

COLLEGE : GOVERNMENT COLLEGE OF TECHNOLOGY, COIMBATORE

DEPARTMENT : INDUSTRIAL BIOTECHNOLOGY

NAAN MUDHALVAN COURSE : DIGITAL MARKETING

TEAM ID : NM2023TMID11026

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952E06BCA96AC4499CE445999EE5FAD0

PROJECT TITLE : Create a Google Ads Campaign

Brand Name: AGS BAGS

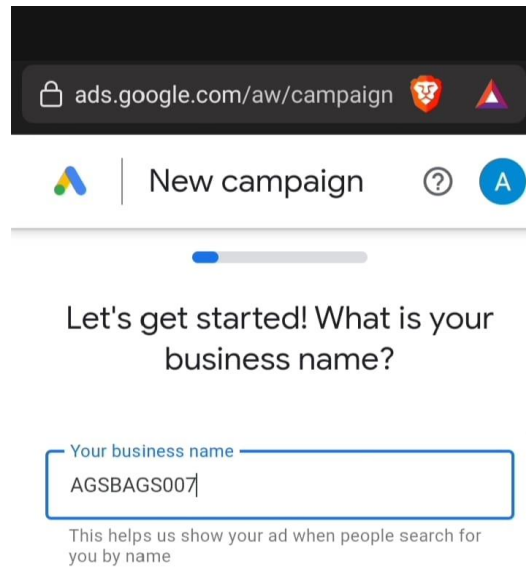
Category: Fashion, Accessories

Email: agsbags007@gmail.com

Target Audience: Men, Women, Children

Drive Link: https://drive.google.com/file/d/1-BoTzBQaAT4D_wqQAimBuZefJjelruXr/view?usp=drivesdk

STEP:1



ads.google.com/aw/campaign

New campaign

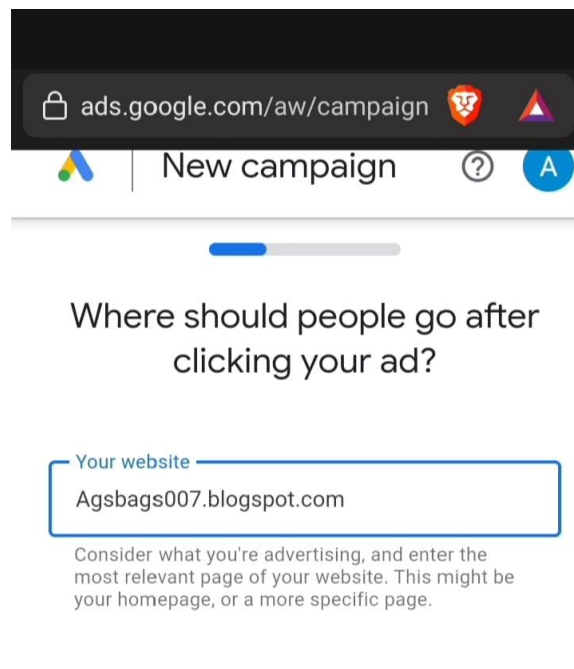
Let's get started! What is your business name?

Your business name

AGSBAGS007

This helps us show your ad when people search for you by name

STEP:2



ads.google.com/aw/campaign

New campaign

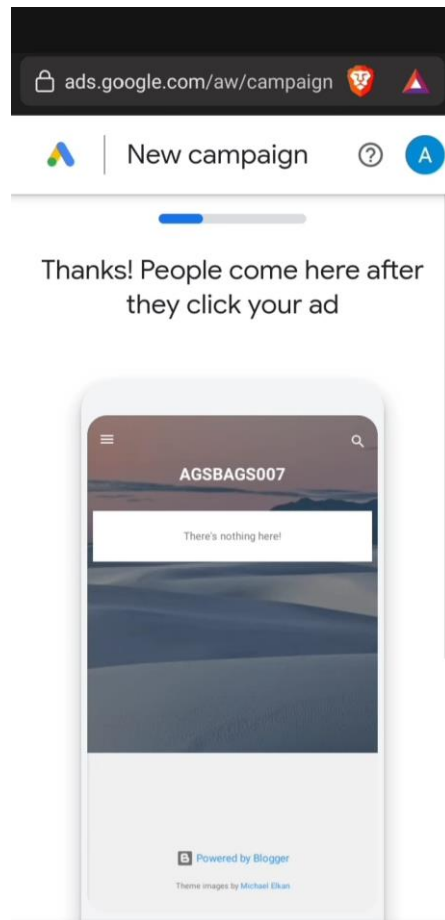
Where should people go after clicking your ad?

