

PROJECT REPORT

INTRODUCTION:

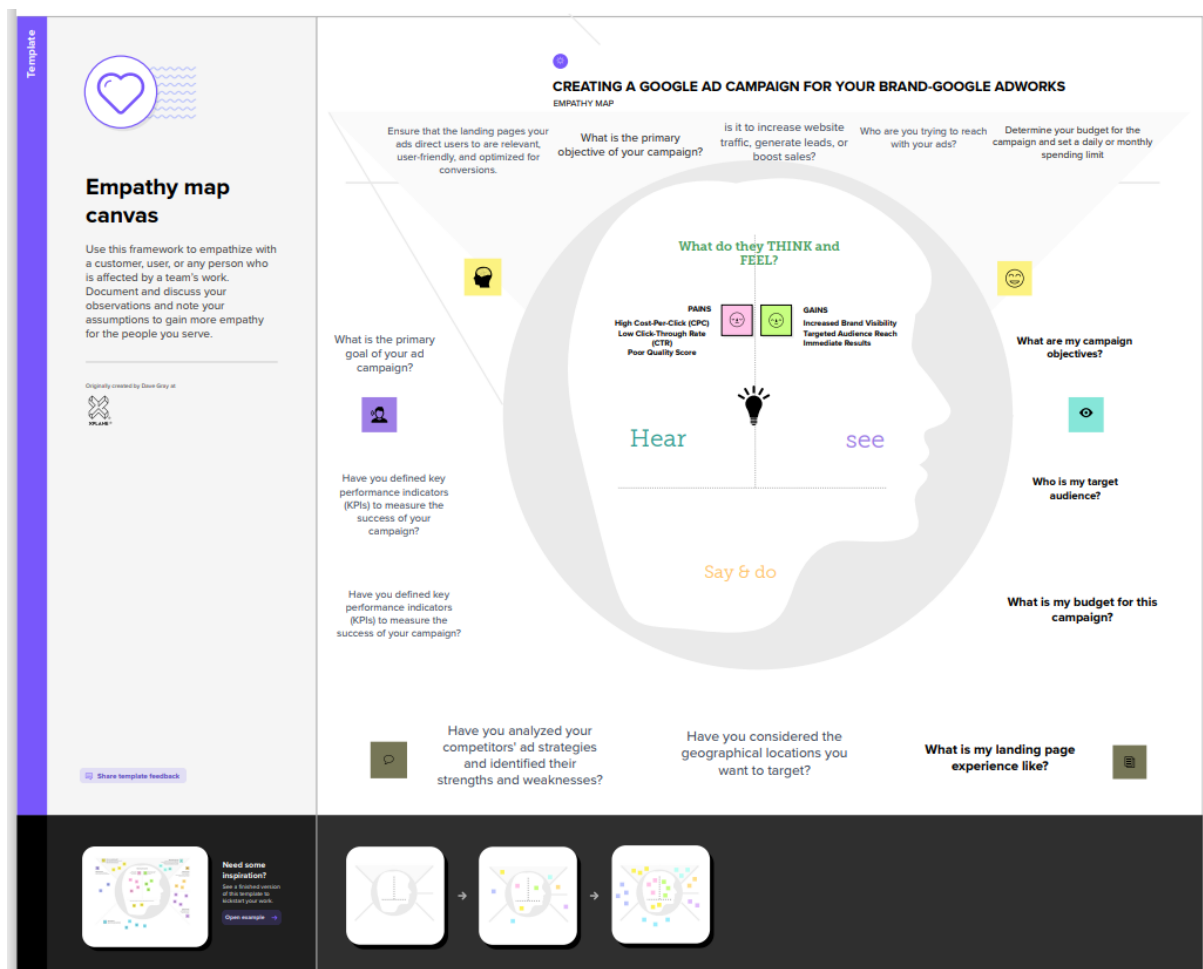
First, define your campaign objectives and target audience. Then, conduct keyword research to identify relevant terms. Craft compelling ad copy and design engaging landing pages. Continuously monitor and optimize your campaign based on performance data, and finally, utilize A/B testing to refine your strategy. It's also crucial to set a clear budget and regularly track your ROI to ensure your campaign's effectiveness.

