PROJECT 5

PART-1

CREATE AN ADWORDS CAMPAIGN

CAMPAIGN APPROACH DESCRIPTION

For my adwords campaign I have been assigned an A/B Testing Course to generate more email addresses (i.e leads).
Campaign has to run for 5 days with a budget of $10 per day and the preferred location is India.

Google Adwords is used to set up campaigns in order to reach more potential students who can download a free A/B Testing glossary if they give us their email address. Created two ad groups with an ad and each **ad** group serves different **ad** texts.

Before creating an ad group I have kept the targeted audience in my mind and all the necessary elements required like headlines, paths and description that helped me in making an effective adwords campaign.

In keywords planning I have used Google Keyword Planner to identify and use the relevant keywords and use the relevant keywords as it is a good tool to find out the most trendy keyword list. Also used extensions to raise leads upto 30%.

MARKETING OBJECTIVE

The marketing objective is to generate 20 leads with a budget of $10 per day with default CPC of $3.

KEY PERFORMANCE INDICATOR

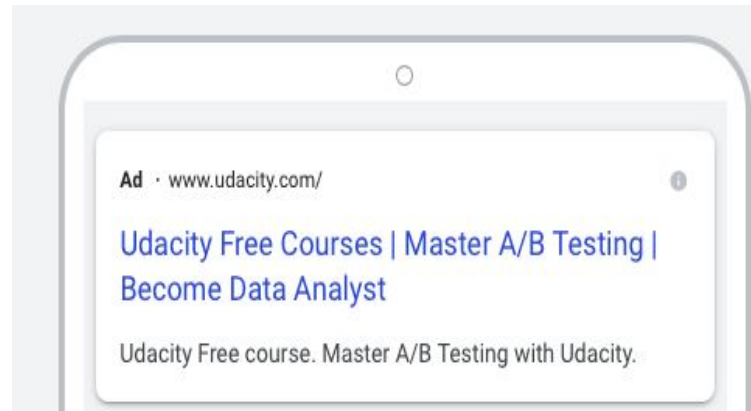KPI is to generate number of leads and number of conversions.

AD GROUPS

ADS AND KEYWORDS

AD GROUP 1

Ad · www.udacity.com/

Udacity Free Courses | Master A/B Testing | A/B Testing by Google

Split Testing. A/B Testing | Udacity Free Courses.

Ad · www.udacity.com/

Udacity Free Courses | Master A/B Testing | Become Data Analyst

Udacity Free course. Master A/B Testing with Udacity.
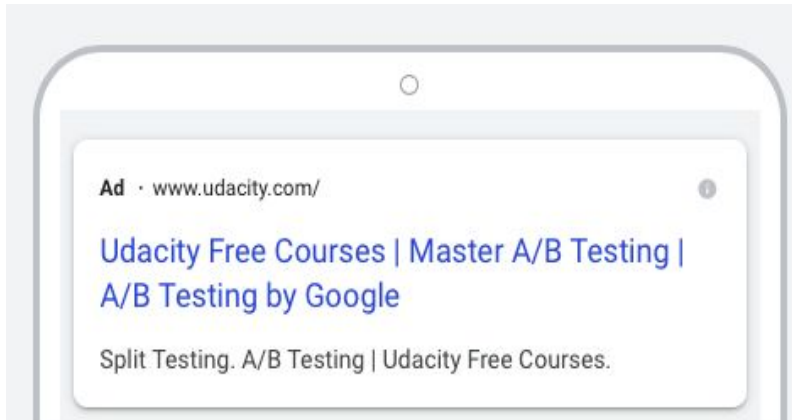
KEYWORD LIST: AWARENESS

Testing

Free Course

Udacity Nanodegree

A/B Testing

Udacity Free Course

Learn A/B Testing

Split Test

A/B Testing Free Course

A/B Test

Split testing

KEYWORD LIST: AWARENESS

Ab split testing

A/B Testing program

Ab split

Adwords test

Google Adwords Testing
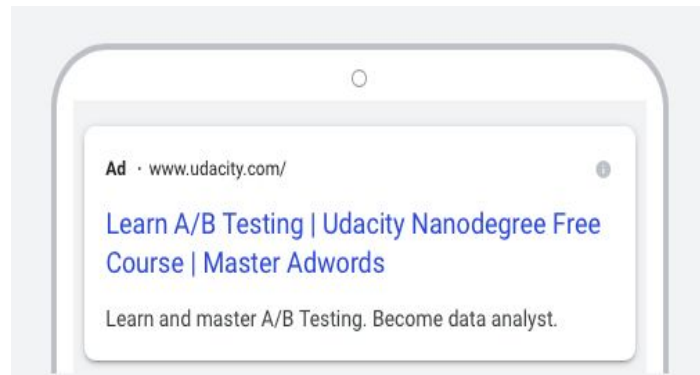
Google Free Course

Google split

Google test

Testing in google

Testing in google Adwords

AD GROUP 2

Ad · www.udacity.com/

Learn with Udacity | Udacity | Best Split Testing Course

With Udacity Free Courses. Learn about Split Testing.

