

# CAPSTONE PROJECT

Welcome to



Where Style Meets Sustainability

## ACKNOWLEDGEMENT:

I would like to express our sincere gratitude to NIIT for providing us with the Opportunity to undertake this project as part of our academic curriculum. This Endeavor has been a valuable learning experience, allowing us to apply the Theoretical Knowledge gained in the classroom to real-world scenarios. I extend our heartfelt thanks to my project guide Mr. Mayank Kumar Dwivedi, whose Guidance, support, and insightful feedback have been instrumental in shaping our Project. He has been a constant source of motivation, pushing me to explore new Horizons and challenging me to reach my full potential. Lastly, I acknowledge the resources and facilities provided by NIIT that have Facilitated my research and project work. The learning environment at NIIT has Played a crucial role in our academic and professional development. Thank you, NIIT, for fostering an environment that encourages innovation, Collaboration, and growth. I am grateful for the opportunities and experiences that Have contributed to my academic journey. Sincerely,

**RIYA MUCHANDI**  
(Student of NIIT)

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### TOPIC 1

#### (DIGITAL MARKETING BRIEF AND DIGITAL MARKETING PLAN)

##### 1.DIGITAL MARKETING BRIEF FOR BLISS WEAR: Marketing Brief for Bliss Wear

###### 1. Products/Services

Bliss Wear specializes in contemporary and stylish clothing and accessories for men and women. Our collections include casual wear, formal attire, and accessories designed for individuals who value fashion forward choices and quality craftsmanship.

###### 2. Target Audience Demographics:

- Age: 18-40 years
- Gender: Male and Female

- Location: Urban and suburban areas
- Income: Middle to high-income bracket
- Interests: Fashion, lifestyle, self-expression
- Behavior: Active online shoppers, social media influencers, trend conscious individuals

### **3. Communication Channels**

**Search Platforms:** Google, Bing, Yahoo Search

- SEO optimized content focusing on fashion trends, style tips, and product features.

**Social Media:**

- Platforms: Face book, Instagram, Pinterest, YouTube
- Engaging content, influencer partnerships, fashion trends, user-generated content.

**Display Media Platforms:**

- News websites, mobile apps (gaming, music blogs)
- Programmatic display ads, banner ads showcasing new arrivals and promotions.

### **4. Type of Ads and Content on Digital Space**

- **Organic Marketing:** Regular updates, engaging posts, customer testimonials.
- **Paid Marketing:**

**Display Ads:** Targeted banner ads on lifestyle and fashion-related websites.

**Video Ads:** Fashion look books, behind-the-scenes videos, product showcases.

**Programmatic Ads:** Automated ad placements based on user demographics and behavior.

## 5. Competition

### Competitors Affecting Market Share

- **Urban Elegance:** Minimalist and sustainable fashion choices.
- **Trendsetters:** Trendy and affordable fashion options.
- **Fashion Bliss:** High-end fashion with a focus on avant-garde styles.

### Conclusion

By utilizing a strategic mix of organic and paid digital marketing strategies across search engines, social media platforms, and display media, Bliss Wear aims to establish itself as a leading brand in contemporary fashion. We seek to engage our target audience effectively, drive brand awareness, and differentiate ourselves in the competitive fashion retail landscape.

## 2. Digital Marketing Plan for Bliss Wear

### Objective:

Boost brand awareness, increase online sales, and engage fashion-conscious audiences.

### Target Audience:

Age 18-45, eco-conscious, online shoppers interested in fashion and sustainability.

### Key Channels & Strategies:

- **Website & SEO:** Optimize for eco-fashion keywords and publish relevant blog content to improve organic traffic.
- **Social Media Marketing:** Use Instagram, Facebook, Pinterest, and Twitter to showcase products, partner with influencers, and run targeted ads.
- **Google Ads:** Run paid search and display ads to capture high-intent shoppers.
- **Email Marketing:** Personalized emails for promotions, product updates, and customer retention.
- **Programmatic Ads:** Use DV360 for targeted ads and retargeting website visitors.

### KPIs:

Increase website traffic by 30%, boost conversions to 5%, grow social media following, and improve email engagement. **Budget:**

- 40% for social ads, 30% for Google Ads, 15% for influencer marketing, and 15% for email/website.

**Timeline:**

6-month campaign with phases for awareness, conversions, and retention.

### COMPETITOR ANALYSIS: BLISS WEAR VS ZARA

Aspect	Bliss Wear	Zara
Brand Overview	Eco-friendly, sustainable fashion brand	Global fast-fashion leader
Product Offering	Contemporary, casual, formal wear with focus on sustainability	Wide range of trendy, fast-fashion clothing
Target Audience	Fashion-forward, eco-conscious, aged 18-45	Trendy, mass-market shoppers, aged 16-45
Pricing Strategy	Premium pricing due to eco-friendly materials	Affordable, fast-fashion pricing
Sustainability	Core value, uses eco-friendly fabrics and ethical production	Some sustainable initiatives, but primarily fast fashion
Marketing Approach	Focus on sustainability, digital marketing, influencers	Global campaigns, social media, and in-store promotions
Speed to Market	Slower, focused on quality and sustainability	Extremely fast production cycle to follow trends
Digital Presence	Educes on eco-consciousness, niche community-building	Strong global online presence, frequent new product launches
Differentiation	Sustainability, premium alternative to fast fashion	Fast fashion, affordable high-fashion looks

**Bliss Wear** focuses on sustainability, offering eco-friendly, stylish clothing to environmentally conscious consumers.

- It targets a niche audience willing to pay premium prices for ethical materials and responsible production.
- Bliss Wear's marketing emphasizes storytelling around eco-conscious values, with digital marketing and influencer collaborations.
- **Zara** is a global fast-fashion leader, known for its quick turnaround of trendy clothing at affordable prices.
- Zara appeals to a broad, trend-driven audience seeking the latest styles at a lower cost.
- Zara's marketing focuses on frequent new product launches, social media campaigns, and its strong retail presence.
- While Zara has introduced some sustainability efforts, its fast-fashion model limits its overall eco-friendly impact.
- Bliss Wear differentiates itself by emphasizing sustainability and quality, while Zara excels in delivering fast fashion at scale.
- Bliss Wear aims to build long-term brand loyalty around responsible fashion, while Zara caters to trend-seekers focused on affordability and variety.

## TOPIC - 2

### WEBSITE DEVELOPMENT PLAN

Website link <https://riya.niitlearning.in/>

About us link <https://riya.niitlearning.in/about-us/>

Our product link <https://riya.niitlearning.in/product/>

Blogs link <https://riya.niitlearning.in/blog/>

Contact us link <https://riya.niitlearning.in/contact-us/>

## Header Display



Where Bliss Meets Fashion

Home Product About us Blog Contact us Shop

Dive into our world, where we offer more than just clothes. Explore our **Home** to experience our journey, learn more **About Us**, stay inspired with the latest trends on our **Blog**, and discover how our Services can elevate your style with expert fashion insights. Got questions or ideas? Don't hesitate to **Contact Us** – we're here to design success together!

### Pages on our website

1. Home
2. About us
3. Product
4. Blogs
5. Contact us
6. Shop

## HOME PAGE

Bliss Wear's homepage has a simple, modern look, where you can explore our latest trendy clothes for men and women. We highlight our eco-friendly approach to fashion, with a focus on quality and style. You can easily browse our casual and formal collections, read about the latest trends on our blog, and learn about our brand's values.

It's a welcoming place to discover everything Bliss Wear has to offer.



Where Bliss Meets Fashion

[Home](#) [Product](#) [About us](#) [Blog](#) [Contact us](#) [Shop](#)

## Discover Your Fashion Haven

Welcome to Bliss Wear, where fashion meets individuality. We believe that your wardrobe should reflect your unique personality and style. Our mission is to offer a curated selection of high-quality, trendy pieces that cater to diverse fashion tastes. Whether you're searching for cozy hoodies, stylish Korean outfits, or aesthetic clothes, Bliss Wear is your ultimate destination for all things fashionable.



**Trendy Hoodies for Every Occasion** At Bliss Wear, we understand that comfort and style go hand in hand. Our collection of **hoodies** is designed to provide you with the perfect blend of both. Whether you're lounging at home, heading out for a casual day, or looking for a versatile piece to layer, our hoodies are the perfect choice. Available in a variety of designs, colors, and fabrics, each hoodie is crafted with care to ensure durability and comfort. From classic pullovers to modern zip-up styles, find your new favorite hoodie at Bliss Wear.

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### Embrace the Korean Fashion Wave

Korean fashion is known for its innovative designs and trend-setting styles. At Bliss Wear, we bring the best of **Korean outfits** to your doorstep. Our Korean fashion collection features a range of chic and stylish pieces that capture the essence of modern Korean trends. Whether you're looking for elegant dresses, trendy tops, or fashionable pants, our selection is perfect for those who want to stay ahead of the fashion curve. Each piece is meticulously designed to offer you a unique and stylish look.

### Aesthetic Clothes to Express Your Unique Style

If you love to make a statement with your wardrobe, our range of **aesthetic clothes** is just what you need. At Bliss Wear, we offer a diverse selection of pieces that cater to various aesthetic styles. From vintage-inspired looks to modern minimalism, our aesthetic clothes are designed to help you express your individuality and creativity. Whether you prefer bold prints or subtle hues, our collection has something to suit every taste. Stand out from the crowd with our unique and stylish aesthetic clothes.



### Our Commitment to Quality and Sustainability

At Bliss Wear, quality is at the heart of everything we do. We take pride in offering clothing that not only looks good but also stands the test of time. Our dedicated team works tirelessly to source the finest materials and ensure that every piece meets our high standards. From the stitching to the fabric, every detail is carefully considered to provide you with clothing that you can enjoy for years to come. We are also committed to sustainability and ethical practices. Our eco-friendly materials and sustainable production methods reflect our dedication to protecting the planet while offering you the best in fashion. We believe in creating beautiful clothing that is also responsible and environmentally conscious.

### Join the Bliss Wear Community

We invite you to join the Bliss Wear community and experience the joy of shopping with a brand that cares. Whether you visit us in-store or shop online, we are dedicated to providing you with exceptional service and fashion-forward pieces that elevate your style.

Thank you for choosing Bliss Wear – where trendy **hoodies**, stylish **Korean outfits**, and unique **aesthetic clothes** come together to create a fashion experience like no other. Explore our collection today and discover why Bliss Wear is your ultimate fashion destination.

# PRODUCT



Where Bliss Meets Fashion

[Home](#) [Product](#) [About us](#) [Blog](#) [Contact us](#) [Shop](#)

## Bliss Wear Product Page

### Discover the Latest in Fashion with Bliss Wear

Welcome to Bliss Wear, where fashion meets individuality and quality craftsmanship. Explore our latest collections and find the perfect pieces to express your unique style.



## Our Collections

### 1. Casual Wear

Embrace comfort and style with our range of casual wear. From everyday basics to trendy pieces, our casual collection is designed to keep you looking effortlessly chic.

- **Tops & Tees:** Discover a variety of tops and tees in vibrant colors, bold prints, and soft fabrics.
- **Jeans & Pants:** Find the perfect fit with our selection of jeans and pants, available in various styles and cuts.

### Our Collections

#### 1. Casual Wear

Embrace comfort and style with our range of casual wear. From everyday basics to trendy pieces, our casual collection is designed to keep you looking effortlessly chic.

- **Tops & Tees:** Discover a variety of tops and tees in vibrant colors, bold prints, and soft fabrics.
- **Jeans & Pants:** Find the perfect fit with our selection of jeans and pants, available in various styles and cuts.
- **Dresses:** From sundresses to casual maxi dresses, our casual dresses are perfect for any relaxed occasion.

#### 2. Formal Attire

Make a statement with our sophisticated formal wear collection. Perfect for professional settings, special occasions, and everything in between.

- **Suits & Blazers:** Elevate your wardrobe with our tailored suits and blazers, designed for a sharp and polished look.
- **Dresses & Skirts:** Discover elegant dresses and skirts that exude confidence and style.
- **Shirts & Blouses:** Our collection of shirts and blouses combines classic elegance with contemporary trends.

#### 3. Accessories

Complete your look with our stylish accessories. From bags to jewelry, our accessories are designed to add the perfect finishing touch to any outfit.

- **Bags & Purses:** Choose from a wide range of bags and purses, crafted with attention to detail and functionality.
- **Scarves & Hats:** Add a touch of flair with our selection of scarves and hats, perfect for any season.
- **Jewelry:** Discover unique and stylish jewelry pieces that elevate your look and express your personality.



## Why Choose Bliss Wear?

**Fashion-Forward Designs** Our team of talented designers is dedicated to creating innovative and eye-catching pieces that set new trends in the fashion industry. We blend timeless styles with modern trends to offer you a diverse and stylish collection.

**Quality Craftsmanship** We take pride in our commitment to quality. Our products are made with the finest materials and crafted with precision to ensure durability and comfort. Every piece from Bliss Wear is designed to last and make you feel your best.

**Sustainability and Ethics** We prioritize sustainability by using eco-friendly materials and ethical manufacturing processes. Our goal is to minimize our environmental impact while maintaining high standards of quality and style.

**Inclusive Sizing** Fashion is for everyone. That's why we offer a wide range of sizes to ensure that everyone can find something that fits and flatters their body type. At Bliss Wear, inclusivity is at the heart of our brand.

**Customer-Centric Approach** Your satisfaction is our top priority. We listen to your feedback and continuously improve our products and services to meet your evolving needs. Experience exceptional customer service and a seamless shopping experience with Bliss Wear.

## Join the Bliss Wear Community

Explore our collections and discover the perfect pieces to elevate your wardrobe. Join our community of fashion-forward individuals who value quality, style, and self-expression. With Bliss Wear, you can confidently showcase your unique style and make a lasting impression.

Thank you for choosing Bliss Wear – where fashion meets individuality.



## ABOUT US PAGE

### Our Story

Bliss Wear was born out of a passion for creating stylish, eco-friendly fashion that empowers individuals to express themselves while making responsible choices. From humble beginnings in Belagavi, we set out to design contemporary clothing for men and women that doesn't compromise on quality or sustainability. Our journey started with a simple idea: fashion can be both beautiful and responsible. Today, Bliss Wear is known for its modern designs, crafted with care and attention to detail, while always keeping sustainability at the heart of what we do.

### Our Mission

At Bliss Wear, our mission is to revolutionize the fashion industry by offering high quality, eco-conscious clothing that empowers people to look and feel their best. We are committed to using sustainable materials and ethical practices in every step of our production process. Our goal is to provide fashion-forward individuals with stylish, timeless pieces that not only elevate their wardrobe but also make a positive impact on the planet. We believe that fashion can be a force for good, and we're here to lead that change by promoting responsible fashion choices.

### Why Choose Us?

Choosing Bliss Wear means choosing fashion that aligns with your values. Our brand stands for style, sustainability, and craftsmanship. Here's why you should choose us:

**Eco-Friendly Fashion:** We use sustainable materials like organic cotton and recycled fabrics, ensuring that every piece is designed with the environment in mind.

**Quality Craftsmanship:** Our clothes are made to last, with attention to detail and quality craftsmanship that ensures you get pieces that stand the test of time.

**Modern Designs:** We offer contemporary, stylish clothing that fits perfectly into your lifestyle, whether you're looking for casual wear, formal attire, or trendy accessories.

**Ethical Production:** We prioritize ethical production practices, ensuring that our workers are treated fairly and that our process has minimal impact on the environment.

**Empowering Fashion:** Our designs are created to inspire confidence and self-expression, helping you look and feel your best every day.

At Bliss Wear, we're more than just a clothing brand—we're a movement toward

## ABOUT US PAGE



Where Bliss Meets Fashion

Home Product About us Blog Contact us Shop

### Welcome to Bliss Wear: Your Ultimate Fashion Destination

At Bliss Wear, we believe that fashion is a powerful form of self-expression. Our mission is to provide stylish, high-quality clothing and accessories that help you look and feel your best. Whether you're searching for [clothes shopping near me](#), elegant [formal clothes for men](#), or cozy and trendy [sweaters](#), Bliss Wear has something special for everyone.



#### Our Story

#### Our Story

Bliss Wear was founded with a passion for fashion and a commitment to quality. Our founders, with years of experience in the fashion industry, wanted to create a brand that offers a unique blend of contemporary style and timeless elegance. We started as a small boutique and have grown into a renowned name in the fashion world, known for our dedication to craftsmanship and customer satisfaction.

#### Clothes Shopping Near You

Finding the perfect outfit should be an enjoyable experience, and that's why we've made it easier for you to discover the best [clothes shopping near me](#). Our physical stores are conveniently located in urban and suburban areas, providing a welcoming and stylish shopping environment. Each store is designed to offer a seamless shopping experience, with friendly staff ready to assist you in finding the perfect pieces to add to your wardrobe.

#### Formal Clothes for Men

At Bliss Wear, we understand that the modern man needs a wardrobe that can transition effortlessly from the boardroom to social events. Our collection of [formal clothes for men](#) is curated with this in mind, offering a range of sophisticated options that combine style and comfort. From tailored suits and crisp dress shirts to elegant blazers and trousers, our formal wear is designed to make a statement. Whether you're dressing for a business meeting, a wedding, or any formal occasion, Bliss Wear ensures you look your best.

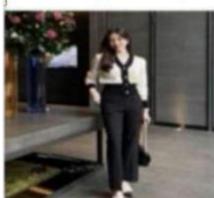
#### Sweaters for Every Season

Stay warm and stylish with our versatile collection of [sweaters](#). At Bliss Wear, we offer a wide variety of sweaters that are perfect for any season and any occasion. Our selection includes everything from lightweight, breathable options for cool summer evenings to thick, cozy knits for the winter months. Available in a range of colors, patterns, and styles, our sweaters are designed to complement your unique sense of style.

#### Our Commitment to Quality

Quality is at the heart of everything we do at Bliss Wear. We take pride in sourcing the finest materials and working with skilled artisans to create clothing that not only looks great but also stands the test of time. Each piece in our collection is carefully crafted to ensure the highest standards of quality and durability, so you can enjoy your Bliss Wear items for years to come.

We are also committed to sustainability and ethical practices. At Bliss Wear, we strive to minimize our environmental impact by using eco-friendly materials and sustainable production methods. We believe in creating fashion that is not only beautiful but also responsible.



#### Join the Bliss Wear Community

We invite you to join the Bliss Wear community and experience the difference that quality, style, and commitment can make. Whether you visit us in-store or shop online, our team is dedicated to providing you with exceptional service and fashion-forward pieces that enhance your personal style.

Thank you for choosing Bliss Wear – where fashion meets elegance and quality. Visit us today and discover why we are the preferred choice for [clothes shopping near me](#), [formal clothes for men](#), and [stylish sweaters](#).

#### connect with us



## CONTACT US



Where Bliss Meets Fashion

At Bliss Wear, we are dedicated to providing exceptional customer service and are here to assist you with any inquiries you may have. Whether you have a question about our products, need help with your order, or want to share your enquiry form.

First Name

Last Name

Email

Phone

This is the detail part of our service where customer can enquiry their questions once they Filled this form



Where Bliss Meets Fashion

Home Product About us Blog Contact us Shop

**Thank you for submitting your details!**

Your information has been received successfully. Our team will review it shortly and will contact you at the provided email address or phone number. If you have any urgent questions, please feel free to reach out to us directly. We look forward to connecting with you soon!"

Bliss wear @2024 (Where Trends Begin)

And this is the THANKYOU page of that once they submitted it will appear there

# BLOG PAGE



Home   Product   About us   Blog   Contact us   Shop



## How to Transition Your Wardrobe from Day to Night?

riyamuchandi45 July 9, 2024 Leave a comment Blog

[Read More →](#)

## How to Care for Your Bliss Wear Garments

riyamuchandi45 July 9, 2024 Leave a comment Blog

[Read More →](#)

## home

riyamuchandi45 July 8, 2024 Leave a comment Blog

[Read More →](#)

Search

### Recent Posts

- > How to Transition Your Wardrobe from Day to Night?
- > How to Care for Your Bliss Wear Garments
- > home

### Recent

Day to Night?

- > How to Care for Your Bliss Wear Garments
- > home

### Recent Comments

No comments to show.

## TOPIC - 3

### IMPLEMENT SEO TECHNIQUES

#### **Search Engine Optimization (SEO)**

**Search Engine Optimization (SEO) is the process of optimizing a website and its Content to improve its visibility and ranking on search engine results pages (SERPs).**

**The goal of SEO is to increase organic (non-paid) traffic to a website by making it more appealing to search engines like Google, and others, which index and rank Websites based on various factors.**

#### **On-Page SEO:**

**On-Page SEO refers to the practice of optimizing individual web pages to improve their search engine rankings and drive organic traffic. This involves making specific Changes to the content, HTML source code, and overall structure of a webpage.**

#### **On-**

**Page SEO ensures that both search engines and users can easily understand the Content of the page, leading to better visibility in search results.**

The screenshot shows the WordPress dashboard with the Yoast SEO plugin active. On the left, there's a sidebar with options like 'All Pages', 'Comments', 'Ninja Forms', 'Import Demo', 'Appearance', 'Plugins (6)', 'Users', 'Tools', 'Settings', 'Yoast SEO', 'LiteSpeed Cache', and 'Collapse menu'. The main area is titled 'Search appearance' with the sub-instruction 'Determine how your post should look in the search results.' It includes a 'Preview as:' section with 'Mobile result' selected. Below this is a preview card for a post titled 'Trendy Hoodies, Korean Outfits, and Aesthetic Clothes' by 'Bliss Wear' (riya.nittlearning.in). The preview shows a thumbnail of three women in casual attire. At the bottom, there are fields for 'SEO title' (set to 'Trendy Hoodies, Korean Outfits, and Aesthetic Clothes') and 'Slug' (set to 'trendy-hoodies-korean-outfits-and-aesthetic-clothes'). There are also 'Use AI' and 'Insert variable' buttons.

**Hostinger**

[Dashboard](#)

[Posts](#)

[Media](#)

**Pages**

[All Pages](#)

[Add New Page](#)

[Comments](#)

[Ninja Forms](#)

[Import Demo](#)

[Appearance](#)

[Plugins 6](#)

[Users](#)

[Tools](#)

[Settings](#)

**Meta description**

Discover the latest in fashion at Bliss Wear. Shop our collection of trendy hoodies, stylish Korean outfits, and aesthetic clothes.

[Use AI](#) [Insert variable](#)

**SEO analysis**

**Premium SEO analysis** [Premium](#)

**Add related keyphrase** [Premium](#)

**Track SEO performance**

**Internal linking suggestions** [Premium](#)

**Cornerstone content**

**Advanced**

**Clothes Shopping Near Me - Formal Clothes & Cozy Sweaters**

Jul 9, 2024 - Discover the best clothes shopping near you and Explore our stylish collection of formal clothes and cozy sweaters for every season.



**SEO title**

Clothes Shopping Near Me - Formal Clothes & Cozy Sweaters

[Use AI](#) [Insert variable](#)

**Slug**

about-us

**Meta description**

Discover the best clothes shopping near you and Explore our stylish collection of formal clothes and cozy sweaters for every season.