PURPOSE:

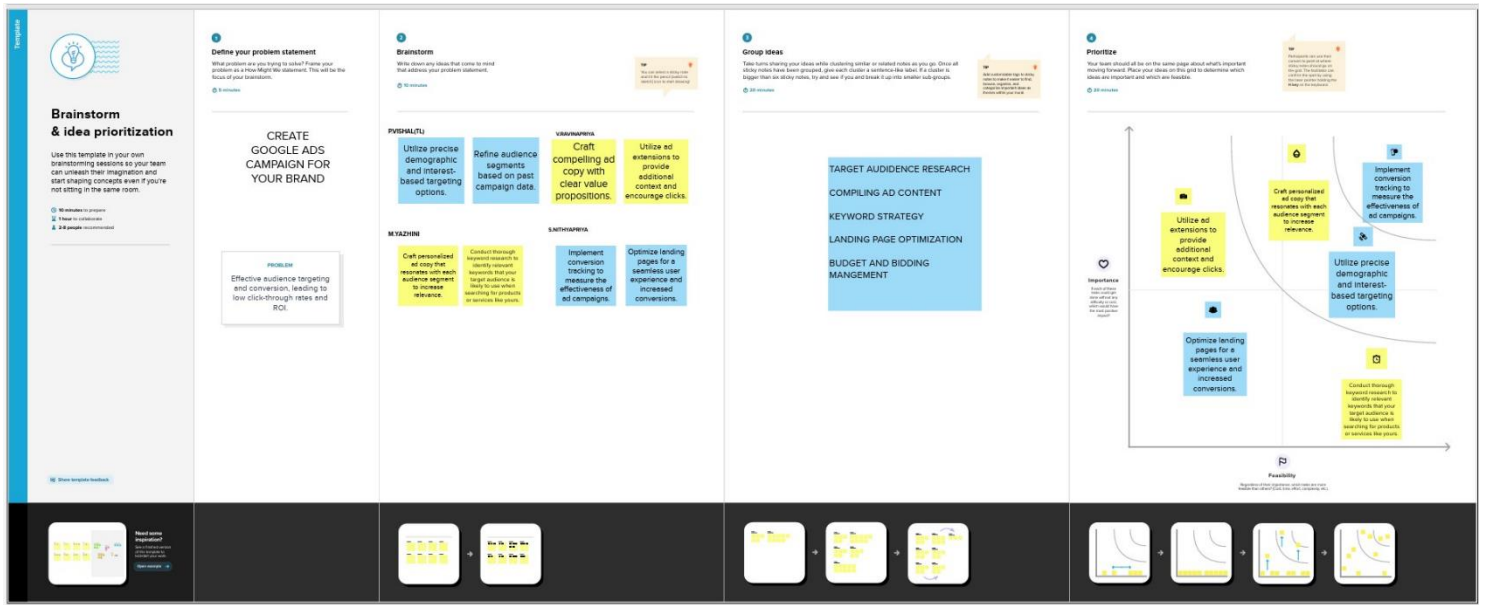
Is to promote your products or services to a highly targeted audience, increase brand visibility, drive traffic to your website, generate leads, and ultimately boost sales or conversions. Google ads provide a powerful platform to reach potential customers at the precise moment they are searching for products or services related to your business, thereby maximizing your online presence and enhancing your overall marketing efforts.

PROBLEM DEFINITION AND DESIGN THINKING:

EMPATHY MAP:



IDEATION & BRAINSTORMING:



RESULT:

Google Ads

Search for a page or campaign

Appearance

Refresh

Help

Notifications

500-046-2547

vishalprabakaran003@gmail.c...