Your website

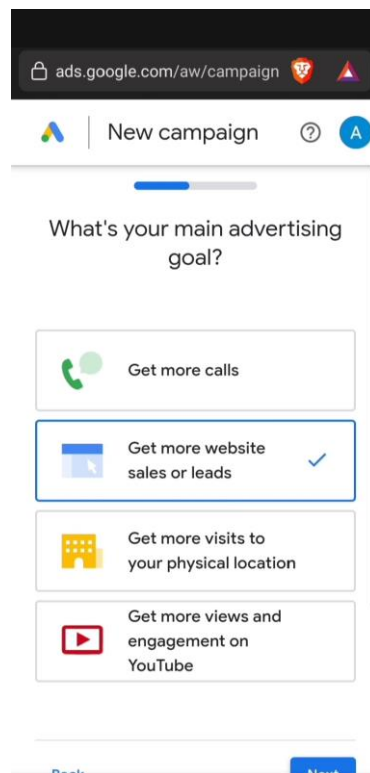
Agsbags007.blogspot.com

Consider what you're advertising, and enter the most relevant page of your website. This might be your homepage, or a more specific page.

STEP3:



STEP 4:



STEP5:

ads.google.com/aw/campaign

New campaign

What customer action should your campaign be optimised to deliver?

I want sales I want leads

Customers complete a purchase

Customers begin checkout

Add one action and Google Ads will optimise your campaign to achieve this goal. [Learn more about tracking your Google Ads Smart Campaign](#)

Customers add items to cart

STEP6:

ads.google.com/aw/campaign

New campaign

Now it's time to write your ad

The more headlines and description lines you provide, the more combinations will be tested to learn which perform the best over time

Headlines

Adding 3 headlines or more will help your ad performance

Headline 1

0 / 30

Headline 2

0 / 30

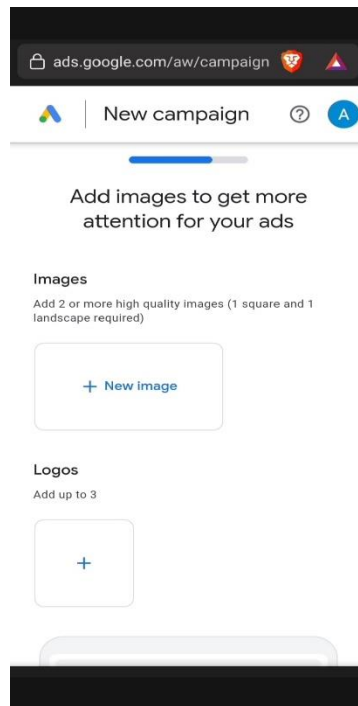
Headline 3

0 / 30

Descriptions

Adding 2 descriptions or more will help your ad performance

STEP6:



ads.google.com/aw/campaign

New campaign

Add images to get more attention for your ads

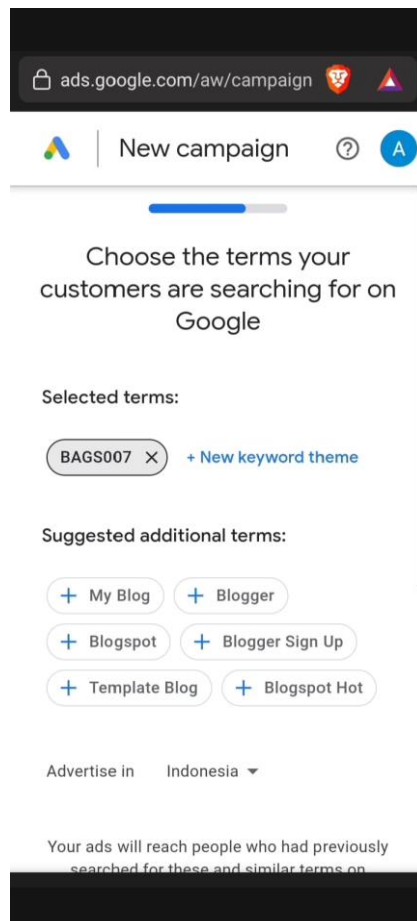
Images
Add 2 or more high quality images (1 square and 1 landscape required)

