GOOGLE ADS (PPC) CAMPAIGN PROJECT TEMPLATE

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Google Ads (PPC) Campaign

Describe and outline your campaign strategy and idea (promotion or incentive), and your campaign objectives and goals. Include the call to action (CTA) to be used in the ad copy and the conversion actions you want visitors to take once they click through your ad.

Campaign Overview and Description:

MindFluel is a revolutionary micro-learning platform tailored to those of you who have busy schedules and life-long learners. Micro learning is delivering a quick, short, focused burst of educational content that can be digested quickly and easily since it is perfect for busy people who need to improve their knowledge and skills.

Campaign Strategy, incentive/promotion	MindFluel's free trial offer will be promoted and how micro learning courses on the platform can be finished in 5 to 10 minutes per session, and it works perfectly for people who don't have enough time. More ad copy will highlight exclusive content and personalized learning paths to entice the users.
Objective and Goals	- Get more people to join up for the free trial. - Increase traffic to landing pages so that consumers may discover more about the features offered by the platform. - Increase brand recognition among professionals who want to quickly improve their abilities.

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Call to Action (CTA)	Begin your free trial now to improve your skills in just a few minutes! Uncover MindFluel - Quick lessons, long-lasting effects!
Conversion Action(s)	- Free trial sign-ups. - Email list subscriptions.

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AD GROUPS

You need to create 2 ad groups each with a distinct theme/topic.
- Each ad group requires **7 tightly related keywords**.
- Show your keyword research with search volume (Canada), competition and estimated CPC. Show the match types to be used and explain your reasoning.
- Identify negative keywords for each ad group.

Ad Group 1: Name and Description

This ad focuses on professionals that are busy and want to grow in their jobs by using effective and convenient learning strategies.

AD GROUP 1: AD GROUP *NAME HERE* KEYWORDS with match types	SEARCH VOLUME (Canada)	COMPETITION	ESTIMATED CPC
online management courses	100 – 1K	High	CA$4.02
project management courses online	100 – 1K	High	CA$3.06
online professional certificate programs	10 – 100	High	CA$1.39
online construction project management courses	10 – 100	High	CA$2.35
short online courses with certificate	10 – 100	High	CA$2.03
small online courses	10 – 100	Medium	CA$1.56
short classes online	+∞	Low	-

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Negative Keywords:			
short online certifications	-100%	-	-
short online courses with qualifications	0 – 10	-	-

Ad Group 2: Name and Description

This ad group focuses on those interested in personal development, who use learning to grow and evolve continuously.

AD GROUP 2: AD GROUP *NAME HERE* KEYWORDS with match types	SEARCH VOLUME (Canada)	COMPETITION	ESTIMATED CPC
personal development	1K – 10K	Low	CA$3.52
learning	10K – 100K	Low	CA$2.59
lms	10K – 100K	Low	CA$13.06
online classes	1K – 10K	Medium	CA$7.22
coding classes	100 – 1K	Medium	CA$5.61
great learning	1K – 10K	Low	CA$6.09
moodle	100K – 1M	Low	CA$1.69
Negative Keywords: Free resources Non-digital learning			

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AD VARIATIONS

- Write four ad variation with ad extensions – two ads for each ad group. Include screenshots from the Karooya ad preview tool.
- Explain your reasoning for the ad copywriting and use of ad extensions to demonstrate best practices, Google guidelines and quality score.

2 AD VARIATIONS FOR AD GROUP 1:

Ad Group 1: Ad Variation 1
Micro-Learning for Professionals

Headlines			
:::	Headline 1	Micro-Learning for Busy Professionals	-7
:::	Headline 2	Start Your Free 7-Day Trial Now	-1
:::	Headline 3	Mindfuel	22

Path	/	3-Headlines	/	2-Descriptions

Descriptions			
:::	Description 1	Upgrade your career with tailored, bite-sized lessons. Learn anytime, anywhere with MindFluel. Sign up now!	-17
:::	Description 2	Sitelinks (Courses, Pricing, User Reviews), Callout (No Contracts, Flexible Plans, Start Today)	-5

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Ad Group 1: Ad Variation 2

Headlines

:::	Headline 1	Advance Your Skills with Micro-Learning	-9
:::	Headline 2	Join for Free – Cancel Anytime	0
:::	Headline 3	Mindfuel	22

