

PRATHYUSHA ENGINEERING COLLEGE

NAAN MUDHALVAN – DIGITAL MARKETING

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

TEAM LEADER: AKASH PANDE R

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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

PROJECT REPORT

Executive Summary:

The Google Ad Campaign for Bio Paradise Brand with a Video Campaign aimed to increase brand awareness, drive website traffic, generate leads, promote specific products, and highlight the brand's sustainability commitment. The campaign was executed through Google Ads, YouTube, social media, and the company website.

Key achievements and outcomes include increased brand recognition, a significant rise in website traffic, a substantial number of leads generated, improved product promotion, and heightened awareness of Bio Paradise's sustainability initiatives.

Introduction:

This report provides an in-depth analysis of the Google Ad Campaign for Bio Paradise Brand with a Video Campaign. It outlines the objectives, planning, execution, and outcomes of the campaign, along with recommendations and lessons learned.

Project Objectives:

The campaign aimed to achieve the following objectives:

- ✓ Increase Brand Awareness
- ✓ Drive Website Traffic
- ✓ Lead Generation
- ✓ Product Promotion
- ✓ Sustainable Practices Recognition
- ✓ Campaign Planning

The planning phase involved:

- ✓ Identifying the target audience.
- ✓ Crafting key campaign messages.
- ✓ Developing video content ideas.
- ✓ Selecting campaign channels and platforms.
- ✓ Allocating a budget and resources.
- ✓ Defining the campaign timeline.

Campaign Execution:

Execution involved the creation of ad creatives, video production, and the dissemination of content across Google Ads, YouTube, social media platforms, the Bio Paradise website, email marketing, and industry forums.

Budget and Resources:

The allocated budget covered video production costs, ad spending, graphic design, copywriting, and social media management.

Campaign Timeline:

The campaign was launched on [27/10/2023] and extended over [10/11/2023]. Ongoing optimization and reporting were integral to the campaign's success.

Campaign Metrics:

Key performance metrics analyzed include:

- ✓ Click-Through Rate (CTR)

- ✓ View-Through Rate (VTR)
- ✓ Conversion Rate
- ✓ Cost Per Click (CPC)
- ✓ Website Traffic
- ✓ Lead Generation
- ✓ Social Shares

Achievements and Outcomes:

The campaign achieved the following outcomes:

- ✓ Significant increase in brand awareness.
- ✓ A substantial rise in website traffic.
- ✓ Generation of high-quality leads.
- ✓ Successful promotion of specific products.
- ✓ Recognition of Bio Paradise's commitment to sustainability.
- ✓ Enhanced engagement with the audience.
- ✓ A notable increase in conversions.
- ✓ A competitive edge within the biotech industry.
- ✓ Establishment of thought leadership.
- ✓ Successful mobile optimization.
- ✓ Positive ad engagement metrics.
- ✓ Effective social media amplification.
- ✓ Customer retention and repeat business.

Lessons Learned:

Challenges included Content production and video preparation, and key lessons included brainstorming mapping and empathy mapping and also learned about the Digitalized way of connecting with audiences.

Conclusion:

In conclusion, the Google Ad Campaign for Bio Paradise Brand with a Video Campaign successfully achieved its objectives, significantly raising brand awareness, driving traffic,

generating leads, and promoting sustainability initiatives. The campaign has positioned Bio Paradise as a leader in the biotech industry, paving the way for future marketing success.

Appendix:

Video link (Campaign Video): <https://youtu.be/vkTS3A9JlBA>

PROJECT OUTPUT: <https://drive.google.com/drive/folders/1gd9mCUih-6EZqE6zCowX9z3vm4e70hWL?usp=sharing>

BRAND LOGO: **“Unlocking the Future: Bio Paradise - Your Partner in Bioscience”**



This project report provides a comprehensive overview of the Google Ad Campaign for Bio Paradise, highlighting its achievements, challenges, and recommendations for future marketing efforts.