+ New image

Logos
Add up to 3

+

STEP7:



ads.google.com/aw/campaign

New campaign

Choose the terms your customers are searching for on Google

Selected terms:

BAGS007 × + New keyword theme

Suggested additional terms:

+ My Blog + Blogger

+ Blogspot + Blogger Sign Up

+ Template Blog + Blogspot Hot

Advertise in Indonesia ▼

Your ads will reach people who had previously searched for these and similar terms on

STEP8:

ads.google.com/aw/campaign

New campaign

Up next, show your ad in the right places

☐ Advertise near an address

☒ Advertise in specific postcodes, cities or regions

India

Add a postcode, city, county or coun...

STEP9:

ads.google.com/aw/campaign

New campaign

Set a budget to get the results that you want

Select a budget option

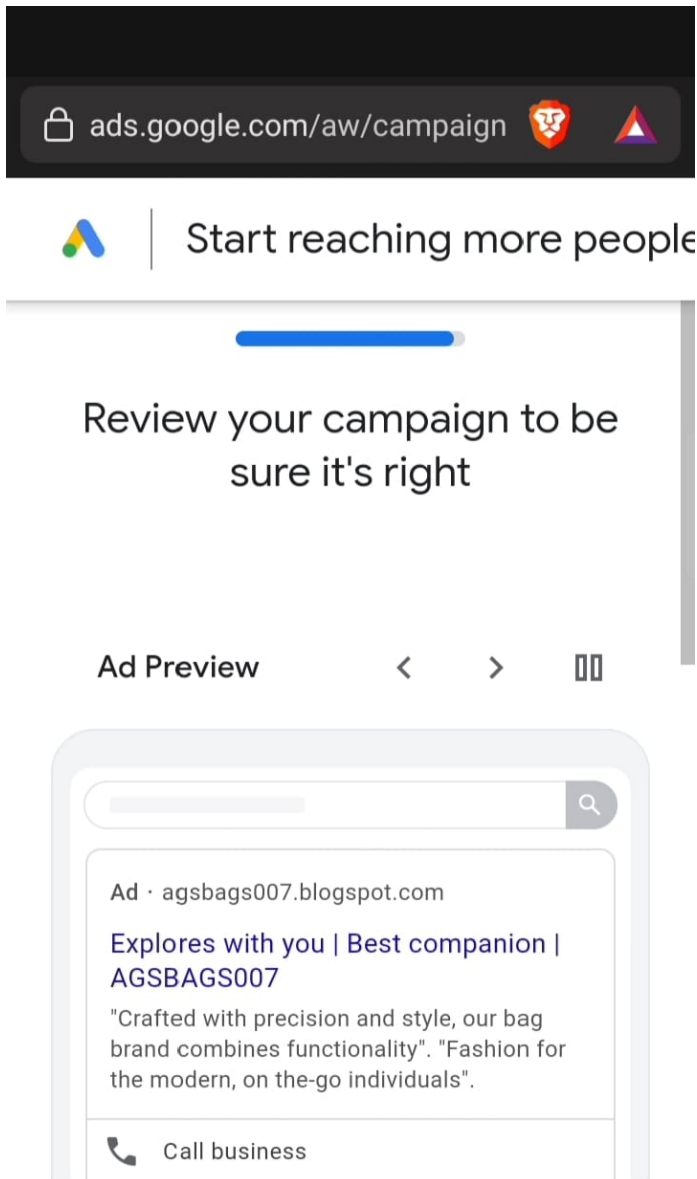
Currency: Indian Rupee (₹)

₹34 daily average
₹1,034 monthly max
Get an estimated 50 – 150 ad clicks each month

Recommended for you

₹134 daily average
₹4,074 monthly max
Get an estimated 190 – 560 ad clicks each month

STEP : 10



Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.