

PRATHYUSHA ENGINEERING COLLEGE

NAAN MUDHALVAN – DIGITAL MARKETING

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

TEAM LEADER: AKASH PANDE R

TEAM MEMBERS: ANBIL ARASU E, KARTHIKEYAN P, SATHISH S

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"

EMPATHY MAPPING

INTRODUCTION:

"Embarking on a successful Google Ad Campaign for Bio Paradise, it's crucial to understand the heart and mind of our audience. This empathy map provides us with a window into the world of our target persona, allowing us to uncover their thoughts, feelings, and needs. By empathizing with their perspective, we can craft a video campaign that resonates deeply, offering solutions that matter most to them. Let's explore the mindset of our ideal audience and shape a campaign that speaks directly to their aspirations and concerns."

AIM:

"To establish Bio Paradise as the go-to destination for cutting-edge biotech solutions and sustainable biosciences, while fostering a community of engaged and informed stakeholders who share our vision for a healthier, more sustainable future."

OBJECTIVES:

1. Increase Brand Awareness: Raise awareness about Bio Paradise as a leader in innovative biotech solutions and biosciences.
2. Drive Website Traffic: Increase the number of visitors to the Bio Paradise website, especially to the pages showcasing your biotech products and services.
3. Lead Generation: Generate high-quality leads interested in Bio Paradise products, services, or updates.
4. Product Promotion: Highlight specific biotech products and their unique benefits in the video campaign.

5. Educate the Audience: Provide educational content about biotech advancements, sustainable practices, or industry trends.
6. Position as Sustainable: Emphasize Bio Paradise's commitment to sustainability and eco-friendly biotech solutions.
7. Engagement: Increase user engagement with the video campaign, encouraging likes, shares, comments, and interaction.
8. Competitive Edge: Gain a competitive advantage by outperforming biotech and bioscience industry competitors.
9. Social Media Amplification: Leverage social media platforms to amplify the reach of the video campaign.
10. Customer Retention: Engage existing customers and encourage repeat business or referrals.

Our Mission:

At Bio Paradise, our mission is clear: to lead the way in advancing biosciences and biotechnology, bringing transformative solutions to the world.

EMPATHY MAPPING:

Persona:

Name: Akash Pande & Team

Age: 22

Occupation: Digital Marketing

Interests: Biotechnology, environmental sustainability, professional growth

What They Say:

- ✓ "I'm always looking for innovative biotech solutions."
- ✓ "Sustainability is crucial for our brand's image."
- ✓ "I need trusted suppliers for our biotech projects."

What They Think:

- ✓ "How can I make our marketing more appealing and eco-friendly?"
- ✓ "I want to stay competitive in the biotech industry."
- ✓ "I need to find reliable partners for our projects."

What They Do:

- ✓ Researches industry trends and biotech advancements.
- ✓ Attends webinars and conferences related to biotechnology and marketing.
- ✓ Searches for biotech suppliers and innovative solutions online.

What They Feel:

- ✓ Excitement about incorporating cutting-edge biotech into their campaigns.

- ✓ Concern for maintaining their brand's commitment to sustainability.
- ✓ Anxious about finding trustworthy partners for their projects.

Pain Points:

- ✓ Balancing innovation with sustainability in marketing campaigns.
- ✓ Keeping up with the fast-paced biotech industry.
- ✓ Identifying reliable and eco-friendly suppliers.

Gains:

- ✓ Access to innovative biotech products for marketing campaigns.
- ✓ Enhanced brand reputation through sustainable practices.
- ✓ Confidence in reliable partnerships to achieve marketing goals.

This is the empathy map followed for the creation of a Google Ad video campaign that resonates our team's needs, interests, and concerns, positioning Bio Paradise as the ideal solution to address the pain points and provide gains for their marketing and sustainability goals.

EMPATHY MAP

