Ads account to GA4 property

Enable enhanced measurement on 'thank you' page

Set custom event 'lead_submission'

CONVERSION TRACKING

Install Google Ads conversion tag on confirmation page

Verify tag firing using Google Tag Assistant

Import 'lead_submission' event into Google Ads

KEYWORD STRATEGY

PRIMARY KEYWORDS

digital marketing

digital marketing course

digital marketing jobs

digital marketing agency

AUTOCOMPLETE INSIGHTS