

Google Ads Campaign Strategy for Xiaomi Smartphone Sales Growth

Objective

The objective of this project is to develop a comprehensive Google Ads campaign strategy to increase sales for Xiaomi smartphones by analyzing buyer personas, defining campaign structures, selecting effective targeting options, utilizing suitable ad formats, and applying optimization techniques.

By- Aishwarya N

About the Brand: Xiaomi – Innovation for Everyone

Xiaomi Corporation is a leading global technology company founded in 2010 and headquartered in Beijing, China. Known for its innovative and affordable smartphones, Xiaomi quickly became one of the top smartphone brands worldwide. The company focuses on delivering high-quality products with cutting-edge technology, targeting budget-conscious and tech-savvy consumers. Besides smartphones, Xiaomi also offers a wide range of smart devices and IoT products, making it a major player in the consumer electronics market.

Xiaomi has launched popular models such as the Redmi Note 13 Pro and the Xiaomi 14, which combine advanced features with competitive pricing. The brand holds a strong position in India, one of its largest markets, where it consistently ranks among the top smartphone sellers due to its extensive online and offline sales channels and loyal customer base.

Strategic Approach

To support Xiaomi's online business growth, first I created a detailed buyer persona to understand the ideal customer. Based on that, I developed two targeted campaigns. The Brand Awareness campaign on the Google Display Network (GDN) focuses on reaching a wide audience and building visibility for the Xiaomi 15 Series and Redmi budget phones. The Online Sales campaign on the Google Search Network (GSN) targets users actively searching to buy, helping drive traffic to product pages and increase conversions through search intent targeting and festive offers.

Understanding the Audience

Buyer Persona for Xiaomi Smartphones

Before creating an effective Google Ads campaign for Xiaomi, it is important to understand who the ideal customer is. By developing a detailed buyer persona, we can design ads that speak directly to the right audience improving engagement, conversions, and overall campaign performance.

This section focuses on identifying Xiaomi's potential buyers based on key factors like demographics, interests, online behavior, and purchase preferences. This approach ensures that the campaign strategy is tailored to genuine user needs and behaviors, leading to more impactful and results driven advertising.

Buyer Persona: The Budget-Tech Enthusiast

Name: Rohan Mehta

Age: 24

Gender: Male

Location: Tier 1 and Tier 2 cities in India (Mumbai, Pune, Jaipur, Lucknow)

Occupation: Recent graduate or early career IT professional

Monthly Income: ₹25,000 – ₹50,000

Education: Graduate

Interests: Mobile technology, gaming, photography, online shopping

Online Behavior:

- Frequently compares smartphone features online
- Watches tech reviews on YouTube
- Searches Google for phone specs and best budget smartphones
- Uses apps like Flipkart, Amazon, and Mi Store

Buying Preferences:

- Budget-friendly but performance focused
- Prefers high RAM, strong camera, good battery life
- Brand-aware (familiar with Xiaomi, Realme, Samsung, etc.)
- Looks for value-for-money and trusted online reviews

With the buyer persona in place, the next step is to design a campaign strategy that speaks directly to this audience.

Campaign Objectives

This campaign is designed to help Xiaomi grow its business online by focusing on two key goals.

- **Primary Objective:**

Boost awareness of the Xiaomi 15 Series and Redmi budget phones by running a brand awareness campaign using the Google Display Network (GDN). The aim is to reach a broad audience and build visibility for Xiaomi's latest devices.

- **Secondary Objective:**

Increase online sales of Xiaomi smartphones by targeting users who are actively searching and ready to buy using Search Network Campaigns (SNC). This includes driving traffic to specific product pages and festive offer deals to encourage conversions.

CAMPAIGN 1: Brand Awareness (Google Display Network - GDN)

Primary Objective:

To boost awareness of the Xiaomi 15 Series and Redmi budget phones by reaching a wide audience through visually engaging banner ads across the Google Display Network. This campaign is focused on attracting attention, sparking interest, and creating brand recall.