Path	/	3-Headlines	/	2-Descriptions

Descriptions

:::	Description 1	Access flexible, professional courses designed for you. Boost your skills in minutes a day.	-1
:::	Description 2	Call Extension, Structured Snippet (Popular Courses)	38

2 AD VARIATIONS FOR AD GROUP 2:

Ad Group 2: Ad Variation 1

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Headlines

:::	Headline 1	Lifelong Learning for Personal Growth	-7
:::	Headline 2	Try MindFluel Free for 7 Days	1
:::	Headline 3	Mindfuel	22

Path	/	3-Headlines	/	2-Descriptions

Descriptions

:::	Description 1	Explore our micro-learning platform and unlock personal growth opportunities. Start your free trial now.	-14
:::	Description 2	FAQ, Free trial	74

Ad Group 2: Ad Variation 2

Headlines

:::	Headline 1	Continuous Learning for Self-Improvement	-10
:::	Headline 2	Sign Up for Free Access Today	1
:::	Headline 3	Mindfuel	22

Path	/	3-Headlines	/	2-Descriptions

Descriptions

:::	Description 1	Develop new skills with tailored, bite-sized lessons. Learn at your pace with no commitments.	-3
:::	Description 2	Affordable plans, Call Extension	58

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LANDING PAGE

Your campaign report is to include a screen shot and URL link for a landing page mockup. Explain your reasoning for the landing page design and copy to demonstrate conversion optimization and quality score best practices. Use Instapage, Unbounce or Wix to create the landing page mockup.
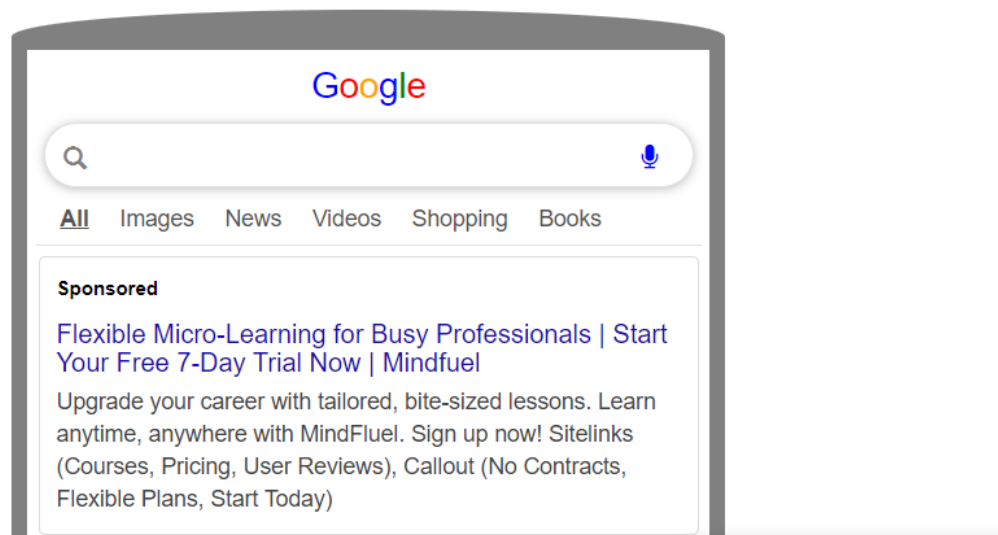
Add group 1
1. http://www.karooya.com/responsive-search-ad-preview-tool?id=3nvajlf53iusfzwp

Desktop Preview

Sponsored

Flexible Micro-Learning for Busy Professionals | Start Your Free 7-Day Trial Now | Mindfuel

Upgrade your career with tailored, bite-sized lessons. Learn anytime, anywhere with MindFluel. Sign up now! Sitelinks (Courses, Pricing, User Reviews), Callout (No Contracts, Flexible Plans, Start Today)

Mobile Preview

Google

All   Images   News   Videos   Shopping   Books

Sponsored

Flexible Micro-Learning for Busy Professionals | Start Your Free 7-Day Trial Now | Mindfuel

Upgrade your career with tailored, bite-sized lessons. Learn anytime, anywhere with MindFluel. Sign up now! Sitelinks (Courses, Pricing, User Reviews), Callout (No Contracts, Flexible Plans, Start Today)