[Use AI](#) [Insert variable](#)

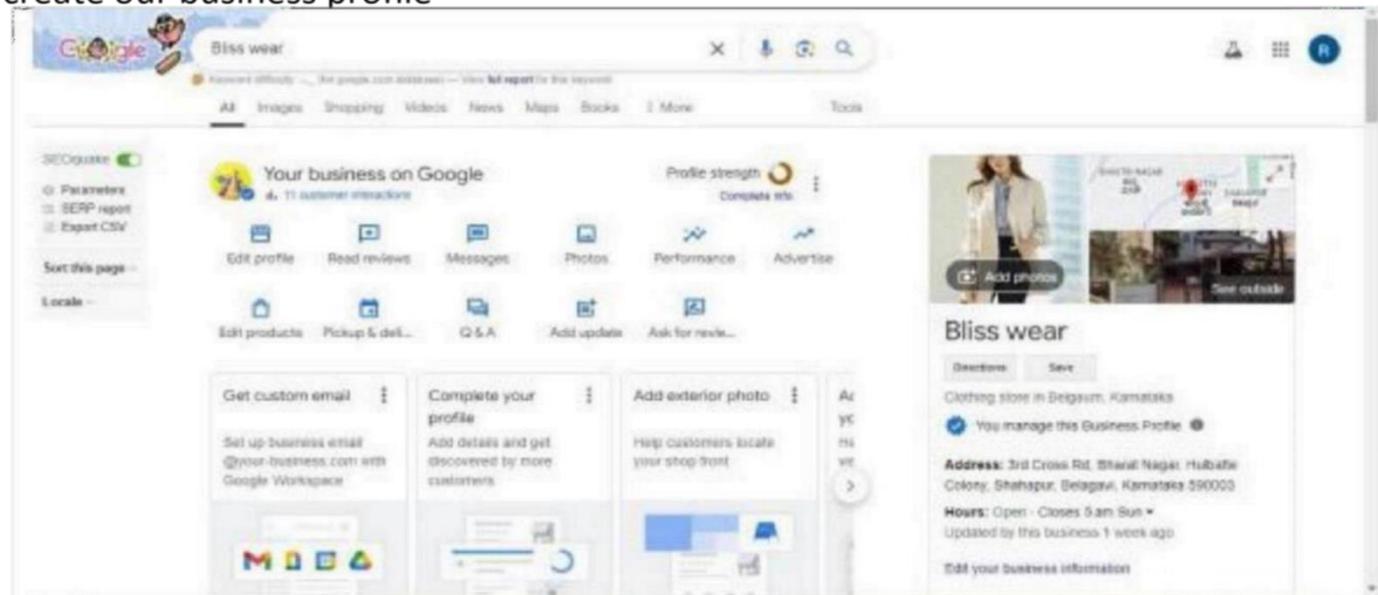
**SEO analysis**

**Off-Page SEO** refers to all the activities and strategies that take place outside of your own website but contribute to improving its ranking in search engine results pages (SERPs). While On-Page SEO focuses on optimizing content and elements within a website, Off-Page SEO encompasses external factors that influence how search engines perceive the authority and relevance of a site.

**Off-Page SEO** refers to all the actions taken outside your own website to influence your rankings in search engine results pages (SERPs). When creating and publishing content on platforms like **Medium** and **Facebook**, Off-Page SEO plays a crucial role in increasing visibility, driving traffic, and building credibility.

### Use off Page Optimization to Improve SEO Ranking

Go to Google business profile sign in with our mail fill all the information and create our business profile



Bliss Wear: Where Fashion Meets Sustainability and Innovation

Riya Muchandi  
Student SHEES RPO COLLEGE, BELGAUM

August 1, 2024

In today's rapidly evolving fashion landscape, staying ahead of the curve requires a delicate balance of style, innovation, and a commitment to sustainability. At Bliss Wear, we pride ourselves on embodying these principles, creating clothing that not only looks good but also does good. Our brand is dedicated to providing contemporary and **stylish** clothing and accessories for men and women who value quality craftsmanship and ethical fashion.

**Redefining Fashion with Style**

At Bliss Wear, fashion is not just about clothing; it's about making a statement. Our collections are thoughtfully designed to reflect the latest trends while maintaining a timeless appeal. From casual wear to formal attire, every piece in our collection is

Type here to search

26°C Rain ENG IN 9:35 PM 8/1/2024

**Medium.com:** This is one of the most popular medium. Open [medium.com](#) → Write the article □ Connect your website page link → Add that link into specific Word → Click on it □ now it will display your website page.

## Fashion Forward with Bliss Wear

Riya muchandi · 2 min read · Aug 20, 2024

In the heart of the city, amidst the bustling streets and vibrant culture, Bliss Wear was born. It wasn't just another clothing brand; it was a vision of what fashion could be — modern, stylish, and deeply personal. As co-founders, we wanted to create something that spoke to the spirit of today's fashion-forward individuals.

Our journey began with a simple idea: to empower people through style. We believed that clothing is more than just fabric; it's a form of self-expression, a way to tell your story without saying a word. With this philosophy in mind, we set out to design collections that were not only trendsetting but also

## Reddit.com:

A screenshot of a Reddit post from user u/Personal\_Tea8206. The title is "Fashion Forward with Bliss Wear". The post discusses the brand's history, commitment to ethical practices, and its focus on sustainability. It includes several paragraphs of text and a small image of a person wearing a hoodie.

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Our journey began with a simple ideal: to empower people through style. We believed that clothing is more than just fabric; it's a form of self-expression, a way to tell your story without saying a word. With this philosophy in mind, we set out to design collections that were not only trendsetting but also timeless.

Our first collection was a labor of love, crafted with meticulous attention to detail. Each piece reflected our commitment to quality and our passion for contemporary design. The response was overwhelming. Fashion enthusiasts from urban and suburban areas embraced Bliss Wear, drawn to our blend of sophistication and everyday wearability.

But we didn't stop there. We knew that true style is also about sustainability. We made a commitment to ethical practices, using eco-friendly materials and supporting fair trade. Our customers appreciated this dedication, knowing that their choices made a positive impact on the world.

As we expanded, our community grew. Social media became our playground, where influencers and fashion lovers shared their Bliss Wear moments. Every post, every story was a testament to our mission: to make fashion an empowering and joyful experience.

Today, Bliss Wear stands as a beacon for those who dare to be different, who see fashion as a canvas for self-expression. We continue to innovate, to inspire, and to lead the way in contemporary fashion. Join us on this stylish

## Pinterest:



Open Pinterest → Create an account Then upload a image related to your

Website → then description → then add your website link → add one keyword related to Your image/website → publish

A screenshot of a Pinterest pin. The image shows a woman wearing a light-colored hoodie. The pin has a red "Save" button. The description reads: "Cozy and Chic: Must-Have Hoodies from Bliss Wear". Below the image is a bio for Riya Muchandi and a comment section.

Cozy Casuals by Bliss Wear

riya.niitlearning.in

Cozy and Chic: Must-Have Hoodies from Bliss Wear

Stay warm and stylish with Bliss Wear's latest hoodie collection. Perfect for any casual outing or cozy day in, our hoodies combine comfort and fashion effortlessly. E ... more

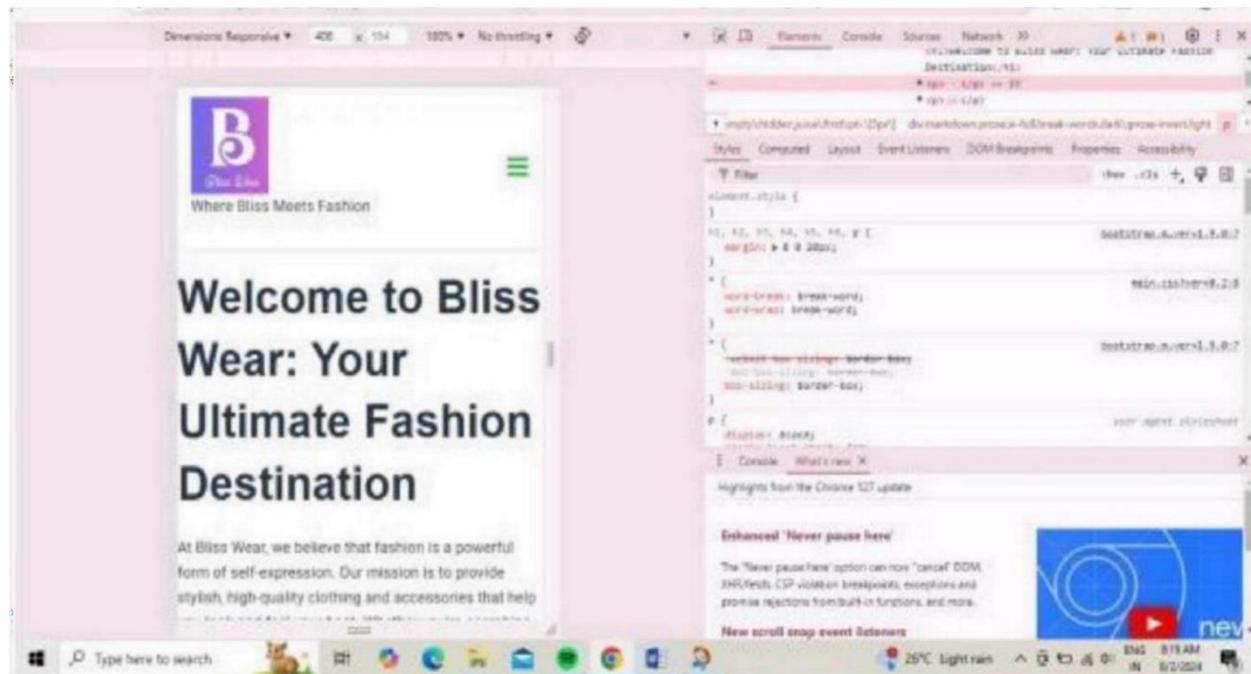
Riya Muchandi

What do you think?

Add a comment

1. Do follow link: owner of that website will allow passing the authority to our website.
2. No follow link: owner of that website do not allow passing authority to our website.

Now how to check if that link is Do follow or No follow link Go to that website content □ Right click on that inspect Then you can see "rel=no follow"



## KEYWORD RESEARCHES

Keyword	Avg.Monthly searches	Competition
formal clothes for men	500000	50
blouses	500000	78
western dresses	500000	97
hoodies	500000	95
dresses	500000	98
formal dresses	500000	40
sweatshirt	500000	94
korean outfit	50000	16
woolen clothes	50000	25
aesthetic clothes	50000	37
jeans top	50000	47
crop top	50000	68
clothing stores near me	500000	40

In off page SEO there are 2 scenarios:

## Website source code:

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE html>
<html lang="en-US">
<head>
    <meta charset="UTF-8" />
    <!-- Mobile Specific Data -->
    <meta name="viewport" content="width=device-width, initial-scale=1.0" />
    <meta http-equiv="X-UA-Compatible" content="ie=edge" />
    <meta name="robots" content="index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1" />
    <!-- This site is optimized with the Yoast SEO plugin v23.0 - https://yoast.com/wordpress/plugins/seo/ -->
    <title>Trendy hoodies, Korean Outfits, and Aesthetic Clothes</title>
    <meta name="description" content="Discover the latest in fashion at Eliss Wear. Shop our collection of trendy hoodies, stylish Korean outfits, and aesthetic clothes." class="yoast-seo-meta-tag" />
    <meta property="og:locale" content="en_US" class="yoast-seo-meta-tag" />
    <meta property="og:type" content="website" class="yoast-seo-meta-tag" />
    <meta property="og:title" content="Trendy Hoodies, Korean Outfits, and Aesthetic Clothes" class="yoast-seo-meta-tag" />
    <meta property="og:description" content="Discover the latest in fashion at Eliss Wear. Shop our collection of trendy hoodies, stylish Korean outfits, and aesthetic clothes." class="yoast-seo-meta-tag" />
    <meta property="og:url" content="https://riya.nittlearning.in/" class="yoast-seo-meta-tag" />
    <meta property="og:site_name" content="Eliss Wear" class="yoast-seo-meta-tag" />
    <meta property="article:modified_time" content="2024-07-27T02:20:14+00:00" class="yoast-seo-meta-tag" />
    <meta property="og:image" content="https://riya.nittlearning.in/wp-content/uploads/2024/07/aesthetic-300x300.jpg" class="yoast-seo-meta-tag" />
    <meta name="twitter:card" content="summary_large_image" class="yoast-seo-meta-tag" />
    <script type="application/ld+json">{"@context": "https://schema.org", "@graph": [{"@type": "WebPage", "@id": "https://riya.nittlearning.in/", "url": "https://riya.nittlearning.in"}]}</script>
    <!-- Yoast SEO plugin. -->