1.Campaign Type:

I selected a Google Display Network (GDN) campaign to increase awareness of Xiaomi 15 Series and Redmi phones. It helps show visual ads across websites and apps to reach a large audience and build brand visibility.

2. Ad Groups:

I created two separate ad groups, one for the Xiaomi 15 Series and another for Redmi Budget Phones. This allows me to use more targeted keywords and show relevant ads for each phone category, improving ad performance and user engagement.

- **Ad Copy 1 – Xiaomi 15 Pro**

This ad copy is created to attract potential customers who are interested in exploring or learning more about the Xiaomi 15 Pro. The headlines are crafted to immediately catch attention by showcasing the phone's flagship features like a powerful Snapdragon processor, 200MP camera, and sleek design.

The description highlights the top features of the Xiaomi 15 Pro in a simple yet compelling way, encouraging users to click and explore the product in detail. It focuses on what makes the phone stand out such as camera quality, performance, and fast charging to spark curiosity and interest.

Since this is part of a Brand Awareness campaign using Google Display Network (GDN), the goal is to visually engage a wide audience and increase visibility for Xiaomi's latest launch. The chosen keywords and ad creatives ensure the product is shown to users who are browsing tech related content, helping Xiaomi build recall and interest among potential buyers.

- **Ad Copy 2 – Redmi Budget Phones Deal**

This ad copy is created to attract potential customers looking for affordable and reliable smartphones. The headlines are written to quickly highlight Redmi's best-selling points: low prices, big battery, great camera, and value for money to catch attention and encourage users to explore.

The description focuses on the practical benefits of Redmi phones, such as being perfect for gaming, selfies, and daily use. It communicates that these phones are a great fit for budget-conscious users without compromising on quality.

Since this ad runs under a Brand Awareness campaign through the Google Display Network (GDN), its purpose is to visually reach a wide audience and introduce Redmi's budget-friendly lineup to more people. The use of lifestyle images, compelling headlines, and targeted display placements helps build strong visibility and familiarity with the brand among potential buyers.

3. Smart Targeting: Location, Language, Audience & Demographics

For this Brand Awareness campaign, I selected India as the target location because Xiaomi has a strong customer base across metro cities and tier-2/tier-3 regions. This helps maximize reach and visibility across a wide and diverse audience.

The chosen language is English, as it is widely understood by online users in India, especially among tech-savvy and urban shoppers who browse and shop for smartphones online.

To ensure the ads are shown to the most relevant users, I selected audience segments that align with the product interest:

Audience Segments:

- Mobile Phones & Accessories
- Technology & Gadgets
- Online Shopping Enthusiasts
- Tech News & Reviews Viewers
- Electronics & Consumer Tech Buyers

These segments are ideal for building brand awareness among people actively engaging with mobile-related content.

Demographics:

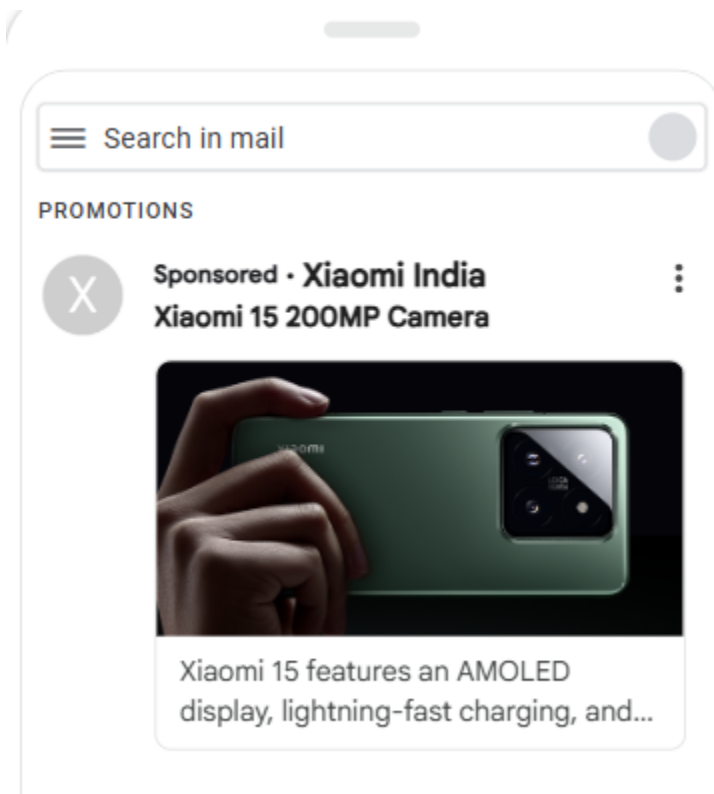
- Age Group: 18–45 years
(Young adults and working professionals who are frequent smartphone buyers)
- Gender: All genders
(As both males and females actively purchase Xiaomi and Redmi phones)
- Parental Status: All
(To capture a wide family user base including budget conscious parents buying phones for kids)