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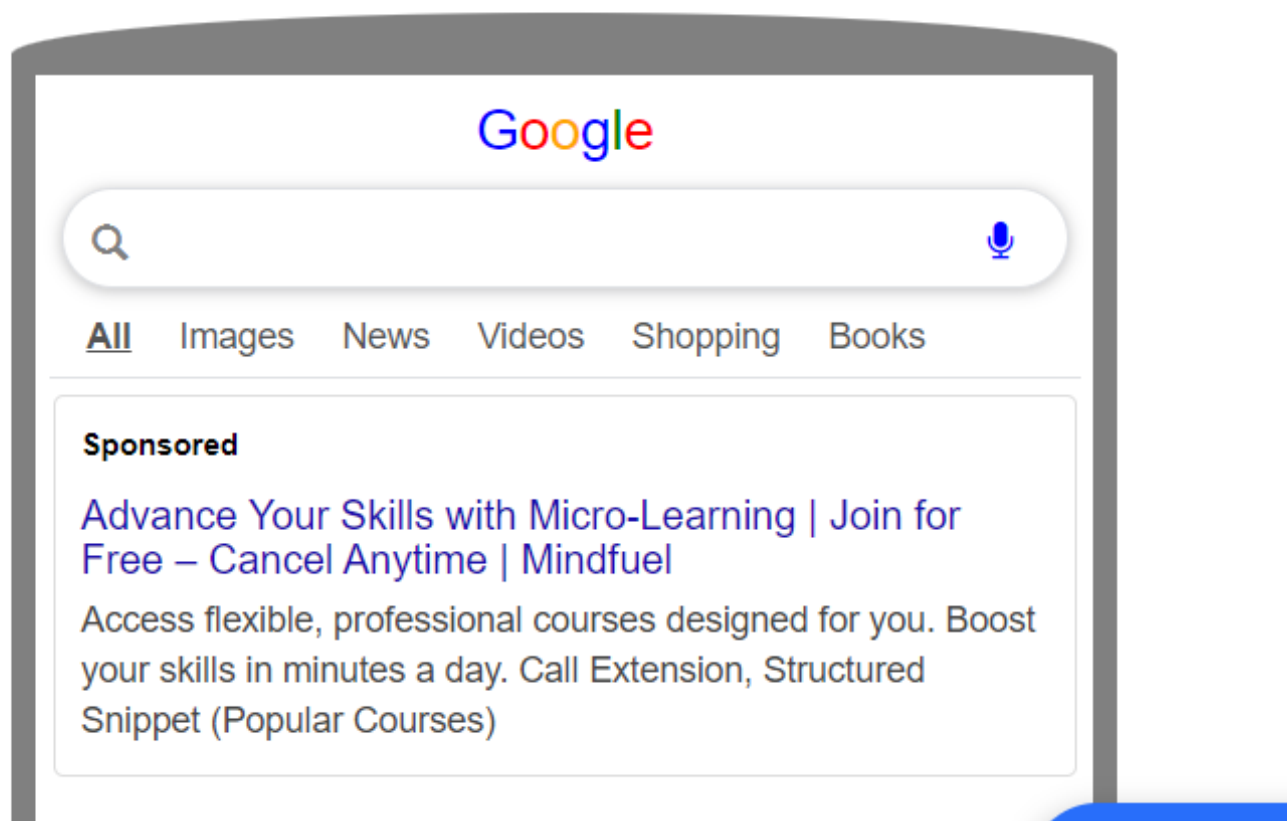2. http://www.karooya.com/responsive-search-ad-preview-tool?id=o5fdqzkmhd5sy6l4

Desktop Preview

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Advance Your Skills with Micro-Learning | Join for Free – Cance
Mindfuel

Access flexible, professional courses designed for you. Boost your skills in minute:
Extension, Structured Snippet (Popular Courses)

Mobile Preview

Google

All Images News Videos Shopping Books

Sponsored

Advance Your Skills with Micro-Learning | Join for
Free – Cancel Anytime | Mindfuel

Access flexible, professional courses designed for you. Boost
your skills in minutes a day. Call Extension, Structured
Snippet (Popular Courses)