    <link rel="dns-prefetch" href="//fonts.googleapis.com" />
    <link rel="alternate" type="application/rss+xml" title="Eliss Wear - Arabic Feed" href="https://riya.nittlearning.in/feed/" />
    <link rel="alternate" type="application/rss+xml" title="Eliss Wear - Arabic Comments Feed" href="https://riya.nittlearning.in/comments/feed/" />
    <script type="text/javascript">
        /* CLOUDFLARE */
        window._pwojilSettings = {"baseUrl": "https://v.s.w.org/images/core/emoji11/15.0.3/72x72/", "ext": ".png", "svgUrl": "https://v.s.w.org/images/core/emoji11/15.0.3/svg/", "svgExt": ".svg"};
        /* This file is auto-generated */
        function(l,n){var o,s,e;function c(e){try{var t=e.timestamp(new Date).valueOf();sessionStorage.setItem(o,JSON.stringify(t));catch(e){}}function p(e,t){e.clearRect(0,0,t)}}
        l[e]=n;
        </script>
        <link rel="stylesheet" id="dashicons-css" href="https://riya.nittlearning.in/wp-includes/css/dashicons.min.css?ver=6.3.2" type="text/css" media="all" />
        <link rel="stylesheet" id="admin-bar-css" href="https://riya.nittlearning.in/wp-includes/css/admin-bar.min.css?ver=6.3.2" type="text/css" media="all" />
```

All the row data will save in excel file. We have to clear all the columns which are not Required and then find the best keyword based on search volume and competition.

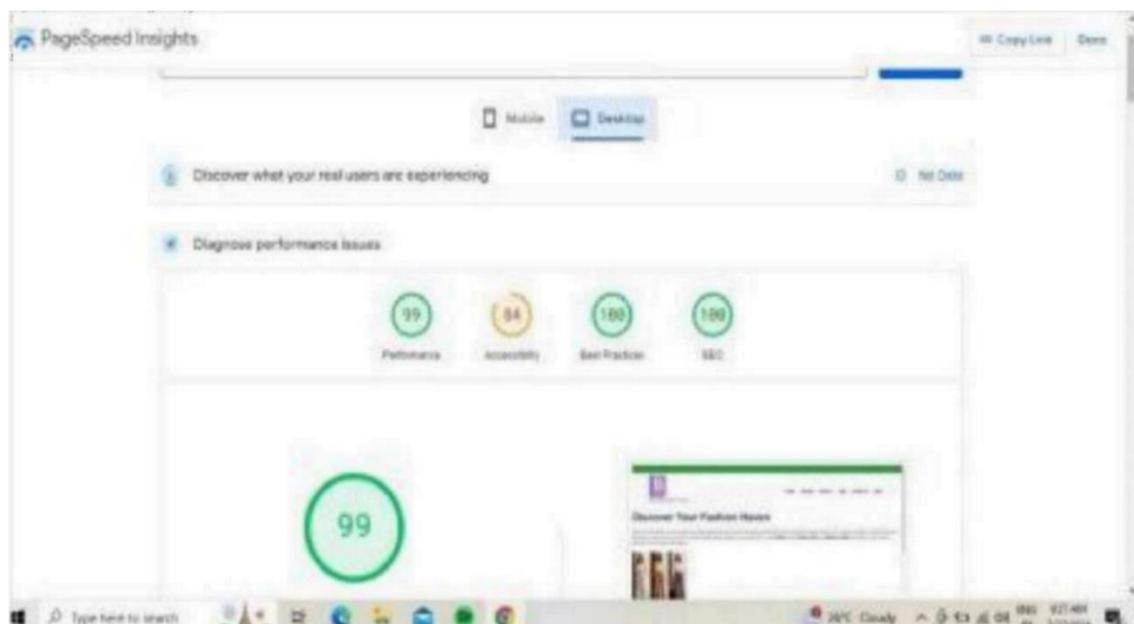
Use all this keywords in our page content

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Keyword	Avg. monthly searchers	Competition (indexed value)												
2	trending clothes	5000	31												
3	fashion style	5000	4												
4	latest fashion	5000	50												
5	trending women's clothing	50000	99												
6	trendy womens fashion	3000	97												
7	trending outfit	3000	20												
8	trending formal wear	50	0												
9	casual trendy outfit	500	71												
10	trending formal wear for ladies	50	90												
11	trendy casual clothing	500	71												
12	trendy clothing styles	50	14												
13	trending casual wear for ladies	50	88												
14	trendy outfits for women	50000	99												
15	trendy pieces of clothing	50	100												
16	trendy outfit styles	50	0												
17	trendy clothing pieces	50	0												
18	trendy style fashion	5000	15												
19	latest fashion outfit	50	80												
20	trending dresses	5000	42												
21	hottest fashion	500	1												
22	the fashion style	50	4												
23	trending fashion wear	50	13												

## . Check speed of the website:

Page speed insight copy the URL of your website and paste it → click on analyze button → now it will show mw the speed of my website.

If your speed is low then the reason will be because of your heavy images because it takes more MB. For this image compressor is the best tool for compress your image.



Broken link checker → copy any URL of website and paste it → click check broken link → it will display the number of broken links.

A screenshot of the Ahrefs' Broken Link Checker tool. The URL 'https://www.moneycontrol.com/' is entered into the input field. The main results section shows 'Broken links for https://www.moneycontrol.com/' and 'Domain including subdomains'. It displays two main categories: 'Broken links on your site' (8.3K) and 'Broken links to your site' (48K). Below these, it says '98% dofollow' and '79% dofollow'. There is also a section for 'Broken outbound links / Broken inbound links' with a referring page listed as 'Tata Steel Share Price, Tata Steel Stock'. At the bottom, there is an offer for 'Ahrefs' Starter plan' starting at '\$ 29/mo' with a 'Get started' button.

And also if there is no broken link on the website it will show like this.

The screenshot shows the Ahrefs Broken Link Checker interface. At the top, there's a navigation bar with 'ahrefs' logo, 'Tools', 'Our data', 'Resources', 'Pricing', 'Enterprise', 'Conference', 'Sign In', 'Sign up', and a yellow 'Sign up' button. Below the navigation, it says 'Free SEO Tools / Broken Link Checker'. A central modal window displays the message 'No broken links for https://riya.niitlearning.in/'. It also states 'There are no broken links for your URL.' and shows two counts: 'Broken links on your site: 0' and 'Broken links to your site: 0'. To the right of the counts is a cartoon character of a man with orange hair and glasses, gesturing. Below the modal, it says 'Powered by industry-leading link data' and 'Ahrefs' Broken Link Checker is powered by the largest...'. On the right side of the main interface, there are large numbers '326B' and '22T' with question marks next to them. The background of the page has some dark UI elements and a sidebar on the left.

Mobile friendly test:

Right click on your website page (bliss wear) → inspect

The screenshot shows the Chrome DevTools inspect element feature. A modal window is open over a website page for 'Bliss Wear'. The modal displays the heading 'Wear: Your Ultimate Fashion Destination'. Below the heading is a paragraph of text about the brand's mission and offerings. To the right of the text is the DevTools inspection interface. It shows the DOM tree with nodes like 'header', 'header-spacer', 'div.container', 'div.nav-menu', and 'div.col-md-12.vertical-center.header-content'. The 'Elements' tab is selected. The bottom of the screen shows the browser's toolbar and status bar.

Now there are two chrome extension which we have to add: Meta in one click: the purpose of this is that it will show all the summary of our website. Example: title, description, URL, keyword, headings etc.

The screenshot shows the NIIT India website with the 'Meta in one click' extension active. The extension's interface is overlaid on the page, providing detailed meta information for the current page. Key details include:

- Title:** NIIT India: Explore the Best Online Courses in Marketing, Software Engineering, Data Science & AI (97 characters)
- Description:** Get the best online courses in digital marketing, software development, data science and AI in India with NIIT. Elevate your skills and career prospects. Enroll now! (165 characters)
- Keywords:** Leading Corporate Training Company in India, IT, Digital Marketing, Data Analytics, BFSI Courses, If courses, dm courses, finance courses, online courses
- URL:** https://www.niit.com/india/
- Canonical:** https://www.niit.com/india/
- Robots Tag:** Robots meta tag is not defined
- Author:** Author is missing
- Publisher:** Publisher is missing
- Lang:** en

Below the meta information, the extension shows counts for various heading levels (H1-H6) and media types (Images, Links).

The screenshot shows the SEMrush extension interface for the NIIT India website. The main dashboard includes the following sections:

- PAGE INFO:** Includes tabs for PAGE INFO, DIAGNOSIS, INTERNAL, EXTERNAL, DENSITY, and COMPARE URLs.
- Search Engine Index Data:** Compares Google, Bing, and SEMrush index counts:
  - Google Index: 8.18K
  - Bing Index: 2.19K
  - SEMrush Index: 190K
  - Backlinks: 57.7K
- Table Metrics:** A detailed table comparing metrics across three search engines for Page, Domain, and Backlinks.
- Call-to-Action:** A yellow banner at the bottom left states: "We have updated the terms of our privacy policy. Please find them [here](#) for your review."
- Callout:** A callout box on the right lists course categories with checkboxes:
  - GenAI
  - Data Science
  - Digital Marketing
  - Software Engineering
  - Banking
- Image:** A small image of a person working on a laptop.
- Buttons:** WhatsApp and X (Twitter) sharing buttons.

## TOPIC - 4

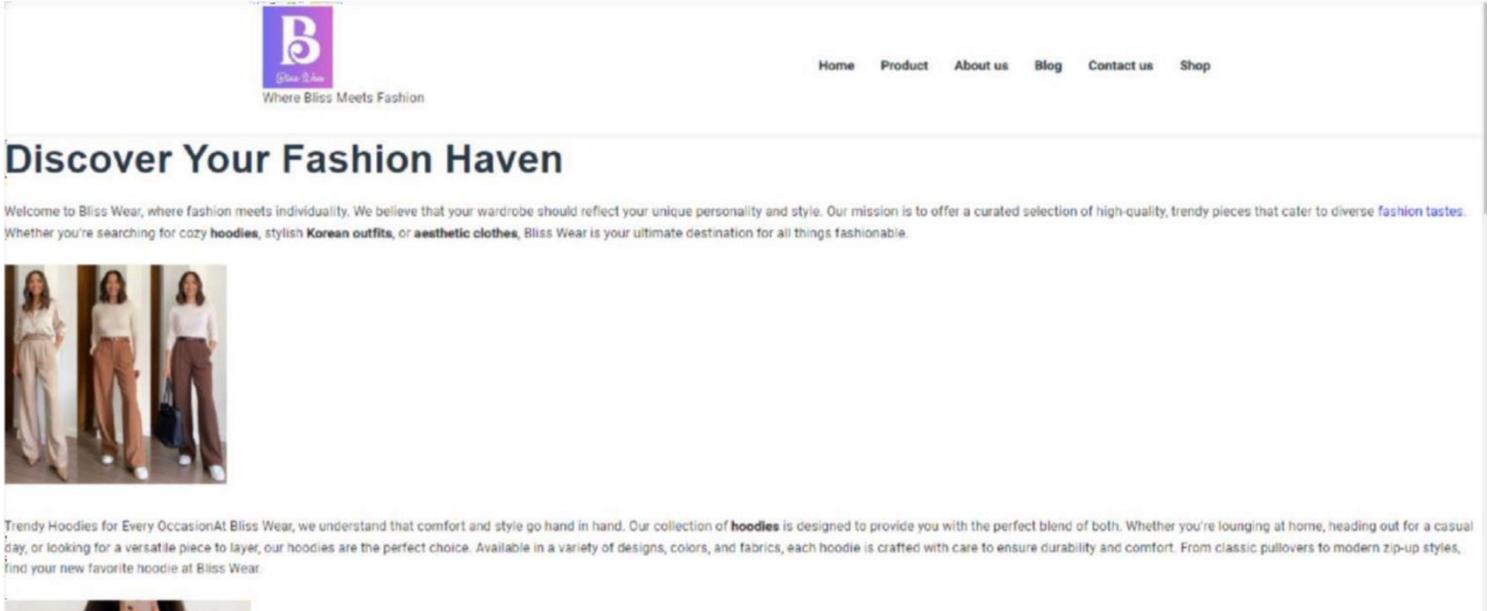
# CREATING WEBSITE CONTENT

I have created a website for Bliss Wear, featuring various sections such as the Home page, About Us page, products, Contact Us, and Blog pages. My incorporated graphics, creativity, and innovative ideas to enhance the site's visual appeal and functionality.

Bliss Wear is a modern clothing brand specializing in eco-friendly, stylish, and high-quality clothing for both men and women. The brand offers a wide range of fashion, including casual wear, formal attire, and accessories, catering to individuals who value contemporary trends, sustainability, and self-expression. Bliss Wear stands out for its commitment to empowering fashion-forward individuals with responsible, trend-conscious choices.

**HOME PAGE:** Bliss Wear's Home page features trendy, eco-friendly collections with bold visuals, easy navigation, and highlights on new arrivals. It offers a seamless shopping experience for fashion-forward customers.

**URL: <https://riya.niitlearning.in/>**

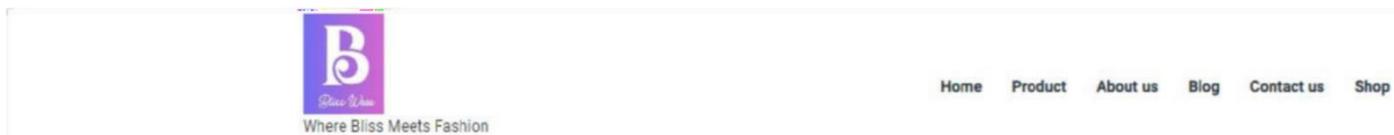


The screenshot shows the homepage of the Bliss Wear website. At the top left is the logo 'B' with the text 'Bliss Wear' and 'Where Bliss Meets Fashion'. To the right are navigation links: Home, Product, About us, Blog, Contact us, and Shop. Below the header, a large banner reads 'Discover Your Fashion Haven'. A sub-headline below it says, 'Welcome to Bliss Wear, where fashion meets individuality. We believe that your wardrobe should reflect your unique personality and style. Our mission is to offer a curated selection of high-quality, trendy pieces that cater to diverse fashion tastes. Whether you're searching for cozy hoodies, stylish Korean outfits, or aesthetic clothes, Bliss Wear is your ultimate destination for all things fashionable.' Below this text is a grid of three images showing women in different casual outfit styles. A small caption below the grid reads 'Trendy Hoodies for Every Occasion' followed by a detailed paragraph about the hoodie collection. At the bottom of the page, there is a small image of a person and some footer text.

## PRODUCT:

Bliss Wear's product page showcases each item with detailed descriptions, high-quality images, and multiple views. It includes sizing options, material information, and customer reviews. The clean, user-friendly design ensures easy browsing and encourages confident purchasing for fashion-conscious shoppers.

URL: <https://riya.niitlearning.in/product/>



## Bliss Wear Product Page

Discover the Latest in Fashion with Bliss Wear

Welcome to Bliss Wear, where fashion meets individuality and quality craftsmanship. Explore our latest collections and find the perfect pieces to express your unique style.



## Our Collections

**1. Casual Wear** Embrace comfort and style with our range of casual wear. From everyday basics to trendy pieces, our casual collection is designed to keep you looking effortlessly chic.

- **Tops & Tees:** Discover a variety of tops and tees in vibrant colors, bold prints, and soft fabrics.
- **Jeans & Pants:** Find the perfect fit with our selection of jeans and pants, available in various styles and cuts.
- **Dresses:** From sundresses to casual maxi dresses, our casual dresses are perfect for any relaxed occasion.



## Why Choose Bliss Wear?

**Fashion-Forward Designs** Our team of talented designers is dedicated to creating innovative and eye-catching pieces that set new trends in the fashion industry. We blend timeless styles with modern trends to offer you a diverse and stylish collection.

**Quality Craftsmanship** We take pride in our commitment to quality. Our products are made with the finest materials and crafted with precision to ensure durability and comfort. Every piece from Bliss Wear is designed to last and make you feel your best.

**Sustainability and Ethics** We prioritize sustainability by using eco-friendly materials and ethical manufacturing processes. Our goal is to minimize our environmental impact while maintaining high standards of quality and style.

**Inclusive Sizing** Fashion is for everyone. That's why we offer a wide range of sizes to ensure that everyone can find something that fits and flatters their body type. At Bliss Wear, inclusivity is at the heart of our brand.

**Customer-Centric Approach** Your satisfaction is our top priority. We listen to your feedback and continuously improve our products and services to meet your evolving needs. Experience exceptional customer service and a seamless shopping experience with Bliss Wear.

## Join the Bliss Wear Community

Explore our collections and discover the perfect pieces to elevate your wardrobe. Join our community of fashion-forward individuals who value quality, style, and self-expression. With Bliss Wear, you can confidently showcase your unique style and make a lasting impression.

Thank you for choosing Bliss Wear – where fashion meets individuality.

## ABOUT US:

Bliss Wear's About Us page highlights the brand's commitment to stylish, eco-friendly fashion. It shares the story behind the brand, its dedication to quality craftsmanship, and its mission to empower individuals through responsible fashion choices. The page connects with customers by emphasizing sustainability and modern style.

Bliss Wear's About Us page delves deeper into the brand's values, highlighting its focus on sustainability, innovation, and style. It emphasizes the brand's passion for empowering individuals with eco-conscious, trendsetting fashion.

URL:<https://riya.niitlearning.in/about-us/>



Home   Product   About us   Blog   Contact us   Shop

## Welcome to Bliss Wear: Your Ultimate Fashion Destination

At Bliss Wear, we believe that fashion is a powerful form of self-expression. Our mission is to provide stylish, high-quality clothing and accessories that help you look and feel your best. Whether you're searching for **clothes shopping near me**, elegant **formal clothes for men**, or cozy and trendy **sweaters**, Bliss Wear has something special for everyone.



### Our Story



### Join the Bliss Wear Community

We invite you to join the Bliss Wear community and experience the difference that quality, style, and commitment can make. Whether you visit us in-store or shop online, our team is dedicated to providing you with exceptional service and fashion-forward pieces that enhance your personal style.

Thank you for choosing Bliss Wear – where fashion meets elegance and quality. Visit us today and discover why we are the preferred choice for **clothes shopping near me**, **formal clothes for men**, and **stylish sweaters**.

**connect with us**

## BLOG:

Bliss Wear's Blog page offers fashion tips, style inspiration, and eco-friendly lifestyle content. It covers the latest fashion trends, sustainability practices, and behind-the-scenes insights into the brand's design process. Engaging articles keep fashion-conscious readers informed and inspired, encouraging interaction through comments and social media sharing.

URL: <https://riya.niitlearning.in/blog/>



## How to Transition Your Wardrobe from Day to Night?

riyamuchandi45 July 9, 2024 Leave a comment Blog

[Read More →](#)

## How to Care for Your Bliss Wear Garments

riyamuchandi45 July 9, 2024 Leave a comment Blog

[Read More →](#)

## home

riyamuchandi45 July 8, 2024 Leave a comment Blog

Search

## Recent Posts

> [How to Transition Your Wardrobe from Day to Night?](#)

> [How to Care for Your Bliss Wear Garments](#)

> [home](#)

## Recent Comments

No comments to show.

## CONTACT US:

Bliss Wear's Contact Us page provides easy access for customers to reach out for inquiries or support. It features a simple contact form, email address, phone number, and social media links. The page is user-friendly, ensuring prompt communication and assistance, enhancing the brand's connection with its audience.

**URL: <https://riya.niitlearning.in/contact-us/>**



Where Bliss Meets Fashion

Home Product About us Blog Contact us Shop

At Bliss Wear, we are dedicated to providing exceptional customer service and are here to assist you with any inquiries you may have. Whether you have a question about our products, need help with your order, or want to share your **enquiry form**

First Name

Last Name

Email

Phone

## Thank you page:

And this is the THANKYOU page of that once they submitted it will appear there

**URL: <https://riya.niitlearning.in/thank-you/>**



Where Bliss Meets Fashion

Home Product About us Blog Contact us Shop

## Thank you for submitting your details!

Your information has been received successfully. Our team will review it shortly and will contact you at the provided email address or phone number. If you have any urgent questions, please feel free to reach out to us directly. We look forward to connecting with you soon!"

# SPRINT 5

## (SOCIAL MEDIA MARKETING)

### Social Media - Facebook Paid Campaign

Promote Bliss Wear's eco-friendly and stylish clothing to increase brand awareness, engagement, and conversions via social media.

Facebook: Ideal for a broad demographic and showcasing collections through posts and ads.

### Graphic & Content Suggestions

#### Instagram & Facebook

##### •Product Showcase Posts:

High-quality images of models wearing Bliss Wear clothing in vibrant, natural settings. Highlight details like fabric texture, eco-friendly materials, and style.

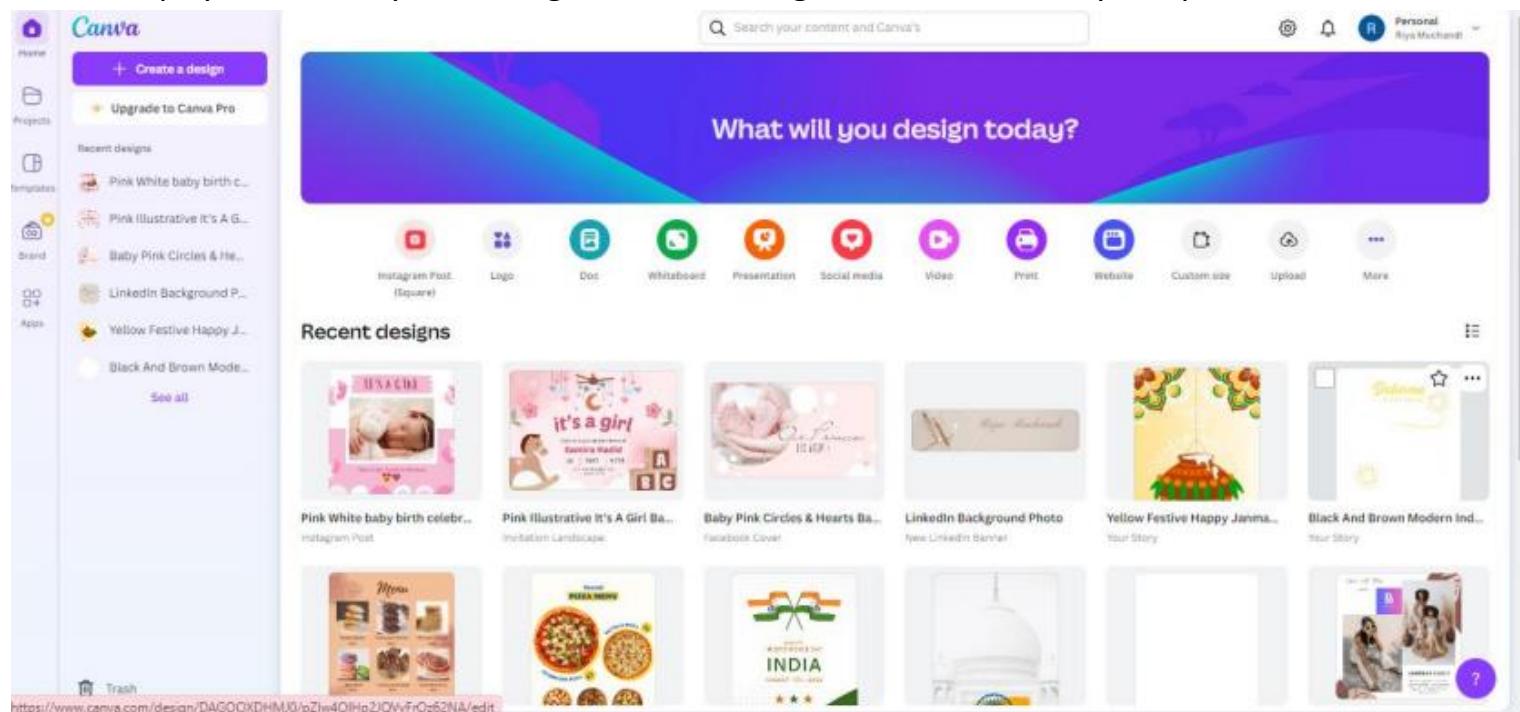
**Graphics:** Use clean, modern designs with nature-inspired elements (plants, leaves, earthy colors).

**•Behind-the-Scenes Content:** Videos or stories showcasing the production process, ecofriendly materials used, or the story behind Bliss Wear.

**Graphics:** Use a warm, personal tone, incorporating real people and the eco-conscious process.

Log in to Canva → select instagram reels → select a template → customize a template

Canva helps you create eye-catching, branded Instagram Reels with easy templates and effect.



Canva

Create a design

Upgrade to Canva Pro

Recent designs

- Pink White baby birth c...
- Pink Illustrative It's A G...
- Baby Pink Circles & He...
- LinkedIn Background P...
- Yellow Festive Happy J...
- Black And Brown Mode...

See all

Vibes with Bliss

Bliss Wear

SUMMER'S EDIT

Find your perfect match this sunny summer. From stunning separates to stylish dresses, with bliss wear.



riyamuchandi45@g  
mail.com (1).mp4

This video is made in Canva for my Bliss Wear clot

Discount

GET 30% OFF

riyamuchandi45@gmail.com

"Upgrade your wardrobe with Bliss Wear!  
#FashionForward #BlissWear"

Vibes with Bliss  
wear

blazer @terezas  
camisa @estrelabranca  
calça @mimooficial  
bota @mostadeofficial

SUMMER'S EDIT

Find your perfect match this sunny summer. From stunning separates to stylish dresses, with bliss wear.

