

# **PRATHYUSHA ENGINEERING COLLEGE**

## **NAAN MUDHALVAN – DIGITAL MARKETING**

### **PROJECT TITLE: HOW TO CREATE A GOOGLE AD CAMPAIGN FOR YOUR BRAND**

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SEM/YEAR: VII SEM/IV YEAR

DEPARTMENT: BIOTECHNOLOGY

BRAND NAME: BIO PARADISE: PIONEERING BIOSCIENCE AND BIOTECHNOLOGY

CAMPAIGN TYPE: VIDEO BRANDING

CAMPAIGN TITLE: "Unlocking the Future: Bio Paradise - Your Partner in Bioscience Excellence"

#### **BRAINSTORMING MAP**

##### **Campaign Objectives:**

1. Increase Brand Awareness: Make more people aware of the Bio Paradise brand.
2. Drive Website Traffic: Attract more visitors to the Bio Paradise website.
3. Lead Generation: Generate quality leads interested in Bio Paradise products.
4. Product Promotion: Showcase specific biotech products in the campaign.
5. Sustainable Practices: Highlight Bio Paradise's commitment to sustainability.
6. Engagement: Encourage users to interact with the campaign (likes, shares, comments).
7. Conversion: Drive specific actions, such as product purchases or inquiries.
8. Competitive Edge: Outperform competitors in the biotech industry.
9. Thought Leadership: Establish Bio Paradise as a thought leader in the field.
10. Mobile Optimization: Ensure the campaign is mobile-friendly.
11. Ad Engagement Metrics: Improve click-through rates (CTR) and view-through rates (VTR).
12. Social Media Amplification: Utilize social media to extend campaign reach.
13. Customer Retention: Engage existing customers and promote repeat business.

**Target Audience:**

1. Biotech Professionals: Researchers and professionals in the biotech industry.
2. Marketing Managers: Professionals responsible for marketing decisions.
3. Researchers: Individuals involved in scientific research.
4. Environmentalists: People passionate about eco-friendly solutions.
5. Industry Enthusiasts: Those who follow and engage with biotech developments.
6. Educators: Teachers and educators interested in biotechnology topics.

**Key Message:**

1. Innovative Biotech Solutions: Emphasize the cutting-edge nature of Bio Paradise's products.
2. Sustainability Commitment: Highlight the brand's dedication to sustainable practices.
3. Pioneering Biosciences: Position Bio Paradise as a pioneer in biosciences.
4. Trustworthy Partner: Establish the brand as a reliable and trustworthy partner.
5. Stay Competitive: Encourage customers to stay competitive with Bio Paradise's solutions.

**Video Content Ideas:**

1. Product Showcases: Highlight specific biotech products and their features.
2. Sustainability Initiatives: Showcase eco-friendly practices and initiatives.
3. Expert Interviews: Feature interviews with industry experts.
4. Educational Tutorials: Create informative tutorials related to biotech.
5. Industry Insights: Share insights into biotech trends and developments.
6. Success Stories: Highlight real-world success stories using Bio Paradise products.
7. Behind-the-Scenes: Offer a glimpse into the company's inner workings.
8. Animation or Infographics: Use visual aids to simplify complex concepts.

**Channels & Platforms:**

1. Google Ads: For targeted ad placements.
2. YouTube: Ideal for hosting video content.
3. Social Media (Facebook, LinkedIn): Share videos and engage with audiences.
4. Company Website: Feature videos on the Bio Paradise website.

5. Email Marketing: Use video in email campaigns.
6. Industry Forums: Participate in biotech-related forums and share content.

### **Budget & Resources:**

1. Video Production: Costs for creating video content.
2. Ad Spend: Budget allocated for Google Ads and social media promotion.
3. Graphic Design: Design assets for videos and ad creatives.
4. Copywriting: Content creation for ads and campaign messaging.
5. Social Media Management: Personnel or tools for managing social media.

### **Tracking & Metrics:**

1. Click-Through Rate (CTR): Measure ad engagement.
2. View-Through Rate (VTR): Assess video views after ad impressions.
3. Conversion Rate: Track actions taken after ad interaction.
4. Cost Per Click (CPC): Monitor advertising costs.
5. Website Traffic: Measure the increase in site visitors.
6. Lead Generation: Track the number of leads generated.
7. Social Shares: Monitor how often videos are shared on social media.

### **Timeline:**

1. Campaign Launch: Set a specific launch date.
2. Ongoing Optimization: Continuously adjust the campaign for better performance.
3. Reporting and Analysis: Regularly review metrics and analyze results for insights and improvements.
  - This expanded brainstorming mapping provides a comprehensive view of the elements involved in planning and executing your Google Ad Campaign for Bio Paradise Brand with a Video Campaign.