Overview

Recommendations

Insights and reports

Campaigns

Goals

Tools

Billing

Admin

Campaigns

Ad groups

Ads

Experiments

Assets

Assets

Audiences, keywords and content

Change history

View (2 filters)

All campaigns

Campaign

Awareness and consideration-Display-1

Ad groups (1)

Select an ad group

Enabled

Status: Bid strategy misconfigured

Type: Display

Budget: ₹100.00/day

Optimisation score: —

More details

Ads

All time

26 - 30 Oct 2023

Show last 30 days

+

0

Ad status: Enabled

Add filter

Search

Columns

Reports

Download

Expand

More

Ad	Ad group	Status	Ad type	Clicks	Imp.	CTR	Avg. CPC
<div><div><div><div><div></div><div></div></div><div><div>Far... +1 more</div><div>Green Bites: F...</div><div>Fresh goodness...</div><div>View asset details</div></div></div><div>+4 images</div></div></div>	Ad group 1	Eligible	Responsive display ad	0	0	—	—
Total: Ads in your current view				0	0	—	—
Total: Campaign				0	0	—	—

1 - 1 of 1

Reporting is not carried out in real time.

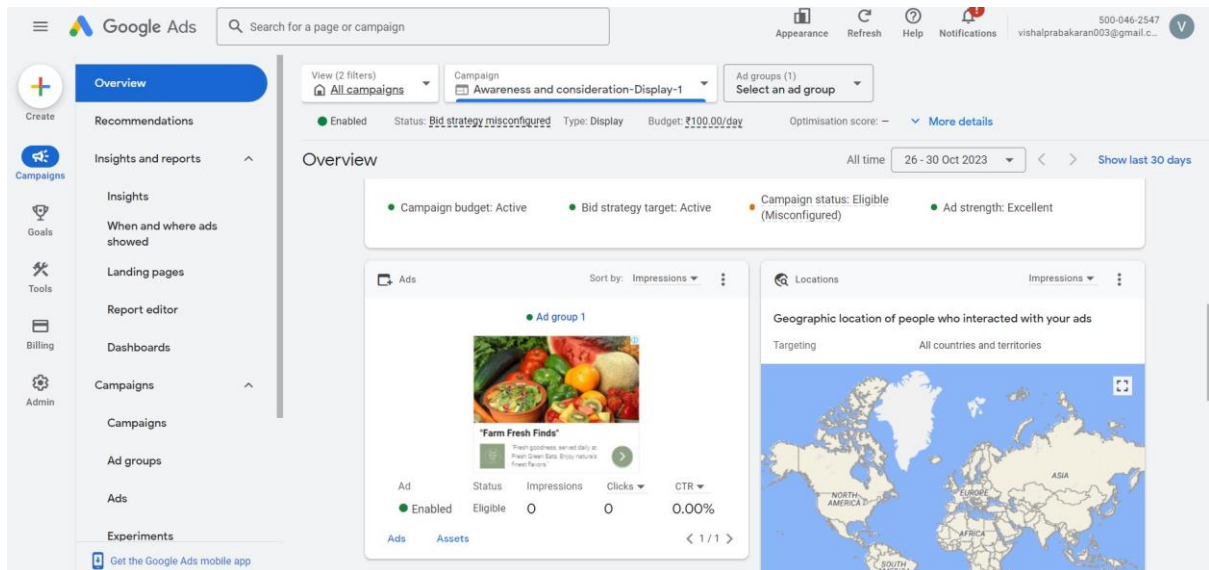
Time zone for all dates and times: (GMT+05:30) India Standard Time.

Learn more

Some inventory may be provided through third-party intermediaries.

You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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ADVANTAGES:

- Wide reach
- Targeted advertising
- Cost control

DISADVANTAGES:

- Costly
- Complexity
- High competition

APPLICATIONS:

- Increasing website traffic
- Brand awareness
- Lead generation

CONCLUSION:

creating a Google Ads campaign is a multi-step process that requires careful planning, thorough research, and continuous optimization. By defining clear objectives, identifying the target audience, conducting comprehensive keyword research, and crafting compelling ad copy, you can maximize your campaign's effectiveness. Monitoring performance metrics, implementing A/B testing, and regularly assessing your return on investment (ROI) are essential for ongoing success. With a well-structured campaign and a data-driven approach, you can increase your brand's visibility, reach your target audience, and achieve your marketing goals effectively on the Google Ads platform.

FUTURE SCOPE:

- Increased automation
- Integration of AI and Big Data
- Emphasis on Privacy
- Video and Interactive Ads
- Cross-Platform Advertising
- Voice Search Optimization