## Set up paid social campaign:

Product awareness advertisement on Face book and instagram.

Select campaign → create → click on ads manager → all tools → First go to Meta business suite select awareness → objective

The screenshot shows the Meta Business Suite interface. On the left, there's a sidebar with various icons and links: Home, Notifications, Ads Manager, Inbox, Content, Planner, Ads, Insights, All tools, Search, Settings, and Help. The main area displays a profile for 'Bliss Wear' with a yellow cover photo of a woman in a denim jacket. Below the profile are buttons for Create Post, Create ad, Create Reel, Create Story, and More. A 'To-do list' section shows a weekly plan with 1 day left and 5 tasks completed out of 7. The bottom half of the screen is the 'All tools' sidebar, which includes sections for Recently used tools (Ads Manager, Billing & payments, Audiences, Events Manager, Commerce, Ads reporting), Engage audience (Content, Inbox, Leads Centre, Live dashboard, Page posts, Planner, Sound Collection), Analyse and report (Ads reporting, Creative reporting, Experiments, Insights, Meta Brand Collabs Manager), Advertise (Compare advertising tools, Ad limits per Page, Ads, Ads Manager, Apps, Audiences, Automated rules, Campaign Planner, Creative Hub, Events Manager, Instant Forms), Sell products and services (Appointments), and a footer with links to Facebook, Instagram, and LinkedIn.

1. Go to [Facebook Business Suite](#).
2. Click **Create Account** and enter business details.
3. Add or create a **Facebook Page** for Bliss Wear.
4. Set up an **Ad Account** and add a payment method.
5. (Optional) Invite team members and link your Instagram account.

Now your **Bliss Wear Facebook Business Account** is ready! You can manage your brand's presence, run targeted ad campaigns, and engage with your audience effectively.

The screenshot shows the 'Ad accounts' section of the Facebook Business Suite. On the left sidebar, under 'Accounts', 'Ad accounts' is selected. In the main area, there is one listed ad account: 'Bliss wear clothes' (ID: 1130264281394406). It is owned by 'blisswear\_03'. Below the list, it says '1 person is assigned to this ad account' and lists 'Riya Muchandi (You)' with 'Full control' access. There are buttons for 'Assign people' and 'Manage'.

The screenshot shows the 'People' section of the Facebook Business Suite. On the left sidebar, 'People' is selected. In the main area, it displays a single user profile: 'Riya Muchandi (You)'. The profile includes 'Business portfolio access: Full control Everything', 'Last active: 11 Aug 2024', and 'Status: Active'. There are buttons for 'Search', 'Filters', 'Export', and 'Invite people'.

The screenshot shows the Facebook Business Manager interface. On the left, there's a sidebar with 'Users' (People, Partners, System users), 'Accounts' (Pages, Ad accounts - selected), and 'Data sour...'. The main area has a modal titled 'What do you want to do?' with three options: '+ Create a new ad account' (Manage ads for your business, brand or organisation), 'Claim an existing ad account' (Move the ad account into this business portfolio. Once claimed, you can't remove the ad account. Best for: When you need to manage an ad account in the same business portfolio as other ad accounts, Facebook Pages or other business assets.), and 'Request to share an ad account' (Don't move the ad account. Access is shared with this business portfolio instead. Best for: Agencies who need access to their client's ad account.).

Creating a Facebook Business account for **Bliss Wear** is essential for running ads, managing pages, and accessing other business tools.

To create traffic ads for Bliss Wear, your clothing brand, in Facebook Business, you'll want to target fashion-conscious individuals who are interested in stylish, eco-friendly clothing. Here's how you can set up your ads step-by-step:

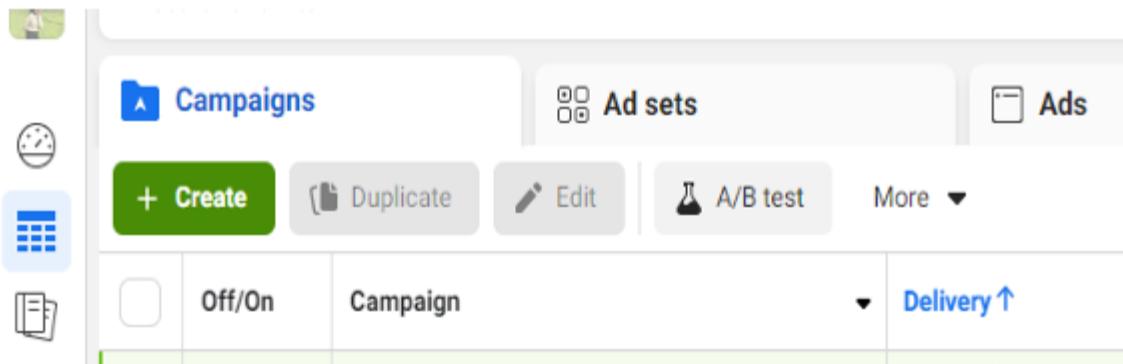
## Creating Traffic Ads for Bliss Wear:

### 1. Log in to Facebook Ads Manager

- Go to **Facebook Ads Manager** using your Facebook Business account.
- Ensure you have your **Bliss Wear Facebook Page** connected.

### 2. Click on "Create" to Start a Campaign

- Hit the green **Create** button in the Ads Manager.
- Choose the **Campaign Objective** as **Traffic**, since your goal is to drive visitors to the Bliss Wear website or online store.



### 3. Campaign Name

- Name the campaign something relevant, like "Bliss Wear - Traffic Campaign [Month/Year]."
- Optionally, enable **Campaign Budget Optimization** to allow Facebook to optimize the budget across your ad sets.

The screenshot shows the 'Edit' screen for a campaign named 'Bliss Wear Fall Collection 2024'. The 'Campaign name' field is filled with 'Bliss Wear Fall Collection 2024'. Below it, there's a section for 'Special ad categories' with a note about advertising standards. A button 'Categorise your ads' is visible at the bottom.

The screenshot shows the 'Edit' screen for the same campaign. Under 'Campaign budget', 'Advantage campaign budget' is turned 'On'. It shows a daily budget of ₹200.00 INR. Below this, 'Campaign bid strategy' is set to 'Highest volume'. A 'Budget scheduling' section is present, with a note about scheduling budget increases.

The screenshot shows the 'Edit' screen for the campaign. Under 'AUCTION', the 'Campaign objective' is set to 'Traffic', which is highlighted with a blue background. Other options include Awareness, Engagement, Leads, App promotion, and Sales.

## . Set Up the Ad Set for Targeting

- Select **Website** as the destination where you want to drive traffic (Bliss Wear's website or a specific product page).

Audience targeting:

**Location:** Target specific locations where your audience is most likely located. Since Bliss Wear is based in Belagavi, you can target not just locally, but also larger cities where eco-friendly fashion is popular, like Bengaluru, Mumbai, and Delhi.

- **Age and Gender:** Select **18-45 years** to capture your target demographic of fashion-conscious, eco-aware individuals.
- **Interests:** Choose interests that align with your target audience, such as:
  - Fashion trends
  - Sustainable fashion
  - Casual wear
  - Eco-friendly lifestyle
  - Online shopping and ecommerce
  - Relevant fashion influencers
- **Behaviors:** Target individuals who are active **online shoppers**, specifically those who have a track record of purchasing clothing and accessories online.

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Bliss Wear Fall Collection 2024' and 'Bliss Wear [Season/Collection]' selected. Below the navigation, there's a 'Create New Ad' button. The main area is titled 'Ad set name' with 'Bliss Wear [Season/Collection]' entered. There are sections for 'Conversion' (selected), 'Conversion location' (set to 'Website'), and 'Performance goal'. On the right, there's a sidebar titled 'Audience' with options for 'Your audience', 'Specific audience', and 'Estimated delivery'. A preview window on the right shows a small image of a person wearing a green dress.

Bliss Wear Fall Collection 2... ...

Bliss Wear [Season/Coll... ...

Bliss Wear [Season/C... ...

Bliss Wear Fall Collection 2024 > Bliss Wear [Season/Collection] > 1 ·

[Edit](#) [Review](#)

Location:

- India: Belgaum (+40 km) Karnataka

Show more options ▾

**Advantage+ audience** ▾

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely.

[Learn more](#)

Custom Audiences [Create new](#) ▾

Search existing audiences

Age [i](#)  
18 - 65+

Gender [i](#)  
All genders

Detailed targeting  
[Include people who match](#) [?](#)

\* Locations [i](#)

Reach people living in or recently in this location.

India

Belgaum, Karnataka + 40 km ▾

Include [▼](#)  Search locations



Browse

[Drop Pin](#)

Add locations in bulk

## 5. Budget and Schedule

- Set a **Daily or Lifetime Budget** depending on your marketing goals.
- Schedule your ads to run during high-traffic periods or in sync with any upcoming promotions or fashion seasons.
- For example, Bliss Wear might target the beginning of the holiday season for increased sales.

The screenshot shows the 'Bliss Wear [Season/Collection]' campaign page. At the top, there are navigation links: 'Bliss Wear Fall Collection 2024' > 'Bliss Wear [Season/Collection]' > '1 Ad'. Below this are 'Edit' and 'Review' buttons. A 'Show more options' dropdown is also present. Under the 'Dynamic creative' section, a toggle switch is set to 'Off'. The 'Budget & schedule' section is expanded, showing a green checkmark next to it. It contains two sections: 'Budget' and 'Schedule'. The 'Budget' section indicates an 'Advantage campaign budget' and links to 'Campaign level' for updates. The 'Schedule' section shows a start date of '5 August 2024' at '22:33 IST' and a placeholder for an end date. On the right side of the interface, there is a vertical sidebar with a light gray background.

## 6. Choose Ad Placements

- For wider exposure, opt for **Automatic Placements** which will run your ads across Facebook, Instagram, Messenger, and the Audience Network.
- You can also choose **Manual Placements** if you want to focus more on Instagram (ideal for visual-heavy content like clothing brands).

The screenshot shows the 'Placements' section. A green checkmark is next to the heading 'Placements'. Below it, a sub-section titled 'Advantage+ placements' is expanded, showing a description: 'Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.' There is also a 'Show more options' link. At the bottom of the section is a 'Close' button.

## 8. Create Your Ad

- Choose a format that works best for showcasing Bliss Wear's products. The **Carousel** format can display multiple pieces from your collection, while **Single Image** or **Video Ads** are great for specific items or a promotional brand video.
- Ensure the visuals represent Bliss Wear's unique style, focusing on eco-friendly fashion with a contemporary edge. Use high-quality images of your products, styled looks, and lifestyle imagery.

### Crafting the Ad Copy:

- Headline:** Something catchy like, "Discover Stylish, Eco-Friendly Fashion at Bliss Wear."
- Ad Text:** Emphasize what makes Bliss Wear unique—such as eco-conscious materials, contemporary design, and premium craftsmanship. Example: "Look good while doing good! Explore Bliss Wear's sustainable collection, crafted for those who care about style and the planet."
- Call-to-Action (CTA):** Choose a strong CTA like **Shop Now**, **Learn More**, or **Explore Collection** to encourage users to visit the Bliss Wear website.
- Destination URL:** Ensure you enter the URL of your website, product page, or look book where you want to direct traffic.

The screenshot shows the Facebook Ads Manager interface. At the top, it displays the campaign structure: Bliss Wear Fall Collection 2024 > Bliss Wear [Season/Collection] > Bliss Wear [Season/Collection]. It indicates the ad is in draft mode. Below this, there are sections for media selection (Manual upload, Catalogue), ad format (Flexible, Single image or video, Carousel, Collection, Multi-advertiser ads), and campaign opportunities (Potential 3% lower cost per result). The main area shows an 'Ad preview' with two carousel images. Each image features a woman in a brown dress with the text 'GET 30% OFF' and 'Embrace Autumn with Bliss Wear's Fall Collection 2024'. Below the preview are standard social media interaction buttons (Like, Comment, Share). At the bottom, a note states: 'By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.' There are 'Close', 'Back', and 'Publish' buttons.

This screenshot shows the same Facebook Ads Manager interface as the previous one, but with additional content. In the primary text field, the message 'Discover the Essence of Fall with Bliss Wear!' is entered. The rest of the interface remains the same, including the campaign structure, media selection, ad format, and campaign opportunities section. The 'Ad preview' shows the same two carousel images as the first screenshot. The bottom note and buttons are also present.

Bliss Wear Fall Collection 2024 > Bliss Wear [Season/Collection] > Bliss Wear [Season/Collection] In draft ...

**Edit** **Review**

**Optimise text per person**  
Enabled

**Call to action** **Get offer**

**Info labels**  
Use info labels to highlight attractive information about your business, such as number of Page likes or free delivery.  
[Learn more](#)

11 info labels selected  
0 more available **Edit Info Labels**

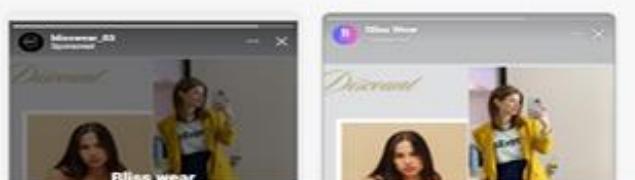
**Advantage+ creative** Tailor your ad for the person viewing it by letting us

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

**Close** **Back** **Publish**

**Campaign opportunities** Potential 3% lower cost per result.

**Ad preview** **Advanced Preview**



Bliss Wear Fall Collection 2024 > Bliss Wear [Season/Collection] > Bliss Wear [Season/Collection] In draft ...

**Edit** **Review**

**Destination**  
Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)

Instant Experience Send people to a fast-loading, mobile-optimised experience.

Website Send people to your website.

\* **Website URL** <https://ilya.nittlearning.in/> **Preview URL**

Build a URL parameter

Display link Enter the link that you want to show on your ad

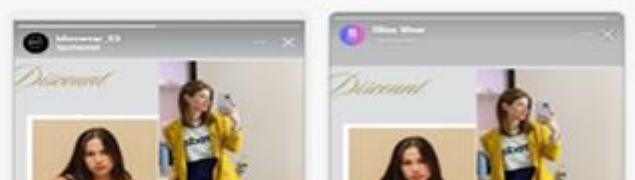
**Browser add-ons**  
People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

**Close** **Back** **Publish**

**Campaign opportunities** Potential 3% lower cost per result.

**Ad preview** **Advanced Preview**



The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Bliss Wear Fall Collection 2024', 'Bliss Wear [Season/Collection]', 'Bliss Wear [Season/Collection]', 'In draft', and a three-dot menu. Below the navigation, a message says: 'Track event data sets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.' There are sections for 'Website events' (unchecked), 'App events' (with a 'Set up' button), 'Offline events' (with a 'Set up' button), and a note: 'You no longer need to select a domain for your web events. There's nothing that you need to do for this change.' A 'Learn more' link is provided. Below this is a 'URL parameters' section with a text input containing 'key1:value1&key2:value2' and a 'Build a URL parameter' link. On the right, two ad preview cards are shown for Instagram Explore. The first card features a woman in a bikini with a 'GET 30% OFF' offer and a 'Discover the Essence of Fall with Bliss Wear!' text. The second card is similar. At the bottom, a note says 'Ad rendering and interaction may vary based on device, format and other factors.' A 'By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.' link is followed by 'Close', 'Back', and a green 'Publish' button.

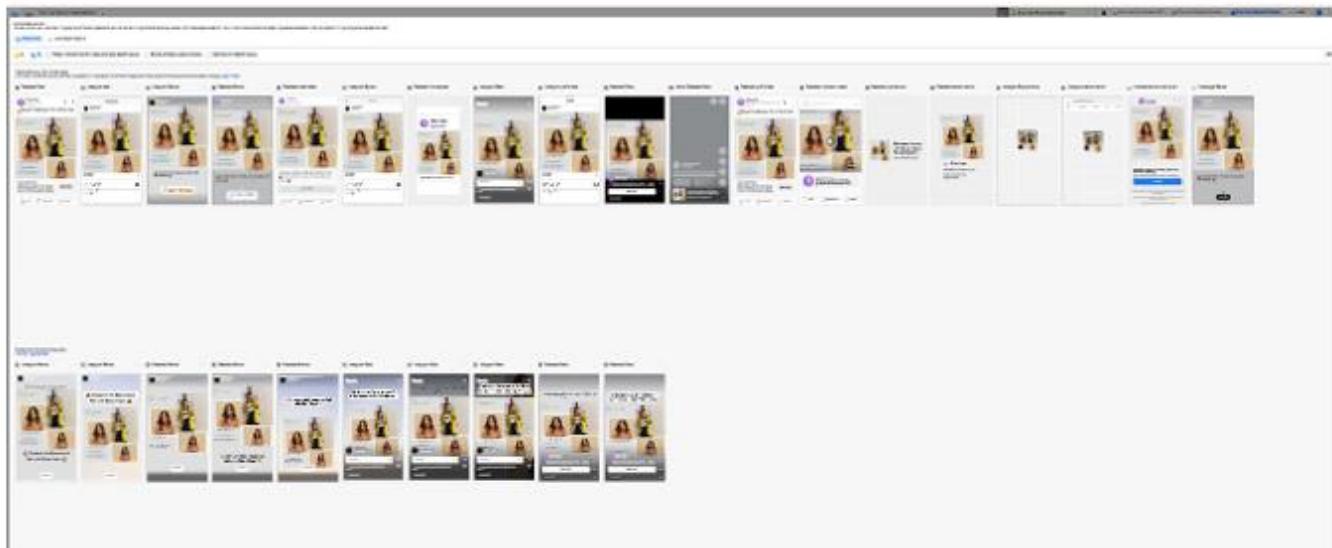
## 9. Add Tracking and Pixels

- Set up your **Facebook Pixel** to track the actions users take after they click through to the Bliss Wear site. This is critical for optimizing future campaigns.



## Review and Publish

- Before you publish the ad, double-check all the settings, ad visuals, and copy.
- Click **Publish** to go live with your campaign.



**Advanced preview**  
You can review how your ad will appear on different placements, as well as how it might be tailored per person with Advantage+ creative. We will show one variation for each impression based on what we predict will improve performance the most.

Placements    Advanced+ creative

Filter: All    Feeds, In-stream ads for videos and reels, Search results    Stories and Reels, Apps and sites    Right column, Search results    Share

## Creating awareness ads in Facebook Business for Bliss Wear

### 1. Log in to Facebook Ads Manager

- Go to **Facebook Ads Manager** from your Facebook Business account.
- Ensure you are logged in and have your Bliss Wear Page linked.
- 

### 2. Click on "Create" to Start a Campaign

- In Ads Manager, click the green **Create** button.
- Choose the **Campaign Objective** as **Brand Awareness**. This option helps increase recognition for Bliss Wear by targeting people most likely to remember your brand.

The image shows the Facebook Ads Manager interface. At the top, there are three main tabs: 'Campaigns' (selected), 'Ad sets', and 'Ads'. Below these are buttons for '+ Create', 'Duplicate', 'Edit', and 'A/B test'. A dropdown menu labeled 'More' is also present. On the left, there's a sidebar with icons for 'Ad sets' and 'A/B test'. The main area displays a table with columns for 'Off/On', 'Campaign', and 'Delivery ↑'. A green bar at the bottom indicates the table is sorted by delivery. In the foreground, a modal window titled 'Create new campaign' is open. It asks 'Buying type' (set to 'Auction') and 'Choose a campaign objective'. The 'Awareness' option is selected, highlighted with a blue background and a circular icon. To the right of the objective, there's a circular icon featuring a white megaphone and teal shapes. Below the objective, the word 'Awareness' is displayed along with a description: 'Show your ads to people who are most likely to remember them.' Under 'Good for:', there are four options: 'Reach', 'Brand awareness', 'Video views', and 'Store location awareness'. At the bottom of the modal, there are links for 'About campaign objectives', 'Cancel', and a large blue 'Continue' button.

## Name Your Campaign

- Give your campaign a descriptive name such as “Bliss Wear Brand Awareness Campaign [Month/Year].”
- Enable **Campaign Budget Optimization** (optional), which allows Facebook to automatically distribute your budget across ad sets to maximize performance.

The screenshot shows the 'Edit' view of a campaign named 'Bliss Wear Fall Collection 2024'. The 'Dynamic creative' toggle is off. Under 'Budget & schedule', the start date is set to 5 August 2024 at 22:33 IST, and there is an option to 'Set an end date'.

The screenshot shows the 'Edit' view of a campaign named 'Bliss Wear new arrivals'. The 'Dynamic creative' toggle is off. Under 'Budget & schedule', the start date is 5 August 2024 at 17:08 IST, and the end date is 5 October 2024 at 17:08 IST. On the right, a sidebar titled 'Campaign opportunities' suggests increasing brand awareness by selecting the maximum ad recall lift performance goal. It also shows audience definition with a 'Specific' to 'Broad' slider and an estimated audience size of 212,200 - 249,600.