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1.http://www.karooya.com/responsive-search-ad-preview-tool?id=num0ha4ccag1d2wx

Desktop Preview

Sponsored

Lifelong Learning for Personal Growth | Try MindFluel Free for 7 Days | Mindfuel

Explore our micro-learning platform and unlock personal growth opportunities. Start your free trial now. FAQ, Free trial

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Mobile Preview

Google

All   Images   News   Videos   Shopping   Books

Sponsored

Lifelong Learning for Personal Growth | Try MindFluel Free for 7 Days | Mindfuel

Explore our micro-learning platform and unlock personal growth opportunities. Start your free trial now. FAQ, Free trial

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http://www.karooya.com/responsive-search-ad-preview-tool?id=3oam99ootrvuujpp
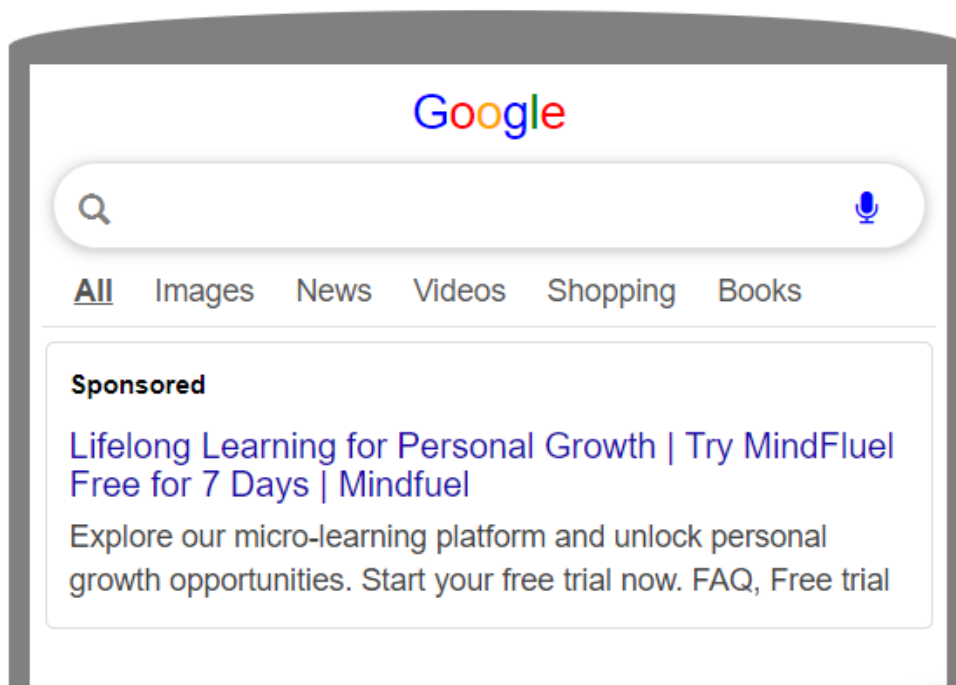
Desktop Preview