Ad · www.udacity.com/

Learn A/B Testing | Udacity Nanodegree Free Course | Master Adwords

Learn and master A/B Testing. Become data analyst.
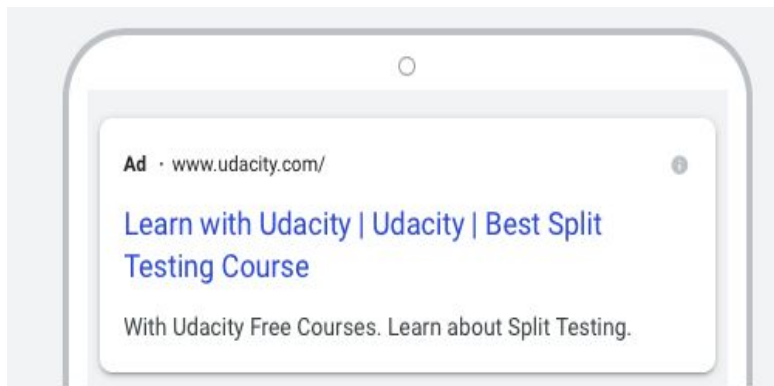
KEYWORD LIST: INTEREST

Udacity free courses

Learn A/B Testing

Udacity A/B Testing

What is ab testing

A/B Testing Online training

Learn split testing

Best a/b testing course

Free ab testing course

Free online a/b testing course by google

Free online google a/b testing course

KEYWORD LIST: INTEREST

Google a/b testing

How to do A/B Testing

How to do split testing

Learn A/B Testing for landing pages

Learn A/B testing online

Learn a/b testing with Udacity

Learn google Adwords testing

Learn split testing by Udacity

Learn testing in Adwords

Why A/B Testing is important

APPENDIX

SCREENSHOTS FOR REFERENCE

CAMPAIGN REVIEW

Your campaign is ready to be published

Clicks	Cost
15	$10.00
Daily estimate	Daily estimate

📅 Jan 3, 2021 – No end date

📍 India

🗛 English

Campaign budget
$10.00/day

Campaign goal
Leads

Bid strategy
CPC (enhanced)

② Ad Groups   ④⓪ Keywords   ④ Ads   ⌄

BACK   **PUBLISH**

Leave feedback

REVIEW

📅 Jan 3, 2021 – No end date

📍 India

🔤 English

Campaign budget
$10.00/day

Campaign goal
Leads

Bid strategy
CPC (enhanced)

Ad · www.udacity.com
A/B Testing by Google | Udacity Free Co...
Split Testing
A/B Testing | Udacity Free Courses

Ad Group: A/B Testing Awareness
Default bid: $3.00
Keywords: Testing, Free Course, Udacity Nanodegree, A/B Testing, Udacity Free Course, Learn A/B Testing, Split Test, A/B Testing Free Course, A/B Test, Split testing, Ab split testing, A/B Testing program, Ab split, Adwords test, Google Adwords Testing, Google Free Course, Google split, Google test, Testing in google, Testing in google Adwords

Ad · www.udacity.com
Udacity Nanodegree Free Course | Lear...
Learn and master A/B Testing
Become data analyst

Ad Group: A/B Testing Interest
Default bid: $3.00
Keywords: Udacity free courses, Learn A/B Testing, Udacity A/B Testing, What is ab testing, A/B Testing Online training, Learn split testing, Best a/b testing course, Free ab testing course, Free online a/b testing course by google, Free online google a/b testing course, Google a/b testing, How to do A/B Testing, How to do split testing, Learn A/B Testing for landing pages, Learn A/B testing online, Learn a/b testing with Udacity, Learn google Adwords testing, Learn split testing by Udacity, Learn testing in Adwords, Why A/B Testing is important

BACK   PUBLISH

CAMPAIGN SUMMARY