## 4. Set Up Your Ad Set

- Choose where you want people to go after seeing your ad. For awareness campaigns, you may want to drive users to **Bliss Wear's Facebook Page, Instagram Profile, or Website**.

### Audience Targeting:

- Location:** Focus on cities or regions where your target audience resides. For example, in India, you may want to target cities like Bengaluru, Belagavi, Mumbai, and Delhi, where fashion and eco-conscious consumers are prevalent.
- Age:** Target the age range of **18–45** for Bliss Wear's fashion-conscious demographic.
- Gender:** Choose either gender or both, depending on your product offerings (men's, women's, or unisex fashion).
- Interests:** Use interests such as:
  - Sustainable and eco-friendly fashion
  - Contemporary clothing
  - Fashion influencers and trends
  - Organic and ethical products
  - Online shopping behaviors
- Behaviors:** Target those who frequently engage with fashion content or have previously purchased eco-friendly fashion products.

\* Locations ⓘ  
Reach people living in or recently in this location.

India  
Belgaum, Karnataka + 40 km

Include Search locations

Browse

Add locations in bulk.

Bliss Wear new arrivals

Bliss Wear new arrivals

Bliss Wear clothes

All delivery methods

Platforms

- Facebook
- Instagram
- Facebook Audience Network
- Messenger

Asset communication

Facebook posts from Bliss Wear's Instagram account

Placements

- Feed
- Instagram feed
- Instagram profile feed
- Facebook profile feed
- Facebook page feed
- Facebook right column

Campaign opportunities

Apply

Audience definition

Smart

Estimated audience size: 232,281 - 245,600

Next Back

The screenshot shows the Facebook Ads Manager interface. At the top, it displays the ad set path: Bliss wear new arrivals > Bliss Wear new arrivals > Bliss Wear clothes. It indicates the ad is in draft mode. Below this, there are sections for 'Ad name' (Bliss Wear clothes), 'Campaign opportunities' (Maximise ad recall lift performance goal for awareness ad set), and 'Partnership ad' (Off). The 'Identity' section is selected, showing a dropdown for 'Facebook Page' with 'Bliss Wear' chosen. A note says: 'Select a Page at the ad set level. For this ad, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.' Below this is an 'Instagram account' section. A note at the bottom states: 'By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.' On the right, there is an 'Ad preview' section showing examples of the ad as it would appear on Facebook Feeds and Instagram Feed. Buttons for 'Back' and 'Publish' are at the bottom right.

## Create Your Ad

- Select your ad format. For a clothing brand like Bliss Wear, **Single Image**, **Carousel**, or **Video Ads** work well:
  - **Single Image:** Showcase a standout product or eco-friendly feature of your clothing.
  - **Carousel:** Display multiple clothing items or a collection (e.g., casual wear, accessories, formal attire).
  - **Video:** A behind-the-scenes video about your eco-friendly production process or a styled fashion shoot.

### Ad Creative Tips:

- Use **high-quality visuals** that align with Bliss Wear's brand image. Highlight the sustainability and style aspects of your clothing line.
- Showcase models wearing Bliss Wear's latest products in real-world settings (e.g., casual or urban environments).

### Writing Your Ad Copy:

- **Headline:** Use an eye-catching title like, "Bliss Wear: Eco-Friendly Fashion for Trendsetters."
- **Primary Text:** Keep it concise and highlight your key selling points. Example: "Look stylish and feel great in sustainable fashion made for you. Explore Bliss Wear's eco-friendly clothing today!"
- **Call-to-Action (CTA):** You can choose **Learn More** or **Shop Now**, depending on whether you want people to visit your website or just raise awareness about your brand.

### Example Ad Copy for Bliss Wear:

- **Headline:** "Step into Sustainable Fashion with Bliss Wear."
- **Primary Text:** "Discover eco-conscious clothing that blends style with responsibility. Our premium fabrics are crafted to be kind to the planet and perfect for your wardrobe."

Biss Wear new arrivals

Biss Wear new arrivals

Biss Wear clothes

\$100

Biss Wear clothes

Ad preview

Advanced Preview

Campaign opportunities

You could increase brand awareness by selecting the Maximize ad recall bid performance goal for thisiness ad rec.

Facebook Feeds

Instagram Feed

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved

Back Publish

## Review and Publish

- Before publishing, review your ad creative, targeting, and settings.
- Click **Publish** to go live.

Advanced preview

You can review how your ad will appear on different placements. We will show one variation for each impression based on what we predict will improve performance the most.

All Feeds, in-stream ads for videos and reels, Search results Stories and Reels Search results

Biss Wear new arrival

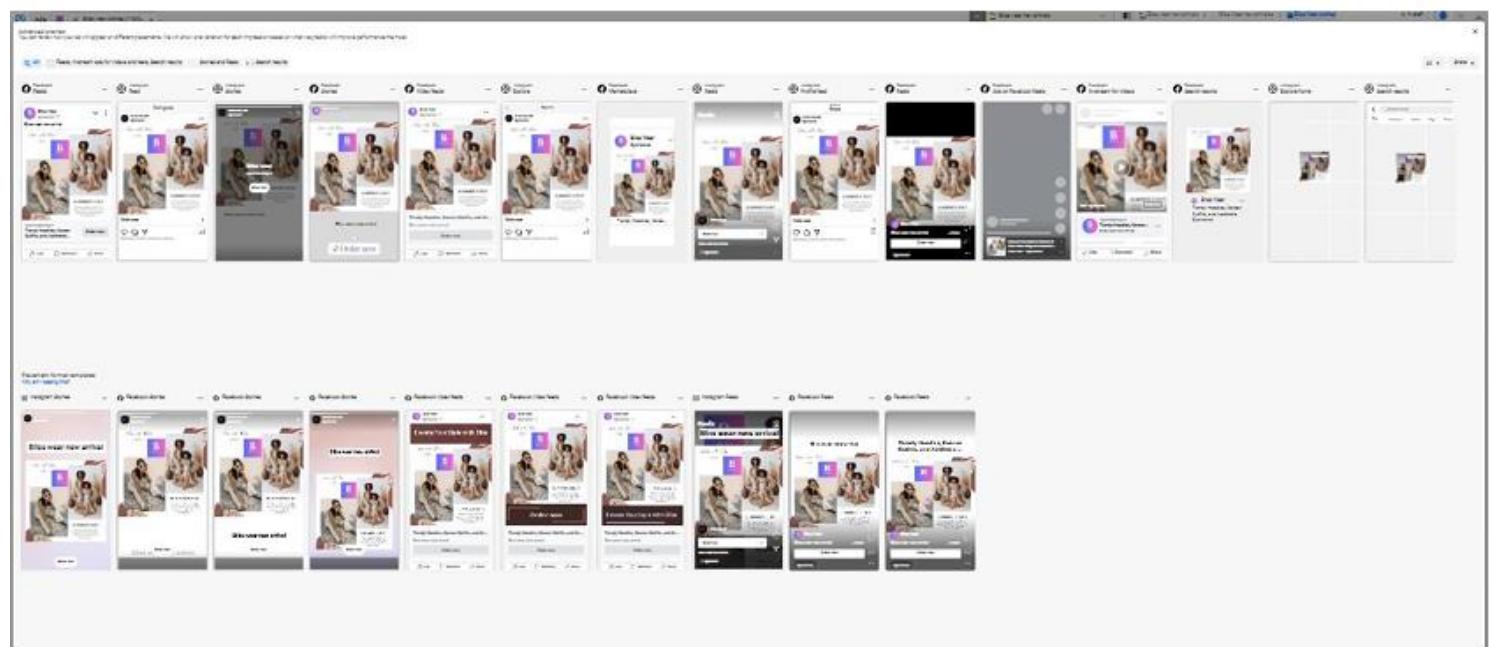
Trendy Hoodies, Korean Outfits, and A...

Cancel Save

## Best Practices for Awareness Ads:

- **Consistency in Branding:** Use visuals, fonts, and colors consistent with Bliss Wear's branding. Make sure your ads reflect the eco-conscious and stylish ethos of your brand.
- **Focus on Storytelling:** For a brand awareness campaign, emphasize Bliss Wear's story—why sustainable fashion matters and how your products are made.
- **Leverage Video Content:** Video tends to get higher engagement, especially for fashion brands. Show your products in action or share a behind-the-scenes look at how your clothes are made sustainably.
- **A/B Testing:** Create different variations of your ad with different headlines, images, or formats and test which one performs better in terms of reach and engagement.

This campaign will help increase brand awareness for **Bliss Wear**, encouraging your target audience to engage with your eco-friendly and stylish clothing brand.



## Creating lead ads in Facebook Business for Bliss Wear

### 1. Log in to Facebook Business Manager

- Go to **Facebook Ads Manager** via your Facebook Business account.

### 2. Click "Create" to Start a New Campaign

- Click the green **Create** button in Ads Manager to start creating a new ad campaign.

### 3. Choose Lead Generation as Your Campaign Objective

- Select **Lead Generation** as the campaign objective. This will allow you to create ads that collect information directly from users within the Facebook platform.
- Name your campaign something relevant like, "Bliss Wear - Lead Generation Campaign [Month/Year]."
- Turn on **Campaign Budget Optimization** if you want Facebook to manage the budget across different ad sets.

### 4. Accept Facebook's Lead Ad Terms

- If this is your first time running lead ads, you'll need to **accept Facebook's Lead Ad Terms**. Facebook will prompt you to review and agree to their policies.

### 5. Set up Your Ad Set

This is where you define your audience, placement, budget, and schedule.

#### *Targeting Your Audience:*

- **Location:** Focus on regions where Bliss Wear has a strong potential customer base, like Belagavi and nearby urban areas or larger cities with fashion-forward individuals.
- **Age and Gender:** Select **18-45 years** to capture your target audience (fashion-conscious individuals).
- **Interests:** Select relevant interests such as:
  - Sustainable fashion
  - Casual wear
  - Eco-friendly lifestyle
  - Fashion trends
  - Online shopping
  - Competitor brands (e.g., Zara, H&M, sustainable brands)
- **Behaviors:** Target people who are frequent online shoppers or engaged with fashion and lifestyle content.

#### *Placements:*

- Choose **Automatic Placements** to let Facebook show your lead ad across all its platforms (Facebook, Instagram, Messenger, and Audience Network).
- Or select **Manual Placements** if you want to focus on specific platforms (e.g., Instagram Feed and Stories for a clothing brand).

#### *Budget and Schedule:*

- Set your daily or lifetime **budget** based on how much you want to spend.
- Schedule your ads to run during high-traffic periods or during a special Bliss Wear promotion (e.g., "Join the waitlist for our eco-friendly collection launch!").

## 6. Lead Form Setup

The key to lead ads is the **lead form**, where users will submit their information.

### *Form Type:*

- Choose between **More Volume** (shorter forms for easier conversions) or **Higher Intent** (longer forms that ask users to confirm their interest, which can lead to higher-quality leads).

### *Customizing the Form:*

- **Intro:** Add a catchy headline and brief description about why users should fill out the form. For example:
  - **Headline:** "Be the First to Discover Bliss Wear's Eco-Friendly Fashion!"
  - **Description:** "Join our exclusive community and be the first to know about our new collection, eco-friendly fashion tips, and special offers."
- **Questions:** Collect information like:
  - **Full Name**
  - **Email Address**
  - **Phone Number** (optional, but useful if you want to contact them directly).
  - You can also ask custom questions, such as "What type of fashion are you most interested in? Casual, Formal, or Sustainable?"
- **Privacy Policy:** Provide a link to your website's **Privacy Policy** (a required step to ensure data compliance).

### *Thank You Screen:*

- Customize the "Thank You" message that users see after they submit their information. For example:
  - **Headline:** "Thanks for Joining the Bliss Wear Community!"
  - **Description:** "Check your email for exclusive updates and offers on our sustainable fashion collection."
- Add a **Call-to-Action** button such as "Shop Now" or "Visit Website" to drive traffic back to your online store.

## 7. Create Your Ad

Now it's time to create the actual ad that will promote your lead form.

### *Choose Ad Format:*

- **Single Image or Video:** Best for highlighting a specific product or promotion.
- **Carousel:** Ideal for showcasing multiple items from your Bliss Wear collection.
- Make sure the visuals reflect the style and eco-friendly philosophy of Bliss Wear. High-quality images or videos featuring your best designs, styled looks, and models wearing your clothing will attract more leads.

### *Ad Copy:*

- **Headline:** Keep it short and compelling, such as "Join the Bliss Wear VIP List."
- **Primary Text:** Highlight the benefits of signing up, like access to exclusive offers, new arrivals, and sustainable fashion tips. Example:
  - "Sign up today for early access to our latest eco-friendly collection and get exclusive discounts!"
- **Call-to-Action:** Use a clear CTA like **Sign Up**, **Learn More**, or **Join Now** to encourage users to engage with the lead form.

## 8. Add Tracking and Pixels

- Set up **Facebook Pixel** tracking to monitor user behavior after they interact with your ad (e.g., visiting your website or making a purchase).

- Use **UTM Parameters** in your URLs to track the traffic coming from the lead ad campaign in your analytics tool.

## 9. Review and Publish

- Double-check all settings, ad creative, and the lead form.
- Click **Publish** to go live with your lead generation campaign.

### Best Practices for Bliss Wear Lead Ads:

- **Use High-Quality Visuals:** Showcase your brand's eco-friendly and stylish fashion. Beautiful images or short videos of your products in action can significantly boost engagement.
- **Offer Value:** Entice users with offers like discounts, early access to collections, or exclusive fashion tips to encourage sign-ups.
- **Short, Simple Forms:** Keep the form easy to fill out with only essential fields (like name and email) to increase submissions.
- **Follow Up Promptly:** Once you've collected leads, follow up with an email or SMS to engage them further. You can use this opportunity to direct them to your Bliss Wear online store or provide a special offer.

By following these steps, you'll be able to effectively capture leads for Bliss Wear and nurture them into loyal customers.

The screenshot displays the Meta Ads Manager interface for creating a lead ad. It shows the following sections:

- Lead Ad Creation:** A top-level section with a "Set up" button.
- Tracking:** A section where "CRM events" are selected, with "Website events" and "App events" also listed with "Set up" buttons.
- Offline events:** A section with a note: "You no longer need to select a domain for your web events. There's nothing that you need to do for this channel."
- Form:** A preview window titled "Form" showing a lead capture form with a "Bliss Wear" logo and the text: "Embrace Autumn with Bliss Wear's Fall Collection 2024 🍁". Below the form is a message: "Welcome to bliss wear family. Explore our latest eco-friendly Fall Collection 2024 and elevate your style with Bliss Wear's chic and sustainable fashion pieces."
- Messaging:** A section showing mobile phone screenshots of messaging interfaces.

Eco-Friendly Fashion - Bliss Wear > Bliss wear fashionable > Eco-Friendly Fashion Campaign - E

In draft |

I earn more about downloading your leads from Meta.

Set up

**Tracking**

Track event data sets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

CRM events

Website events

App events

Offline events

**URL parameters**

You no longer need to select a domain for your web events. There's nothing that you need to do for this change.

Learn more

Welcome to bliss wear family. Explore our latest eco-friendly Fall Collection 2024 and elevate your style with Bliss Wear's chic and sustainable fashion pieces.

Embrace Autumn with Bliss Wear's Fall Collection 2024

Bliss Wear

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

Learn more about downloading your leads from Meta

Set up

**Tracking**

Track event data sets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

CRM events

Website events

App events

Offline events

You no longer need to select a domain for your web events. There's nothing that you need to do for this change.

Learn more

**Chat**

Bliss Wear Business chat

Hi. Please answer a few questions so that we can get to know you better.

Are you interested in our products or services?

What town/city do you live in?

San Francisco

**Messaging**

# **SPRINT 6**

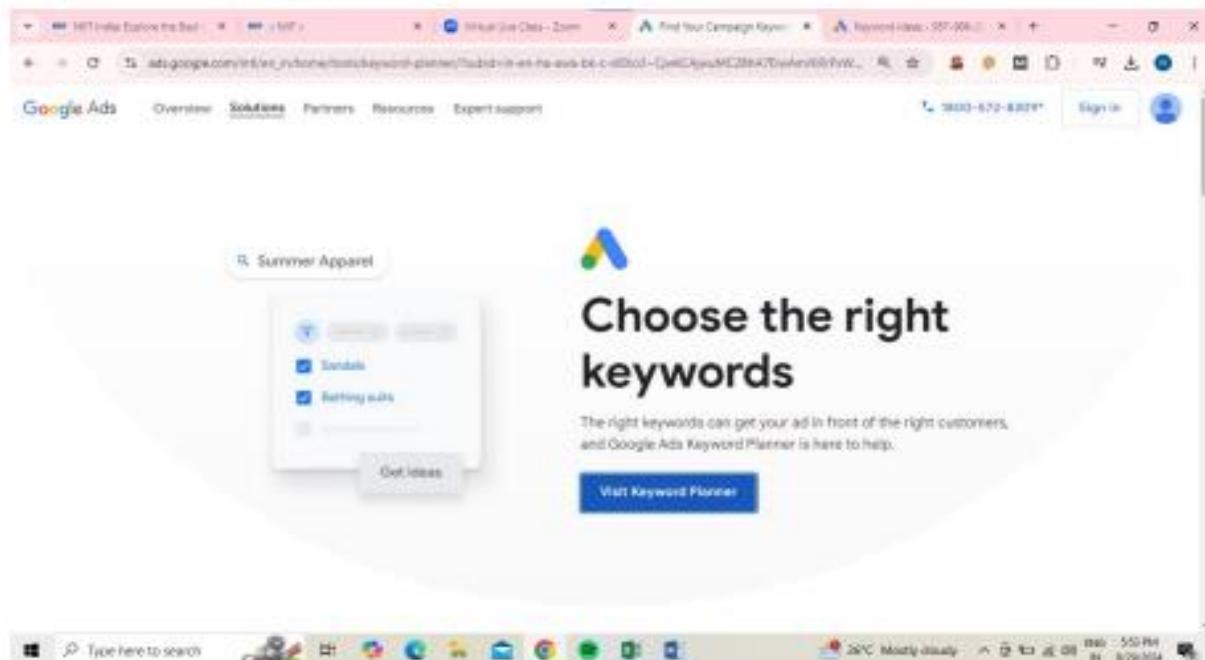
## **(GOOGLE AD PAID CAMPAIGN)**

## Setting up campaigns on Google

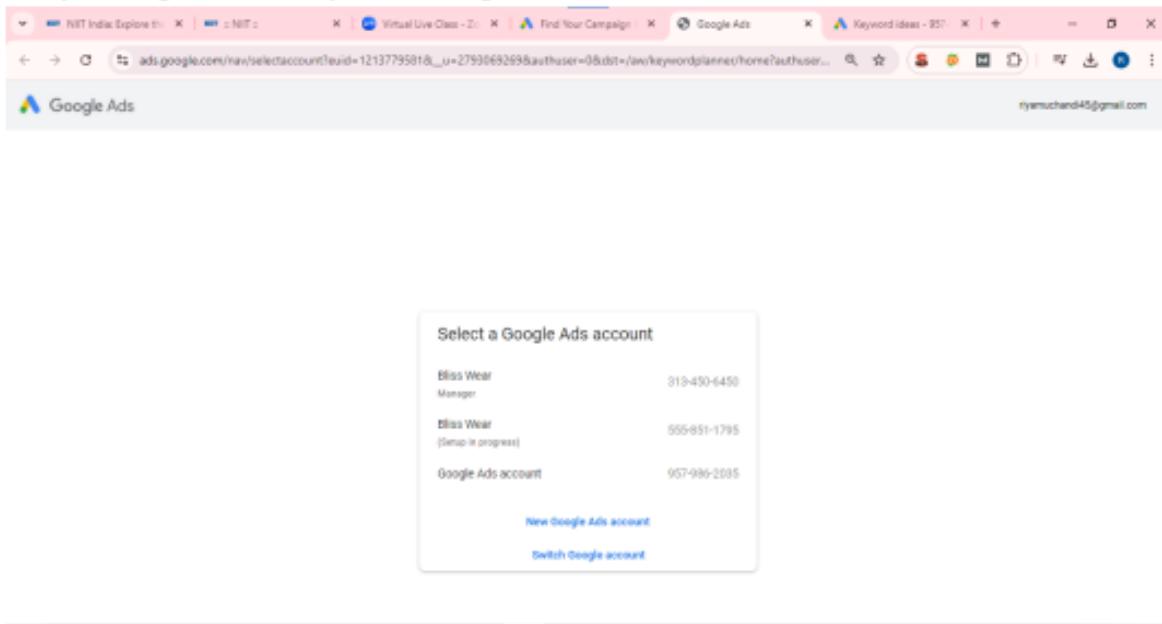
So one of the most important thing in search campaign is keywords. So we have to choose keywords very carefully because now for each keyword which you will select Google will charge money from you which is known as CPC and also when Google charge money for keyword it's known as PPC (pay per click)

So our journey will start from Google keyword planner tool.

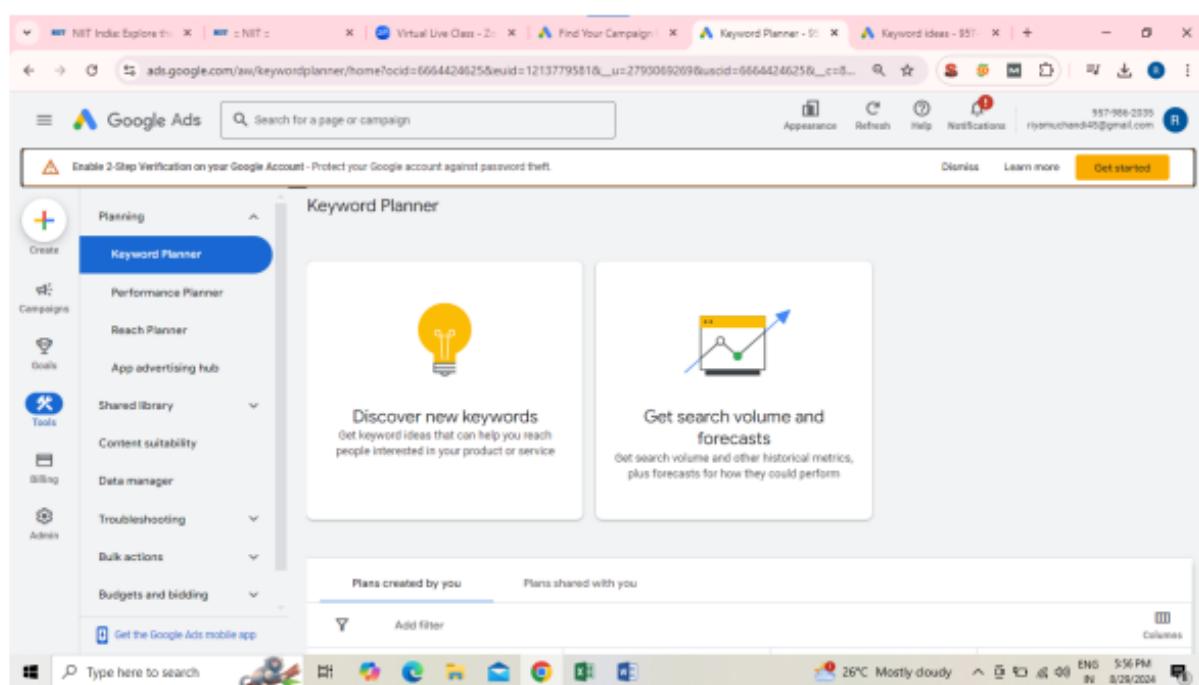
## Step 1: Access Google Ads



## Step 2: sign in with your Google Ads account



## Step 3: Discover new keywords (choose this tool)



## Step 4: Enter relevant keywords → Get result

The screenshot shows the Google Keyword Planner interface. On the left, there's a sidebar with navigation links like Planning, Keyword Planner, Performance Planner, Reach Planner, etc. The main area is titled 'Keyword Planner' and has two tabs: 'Start with keywords' and 'Start with a website'. Under 'Start with keywords', there's a search bar with 'trending clothes' entered, and a note below it says 'Try to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business'. There's also a link to 'Learn more'. Below the search bar, there's a section to 'Enter a site to filter unrelated keywords' with 'INRINJY' entered. A note says 'Using your site will filter out services, products or brands that you don't offer'. At the bottom of this section is a 'Get results' button. Below the main form, there are tabs for 'Plans created by you' and 'Plans shared with you'. The status bar at the bottom shows the date as 8/29/2024.

## Step5: Your keyword idea list → download your list with CSV method in excel sheet

The screenshot shows the results page from the Google Keyword Planner. The top header indicates the plan is from Aug 29, 2024, 5 pm, GMT+05:30. The main area is titled 'Keyword Ideas' and shows a table of 765 keyword ideas. The columns include 'Keyword (by relevance)', 'Avg. monthly searches', 'Three month change', 'YoY change', 'Competition', 'Ad impression share', and 'Top of page bid (low range)'. The first few rows of the table are:

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)
denim outfit...	100 - 1K	0%	0%	High	—	₹1.76
cheap trend...	100 - 1K	0%	0%	High	—	₹0.55
winter fashion...	10 - 100	-100%	-100%	—	—	—
wide leg pants...	100 - 1K	0%	0%	High	—	—

To the right of the table, there's a 'Refine keywords' sidebar with sections for 'Brand or Non-Brand', 'Gender', and 'Year'. The status bar at the bottom shows the date as 8/29/2024.

## Step 6: Save it to the excel sheet

The screenshot shows a Microsoft Excel spreadsheet titled "Keyword Stats 2024-08-29 at 18\_05\_13 - Excel". The data is organized into columns:

Keyword	Currency	Avg. mont	Three mo	YOY chang	Competit	Competit	Top of pag	Top of pag	Ad Impres	Organic In	Organic In	account In	plan?	Searches: Se	Searches: Se	Searches: Se	Searches: Se
trending clothes	INR	5000	0%	0%	Medium	43	1.38	18.45									
aesthetics clothes	INR	50	—	—	Low	0											
trendy clothes for women	INR	50000	0%	0%	High	97	1.36	12.96									
denim outfit	INR	500	0%	0%	High	94	1.76	15.22									
cheap trendy clothes	INR	500	0%	0%	High	92	0.95	7.87									
winter fashion 2022	INR	50	-100%	-100%	Unknown												
wide leg pants outfit	INR	500	0%	0%	High	70											
trendy clothing websites	INR	500	0%	0%	High	100	1.09	18.61									
metallic outfit	INR	500	900%	900%	High	100	4.6	19.62									
fashion style	INR	5000	0%	0%	Low	4	20.1	77.7									
trendy clothing stores	INR	500	0%	0%	Low	26	3.1	19.7									
trendy outfit for women	INR	50000	0%	0%	High	97	1.36	12.96									
grunge fashion	INR	500	0%	0%	Low	2											
trending dresses	INR	5000	0%	0%	High	73	1.92	35.3									
viva magenta dress	INR	50	0%	-90%	High	91											
grunge style clothing	INR	500	900%	0%	Low	9											
leopard print clothes	INR	50	0%	0%	High	93											
trendy summer outfit	INR	500	-90%	0%	High	92	1.99	7.94									
cute trendy clothes	INR	50	0%	0%	High	93											
dress styles for women	INR	5000	0%	0%	High	93	7.76	78.95									
trending dresses for women	INR	50000	0%	0%	High	98	1.07	12.59									
trending outfit	INR	5000	-90%	-90%	Medium	39	2.61	19.35									