Sponsored

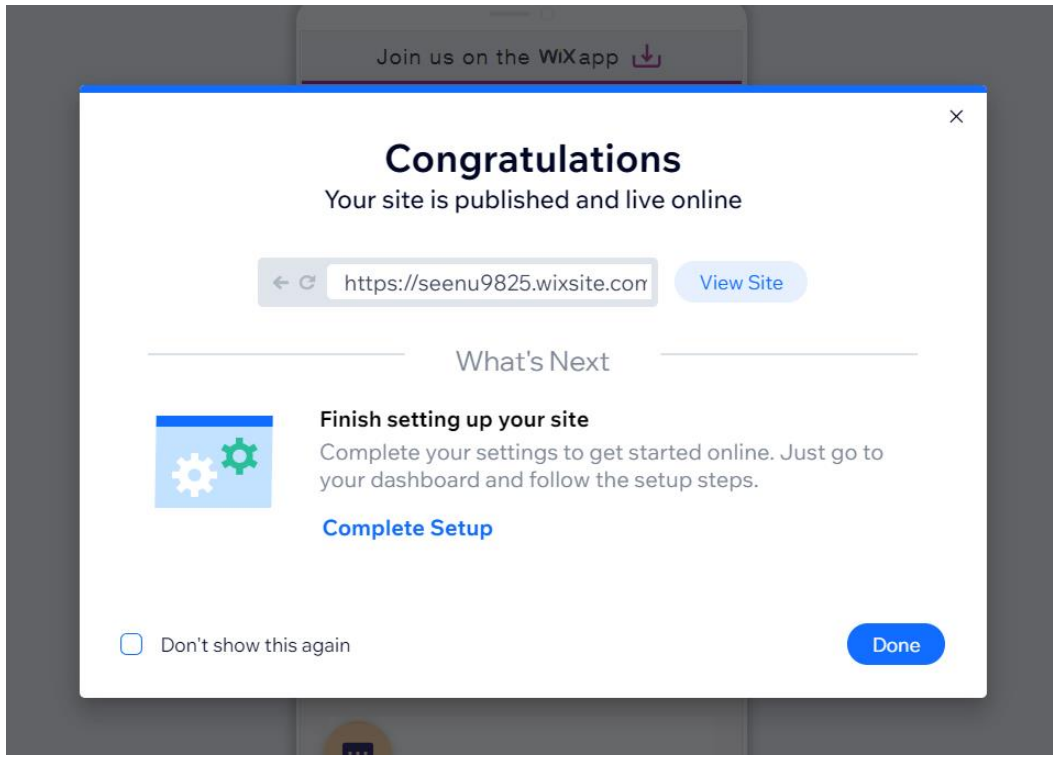Continuous Learning for Self-Improvement | Sign Up for Free Access Today | Mindfuel

Develop new skills with tailored, bite-sized lessons. Learn at your pace with no commitments. Affordable plans, Call Extension

Mobile Preview

https://seenu9825.wixsite.com/mindfuel
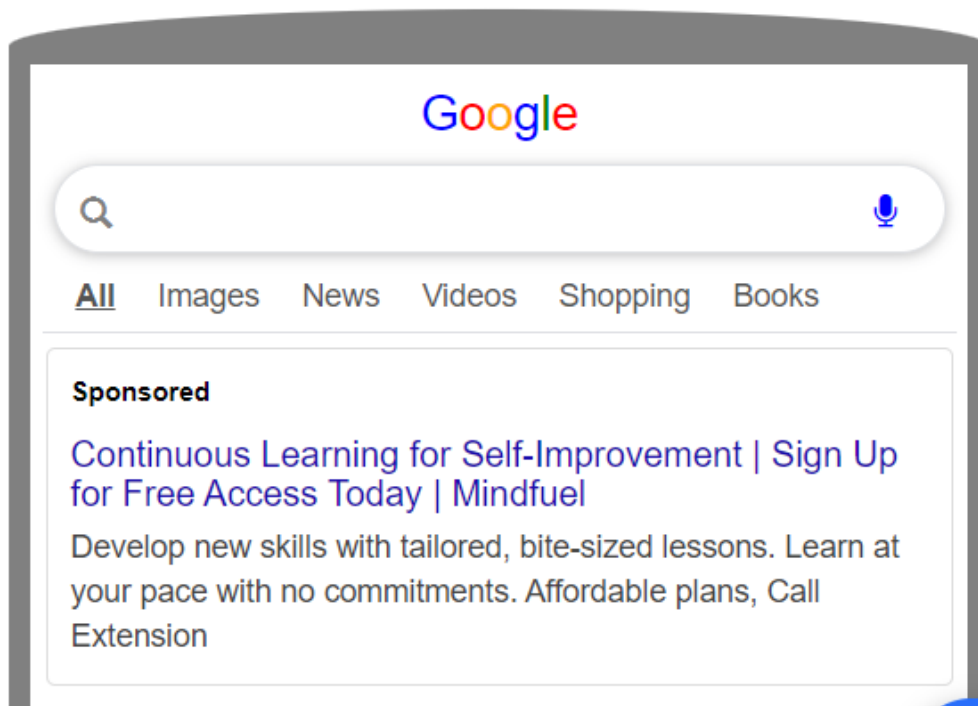
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Reasoning
- A direct and benefit-driven headline helps visitors quickly understand the value of MindFluel, increasing their likelihood of engaging with the page.
- The CTA, *"Start Free Trial"*, creates urgency and offers a risk-free entry point, which is more likely to convert users who may be hesitant.
- Using bold text for the headline, contrasting colors for the CTA button, and a clean design draws the user's attention to important actions.
- Testimonials and user quotes act as social proof, which can reduce user hesitation and build trust in the brand.
- Reducing the number of fields in the form makes it easy for users to convert, which is critical for improving the conversion rate.