This targeting approach helps ensure the Xiaomi 15 Series and Redmi budget phones get visibility from the right users, building strong top-of-mind recall for the brand.

4. Budget and Bidding

For this campaign, I set a daily budget of ₹500 to keep the ads showing regularly on the Google Display Network without spending too much. Since the goal is to increase brand awareness, I chose the vCPM (Viewable Cost Per 1,000 Impressions) bidding strategy. This means Xiaomi's ads will be shown only when people can actually see them, so the budget is used in the best way.

5. Screenshot Title: Ad Copy 1 – Xiaomi 15 Pro





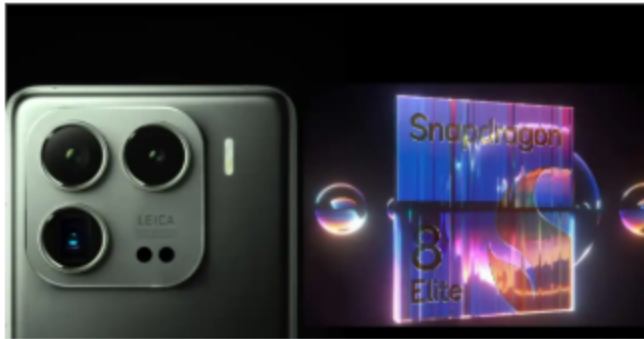
Xiaomi 15: Best Offer

Xiaomi 15 delivers flagship performance, stunning design, and amazing launch offers today!

Xiaomi India

Close

Learn more



Xiaomi 15 200MP Camera

Xiaomi 15 Pro offers a 200MP camera, lightning performance, immersive display, and deals.!

Xiaomi India

Ad

[Learn more](#)

Screenshot Title: Ad Copy 2 – Redmi Budget Phones





Redmi Deals from Xiaomi

Xiaomi India

Xiaomi's Redmi lineup blends
performance and value.
Explore now!

CLOSE

LEARN MORE





Xiaomi Budget Smartphones

Xiaomi India

Xiaomi offers power-packed
Redmi phones at unbeatable
prices.

CLOSE

LEARN MORE





Xiaomi Redmi ₹6,999 Offer

Xiaomi offers power-packed Redmi phones at unbeatable prices.

Xiaomi India

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CAMPAIGN 2: Online Sales (Google Search Network - GSN)

To increase online sales of Xiaomi smartphones by targeting users who are actively searching and ready to buy using Search Network Campaigns (SNC). This includes driving traffic to specific product pages and highlighting festive offer deals to encourage faster conversions and boost revenue.

1.Campaign Type:

I had chosen a Search Network Campaign (SNC) because it shows text ads when users search for Xiaomi phones or related keywords. This approach effectively targets users with high purchase intent.

2. Ad Groups:

I had created separate ad groups based on different Xiaomi phone models or categories. For example, one ad group for the 'Xiaomi 15 Series' and another for 'Redmi Budget Phones.' This helps in creating more relevant ads and keywords for each group.