## Step 7: Now clean your sheet and remove unnecessary columns. And only keep this 5 columns

1. Keywords
2. Average monthly searches
3. Competitions
4. Top of page bid (low range)
5. Top of page bid (high range)

The screenshot shows the same Microsoft Excel spreadsheet after cleaning. The visible columns are A, B, C, H, and I. The data has been reduced to 23 rows, matching the list of items in Step 7.

Keyword	Avg. monthly searches	Competition (indexed value)	Top of page bid   low range	Top of page bid   high range
trending clothes	5000	43	1.38	18.45
aesthetics clothes	50	0		
trendy clothes for women	50000	97	1.36	12.96
denim outfit	500	94	1.76	15.22
cheap trendy clothes	500	92	0.95	7.87
winter fashion 2022	50			
wide leg pants outfit	500	70		
trendy clothing websites	500	100	1.09	18.61
metallic outfit	500	100	4.6	19.62
fashion style	5000	4	20.1	77.7
trendy clothing stores	500	26	3.1	19.7
trendy outfit for women	50000	97	1.36	12.96
grunge fashion	500	2		
trending dresses	5000	73	1.92	35.3
viva magenta dress	50	91		
grunge style clothing	500	9		
leopard print clothes	50	93		
trendy summer outfit	500	92	1.99	7.94
cute trendy clothes	50	93		
dress styles for women	5000	95	7.76	78.95
trending dresses for women	50000	98	1.07	12.59
trending outfit	5000	39	2.61	19.35

Step 8: Add a column of Average Bid Value and calculate average bid value with this formula : =Average(D2:E2). Apply formula in the entire column.

The screenshot shows an Excel spreadsheet titled "Keyword Stats 2024-08-29 at 17\_34\_25 - Excel". The data includes columns for Keyword, Avg. monthly searches, Competition (indexed value), Top of page bid (low range), Top of page bid (high range), and Avg bid value. The formula `=AVERAGE(D2:E2)` is applied to the 'Avg bid value' column, resulting in values like 3.93, 7.38, 8.49, etc. The status bar at the bottom indicates COUNT: 193, SUM: 881.950, and a timestamp of 8/29/2024 6:20 PM.

Keyword	Avg. monthly searches	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Avg bid value
trending clothes	5000	43	1.38	18.45	3.93
athletes clothes	50	0			#DIV/0!
trendy clothes for women	50000	57	1.38	12.98	7.38
denim outfits for women	500	54	1.76	13.22	8.49
cheap trendy clothes	500	52	0.95	7.87	4.41
winter fashion 2022	50				#DIV/0!
wide leg pants outfit	500	70			#DIV/0!
trendy clothing websites	500	100	1.69	18.6	10.145
metallic outfit	500	100	4.6	19.63	12.105
fashion style	5000	4	28.1	77.69	48.895
trendy clothing stores	500	26	3.1	19.7	11.4
trendy outfits for women	50000	97	1.36	12.96	7.16
grunge fashion	500	2			#DIV/0!
trending dresses	5000	73	1.92	35.5	18.71
viva magenta dress	50	51			#DIV/0!
grunge style clothing	500	9			#DIV/0!
leopard print clothes	50	53			#DIV/0!
trendy summer outfit	500	52	1.99	7.53	4.96
cute trendy clothes	50	53			#DIV/0!
dress styles for women	5000	93	7.76	78.54	43.35
trending dresses for women	50000	98	1.07	12.59	6.83
trending outfit	5000	29	2.61	19.34	10.975

Step 9: Sort the average monthly searches from largest to smaller.

The screenshot shows the same Excel spreadsheet after sorting the data by the 'Avg. monthly searches' column in descending order. The top rows now include keywords like "trendy clothes for women" (50000) and "trendy outfits for women" (50000). The status bar at the bottom indicates COUNT: 193, SUM: 881.950, and a timestamp of 8/29/2024 6:20 PM.

Keyword	Avg. monthly searches	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Avg bid value
trendy clothes for women	50000	97	1.36	12.96	7.36
trendy outfits for women	50000	97	1.36	12.96	7.36
trending dresses for women	50000	98	1.87	12.59	6.83
athletic clothes	50000	60	0.97	18.17	
trendy ladies clothes	50000	97	1.36	12.96	
trending women tops	50000	99	1.11	9.5	
athletic cloth	50000	60	0.97	18.17	
dress style korean	50000	51	1.21	9.94	
latest fashion western dresses	50000	99	0.92	5.81	
trending clothes	5000	43	1.28	18.45	9.935
fashion style	5000	4	20.1	77.69	48.895
trending dresses	5000	73	1.92	35.5	18.71
dress styles for women	5000	93	7.76	78.54	43.35
trending outfit	5000	29	2.61	19.34	10.975
monochrome outfit	5000	40	2.4	10.66	6.54
trending fashion for women	5000	94	1.26	13.58	7.42
90 style clothes	5000	3			#DIV/0!
trending sweaters	5000	96	1.76	3.03	2.355
trendy winter outfit	5000	99	2.31	8.76	5.545
neutral colors clothes	5000	25	2.04	9.29	5.865
trending outfit for women	5000	94	1.28	13.58	7.42
trending dress	5000	73	1.92	35.5	18.71

## Step 10: Now delete the #DIV/0! column and filter keywords according to the Average bid value.

The screenshot shows an Excel spreadsheet titled "Keyword Stats 2024-08-29 at 17\_34\_25 - Excel". The data consists of 23 rows of keyword statistics. The columns are labeled A through K. Column A contains keywords, B contains average monthly searches, C contains competition (indexed value), D contains top of page bid (low range), E contains top of page bid (high range), and F contains avg bid (avg). A filter dialog box is overlaid on the spreadsheet, specifically targeting column F. The filter settings are: "Select All" for "Search Ranking" and "Add current selection to filter" is checked. The "OK" button in the dialog box is highlighted.

Keyword	Avg. monthly searches	Competition (indexed value)	Top of page bid (low range)	Top of page bid (high range)	Avg bid (avg)
trendy clothes for women	50000	97	1.38	12.98	7.18
trendy outfit for women	50000	97	1.38	12.95	8.83
trending dresses for women	50000	98	1.67	10.17	5.57
esthetic clothes	50000	60	0.97	12.98	7.18
trendy ladies clothes	50000	97	1.38	12.98	7.18
trending women tops	50000	99	1.11	9.5	5.305
esthetic cloth	50000	60	0.97	9.17	5.57
dress style korean	50000	51	1.22	9.84	5.575
latest fashion western dresses	50000	99	0.92	5.81	3.365
trending clothes	5000	43	1.38	18.45	9.915
fashion style	5000	4	20.1	77.69	48.895
trending dresses	5000	73	1.52	35.5	18.71
dress styles for women	5000	93	7.78	78.54	43.35
trending outfit	5000	39	2.61	23.34	10.973
monochrome outfit	5000	40	2.4	10.88	8.54
trending fashion for women	5000	94	1.28	13.58	7.42
new style clothes	5000	9	1.76	3.63	2.355
trending sweater	5000	96	1.76	8.78	5.545
trendy winter outfit	5000	99	2.31	9.29	5.665
neutral colors clothes	5000	25	2.04	13.58	7.42
trending outfit for women	5000	94	1.26	25.5	18.71
trending dress	5000	73	1.52	8.78	5.545
trendy winter clothes	5000	99	2.31	25.4	13.17
new style dress for women	5000	96	0.94	34.73	19.385
dressing style for female	5000	31	4.04		

The screenshot shows the same Excel spreadsheet after applying the filter. Only the rows where the average bid (F) is not equal to zero are displayed. The first few rows are: 'trendy outfit for women' (avg bid 7.18), 'trending dresses for women' (avg bid 8.83), 'esthetic clothes' (avg bid 5.57), 'trendy ladies clothes' (avg bid 7.18), 'trending women tops' (avg bid 5.305), 'dress style korean' (avg bid 5.575), 'latest fashion western dresses' (avg bid 3.365), 'trending clothes' (avg bid 9.915), 'fashion style' (avg bid 48.895), 'trending dresses' (avg bid 18.71), 'dress styles for women' (avg bid 43.35), 'trending outfit' (avg bid 10.973), 'monochrome outfit' (avg bid 8.54), 'trending fashion for women' (avg bid 7.42), 'new style clothes' (avg bid 2.355), 'trending sweater' (avg bid 5.545), 'trendy winter outfit' (avg bid 5.665), 'neutral colors clothes' (avg bid 7.42), 'trending outfit for women' (avg bid 18.71), 'trending dress' (avg bid 5.545), 'trendy winter clothes' (avg bid 13.17), 'new style dress for women' (avg bid 19.385), and 'dressing style for female' (avg bid 34.73).

Keyword Stats 2024-08-29 at 17\_34\_25 - Excel

	A	B	C	D	E	F	G	H	I	J	K
4	trendy ladies clothes	30000	57	1.38	12.98	7.18					
5	trending women tops	50000	59	1.11	9.5	5.305					
6	aesthetic cloth	50000	60	0.97	10.17	5.57					
7	dress style korean	50000	51	1.21	9.94	5.575					
8	latest fashion western dresses	50000	99	0.92	5.83	3.965					
9	trending clothes	5000	43	1.38	18.45	9.915					
10	fashion style	5000	4	20.1	77.69	48.895					
11	trending dresses	5000	73	1.92	25.5	18.71					
12	dress styles for women	5000	93	2.76	28.94	43.35					
13	trending outfit	5000	39	2.61	19.34	10.975					
14	monochrome outfit	5000	40	2.4	10.68	6.54					
15	trending fashion for women	5000	94	1.28	13.58	7.42					
16	trending sweater	5000	96	1.76	3.03	2.355					
17	trendy winter outfit	5000	59	2.31	8.78	5.345					
18	neutral colors clothes	5000	29	2.04	9.29	5.665					
19	trending outfit for women	5000	94	1.26	13.58	7.42					
20	trending dress	5000	79	1.92	35.5	18.71					
21	trendy winter clothes	5000	99	2.31	8.78	5.345					
22	new style dress for women	5000	96	0.94	25.4	18.17					
23	dressing style for female	5000	31	4.04	74.73	39.385					
24	new dress styles for ladies	5000	96	0.94	25.4	13.17					
25	new style clothes	5000	78	2.22	28.26	15.24					
26	trending jackets for women	5000	97	1.44	24.08	12.76					

Keyword Stats 2024-08-29 at 17\_34\_25 - Excel

	A	B	C	D	E	F	G	H	I	J	K
1	trendy outfit for women	50000	57	1.38	12.98	7.18					
2	Sort A to Z	50000	58	1.07	12.98	8.83					
3	Sort Z to A	50000	60	0.97	10.17	5.57					
4	Sort by Color	50000	97	1.38	12.98	7.18					
5	Clear Filter From "trendy outfit for..."	50000	99	1.11	9.5	5.305					
6	Filter by Cell	50000	60	0.97	10.17	5.57					
7	Text Filters	50000	51	1.21	9.94	5.575					
8	Search	50000	99	0.92	5.83	3.965					
9	(Select All)	50000	43	1.38	18.45	9.915					
10	00s style clothes	5000	73	1.92	25.5	18.71					
11	1970 style clothes	5000	93	2.76	28.94	43.35					
12	1980 clothing style	5000	39	2.61	19.34	10.975					
13	1980s denim fashion	5000	40	2.4	10.68	6.54					
14	1990 grunge fashion	5000	94	1.28	13.58	7.42					
15	1990s fashion style	5000	78	1.76	3.03	2.355					
16	1990 grunge fashion	5000	99	2.31	8.78	5.345					
17	2011 outfit	5000	25	2.04	9.29	5.665					
18	2011 outfit	5000	94	1.26	13.58	7.42					
19	2011 outfit	5000	73	1.92	25.5	18.71					
20	new style dress for women	5000	99	2.31	8.78	5.345					
21	dressing style for female	5000	96	0.94	25.4	13.17					

## Step 11: now filter the keywords according to high index value and average bid value for your Google Ads.

The screenshot shows a Microsoft Excel spreadsheet titled "Keyword Stats 2024-08-29 at 17\_34\_25 - Excel". The data is filtered to show rows 1 through 31. The columns are labeled A through K. Column A contains the keywords, column B contains the bid amount, column C contains the CTR, column D contains the index value, and column E contains the average bid. The data is sorted by index value in descending order. The first few rows include:

	A	B	C	D	E	F	G	H	I	J	K
1	trendy outfits for women	50000	97	1.36	12.96	7.16					
6	aesthetic cloth	50000	60	0.97	10.17	5.57					
8	latest fashion western dresses	50000	99	0.92	5.81	3.365					
10	fashion style	5000	4	20.1	77.69	48.895					
13	trending outfitns	5000	39	2.61	19.34	10.575					
16	trending sweaters	5000	96	1.78	3.83	2.335					
21	trendy winter clothes	5000	39	2.31	8.78	5.545					
23	dressing style for female	5000	31	4.04	74.73	39.385					
25	new style clothes	5000	78	2.23	28.26	15.24					
28	lady dress style	5000	98	1.02	24.33	12.675					
30	jeans new fashion	5000	94	1	16.43	8.915					
33	latest fashion dresses for ladies	5000	94	1.1	26.1	15.6					
37	trending ethnic wear	5000	94	2.07	9.55	5.81					
39	aesthetic outfit men	5000	75	0.73	5.76	2.245					
43	korean aesthetic outfitts	5000	9	1.11	31.87	16.49					
46	ladies new fashion dress	5000	96	0.94	25.4	13.17					
51	new dressing style	5000	78	2.22	28.26	15.24					
53	new fashion outfitts	5000	78	2.22	28.26	15.24					
55	new trending pants	5000	98	0.72	2.07	1.395					
59	trendy traditional outfitts	5000	86	1.38	4.36	2.87					
60	cheap trendy clothes	500	92	0.95	7.87	4.41					
62	metallic outfitts	500	100	4.8	19.81	12.305					
67	affordable trendy clothes	500	92	0.95	7.87	4.41					

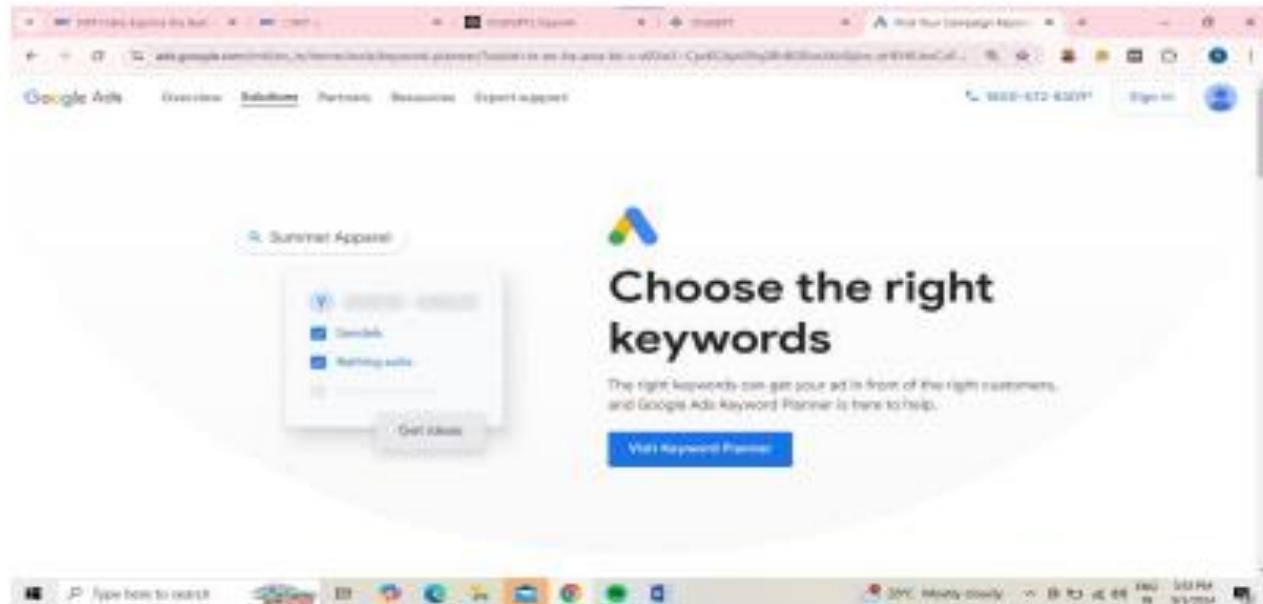
## Optimize a Google Search Campaign

### Google search campaign:

So this ad is the intent based thing. A Google Search Campaign helps people find your website when they search for things related to your business. It shows your ads to those who are interested, bringing more visitors to your site, increasing sales, and helping your business grow. It's a smart way to reach the right customers online. In general people prefer Google search campaign as first priority, this type of campaign people use the most.

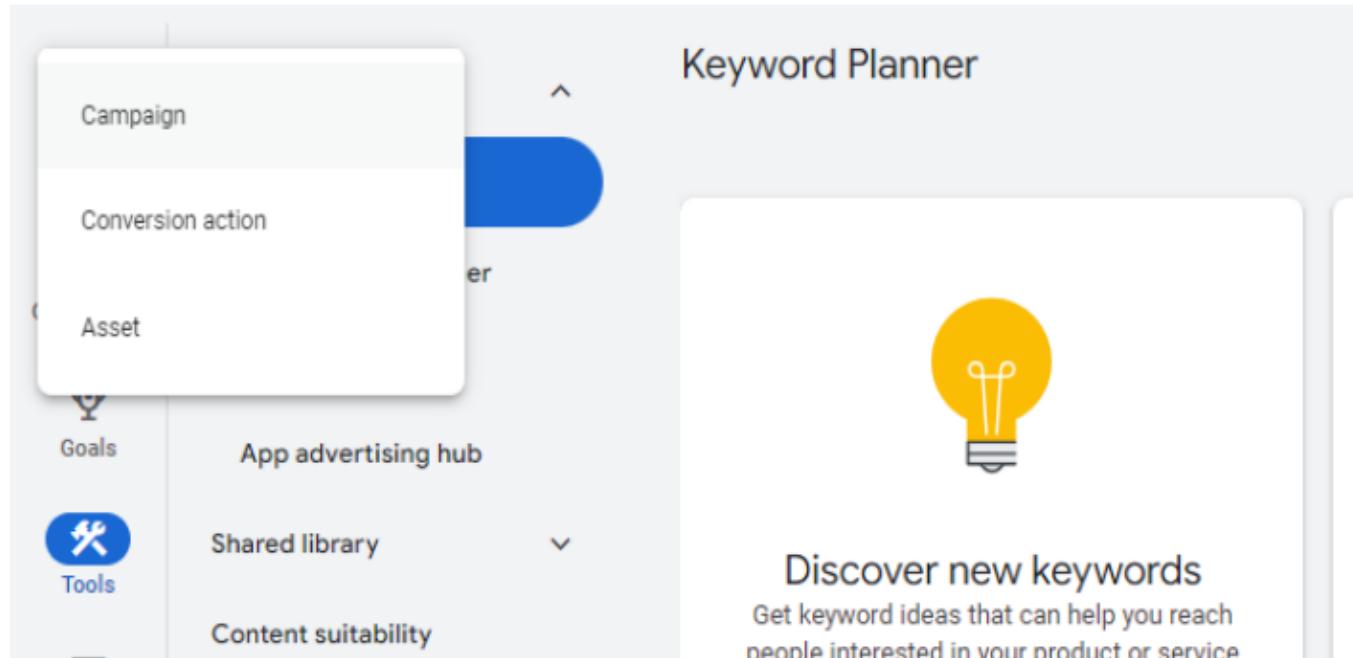
Following are the steps to create Google search campaign.

**Sign in to Google Ads:** Go to the Google Ads website and sign in with your Google account. If you don't have an account, you'll need to create one.



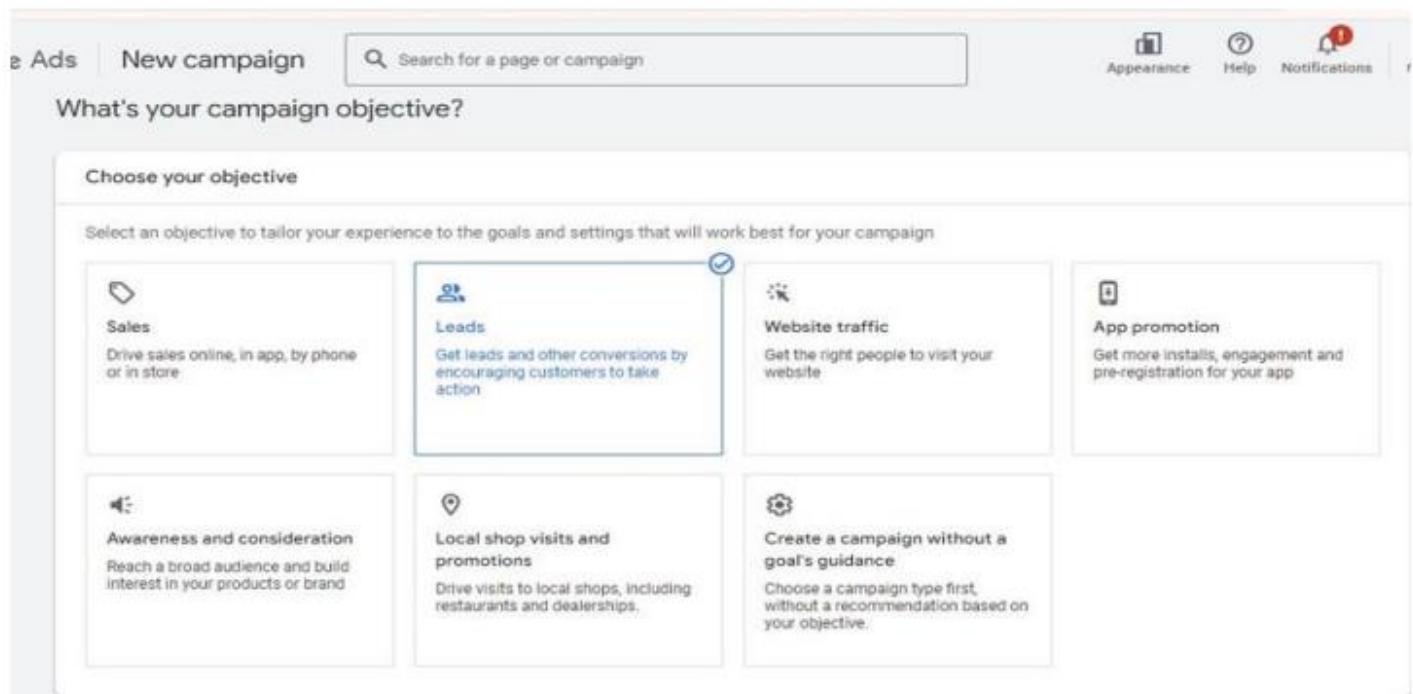


**Create a New Campaign:** Click on the "+ New Campaign" button.



The screenshot shows the Keyword Planner interface. On the left, there's a sidebar with options: "Campaign", "Conversion action", "Asset", "Goals" (with a gear icon), "Tools" (with a wrench icon), and "App advertising hub", "Shared library", "Content suitability". The main area is titled "Keyword Planner" and features a large yellow lightbulb icon. Below it, the text "Discover new keywords" is displayed, followed by the subtext "Get keyword ideas that can help you reach people interested in your product or service".

**Choose Campaign Goal:** Select a goal for your campaign, like "Sales," "Leads," or "Website traffic."



The screenshot shows the "Choose your objective" screen. At the top, there's a navigation bar with "Ads", "New campaign", a search bar ("Search for a page or campaign"), and icons for "Appearance", "Help", and "Notifications". Below this, the heading "What's your campaign objective?" is followed by a sub-section "Choose your objective". A note says "Select an objective to tailor your experience to the goals and settings that will work best for your campaign". There are seven objective cards arranged in two rows. The first row contains "Sales" (drive sales online, in app, by phone or in store), "Leads" (get leads and other conversions by encouraging customers to take action), "Website traffic" (get the right people to visit your website), and "App promotion" (get more installs, engagement and pre-registration for your app). The second row contains "Awareness and consideration" (reach a broad audience and build interest in your products or brand), "Local shop visits and promotions" (drive visits to local shops, including restaurants and dealerships), and "Create a campaign without a goal's guidance" (choose a campaign type first, without a recommendation based on your objective). The "Leads" card has a blue checkmark icon above it, indicating it is selected.

**Select Campaign Type:** Choose "Search" as your campaign type since you want to create a Search Campaign.

Select a campaign type

 Search Get in front of high-intent customers at the right time on Google Search	 Performance Max Reach audiences across all of Google with a single campaign. <a href="#">See how it works</a>	 Demand Gen Drive demand and conversions on YouTube, Discover and Gmail with image and video ads	 Display Reach customers across three million sites and apps with engaging creative
 Shopping Showcase your products to shoppers as they explore what to buy	 Video Reach viewers on YouTube and get conversions		

**Set Up Campaign Details:** Enter a name for your campaign, set your budget (daily amount you're willing to spend), and choose your bidding strategy (e.g., focusing on clicks or conversions).

ads.google.com/aw/campaigns/new?ocid=666442462&cmpnlnfo=%7B%1%3A1%2C%8%3A%aE51CCC08-CF60-44EB-91B6-D09484D5A... Dismiss Learn more Get started

Google Ads | New campaign

Search for a page or campaign

Appearance Help Notifications 957-966-2035 ryemuchand45@gmail.com R

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

Choose your website traffic conversion goals

Pick the most important website traffic goals that you would like to focus on. Based on your selection, Smart Bidding will then optimise for delivering your ads to the right people to meet the goals. [Learn more about smart bidding](#)

Page view Show your ads to people who are most likely to view a page on your website (such as an article or product page)

Campaign name

traffic-search ad for Bliss Wear clothing brand Aar

Cancel Continue

NET India Explore the Best Of... X NET X Find Your Campaign Keyword... X Display campaign - 957-886-2019 X

ads.google.com/aw/campaigns/new/display?campaignId=281496637443579&ocid=6664424625&cmptnInfo=%7B%22%3A2%2C%7B%3A%

Google Ads New campaign Search for a page or campaign Appearance Help Notifications 957-886-2019 mymunchies@gmail.com R

Budget and bidding

Budget

Set your average daily budget for this campaign \$200.00

The most that you'll pay per month is your daily budget times 30.4 (the average number of days in a month). Some days, you might spend more or less than your daily budget.

Bidding

Select your bid strategy:  Maximise clicks

Set a maximum cost per click bid limit

Use a portfolio strategy

With 'Maximise clicks', Google Ads automatically sets your bids to help get as many clicks as possible within your budget.

A maximum CPC bid limit caps each cost-per-click bid. This could limit the clicks on your ad.

The strategy that you select here will be applied to this campaign only.

Learn more about Maximise clicks

Available impressions Based on your targeting and settings—but not your budget or bid. Impressions 108+ since last update

Your estimated performance Estimates aren't available because Maximise clicks isn't supported yet.

All changes saved

Type here to search 25°C Partly sunny 8:53 AM IN 8/3/2024

Networks

Search Network

Ads can appear near Google Search results and other Google sites when people search for terms that are relevant to your keywords.

Include Google search partners

Display Network

Easy way to get additional conversions at similar or lower costs than Search with unused Search budget.

Include Google Display Network

Use Display Expansion: Show your ads in more places and get more conversions at a similar cost per action (CPA)

Locations

Select locations for this campaign

All countries and territories

India

to search Result

**Choose Target Audience:** Select the locations where you want your ads to appear, such as specific countries, regions, or cities. You can also define your audience based on language and other demographics.

Locations

Select locations for this campaign ⓘ

All countries and territories

India

Enter another location

Locations (3)	Reach ⓘ	X
Belagavi, Karnataka, India city	549,000	X
