# Digital Marketing

1. Introduction

1.1 Overview

In the digital age, establishing a strong online presence is paramount for brand success. Creating a Google Ads campaign offers a powerful means to achieve this goal. By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research, you can ensure your ads reach the right people at the right time. Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign's objectives. Regular monitoring and optimization of your campaign are essential to maximize ROI. A well-executed Google Ads campaign can significantly enhance brand visibility, attract quality traffic, and drive conversions, helping your brand thrive in the competitive online landscape.
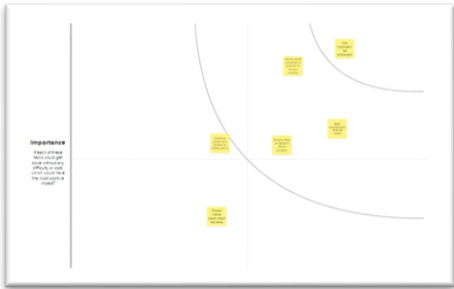
1.2 Purpose

- Promote the business through advertisement.
- Increase profit on business.
- Implement various technique to attract customers.

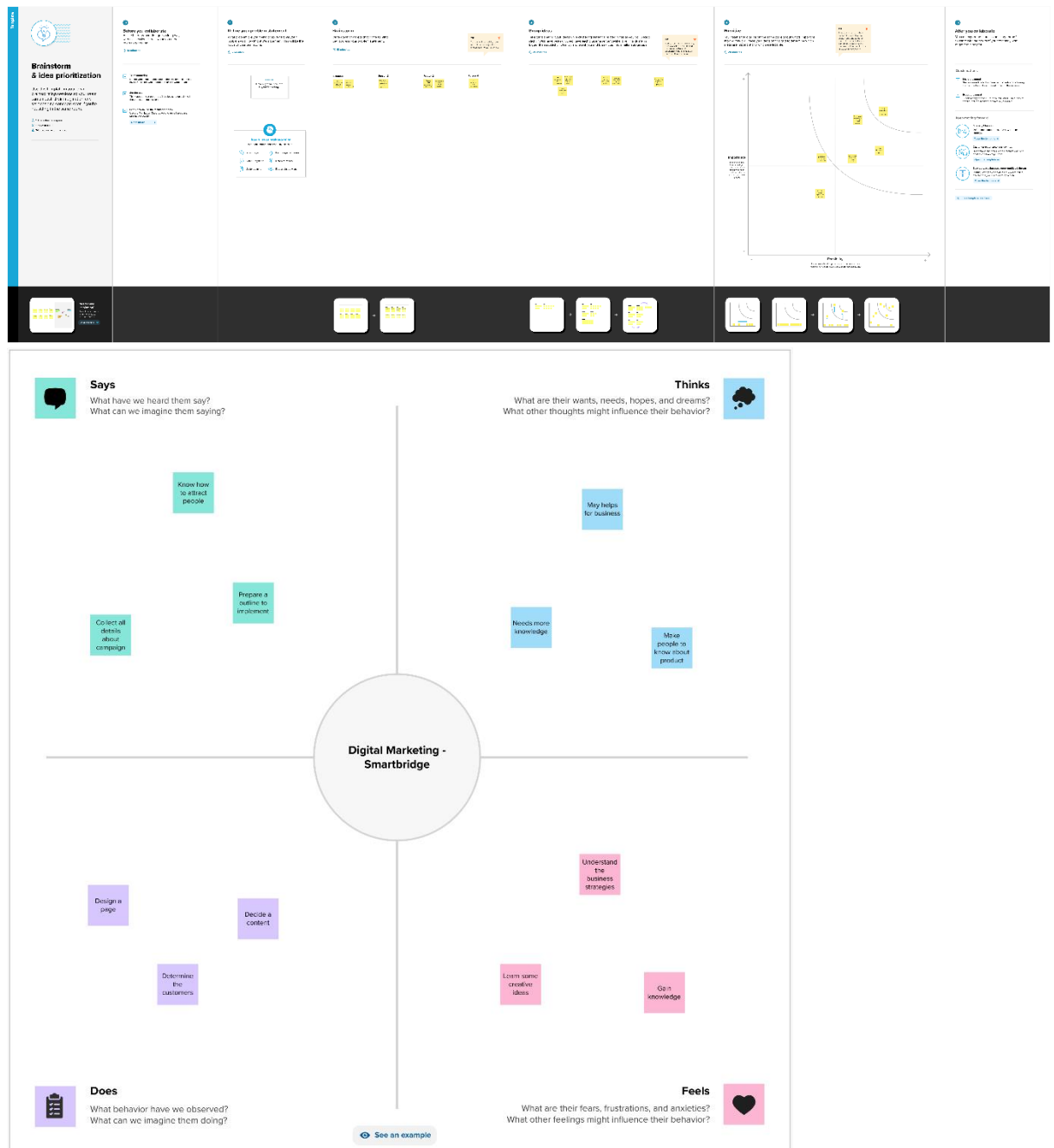## 2. Problem Definition and Design Thiniking

2.1 Empathy Map Screenshot
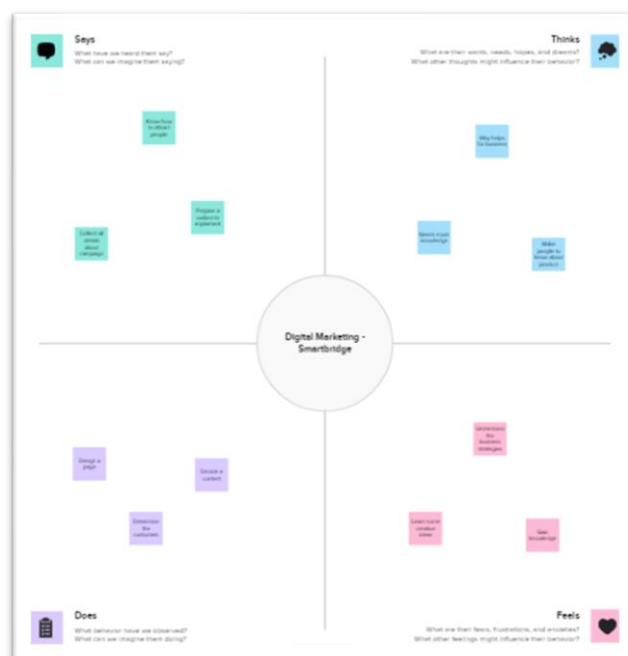
2.2 Ideation and Brainstroming Map Screenshot

3. Result

4. Advantages and Disadvantages

4.1   Advantages

- Promote our business.
- Increase customer rate.
- Make our product to be famous among people.

4.2   Disadvantages

- Need to pay to be published even there is not earning.
- Need to make monthly payment on routine.

5. **Applications**
   - Can be used in any business promotion.
   - To improve the stater business.
   - Business like cosmetic store, boutique shop and more.

6. **Conclusion**

   I learned how to promote a business with a Google campaign. How to create a campaign and how to publish it This also includes creativity, which means when creating a poster for an advertisement. We have to be creative in our preparation.