- **Ad Copy 1 – Xiaomi 15 Pro**

This ad copy is created to attract customers who want to buy the Xiaomi 15 Pro online. The headlines are designed to grab attention quickly by highlighting important benefits like special offers, free delivery, and trustworthiness of the official store. These points encourage users to click and buy.

The description focuses on the phone's key features and creates urgency by mentioning limited-time deals, making the product more appealing to potential buyers.

Sitelink extensions provide quick access to other important pages related to Xiaomi phones and accessories, helping users explore more products easily and improving the ad's visibility.

Callout extensions add extra value by highlighting benefits such as free shipping and official store status, which builds trust and confidence in the brand.

The keywords selected are relevant search terms that potential buyers might use when looking for Xiaomi smartphones, helping the ads show up in the right searches to increase sales.

Overall, this ad copy and its components work together to drive more online purchases by attracting, informing, and building trust with the audience.

- **Ad Copy 2 – Redmi Budget Phones**

This ad copy targets customers looking for affordable yet powerful Xiaomi Redmi phones. The headlines highlight the budget friendly prices, strong features like long battery life and 5G support, and the official store to build trust and encourage clicks.

The description focuses on the key benefits of the Redmi series, like great battery performance and latest technology, which appeals to buyers who want value for money.

Sitelink extensions give users quick access to specific Redmi models and accessories, making it easier to explore and shop different options.

Callout extensions show advantages such as affordable pricing and official store assurance, which helps to increase buyer confidence.

The selected keywords match popular search terms used by people interested in budget Xiaomi phones, ensuring the ads reach the right audience ready to make a purchase.

Overall, this ad copy is designed to attract budget conscious customers by clearly showing the value, features, and trustworthiness of Redmi phones, helping to boost online sales.

3. Smart Targeting: Location, Language & Audience Selection


For this campaign, I selected India as the target location since Xiaomi smartphones are highly popular and in demand across the country. The language chosen is English, which is widely understood by online shoppers in India, especially when purchasing tech products. For the audience segment, I targeted users interested in technology, mobile enthusiasts, shoppers, and consumer electronics, ensuring the ads reach people most likely to buy smartphones online.

4. Budget and Bidding

I set a daily budget of ₹300 to keep the spending in control and still reach people who want to buy Xiaomi phones. I selected the Maximize Conversions bidding option so that Google can help me get more sales automatically without changing bids manually.

5. Screenshot: Ad Copy 1 – Xiaomi 15 Pro

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 www.mi.com/

Official Xiaomi Store - Budget Smartphones Now

Order Xiaomi 15 Pro – 200MP Camera, AMOLED Display, Free Delivery & Offers! Explore Xiaomi & Redmi Phones – Affordable, Powerful & Feature-Packed Devices! Official Xiaomi Store. Limited Time Offers.

[Buy Xiaomi 15 Pro](#) · [Latest Phone Launches](#) · [Redmi Phones Offers](#) · [Official Mi Store](#)

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 www.mi.com/

Buy Xiaomi 15 Pro Online - Free Delivery on Phones

Explore Xiaomi & Redmi Phones – Affordable, Powerful & Feature-Packed Devices! Redmi Phones with 5G & Long Battery Life. Starting ₹6,999. Shop Now! Free Shipping Available.

[Buy Xiaomi 15 Pro](#) · [Latest Phone Launches](#)