Bengaluru, Karnataka, India city	32,400,000	X
Mumbai, Maharashtra, India city	20,600,000	X

Enter a location to include or exclude

Advanced search

For example, a country, city, region or postcode

✓ Location options

Presence: People in or regularly in your included locations

Languages

Select the languages that your customers speak. ⓘ

Start typing or select a language

English X

Hindi X

Marathi X

Kannada X

Search	Browse	7 selected	<a href="#">Clear all</a>
Who they are (Detailed demographics)	>	Shoppers	<a href="#">X</a>
What their interests and habits are (Affinity)	>	Lifestyles & Hobbies	<a href="#">X</a>
What they're actively researching or planning (In-market)	>	Beauty & Wellness	<a href="#">X</a>
How they've interacted with your business (Your data segments)	>	In-market	
Your combined audience segments (Combined segments)	>	Gifts & Occasions	<a href="#">X</a>
		Education	<a href="#">X</a>
		Clothing & Accessories	<a href="#">X</a>
		Baby & Children's Products	<a href="#">X</a>

[Get started for free](#) 

**Select Keywords:** Add keywords that are relevant to your business. These are the words or phrases that people might use when searching for your products or services.

#### Enter keywords

Keywords are words or phrases that are used to match your ads with the terms people are searching for

aesthetics clothes  
latest fashion western dress  
trending outfit  
Korean aesthetic outfit  
new trending jeans  
dressing style for female

**Write Your Ads:** Create text ads by writing headlines, descriptions, and adding a display URL. Make sure your ads are clear, compelling, and relevant to the keywords.

**Create sitelink**

**home page**  
https://riya.nilearning.in/

Sitelink text  
home page 9 / 25

Description line 1 (recommended) 0 / 35

Description line 2 (recommended) 0 / 35

Final URL  
https://riya.nilearning.in/ 0 / 35

**product**  
https://riya.nilearning.in/

**Preview**

Sponsored  
https://www.calvinklein.us/en  
latest fashion western dress - trending outfit  
Eco-chic, stylish apparel for trendsetters who value quality and self-expression. Modern, eco-friendly fashion for those who blend style with sustainability.  
home page product about us Sitelink text

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads.

**Create** **Cancel**

## Headlines

For optimal ad performance, include these keywords in your headlines

- aesthetics clothes
- dressing style for female
- new trending jeans

[More ideas >](#)

latest fashion western dress	Required 28 / 30
trending outfit	Required 15 / 30
aesthetics clothes	Required 18 / 30
dressing style for female	Required 25 / 30

## Descriptions

**T Descriptions 2/4** [View ideas](#)

Eco-chic, stylish apparel for trendsetters who value quality and self-expression.	Required 81 / 90
Modern, eco-friendly fashion for those who blend style with sustainability.	Required 75 / 90
Description	0 / 90

**+ Description**

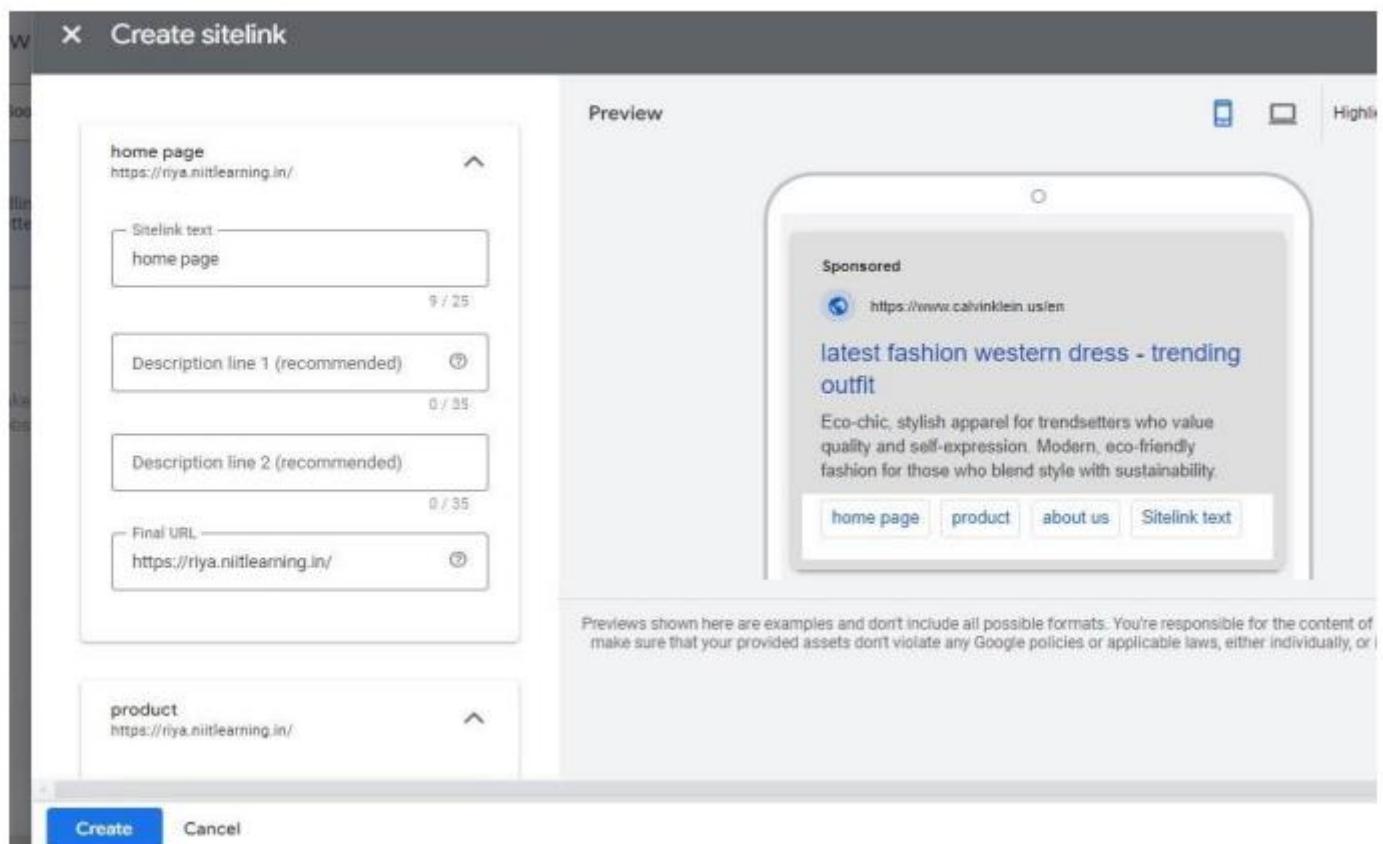
**Review and Launch:** Review your campaign settings, make sure everything looks good, and then click "Publish" to launch your campaign.

The screenshot shows the Facebook Ads Manager interface. On the left, there are three sections: "Final URL" (https://www.calvinklein.us/en), "Display path" (www.calvinklein.us), and "Headlines 6/15". On the right, there is a "Preview" section with tabs for "Mobile", "Tablet", and "Desktop". A blue toggle switch labeled "Highlight ad" is turned on. The mobile preview shows a sponsored post from Calvin Klein with the headline "dressing style for female - aesthetics clothes" and a description "Modern, eco-friendly fashion for those who blend style with sustainability. Eco-chic, stylish apparel for trendsetters who value quality and self-expression". A note below the preview states: "This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)".

Preview on laptop:

The screenshot shows the Facebook Ads Manager interface. On the left, there are three sections: "Final URL" (https://www.calvinklein.us/en), "Display path" (www.calvinklein.us), and "Headlines 6/15". On the right, there is a "Preview" section with tabs for "Mobile", "Tablet", and "Desktop". The desktop preview shows a sponsored post from Calvin Klein with the headline "new trending jeans - aesthetics clothes" and a description "Modern, eco-friendly fashion for those who blend style with sustainability. Eco-chic, stylish apparel for trendsetters who value quality and self-expression". A note below the preview states: "This preview shows potential ads assembled using your assets. Not all combinations are shown. Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law. Some shortening may also occur in some formats. You can make sure certain text appears in your ad. [Learn more](#)".

Final URL:



## Methods of Optimization:

1. So we have set up Customer conversion
2. Added the pixel
3. Also we have created custom audiences

All this are the parts of optimizing campaign further.

## Creating a Google Display Campaign

Google Display Campaigns show ads on websites and apps to reach your target audience and boost visibility.

- Wide Reach:** Ads appear on many websites and apps, reaching a large audience.
- Targeting Options:** Choose specific audiences based on interests, demographics, and behaviors.
- Brand Visibility:** Increases brand awareness with visually appealing display ads.
- Flexible Formats:** Use various ad formats, like images and videos, to engage users.

**Sign in to Google Ads:** Access your Google Ads account or create one if you don't have it.



The screenshot shows the Google Keyword Planner interface. On the left, there's a sidebar with icons for Create, Campaigns, Goals, Tools, and Admin. The main area is titled "Planning" and has a sub-section titled "Keyword Planner" which is highlighted with a blue background. Below this, there are other options: Performance Planner, Reach Planner, App advertising hub, Shared library, Content suitability, Data manager, Troubleshooting, and Bulk actions. To the right, there are two main sections: "Discover new keywords" (with a lightbulb icon) and "Get search volume and forecasts" (with a graph icon). A top right corner has a message: "Protect your account from una".

- **Create a New Campaign:** Click on the "+ New Campaign" button.

The screenshot shows the Google Ads interface. At the top, there's a navigation bar with a menu icon, the "Google Ads" logo, and a search bar that says "Search for a page or campaign". Below the search bar, there are dropdown menus for "View (2 filters)" (set to "All campaigns") and "Campaigns (0) Select a campaign". There are also "Filters", "Campaign status: Enabled, Paused", and "Ad group status" buttons. The main area is titled "Overview" and features a large blue button with a plus sign and the text "+ New campaign". On the left, there's a sidebar with icons for Campaign, Conversion action, Asset, Goals (selected), and Tools. The "Goals" section is expanded, showing "Audiences, keywords and content" and "Change history".

**Choose Campaign Goal:** Select a goal for your campaign, like "Sales," "Leads," or "Website traffic."

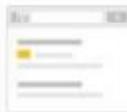
Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone or in store.	 Leads Get leads and other conversions by encouraging customers to take action.	 Website traffic Get the right people to visit your website.	 App promotion Get more installs, engagement and pre-registration for your app.
 Awareness and consideration Reach a broad audience and build interest in your products or brand.	 Local shop visits and promotions Drive visits to local shops, including restaurants and dealerships.	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.	

**Select Campaign Type:** Choose "Display" to create a Display Campaign.

New campaign  Appearance Help Notifications

 Search Get in front of high-intent customers at the right time on Google Search	 Performance Max Reach audiences across all of Google with a single campaign. See how it works	 Demand Gen Drive demand and conversions on YouTube, Discover and Gmail with image and video ads	 Display Reach customers across three million sites and apps with engaging creative
 Shopping Showcase your products to shoppers as they explore what to buy	 Video Reach viewers on YouTube and get conversions		

- **Set Up Campaign Details:** Enter a campaign name, set your budget (daily or lifetime), and select your bidding strategy (e.g., CPC, CPM).

This is the web page people will go to after clicking your ad [?](#)

Your business's website

Campaign name

display Ad- Bliss wear clothing brand-Aug 2024

Select the locations where you want your ads to appear, such as specific countries, regions, or cities. You can also define your audience based on language and other demographics.

The screenshot shows the Google Ads interface for creating a new campaign. On the left, a sidebar lists campaign components: Display, Campaign settings, Locations (selected), Languages, Budget and bidding, Targeting, Ads, and Review. The main area is titled "Select locations for this campaign" with a help icon. It includes three radio button options: "All countries and territories", "India", and "Enter another location" (which is selected). Below this is a list of five locations: Belagavi, Karnataka, India city; Bengaluru, Karnataka, India city; Goa, India state; Hubli-Dharwad, Karnataka, India city; and Mumbai, Maharashtra, India city. Each location has a small circular remove icon to its right. At the bottom of the location list are two search input fields: "Enter a location to include or exclude" and "Advanced search".

Languages : English , Hindi , kannada , Marathi .

Presence: People in or regularly in your included locations

**Languages**

Select the languages that your customers speak. [?](#)

Start typing or select a language

English X    Hindi X    Marathi X    Kannada X

[More settings](#)

## Ad schedule :

The screenshot shows the 'New campaign' setup in Google Ads. The left sidebar has 'Display' selected under 'Campaign settings'. The main area shows 'Ad schedule' settings with a schedule from Saturday 09:00 to Sunday 21:00. It includes a note about removing old times and adding new ones. The right sidebar shows 'Weekly estimates' for impressions and 'Your estimated performance' with a budget section.

## Budget and bidding:

The screenshot shows the 'Budget and bidding' section of the campaign setup. Under 'Budget', a daily budget of ₹300.00 is set. A note explains that the monthly budget is the daily budget times 30.4. Under 'Bidding', the 'Maximise clicks' strategy is selected. A note explains that this strategy maximises clicks within the budget. Other bidding options like 'Set a maximum cost per click bid limit' and 'Use a portfolio strategy' are also listed.

## Content exclusions:

The screenshot shows the 'Content exclusions' section within the 'Campaign settings' tab of Google Ads. On the left, a sidebar lists various campaign components: Display, Campaign settings (selected), Locations, Languages, Ad rotation, Ad Schedule, Devices, Campaign URL options, Start and end dates, Content exclusions (selected), Budget and bidding, Targeting, and Ads. At the top, there are fields for 'End date' (set to 'None') and 'Start date' (set to '30 Sept 2024'). The main area is titled 'Content exclusions' and contains the sub-instruction 'Opt out of showing your ads on content that doesn't fit your brand'. It features a grid of checkboxes for selecting content types to exclude. The columns are 'Content label', 'Sensitive content', and 'Content type'. The 'Content label' column includes options like DL-G, DL-PG, DL-T, and DL-MA. The 'Sensitive content' column includes Tragedy and conflict, Profanity and rough language, Sexually suggestive, and Sensational and shocking. The 'Content type' column includes Games, Live streaming YouTube video, Embedded YouTube videos, Below-the-fold, G-mob mobile app non interstitial, Parked domains, and In-video. Several checkboxes are checked, such as 'Tragedy and conflict', 'Profanity and rough language', 'Sexually suggestive', and 'Live streaming YouTube video'.

**Define Target Audience:** Choose demographics, interests, and behaviors to target specific groups of users.

## Audience Segments:

The screenshot shows the 'Audience Segments' section within the 'Targeting' tab of Google Ads. On the left, a sidebar lists: Display, Campaign settings (selected), Budget and bidding, Targeting (selected), Audience Segments (selected), Optimised targeting, Ads, and Review. A note at the bottom says 'All changes saved.' The main area is titled 'Edit targeted segments' and shows a search bar and a 'Browse' tab. A list of selected segments is shown on the right, with a 'Done' button at the top right. The selected segments include Shoppers, Lifestyles & Hobbies, Beauty & Wellness, Travel, Gifts & Occasions, Clothing & Accessories, and Beauty & Personal Care. There are also sections for 'In-market' and 'Event Tickets' which are currently empty.

## Keywords:

Suggest terms related to your products or services to target relevant websites.

Edit targeted keywords

The screenshot shows the Google Ads interface with the 'Content' tab selected. On the left, a sidebar lists campaign components: Display, Campaign settings, Budget and bidding, Targeting (selected), Audience Segments, Demographics, Keywords, Optimized targeting, Ads, and Review. A message at the top right says 'All changes saved.' The main area displays the 'Edit targeted keywords' dialog. It includes a text input field containing 'trendy ethnic wear', a 'Get keyword ideas' section with a URL input field ('URL: https://www.calvinklein.com'), and a 'Enter your product or service' input field. To the right is a table titled 'Keywords' with columns 'Keywords' and 'relevance'. The table lists several terms with their relevance scores: calvin klein collection (88), calvin klein shop (77), uk (76), calvin klein outlet (71), and calvin klein clothing (60). A 'Done' button is located at the top right of the dialog.

## Topics:

Suggest webpages, apps and videos about a certain topic

The screenshot shows the Google Ads interface with the 'New campaign' tab selected. The left sidebar is identical to the previous screenshot. The main area displays the 'Edit targeted topics' dialog. It includes a search bar ('Search by word, phrase or URL') and a list of selected topics. The list shows seven items: 'Internet & Telecom', 'Jobs & Education', 'Law & Government', 'News', 'Online Communities', 'People & Society', and 'Pets & Animals'. Each item has a checkbox and a dropdown arrow. To the right is a detailed view of the selected topics, showing their category paths: 'Shopping > Apparel > Men's Clothing' for Internet & Telecom, 'Shopping > Apparel > Outerwear' for Jobs & Education, 'Shopping > Apparel > Children's Clothing' for Law & Government, 'Shopping > Apparel > Casual Apparel > T-Shirts' for News, 'Beauty & Fitness > Fashion & Style' for Online Communities, and 'Beauty & Fitness > Fashion & Style' for People & Society. A 'Done' button is located at the top right of the dialog.

## Placements:

Suggest websites, videos or apps where you'd like to show your ads help outline

### Edit targeted placements

The screenshot shows the Google Ads interface with the left sidebar expanded. The 'Targeting' section is selected, and the 'Placements' sub-section is active. A modal window titled 'Edit targeted placements' is open, showing a search bar and a list of placements categorized into 'Websites', 'YouTube channels', 'YouTube videos', 'Apps', and 'App categories'. Each category has a search icon and a 'Done' button at the top right. Below the categories, there is a scrollable list of specific placements, each with a delete icon (X) and a 'Done' button.

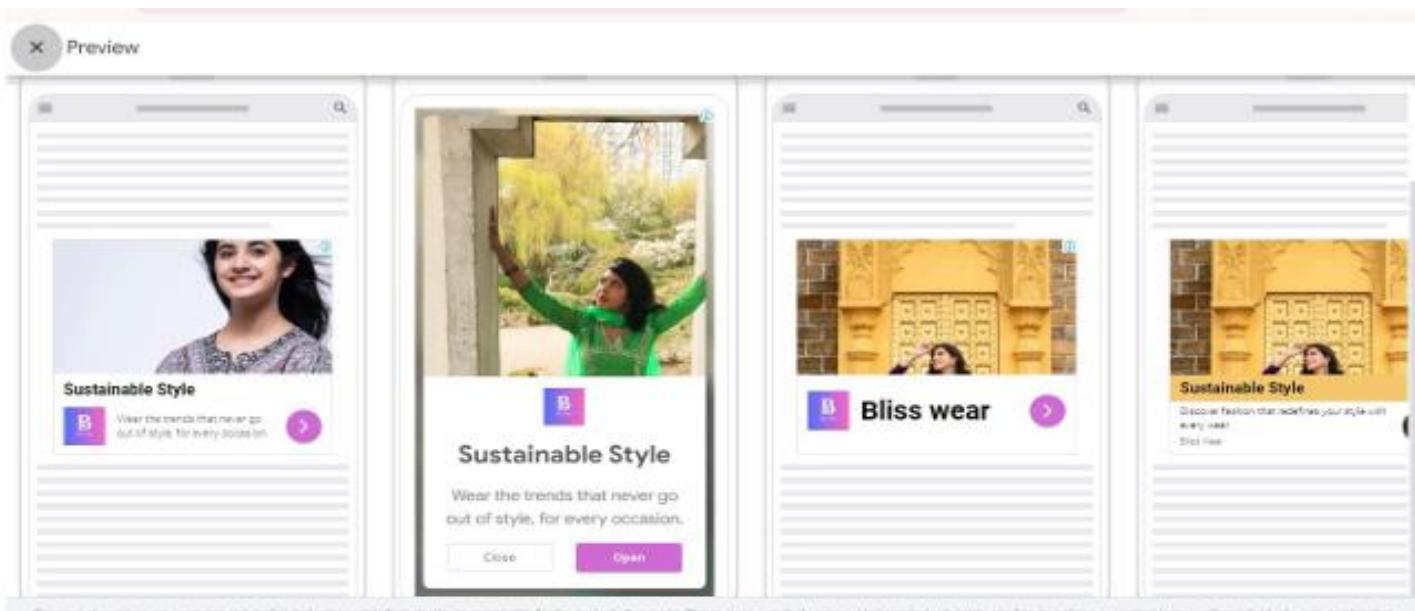
## Optimized targeting:

With optimized targeting, you're your campaigns reach to gain more clicks.

Reach to gain more clicks.

The screenshot shows the 'Optimised targeting' section of the Google Ads interface. It includes a checkbox for 'Use optimised targeting' which is checked. A green callout box with a checkmark icon states: 'With optimised targeting, you're expanding your campaign's reach to gain more Clicks.' To the right, there is explanatory text about how targeting signals, landing pages, and assets are used to find people likely to click. A blue 'Next' button is visible at the bottom right.

**Review and Launch:** Review your campaign settings, make sure everything looks good, and then click "Publish" to launch your campaign.

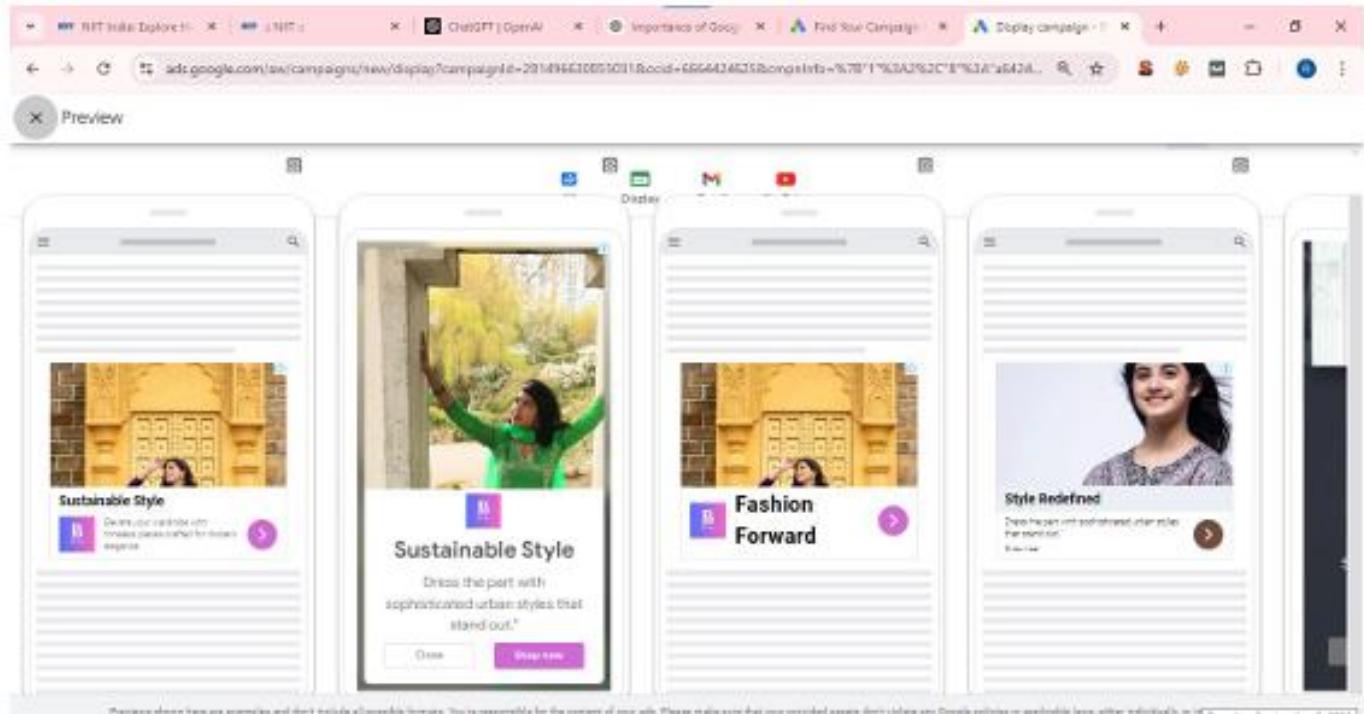


## Preview on YouTube:

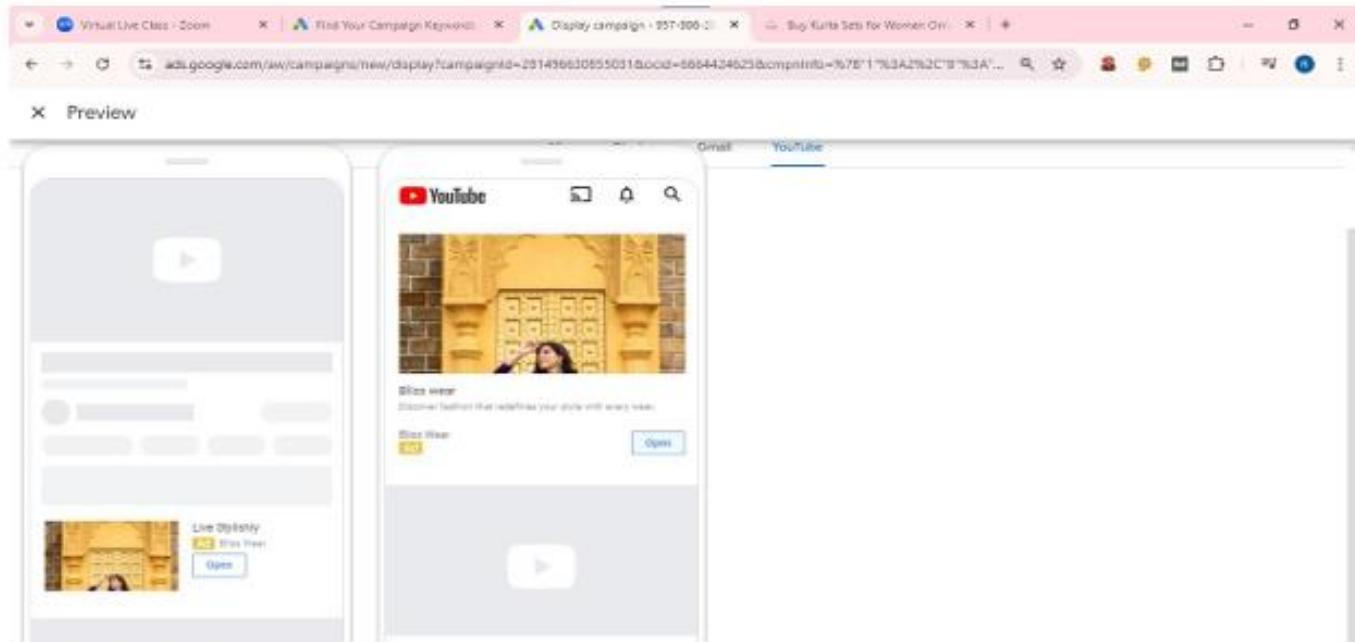
A screenshot of a web browser window showing a YouTube video player. The video player has an ad overlay. The ad features a woman in a yellow patterned dress and includes the text 'Bliss wear' and 'Discover fashion that defines your style.com every year'. There is also a purple button labeled 'B'.

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate any Google policies or applicable laws, either individually, or in combination.

## You can add: Call to action text: (Shop Now)



## Preview on YouTube:



## Preview on Gmail:

Previews shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided ad

## Final display campaign review:

Campaign review

Deployment: display test ad - Aug 10, 2024

Description: Style

Objective: page

Target: female

Campaign settings

Location: Bengaluru, Noida, Gurugram, Mumbai

Language: English (India) and English

Budget and bidding

Budget: 100/USDm

Strategy: Maximize clicks

Ad group

Targeting

audience: Current Unsubscribers - 11 rows

Demographics: Gender (Male/Female), Age (18-34+ Years)

Keywords: Shopping + 1 more

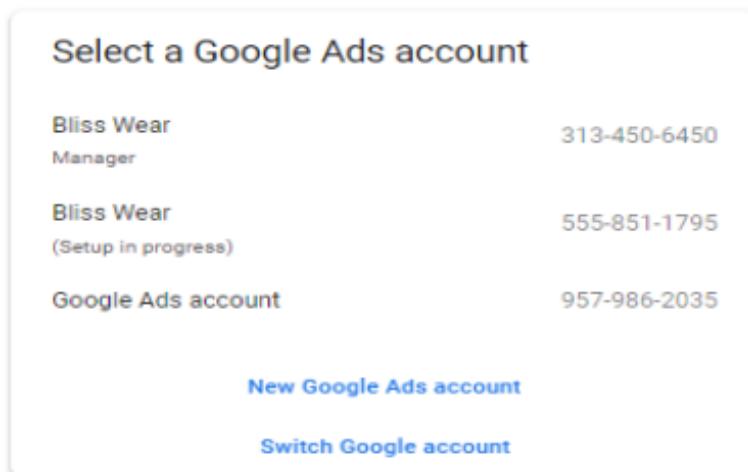
Placements: Bliss Wear site - for website preclicks only, which will be automatically included

Dynamic targeting: 0

# Creating Skippable YouTube ads

## Step 1: Set Up a Google Ads Account

- If you don't already have a Google Ads account, visit [Google Ads](#) and sign up.



The screenshot shows the Google Ads interface with the "Overview" tab selected. The left sidebar includes sections for Create, Campaigns, Goals, Tools, Billing, and Admin. The main area displays campaign management tools, including filters, a search bar, and a "New campaign" button. A notification bar at the top right encourages account protection.