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BUDGET AND ROAS

Estimate a campaign budget and expected ROAS. Show your math and define and use assumptions where needed.

- **Keywords**: 7 keywords for each of the 2 ad groups.
- **Search Volume**: Average of 1,000 searches per month for each keyword.
- **CPC:** $2.00.
- **CTR:** 5% (0.05).
- **Conversion Rate**: 10% (0.10).
- **Conversion Value**: $50 per conversion.
- **LTV per Customer**: $200.

- **Estimated Clicks per Keyword**:
  - Search Volume: 1,000 searches.
  - CTR: 5% (0.05).
  - Estimated Clicks: 1,000 * 0.05 = 50 clicks.
- **Total Cost per Keyword**:
  - CPC: $2.00.
  - Estimated Clicks: 50.
  - Total Cost: 50 clicks * $2.00 = $100.

For 7 keywords:
- **Total Clicks for 7 Keywords**: 50 clicks * 7 = 350 clicks.
- **Total Cost for 7 Keywords**: 100 * 7 = $700.

Conversions
- **Conversion Rate**: 10% (0.10).
- **Total Conversions**: 350 clicks * 0.10 = 35 conversions.

Revenue
- **Conversion Value**: $50 per conversion.
- **Total Revenue**: 35 conversions * $50 = $1,750.

ROAS
- **ROAS Formula**: Total Revenue / Total Cost.
- **ROAS**: $1,750 / $700 = 2.5.

This means that for every $1 spent on ads, we earn $2.50 in return.

Overall Campaign Budget for 2 Ad Groups

Assuming the second ad group has the same performance:
- **Total Budget**: $700 * 2 = $1,400.

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- **Total Revenue**: $1,750 * 2 = $3,500.
- **Overall ROAS**: $3,500 / $1,400 = 2.5.

Summary:
- **Estimated Campaign Budget**: $1,400 for both ad groups.
- **Expected Revenue**: $3,500.
- **Expected ROAS**: 2.5 (for every $1 spent, $2.50 is earned).

Keyword ideas	Forecast	Saved keywords	Negative keywords

Micro-learning platform, Online courses for professionals, Flexible ⓘ https — ⊙ Canada — 🗚 English — ≡ᴓ Google — 🗓 Oct 2023 - Sept 2024

Broaden your search: + short course + online courses + learning platform + courses + courses for professionals + micro learning + educational software — Refine keywords

Exclude adult ideas ✕ Add filter 87 keyword ideas available Columns Keyword view

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keyword ideas								
online manag...	100 – 1K	0%	0%	High	—	CA$4.02	CA$14.00	
project mana...	100 – 1K	0%	0%	High	—	CA$3.06	CA$12.41	
online profes...	10 – 100	0%	0%	High	—	CA$1.39	CA$8.61	
online constr...	10 – 100	0%	0%	High	—	CA$2.35	CA$6.82	
management ...	10 – 100	0%	0%	High	—	CA$2.54	CA$7.97	

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personal development, grow and evolve continuously., learning | ⓘ https://w | ⦿ Canada | 🔤 English | 🔍 Google | 📅 Oct 2023 - Sept 2024 ▾ | | ⬇

Broaden your search: + soft skill   + training platform   + career coaching   + career counseling   + career development   + shrubs   + plants

Refine keywords

🔽¹   Exclude adult ideas ✕   Add filter   953 keyword ideas available   ▥ Columns   Keyword view ▾

☐	Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
☐	personal dev…	1K – 10K	0%	0%	Low	—	CA$0.90	CA$3.52	
☐	learning	10K – 100K	0%	0%	Low	—	CA$0.74	CA$2.59	
	Keyword ideas								
☐	lms	10K – 100K	0%	0%	Low	—	CA$2.73	CA$13.06	
☐	online classes	1K – 10K	+900%	0%	Medium	—	CA$2.11	CA$7.22	
☐	online courses	1K – 10K	0%	0%	High	—	CA$1.44	CA$4.87	