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www.mi.com/

Launch Deals on Xiaomi - Xiaomi 15 Pro - 200MP Cam

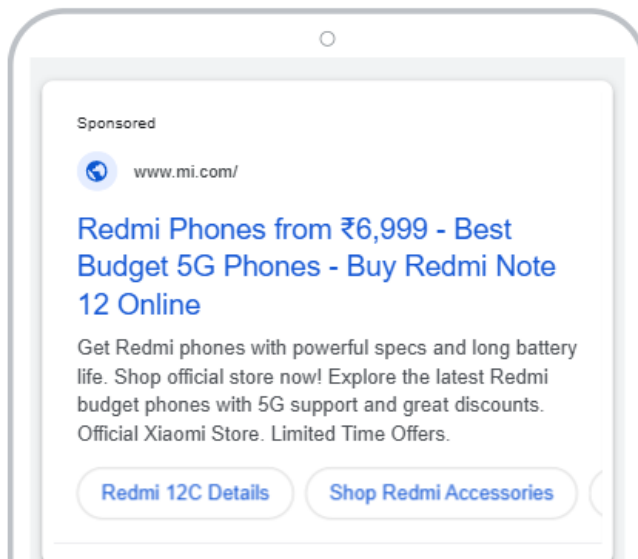
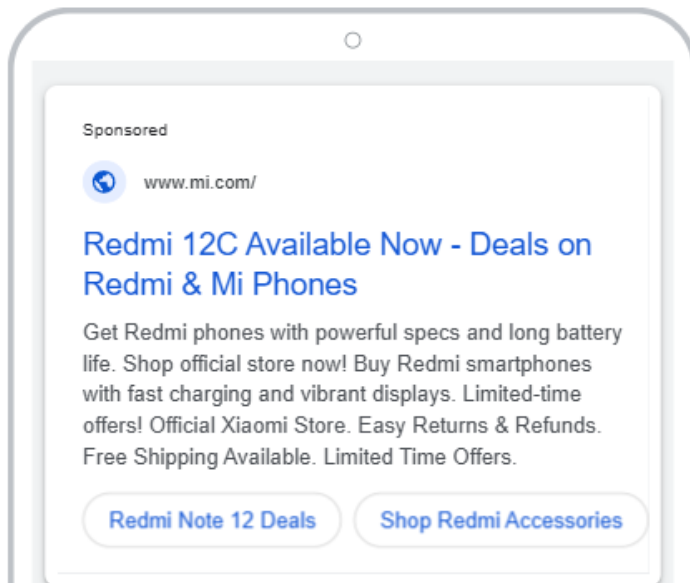
Explore Xiaomi & Redmi Phones – Affordable, Powerful & Feature-Packed Devices! Buy Official Xiaomi Phones Online – Secure Payment, Easy Returns, Great Deals! Limited Time Offers.

[Buy Xiaomi 15 Pro](#)

[Redmi Phones Offers](#)

[La](#)

Screenshot: Ad Copy 2 – Redmi Budget Phones



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www.mi.com/

Redmi 5G, Long Battery - Redmi Phones From ₹6,999

Official Xiaomi store: easy returns, free shipping, and the best Redmi deals online. Explore the latest Redmi budget phones with 5G support and great discounts. Free Shipping Available. Limited Time Offers.

[Redmi 12C Details](#) · [Redmi 11 Prime Offers](#) · [Shop Redmi Accessories](#)

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www.mi.com/

Affordable 5G Mobiles - Redmi Phones From ₹6,999

Explore the latest Redmi budget phones with 5G support and great discounts. Buy Redmi smartphones with fast charging and vibrant displays. Limited-time offers! Official Xiaomi Store.

[Shop Redmi Accessories](#) · [Redmi 11 Prime Offers](#)

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www.mi.com/

Redmi 12C Available Now - Best Budget 5G Phones

Official Xiaomi store: easy returns, free shipping, and the best Redmi deals online. Buy Redmi smartphones with fast charging and vibrant displays. Limited-time offers! Free Shipping Available. Limited Time Offers.

[Redmi 12C Details](#) · [Redmi 11 Prime Offers](#) · [Redmi Note 12 Deals](#) · [Shop Redmi Accessories](#)

Reason for Excluding Shopping Ads & Remarketing

For this project, I focused on Search Network Campaigns (SNC) and Display Network Campaigns (GDN) as they are the most suitable ad formats for achieving the chosen objectives: brand awareness and online sales.

- **Shopping Ads** were not included in the campaign strategy because they require complete control of an eCommerce enabled website, product feed setup, and backend control which is not possible in this project as it's only a simulation.
- **Remarketing** strategies were not used because they need real user data like website visitors or past customers. Since this is just a project and not a real campaign, we don't have that data to use remarketing.

These exclusions help to keep the campaign realistic and manageable for a project.