## Step 2: Start a New Campaign

1. In Google Ads, click on "**Campaigns**" from the left-hand menu.
2. Click the "+" button and select "**New Campaign**."

The screenshot shows the 'Choose your objective' step in the Google Ads interface. At the top, there's a navigation bar with the Google Ads logo, 'New campaign', a search bar, and user info (657-886-2035, nyemuchard40@gmail.com). Below the navigation is a heading 'What's your campaign objective?'. A sub-section title 'Choose your objective' is followed by a note: 'Select an objective to tailor your experience to the goals and settings that will work best for your campaign'. There are eight objective options arranged in two rows of four:

- Sales**: Drive sales online, in app, by phone or in store.
- Leads**: Get leads and other conversions by encouraging customers to take action.
- Website traffic**: Get the right people to visit your website.
- App promotion**: Get more installs, engagement and pre-registration for your app.

- Awareness and consideration**: Reach a broad audience and build interest in your products or brand.
- Local shop visits and promotions**: Drive visits to local shops, including restaurants and dealerships.
- Create a campaign without a goal's guidance**: Choose a campaign type first, without a recommendation based on your objective.

At the bottom right are 'Cancel' and 'Continue' buttons.

## Step 4: Select a Campaign Type

- Select "**Video**" as your campaign type.
- Choose the "**Custom Video Campaign**" option or "**Skippable In-Stream Ad**" if it's available directly.

The screenshot shows the 'Select a campaign type' step in the Google Ads interface. At the top, there's a heading 'Select a campaign type'. Below it are six campaign type options arranged in two rows of three:

- Search**: Get in front of high-intent customers at the right time on Google Search.
- Performance Max**: Reach audiences across all of Google with a single campaign. [See how it works](#).
- Demand Gen**: Drive demand and conversions on YouTube, Discover and Gmail with image and video ads.
- Display**: Reach customers across three million sites and apps with engaging creative.

- Shopping**: Showcase your products to shoppers as they explore what to buy.
- Video**: Reach viewers on YouTube and get conversions.

The 'Video' option is highlighted with a blue border. At the bottom right are 'Cancel' and 'Continue' buttons.

## 5: Set Your Budget and Bidding

- Decide your daily or total campaign budget.
- Choose your bidding strategy:

The screenshot shows the 'Campaign settings' section for a 'Video' campaign. On the left, a sidebar lists options: Video, Campaign settings (selected), Campaign name, Locations, Languages, Bid strategy, Budget and dates (selected), Networks, Assets (selected), Product feed, Ad group, and Ads. At the top right, language filters show English, Hindi, Kannada, and Marathi. The main area has two tabs: 'Bid strategy' and 'Budget and dates'. Under 'Bid strategy', it says 'Select your bid strategy' with a dropdown set to 'Maximise conversions'. A note states: 'Google Ads automatically sets your bids to help you get the most conversions within your budget.' Under 'Budget and dates', it says 'Enter budget type and amount' with a dropdown set to 'Daily' and a value of '500.00'. A note says: 'For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much.' A green success message says: 'Your budget is now set to an amount that can help improve your campaign's performance.' Below this, start and end dates are listed: 'Start date: 09/09/2024' and 'End date: None'. An 'Edit' button is next to the end date.

The screenshot shows the 'Campaign settings' section for a 'Video' campaign. The sidebar includes: Video, Campaign settings (selected), Campaign name, Locations, Languages, Bid strategy, Budget and dates, Networks (selected), Assets (selected), Product feed, Ad group, and Ads. The main area has three sections: 'Networks', 'Assets', and 'Additional settings'. In 'Networks', under 'YouTube and Google', 'YouTube' is checked and 'Google TV' is unchecked. In 'Google Partners', 'Video partners on the Google Display Network' is checked. In 'Assets', 'Get up to 24% more conversions by adding assets' is shown with 'Sitelink' and 'Product feed' options. 'Sitelink' says 'Add additional links to your ad' and 'Product feed' says 'Not set up: Add your Google Merchant Center (GMC) feed to show products with your ads'. At the bottom, there's a 'Create your ad group' button and a 'Skip ad group and ad creation (advanced)' link.

## 6: Target Your Audience

- Define your target audience based on demographics like age, gender, location, and interests.
- You can also use keywords, topics, or specific YouTube channels to narrow down who sees your ad.

Create your ad group

Protect your account from unauthorised activity [View](#)

Ad group name

Video Conversations - 2024-09-09 30 / 256

People: Who you want to reach

Define your Audience

Audience Audiences allow you to reach people based on who they are, their interests and habits, what they're actively researching, or how they've interacted with your business or organisation. To ensure that your ads deliver the best results, select an existing audience or create a new one. [?](#)

Create an audience

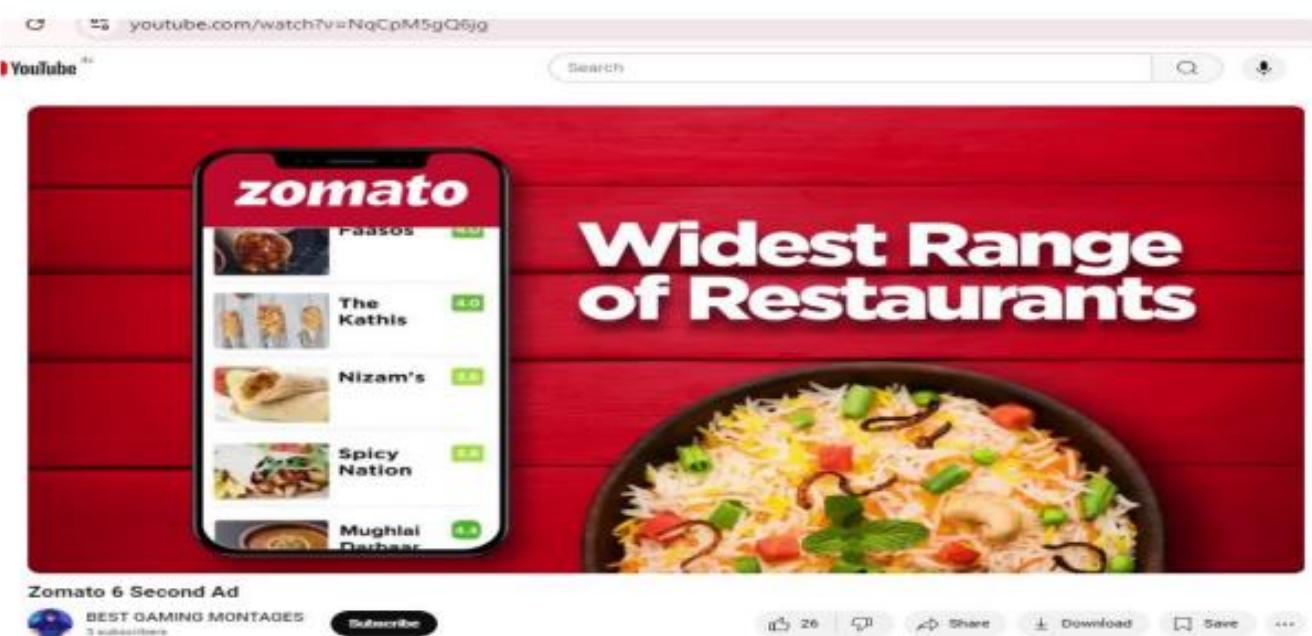
Optimised targeting Optimised targeting helps you get more conversions by using information such as your landing page and assets. [?](#)

You can speed up optimisation by creating or adding an audience, or opt out afterwards.

Advanced settings

Create your video ads Skip ad creation (advanced) [?](#)

WE have to add now ad copies URL:



The screenshot shows the Google Ads interface for creating a new campaign. On the left, there's a sidebar with options like Video, Campaign settings, Ad group, and Ads. The main area is titled "New campaign" and has a search bar at the top. Below the search bar, there's a section for "Your YouTube video" which says "Select up to five videos: Add videos longer than 10 seconds and ideally, shorter than three minutes." It shows a thumbnail for a video by Zomato. There's also a note about adding video enhancements and a link to learn more about responsive ads. A "Final URL" field is present, along with a "Display URL" field containing "www.example.com / Path 1 / Path 2". On the right, there's a preview window showing a YouTube video player with a Zomato ad overlay. The ad features a woman and the text "eat what makes you happy". Below the video player, the Zomato logo and website URL "www.zomato.com" are displayed, followed by a blue "Call-to-action" button.

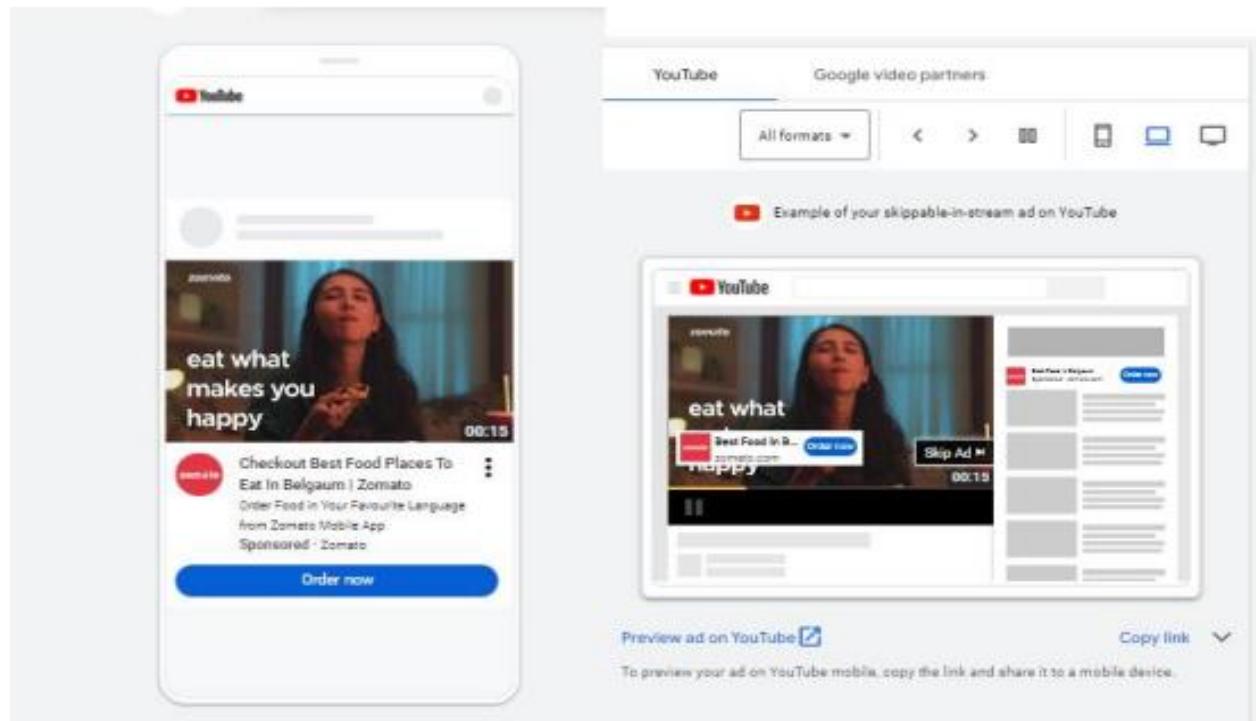
## Final URL:

Include a **Call to Action (CTA)** and **Headline** to grab attention.

This screenshot shows the continuation of the Google Ads campaign setup. In the sidebar, "Video" is selected. The main area is titled "New campaign" and includes a search bar. A "Call-to-action" section is shown with a "Order now" button and a character count of 9 / 10. Below it, a "Headline" section is present with a "Best Food In Belgaum" input field and a character count of 20 / 90. A "Long headline" section follows with a "Checkout Best Food Places To Eat In Belgaum | Zomato" input field and a character count of 52 / 90. Both sections have a "+ Headline" and "+ Long headline" link respectively. At the bottom, a "Description" section is shown with the instruction "Add up to five descriptions".

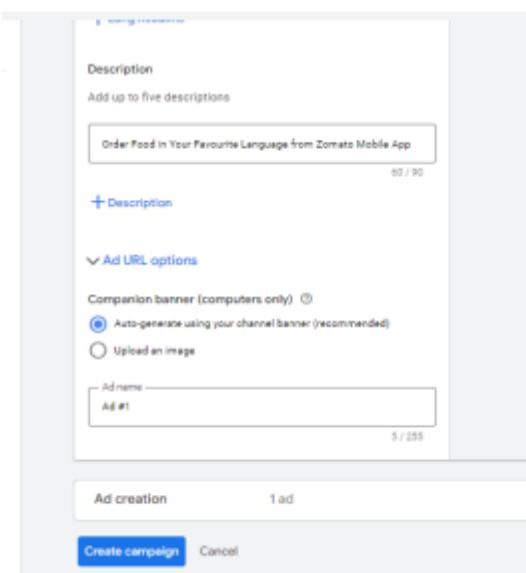
## Review and Launch

- Double-check all your settings, including budget, targeting, and video.
- Click "**Create Campaign**" to launch your YouTube skippable ad.



We have to add one banner. So this Banner actually making the ads life longer, because even people have skip this ad. But still this banner is Available here

Till next ad. This banner is called Companion Banner.



- **Hook the audience** in the first 5 seconds to encourage engagement.
- Keep the ad concise and focused on a key message.
- Include a **strong CTA** to encourage viewers to take action.

By following these steps, you can create skippable ads that drive engagement and increase awareness for your brand.

## Shopping ads

So we cannot create directly shopping ads by Google ads or our website for this we need one tool which is **Google merchant center**. Google Merchant Center helps businesses upload product data for Google Shopping and search ads, enhancing visibility, driving sales, and providing insights to optimize product listings and marketing strategies.

So now we will register our website with Google merchant center.

Google merchant center → sign in to merchant center →

**Drive sales and reach more customers on Google Search.**

Easily manage and promote your business and products to millions of shoppers across Google with Merchant Center.

[Start now](#)

Already a customer?

- Sign in to Merchant Center
- Sign in to Ads
- Sign in to Manufacturer Center

business.google.com/creators/more?mcsubid=ln-an-ha-mc-sam-c-blk;core\_availability&hl=en&http+1High\_referral=true&igrid=CjOKCQqwuC... Google Merchant Center

## Show your products on Google for free

Reach the hundreds of millions of people looking to buy products like yours by adding your products to Google.

Just as Google doesn't charge sites to show in Google Search, your products can appear in product results across Google, for free.



### Where your products will show

Google will connect you with the right customers, across Search, YouTube, Images, and Assistant. Customers will see your product listing on Google and go to your website to buy.

Overview

Notifications 1

**YOUR BUSINESS**

Products

Shipping and returns

Business info

Store quality

**MARKETING**

Free listings

Ad campaigns

niitlearning.in, welcome to Google

Complete these steps to show your products on Google

Show your products on Google

Add your business address	Add
Verify your phone number to confirm it's you	Verify
Online store confirmed	
Add details to show how you ship your products	Add
Add your return policy	Add
Add your products	Add



Fill your business address:

Add your business address

Business address

Address line 1\* Khanapur Road (College Road)

Address line 2

City\* Belgavum

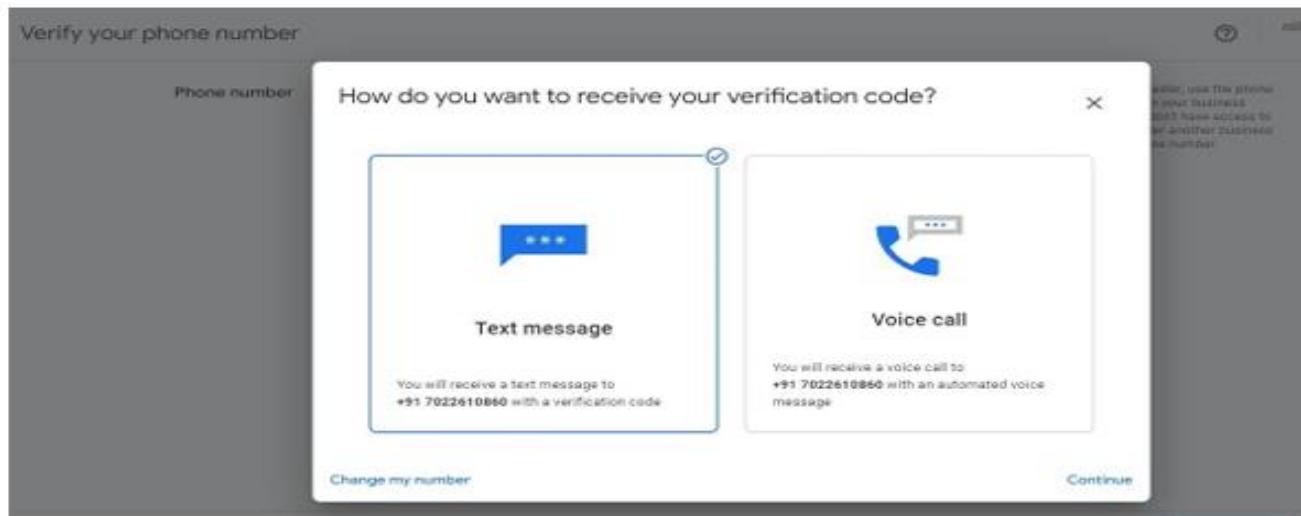
State/Province Karnataka

Postal/ZIP code\* 590001

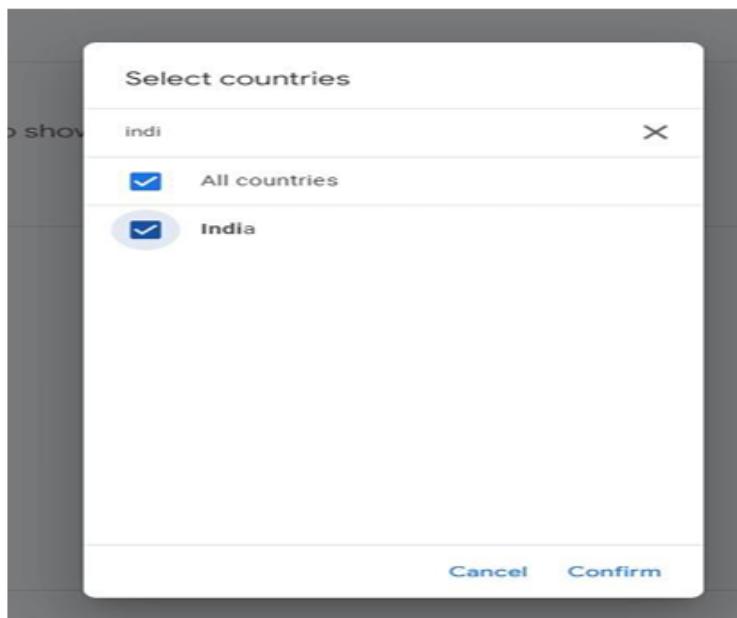
Country  India

Cancel Continue

Now add your verification code:



Select country:



## Add your shipping information so customers can know what to expect

Add your shipping information



nlitlearning.in  
5434740146



① Countries

② Products

③ Delivery times

④ Shipping costs



Add your shipping information so customers can know what to expect

Customers will see your products along with delivery times and costs. Remember, Google does not offer shipping services.

Countries

To begin adding shipping information select a single country or multiple countries that share shipping costs and delivery options.



India

Add country

Cancel

Back

Continue

## Select products that share shipping costs and delivery options:

Select products that share shipping costs and delivery options

All products  
Entire catalog of products

Specific products  
Select specific products using labels

The default shipping for all products must be entered before you can add shipping info for a specific group. Remember, tag your products with labels to use this option. [Learn how to tag specific products](#)

Cancel

Back

Continue

Fill all the shipping information's:

#### Add your shipping information

<input checked="" type="checkbox"/> Countries India	Order cut off	Time 3:00 PM	Timezone (GMT+05:30) India Standard Time (Kolkata)
<input checked="" type="checkbox"/> Products All Products			
<input checked="" type="checkbox"/> Delivery times 2-8 days	Handling time (days)	Min 0	Max 1
<input type="checkbox"/> Shipping costs	Fulfilled Mon – Sat		
	Transit time (days)	Transit Time All destinations	Shipped Mon – Sun
		Min 2	Max 7
	Total delivery time	Estimated delivery time based on customer locations All destinations: 2-8 business days	

#### Add your shipping information

<input checked="" type="checkbox"/> Countries India	Currency	Currency* INR
<input checked="" type="checkbox"/> Products All Products		
<input checked="" type="checkbox"/> Delivery times 2-8 days	Order value conditions	<input checked="" type="checkbox"/> Free shipping over a specific order value ₹1500
<input type="checkbox"/> Shipping costs		<input type="checkbox"/> No shipping below a specific order value
	Shipping cost for orders under ₹1,500.00	<input checked="" type="radio"/> Free shipping All orders get free shipping
		<input type="radio"/> Flat rate All orders have the same shipping fee
		<input type="radio"/> Price Shipping rate is dependent on product price
		<input type="radio"/> Weight Shipping rate is determined by package weight
		<input type="radio"/> Destination Shipping rate depends on distance to customer
		<input type="radio"/> Number of items Shipping rate depends on quantity
		<input type="radio"/> Advanced cost table (uncommon)

So your shipping information has been added to merchant center:

Add your shipping information

Your shipping information has been added to Merchant Center

8 days-free

Country India

Delivery time 2-8 business days

Shipping cost , Free shipping over ₹1,500.00

## Add return policy:

Add a return policy

Countries and policy

**Return policy URL**

Enter the URL where your return policy can be read by customers.

http://

<https://riya.nilearning.in/contact-us/>

For example, <http://www.yourwebsite.com/return-policy>.

Condition and window

Method and fees

Countries

To begin adding return information select a single country or multiple countries that share a return policy.

India

[Add more countries](#)

Returns

Do you accept returns?

- Yes, I accept returns for defective and non-defective products
- I accept returns for defective products only
- No, I don't accept returns

Exchanges

Do you accept exchanges?

- Yes, I accept exchanges
- No, I don't accept exchanges

## Return policy review:

Add a return policy

Countries & Policy

Countries: India

Policy url: <https://riya.nilearning.in/contact-us/>

Returns: Accept returns for defective products only

Exchanges: Accept exchanges

Return policy review

The return policy information you entered will be reviewed to make sure it matches the return policy on your website. This may take up to 10 days.

I confirm the information I entered matches the return policy on my website

\* Required field

Now we are connecting our merchant center with Google ads.

Google.ads.com → tools → data manager → feature product → next → submit.

Planning

Keyword Planner

Performance Planner

Reach Planner

App advertising hub

Shared library

Content suitability

Data manager

Troubleshooting

Bulk actions

Budgets and bidding

Business data

Data manager

Connected products

Consent settings

without repetitive tasks or coding – then use it for both measurement and activation.

+ Connect product

Google tag

Untitled tag

Manage

Featured products

Filter Use case: All Category: All

Google Analytics (GA4) & Firebase	Google Merchant Center	YouTube	Search Console
Google Play	Google Business Profile	Things to Do Center	Google Hotel Center
Ads Data Hub	Ads Creative Studio	Campaign Manager 360	Amazon Redshift
Amazon S3	Google BigQuery	Google Cloud Storage	Google Sheets

## X Link a Google Merchant Center account

### Link setup

#### 1 Identify Merchant Center account

Link to Merchant Center accounts that I manage



niitlearning.in  
5434740146

Send request to other Merchant Center account

Next

#### 2 Review and submit

## X Link a Google Merchant Center account

#### 2 Review and submit

niitlearning.in  
5434740146

### Data sharing

#### Data shared from Google Ads to Merchant Center

- Details related to your Google Ads account  
Including your account name and customer ID. [Learn more about customer ID](#)

- Metrics related to ads featuring products from the linked Merchant Center account  
For example, the number of clicks may be shared. [Learn more about shared data](#)

#### Data shared from Merchant Center to Google Ads

- Details related to the Merchant Center account  
Including the Merchant Center account name and ID
- Data about products for campaign creation  
Product information from the Merchant Center account for products with an active Shopping ad status

When you submit this link setup, you agree to share data with the selected accounts. [Learn more about shared data](#)

Submit

Back

So now your Google merchant account is linked Successfully.

## X Link a Google Merchant Center account

So now your Google merchant account is linked Successfully.

The screenshot shows a success message: "Successfully linked" next to the account name "niitlearning.in" and ID "5434740146". A green "Linked" button is visible. Below this, a "What's next" section suggests starting a campaign with a "New campaign" button.

So there are 2 ways of creating shopping ads:

1. Traditional shopping ads
2. Performance max shopping ads

So now go to Google merchant center:

Settings → Apps and services

The dashboard shows a welcome message for "niitlearning.in" and a list of steps to complete: "Business address added", "Online store confirmed", "Shipping added", "Returns added", and "Add your products". The sidebar menu includes sections like Overview, Notifications, Products, Shipping and returns, Business info, Store quality, Free listings, Ad campaigns, Data sources, People and access, Apps and services (which is selected), Add-ons, Comparison Shopping Services, Conversion settings, General account options, Email archive, and Personal preferences.

Google services		
<a href="#">Add service</a>		
Service	Details	Status
Google Ads	<a href="#">957-986-2035</a>	
Third-party apps		
<a href="#">Add third-party app</a>		
App	Services	Connection status
You haven't added any third-party apps yet		

So here you can see that your Google ads is connected with Google merchant center.

Shopping campaign can be created only by sales shopping ads.

Shopping campaign runs on automated manner.

Automated manner means in that campaign you're not selecting product , only location and budget and campaign will be created within 1 step.

# THANK YOU