

## Empathy map canvas

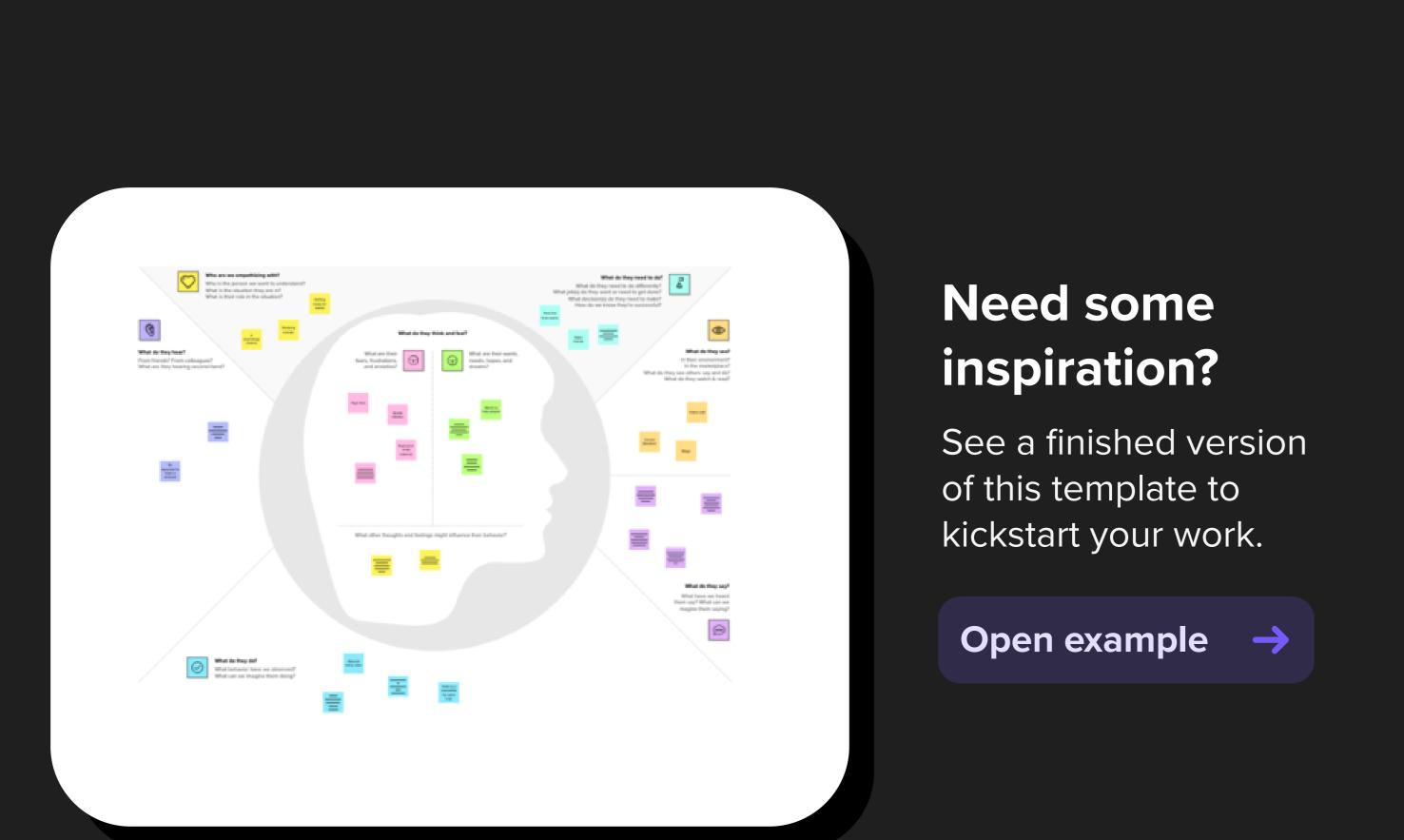
Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

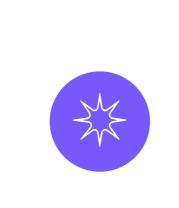
Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at









## CREATING A GOOGLE AD CAMPAIGN FOR YOUR BRAND-GOOGLE ADWORKS

EMPATHY MAP

Ensure that the landing pages your ads direct users to are relevant, user-friendly, and optimized for conversions.

What is the primary objective of your campaign?

is it to increase website traffic, generate leads, or boost sales?

Who are you trying to reach with your ads?

Determine your budget for the campaign and set a daily or monthly spending limit

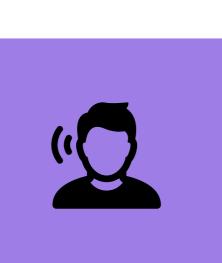
What are my campaign

objectives?

Who is my target

audience?





What is the primary

goal of your ad

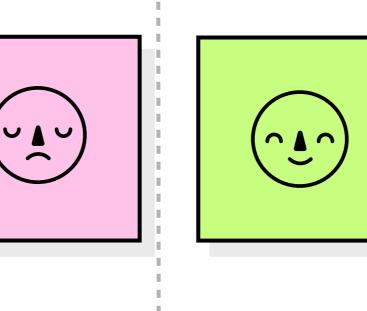
campaign?

Have you defined key performance indicators (KPIs) to measure the success of your campaign?

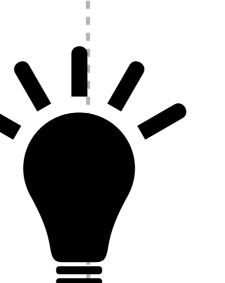
Have you defined key performance indicators (KPIs) to measure the success of your campaign?



High Cost-Per-Click (CPC)
Low Click-Through Rate
(CTR)
Poor Quality Score



GAINS
Increased Brand Visibility
Targeted Audience Reach
Immediate Results

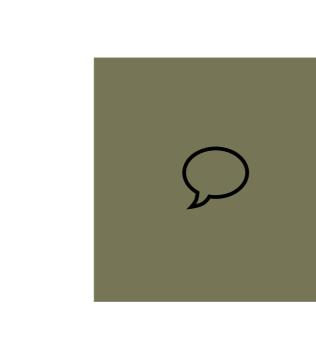


see

Say & do

What is my budget for this

campaign?



Have you analyzed your competitors' ad strategies and identified their strengths and weaknesses?

Have you considered the geographical locations you want to target?

What is my landing page experience like?





